

INSIDE RADIO®

RATINGS REPORT & DIRECTORY

MARCH 1981

WHAT DO RADIO EXECUTIVES LOOK FOR IN A QUALITATIVE RESEARCH COMPANY?*

"People who understand radio."—

*A/C, Top 50
(San Antonio Station Manager)*

*"People who can bridge (the gap) between practical broadcasting
... and sophisticated research"*—

*MOR, Top 25
(Baltimore General Manager)*

*"Have the top people working on the project; rather than selling to
more clients and forgetting what's already (been) sold."*

*Top 50, Adult/Contemporary
(Station Executive)*

*"People who have been most successful in the radio business can
apply their experience."*

*Top 10/Country
(Chicago General Manager)*

What they're all looking for is clear.

Quality People

Our successful radio experience, day-to-day working knowledge of radio, research credentials and innovation, and personal approach to qualitative research is unmatched by any other company in the business. If that's what you're looking for, or a market-exclusive basis, give us a call ... for qualitative research, programming or marketing services.

The Qualitative Research People

*Results taken from Communications Research, Ltd.'s exclusive national RADIO EXECUTIVES RESEARCH ATTITUDES SURVEY, Fall, 1980.



COMMUNICATIONS RESEARCH, LTD.

3438 N. Country Club Tucson, Arizona 85716 Telephone (602) 27-9431



BONNEVILLE PROGRAMMING RESULTS IN LARGER AUDIENCES

Radio advertisers buy stations with larger audiences. They pay more for good demographics and proven effectiveness. Bonneville programming delivers that sellable audience year after year. And, our know-how backs up that programming to insure success and support your leadership. Check our partial track record.

MARKET	STATION	RANKING
Atlantic City	WFPG	#1
Cleveland	WQAL	#1
Denver	KOSI-FM	#2
Ft. Lauderdale	WKQS	#1
Indianapolis	WXTZ	#2
Los Angeles	KBIG	#2
Nashville	WZEZ	#1
Norfolk	WFOG	#3
Phoenix	KMEO	#1
Rochester	WEZO	#1

Congratulations to our above clients who rank over their Beautiful Music competitors; Churchill, FM-100, Schulke and TM.

RANKINGS BASED ON FALL ARBITRON 1980 RADIO ESTIMATES ADULT 18+ SHARE MON-SUN 6AM-12 MID

If you are looking for a larger audience and more income, call or write David Pollei



274 County Road
Tenafly, N.J. 07670
201-567-8800

A Division of Bonneville International Corporation

RESEARCH POWER



RADIO RESEARCH PRIMER: Radio Research defined, in a remarkably clear and concise 40-page brochure.

A GUIDE TO RADIO BROADCAST CONSULTING SERVICES: Over 100 radio consulting services listed.

RADIO FINANCIAL DATA: The latest annual play-by-play of radio revenues, published in cooperation with "Broadcasting."

A LOCAL MARKET RADIO PRESENTATION: A sure source for the real facts about radio's value as an advertising tool.

HOW RADIO ADDS PUNCH TO A MAGAZINE SCHEDULE: Why the addition of radio can deliver more impression, higher frequency, and greater reach, all with the same ad dollars.

RADIO...A FABLE OF GRP'S: A 48-page color booklet that reveals a new method for buying radio..."effective rating points."

Selling and promoting radio. That's our business.
Call our Research Department for any of these brochures.
(212) 599-5846



McGAVREN GUILD RADIO

IF YOU'RE IN IT FOR THE MONEY.

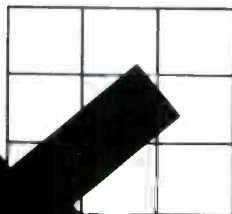
Then you're in for some exciting news. As you well know, the radio industry has been lagging behind other "intensive sales" categories in one critical area: sales training . . . an element with enormous bottom line impact.

Well, no more.

After nearly five years of research and development, the Sales Performance System is now available to you. A consistent, systematic approach to sales professionalism at your station . . . a striking new posture in your market . . . and dramatically increased billings.

This is not a quick fix or one-shot seminar, but an on-going program that will absolutely increase the bottom line effectiveness of the old-line pro or the greenest greenhorn. Let us show you how it works . . . if you're in it for the money.


First Com
First Com Broadcast Services, Inc.
Two Oaks Plaza • Suite 2215
6730 LBJ Freeway
Dallas, Texas 75240



SPS
SALES PERFORMANCE SYSTEM
(IF YOU'RE IN IT FOR THE MONEY. . .)

*I'm in it for the money, among other things . . .
send me a free S.P.S. information pack.*

Name _____

Title _____

Station _____

Address _____

City/State _____ Zip _____

Phone _____

SEND TO: SPS c/o Two Oaks Plaza, Suite 2215
6730 LBJ Freeway, Dallas, TX 75240
Or Phone: (214) 934-2222

RKO RADIO SALES THANKS OUR SELECT GROUP OF STATIONS FOR OUR BEST YEAR 1980.

WOR/WXLO New York • WFYR Chicago • KHJ/KRTH Los Angeles •
WSNI/WRCP Philadelphia • KFMK Houston • WNIC AM/FM Detroit •
KLIF/KPLX Dallas-Ft. Worth • KCBQ San Diego • KCCW/KZZY San Antonio •
KFRC San Francisco • WHBQ Memphis • WGMS AM/FM Washington, D. C. •
WERE/WGCL Cleveland • WRKO/WROR Boston • KWBZ Denver •
WAXY Miami-Ft. Lauderdale • WPLP Tampa • KHYT Tucson • KATT AM/FM Oklahoma City



RKO RADIO SALES

Select stations, select markets.

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

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

AMERICA'S MOST LISTENED-TO* COUNTRY MUSIC STATION

Month after Month...

Year after Year!



Home of the WMAQ DANCING FOR DOLLARS

The difference in Philadelphia radio is WIOQ

For the past year, WIOQ Radio has been telling its audience to "Listen to the Difference" and now the results are in and overwhelming.

The Fall 1980 Arbitron establishes WIOQ Radio as Philadelphia's Adult Rock Leader with top rankings in every adult demographic. WIOQ has nearly tripled* its total audience in a year of adult rock programming that is just now being emulated by other radio stations across the nation.

The WIOQ difference is:

Music – Adult rock music from the 60's, 70's and 80's.

PHILADELPHIA
ARBITRON
FALL
1979

Personalities – Philadelphia's finest with over 50 years of combined radio experience in the Philadelphia market.

Special Programming – Targeted to the music and lifestyle demands of an adult rock audience, including Energy Week, Do It Yourself Week, WIOQ at Your Service and The Cooks Tour.

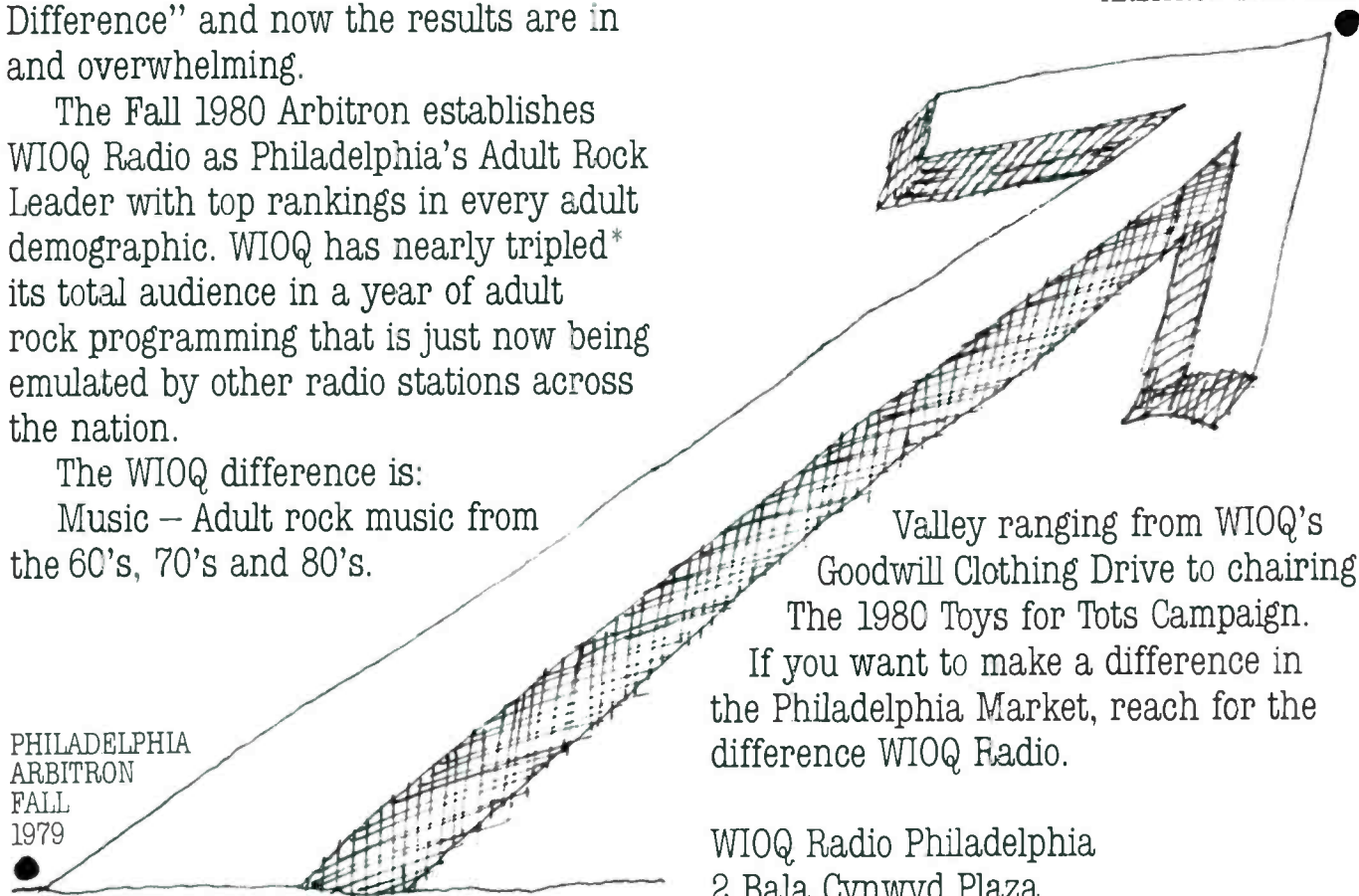
Live and Prerecorded Broadcasts – Via satellite and live from the best venues in Philadelphia, featured in 1980 included Boz Scaggs, The Pointer Sisters, Linda

Ronstadt, Paul Simon, Carly Simon and many more.

News Features – Comprehensive daily news featuring World News, Philadelphia specials and news adults can use.

Community Service – Total station involvement in The Greater Delaware

PHILADELPHIA
ARBITRON FALL 1980



Valley ranging from WIOQ's Goodwill Clothing Drive to chairing The 1980 Toys for Tots Campaign.

If you want to make a difference in the Philadelphia Market, reach for the difference WIOQ Radio.

WIOQ Radio Philadelphia
2 Bala Cynwyd Plaza
Bala Cynwyd, Pennsylvania 19004
Telephone 215 667 8100

Broadcasting Division of Outlet Company

Listen To The Difference



KISS 99

'The New Rock'

IN 1980 WIKS — KISS • 99 BECAME THE
LEADING CONTEMPORARY RADIO STATION IN INDIANAPOLIS*

HEFTEL:

**Courage
Creativity
Commitment**

*Average Person Shares 12+ Spring 1980
and Fall 1980, two-book average. MSA
Total Week Survey subject to limitations.



MAJOR MARKET RADIO SALES



“The Better Rep” keeps getting better and better.

You're looking at the growing world of Bernard Howard & Company. And what makes our business continue to expand are just four simple words ... *keep doing things better.*

So we keep adding offices.

We keep adding more and more highly professional sales people.

And we keep adding new marketing, research, programming and sales promotion services.

We're doing all this because we know the better we get, the better it is for our stations.

And because "a better rep" adds something vitally important to any station's operation.

Better profits.



bernard howard
& company, inc.



A DIVISION OF VIACOM INTERNATIONAL INC.

New York

Chicago

Atlanta

Los Angeles

San Francisco

St. Louis

Dallas

Detroit

"At Ogilvy & Mather, we think radio is a great inflation fighter."

Ken Roman, President, Ogilvy & Mather.

In 1979, Ogilvy's radio billings were double those of five years ago. And in 1980, they jumped dramatically again.

Why did Ogilvy & Mather turn up its radio volume? Ken Roman gave us some answers.

Radio is good value.

"The new environment of the '80s is inflation. Because radio doesn't face the costs of paper and equipment that other media must cope with, its price advantage should be even greater in the coming years.

"And since it is the most selective medium, with less waste, it could be the best weapon against inflation."

Radio is personal.

"Buying decisions will shift from the household to the individual; there will be more personal decisions. And what's more personal than radio?"

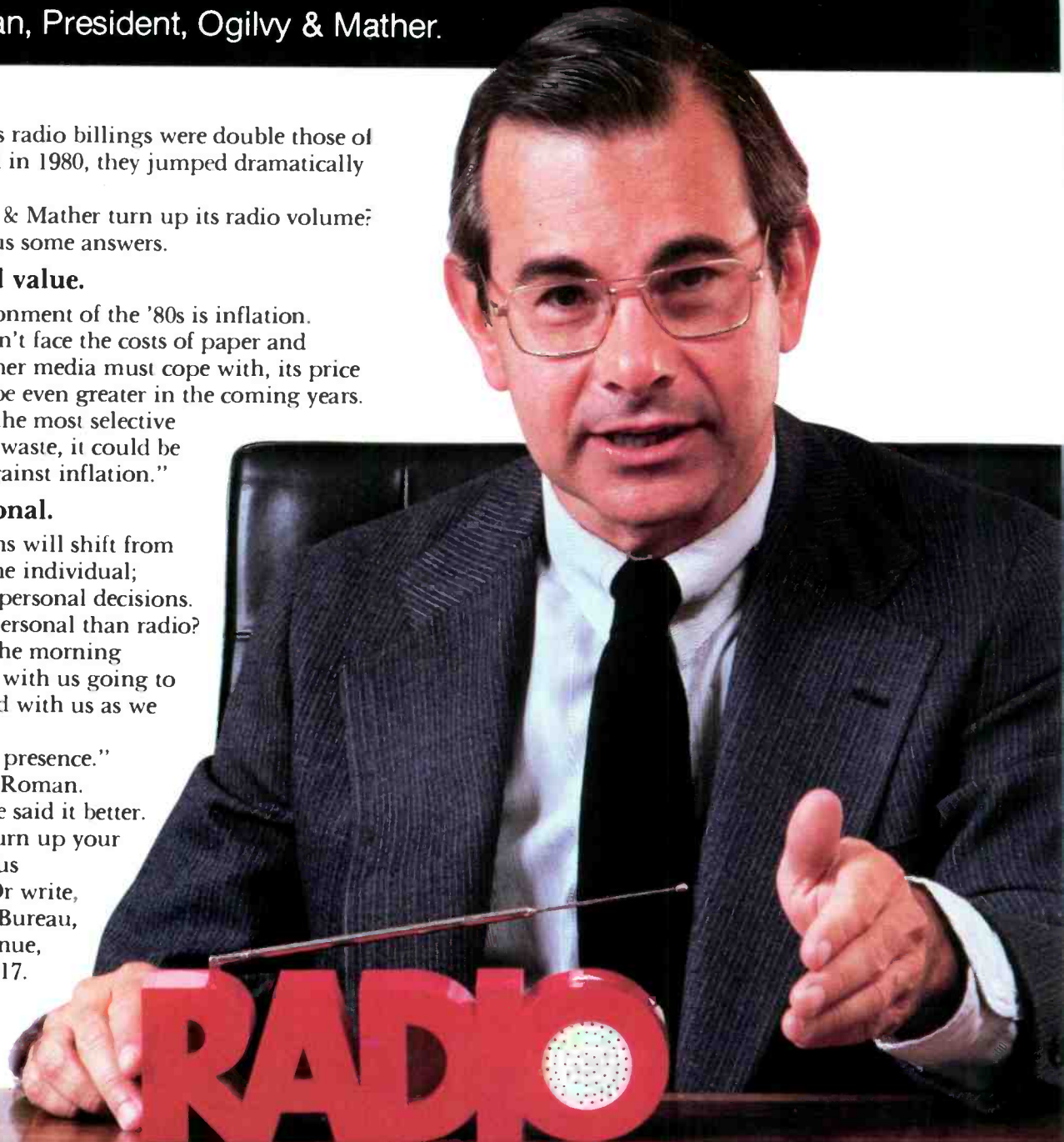
"It's with us in the morning when we wake up, with us going to and from work, and with us as we head to the store.

"It's an invisible presence."

Thank you, Mr. Roman.

We couldn't have said it better.

If you'd like to turn up your radio volume, call us at (212) 599-6666. Or write, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017.



It's red hot.

INSIDE RADIO

RATINGS REPORT & DIRECTORY

MARCH 1981

EDITOR & PUBLISHER
JERRY DEL COLLIANO

ASSOCIATE EDITOR
PEGGY BURNS

ASSISTANT TO THE PUBLISHER
SHARON GALLAGHER

RESEARCH ASSISTANT
PATTY MARSIK

"CLOSEUP" RESEARCH
SAM PALEY (CUSTOM
AUDIENCE CONSULTANTS)

STATISTICAL RESEARCH
BOB GALEN, VP BLAIR RADIO
GARY BOND

RESEARCH
JANE SOBEL, ASST.

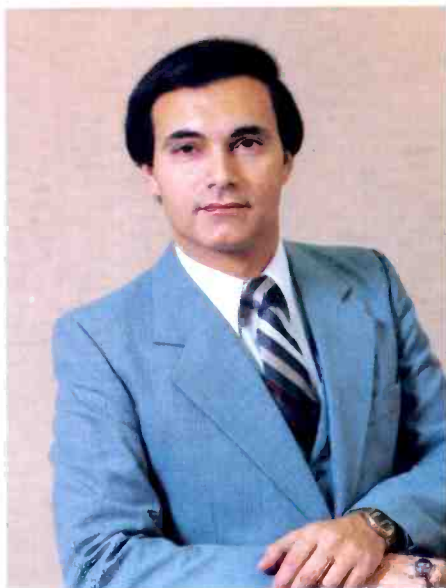
COUNSEL
MALCOLM PIERCE ROSENBERG,
ESQ

CIRCULATION
GERARD V. DEL COLLIANO

ART/PRODUCTION
GALEN GAVEL
TERI PUGH
ANDREA W. GILCHRIST
J. WESLEY HACKMAN
SHARON G. FREYTAG
CINDY KING
GEORGE KING
MARIE HOBSON

PRINTING
NATIONAL DESIGNERS, INC.
RON LEONE

INSIDE RADIO RATINGS REPORT & DIRECTORY (Volume 6) is a semiannual supplement to INSIDE RADIO, broadcasting's weekly management newsletter and is published by INSIDE RADIO, INC., Executive Mews, 1930 E. Marlton Pike, Suite C-13, Cherry Hill, NJ 08003. (609) 424-6800. Subscriptions to INSIDE RADIO are \$125 for one year. INSIDE RADIO's RATINGS REPORT & DIRECTORY is mailed third class to the United States, Canada and other countries. Copyright, 1981 INSIDE RADIO, INC. All rights reserved. Materials contained in this publication may not be reproduced in whole or part, in any form, without written permission of INSIDE RADIO, INC.



PUBLISHER'S LETTER

way the ratings are presented and that the information is useful whether you're glancing or buying ads.

When we added the directory section of RATINGS REPORT & DIRECTORY several issues back, our thinking was to put both ratings and important names and phone numbers in the same easy-to-read book. We tried to embellish it by adding travel information, restaurants and the like for busy executives on-the-go. This issue contains new directories for brokers, software/hardware, and trade associations. The idea was and is to make this book the most useful reference source available to the radio executive. And, frequently our next good idea comes from you, the interested reader.

Publishing a first class, full-color book of this proportion is very costly. Offering it as a "free" supplement to INSIDE RADIO twice a year is a tribute to the many blue chip advertisers who make this high circulation magazine a "must buy" every six months. This issue has more advertising than ever before and is the top magazine of its kind in radio as a direct result. Our advertisers, almost without exception, are so loyal that more than 60% sign long term agreements to advertise. That's commitment! We appreciate it and hope that you will someday pay one of our advertisers the ultimate compliment of saying, "I saw your ad in INSIDE RADIO".

All of us at INSIDE RADIO sincerely thank you for making us what we are today. We try never to forget it and hope that by sending you these semi-annual RATINGS REPORT & DIRECTORY issues "free" will be our small way of demonstrating our thanks.

Since our last issue, we at INSIDE RADIO have received a lot of good news thanks to independent surveys conducted by radio industry sources. An Eastman Radio study of general managers showed INSIDE RADIO starting its sixth year rated just percentage points behind the fifty year old well-respected Broadcasting Magazine as the best read radio publication. Then Drake-Chenault commissioned an outside research company to take the pulse of the radio industry. INSIDE RADIO, again, ranked neck and neck with Broadcasting Magazine.

The phenomenal growth of INSIDE RADIO in such a short time is based on several key ingredients, one of which is the RATINGS REPORT & DIRECTORY you receive as a supplement to INSIDE RADIO twice each year. Just as INSIDE RADIO weekly management newsletter is first with the inside information about management, programming, sales, FCC and ratings, RATINGS REPORT & DIRECTORY has become in just three years the "bible" for radio executives, media buyers, planners and direct advertising accounts.

The ratings section in this book includes virtually all Arbitron markets rated last fall (1980) and despite the slower Arbitron delivery dates due to Quarterly Measurement, RATINGS REPORT & DIRECTORY mails on time for the sixth straight issue. We had to tighten up our end to meet that deadline. We hope you like the

The Best Air in the West!



WESTERN CITIES BROADCASTING

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

P. O. Box 14805
Las Vegas, Nevada 89114

TABLE OF CONTENTS

9	PUBLISHER'S LETTER
13	METHODOLOGY
17	INDUSTRY DIRECTORY
17	GROUP OWNERS DIRECTORY
51	REP DIRECTORY
61	SYNDICATORS DIRECTORY
79	NETWORK DIRECTORY
85	RESEARCH DIRECTORY
95	TRADE PRESS DIRECTORY
97	CONSULTANTS DIRECTORY
107	BROKERS DIRECTORY
109	HARDWARE/SOFTWARE DIRECTORY
112	TRADE ASSOCIATION DIRECTORY
114	FCC DIRECTORY
118	TRAVEL DIRECTORY
124	RATINGS REPORT
125	INSIDE ARBITRON
203	RESEARCH
203	RADIO LISTENING IN AMERICA
204	FOCUS ON THE FORMATS
206	ADULT CONTEMPORARY CLOSE-UP
207	ROCK CLOSE-UP
208	BEAUTIFUL MUSIC CLOSE-UP
210	COUNTRY MUSIC CLOSE-UP
212	ALBUM ROCK CLOSE-UP
214	NEWS/TALK CLOSE-UP
215	BLACK MUSIC CLOSE-UP
216	SEMIANNUAL CORPORATE REPORT
217	LEADING STATIONS BY AVERAGE QUARTER-HOUR
218	LEADING STATIONS BY METRO CUME
220	RATINGS INDEX

No one plays it better than Szabo Associates, the nation's leading media collection specialists.

Many of our key personnel have advertising backgrounds and are thoroughly familiar with the rules of the game. Particularly, the often- delicate media/agency/client relationship.

Our method of handling slow-pay/stop-pay accounts embraces a personal, professional touch, born of our

knowledge of your business. There are no form letters. No farming out collections to sub-agencies. And no delays in keeping you informed of your claim's status. Our

client reports are concise and factual.

On the average, Szabo can resolve better than 50% of your collection problems within 90 days.

For a confidential analysis without obligation, of your collection situation, call collect 404-266-2464.

Or write,

szabo Associates, Inc.,
3355 Lenox Road N.E.,
Suite 945, Atlanta, Georgia
30326.

THE COLLECTION GAME



METHODOLOGY

How The Markets Are Selected. As many markets as are available prior to our publishing deadline are included in the Arbitron ratings section. Special analyses are presented in markets where either the broadcasters and/or ad agencies show the greatest interest. Information is gathered by researching radio stations' on- and off-air activities. Featured demographics are 18-34 and 25-54 which are now most popular among buyers and planners.

Format Identification. Every attempt is made to properly classify formats. Although every radio station represents its own unique format, classifications included in this issue are generalizations used for the purpose of comparison.

Ties. Ties are listed in order of their appearance in the rating book. When all stations cannot be accommodated in ten allotted spaces, the stations which tie for the last position are deleted.

Simulcasts. Complete simulcasts are defined as those stations combined by Arbitron in the "Metro Cume" section. These simulcasts are combined for trend reporting. Other non-complete simulcasts are combined only for the daypart in which simulcasting is in effect.

Terminology. When a station is listed as first in any given demographic group, adults rather than men or women is implied. Morning or AM drive refers to 6am-10am. Midday refers to 10am-3pm. Afternoon or PM drive represents 3pm-7pm. Evening or nights is the period between 7pm-12mid. When writing of dayparts and time periods, adults, Monday through Friday is implied unless otherwise stated.

Arbitron Measurement. Expanded Sample Frame concept of using random digit dialing to select diarykeeper households was extended to the top 75 markets during this rating sweep. Quarterly Measurement (meaning 12 week rating periods) was also in effect in 29 markets.

Programming Trends. Football, basketball and hockey seasons were in full force during this rating period. Sports coverage can lead to higher audience ratings under certain conditions. Big band showed up for the first time; Black was the biggest gainer.

Important Notice. INSIDE RADIO RATINGS REPORT & DIRECTORY focuses on an extended period of time which may have included rating periods. The running of special features and/or contests during this period have not necessarily influenced the ratings.

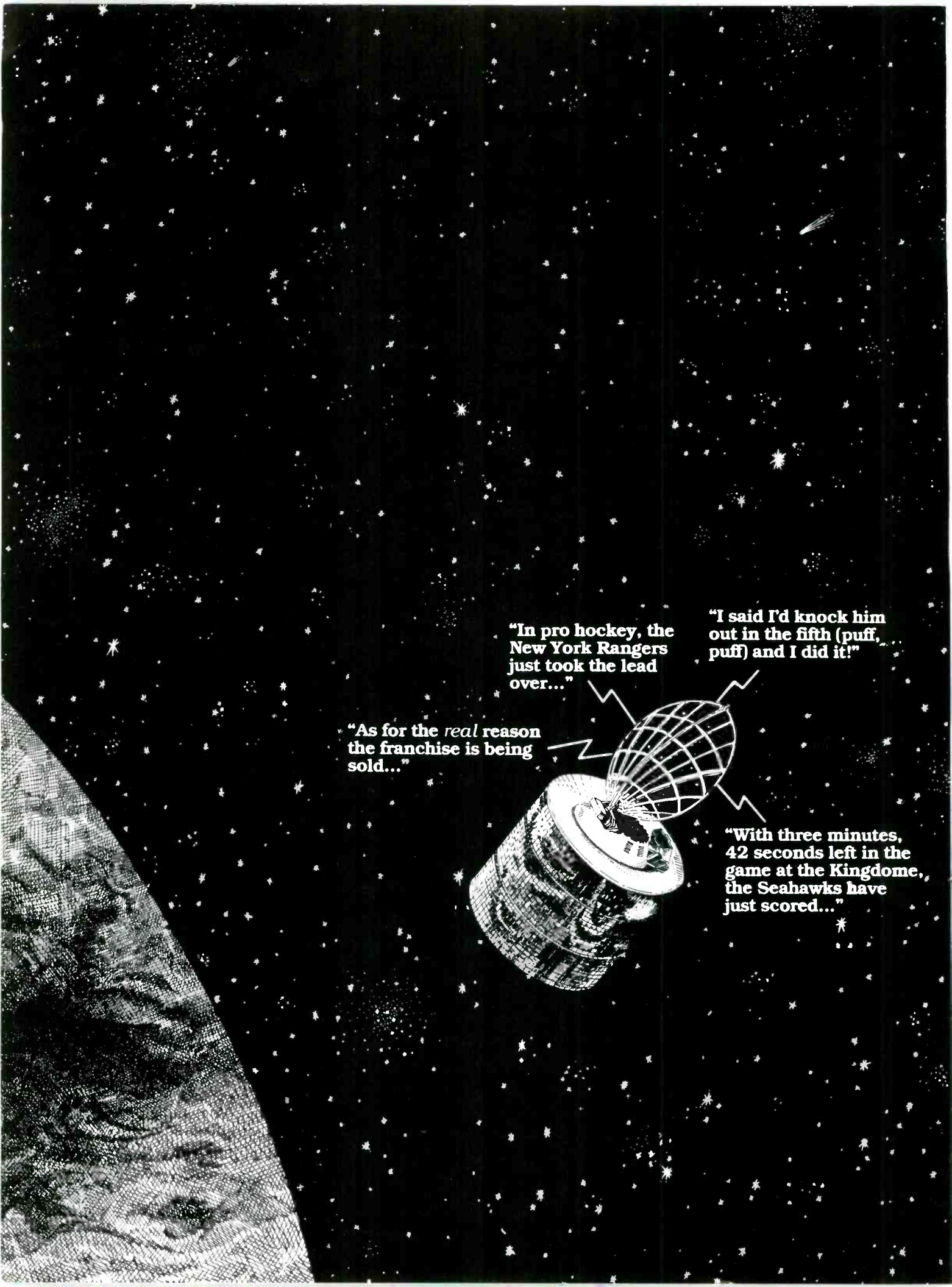
Every effort has been made to provide dependable statistics and information. However, the publisher

does not warrant or represent that the statistics and information herein are complete or accurate. The statistics and information contained herein represent the opinion of the publisher and reliance thereon and use thereof by the reader is at the reader's own risk.

Research. This section is a compilation of the statistics gathered from Arbitron's rating sweep (many of which are featured in this publication). *Focus on the Formats* and the various format close-ups are based on stations making the top ten in *average share trends* for the *metro survey area* in featured markets. Percentages are rounded. AM vs FM comparison is calculated from stations making the top ten in either *average share trends* or *metro cume*. The Top Twenty-five stations by format are ranked both by cume and quarter hour only if a station makes its own market's top ten in each appropriate category. *Semiannual Corporate Report* is based on information included in this publication. Not included is any corporate station failing to make the top ten in its own market's metro cume. The *total cume* column is an addition of *metro cume* figures for all of a corporation's stations qualifying in INSIDE RADIO RATINGS REPORT & DIRECTORY. The number of stations each corporation was credited for and an *average cume* follows. *Semiannual Corporate Report* is the toughest test put to a group owner as it sets a minimum standard of performance for inclusion.

Acknowledgements. We wish to thank the Arbitron Company for allowing us to use rating information appearing on the following pages. Also thanks to researchers Sam Paley of CAC, Bob Galen at Blair Radio and Gary Bond. We also wish to thank Standard Rate and Data Service for certain information contained on the following pages used with permission.

Copyright Warning. "Copyright 1981 The Arbitron Company. All audience estimates contained within are copyrighted by and proprietary to the Arbitron Company ("Arbitron"). Arbitron reserves all rights with respect to its audience estimates and data. No such estimates or data may be reproduced or transmitted in any form or by any means including photocopying or recording on or for any information storage or retrieval system without the prior express written consent of Arbitron. All Arbitron audience data are estimates and are subject to the methodological limitations stated in Arbitron's local market reports. Due to these limitations, the accuracy of Arbitron's audience estimates cannot be determined to any precise mathematical value or definition."



**"In pro hockey, the
New York Rangers
just took the lead
over..."**

**"I said I'd knock him
out in the fifth (puff,
puff) and I did it!"**

**"As for the *real* reason
the franchise is being
sold..."**



**"With three minutes,
42 seconds left in the
game at the Kingdome,
the Seahawks have
just scored..."**

NOW! SPORTS FROM SPACE. FOR YOUR RADIO STATION.

EXCLUSIVELY!

5 minute updates every half hour.
Hour after hour. Behind-scenes features.
Personalities. All-night talk show. Inside stuff.
All via Westar III satellite.

Now you've got a powerful new weapon in the ratings and profits war, a space weapon called Enterprise Radio, The Sports Network.



Power-promoted in these magazines.

Enterprise Radio serves your listeners a feast of sports programming you just couldn't get before. With satellite speed and high professionalism. We've recruited some of the best sports minds in the U.S. and Canada for a first team that knows where the stories are, how to get them, and how to deliver them for maximum impact.

And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

So don't delay. For further information, call George Davies, Michael David, or Joe Rizza at Enterprise Radio and get in on the ground floor.

ENTERPRISE RADIO. THE SPORTS NETWORK.

40 Darling Drive, Avon, CT 06001, (203) 677-6843

AKRON, OH - WHLO-AM ALBANY, NY - WOKO-AM BUFFALO, NY - WYSL-AM CLEVELAND, OH - WBBG-AM DALLAS, TX - KJLF-AM DETROIT, MI - WNIC-AM
HONOLULU, HI - KHVH-AM HOUSTON, TX - KQKX-AM/FM INDIANAPOLIS, IN - WNDE-AM KANSAS CITY, MO - KBEA-AM KNOXVILLE, TN - WHEL-AM/MMZ-FM MEMPHIS, TN - WOLA-AM/WQUD-FM
MILWAUKEE, WI - WTMJ-AM MONTEREY, CA - KOCN-FM NASHVILLE, TN - WKDA-AM NEW ORLEANS, LA - WGSO-AM NEW YORK, NY - WURL-AM/WQIK-FM NORFOLK, VA - WNB5-AM
ROCHESTER, NY - WSAY-AM SALT LAKE CITY, UT - KWMS-AM SAN FRANCISCO, CA - KDIA-AM TAMPA/ST. PETERSBURG/CLEARWATER, FL - WTAN-AM
TRENTON/PRINCETON, NJ - WHWH-AM TOLEDO, OH - WOHO-AM TUCSON, AZ - KTUC-AM/KNDE-FM WASHINGTON, DC - WMZQ-FM

TWICE IS NO ACCIDENT.



DOUBLEDAY'S WLLZ IS DETROIT'S NUMBER ONE MUSIC STATION IN JUST ONE BOOK!

A couple of years ago when we launched KWK/WWWK in St. Louis, and we became the number one music station in that city in our very first Arbitron, people said "that's great... but let's see them do it again." So, a few months ago when we paid a record price for an FM station in Detroit, there was a lot of discussion. People were wondering if St. Louis was a fluke.

Well, WLLZ, "Detroit's New Wheels," is the number one music station in Detroit. We beat all the competition by becoming #1 in 18 to 49 adults and #1 in teens*...and we did it in less than three months from our start-up. What more do you want? Nobody does that...except Doubleday.

DOUBLEDAY BROADCASTING IS AMERICA'S MOST COMPETENT RADIO GROUP.

WLLZ-FM
Detroit

KWK/WWWK**
St. Louis

KDWB AM/FM**
Mpls/St. Paul

KHOW AM/FM
Denver

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

Represented Nationally by RAR and Eastman Radio (KHOW)

*Source: Arbitron Oct. - Nov. 1980 M-Sun 6am-Mid. AQH subject to limitations stated by Arbitron

**KDWB-FM Richfield, Mn. - WWWK-FM Granite City St. Louis

GROUP OWNERS DIRECTORY

A

AFFILIATED BROADCASTING, INC.

EXECUTIVES:

Jay Q. Berkson, Pres.
Al Grosby, Exec. VP
John A. Winkel, VP

HEADQUARTERS:

135 Morrillssey Blvd.
Boston, MA 02107
(617) 929-3178/79

STATION		FORMAT
WFAS	White Plains, NY	AC
WSAI	Cincinnati	C
KRAK	Sacramento	C
KMPS A/F	Seattle	C
WHYN	Springfield, MA	R
WHYN-FM	Springfield, MA	MM
WWYD	White Plains, NY	BM
WSAI-FM	Cincinnati	A
KEWT	Sacramento	BM

ALLEGHENY MOUNTAIN NETWORK

EXECUTIVES:

Cary Simpson, Pres.
William E. Moses, VP/Sales Mgr.
David P. Burket, VP
Tina Knapp, VP
James F. Kerschner, Jr., VP

HEADQUARTERS:

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

STATION		FORMAT
WKBI	St. Marys, PA	AC
WFRM	Coudersport, PA	AC
WTRN	Tyrone, PA	AC
WNBT	Wellsboro, PA	AC
WBLF	Bellefonte, PA	AC
WGMR	Tyrone- State College, PA	C
WIYQ	Ebensburg- Johnstown, PA	C
WTMX	Ridgway, PA	C
WGCR	Wellsboro- Mansfield, PA	C

AMATURO GROUP INC.

EXECUTIVES:

Joseph C. Amaturio, Pres.
Monte Lang, Exec. VP
Barry Baker, VP/GM
Frank Byrne, VP/GM

HEADQUARTERS:

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

STATION		FORMAT
KMJQ	Clear Lake City/ Houston	AC
KMJM	St. Louis	AC
WFTL	Ft. Lauderdale	AC
WEWZ	Ft. Lauderdale	BM

AMERICAN BROADCASTING CO., INC.

EXECUTIVES:

ABC Radio
Ben Hoberman, Pres.

Michael Hauptman, Sr. VP
Rick Sklar, VP of Programming
Joseph Sherikjian, Dir., Finance & Admin.
Henry Kavett, Mgr., Info. and PR
Robert K. Cambridge, Dir., Marketing
Eric Weil, Mgr, Segmented Mkt. Dev.
National Market Development Group
Linda Goodman, GM
Sherry Black, Dir.
Saralee Hymen, Nat'l Acct. Mgr.
ABC Owned AM Radio Stations
Charles DeBare, Pres.
Robert Holmgren, Dir., Business Analysis
and Planning
Bruce Hoban, Dir., Research & Station Sys.
ABC Owned FM Radio Stations
Martin Greenberg, Pres.
Phil Giordano, Dir., Finance and Admin.
Fred Jacobs, Dir. of Research & Prog. Dev.

HEADQUARTERS:

1345 Avenue of the Americas
New York, NY 10019
(212) 887-5293

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

ANNAPOLIS VALLEY RADIO LTD.

EXECUTIVES:

Neil H. MacMullen, Managing Dir.
& Pres.
Tom Fredericks, GM
Don Abbey, Sales Mgr.

HEADQUARTERS:

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

STATION		FORMAT
CKEN	Kentville, NS	AC
CFAB	Windsor, NS	AC
CKAD	Middleton, NS	AC
CKDY	Digby, NS	AC
CKWM	Kentville, NS	BM

APACHE COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
CHOZ	St. Johns, NF	A

CFOZ	Gandor, NF	A
CKOZ	Corner Brook, NF	A
CJOZ	Grand Falls, NF	A
CHOS	Bonavista, NF	A
CKOS	Stephenville, NF	A
CJOS	Marystown, NF	A
CKGM	Montreal	R
CHOM	Montreal	A
CKWW	Windsor, ON	AC
CJOM	Windsor, ON	A
CIOZ	Red Rocks, NF	A
CIOS	Twillingate, NF	A
CFOX	Argentia, NF	A

ARMINGTON-FRANCE-OCEPEK-GEHRING

EXECUTIVES:

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

HEADQUARTERS:

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

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

ASSOCIATED COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

B

BAHAKEL BROADCASTING

EXECUTIVES:

C. N. Bahakel, Pres.
Michael Kassner, Exec. VP
Lorraine Lancaster, VP
Phylis Modlin, VP
C. N. Bahakel, Jr., Dir., Radio Operations
Bryan Baker, Dir. of Engineering

HEADQUARTERS:

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

STATION		FORMAT
KXEL	Waterloo, IA	C
KCNB	Waterloo, IA	AC

GROUP OWNERS DIRECTORY

WDOD Chatanooga C
 WDDO-FM Chatanooga AC
 WKIN Kingsport, TN AC
 WWOD Lynchburg C
 WKZZ Lynchburg AC
 WABG Greenwood, MS AC
 WLBJ Bowling Green, KY C
 WLBJ-FM Bowling Green, KY AC

BAMCO GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

BATON BROADCASTING, INC.

EXECUTIVES:

Douglas Bassett, Pres./CEO

HEADQUARTERS:

9 Channel Nine Drive
 Toronto, ON, M4A 2M9 Canada
 (416) 291-9111

STATION		FORMAT
CKLW	Windsor, ON	AC
CKLW-FM	Windsor, ON	C
CFQC	Saskatoon, SK	AC
CFG0	Ottawa, ON	AC

BEASLEY BROADCAST GROUP

EXECUTIVES:

George Beasley, Pres.
 Sam Floyd, Exec. VP/Finance

HEADQUARTERS:

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

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

BECK-ROSS COMMUNICATIONS, INC.

EXECUTIVES:

Martin F. Beck, Pres.
 James E. Champlin, VP/Admin.

HEADQUARTERS:

100 Merrick Road
 Rockville Centre, NY 11570

(516) 764-8999

STATION		FORMAT
WBLI	Patchogue, NY	AC
WKMF	Flint	C
WGMZ	Flint	BM
WHCN	Hartford	A
WKTZ A/F	Jacksonville, FL	BM

BEEF EMPIRE RADIO GROUP

HEADQUARTERS:

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

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

THE BERKSHIRE GROUP

EXECUTIVES:

Donald A. Thurston, Pres.

HEADQUARTERS:

P.O. Box 707
 No. Adams, MA 01247
 (413) 663-6567

STATION		FORMAT
WMNB	No. Adams, MA	AC
WMNB-FM	No. Adams, MA	BM
WSBS	Great Barrington, MA	AC

BIBLE BROADCASTING NETWORK

EXECUTIVES:

Lowell Davey, Pres.

HEADQUARTERS:

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

STATION		FORMAT
WYFI	Norfolk	REL
WYFJ	Ashland, VA	REL
WHPE	High Point, NC	REL
WAVO	Decator, GA	REL

BIG BEND BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

BLUEGRASS BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

Suite 510, Kincaid Towers

Lexington, KY 40508
 (606) 253-6511

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

BONNEVILLE INTERNATIONAL CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

BOOTH AMERICAN CO.

EXECUTIVES:

John L. Booth, Pres.
 John L. Booth, II, VP
 Ralph H. Booth, VP
 H. Walter Westman, VP

HEADQUARTERS:

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

STATION		FORMAT
WRBR	South Bend, IN	R
WJLB	Detroit	B
WMZK	Detroit	B
WSGW	Saginaw, MI	AC
WIOG	Saginaw, MI	A
WTOD	Toledo	C
WKLR	Toledo	D
WZZP	Cleveland	R
WIOU	Kokomo, IN	AC
WZWZ	Kokomo, IN	R
WXCM	Jackson, MI	C
WIBM	Jackson, MI	R

BRANDON COMMUNICATIONS

EXECUTIVES:

Anthony S. Brandon, Pres.
 Lawrence Brandon, VP/Sec'y
 George Stonbely, VP/Treas.

HEADQUARTERS:

50 Chestnut Plaza
 Rochester, NY 14604

STATION		FORMAT
WWWG	Rochester	REL

Gannett Radio. We're programmed for success.

Beautiful music in Tampa	WJYW-FM
Beautiful music in San Diego	KEZL-FM
Beautiful music in Detroit	WCZY-FM
Beautiful music in Cleveland	WDOK-FM
MOR in Cleveland	WWWE
Black programming in Chicago	WVON and WGCI-FM
News/Talk in San Diego	KSDO
Country music in St. Louis	KSD
Adult contemporary music in St. Louis	KSD-FM
Contemporary music in Los Angeles	KIIS-FM
Religion in Los Angeles	KPRZ
Religion in Detroit	WLQV

In every market we're in, on every station we own, careful programming strategy is the key to our success. We're positioned uniquely. We're programmed better. It's part of what's made us one of the fastest growing groups of stations in the country.



GANNETT

**A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS**

GROUP OWNERS DIRECTORY

KERN Bakersfield AC
 KMGH Bakersfield A
 KZOZ San Luis Obispo, CA A
 KKAL Arroyo Grande C
 KKQV Wichita Falls AC

BRIDE BROADCASTING, INC.

EXECUTIVES:

John W. Bride, Pres.
 Rick Snyder, VP
 Doug Finck, VP

HEADQUARTERS:

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

STATION		FORMAT
WJBQ	Westbrook, ME	AC
WJBQ-FM	Portland, ME	AC
WMBA	Ambridge, PA	O
WAZE	Clearwater, FL	AC

BRIEN BROADCASTING CORP.

EXECUTIVES:

Cleve J. Brien, Pres.
 E. W. Moorhead, Exec. VP
 Sara M. Brien, Sec'y/Treas.
 Jack Kenney, VP

HEADQUARTERS:

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

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

BROADCAST ASSOCIATES OF NEVADA, NEW MEXICO & TEXAS

EXECUTIVES:

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

HEADQUARTERS:

1555 E. Flamingo, Suite #435
 Las Vegas, NV 89109
 (702) 732-7753

STATION		FORMAT
KFMS	Las Vegas	A
KVEG	Henderson/Las Vegas	C
KKJY	Henderson/Las Vegas	BM
KXKS	Henderson/Las Vegas	BM
KSET	Henderson/Las Vegas	AC
KSET-FM	Henderson, Las Vegas	R

BROADCAST ENTERPRISES NATIONAL, INC.

EXECUTIVES:

Ragan A. Henry, Pres.
 H. E. "Sonny" Burns, VP, Radio Div.
 Cecil Bond, VP, Administration/Radio

HEADQUARTERS:

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

STATION		FORMAT
WAOK	Atlanta	B
WGIV	Charlotte	B
WCIN	Cincinnati	B
WOKV	Hamilton/ Cincinnati	R
WPDQ	Jacksonville, FL	B
WFYV	Jacksonville, FL	A
WITH	Baltimore	AC

BROADCAST MANAGEMENT CORP.

EXECUTIVES:

Joel M. Thrope, Pres.
 Samuel A. Frankel, Exec. VP
 Barry Hersh, Group Sales Coordinator

HEADQUARTERS:

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

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

CAPITAL CITIES COMMUNICATIONS, INC.

EXECUTIVES:

Daniel B. Burke, CEO
 Joseph P. Dougherty, Exec. VP
 & Pres./Bcstg. Div.
 James P. Arcara, Exec. VP-Radio

HEADQUARTERS:

485 Madison Avenue
 New York, NY 10022
 (212) 421-9595

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

CAPITOL BROADCASTING CO., INC.

EXECUTIVES:

James F. Goodmon, Pres./CEO
 Walter Voigt, VP/Radio

HEADQUARTERS:

Raleigh, NC 27605
 (919) 828-2511

STATION		FORMAT
WRAL	Raleigh, NC	AC
WKEE	Huntington, WV	AC
WHTN	Huntington, WV	C
KMAC	San Antonio	BB
KISS	San Antonio	AC

CAPITOL BROADCASTING CORP.

EXECUTIVES:

Kenneth S. Johnson, Pres.
 Paul Miles, VP/Sec'y
 Paul Howard, VP/Treas.

HEADQUARTERS:

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

STATION		FORMAT
WCAW	Charleston, WV	C
WVAF	Charleston, WV	R
WKDY	Spartanburg, SC	C
WKSJ A/F	Mobile	C
WRKA	Louisville	AC

CAPPS BROADCAST GROUP

EXECUTIVES:

Gary L. Capps, VP
 David N. Capps, Pres.

HEADQUARTERS:

P.O. Box 5068
 Bend, OR 97701
 (503) 382-5611

STATION		FORMAT
KGRL	Bend, OR	AC
KXIQ	Bend, OR	R
KGAR	Vancouver, WA	C
KGAL	Lebanon, OR	AC
KTIX	Pendleton, OR	C
KSRV	Ontario, OR	AC
KEEP	Twin Falls, ID	AC
KEZJ	Twin Falls, ID	C

CASCADE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KLIQ	Portland, OR	T
KNTA	San Jose/ Santa Clara, CA	SP
KUDY	Spokane, WA	REL
KICN	Spokane, WA	REL
KBIF	Spokane, WA	REL

CBS, INC.

EXECUTIVES:

CBS Radio Division
 Robert L. Hosking, Pres.
 J. William Grimes, Sr. VP;
 CBS Owned AM/FM Stations
 Gall Trell, VP, CBS Owned AM Stations

HEADQUARTERS:

51 West 52nd Street

WCXI - WTWR / DETROIT
KVI - KPLZ / SEATTLE
KEX - KQFM / PORTLAND
KSFO / SAN FRANCISCO
KMPC / LOS ANGELES
MARKET BUY MARKET / LOS ANGELES
MAJOR MARKET RADIO SALES
NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA
DETROIT • BOSTON • SAN FRANCISCO • DALLAS • SEATTLE • PORTLAND

The Radio Division
of
GOLDEN WEST BROADCASTERS
Experienced Communicators Nationwide

GROUP OWNERS DIRECTORY

New York, NY 10019
(212) 975-4321

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

CCLA COMMUNICATIONS, INC.

EXECUTIVES:

Gordon F. Mason, VP/GM
Stanley O. Gold, Dir. of Eng.
John Knight, Comptroller

HEADQUARTERS:

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

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

CENTER GROUP BROADCASTING

EXECUTIVES:

A. T. Burke, Pres.
Dale Palmer, Exec. VP/CEO

HEADQUARTERS:

P.O. Box 6367
Tyler, TX 75711
(214) 595-2631 Collect

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

CENTRAL BROADCASTING CORP.

EXECUTIVE:

William Quigg, Pres.

HEADQUARTERS:

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

STATION		FORMAT
WKBV/WRIA	Richmond, IN	AC
WBAT	Marion, IN	AC
WBIW/WBIF	Bedford, IN	AC
WBEX-A/F	Chillicothe, OH	AC

CENTRAL INTERIOR RADIO NETWORK

EXECUTIVE:

Ron East, Pres.

HEADQUARTERS:

1940 3rd Avenue
Prince George, BC, Canada

(604) 564-2524

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

CENTURY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CHARTCOM, INC.

CHARTER BROADCASTING, INC.

EXECUTIVES:

Fred C. Danneman, Chmn. of the Bd.
J. P. Smith, Pres.
John Bayliss, Pres. (Charter Bdcstg.)
Russ Wittberger, Exec. VP (Charter Bdcstg.)

HEADQUARTERS:

5333 Mission Center Road
San Diego, CA 92108
(714) 298-3390

STATION		FORMAT
WDRQ	Detroit	R
WMJX	Miami	R
WOKY	Milwaukee	R
KSLQ	St. Louis	R
KCBQ	San Diego	AC
WMIL	Milwaukee	*

CIVH RADIO

EXECUTIVES:

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

HEADQUARTERS:

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

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

CIVITAS CORPORATION LTD.

EXECUTIVES:

Ed Prévost, Pres.

Donat Bazinet, VP, Radio
Jacques Clément, VP, Finance.
Michel Arpin, Dir, Corp. Dev.

HEADQUARTERS:

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

STATION		FORMAT
CJMS	Montreal	AC
CJRP	Quebec	AC
CJRC	Ottawa-Hull, ON	AC
CJTR	Trois-Rivières, PQ	AC
CJRS	Sherbrooke, PQ	AC
CKMF	Montreal	AC
CKMW	Brampton, ON	AC
CFNY	Toronto	A

CLW COMMUNICATIONS GROUP

EXECUTIVES:

Spíros Zodiates, Pres.
Jerry L. Siler, VP

HEADQUARTERS:

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

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

COLUMBIA PICTURES INDUSTRIES, INC.

EXECUTIVES:

Francis T. Vincent Jr., Pres.
Robert L. Stone, Exec. VP
Fred Keshner, Exec. VP/Radio Div.

HEADQUARTERS:

711 5th Avenue
New York, NY 10022
(212) 940-6790

STATION		FORMAT
WYDE	Birmingham	C
KCPX	Salt Lake City	R
KCPX-FM	Salt Lake City	A
WWVA	Wheeling	C
WCPI	Wheeling	AC

COMMAND BROADCASTING GROUP

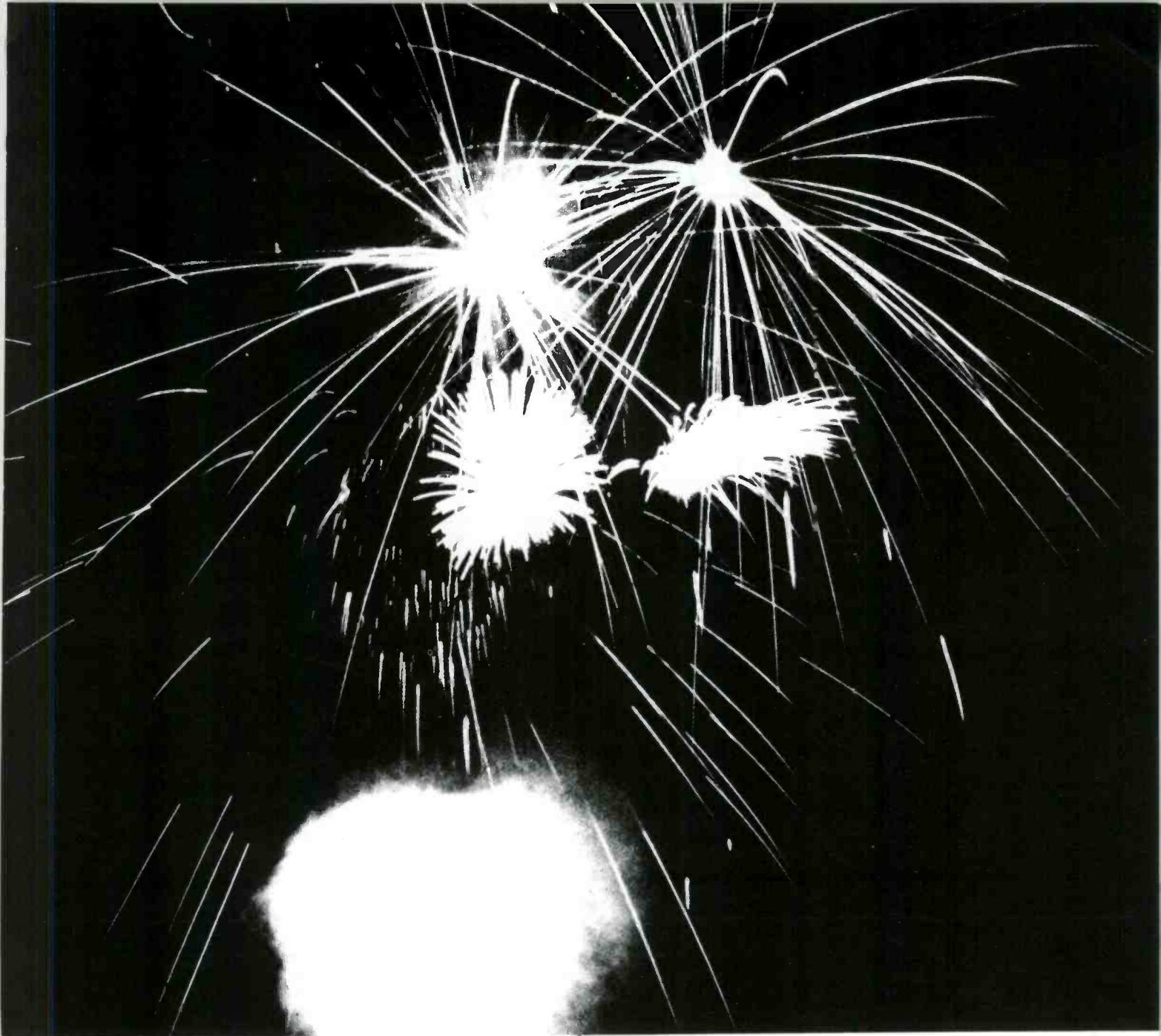
EXECUTIVES:

Robert E. Lessner, Owner
Alford H. Lessner, Owner
Robert A. Outer, Owner

HEADQUARTERS:

475 South Avenue
Box 511
Beacon, NY 12508
(914) 831-8000 Collect

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



Showmanship is alive and well and thriving at the Malrite Stations.

We think one of the worst things a broadcaster can be is *dull*.

When we have a point to make, we make it with flair. And impact.

We're known for our big public service projects. Exciting special events. Distinctive newscasts. Colorful air personalities. Imaginative promotions.

The Malrite Stations have built records of leadership because they know how to command attention — and make important things happen in the communities they serve.

That's our business: Ideas of substance, presented with style.



MALRITE

BROADCASTING COMPANY

The Leadership Stations

WHK/WMMS/Cleveland

KNEW/Oakland/San Francisco

KEEY/KEEY-FM/Minneapolis/St. Paul

WZUU/WZUU-FM/Milwaukee

WNYR/WEZO/Rochester, N.Y.

WCTI-TV/New Bern, N.C.

WUHF-TV/Rochester, N.Y.

WAWS-TV/Jacksonville, Fla.

WFLX-TV/W. Palm Beach, Fla.

Outer Banks Cablevision

Malrite Television Productions

Cleveland Browns Radio Network

Corporate Headquarters/Cleveland

GROUP OWNERS DIRECTORY

COMMUNICATIONS INVESTMENT CORP.

EXECUTIVES:

George C. & Wilda Gene Hatch,
Principal Owners
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	AC
KALL-FM	Salt Lake City	AC
KGEM	Boise	C
KJOT	Boise	C
KYSS	Missoula, MT	C
KYSS-FM	Missoula, MT	BM
KGHL	Billings, MT	C
KIDX	Billings, MT	AC
KVEL	Vernal, UT	AC
KUIN	Vernal, UT	C

COMMUNICATIONS PROPERTIES, INC.

EXECUTIVES:

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

HEADQUARTERS:

1170 Iowa Street
Dubuque, IA 52001
(319) 583-6471 Collect

STATION		FORMAT
WDBQ	Dubuque	AC
KIWI	Dubuque	BM
KFGO	Fargo, ND	C
KATE	Albert Lea, MN	AC
KCPI	Albert Lea, MN	R
WNFL	Green Bay, MI	AC

COMMUNITY PACIFIC BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KRDR	Gresham, OR	C
KEED	Eugene, OR	C
KGAA	Kirkland, WA	AC

COMMUNITY SERVICE BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 1209, 811 Broadway
Mt. Vernon, IL 62864
(618) 242-4023

STATION		FORMAT
WKWK	Wheeling, WV	AC

WKWK-FM	Wheeling, WV	R
WDXI	Jackson, TN	C
WMCL	McLeansboro, IL	C

COVE BROADCASTING CO., INC.

EXECUTIVE:

Louis J. Maierhofer, Pres.

HEADQUARTERS:

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

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

COWLE ENTERPRISES LTD.

EXECUTIVES:

Dale Cowle, Pres.

HEADQUARTERS:

2802 Thompson Drive
Ames, IA 50010
(515) 232-2430

STATION		FORMAT
KASI	Ames, IA	AC
KCCQ	Ames, IA	AC
KQCR	Cedar Rapids, IA	AC
KKJO	St. Joseph, MO	AC
KSFT	St. Joseph, MO	BM
KOKX	Keokuk, IA	AC
KIMI	Keokuk, IA	AC
KCDR	Cedar Rapids, IA	C

COX BROADCASTING CORPORATION

EXECUTIVES:

Clifford M. Kirtland, Jr., Pres.
Stanley G. Mouse, Exec. VP
William A. Schwartz, Pres./Broadcast Div.
Michael S. Kievmann, VP/Broadcast Op.

HEADQUARTERS:

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

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

CRAWFORD BROADCASTING CO.

EXECUTIVE:

Donald B. Crawford, Pres.

HEADQUARTERS:

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

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

CURATORS OF THE UNIVERSITY OF MISSOURI

EXECUTIVE:

Gerald Jensen, Coordinator

HEADQUARTERS:

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

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

CURTIS COMMUNICATIONS

EXECUTIVES:

Ron Curtis, Owner/Pres.
Sharon Davis, GM

HEADQUARTERS:

1501 N. University, Suite 768
Little Rock, AR 72207
(501) 661-0150

STATION		FORMAT
KLAZ	Little Rock, AR	AC
KOKY	Little Rock, AR	B
KWEN	Tulsa, OK	AC

DAVIS & WEAVER BROADCASTING

EXECUTIVES:

Philip Davis, Pres.
Bill Weaver, VP

HEADQUARTERS:

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

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

DEER RIVER BROADCASTING GROUP

EXECUTIVE:

Robin B. Martin, Pres./CEO

HEADQUARTERS:

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

STATION		FORMAT
WOLF	Syracuse, NY	AC
WRUN	Utica, NY	AC
WKGW	Utica, NY	AC
WFGL	Fitchburg, MA	AC
WFMP	Fitchburg, MA	AC

THE OUTLOOK AT OUTLET.

At Outlet Company, we're turned on to radio.

We're seven strong stations, all in top-50 markets, four in top-10.

We're as varied as you can get. Adult contemporary. Top 40. Beautiful music. Classical.
All news.

We're part of Outlet, the fastest-growing national group broadcaster.

So we're on the lookout for talent to grow with us.

At Outlet, the outlook is good.

UTLET BROADCASTING

Providence, R.I.

Radio Station Group

WSNE-FM	Taunton (Mass.)
	Providence (R.I.)
WDBO-AM	Orlando, Fla.
WTOP-AM	Washington, D.C.
WDBO-FM	Orlando, Fla.
KIOQ-FM	Los Angeles, Cal.
WIOQ-FM	Philadelphia, Pa.
WQRS-FM	Detroit, Mich.

Television Station Group

WJAR-TV	Providence, R.I.
WDBO-TV	Orlando, Fla.
KSAT-TV	San Antonio, Tex.
WCMH-TV	Columbus, Ohio
KOVR-TV	Stockton-Sacramento, Cal.

GROUP OWNERS DIRECTORY

DICK BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

DODGE POINT BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

DOUBLEDAY BROADCASTING CO., INC.

EXECUTIVES:

Gary Stevens, Pres.
Richard Anderson, VP

HEADQUARTERS:

P.O. Box 9338
Minneapolis, MN 55440
(612) 452-1333

STATION		FORMAT
KHOW	Denver	AC
KHOW-FM	Denver	AC
KDWB	Minneapolis/ St. Paul	R
KDWB-FM	Richfield/ Minneapolis	R
KWK	St. Louis, MO	R
WWWK	Granite City/ St. Louis, MO	R
WLLZ	Detroit	R

EARLDUN BROADCASTING, INC.

EXECUTIVES:

Charles C. Earls, Pres. & GM
Maurice F. Dunne, Jr., C.E.O.

HEADQUARTERS:

Kennett, MO 63857
(314) 888-5813

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

EASTERN BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

1875 Connecticut Ave., N.W., Suite 1114
Washington, D.C. 20009
(202) 387-0661

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

ELYRIA-LORAIN BROADCASTING CO.

EXECUTIVES:

O. B. Schoepfle, Pres.
Paul Nakel, VP

HEADQUARTERS:

408 EST Bldg.
Elyria, OH 44036
(216) 322-3761

STATION		FORMAT
WEOL	Elyria, OH	AC
WBEA	Elyria, OH	BM
WROD	Daytona Beach, FL	R
WMEL	Melbourne, FL	MM

ENTERCOM

EXECUTIVE:

Joseph M. Field, Pres.

HEADQUARTERS:

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

STATION		FORMAT
KBRG	San Francisco	SP
WAYL	Minneapolis	BM
WAYL-FM	Minneapolis	BM
KLEF	Houston	CL
KTAC	Tacoma	AC
KBRD	Tacoma/Seattle	BM
WEPP	Pittsburgh	C
WDSY	Pittsburgh	C

ENTERPRISE NETWORK

EXECUTIVE:

Harold L. Erickson, Pres.

HEADQUARTERS:

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

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

EZ COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WEZR	Fairfax/ Manassas, VA	BM
WEZS	Richmond	BM
WJOI	Pittsburgh	BM
WEZC	Charlotte, NC	BM
WEZB	New Orleans	R

FAIRBANKS BROADCASTING CO., INC.

EXECUTIVES:

Richard M. Fairbanks, Pres.
James C. Hilliard, Exec. VP
George Johns, VP/National Program Dir.
Richard Yancey, VP/Natl. Sales Mgr.
Richard G. Smart, VP/Engineering

HEADQUARTERS:

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

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

FAMILY LIFE BROADCASTING SYSTEM, INC.

EXECUTIVES:

Warren J. Bolthouse, Founder/Pres.
Randy L. Carlson, Exec. VP
Harold C. Sayers, VP, Operations

HEADQUARTERS:

P.O. Box 1128
Jackson, MI 49201
(517) 782-8205

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

FEDERATED MEDIA

EXECUTIVES:

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

HEADQUARTERS:

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

HEFTEL:

**Courage
Creativity
Commitment**

HB

HEFTEL BROADCASTING CORPORATION

875 NORTH MICHIGAN AVENUE, SUITE 3744 CHICAGO, ILLINOIS 60611. 312.337.0600

Honolulu San Diego Boston Chicago Indianapolis Cincinnati New York*

PENDING FCC APPROVAL

GROUP OWNERS DIRECTORY

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

FIRST MEDIA CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WPGC-A/F	Morningside, MD	AC
WZGC	Atlanta	AC
KFMK	Houston, TX	AC
KXAM	Scottsdale, AZ	AC
KOPA	Scottsdale, AZ	AC
KDOT	Provo, UT	AC
KAYK	Provo/ Salt Lake City	AC

FORMBY STATIONS

EXECUTIVE:

Clint Formby, Managing Dir.

HEADQUARTERS:

Drawer 1757
Hereford, TX 79045

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

FORREST BROADCASTING CO., INC.

EXECUTIVES:

Robert A. Forrest, Pres.
Dan Leonard, VP
Grace W. Forrest, VP
Scott Brody, VP

HEADQUARTERS:

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

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

FORWARD COMMUNICATIONS CORP.

EXECUTIVES:

Richard D. Dudley, Pres./Forw. Com. Corp.
Dave Raven, Pres./GM, WSAU/WIFC
Jim Esler, Pres./GM, WKAU-AM/FM
Cliff Thompson, Pres./GM, WBGM/WKQE
Bob Hilgendorf, Pres./GM, KVGB-AM/FM

Rick Abel, Pres./GM, KVOX-AM/FM
Robert McInerney, VP/GM-KWWL
David Pierce, VP/GM-KFMW
HEADQUARTERS:
1114 Grand Ave. (P.O. Box 1088)
Wausau, WI 54401
(715) 845-4211 Collect

STATION		FORMAT
WSAU	Wausau, WI	AC
WIFC	Wausau, WI	R
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
WTRF	Wheeling, WV	BM
WBGM	Tallahassee, FL	R
WKQE	Tallahassee, FL	C
KFMW	Waterloo, IA	BM
KWWL	Waterloo, IA	AC

4-K RADIO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

FRITTS BROADCASTING GROUP

EXECUTIVES:

Edward D. Fritts, Pres.
Scottie Scroggins, Adm. Ass't
Len Berson, Technical Dir.

HEADQUARTERS:

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

STATION		FORMAT
WELO	Tupelo, MS	C
WZLQ	Tupelo, MS	AC
KCRI	West Helena, AR	C
KZRI	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:

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

STATION		FORMAT
WBLM	Lewiston/ Auburn, ME	A

WOKQ	Dover/ Portsmouth, NH	C
KCCY	Pueblo, CO	C
KANY	Ankeny, IA	C

G

GUY GANNETT BROADCASTING SERVICES

EXECUTIVES:

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

HEADQUARTERS:

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

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

GANNETT CO., INC. Radio Division

EXECUTIVES:

Joseph L. Dorton, Pres.
Floyd F. Smith, VP/Cont.
Jay Cook, VP, Prog.

HEADQUARTERS:

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

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

GARNETT STATIONS

EXECUTIVES:

Hugh Garnett, Pres.
George Wilburn, GM/VP

HEADQUARTERS:

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

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

GAYLORD BROADCASTING CO.

EXECUTIVES:

Edward L. Gaylord, Chmn. & Pres.
James R. Terrell, Exec. VP

RADIO

RADIO
RADIO
RADIO
RADIO
RADIO

Almost everybody learns to listen.
Not nearly so many take the time to hear.
Ah, but those who turn to Plough Stations

RADIO
RADIO
RADIO
RADIO
RADIO

RADIO

pb
C

PLOUGH BROADCASTING COMPANY, INC.

WPLO WVEE ATLANTA • WCAO WXYV BALTIMORE • WJJD WJEZ CHICAGO
WMPS WHRK MEMPHIS • WSUN WQXM ST. PETERSBURG/CLEARWATER/TAMPA

GROUP OWNERS DIRECTORY

HEADQUARTERS:

P.O. Box 31119
Dallas, TX 75231
(214) 363-9321

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

GAZETTE BROADCAST GROUP

EXECUTIVES:

Robert S. Dailey, VP/GM
Bill Bessire, VP/Sales
Charles Flynn, VP/Engineering

HEADQUARTERS:

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

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

GCC COMMUNICATIONS, INC.

EXECUTIVES:

Alexander M. Tanger, Pres.
John F. Tenaglia, Exec. VP
Frank D. Tenore, VP
James J. Seemiller, VP

HEADQUARTERS:

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

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

GENERAL COMMUNICORP, INC.

EXECUTIVES:

Robert G. Herpe, Pres.
Gary B. Pease, VP

HEADQUARTERS:

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

STATION		FORMAT
WPLR	New Haven, CT	A
WOMN	Hamden, CT	R
WHLY	Leesburg, FL	AC

GENERAL ELECTRIC BROADCASTING CO., INC.

EXECUTIVES:

A. Donovan Faust, Pres.
C. O. Yeates, Treas.

L. Mason Harter, VP & Legal Counsel
G. W. Oswald, VP/Mgr., Empl. & Comm. Rel.

HEADQUARTERS:

1400 Balltown Road
Schenectady, NY 12309
(518) 385-1385

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

THE GILCOM STATIONS

EXECUTIVES:

Edward T. Giller, Pres.
William W. Wagner, Exec. VP
Adele Giller, Sec'y/Treas.

HEADQUARTERS:

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

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

GILMORE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

162 East Michigan Avenue
Kalamazoo, MI 49007

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

GOETZ BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GOLDEN PACIFIC GROUP

EXECUTIVES:

George D. Snell, Pres.
Floyd Farr, VP
Haig Mardikian, VP/Sec'y/Treas.

HEADQUARTERS:

1245 S. Winchester Blvd.
San Jose, CA 95128
(408) 249-5229 Collect

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

GOLDEN WEST BROADCASTERS

EXECUTIVES:

Gene Autry, Chmn.
John T. Reynolds, Pres./Chief Operating Officer
Richard P. Kale, Pres., Radio Div.
Michael M. Schreter, VP/Finance & Planning
Tony B. Cassara, Pres., Television Div.

HEADQUARTERS:

5858 Sunset Blvd.
Los Angeles, CA 90028
(213) 460-5738

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

GOLDEN WEST BROADCASTING LTD.

EXECUTIVES:

C. P. Loewen, Pres.
Elmer Hildebrand, GM
David Wiebe, Sales Mgr.
Ken Wiebe, Comptroller

HEADQUARTERS:

Altona, Manitoba, Canada R0G 0B0
(204) 324-6464

STATION		FORMAT
CFAM	Altona, MB	BM
CHSM	Steinbach, MB	BM
CJRB	Boissevain, MB	BM
CHOO	Ajax, ON	C
CKSW	Swift Current, SK	C
CJSN	Shaundvan, SK	C
CHRB	High River, AB	C

THE GOLDMAN GROUP

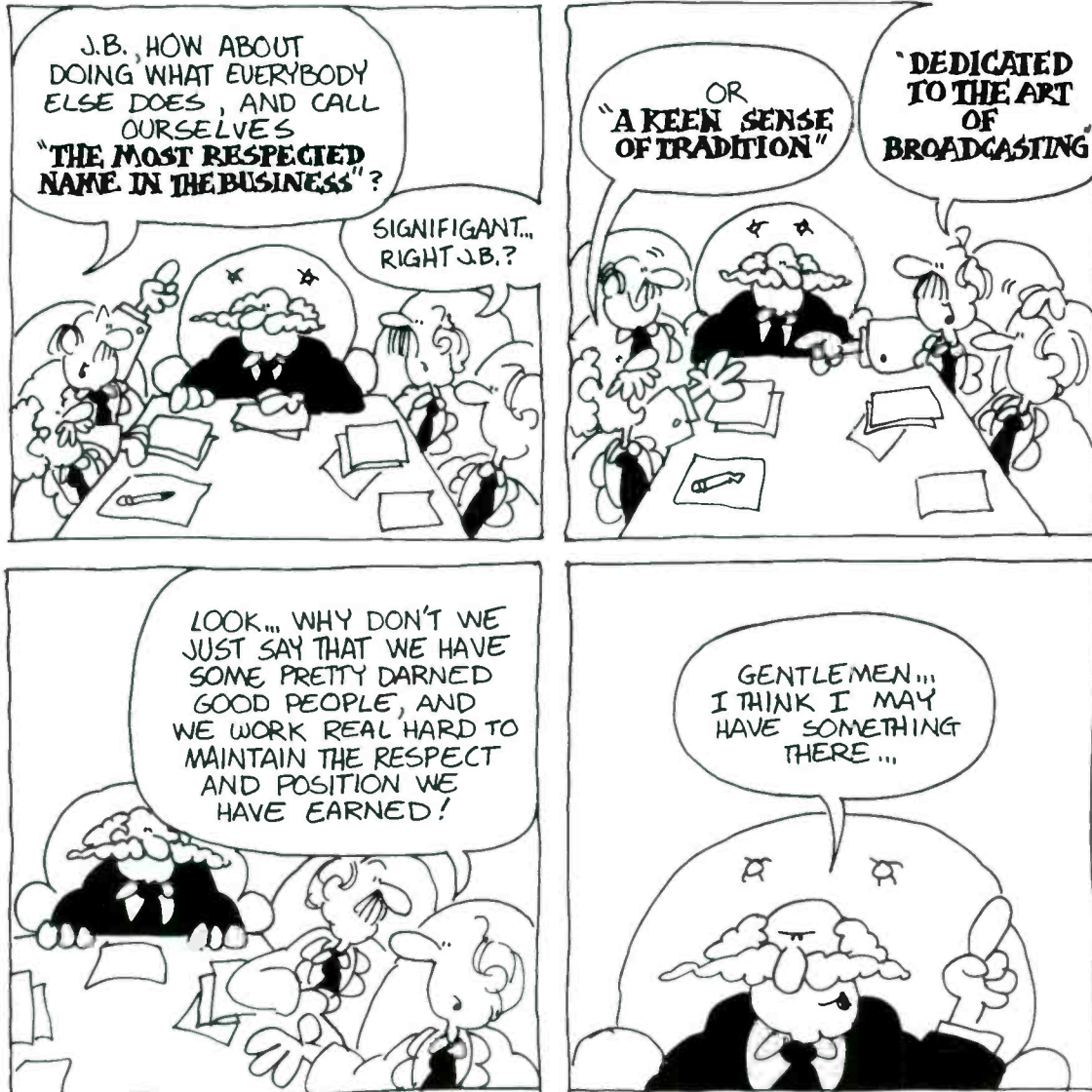
EXECUTIVES:

Simon Goldman, Pres.
O. L. Larson, Treas.

HEADQUARTERS:

2 Orchard Road, W.E.
Jamestown, NY 14750
(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
WSYB	Rutland, VT	AC
WRUT	Rutland, VT	MM



...and simply stated, we're an aggressive young group. Like all companies, we make our share of mistakes, but such mistakes are the by-product of trying to improve and perfect our craft. We are in a very sensitive "people" business and we are terribly proud of the people who work with us.

You've heard some good things about the Charter Broadcast Group, but believe me...**you ain't heard nothin' yet!**



K-101-FM, San Francisco
 KCBQ, San Diego
 WDRQ-FM, Detroit
 KSLQ-FM, St. Louis
 WOKY, Milwaukee
 WMIL-FM, Waukesha
 WMJX-FM, Miami

John F. Bayliss
 President, Charter Broadcasting

GROUP OWNERS DIRECTORY

GORE BROADCASTING, INC.

EXECUTIVE:

Harold W. Gore, Pres.

HEADQUARTERS:

3081 East Commercial Blvd., Suite 105
Ft. Lauderdale, FL 33308
(305) 771-0737

STATION		FORMAT
WTOW	Towson, MD	REL
WZIP	Cincinnati	REL
WGOR	Toledo, OH	REL
WINQ	Seffner, FL	REL

CURT GOWDY BROADCASTING CORP.

EXECUTIVES:

Curt Gowdy, Chmn.
John Bassett, GM
Paul Seccareccio, Gen. Sales Mgr.

HEADQUARTERS:

33 Franklin Street
Lawrence, MA 01840
(617) 683-7171

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

GRAY BROADCAST ENTERPRISES

EXECUTIVES:

Ted J. Gray, Jr., Pres./Treas.
Lester E. Woodie, VP
Nancy C. Gray, Sec'y

HEADQUARTERS:

Altavista, VA 24517
(804) 369-5588

STATION		FORMAT
WKDE-A/F	Altavista, VA	C
WTTX-A/F	Appomattox, VA	C
WRHI	Rock Hill, SC	AC

GREAT EMPIRE BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KFDI-A/F	Wichita	C
KTTS-A/F	Springfield, MO	C
KYNN-A/F	Omaha	C
KWKH	Shreveport	C
KROK	Shreveport	R

GREATER MEDIA, INC.

EXECUTIVES:

Peter A. Bordes, Pres.
Herbert W. McCord, GM/Radio Div.
John Zielinski, Treas./Contr.
Julian H. Breen, GM/Radio Programming
Dennis R. Ciapura, Tech. Dir.
Thomas J. Milewski, Gen. Counsel

HEADQUARTERS:

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

STATION		FORMAT
WCTC	New Brunswick, NJ	AC
WMGQ	New Brunswick, NJ	MM
WPEN	Philadelphia	AC
WMGK	Philadelphia	AC
WHND	Monroe, MI	O
WMJC	Birmingham, MI	AC
WTCR	Ashland, KY	C
WHEZ	Huntington, WV	BM
WCTO	Smithtown, NJ	BM
WGSM	Huntington, NY	AC
KHTZ	Los Angeles	AC
WGAY-A/F	Washington	BM

GREAT LAKES BROADCASTING CO.

EXECUTIVES:

Carl M. Adams, Pres.
Peter J. Corogin, VP
M. E. Bramhall, Sec'y
E. A. Adams, VP

HEADQUARTERS:

P.O. Box 398
763 Broadway
Lorain, OH 44052
(216) 244-6993

STATION		FORMAT
KLUR	Wichita Falls, TX	C
KNCY	Nebraska City, NE	AC
KNCY-FM	Nebraska City, NE	MM
WHAP	Hopewell, VA	AC

GREAT SCOTT STATIONS/ SCOTT BROADCASTING COMPANY

EXECUTIVE:

Herbert Scott, Pres.

HEADQUARTERS:

Radio Station WPAZ
P.O. Box 638
Pottstown, PA 19464
(215) 326-4000

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

GREAT TRAILS BROADCASTING CORP.

EXECUTIVES:

Alexander J. Williams, Pres.
Clark W. Davis, Corp VP
Timothy O. Witteburg, Chief Internal Auditor
John D. Lankenau, Dir., Info. Systems
Patrick C. Meachem, Dir., Retail Sales Dev.

HEADQUARTERS:

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

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

THE GREEN GROUP

EXECUTIVE:

Howard L. Green, Pres./CEO

HEADQUARTERS:

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

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

GROUP ONE BROADCASTING CO.

EXECUTIVES:

Roger G. Berk, Pres.
Phyllis V. Simms, VP/Sec'y
E. F. Devine, VP/Treas.
Art Wander, Natl. PD
Martin O. Chapman, Community Rel. Dir.

HEADQUARTERS:

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

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

GULF CENTRAL RADIO NETWORK

EXECUTIVES:

J. W. Furr, Pres.
Donald L. Furr, VP

HEADQUARTERS:

P.O. Box 707
Columbus, MS 39701

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

Stay tuned to Insilco, we're tuned to your markets.

Insilco Broadcast Group stations have a way of dominating their markets. That's because each of our radio stations is unique and features programming tuned to deliver a specific segment of its own market.

A keen sense of community service keeps each station actively involved with its listeners.

As a result, Insilco Broadcast Group stations provide their audiences with distinct programming choices and provide advertisers with large, clearly defined audiences in some of America's most prosperous markets.



Insilco
broadcast group

People Serving People

Connecticut
WELI, New Haven

Florida
WVCG, Coral Gables
WYOR, Coral Gables

Louisiana
WGSO, New Orleans
WQUE, New Orleans
Insilco Sports Network

Oklahoma
KTOK, Oklahoma City
KZUE, Oklahoma City
The Oklahoma News Network

The Insilco Broadcast Group is a wholly owned subsidiary of Broad Street Communications Corporation.

GROUP OWNERS DIRECTORY

H

HALKER GROUP

EXECUTIVE:

Gene Halker, Pres.

HEADQUARTERS:

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

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

HALL COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WICH	Norwich, CT	AC
WCTY	Norwich, CT	C
WNBH	New Bedford, MA	AC
WMYS	New Bedford, MA	MM
WLPA	Lancaster, PA	AC
WNCE	Lancaster, PA	BM
WBVP	Beaver Falls, PA	AC
WWKS	Beaver Falls, PA	MM
WLVL	Lockport, NY	AC

HARRIS ENTERPRISES, INC.

EXECUTIVES:

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
KDVV	Topeka, KS	R
WJOL	Joliet, IL	AC
WLLI	Joliet, IL	AC
KFKA	Greeley, CO	AC
KFKZ	Greeley, CO	REL
KOZA	Odessa, TX	AC
KSEL	Lubbock, TX	AC
KSEL-FM	Lubbock, TX	R

HEARST BROADCASTING GROUP

EXECUTIVES:

Franklin C. Snyder, VP/The Hearst Corp. &
GM/Broadcasting
Fred Young, Asst. to VP for News
and Public Affairs

HEADQUARTERS:

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

STATION		FORMAT
WTAE	Pittsburgh	AC
WXKX	Pittsburgh	R

WBAL	Baltimore	AC
WIYY	Baltimore	A
WISN	Milwaukee	AC
WLPX	Milwaukee	A
WAPA	San Juan, PR	SP

HEDBERG BROADCASTING GROUP

EXECUTIVE:

Paul C. Hedberg, Pres.

HEADQUARTERS:

Hiway 169 North
Blue Earth, MN 56013
(507) 526-2181

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

HEFTEL BROADCASTING CORP.

EXECUTIVES:

B. Thomas Hoyt, Pres.
Earl McDaniel, Exec. VP
Efrain Andrews, Treas.
Raymond Luckey, Contr.

HEADQUARTERS:

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

STATION		FORMAT
KSSK	Honolulu	AC
KULA	Honolulu	R
KJQY	San Diego	BM
WXKS-FM	Boston/Medford	AC
WXKS	Boston/Medford	BB
WLUP	Chicago	A
WIKS	Indianapolis/ Greenfield	R
WYYS	Cincinnati/ Fairfield	R
WTFM	New York	-

HENDERSON BROADCASTING CO., INC.

EXECUTIVES:

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

Gabe Hobbs, PD
Scott Chase, Chief Technician

HEADQUARTERS:

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

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

HENSON BROADCASTING

EXECUTIVES:

Ed Henson, Pres.
Louisa W. Henson, Exec. VP

Lee Masters, VP

HEADQUARTERS:

800 South 4th Street
Louisville, KY 40203
(502) 583-2312

STATION		FORMAT
WLRS	Louisville, KY	A
WXVW	Jeffersonville, IN	AC
KISO	El Paso, TX	REL
KLOZ	El Paso, TX	C

HERNREICH COMMUNITY BROADCASTING, INC.

EXECUTIVES:

Darrell Cunningham, Pres.
Ralph A. Smith, VP/GM-Radio Div.
Jean Byers Woods, Sales Mgr.
June Organ McKimney, Oper. Mgr.

HEADQUARTERS:

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

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

HOLT BROADCASTING SERVICE

EXECUTIVES:

Charles W. Holt, Chmn of the Bd.
Robert N. Robinson, Pres.
Ted Tibbett, Exec. VP
C. S. Lightsey, Jr., Exec. VP

HEADQUARTERS:

Highway 11 North
P.O. Box 2078
Hattiesburg, MS 39401
(601) 545-1230 Collect

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

HOME NEWS PUBLISHING CO. BROADCAST DIVISION

EXECUTIVES:

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

HEADQUARTERS:

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

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

HUBBARD BROADCASTING, INC.

EXECUTIVES:

GROUP OWNERS DIRECTORY

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

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

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

ILLINOIS BROADCASTING CO.

EXECUTIVES:
Merrill Lindsay, Pres.
C. R. Griggs, Exec. VP

HEADQUARTERS:
Box 2250
1100 E. Pershing Road
Decatur, IL 62526
(217) 877-5371

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

INFINITY BROADCASTING CORP.

EXECUTIVES:
Michael A. Wiener, Chmn./Sec'y
Gerald Carrus, Pres./Treas.

HEADQUARTERS:
1265 Boylston Street
Boston, MA 02215
(617) 266-1111

STATION		FORMAT
WBCN	Boston	A
WIVY	Jacksonville	R
KOME	San Jose	A

INNER CITY BROADCASTING CORP.

EXECUTIVES:
Percy E. Sutton, Chmn.
Pierre M. Sutton, Pres./GM
Harold B. Jackson, Vice Chmn.
Charles M. Warfield, Jr., Asst. GM

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

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

INSILCO BROADCAST GROUP

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

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

STATION		FORMAT
WELI	New Haven	AC
WKSS	Hartford	BM
WGSO	New Orleans	N
WQUE	New Orleans	AC
KTOK	Oklahoma City	AC
KZUE	Oklahoma City	AC
WVCG	Miami/ Fort Lauderdale	BM
WYOR	Miami/ Fort Lauderdale	BM

INSPIRATIONAL BROADCASTING CORP.

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

HEADQUARTERS:
5110 S.E. Stark Street
Portland, OR 97215
(503) 231-7800

STATION		FORMAT
KPDQ	Portland, OR	REL
KPDQ-FM	Portland, OR	REL
KBMC-FM	Eugene, OR	REL

JBM ENTERPRISES

EXECUTIVES:
John B. Mahaffey, Pres.
Robert B. Mahaffey, Admin. Aide
Catherine H. Nelson, Office Manager
Fredna B. Mahaffey, Sec'y/Treas.

HEADQUARTERS:
1722 V V South Glenstone
P.O. Box 4584 G.S.
Springfield, MO 65804
(417) 883-9180

STATION		FORMAT
KGRT	Las Cruces, NM	C
KGRD	Las Cruces, NM	R
KICA	Clovis, NM	C
KCIJ	Shreveport, LA	REL
KDSX	Denison/ Sherman, TX	AC
KDSQ	Denison/ Sherman, TX	R

JEFFERSON-PILOT BROADCASTING CO.

EXECUTIVES:
Wallace J. Jorgenson, Pres.
James G. Babb, Jr., Exec. VP
Cullie M. Tarleton, VP/Radio/GM

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

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

JONSSON COMMUNICATIONS CORP.

EXECUTIVES:
Kenneth A. Jonsson, Pres./Treas.
David Mark Jonsson, VP
Donald C. McDaniel, Sec'y

HEADQUARTERS:
233 Wilshire Blvd., Suite 996
Santa Monica, CA 90401
(213) 451-3230

STATION		FORMAT
KROY	Sacramento	R
KROY-FM	Sacramento	AC
KROI	Reno	O

KAYE-SMITH RADIO

EXECUTIVE:
Lester M. Smith, Exec. Dir.

HEADQUARTERS:
P.O. Box 3010
Bellevue, WA 98009
(206) 455-0923

STATION		FORMAT
KISW	Seattle	A
KXL	Portland, OR	BM
KXL-FM	Portland, OR	BM
KJRB	Spokane	AC
KEZE	Spokane	BM
KCKN-A/F	Kansas City	C
WUBE-A/F	Cincinnati	C

DAVID KEISTER STATIONS

EXECUTIVE:
David Keister, Pres.

HEADQUARTERS:
P.O. Box 1577
Martinsville, IN 46151
(317) 342-3394

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

KIMBLE COMMUNICATIONS

EXECUTIVES:
George Kimble, Pres.
Russell Kimble, VP

GROUP OWNERS DIRECTORY

Craig Fox, VP
David Mance, VP

HEADQUARTERS:
Townline Road
P.O. Box 155
Canandaigua, NY 14424
(716) 394-1550

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

ROBERT I. KIMEL STATIONS

EXECUTIVES:

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

HEADQUARTERS:

U.S. Route 7
St. Albans, VT 05478
(802) 524-2133

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

KING BROADCASTING CO.

EXECUTIVES:

Dorothy S. Bullitt, Principal Owner
Harriet B. Rice, Principal Owner
Priscilla B. Collins, Principal Owner

HEADQUARTERS:

320 Aurora Avenue, N.
Seattle, WA 98109
(206) 223-5000

STATION		FORMAT
KYA	San Francisco	R
KYA-FM	San Francisco	A
WRTH	St. Louis	BM
KGW	Portland, OR	R
KINK	Portland, OR	A
KREM	Spokane	R
KREM-FM	Spokane	A
KING	Seattle	MM
KING-FM	Seattle	CL

KIRK BROADCASTING, INC.

EXECUTIVE:

James L. Kirk, II, Pres.

HEADQUARTERS:

130 First Street, S.E.
Moultrie, GA 31768
(912) 985-5475

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

KNIGHT QUALITY GROUP STATIONS

EXECUTIVES:

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

HEADQUARTERS:

390 Commonwealth Ave.
Boston, MA 02215
(617) 262-1950

STATION		FORMAT
WSAR	Fall River, MA	N/T
WSRS	Worcester, MA	BM
WEIN	Fitchberg, MA	AC
WGIR	Manchester, NH	AC
WGIR-FM	Manchester, NH	AC
WHEB	Portsmouth, NH	AC
WHEB-FM	Portsmouth, NH	AC

KUIPER STATIONS

EXECUTIVES:

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

HEADQUARTERS:

c/o Radio WFUR
399 Garfield S.W.
Grand Rapids, MI 49504
(616) 456-9541

STATION		FORMAT
WFUR-A/F	Grand Rapids, MI	BM
WKPR	Kalamazoo, MI	BM
WDOW-A/F	Dowagiac, MI	BM
WKJR-A/F	Muskegon Hgts., MI	BM

KWHK BROADCASTING CO., INC.

EXECUTIVES:

Wm. L. Mitchell, Pres.
Ken Willard, VP
Bill Hanrattian, VP

HEADQUARTERS:

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

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

KXOJ, INC.

EXECUTIVE:

Michael P. Stephens, Owner & Pres.

HEADQUARTERS:

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

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

ALF M. LANDON RADIO STATIONS

EXECUTIVES:

Alf M. Landon, Chmn.

John C. Landon, Pres.

Lynn E. Higbee, Exec. VP/GM

HEADQUARTERS:

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

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

BRENT LARSON GROUP STATIONS

EXECUTIVES:

Brent Larson, Pres.
Art Gregory, VP/Group Sales
Carol Allen, Exec. Sec'y
Robert Wikstrom, VP/Grp. Programming

HEADQUARTERS:

First National Broadcasting Corp.
4014 Beus Drive
Ogden, UT 84403
(801) 621-0234

STATION		FORMAT
KXA	Seattle	O
KYYX	Seattle	R
KUUZ	Nampa-Base, ID	R
KCKO	Spokane	R
KOOS	North Bend, OR	C
KSVC	Richfield, UT	C
KJMC	Richfield, UT	R

LEW LATTO GROUP OF NORTHLAND RADIO STATIONS

EXECUTIVES:

Low Latto, Pres.
Warren Randolph, VP

HEADQUARTERS:

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

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

THE LBJ CO.

EXECUTIVES:

Don Thomas, Pres.
John Barr, Exec. VP
Bob Bobbitt, GM/WEEL

HEADQUARTERS:

P.O. Box 1209
Austin, TX 78767
(512) 474-6543

STATION		FORMAT
KLBJ	Austin, TX	AC
KLBJ-FM	Austin, TX	A
WEEL	Fairfax County, VA	AC

LESSO, INC.

EXECUTIVES:

Larry Steckline, Pres.
Tim Hawks, GM/KJLS

GROUP OWNERS DIRECTORY

Rick Seibert, GM/KWLS
Larry Shell, GM/KSLS

HEADQUARTERS:
401 E. Douglas, Suite 200
Wichita, KS 67202
(316) 267-0293

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

LIGGETT BROADCAST GROUP

EXECUTIVES:
Robert G. Liggett, Jr., Chmn.
Grant A. Santimore, Pres.
Nelle M. Giles, Comptroller

HEADQUARTERS:
185 East Grand River
Williamston, MI 48895
(517) 349-2940

STATION		FORMAT
WFMK	East Lansing, MI	AC
WHNN	Bay City/Saginaw, MI	A
WFZX	Buffalo	AC
WLQL	St. Paul/ Minneapolis	AC
WZZR	Grand Rapids, MI	AC
WCAY	Cayce/ Columbia, SC	C

LIN BROADCASTING CORP.

EXECUTIVES:
Donald A. Pels, Pres.
& Chmn. of Board
William P. Eaton, Jr., VP/Oper.
Morris Berkowitz, VP, Sec'y & Treas.
Ronald E. Graiff, VP, Eng.
Arnold S. Blauweiss, VP, Contr.

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

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

LINDER FARM NETWORK

EXECUTIVES:
Willard Linder, Mgr.
Lynn Ketelsen, Farm Dir.

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

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

LITCHFIELD BROADCASTING CORP.

EXECUTIVE:
Herbert P. Gross, Pres.

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

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

J. R. LIVESAY GROUP

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

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

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

LOTUS COMMUNICATIONS CORP.

EXECUTIVES:
Howard A. Kalmenson, Pres.
Benjamin Mehr, Sec'y/Treas/Controller
Peggy Martin, VP Bdct. Standards & Compliance
Joel Saxberg, VP Eng.

HEADQUARTERS:
6777 Hollywood Blvd., Suite 300
Hollywood, CA 90028
(213) 466-8111

STATION		FORMAT
KRUX	Phoenix	R
KTKT	Tucson	R
KTKT-FM	Tucson	A
KWKW	Los Angeles	SP
KFSD	San Diego	CL
KENO	Las Vegas	R
KENO-FM	Las Vegas	A
KONE	Reno	C
KVAR	San Antonio	SP
KOZZ	Reno	A
KOXR	Oxnard, CA	SP

M

MALRITE BROADCASTING CO.

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

HEADQUARTERS:
Statler Officer Tower
Euclid Ave. at E. 12th Street

Cleveland, OH 44115
(216) 781-3010

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

MANN MEDIA

EXECUTIVES:
Bernard Mann, Pres.
David Spivey, Chief Fin. Officer
Ann Ward, Exec. Sec'y

HEADQUARTERS:
Mann Media Building
Box 2808
High Point, NC 27261
(919) 869-0101

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

MARK MEDIA GROUP (J. Ardell Sink Stations)

EXECUTIVES:
J. Ardell Slnk, Pres.
Remelle K. Slnk, Exec. VP
Michael A. Slnk, VP, Oper.

HEADQUARTERS:
717 E. Main Street
Burnsville, NC 28714
(704) 682-6221 Collect

STATION		FORMAT
WKYK	Burnsville, NC	C
WCSL	Cherryville, NC	AC
WPKZ	Pickens, SC	C
WKHJ	Holly Hill, SC	R

MAUMEE VALLEY BROADCASTING, INC.

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

HEADQUARTERS:
Napoleon, OH 43545
(419) 592-8060

STATION		FORMAT
WNHD	Napoleon, OH	AC
WGLX	Galion, OH	BM
WQLX	Gallon, OH	BM

THE WENDELL MAYES STATIONS

EXECUTIVES:
Wendell Mayes, Jr., Pres.
Mel Z. Gilbert, VP
Parker M. Humes, VP

GROUP OWNERS DIRECTORY

Bill R. O'Connell, VP
Robert E. Woodman, VP

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

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

McCLATCHY BROADCASTING CO.

EXECUTIVES:

C. K. McClatchy, Pres.
Ramsey G. Elliott, Exec. VP
& Dir. of Broadcasting
Dave Metts, Dir. of Eng.
Carolyn Vind, Bus. Planning Coordinator

HEADQUARTERS:

P.O. Box 15779
Sacramento, CA 95813
(916) 446-9677

STATION		FORMAT
KFBK	Sacramento	N/T
KAER	Sacramento	BM
KMJ	Fresno	N/T
KMJ-FM	Fresno	AC
KBEE-A/F	Modesto	BM
KOH	Reno	N/T
KNEV-FM	Reno	BM

McCLURE BROADCASTING

EXECUTIVES:

C. A. McClure, Pres.
Thomas B. Weaver, Exec. VP
F. K. Brown, VP/Tech. Dir.

HEADQUARTERS:

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

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

McCORMICK COMMUNICATIONS, INC.

EXECUTIVES:

William M. McCormick, Pres.
Kevin Thornton, Contr.

HEADQUARTERS:

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

STATION		FORMAT
WLKW	Providence, RI	BB
WLKW-FM	Providence, RI	BM
WJYE	Buffalo	BM

WFOG-FM Norfolk/

Suffolk, VA

BM

WFOG

Norfolk/
Suffolk, VA

BB

JAMES A. MCKENNA RADIO STATIONS

EXECUTIVE:

James A. McKenna, Jr., Pres.

HEADQUARTERS:

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

STATION		FORMAT
KQRS-A/F	Minneapolis	A
WCMB	Harrisburg	AC
WSFM	Harrisburg	R
WWQM	Madison	AC
WWQM-FM	Middleton (Madison)	AC

McPHERSON MEDIA, INC.

EXECUTIVES:

Gene McPherson, Pres.
Nancy McPherson, VP
Scott McPherson, Asst. Mgr., Grp. Oper.

HEADQUARTERS:

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

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

MEDIA, INC.

EXECUTIVES:

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

HEADQUARTERS:

Box 929
Juneau, AK 99802
(907) 586-3630

STATION		FORMAT
KJNO	Juneau, AK	AC
KIFW	Sitka, AK	AC
KETH	Ketchikan, AK	AC
KANC	Anchorage, AK	C

MERCURY BROADCASTING CORP.

EXECUTIVES:

Joseph Somerset, Pres.
Bill Weaver, Exec. VP
David Quinn, Station Mgr., WNLC/WTYD
Jim Boso, Station Mgr., WWCO

HEADQUARTERS:

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

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

MEREDITH BROADCASTING

EXECUTIVES:

John Lauer, VP/GM
James Dickson, Dir. of Radio Engineering

HEADQUARTERS:

550 Pharr Road, N.E.
Atlanta, GA 30363
(404) 231-0920

STATION		FORMAT
WGST	Atlanta	N
WPCH	Atlanta	BM
KCMO	Kansas City	N
KCEZ	Kansas City	BM
WOW	Omaha	AC
KEZO	Omaha	A
Georgia Radio Network	Atlanta	N

MESA BROADCASTING CO.

EXECUTIVES:

John W. Hough, Pres.
James F. TerLouw, VP/GM
Larry B. Peterson, VP/GM

HEADQUARTERS:

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

STATION		FORMAT
KQIL	Grand Junction, CO	C
KQIX	Grand Junction, CO	R
KUUY	Cheyenne, WY	C
KLEN	Cheyenne, WY	R

METROMEDIA RADIO

EXECUTIVES:

George H. Duncan, Pres.
Bill Ward, Sr. VP

HEADQUARTERS:

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

STATION		FORMAT
WNEW	New York	AC
WNEW-FM	New York	A
WIP	Philadelphia	AC
WMMR	Philadelphia	A
WCBM	Baltimore	AC
WASH	Washington, DC	AC
WMET	Chicago	A
WOMC	Detroit	AC
KRLD	Dallas	N
KLAC	Los Angeles	C
KMET	Los Angeles	A
KSAN	San Francisco	C
KJR	Seattle	R

METROPLEX COMMUNICATIONS

EXECUTIVES:

Norman Wain, Pres.
Robert C. Weiss, VP

HEADQUARTERS:

1717 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

GROUP OWNERS DIRECTORY

STATION		FORMAT
WHYI	Fort Lauderdale/ Miami	AC
WHTT	Miami	SP
KEZK	St. Louis	BM
WPKK	Washington, DC	C
WVKX	Washington, DC	C
WCXK	Tampa/ St. Petersburg	AC

MEYER BROADCASTING CO. RADIO DIVISION

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KFYR	Bismarck, ND	AC
KYYY	Bismarck, ND	AC
KYYA	Billings, MT	AC
KEIN	Great Falls, MT	C
KIZZ	Minot, ND	AC

MID-AMERICA BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID AMERICA MEDIA

EXECUTIVES:

Burrell L. Small, Pres.
Susanne S. Bergeron, VP
Leslie H. Small, VP
Stephen B. Small, VP
Howard H. Frederick, Exec. Dir. of Bcstg.
Robert J. Hawkins, Exec. Asst to Pres.
Harley P. Park, VP, Finance
Kenneth A. Buel, VP, Gov't Rel.

HEADQUARTERS:

6 Dearborn Square
Kankakee, IL 60901
(815) 937-2750

STATION		FORMAT
KRVR	Moline, IL	BM
WQUA	Moline, IL	AC
WTRX	Flint	AC
WIRL	Peoria	AC
WSWT	Peoria	BM
KIOA	Des Moines	R
KMGK	Des Moines	R
WIRE	Indianapolis	C
WXTZ	Indianapolis	BM

WKAN	Kankakee, IL	AC
KBEZ	Tulsa	BM

MID ATLANTIC NETWORK, INC.

EXECUTIVES:

John P. Lewis, Pres.
David P. Lewis, VP

HEADQUARTERS:

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

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

MIDNIGHT SUN BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID-WEST FAMILY STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

MIDWEST RADIO CO.

EXECUTIVES:

Larry Lakoduk, Pres.
James Lakoduk, Exec. VP
Wayne Hiller, VP/Programming
Steve Terhaar, Tech. Dir.

HEADQUARTERS:

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

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

MISSION BROADCASTING CO.

EXECUTIVES:

Jack Roth, Pres.
George W. Ing, VP

HEADQUARTERS:

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

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

MOFFAT COMMUNICATIONS

EXECUTIVES:

Randal Moffat, Pres.
James McLaughlin, VP/GM
Chuck McCoy, Program Coordinator

HEADQUARTERS:

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

STATION		FORMAT
CKLG	Vancouver, BC	AC
CFOX	Vancouver, BC	A
CKXL	Calgary, AB	AC
CHFM	Calgary, AB	MM
CHED	Edmonton, AB	AC
CHAB	Moose Jaw, SK	AC
CKY	Winnipeg, MB	AC
CITI	Winnipeg, MB	A

MONTROSE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MOODY RADIO NETWORK

EXECUTIVES:

Robert Neff, Dir. of Broadcasting
Robert Calthamer, Chief Eng.

HEADQUARTERS:

The Moody Bible Institute of Chicago
Chicago, IL 60610
(312) 329-4301

STATION		FORMAT
WMBI	Chicago	REL
WMBI-FM	Chicago	REL

GROUP OWNERS DIRECTORY

WDLM	East Moline, IL	REL
WDLM-FM	East Moline, IL	REL
WCRF	Cleveland	REL
WMBW	Chattanooga, TN	REL
KMBI	Spokane, WA	REL
KMBI-FM	Spokane, WA	REL
WGNB	St. Petersburg, FL	REL
WKES	St. Petersburg, FL	REL
WRMB	Boynton Beach, FL	REL

MOONEY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WERC	Birmingham	AC
WKXX	Birmingham	R
WBQY	Nashville	R
WMAK	Nashville	AC
WUNO	San Juan, PR	SP

MORTENSON BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MULTIMEDIA BROADCASTING CO.

EXECUTIVES:

Walter E. Bartlett, Pres.
A. Bruce Buchanan, Exec. VP/Radio

HEADQUARTERS:

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

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

NATIONAL BROADCASTING CO., INC. RADIO GROUP

EXECUTIVES:

Richard P. Verne, Pres., Radio
Robert Mounly, Exec. VP/AM Radio
Chuck Renwick, Exec. VP/Radio Networks
Walter Sabo, Exec. VP/FM Radio

HEADQUARTERS:

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

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

NATIONWIDE COMMUNICATIONS INC.

EXECUTIVES:

Charles Fullerton, Pres.
Clark Pollock, VP & GM
Steve Berger, GM/Radio

HEADQUARTERS:

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

STATION		FORMAT
WPOC	Baltimore	C
WGAR	Cleveland	AC
WKSW	Cleveland	C
WNCI	Columbus, OH	AC
WKTO	Pittsburgh	AC
WSHH	Pittsburgh	BM
WLEE	Richmond	AC

NEATHERY STATIONS

EXECUTIVE:

Robert F. Neathery, Pres.

HEADQUARTERS:

Box 1003
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 Spring, AR	AC
KUKU	Willow Springs, MO	C
KBHM	Branson, MO	C
KIRK	Branson, MO	AC

NEIGHBORHOOD COMMUNICATIONS CORP.

EXECUTIVES:

Harvey Hudson, VP/GM
Ruth Doumelele, Business Mgr.
Tom Kita, Eng. Dir.

HEADQUARTERS:

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

STATION		FORMAT
WJJS	Lynchburg, VA	B
WLGM	Lynchburg, VA	O
WKGN	Knoxville, TN	AC

NEWHOUSE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

1030 James Street
Syracuse, NY 13203
(315) 475-5000

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

NEW SOUTH RADIO NETWORK

EXECUTIVES:

Ed Holladay, GM
Joe Carson, Sec'y/Treas.

HEADQUARTERS:

P.O. Box 5797
Meridian, MS 39301
(601) 693-2661

STATION		FORMAT
WQID	Biloxi, MS	R
WVMI	Biloxi, MS	C
WALT	Meridian, MS	R
WOKK	Meridian, MS	C
WNSL	Laurel, MS	R
WQIS	Laurel, MS	B
WLSM	Louisville, MS	C
WLSM-FM	Louisville, MS	R

NOALMARK BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

202 West 19th Street
El Dorado, AR 71730
(501) 863-6126 Collect

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

NORTHEAST COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GROUP OWNERS DIRECTORY

NORTHERN TELEVISION, INC.

EXECUTIVES:

A. G. Hiebert, Pres.
Ron L. Moore, VP
Henry Hove, VP-Fairbanks

HEADQUARTERS:

1007 West 32nd Ave.
P.O. Box 2200
Anchorage, AK 99510
(907) 272-3456

STATION		FORMAT
KBYR	Anchorage	AC
KNIK	Anchorage	BM
KFRB	Fairbanks	AC
KEEI	Valdez, AK	AC

NORTHWESTERN COLLEGE RADIO NETWORK

EXECUTIVES:

Paul Ramseyer, Dir. of Broadcasting
Dave Kersey, Asst. to the Director
William Berntsen, Pres.

HEADQUARTERS:

3003 North Snelling
Roseville, MN 55113
(612) 636-4900

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

NUTMEG GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

OCEAN COAST PROPERTIES

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WPOR	Portland, ME	C
WPOR-FM	Portland, ME	C
WFEA	Manchester, NH	AC

OK RADIO GROUP LTD.

EXECUTIVES:

R. S. (Stu) Morton, Managing Dir.
Larry Snelgrove, Gen'l Sales Mgr./

Mgr.-CFOK

Stan Bates, Mgr.-CIOK
Dave Cummins, Mgr.-CJOK

HEADQUARTERS:

Box 1800
Westlock, AB T0G 2L0 Canada
(403) 420-6283 Collect

STATION		FORMAT
CFOK	Westlock, AB	C
CIOK	St. Paul, AB	AC
CJOK	Ft. McMurray, AB	AC

FARNELL O'QUINN RADIO STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WUFE	Baxley, GA	C
WULF	Alma, GA	C
WUFF	Eastman, GA	AC

OUTLET BROADCASTING CO.

EXECUTIVES:

David E. Henderson, Pres.
Richard G. Rakovan, Sr. VP/Radio

HEADQUARTERS:

111 Dorrance Street
Providence, RI 02903
(401) 751-1110

STATION		FORMAT
KIQQ	Los Angeles	R
WIOQ	Philadelphia	A
WDBO	Orlando	AC
WDBO-FM	Orlando	BM
WORS	Detroit	CL
WTOP	Washington, DC	N
WSNE*	Taunton/Providence	AC

*Pending FCC Approval

PACIFICA FOUNDATION

EXECUTIVES:

Peter Franck, Pres.
Sharon Maeda, Exec. Dir.

HEADQUARTERS:

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

STATION		FORMAT
KPFA	Berkeley, CA	*
KPFB	Berkeley, CA	*
KPFB	Los Angeles	*
WBAI	New York	*
KPFT	Houston	*
WPFW	Washington, DC	*

*Non-Commercial

PARK BROADCASTING

EXECUTIVE:

Roger R. Turner, VP/Radio

HEADQUARTERS:

Terrace Hill

Ithaca, NY 14850

(607) 272-9020

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

PARK CITY COMMUNICATIONS, INC.

EXECUTIVES:

Richard Ferguson, Pres.
James Morley, VP
Steven Marx, VP
Janice English, VP

HEADQUARTERS:

Park City Plaza
Bridgeport, CT 06604
(203) 366-9321

STATION		FORMAT
WEZN	Bridgeport, CT	BM
WAAF	Worcester, MA	A
WFTQ	Worcester, MA	R
WZZK	Birmingham, AL	C

PEMBROOK PINES, INC.

EXECUTIVES:

Robert J. Pfuntner, Pres./GM
Eugene A. Pfuntner, VP
Phebe A. Pfuntner, Treas.
Dixie Jones, Comptroller

HEADQUARTERS:

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

STATION		FORMAT
WELM	Elmira, NY	AC
WLKY	Elmira, NY	A
WACK	Newark, NY	AC

PENOBSCOT BROADCASTING CORP.

EXECUTIVES:

James H. Goff, Pres.
James H. Goff, GM-WPBC
Herbert J. Hunt, GM-WHOU AM/FM
George E. Wildey, VP

HEADQUARTERS:

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

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

PEORIA JOURNAL STAR STATIONS

EXECUTIVES:

Henry P. Slane, Pres.

GROUP OWNERS DIRECTORY

Justin Hoberg, Mgr./Broadcast Div.

HEADQUARTERS:

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

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

PLOUGH BROADCASTING CO., INC.

EXECUTIVES:

H. Wayne Hudson, Pres.
Ronnie D. Wiggins, VP/Finance
Ed Crump, VP/Public Affairs
Craig Scott, VP/Programming
L. S. Stevens, VP/Eng.

HEADQUARTERS:

112 Union Avenue
Memphis, TN 38103
(901) 529-4300

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

PONCE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 7213
Ponce, PR 00731
(809) 842-3038
(809) 843-5770

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

PRIME TIME OF ALASKA, INC.

EXECUTIVES:

Gene Henderson, Pres./GM
Lester Snow, Oper. Mgr.

HEADQUARTERS:

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

STATION		FORMAT
KYAK	Anchorage, AK	C
KGOT	Anchorage, AK	AC
KIAK	Fairbanks, AK	C
KWYZ	Everett, WA	C

PRINCE GEORGE BROADCASTING LTD.

EXECUTIVES:

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

HEADQUARTERS:

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

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

Q BROADCASTING LTD.

EXECUTIVES:

Jack E. Stark, Pres.
Maurice L. Foisy, VP, Programming
Noel L. Hullah, VP, Sales

HEADQUARTERS:

1134 Burrard Street
Vancouver, B.C. V6Z 1Y8 Canada

STATION		FORMAT
CHQM	Vancouver	AC
CHQM-FM	Vancouver	BM
CKPG	Prince George	R

QUALITY BROADCASTING CO., INC.

EXECUTIVE:

Ron Kirby, GM

HEADQUARTERS:

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

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

RAU RADIO STATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

WPDX	Clarksburg, WV	C
WPDX-FM	Clarksburg, WV	C
WATO	Oak Ridge, TN	AC
WETQ	Oak Ridge, TN	C

REGIONAL BROADCASTERS GROUP

EXECUTIVES:

A. B. Martin, Pres.
E. A. Bernstein, VP/GM

HEADQUARTERS:

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

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

REGISTER BROADCAST GROUP

EXECUTIVE:

George B. Hagar, Pres.

HEADQUARTERS:

5700 So. Quebec St., Suite 310
Englewood, CO 80111
(303) 771-6600

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

RESEAU DES APPALACHES

EXECUTIVE:

Francois Labbe, Pres.

HEADQUARTERS:

Thetford Mines
Quebec, Canada G6G 5S3
(418) 335-7533

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

RESULT RADIO GROUP

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 767

GROUP OWNERS DIRECTORY

Winona, MN 55987
(507) 452-2867 Collect

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

REX BROADCASTING CORP.

EXECUTIVES:

Jim Stone, Pres.
Philip Richardson, VP/Sales-KCUB
Jim Arnold, VP/GM-KROD/KLAQ

HEADQUARTERS:

Tucson, AZ 85703
(602) 887-1000 Collect

STATION		FORMAT
KCUB	Tucson	C
KLAQ	El Paso	A
KROD	El Paso	BM

JAMES RIVERS STATIONS

EXECUTIVES:

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

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

HEADQUARTERS:

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

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

RKO RADIO

EXECUTIVES:

Thomas O'Neil, Chmn.
John B. Poor, Vice Chmn/Bd.
Frank Shakespeare, Pres.
Dwight Case, Pres./Radio
Bill Hogan, VP/GM RKO Radio Sales
Harvey Mednick, VP
Tom Burchill, VP/GM, RKO Radio Network

HEADQUARTERS:

6255 Sunset Blvd #724
Los Angeles, CA 90028
(213) 462-6255

STATION		FORMAT
WOR	New York	T
WXLO	New York	AC
WRKO	Boston	AC
WROR	Boston	AC
WGMS	Washington, DC	CL
WGMS-FM	Washington, DC	CL
WAXY	Miami	AC
WFYR	Chicago	AC
WHBQ	Memphis	AC
KFRC	San Francisco	R
KHJ	Los Angeles	C
KRTH	Los Angeles	AC

ROBERTS BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

ROBERTS BROADCASTING, INC.

EXECUTIVES:

W. Donald Roberts, Jr., Pres.
Wayne Smith, VP

HEADQUARTERS:

Lac Du Flambeau, WI 54538
(715) 588-3852

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

RODGERS GROUP

EXECUTIVES:

David A. Rodgers, Pres., WBIS,
WBML & KKZZ/KOTE
Robert Adelman, GM, KKZZ/KOTE
Patrick Foy, GM, WBML

HEADQUARTERS:

1021 Farmington Ave. (WBIS)
Bristol, CT 06010
(203) 583-9265

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

ROLLINS, INC.

EXECUTIVE:

Paul H. Downs, VP

HEADQUARTERS:

2170 Piedmont Road
Atlanta, GA 30324
(404) 873-2355

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

RAY H. ROSENBLUM GROUP

EXECUTIVE:

Ray H. Rosenblum, Pres.

HEADQUARTERS:

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

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

ROUNSAVILLE RADIO STATIONS

EXECUTIVES:

Robert W. Rounsaville, Pres./
Chmn. of the Board
Mary Barrett Bush, Exec. VP
S. A. Wade, Sec'y/Treas.
Sheila W. McLeroy, VP/Accounting
M. F. Kershner, Sr. VP
Tom West, VP/Programming
Don Anglin, VP/Engineering

HEADQUARTERS:

3220 Peachtree Road, N.E.
Atlanta, GA 30305
(404) 261-3000

STATION		FORMAT
WAIV	Jacksonville	R
WAIV-FM	Jacksonville	R
WLOF	Orlando	R
WBJW	Orlando	R

RUST COMMUNICATIONS GROUP, INC.

EXECUTIVES:

William F. Rust, Jr., Pres.
Carl A. Faler, Jr., Contr.

HEADQUARTERS:

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

STATION		FORMAT
WHAM	Rochester	AC
WHFM	Rochester	R
WPTR	Albany	AC
WFLY	Troy	R
WAEB	Allentown, PA	AC
WXKW	Allentown, PA	C
WNOW	York, PA	C
WQXA	York, PA	R
WRNL	Richmond	AC
WRXL	Richmond	A
WSOM	Salem OH	AC
WQXK	Salem, OH	C

S

SANDUSKY NEWSPAPERS, INC. BROADCAST DIVISION

EXECUTIVES:

Dudley A. White, Pres.
Eric Hauenstein, VP/Div. Mgr.
Thomas C. Brooks, Div. Financial Officer

HEADQUARTERS:

P.O. Box 4227
Mesa, AZ 85201
(602) 833-8888

STATION		FORMAT
KDKB	Mesa/Phoenix	A
KDJQ	Mesa/Phoenix	A
KBPI	Denver	A
KZAM	Bellevue/Seattle	A
KZAM-FM	Bellevue/Seattle	MM
KWFM	Tucson	A
KSLY	San Luis Obispo, CA	AC
KUNA	San Luis Obispo, CA	BM

GROUP OWNERS DIRECTORY

SARKES TARZIAN, INC.

EXECUTIVES:

Sarkes Tarzian, Chmn.
Thomas Tarzian, Pres.
Robert Holben, GM-WTTS/WGTC
Ken McGuire, GM-WPTH
Robert Lamb, GM-WATI

HEADQUARTERS:

Bloomington, IN 47402
(812) 332-7251

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

SBI, INC.

EXECUTIVES:

Edward T. Shadek, Pres.
Jerry W. Perkins, Controller
Richard D. Bullen, Nat'l PD

HEADQUARTERS:

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

STATION		FORMAT
KOGO	San Diego	AC
KPRI	San Diego	A
KCCW	San Antonio/ Terrell Hills	C
KZZY	San Antonio	R
KYMS	Santa Ana, CA	REL
KRDS	Phoenix/ Tolleson	REL
KBRN	Brighton, CO	REL

SCONNIX GROUP BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

Parade Road
Laconia, NH 03246
(603) 524-1341

STATION		FORMAT
WCMF	Rochester, NY	A
WTMA	Charleston, SC	AC
WPXI	Charleston, SC	AC
WOCB	Hyannis, Cape Cod, MA	AC
WSOX	Hyannis, Cape Cod, MA	BM
WLNH-A/F	Laconia, NH	AC
WDOS	Oneonta, NY	AC
WSRK	Oneonta, NY	R

SCRIPPS-HOWARD BROADCASTING CO.

EXECUTIVES:

Donald L. Perris, Pres.
Dick Janssen, Ass't to Pres.-Radio
Steve Roddy, Dir./Programming & Mkt.
-Radio

HEADQUARTERS:

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

STATION		FORMAT
WMC	Memphis, TN	C
WMC-FM	Memphis, TN	R
WBSB	Baltimore, MD	R
KMEO-A/F	Phoenix, AZ	BM
WNOX	Knoxville, TN	AC

SEATON STATIONS

EXECUTIVE:

R. M. Seaton, CEO

HEADQUARTERS:

218 West 8th Street
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

SEEHAFFER BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

WOMT Radio
P.O. Box 685
Manitowoc, WI 54220
1-(414) 682-0351 Collect

STATION		FORMAT
WOMT	Manitowoc, WI	AC
WGEZ	Beloit, WI	AC
WXCO	Wausau, WI	C
WQTC	Two Rivers, WI	R

SENTRY BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

SHAMROCK BROADCASTING CO., INC.

EXECUTIVES:

Roy E. Disney, Chmn. of Board
Bruce F. Johnson, Pres. & CEO
Charles Harper, VP/Broadcast Admin.

HEADQUARTERS:

6464 Sunset Blvd.

Hollywood, CA 90028
(213) 462-7711

STATION		FORMAT
KABL-A/F	San Francisco/ Oakland	BM
WWWW	Detroit	A
KUDL	Kansas City	AC
KMGC	Dallas/ Ft. Worth	AC
KYOK	Houston	B
WBOK	New Orleans	B
KXLR	Little Rock	C

SHAMROCK COMMUNICATIONS, INC.

EXECUTIVES:

William R. Lynett, VP
Joe Silva, GM-WEJL/WEZX
Ken Stevens, GM-WDIZ
Ralph Barnes, GM-WQFM

HEADQUARTERS:

149 Penn Avenue
Scranton, PA 18503
(717) 348-9108

STATION		FORMAT
WDIZ	Orlando, FL	A
WEJL	Scranton, PA	AC
WEZX	Scranton, PA	A
WQFM	Milwaukee, WI	A

SHERIDAN BROADCASTING CORP.

EXECUTIVES:

Ronald R. Davenport, Chmn.
Thomas E. McKinney, Pres.
Constance W. Balthrop, VP/Fin. & Adm.
Glenn R. Mahone, VP/Gen'l Counsel

HEADQUARTERS:

1811 Boulevard of the Allies
Pittsburgh, PA 15219
(412) 281-6747

STATION		FORMAT
WAMO	Pittsburgh	B
WYJZ	Pittsburgh	J
WUFO	Buffalo	B
WIGO	Atlanta	B

SIS RADIO, INC.

EXECUTIVES:

Stanley N. Kaplan, Pres.
Sis A. Kaplan, Exec. VP

HEADQUARTERS:

400 Radio Road
Charlotte, NC 28216
(704) 392-6191

STATION		FORMAT
WAYS	Charlotte, NC	AC
WROQ	Charlotte, NC	A
WAPE	Jacksonville, FL	AC

SJR COMMUNICATIONS, INC.

EXECUTIVES:

Edward L. Cossman, Exec. VP
Sylvan Taplinger, VP
David Moss, Dir./Group Oper.
William Davis, Marketing Dir.

HEADQUARTERS:

655 Madison Avenue
New York, NY 10021

GROUP OWNERS DIRECTORY

(212) 750-6400

STATION		FORMAT
WKLS-A/F	Atlanta	A
WQAL	Cleveland	BM
WJMD	Chevy Chase, MD	AC
WUST	Washington	B
KRLY	Houston	AC
KNUS	Dallas	AC
WYSP	Philadelphia	A
WKTU	New York	D
WJIT	New York	SP

SKY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

1290 Peconic Avenue
Babylon, Long Island, NY 11704
(212) 297-9393 or
(516) 669-1290

STATION		FORMAT
KSKY	Dallas	REL
KBCQ	Roswell, NM	AC
WRIV	Riverhead, NY	AC
KBID*	Witchita Falls, TX	AC

*pending FCC approval

BOB SMITH GROUP

EXECUTIVES:

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

HEADQUARTERS:

1516 Celery Ave., Box 1568
Sanford, FL 32771
(305) 322-1400

STATION		FORMAT
WIXX-FM	New Richmond, WI	BM
WIXX	New Richmond, WI	AC
WWIS	Black River Falls, WI	AC
WTRR	Sanford, FL	C

TED SMITH STATIONS

EXECUTIVE:

Ted A. Smith, Pres./GM

HEADQUARTERS:

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

STATION		FORMAT
KUMA	Pendleton, OR	AC
KUMA-FM	Pendleton, OR	BM
KJDY	John Day, OR	AC

SORENSEN BROADCASTING CORP.

EXECUTIVES:

Dean Sorenson, Pres.
Jim Thompson, Sales/Mkt. Spec.

HEADQUARTERS:

Box 309
Pierre, SD 57501
(605) 224-7381

STATION		FORMAT
KCCR	Pierre, SD	AC

KNEY	Pierre, SD	AC
KOBH	Hot Springs, SD	MM
KOBH-FM	Hot Springs, SD	MM
KIXX	Watertown, SD	A
KOZY	Grand Rapids, MN	AC
KWAT	Watertown, SD	N/T
KYNT	Yankton, SD	AC
KKYA	Yankton, SD	C

SOUTH CENTRAL BROADCASTING CORP.

EXECUTIVES:

John D. Engelbrecht, Pres.
Charles A. Blake, GM-WIKY-A/F
Harry Stephenson, GM-WZEZ
Carlos Kivett, GM-WEZK

HEADQUARTERS:

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

STATION		FORMAT
WIKY	Evansville, IN	MM
WIKY-FM	Evansville, IN	(Day) MM (Nite) BM
WZEZ	Nashville, TN	BM
WEZK	Knoxville, TN	BM

SOUTHERN BROADCASTING CO.

Subsidiary of Harte-Hanks Communications, Inc.

EXECUTIVES:

John G. Johnson, Chmn.
L. G. (Bob) Jones, Pres.
Adrian Cox, VP/Finance

HEADQUARTERS:

2130 Country Club Road
P.O. Box 5176
Winston-Salem, NC 27103
(919) 723-3561 Collect

STATION		FORMAT
WSGN	Birmingham	AC
KULF	Houston	AC
KYND	Houston	BM
KMJK	Lake Oswego/ Portland, OR	R
WEZI	Memphis	BM
KOY	Phoenix	AC
KQYT	Phoenix	BM
WRVA	Richmond	AC
WRVQ	Richmond	R
WLCY	St. Petersburg	AC
WRBQ	Tampa	R

SOUTHERN MINN. BROADCASTING CO.

EXECUTIVES:

G. David Gentling, Pres.
Greg Gentling, Jr., Exec. VP
Marv Foss, Sec'y

HEADQUARTERS:

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

STATION		FORMAT
KROC	Rochester, MN	AC
KROC-FM	Rochester, MN	R
KTYD	Santa Barbara, CA	A

KBLS	Santa Barbara, CA	REL
KXRB	Sioux Falls, SD	C
KIOV	Sioux Falls, SD	C
KKLS	Rapid City, SD	AC
KKHJ	Rapid City, SD	BM
KKAM	Lubbock, TX	AC
KFMX	Lubbock, TX	A

SOUTHWESTERN BROADCASTING CO.

EXECUTIVES:

Phillip Brady, Partner
Mack Smith, Partner
Louis Alford, Partner

HEADQUARTERS:

P.O. Box 604
McComb, MS 39648
(601) 684-2271

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

STAINLESS BROADCASTING CO.

EXECUTIVES:

Henry J. Guzewicz, Pres.
Richard J. Eberle, VP
John F. Cullen, VP
Marge Zapotosky, GM
George Schumacher, GM

HEADQUARTERS:

3rd & Montgomery Avenues
North Wales, PA 19454
(215) 699-4871

STATION		FORMAT
WKSB	Williamsport, PA	AC
WCDL	Carbondale, PA	AC
WRAK	Williamsport, PA	AC

STAUFFER COMMUNICATIONS, INC.

EXECUTIVES:

Jerry Holley, VP/Broadcast Div.
Robert Fromme, Spec. Ass't to VP
Al Lobeck, Dir./SCI Radio Properties
Paul Winders, Dir./Eng.

HEADQUARTERS:

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

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

STERLING RECREATION ORGANIZATION

EXECUTIVES:

Fred Danz, Pres.
Jerry Vitus, VP
Tad Danz, VP
Clifford M. Hunter, Broadcast Div. Dir.

GROUP OWNERS DIRECTORY

HEADQUARTERS:

Box 1723
Bellevue, WA 98009
(206) 455-8100

STATION		FORMAT
KSJO	San Jose	A
KXRX	San Jose	N/T
KASH	Springfield/Eug., OR	AC
KSND	Springfield/Eug., OR	R
KZOK	Seattle	A
KZOK-FM	Seattle	A
KBFW	Bellingham, WA	C
KALE	Kennewic, WA	R
KIOK	Kennewic, WA	R
KEDO	Longview, WA	BM
KLYK	Longview, WA	R
KDKO	Littleton, CO	B

STONER BROADCASTING SYSTEM, INC.
EXECUTIVES:

Thomas H. Stoner, Chmn.
Glenn Bell, Pres.
Avis Eckel, VP Finance

HEADQUARTERS:

3900 N.E. Broadway
Des Moines, IA 50317
(515) 265-6181

STATION		FORMAT
KSO	Des Moines	C
KGGO	Des Moines	A
WGNT	Huntington, WV	AC
WNBF	Binghamton, NY	AC
WQYT	Binghamton, NY	BM
WHEL	Knoxville	T
WINZ	Knoxville	A
KHAK-A/F	Cedar Rapids	C

STORZ BROADCASTING CO.
EXECUTIVES:

Robert H. Storz, Owner
Herbert Engdahl, VP
George Armstrong, Exec. VP

HEADQUARTERS:

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

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

STREAM BROADCASTING INC.
EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KGRA	Lake Charles, LA	A
KUFO	Odessa, TX	AC
KOYL	Odessa, TX	C

STUART BROADCASTING CO.
EXECUTIVE:

Richard W. Chapin, Pres.

HEADQUARTERS:

625 Stuart Building
Lincoln NE 68501
(402) 475-4204

STATION		FORMAT
KFOR	Lincoln, NE	AC
KFRX	Lincoln, NE	R
KRGI	Grand Island, NE	AC
KRGI-FM	Grand Island, NE	C
KSAL	Salina, KS	AC
KYEZ	Salina, KS	MM
KOEL	Oelwein, IA	AC
KOEL-FM	Oelwein, IA	C
KWTO	Springfield, MO	C
KWTO-FM	Springfield, MO	R

SUBURBAN RADIO GROUP
EXECUTIVES:

Robert R. Hilker, Pres.
William R. Rollins, Exec. VP/Sec'y/Treas.
Lewis H. Bagwell, VP

HEADQUARTERS:

Belmont, NC 28012
(704) 825-5272

STATION		FORMAT
WCGC	Belmont, NC	BB
WEGO	Concord, NC	R
WPEG	Concord, NC	B
W SVM	Valdese, NC	AC
WJ JJ	Christiansburg, VA	AC
WV VV	Blacksburg, VA	R
WHHV	Hillsville, VA	C
WY NR	Brunswick, GA	B
WPIQ	Brunswick, GA	R

SUDBRINK BROADCASTING
EXECUTIVES:

Woody Sudbrink, Chmn. of the Board
Richard D. Casper, Pres.

HEADQUARTERS:

3081 E. Commercial Blvd.
Ft. Lauderdale, FL 33308
(305) 771-0735

STATION		FORMAT
WNWS	Miami	N/T
WORJ	Orlando	A
WORL	Orlando	B
KDUK	Honolulu	A
KPOI	Honolulu	AC
WLAC	Nashville	N/T
WKQB	Nashville	A

SUMMIT COMMUNICATIONS, INC.
EXECUTIVES:

Richard Stakes, Pres.
Richard Barron, Exec. VP/Radio

HEADQUARTERS:

P.O. Box 3018
875 West 5th Street
Winston-Salem, NC 27102
(919) 727-8860

STATION		FORMAT
WSJS	Winston-Salem	AC
WTQR	Winston-Salem	C

WCOA	Pensacola, FL	AC
WJLQ	Pensacola, FL	R
WREC	Memphis	AC
WZXR	Memphis	A
KOCY	Oklahoma City	C
KXXY	Oklahoma City	A

SUNBELT COMMUNICATIONS, LTD.
EXECUTIVES:

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

HEADQUARTERS:

1422 Monterey Professional Plaza
San Luis Obispo, CA 93401
(805) 543-6383

STATION		FORMAT
KZZX	Albuquerque	AC
KQEO	Albuquerque	O
KVOR	Colorado Springs	MM
KSPZ	Colorado Springs	AC
KFYE	Fresno	AC

SUSQUEHANNA BROADCASTING CO.
EXECUTIVES:

Louis J. Appell, Jr., Pres.
Arthur W. Carlson, Sr. VP in Charge of Radio
Jack Herr, VP/Admin.
Eric Bosch, Nat'l Sales Mgr.

HEADQUARTERS:

140 East Market Street
York, PA 17401
(717) 845-5626

STATION		FORMAT
KLIF	Dallas	AC
KPLX	Fort Worth/ Dallas	C
WARM	Scranton/ Wilkes-Barre, PA	AC
WFMS	Indianapolis	C
WGWB	Freeport, LI, NY	AC
WHLO	Akron	N/T
WKIS	Orlando	AC
WLQA	Cincinnati	MM
WLQR	Toledo	BM
WLTA	Atlanta	AC
WQBA	Miami	SP
WQBA-FM	Miami	SP
WSBA	York	AC
WSBA-FM	York	BM

**JIMMY SWAGGART
EVANGELISTIC ASSOC.**
EXECUTIVES:

Ted Sauceman, GM
Jeff Blackwell, Nat. PD
Edward Lively, Tech. Dir.

HEADQUARTERS:

Box 1726
Baton Rouge, LA 70821
(504) 926-6239

STATION		FORMAT
WLUX	Baton Rouge, LA	REL
KMCV	Conroe, TX	REL
KWJS	Arlington, TX	REL
KJIL	Bethany, OK	REL

GROUP OWNERS DIRECTORY

KWKI Kansas City, MO REL
 WJYM Bowling Green, OH REL
 WAME Charlotte, NC REL
 WHYM Pensacola, FL REL

SWANSON BROADCASTING, INC.

EXECUTIVES:

Gerock H. Swanson, Pres.
 Ron B. Blue, Exec. VP
 Max R. Vowell, VP & Ch. Fin. Off.

HEADQUARTERS:

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

STATION		FORMAT
KWKN	Wichita, KS	AC
KGCS	Wichita, KS	C
WBYU	New Orleans	BM
WSHO	New Orleans	C
KKNG	Oklahoma City	BM
KRMG	Tulsa	AC
KFJZ-FM	Ft. Worth	R
KFJZ	Ft. Worth	O
KKYX	San Antonio	C

TAFT BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WDAF	Kansas City, MO	C
KYYS	Kansas City, MO	A
WGR	Buffalo	AC
WGRQ	Buffalo	A
WKRC	Cincinnati	AC
WKRQ	Cincinnati	R
WTVN	Columbus, OH	AC
WLVQ	Columbus, OH	A
KQV	Pittsburgh	N
WDVE	Pittsburgh	A
WYNF	Tampa	R
WDAE	Tampa	AC

TALTON BROADCASTING CO.

EXECUTIVE:

Julius E. Talton, Pres.

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

THE THOMS BROADCASTING COMPANIES, INC.

EXECUTIVES:

Meredith S. Thoms, Pres.
 Matilann S. Thoms, Exec. VP
 Bruce Webb, Dir. of Operations
 John Jerose, VP/Cable Div.

HEADQUARTERS:

75 Scenic Highway
 Asheville, NC 28804
 (704) 255-0111

STATION		FORMAT
WEAM	Arlington, VA	BB
WCOG	Greensboro, NC	C
WKLM	Wilmington, NC	C

TICHENOR MEDIA SYSTEM

EXECUTIVES:

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

HEADQUARTERS:

P.O. Drawer 711
 Harlingen, TX 78550
 (512) 423-3910

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

THE TIDMORE GROUP

EXECUTIVES:

A. V. Tidmore, Owner
 Ralph L. Price, Sta. Mgr.
 Jim Thompson, PD
 Vivian Price, Women's Dir.

HEADQUARTERS:

212 South Center Street
 Pottsville, PA 17901
 (717) 622-1360 Collect

STATION		FORMAT
WPPA	Pottsville, PA	AC
WAVT	Pottsville, PA	BM
WAGE	Leesburg, VA	AC
WSBB	New Smyrna, FL	BM

T/R, INC.

EXECUTIVES:

Clay Littick, Pres.
 Allan Land, Exec. VP

HEADQUARTERS:

421 Main Street
 Zanesville, OH 43701
 (614) 454-9721 Collect

STATION		FORMAT
WHIZ	Zanesville, OH	AC
WHIZ-FM	Zanesville, OH	BM
WNXT	Portsmouth, OH	AC
WNXT-FM	Portsmouth, OH	BM
WOMP	Bellaire, OH	AC
WOMP-FM	Bellaire, OH	R

TRANSWESTERN COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KATA	Arcata, CA	AC
KOJO	Laramie, WY	C
KIOZ	Laramie, WY	R
KYVA	Gallup, NM	R
KOVO	Gallup, NM	C

2588 NEWPORT CORP.

EXECUTIVES:

Ray Kandel, Pres.
 H. Kandy Rohde, VP

HEADQUARTERS:

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

STATION		FORMAT
KTUC	Tucson	N
KNDE	Tucson	C
KHSJ	Hemet, CA	BB
KHYE	Hemet, CA	O
KONG	Visalia, CA	BB
KONG-FM	Visalia, CA	REL

UNITED BROADCASTING CO., INC.

EXECUTIVE:

Richard Eaton, Pres./Treas.

HEADQUARTERS:

4733 Bethesda Avenue, Suite 808
 Bethesda, MD 20814
 (301) 652-7707

STATION		FORMAT
WOOK	Washington, DC	B
WSID	Baltimore	B
WLPL	Baltimore	R
WJMO	Cleveland	B
WLTY	Cleveland	D
KALI	Los Angeles	SP
KSOL	San Francisco	B
WBNX	Carlstadt, NJ	SP
WINX	Rockville, MD	AC

UNIVERSAL BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WTHE	Mineola, NY	B/SP
WARO	Canonsburg, PA	REL
WVXX	Highland Park, IL	T/SP
WYLO	Jackson, WI	AC/SP
KCNW	Fairway, KS	REL/T
KUXL	Golden Valley, MN	REL/B
KEST	San Francisco, CA	T/B

GROUP OWNERS DIRECTORY

KMAX Arcadia, CA SP/B
 KPPC Pasadena, CA B
 WGRT Danville, IN AC/B
 WCBW Columbia, IL REL/B

VIACOM

EXECUTIVES:

Ralph M. Baruch, Chmn./CEO
 Terrence Elkes, Pres.
 Al Greenfield, Pres./Radio Div.

HEADQUARTERS:

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

STATION		FORMAT
KDIA	Oakland, CA	B
WMZQ	Washington, DC	C
WWRL	New York	B
WKHK	New York	C
WDIA	Memphis	B
WQUD	Memphis	AC
KIKK	Houston	C
KIKK-FM	Houston	C

JOHN WALTON STATIONS

EXECUTIVES:

John B. Walton, Pres.
 Jean Walton, Sec'y/Treas.
 A. J. Ramsey, VP

HEADQUARTERS:

P.O. Box 1417
 Pebble Beach, CA 93953
 (408) 649-6622

STATION		FORMAT
KDJW	Amarillo, TX	C
KBUY	Amarillo, TX	C
KIKX	Tucson	C
KIDD	Monterey, CA	AC
KLRB	Carmel, CA	A

WELCOME RADIO, INC.

EXECUTIVES:

Richard M. Lumenello, Exec. VP
 Harrison M. Fuerst, Pres.

HEADQUARTERS:

369 S. Portage Path
 Akron, OH 44320
 (216) 535-6165

STATION		FORMAT
WSLR	Akron, OH	C
KTLK	Denver	R
KADX	Denver	J

WESTERN BROADCASTING CO.

EXECUTIVES:

Dale G. Moore, Chmn.
 Earl E. Morgenroth, Pres.
 Paul Spranger, Exec. Asst.
 Dan Snyder, VP/Radio

HEADQUARTERS:

Drawer M
 Missoula, MT 59806
 (406) 728-2850

STATION		FORMAT
KGVO	Missoula, MT	C
KCAP	Helena, MT	R

KCAP-FM Helena, MT AC
 KSEI Pocatello, ID AC
 KRBU Pocatello, ID AC

WESTERN CITIES BROADCASTING, INC.

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, AZ	R
KZAP	Sacramento, CA	A
KRQQ	Tucson	R
KMGX	Tucson	AC
KLUC	Las Vegas	R
KMJJ	North Las Vegas, NV	AC

WESTINGHOUSE BROADCASTING CO.

EXECUTIVES:

Donald H. McGannon, Chmn.
 Daniel L. Ritchie, Pres.
 Richard H. Harris, Pres. Radio Grp.
 S. William Scott, Sr. VP/Radio

HEADQUARTERS:

90 Park Avenue
 New York, NY 10016
 (212) 983-6500

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

*Pending FCC approval

WFYC, INC.

EXECUTIVES:

Gil Thomas, GM
 Dave Sommerville, Sta. Mgr.

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

WGN CONTINENTAL BROADCASTING CO.

EXECUTIVES:

Daniel T. Pecaro, Pres./CEO
 Donald H. Knautz, VP/Asst. to Pres/
 Dir. of Broadcast Oper.

Wayne R. Vriesman, VP/Sta. Mgr.

HEADQUARTERS:

2501 Bradley Place
 Chicago, IL 60618
 (312) 528-2311

STATION		FORMAT
WGN	Chicago	AC
WDAL	Duluth	AC
KGNR	Sacramento	AC
KCTC	Sacramento	AC

MEL WHEELER, INC.

EXECUTIVES:

Mel Wheeler, Pres.
 Herm Reavis, Exec. VP
 Vinny Wheeler, Treas.

HEADQUARTERS:

1440 Wheeler Drive
 Denton, TX 76201
 (817) 382-2552

STATION		FORMAT
KDNT	Denton, TX	C
KDDC	Denton, TX	C
WSLC	Roanoke, VA	C
WSLQ	Roanoke, VA	MM

WOOD BROADCASTING, INC.

EXECUTIVES:

Michael O. Lareau, Exec. VP
 Joe Borrello, Gen'l Sales Mgr.
 James P. White, VP/WSPD

HEADQUARTERS:

180 Division N
 Grand Rapids, MI 49503

STATION		FORMAT
WOOD	Grand Rapids, MI	AC
WOOD-FM	Grand Rapids, MI	BM
WSPD	Toledo, OH	AC

WYCOM CORPORATION

EXECUTIVE:

Bill Sims, Pres.

HEADQUARTERS:

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

STATION		FORMAT
KUGR	Green River, WY	C
KVSF	Santa Fe	AC
KSAA	Casa Grande, AZ	AC

ROBERT D. ZELLMER STATIONS

EXECUTIVES:

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

HEADQUARTERS:

Box 46
 Milner, CO 80477
 (303) 332-4707

STATION		FORMAT
KRDZ	Wray, CO	C
KMMZ	Greybull, WY	C
KRZJ	Beloit, KS	C
KRZJ-FM	Beloit, KS	BM

"THE ANALYST"™
The newest answer
to your 1981 goals:

**more sales
bigger
audiences**

"THE ANALYST"™ — a new concept in audience research analysis. With high-speed computer processing, it gives more **usable** information than anyone has had before. Crucial facts about your station... your competitors... radio in your market.

"THE ANALYST" is:

Thorough — 80+ pages, 30 reports, thousands of calculations make the Arbitron immediately usable. Eliminates hours of staff work. Doubles the value of your Arbitron!

Complete — 7 full page reports on **your station**. Same for all selected competitors. Shows strengths and weaknesses. Vital whether your book is up, down or even. Key to demographic target performance. Helps develop sales strategy. Gives programmers facts they need.

Fast — 4 - 7 days after the book. In minutes you'll know more about your competitors than they know (unless they subscribe).

Reasonable — priced attractively for markets of all sizes. Per-report costs, with annual subscription, from \$300 - \$900.

"THE ANALYST" is worth more than a new staff researcher (if you could find one) but costs only a fraction.

Call or write today for samples and prices for your market.

"THE ANALYST"™

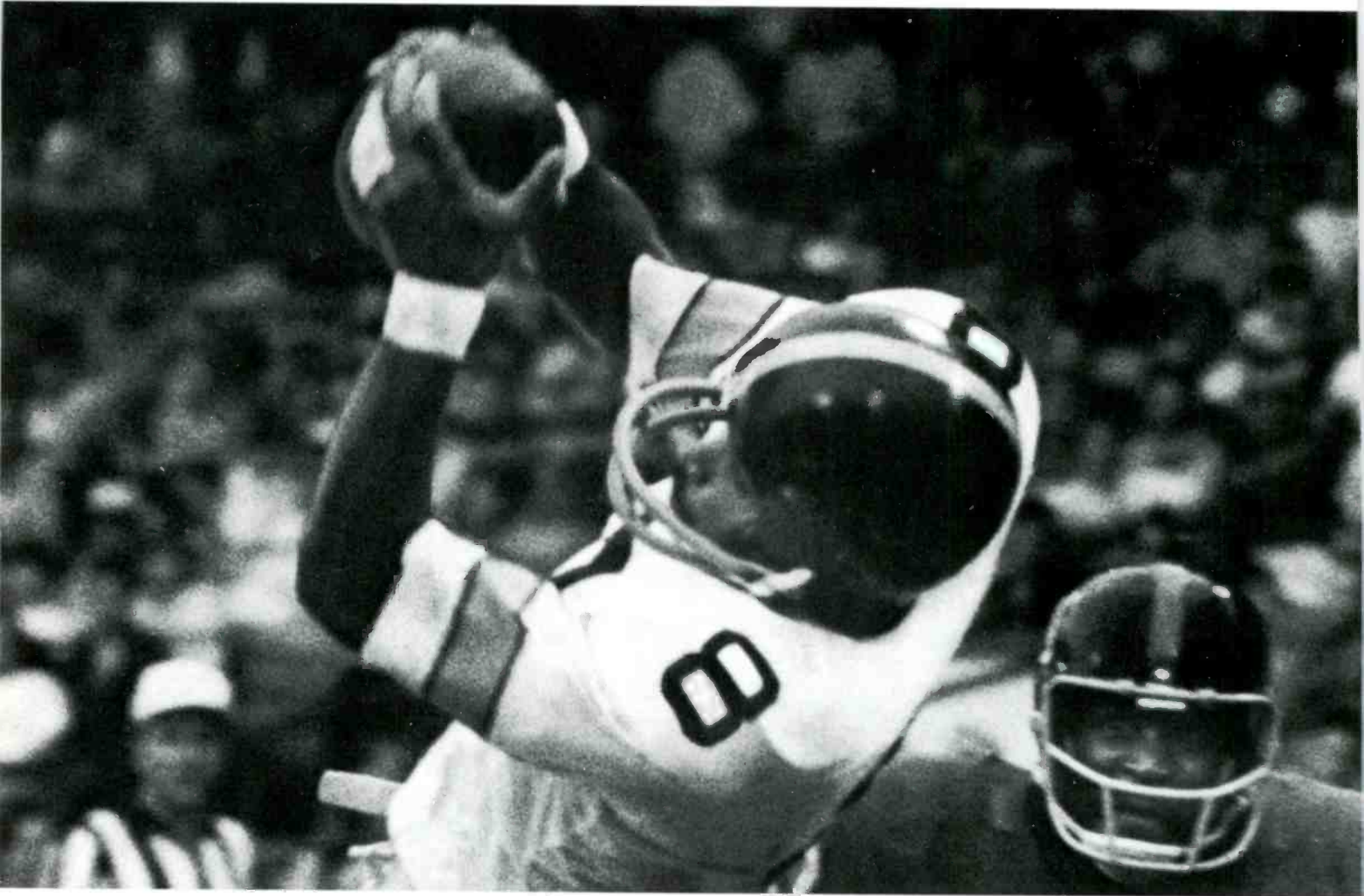
The **useful** research service from
RADIO INFORMATION CENTER

Maurie Webster, President

575 Lexington Avenue, New York, NY 10022
(212) 371-4828

**RADIO
INFORMATION
CENTER**

At Blair, keeping ahead of the competition is our game plan for success.



In the competitive field of national radio sales, you have to get the jump on the competition to be a winner. You need the right research tools to identify opportunities. And the right people to cash in on them. At Blair Radio, we've got both.

Ask any buyer. They'll tell you Blair salespeople are the most resourceful, spirited and motivated in the radio rep field. They're strong competitors with proven radio sales experience. New situations don't catch them unprepared. Blair Radio salespeople don't react—they act!

You'll find that aggressive spirit in our sales research, too! Blair Radio's BRAIN family of computer systems stays ahead of

the competition with state-of-the-art media planning analyses that are the most sought-after in the business.

And we work closely with our represented stations to help them keep ahead of their competition, with results-producing analyses and consultation in programming and promotion.

Blair Radio. We have the most aggressive game plan for growth in the business! We don't wait for sales opportunities. We make them!



Blair Radio
A division of John Blair & Company
Reliable people, reliable data

REP DIRECTORY

B

BLAIR RADIO

717 Fifth Avenue
New York, NY 10022
(212) 752-0400

EXECUTIVES:

John N. Boden, Pres.
George Wolfson, Exec. VP
Robert Lobdell, Sr. VP/Creative Sales
Robert Galen, Sr. VP/Dir. of Research & Media Planning
David R. Klemm, Sr. VP, Dir. Marketing/Operations
Daniel S. Follis, Sr. VP, Mgr. Spec. Sales

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	William White	(404) 991-1377
Boston	Michael Horn	(617) 536-6230
Chicago	Thomas K. Walton	(312) 787-2300
Dallas	Frank Carter	(214) 522-5280
Detroit	Mike Verschuren	(313) 871-3066
Los Angeles	Fran Wilkinson	(213) 937-4620
Minneapolis	Scott T. Meier	(612) 339-8894
New York	Thomas F. Turner	(212) 752-0400
Philadelphia	Jack Welford	(215) 568-6540
St. Louis	Thomas Cinquina	(314) 421-5262
San Francisco	Robert Ferraro	(415) 434-3272
(Blair/Northwest)		
Seattle	Ralph Heyward	(206) 223-5524
Portland	Beverly A. Fisher (a/e)	(503) 226-5007

JACK BOLTON ASSOCIATES

3384 Peachtree Road, NE
Atlanta, GA 30326
(404) 237-1577

BUCKLEY RADIO SALES

485 Madison Avenue
New York, NY 10022
(212) 832-0404

GERT BUNCHEZ & ASSOCIATES

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

C

CABELLERO RADIO

310 Madison Avenue
New York, NY 10017
(212) 972-1019

CBS/FM NATIONAL SALES

51 West 52nd Street
New York, NY 10019
(212) 975-3185

EXECUTIVES:

Eli Kaufman, VP/GM
Maggie Hauck, Mgr., Marketing & Research

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Simona McCray	(212) 975-6769
Chicago	Joe Schwartz	(312) 944-3731
Detroit	John Beck	(313) 872-5500
Los Angeles	Debra Stephens	(213) 469-3387
San Francisco	Tom Matheson	(415) 982-7000

CBS RADIO SPOT SALES

51 West 52nd Street, 15th Floor
New York, NY 10019
(212) 975-4575

EXECUTIVES:

Michael Ewing, VP/GM
Junior Winokur, Sales Mgr.
Don Macfarlane, Dir. of Mkt Dev.
Terry Drucker, Dir. Research
Betsy Harvey, Dir. Fromo.

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Philadelphia	Raif D'Amico	(215) 839-3758
Atlanta	Joe Sierer	(404) 233-8281
Detroit	Don Jumisco	(313) 872-5500
Chicago	Bob Houghton	(312) 951-3357
St. Louis	Dave Brennan	(314) 444-3221
San Francisco	Tom Cosgrove	(415) 765-4006
Los Angeles	Richard Allen	(213) 460-3701

CHRISTAL COMPANY, INC.

919 Third Avenue
New York, NY 10022
(212) 688-4414

EXECUTIVES:

Robert J. Duffy, Pres. & Chief Exec. Officer
Bruce C. Blevins, Exec. VP, Station Relations
William S. Froelich, Exec. VP, Sales
John M. Fouts, Sr. VP, New Business
Bella G. Werner, Sr. VP, Research
David K. Winston, Sr. VP, Midwest
Paddy Ramsay, Sr. VP, West Coast

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Thomas E. Dolliff, VP	(404) 237-5236
Chicago	Gerald Heichman	(312) 236-6357
Dallas	Robert D. Gould	(214) 386-5300
Detroit	Craig Wilbraham, VP	(313) 649-3230
Los Angeles	Paddy Ramsay, Sr. VP	(213) 388-1271
Philadelphia	Barry Drake	(215) 564-4561
St. Louis	Phyllis Engelbrecht	(314) 726-6340
San Francisco	Ronni Brand	(415) 982-1390

D

THE DEVNEY ORGANIZATION, INC.

141 E. 44th Street
New York, NY 10017
(212) 661-2460

E

EASTMAN RADIO, INC.

One Rockefeller Plaza

REP DIRECTORY

New York, NY 10020
(212) 581-0800

G GILLIS BROADCASTING REPRESENTATIVES

9015 Wilshire Boulevard
Beverly Hills, CA 90211
(213) 273-3593

H BERNARD HOWARD & COMPANY

800 Third Avenue
New York, NY 10022
(212) 421-4900

EXECUTIVES:

Bernard Howard, Pres.
Robert Coppinger, Exec. VP
Robert Weiss, Gen. Sales Mgr./VP
Elaine Pappas, Dir. of Research
Ellen Schiebelhuth, Dir. of Sales Promotion

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Robert Weiss	(212) 421-4900
Chicago	Marvin Astrin	(312) 467-1350
Atlanta	Richard Greener	(404) 355-9700
Detroit	Roger Hornung	(313) 336-3444
Los Angeles	Dennis Powell	(213) 938-0118
San Francisco	Milton Seropan	(415) 981-3676
Dallas	Rocky Crawford	(214) 522-3762
St. Louis	Bruce Schneider	(314) 231-5143

H-R/STONE, INC.

575 Lexington Avenue
New York, NY 10022
(212) 758-2323

J W. O. JONES & CO.

1900 Emery Street, NW, Suite 301
Atlanta, GA 30318
(404) 355-0777

K KATZ RADIO

1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5500

EXECUTIVES:

Ken J. Swetz, Pres., NY
Bill Fortenbaugh, VP Stations, Atlantic Division, NY
Tom Masone, VP Stations, Pacific Division, NY
John Roberts, VP Stations, Central Division, Chic.
Jerry Cregan, VP National Sales, NY
Dick Romanick, VP National Sales, NY
Geoff Hall, VP/GM Katz Radio Network, NY
David Halberstam, Manager, Katz Radio Sports Division, NY
Carol Gilbert Mayberry, VP, Dir. of Katz Radio Research, NY
Sandy Gasman, VP Katz Radio Network, NY
Glenn Kummerow, VP, Dir. Agricultural Svc., Chic.

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Bill Aaron, VP/Mgr.	(404) 892-3811
Boston	Ed Gottmann, VP/Mgr.	(617) 426-7290
Chicago	Bob McArthur, VP/Mgr.	(312) 836-0500
Dallas	Bill Keys, VP/Mgr.	(214) 526-7300
Detroit	Stu Olds, Mgr.	(313) 649-4333
Los Angeles	Jerry Stehney, Mgr.	(213) 852-8700
Philadelphia	Jack Marino, VP, Mgr.	(215) 567-7950
Portland	Dennis Mahoney, Mgr.	(503) 226-3973
St. Louis	Tom Kniest, VP, Mgr.	(314) 231-1868
San Francisco	Patrick Hodges, VP, Mgr.	(415) 362-7534
Seattle	Earl Reilly, Mgr.	(206) 682-8131

L R. A. LAZAR & CO.

1 E. Wacker Drive, Suite 1302
Chicago, IL 60601
(312) 329-9500

LOTUS REPS

50 East 42nd Street
New York, NY 10017
(212) 697-7601

EXECUTIVES:

Richard Kraushaar, Pres.
George Sternberg, VP/Dir. of Station Relations
Craig Vickers, VP/Eastern Mgr.

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Los Angeles	Lee Langer	(213) 466-8119
San Francisco	George Bradley	(415) 563-3252
Dallas	Robert Albright	(214) 528-7151
Chicago	Gary Isaacs	(312) 346-8442
Atlanta	Jack Bolton	(404) 237-1577

M MAJOR MARKET RADIO

415 Madison Avenue
New York, NY 10017
(212) 355-1700

EXECUTIVES:

Warner Rugh, Pres.
Rich White, Sr. VP/GSM
Tom McKinley, VP
Roy Lindau, VP
Tony Miraglia, VP

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Detroit	Jim Hagar	(313) 358-2060
Chicago	John Dragomier, VP	(312) 321-9850
Los Angeles	Bill Gilreath	(213) 461-3117
Philadelphia	Cathi Foster	(215) LO 7-3600
San Francisco	Austin Walsh, VP	(415) 922-9600
Dallas	Dick Benzon	(214) 387-8958
Boston	Scott Knight	(617) 266-1300
Atlanta	Mike Disney, VP	(404) 892-7525
Seattle	Jack Davies	(206) 283-2916
Portland	Ron Hillbury	(503) 227-2763
New York	Dave Kaufman	(212) 355-1700
New York	Jeff Wakefield	(212) 355-1700

LOOK HOW WE'VE GROWN

MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

<u>MARKET</u>	<u>STATION</u>
New York	WKTU
Los Angeles	KIQQ-KWST
Chicago	WMET
Philadelphia	WYSP
Detroit	WDRO
Boston	WBOS
San Francisco	K101
Dallas/Ft. Worth	KNUS
Houston	KRLY
Nassau/Suffolk	WBLI-WGL; WHLI/WKJY
St. Louis	KADI A/F
Miami/Ft. Lauderdale	WWWL/WMBM
Minneapolis	KTCR A/F
Newark	WNJR
Cleveland	WDBN
Atlanta	WKLS A/F
Denver	KBCO/KADE
Seattle/Tacoma	KTAC/KBRD
San Bernardino	KOLA
Phoenix	KUPD/KKKQ
Buffalo	WYSL/WPHD
San Jose	KFAT
Portland	KKSN
New Orleans	WRNO
Hartford	WHCN
Sacramento	KWOD
Dayton	WWUD
Nashville	WWKX
Toledo	WTOD/WKLR
Honolulu	KIKI/WMAI
Syracuse	WAQX
Richmond	WANT
New Brunswick	WCTC/WMGQ
Wilmington	WJBR A/F
West Palm Beach	WNGS
Asbury Park	WJLK A/F
Tucson	KWFM
Las Vegas	KLAV
Lancaster	WLAN A/F
Madison	WWQM A/F
Trenton	WHWH/WPST
Corpus Christi	KRYS
Binghamton	WENE/WMRV
Kalamazoo	WQLR
Montgomery	WHHY A/F

JACK MASLA & COMPANY, INC.
MASLA MEANS MORE BUSINESS

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

REP DIRECTORY

MARKET 4 RADIO

25 W. 43rd Street
New York, NY 10036
(212) 354-8244

EXECUTIVES:

James Smith, Pres.
Bernadette Costello, Acc't. Exec.
William Gallagher, VP/Mkt.

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	John Murphy	(312) 346-3334
Detroit	Tom Corlett	(313) 561-3823
Los Angeles	Bill Dahlsten	(213) 464-9263
San Francisco	Ward Glenn	(415) 731-3620
Dallas	Julie Bartholomew	(214) 385-0101
Atlanta	Dan Haight	(404) 881-0220

JACK MASLA AND CO. INC.

41 East 42nd Street, Suite 1200
New York, NY 10017
(212) 490-3760

EXECUTIVES:

Jack Masla, Pres.
Stan Feinblatt, VP/Eastern Sales Mgr.
David Adams, VP/Western Regional Mgr.
Arnold Taylor, VP/Midwest Mgr.
Charles McCreery, VP
Rhona Waxenberg, Nat'l Sales Mgr.

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Chicago	Arnold Taylor	(312) 670-3570
Los Angeles	David Adams	(213) 462-7351
Detroit	Stephen Ryckman	(313) 961-4242
San Francisco	Gail Harrison	(415) 936-5372
Dallas	Johnnie Pegues	(214) 637-2052
Atlanta	W. O. Jones	(404) 252-2660
St. Louis	Pat Crocker	(314) 231-5143
Memphis	George Faulder	(901) 458-7220

McGAVREN GUILD RADIO

154 East 46th Street
New York, NY 10017
(212) 599-6500

EXECUTIVES:

Ralph Guild, Pres./GM
Ellen Hulleberg, Exec. VP, Research & Client Services
Vincent Bellino, Exec. VP, Finance
Dick Sharpe, Exec. VP, Eastern Div. Mgr.
Tony Durpetti, Exec. VP, Central Div. Mgr.
Les Goldberg, Exec. VP, Western Div. Mgr.
Tony Maisano, Exec. VP, Southern Div. Mgr.

REGIONAL OFFICE

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Peter Doyle & George Pine	(212) 599-6500
Boston	Tom Poulos	(617) 266-0666
Philadelphia	Irv Zelt	(215) 732-3380
Chicago	Tony Durpetti	(312) 644-7150
Detroit	Greg Campbell	(313) 649-6200
St. Louis	Gary Ahrens	(314) 231-0000
Atlanta	Tony Maisano	(404) 953-1111

Dallas	Ed Carrell	(214) 528-5471
Houston	Shane Fox	(713) 960-9790
Los Angeles	Les Goldberg	(213) 658-7072
San Francisco	Dennis Dalton	(415) 986-4112
Seattle	Denton Holmes	(206) 223-1183

MIDSOUTH SPOT SALES

Box 17766
Memphis, TN 38117
(901) 761-0920

MIDWEST RADIO REPS

1000 Grand Avenue
Des Moines, IA 50309
(515) 244-2115

N

NATIONAL TIME SALES

9 E. 41st Street
New York, NY 10017
(212) 661-6550

NEW ENGLAND SPOT SALES

100 Boylston Street
Boston, MA 02116
(212) 661-6550

P

PACIFIC BROADCAST REPRESENTATIVES

843 Montgomery Street
San Francisco, CA 94133
(415) 433-6900

PATES/WALTON RADIO—USA

151 W. 51st Street, 5th Floor
New York, NY 10019
(212) 977-9837

PRO RADIO

441 Lexington Avenue
New York, NY 10017
(212) 687-3380

P/W RADIO REPRESENTATIVES

15 West 44th Street
New York, NY 10036
(212) 354-8474

R

RADIO ADVERTISING REPRESENTATIVES, INC.

90 Park Avenue

The 70's were only the beginning.

For the 80's more than ever...



Selcom Management shown left to right: Bill McHale, Executive Vice President, Barbara Crooks, Vice President—Dallas. Bill Smither, Vice President—Los Angeles. Donn Winther, Vice President—Chicago. Jim Schneider, Vice President—New York. Lynn Picadio, Vice President—San Francisco. Linda LaPlant, Vice President—New York. John Wilson, Vice President—Atlanta. Jim Forrer, Vice President—Detroit. Andy Rainey, Vice President—New York. Lou Faust, President.

watch out for Selcom

Selcom, Inc. Radio Representatives

1221 Avenue of the Americas, New York, N.Y. 10020, (212) 730-0202

REP DIRECTORY

New York, NY 10016
(212) 883-6154

EXECUTIVES:

John Waugaman, VP/GM
Stephen Soule, Gen. Sales Mgr.
Claire Horn, Dir. of Research
Jan Kramer, Promo. Manager

REGIONAL OFFICE	MANAGER	PHONE NUMBER
New York	Diana Yamada	(212) 883-6165
Chicago	Judy Paterson	(312) 454-6990
Detroit	Jim McQuaide	(313) 968-2030
Atlanta	Bob Jones	(404) 885-5880
San Francisco	Ed Gardner	(415) 765-8788
Los Angeles	Terry Saidel	(213) 469-2923
Dallas/Ft. Worth	Fred Standridge	(214) 651-7871

RADIO REPRESENTATIVES, INC.

Box 2352
Palos Verdes, CA 90274
(213) 541-7379

RADIO TIMES SALES/INTERNATIONAL

559 Pacific Avenue
San Francisco, CA 94133
(415) 391-1984

RADIO WEST

596 Dellbrook
San Francisco, CA 94131
(415) 731-3620

REGIONAL REPS CORP.

Box 8025
7 Park Circle
N. Redington Beach, FL 33738
(813) 397-1456

RKO RADIO SALES

1440 Broadway
New York, NY 10018
(212) 764-6800

EXECUTIVES:

William J. Hogan, VP/GM
Jerry Kelly, Nat'l Sales Mgr.
Deborah Tassone, Dir. of Research

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	Judy Houston	(404) 351-2353
Chicago	Linda Packer-Spitz	(312) 836-8300
Dallas	James D. Allen	(214) 522-5650
Detroit	W. F. Grimme	(313) 643-7655
Los Angeles	Bob Bordonaro	(213) 934-6531
San Francisco	Sonny Mitchell	(415) 777-5722

ROBERT'S ASSOCIATES

1 E. Wacker Drive

Chicago, IL 60601
(312) 329-9501

ROSLIN RADIO SALES INC.

509 Madison Avenue
New York, NY 10022
(212) 486-0720

S

SANDEBERG-GLENN COMPANY

596 Dellbrook
San Francisco, CA 94131
(415) 731-3620

SAVALLI & SCHUTZ, INC.

515 Madison Avenue
New York, NY 10022
(212) 688-2380

SELCOM, INC.

1221 Avenue of the Americas
New York, NY 10020
(212) 730-0202

EXECUTIVES:

Louis Faust, Pres.
Bill McHale, Exec. VP
Andy Rainey (Ms.), Dir. of Research
Linda LaPlant, Network Sales

REGIONAL OFFICE	MANAGER	PHONE NUMBER
Atlanta	John Wilson	(404) 266-9958
Chicago	Donn Winther	(312) 951-8250
Dallas	Barbara Crooks	(214) 522-3970
Detroit	Jim Forrer	(313) 355-0840
Los Angeles	Bill Smither	(213) 935-0500
San Francisco	Lynn Picadio	(415) 781-3990
New York	Jim Schneider	(212) 730-0202

FREDERICK W. SMITH

15 W. 44th Street
New York, NY 10036
(212) 840-0614

SOUTHERN SPOT SALES, INC.

Box 18006
Raleigh, NC 27619
(919) 782-0986

S/R REPS, INC.

221 1st Avenue, W.
Suite 420
Seattle, WA 98119
(206) 285-4293

RADIO SELLS and so does Torbet

Torbet Radio sells for some of America's most prestigious stations.

	Number of #1-Ranked Stations Represented	Number of High-Ranking Stations Represented
1. Katz Radio	33	82
2. TORBET RADIO	24	70
Eastman Radio	23	67
Blair Radio	20	60
McGavren Guild	16	65
Selcom	10	22
Christal Radio	9	36
Masla Radio	8	17
Buckley Radio	6	18
HR/Stone	5	24
Pro-Radio	5	8
RAR	4	9
CBS-Spot	3	12
MMR	2	17

Perhaps you are surprised at the dominant growth of Torbet Radio.
A rep can't attract and keep top stations like this
without doing something special (a lot of things, really).



Torbet Radio
No rep can offer more.

The rankings are subject to the same qualifications and limitations as quoted by the author and are based on the Apr.-May 1980 ARBITRON rankings, as reported in AMERICAN RADIO (James H. Duncan, Jr., Gilmore Advertising, Kalamazoo, Michigan)

New York Philadelphia Boston Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle

REP DIRECTORY

T

THE TACHER COMPANY

1411 Fourth Ave. Bldg.
Seattle, WA 98101
(206) 624-4191

TARGET BROADCAST SALES

10 St. Mary St., Suite 305
Toronto, ON, Canada M4Y 1P9
(416) 923-1239

TORBET RADIO

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 355-7705

EXECUTIVES:

Alan Torbet, Chmn. of the Board
Peter Moore, Pres.
Michael Bellantoni, Exec. VP

REGIONAL OFFICE

MANAGER

PHONE NUMBER

New York	Lou Mahacek, Jr.	(212) 355-7705
Philadelphia	Jerry Gubin	(215) 563-7414
Boston	Dick Luetters	(617) 426-3374
Chicago	John Geary	(312) 222-1430
Detroit	Betty Pazdernik	(313) 362-1405
St. Louis	Sam Hall	(314) 241-8130
Atlanta	Jim Lavelle	(404) 325-4500
Memphis	Bob Chisolm	(901) 761-0921
Dallas	Carol Cagle	(214) 980-1680
Denver	Bob Hix	(303) 321-2080
Los Angeles	Ron Woods	(213) 937-4500
San Francisco	Steve Marriott/ Lorraine Thompson	(415) 956-7778

Portland
Seattle

Earle Baker
Jack Clark

(503) 228-7287
(206) 682-3377

T-N SPOT SALES

Box 1988
130 S. Salisbury Street
Raleigh, NC 27602
(919) 832-8885

U

U.B.C SALES, INC.

122 East 42nd Street, Suite 3301
New York, NY 10017
(212) 682-1833

UNIREP BROADCASTING CO.

1515 Broadway
New York, NY 10036
(212) 391-1490

W

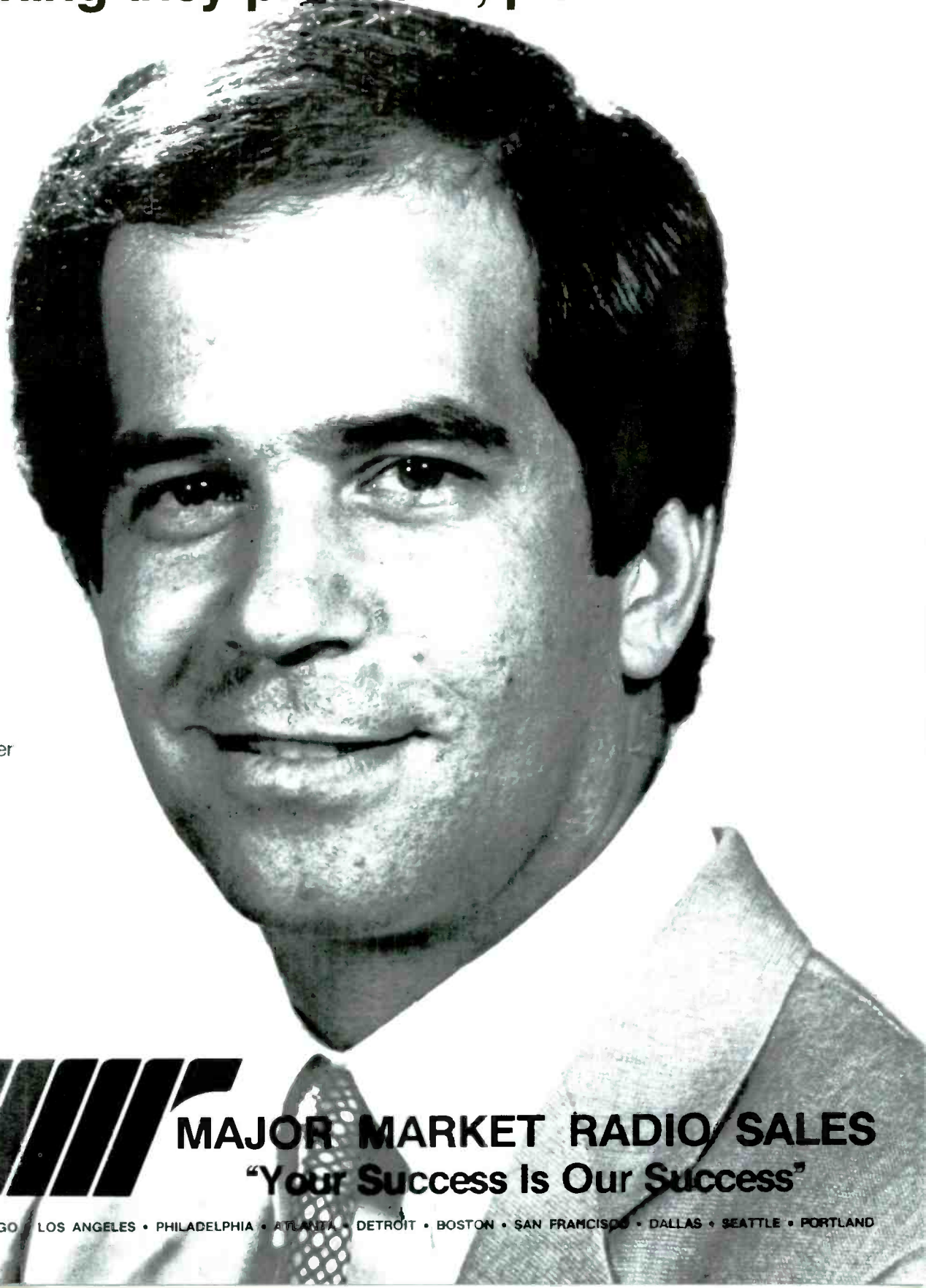
WEED-WALTON CANADIAN REPRESENTATIVES

151 W. 51st Street
New York, NY 10019
(212) 977-9837

WGN CONTINENTAL SALES CO.

2501 Bradley Place
Chicago, IL 60618
(312) 528-2311

**“Up 49%-KZEW’s national sales increase
1980 vs. 1979. Again. . .MMR did
everything they promised, plus!”**



Jeff Poll

General Manager
KZEW Dallas



MAJOR MARKET RADIO SALES
“Your Success Is Our Success”

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS • SEATTLE • PORTLAND



Watermark

AMERICAN TOP 40

Hosted by Casey Kasem

AMERICAN COUNTRY COUNTDOWN

Hosted by Bob Kingsley

THE ROBERT W. MORGAN SPECIAL OF THE WEEK

SOUNDTRACK OF THE 60s

Hosted by Murray the K

Watermark □ 10700 Ventura Blvd. □ No. Hollywood, CA 91604 □ 213/980-9490

©1980 Watermark

SYNDICATORS DIRECTORY

A**ALFREDO MARKETING & MANAGEMENT CORP.**

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

EXECUTIVES:

Bill Alfredo, Pres.
Rich Styles, Sales Mgr.

SERVICES:

Sales and Programming promotions designed to increase sales and listenership. Multimedia promotions designed to create impact while offsetting cost. Direct Mail.

PROGRAMMING AVAILABLE FOR SALE:

50% Off Fair. Starting price: by market.
Magic Ticket. Starting price: by market.
Great Southfork Landgrab. Starting price: by market.
Free demo tapes available to our readers.

AMERICAN IMAGE PRODUCTIONS

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

TOBY ARNOLD & ASSOCIATES, INC.

4255 LBJ-Suite 156
Dallas, TX 75234
(214) 661-8201 Collect

THE ATLANTIC AIR SYNDICATE

P.O. Box 12276
Atlanta, GA 30355
(404) 255-7120

EXECUTIVES:

John Kelly, Dir.
Rick Ruskell, Dir.
Richard Warner, Dir.
Bill Murray, Dir.
Bill Sherrill, Dir.

SERVICES:

Produce and distribute for other producers syndicated radio programs, provide other programming services.

PROGRAMMING AVAILABLE FOR SALE:

Bullets. Top 40/A/C informational short feature. Starting price: \$1/day.
Spotlight. Personality feature. Starting price: various.
Life of Jack Flap. Morning comedy serial. Starting price: various.
Inquire about other available programming.
Free demo tapes available to our readers.

AUDIO STIMULATION, INC.

1680 North Vine Street, #900
Hollywood, CA 90028
(213) 466-5201 Collect

B**BARRETT-GORIN, INC.**

600 Third Avenue
New York, NY 10016
(212) 661-4800

BONNEVILLE BROADCAST CONSULTANTS

294 County Road
Tenafly, NJ 07670
(201) 567-8800 Collect

EXECUTIVES:

Marlin R. Taylor, Pres.
Frank D. Murphy, VP, Client Relations
Jeffrey C. Mathieu, Client Services Assoc.
Dave Pollei, Dir. of Sales & Marketing
Jeffrey R. Miller, Music Dir.

SERVICES:

A complete consulting service offering full support in the programming, sales, research, promotions, technical, and management areas of broadcasting. Syndication is a part of the services offered by Bonneville Broadcast Consultants.

PROGRAMMING AVAILABLE FOR SALE:

Just Beautiful Music (Matched Flow). Starting price: \$1,000.
Beautiful Music (Random Select). Starting price: \$600.
Adult Contemporary. Starting price: \$600.
New Year's Eve Dance Party. Starting price: \$350.
Playlisting (Any type format). Starting price \$500.
Sounds of Sinatra with Frank Sinatra and Sid Mark.
Starting price: \$200/week.

Free demo tapes available to our readers.

BOTIK BROADCAST SERVICES, INC.

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

BROADCAST PROGRAMMING INTERNATIONAL

P.O. Box 2027
Bellevue, WA 98009
(800) 426-9082 Toll-free
(206) 454-5010 in Washington or outside U.S.

BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOC.

6500 River Chase Circle, East
Atlanta, GA 30328
(404) 955-1550

EXECUTIVES:

Kent Burkhardt, Pres.
Lee Abrams, Dir.
Lee Michaels, Dir.
Dwight Douglas, Dir.

SERVICES:

A radio consultation firm delivering customized consultation in the following formats: album rock (Superstars), top 40, contemporary, country and MOR.

SYNDICATORS DIRECTORY

PROGRAMMING AVAILABLE FOR SALE:

No special programming. Starting price—\$1,000/month to \$5,000/month depending on market size.

ROGER CARROLL ENTERPRISES/ BEST SOUNDS IN TOWN, INC.

2000 Ashbourne Dr., Suite 500
South Pasadena, CA 91030
(213) 682-1090

EXECUTIVES:

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

SERVICES:

Offers full program service; radio & TV productions, syndicated radio programs, create and produce jingles for radio and commercials.

PROGRAMMING AVAILABLE FOR SALE:

National New Years Eve Party. Starting price: barter.
Weekend America. Starting price: barter.
Country. Starting price: barter.
International DJ. Starting price: barter.

Free demo tapes available to our readers.

CAVOX STEREO PRODUCTIONS

502 South Isis Avenue
Inglewood, CA 90301
(213) 776-6933 Collect

CENTURY 21 PROGRAMMING, INC.

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

CHICAGO RADIO SYNDICATE

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

CHURCHILL PRODUCTIONS, INC.

1130 East Missouri, Suite 800
Phoenix, AZ 85014
(602) 264-3331 Collect

EXECUTIVES:

Tom Churchill, Pres.
Tom Moran, VP

SERVICES:

Beautiful Music. Target audience: 25-54. Features one of the largest Beautiful Music libraries, including extensive use of custom selections exclusively recorded for our client stations. *Radio One*SM. The country's first match-flow pop adult format. Target audience: 25-49. 5 segments per hour. Current hit songs included in rotation. Can be operated live or automated, or both. Full support includes

station visits, technical and promotion recommendations, sales ideas.

PROGRAMMING AVAILABLE FOR SALE:

Starting price by market size.

Free demo tapes available to our readers.

CONCEPT PRODUCTIONS

P.O. Box 41406
Sacramento, CA 95841
(916) 782-7754 Collect

OTIS CONNER PRODUCTIONS, INC.

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

EXECUTIVES:

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

SERVICES:

Produces original and syndicated music promotion packages for radio and television. Clients include KLIF Dallas, WBAP, Ft. Worth, Metromedia's WIP & WASH, Golden West Broadcaster's KMPC, KEX, & WCXI, RKO Radio's WFYR, WAXY and Count Down 80, Drake/Chenault's The Weekly Top 30, WBNS-TV Columbus, and WPGH-TV Pittsburgh and many others throughout the USA and Canada.

PROGRAMMING AVAILABLE FOR SALE:

We Play Your Songs. ID Package.
Let's Make The Music Together. ID Pax.
Close to You. ID Package.
Come Home. Radio ID Package.
The Fire Package. ID Series.
The Best Country in the City. ID Pax.
Just Look At Us. TV Promotion Pax.
We're Something To See. TV Pax.
Sold by the Modular Music System.

Free demo tapes available to our readers.

DRAKE-CHENAUT ENTERPRISES, INC.

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

EXECUTIVES:

Ron Harrison, VP/GSM
Denny Adkins, VP/R&D

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

Beautiful Music+
Great American Country

THE DR. DEMENTO SHOW

A proven prescription for hit radio! Two hours weekly of delightful "dementia" with the master impresario of comedy and novelty recordings. The Doctor's own hit parade, featuring such stalwarts as Barnes & Barnes, Al Yankovic, and Monty Python, is selected from his personal library of more than 150,000 rare and wondrous items. And "The Dr. Demento Show" is a prime-time winner on such stations as KMET, WLUP, WAVA, KYYS, and more than 150 other top rockers.

LIVE FROM GILLEY'S

That's live and direct from Pasadena, Texas, as host Jim Duncan presents a brand new weekly concert series, 60 minutes of top country talent performing at the biggest nightclub in the world! Already airing on over 250 of the country's finest country music stations.

OFF THE RECORD WITH MARY TURNER

Rock radio's premier interview feature, airing ten times weekly for two-and-a-half power-packed minutes. Mary Turner talks to The Stones, Bruce Springsteen, Ted Nugent, David Bowie, Queen, and dozens of other top artists . . . and you can listen on stations like WNEW-FM, KMET, WMMR, KZEW, WWWW, WWDC-FM, WINZ-FM, WLPX, and WCOZ.

OFF THE RECORD SPECIALS

If 150 seconds is great, then 120 minutes is fantastic! These two-hour super-specials are hosted by Mary Turner and feature her exclusive, in-depth interviews with superstars like Supertramp, The Rolling Stones, Bob Seger, and Steely Dan. Airing regularly on 250+ stations.

STAR TRAK

Get the "inside trak" on today's rock news . . . ten times a week! The stars tell the stories behind the scenes to host Lynne Thomas in this series of revealing, 2½-minute features, now in its fourth year of national syndication on Top 40 and A.C. radio stations everywhere.

SPECIAL EDITION

Indisputably, Black radio's finest hour. Each week, host Sid McCoy takes an inside look at the lives and the music of America's top entertainers, stellar artists such as Stevie Wonder, The Commodores, George Benson, and Earth, Wind and Fire. It's a loving, lively journey through the past, present, and future of America's own Black music.

SHOOTIN' THE BREEZE

Black radio's finest 2½ minutes! Ten times each week, Jackie McCauley interviews the superstars of today's black music . . . on stations like KDAY, WGCI, WVEE, WJLB, KKDA, KYOK, KDIA, WHUR, and WAMO!

THE GREAT AMERICAN RADIO SHOW

This two-hour weekly countdown of Radio & Records top 20 albums also features interviews with many of the week's charted artists. Hosted by air personality and R&R AOR Editor Jeff Gelb, "The Great American Radio Show" now airs on more than 150 top stations.

ACE AND FRIENDS

Ace Young, news director at KMET, covers the unconventional in a weekly series of ten 3½-minute features. News stories that are guaranteed to involve, inform, and entertain the listener—particularly if that listener is in the 18-34 demographic target audience!

SPACES AND PLACES

Each week, in a ten-part series of 2½-minute news and public affairs features, host David Perry takes a clear, hard look at some aspect of life in the 80's, exploring the people, the places, the problems of today's world. Relevant, stimulating, and guaranteed to keep the audience tuned in . . . on more than 150 U.S. radio stations!

NEW FOR THE NEW YEAR

THE ROCK YEARS: PORTRAIT OF AN ERA

A spectacular 48-hour special that recalls the times that changed our lives, a year-by-year review of the music and the events of 1965 through 1980. One of the most challenging radio programs ever produced, "The Rock Years" can be run (and run again!) in self-contained, three-hour blocks or as a continuous weekend extravaganza. Created by Bert Kleinman and Jeff Pollack and hosted by David Perry, this landmark production has already been purchased by WNEW-FM, KMET, WMMR, WMMR, KZEW, WSAI-FM and WAVA for airing in the spring of '81.

THE CONCERT OF THE MONTH

Designed especially for Black radio, this new program premieres in February with a sparkling line-up of top Black entertainers. Recorded live, this one-hour monthly concert series features the complete performances of artists like War, The Pointer Sisters, Dionne Warwick, The Crusaders, Maze, and many more.

TELLIN' IT LIKE IT WAS

A 2½-minute spotlight on the most memorable moments in Black American history. Ten times each week, this brand new feature takes an unflinching look at those events, both great and small, that have gone into the making of Black history. You'll never know why it is . . . unless you know how it was.

DAYBOOK WITH BRAD MESSER

Every day is a special day for someone, somewhere, and now, every day, R&R columnist and acclaimed newscaster Brad Messer will spend three minutes telling us why. A witty, entertaining reflection on those events, past and present, that distinguish one day from another.

AND THERE'S MORE TO COME . . . LISTEN FOR US!

WESTWOOD ONE 1981

**AMERICA'S NUMBER ONE PRODUCER OF
NATIONALLY SPONSORED RADIO PROGRAMS**

9540 Washington Blvd., Culver City, CA. 90230 • (213) 204-5000

SYNDICATORS DIRECTORY

SuperSoul
Contempo 300
XT-40
Big Bands and More.
MOR. Starting price: \$650/month.
Free demo tapes available to our readers.

DRAKE-CHENAULT ENTERPRISES, INC.

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

EXECUTIVES:

James Kefford, Exec. VP/GM
B. J. Anderson, Dir. of Marketing

SERVICES:

Special Features programming including total merchandising, sales and promotion consultation.

PROGRAMMING AVAILABLE FOR SALE:

The Weekly Top 30. Starting price: \$54/week.
The Golden Years, 16 hours. Starting price: \$765.
The Number One Radio Show, 25 hours. Starting price: \$960.
Golden Years of Country, 25 hours. Starting price: \$690.
Elvis: A 3-Hour Special. Starting price: \$200.
The Top 100 of the 70's, 12 hours. Starting price: \$480.
Christmas At Our House, 12 hours. Starting price: \$568.
The History of Rock & Roll, currently scheduled for release March 1, 1981.

DRAKE-CHENAULT ENTERPRISES, INC.

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

EXECUTIVES:

James Kefford, Exec. VP/GM
Denny Adkins, VP/R&D

SERVICES:

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

THE FAIRWEST STUDIOS

3341 Towerwood Drive, Suite 205
Dallas, TX 75234
(214) 243-7800

EXECUTIVE:

Jim West, VP/GM

SERVICES:

A full service production company. Full range of station materials for I.D. and commercial services; both custom and syndicated. A commercial library service called "The Best Sellers". Other services include representing Jim

Loupas & Assoc., audio processing consultants and Ron Fischmann Sales Seminars. Two state-of-the-art 24-track public studios.

PROGRAMMING AVAILABLE FOR SALE:

The Music of Your Life. Starting price: \$650.
KVIL/WIBC Format.

Free demo tapes available to our readers.

FAR WEST COMMUNICATIONS

1680 Vine Street, Suite 900
Hollywood, CA 90028
(213) 466-5201 Collect

FIRSTCOM BROADCAST SERVICES, INC.

6730 LBJ Frwy, Suite 2215
Dallas, TX 75240
(214) 934-2222 Collect

EXECUTIVES:

Jim Long, Chmn.
Jerry Atchley, Pres.
Ken Justiss, VP
Paul Meacham, VP
Mike Baer, VP

SERVICES:

Provides products and services to increase radio station sales and profitability.

(1) Sales Performance System: Video-audio tapes. Sales training for radio time sales persons.

(2) Commercial Libraries: Sales aid material consisting of total advertising campaigns for station's advertisers and jingles. Services features Dick & Bert.

(3) Sales Promotions: Includes highly successful "Hot Ticket" promotion.

PROGRAMMING AVAILABLE FOR SALE:

Pricing ranges start at \$500/month and go to \$5000/month.

Free demo tapes available to our readers.

THE FM 100 PLAN

Suite 3112
875 North Michigan Avenue
Chicago, IL 60611
(312) 440-3123

EXECUTIVES:

Darrel Peters, Pres.
Alaine Peters, Corp. Sec'y
Michael Krafcsin, Oper. Mgr.
Ray Miller, Chief Eng.
Rod Mitchell, Acct. Exec.
Ray Lowy, Acct. Exec.

SERVICES:

Offers three formats: (1) Today's Beautiful Music. The FM 100 Plan Beautiful Music library is the most extensive available, (over 300 hours), consisting of instrumental and vocal versions of contemporary selections and all-time standards. Over 2000 new selections and arrangements, many of them exclusive, have been added in the course of the past year to the basic library. (2) Beautiful Contem-

THE
HISTORY
OF
Rock and Roll

SILVER ANNIVERSARY EDITION

IS
NOW
PLAYING
EVERYWHERE!

WRITTEN & PRODUCED BY

Drake-Chenault

© DRAKE-CHENAULT ENTERPRISES, INC. P.O. BOX 1629, 8399 TOPANGA CANYON BLVD., CANOGA PARK CA 91304

(213) 883-7400

SYNDICATORS DIRECTORY

porary. This format fills the void in programming between Adult Contemporary and Beautiful Music stations. It is the only format that combines the long-listening of Beautiful Music with the demographic appeal of Adult Contemporary. A foreground, 70% vocal format, with titles limited to the 60's, 70's, and 80's, Beautiful Contemporary features America's top contemporary artists, and all-time favorite MOR and custom vocalists, plus an exclusive blend of custom instrumentals. (3) Beautiful Country. A unique format of easy listening country vocals and instrumentals, Beautiful Country includes traditional and contemporary country artists, plus easy listening artists doing country selections.

All formats include our unequalled *monthly* update program, providing *every* subscriber with updates *each month*. A 24-hour hot-line is staffed by experts to answer any questions or provide assistance and advice to subscribing stations on programming, engineering, equipment, sales, and promotions. Regular on-site consultation to insure proper format execution, technical excellence, and promotional ideas is also available to all subscribing stations at no extra charge.

PROGRAMMING AVAILABLE FOR SALE:

Today's Beautiful Music. Starting price: \$650/month
Beautiful Contemporary. Starting price: \$650/month
Beautiful Country. Starting price: \$650/month

Free demo tapes available to our readers.

THE FROM STUDIO B COMPANY

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

G

KEVIN GAVIN PRODUCTIONS, INC.

420 Lexington Avenue
New York, NY 10017
(212) 751-6020 Collect

GOLDEN EGG PRODUCTIONS

1373 Westwood Blvd., Suite 202
Los Angeles, CA 90024
(213) 475-0817 Collect

H

HELLER CORP. SYNDICATION DIV.

10506 Riverside Dr.
N. Hollywood, CA 91602
(213) 766-4321

EXECUTIVES:

Hugh Heller, Pres./Producer
Robert Pease, Sales Promotion
Jean Heller, Creative Dir.
Kathryn Heller, Prod. Coordinator

SERVICES:

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

programs. Successful attention-getting "unique factors" from such stations as WIBC, Indianapolis; KVIL, Dallas; WMAL, Washington, DC; 96 other top stations of all formats.

PROGRAMMING AVAILABLE FOR SALE:

Lease plans start as low as \$1000 per month. Complete multimedia graphics and TV campaigns available at competitive additional costs.

I

INNER-VIEW, INC.

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

K

KALAMUSIC

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

EXECUTIVES:

Stephen C. Trivers, Pres.
William J. Wertz, VP
David M. Goldsmith, Nat'l. Sales Mgr.
Randall H. Parker, Client Services Dir.
Raymond S. Winters, Technical Dir.

SERVICES:

A foreground Beautiful Music service targeted to Adults 25-54. Features more music: 300 hours in the base library with 12½ hour updates every month. As charter members of the International Beautiful Music Association produces hundreds of titles every year for own use, and features custom music from many other sources. All scheduling is done on IBM Systems 34 computer for maximum separation between artists and vocals. Is available in three modes: matched-flow, category service and Lite Contemporary. The Lite Contemporary format is a foreground, very contemporary Beautiful Music to encourage long listening and appeal to Adults 18-49. Full sales, technical, programming and promotion support is provided all clients, as well as on-site consultation.

PROGRAMMING AVAILABLE FOR SALE:

KalaMusic Beautiful Music. Matched flow. Starting price: \$600/ month.

KalaMusic Beautiful Music. Categories Service. Starting price: \$600/month.

Lite Contemporary. Starting price: \$600/month.

Free demo tapes available to our readers.

L

LIVE SOUND, INC.

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

M

MASTER BROADCAST SERVICES, INC.

6 East Trenton Ave.
P.O. Box 61
Morrisville, PA 19067
(215) 736-9211 Collect

We'd like to give your baby a rattle.



You work hard. You sweat out the rating periods. And maybe, just maybe, you're going to pick up a point and make the kind of profit that can keep you from crying.

But it's tough. And it doesn't promise to get any easier. Especially if that baby of yours is keeping you awake at night.

We think it's time you looked into one of our tried-and-true rattles that can bring everyone a lot of peace and happiness.

Like our program formats that can really shake up your competition. Or our unique I.D. packages and sales aids. Or our commercial

and promotion rattles that work hard to produce results. Not to mention two superb state-of-the-art 24-track studios that can produce the best oohs and aahs for broadcasters.

Now we can't say that we're the biggest company around. But we can say that we're the best in understanding your problems. And delivering the answers we can both take a lot of pride in.

So if you want to know more about us, and we hope you do, call us collect. Chances are we'll be able to give your baby the kind of rattle that can give everyone a good night's sleep.

The FairWest Studios

3341 TOWERWOOD DRIVE, SUITE 205 • DALLAS, TEXAS 75234 • (214) 243-7800

SYNDICATORS DIRECTORY

EXECUTIVES:

Jason M. Taylor, Pres.
Victor Jorge, VP/Marketing
Loring S. Fisher, Consultant
Jean Anne White, Admn. Asst.

SERVICES:

Current product is a bright Beautiful Music format done in "Matched-Flow" segments. Base Library is 250 reels including Christmas and other holiday music. Next year the firm will offer a random-select Beautiful Music format and an all new "Contemporary Easy-Listening" format.

PROGRAMMING AVAILABLE FOR SALE:

Matched-Flow Beautiful Music. Starting price: \$750.

Free demo tapes available to our readers.

MEDIA SERVICE CONCEPTS, INC.

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

CHARLES MICHELSON, INC.

9350 Wilshire Blvd.
Beverly Hills, CA 90212
(213) 278-4546

THE MONEY MACHINE/AUDIO SELLERS

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

Al Ham's "MUSIC OF YOUR LIFE"

Research Center
90 Soundview Avenue
Huntington, CT 06484
(203) 929-6395

EXECUTIVES:

Al Ham, Pres.
Jim West, National Sales Dir. (214) 243-2434

SERVICES:

Syndication and consulting services re: the *Music Of Your Life*. "Live" and "automated" formats available.

The "Music Of Your Life" is a format made up of matched-flow "foreground" music selected to evoke maximum emotional response from the adult listener. It features the classic pop hits from the 1940's, 1950's, 1960's and 1970's—right up to the present. Format artists include the Big Band sounds of Miller, The Dorseys, Basie, The Elgarts; plus the classic pop vocalists—Sinatra, Bennett, Mathis, Humperdinck, Clooney, Lee, Whiting, etc. Our target audience is that 30+ group of listeners who have been musically ignored for the past twenty years due to the broadcast media's emphasis on "rock" programming aimed at the "teens" and "pre-teens". It is this "forgotten" adult audience (comprising over half the population of the United States) which the advertising agencies, their clients, and most retailers are actively seeking, because these listeners have the discretionary dollars to spend.

Unlike "background" music formats, the "Music of Your

Life" "foreground" music demands the listener's emotional involvement. This involvement results in a remarkable listener loyalty to both the station and the "Music Of Your Life" programming. In all "Music Of Your Life" markets, this loyalty has been documented by exceptionally high "time spent listening", and the rapid growth of the "Music Of Your Life" Clubs, which are an integral part of this format.

PROGRAMMING AVAILABLE FOR SALE:

Music of Your Life. Starting price: \$650/month.

Free demo tapes available to our readers.

THE MUSICWORKS INC.

P.O. Box 111390
Nashville, TN 37211
(615) 790-1200

EXECUTIVES:

Bill Robinson, Pres.
Skeeter Dodd, Sales & Serv.
Jon R. Potter, Nat'l Consultant
Gary Havens, PGM Supervisor
Lee Shannon, Music Dir.
Alex Keddie, Chief Eng.
Dean Landsman, PAL Consultant
Jeff Miller, Producer, Serv.
Rick Sietsema, Eng.

SERVICES:

Total service programming for radio, automated or live assist. Can be used 24 hours a day or just one shift. A variety of types ranging from strong personalities to unannounced. Consultation, market survey, air check critique, sales assistance, and custom copy service all free.

PROGRAMMING AVAILABLE FOR SALE:

Alive Country (Modern w/Personality). Starting price: \$350/month.

Country 80 (Unannounced, Mod. Country). Starting price: \$275/month.

Casual Country (Lush/Easy) Announced and unannounced. Starting price: \$250/month.

Pop Adult Lifestyle . . . Adult Contemporary. Mass appeal music. Starting price: \$300/month. Dean Landsman, consultant.

Special vignette and features from time to time, call for details.

Free demo tapes available to our readers.

O'CONNOR CREATIVE SERVICES

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

PETERS PRODUCTIONS, INC.

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

#

THE **FM-100** PLAN

one

AMERICA'S LARGEST BEAUTIFUL MUSIC SYNDICATOR!
NOW SERVING OVER 100 STATIONS...AM AND FM

BEAUTIFUL MUSIC • BEAUTIFUL CONTEMPORARY • BEAUTIFUL COUNTRY

Format Leader In

ALLENTOWN
ATLANTA
BALTIMORE
BOSTON
CHATANOOGA
CHICAGO
DETROIT
HONOLULU
HYANNIS
(CAPE COD)

LITTLE ROCK
LOS ANGELES
MINNEAPOLIS
NEW ORLEANS
ORLANDO
PEORIA
PROVIDENCE
RICHMOND

23

SACRAMENTO
BIRMINGHAM
SAN DIEGO
SEATTLE
SANTA BARBARA
GREENVILLE-
SPARTANBURG
SAN LUIS OBISPO

PHILADELPHIA
JOHNSTOWN
LANCASTER
LEXINGTON
PEEKSKILL
SARASOTA
TERRE HAUTE
BROWNSVILLE
WICHITA FALLS
GREEN BAY

Of These Arbitron* Markets

1 All Radio — Coast To Coast And More!

Allentown 13.4

Chicago 9.7

San Diego 9.2

Honolulu 12.4

New . . . And Watch Us Grow In . . .

MILWAUKEE
WEST PALM
QUAD CITIES

WHITE PLAINS
HILTON HEAD
PORTLAND

SYRACUSE
SALT LAKE CITY
JACKSONVILLE

FT. WAYNE
LOUISVILLE
TRINIDAD

FM 100 . . . Leader Again . . . In Smaller Markets, Like Yours!

WENATCHEE
BLOOMINGTON
SANTA CRUZ
OGALLALA
FAIRMONT
FAYETTEVILLE
ABERDEEN

EAU CLAIRE
ISHPEMING
FT. ATKINSON
CLINTON
VICTORIA
HASTINGS
MILTON

MARSHFIELD
ASHTABULA
GREENVILLE
ELKHART
MIDLAND
FARMINGTON
GRAND FORKS

JAMESTOWN
ELIZABETHTOWN
GALLIPOLIS
NEWTON
GALESBURG
JANESVILLE
OSWEGO

LAFAYETTE
REHOBOTH BEACH
LEWISTON
MARSHALL
REEDSBURG
BARTLESVILLE
RHINELANDER

*LATEST ARBITRON, 12+ AND/OR 18+, 18-49, 25-49, AND/OR 25-54, MSA AND/OR TSA

THE **FM-100** PLAN

175 East Delaware Place Suite 7606 Chicago, Illinois 60611 (312) 440-3100

SYNDICATORS DIRECTORY

EXECUTIVES:

Edward J. Peters, Pres.
Redd Gardner, Reg. Mgr.—West
Paul Schafer, Reg. Mgr.—East
Jack Merker, Dir. of Programming

SERVICES:

Complete radio formats, can be operated live assist or automated, or both. All major radio formats offered. Jingles and commercials offered either syndicated or custom. Price based on market size.

PROGRAMMING AVAILABLE FOR SALE:

The Great Ones. Adult Contemporary (MOR). Starting price: \$450/month.
The Great Ones. Traditional (MOR). Starting price: \$450/month.
The Natural Sound (Cross-country) Starting price: \$450/month.
The Rock (Top 40) Starting price: \$450/month.
Mellow Rock (Soft rock). Starting price: \$450/month.
All Star Country (Contemporary Country). Starting price: \$450/month.
Country Lovin' (Modern Country). Starting price: \$450/month.
Beautiful Music (Traditional Random Select). Starting price: \$450/month.
Beautiful Music (Contemporary Random Select). Starting price: \$450/month.

Free demo tapes available to our readers.

R

RADIO ARTS, INC.

210 N. Pass Avenue, Suite 104
Burbank, CA 91505
(213) 841-0225

RKO RADIO PRODUCTIONS/RKO RADIO

6255 Sunset Boulevard
Los Angeles, CA 90028
(213) 462-6255 Collect

EXECUTIVES:

Harvey Mednick, VP
Bob Hamilton, Exec. Prod.
Ron Hummel, Prod.
Laurie Kaye, Writer

SERVICES:

Production and packaging of special programs for the RKO Radio Network. Custom production and ancillary services for RKO Radio Sales and other customers. Syndication on a worldwide basis in conjunction with international broadcasters. Price schedule available on request.

Free demo tapes available to our readers.

RON ROSE PRODUCTIONS/RADIO SYNDICATION

201 East 87th Street, Box 190
New York, NY 10028
(212) 289-0405 Collect

EXECUTIVES:

Ron Rose, Pres.
Gary Sutcliffe, VP/Dir.

SERVICES:

Producers of syndicated radio programming.

PROGRAMMING AVAILABLE FOR SALE:

The Country Road With Larry Kenney.

Free demo tapes available to our readers.

RPM—RADIO PROGRAMMING/MANAGEMENT

25140 Lahser, Suite 232
Southfield, MI 48075
(313) 358-1040 Collect

S

SCHULKE RADIO PRODUCTIONS LTD.

3001 Hadley Road
South Plainfield, NJ 07080
(201) 753-0444

EXECUTIVES:

Jim Schulke, Pres.
Phil Stout, Exec. VP/Creative Dir.
Larry Adams, VP/Mkt.
David MacFee, VP
Ralph Sanabria, VP
Ken Mellgren, VP
Dave Klahr, Creative Exec.

SERVICES:

With 53 markets ranked 1st, 2nd or 3rd 18+ in the Spring Arbitron, and more exclusive custom recording than all other syndicators combined, SRP is the leading programmer of the Beautiful Music formats.

"Schulke II," a unique new format is now available for both AM and FM stations. Presentations by invitation only at SRP's South Plainfield, NJ facility.

PROGRAMMING AVAILABLE FOR SALE:

Beautiful Music. Starting price: By market size.
Schulke II. Starting price: By market size.

Free demo tapes are available to our readers.

SCOTT/INFOCOM BROADCAST SERVICES, INC.

1440 Broadway
New York, NY 10018
(212) 921-8280 Collect

EXECUTIVES:

John Scott, Pres.
Gloria Scott, VP

SERVICES:

Producers of news, public affairs and public interest programs.

PROGRAMMING AVAILABLE FOR SALE:

Medical Journal. Free.
The American Character. Free.
Columbia Nutrition Bulletin. Free.

Free demo tapes available to our readers.

SHEPHERDmusic

3875 Crary Drive, Suite B
Toledo, OH 43613

Heller puts your station on the charts... or 1/2 your money back!

Hugh Heller has packaged his magic and put his money where his sound is. He calls it the Heller ID Program and Promotion System, but we call it revolutionary. Here's how it works.

Heller Corporation will put together a syndicated station identity program, specially tailored to your format and exclusive in your market, with a year's lease. At the end of 12 months, if your ratings (evaluated by a recognized rating bureau) haven't taken off, Heller will refund 50% of the year's lease.

Shorter lease programs are available for the faint of heart, of course. And you can always take advantage of Heller's extensive research and development campaigns, customized and one-of-a-kind.

It's no wonder Heller's so confident. He's been creating the custom image sound campaigns that have put stations all over the country at the top of their ratings - to

stay. Now he's opened the vaults of his unique sound library to produce syndicated identities (including TV spots), suited to your market and your budget. It's a seventeen year collection of music and lyrics from around the world, and maybe even beyond.

Hugh Heller, the Wizard of ID, can work wonders for your ratings with the Heller ID Program and Promotion System. Pick up the phone or pick up your pen and let Heller know you're interested in calling his hand. He's willing to bet on the power of his shazam if you are.

 **Heller Corporation**
(213) 766-4321

10506 Riverside Drive
North Hollywood, CA 91602



SYNDICATORS DIRECTORY

(419) 474-4191 Collect

EXECUTIVES:

Mike Shepherd, VP/Creative Dir.
Michael Clark, GM/Production Dir.
Gary Sharpe, Chief Eng.
Jim Dennison, Sales Mgr.

SERVICES:

Independent radio producer . . . Program/feature syndication services . . . Expanding to include Contemporary Good Music and Easy Listening music formats. Currently, special programs in distribution include 27 hour holiday music special, THE SOUNDS OF CHRISTMAS. (Also available with feature vignettes in 3, 6, 9 or 12 hour length.) Programming compatible with automated or live operations. Also provide commercial production services.

PROGRAMMING AVAILABLE FOR SALE:

The Sounds of Christmas. Starting price: \$350, O-T-O.
Christmas Features with above: On request.

Free demo tapes available to our readers.

SIRIUS PRODUCTIONS, INC.

P.O. Box 16186
Pittsburgh, PA 15242
(412) 343-5225 or
30016 Toll Free Sprint

EXECUTIVES:

Leslie Ross, Exec. Producer
Don Bombard, Dir. of Prog.

PROGRAMMING AVAILABLE FOR SALE:

Oldies Party. Syndicated weekend consulting service. Starting price: \$100 per week.
Roots of the Beatles. One hour documentary. Starting price: \$100 per week.
Themes of Country Music. Two hours monthly. 12 programs a year. Starting price: \$200 per month.

Free demo tapes available to our readers.

STARBORNE PRODUCTIONS CORP.

4626 Van Nuys Blvd. #201
Sherman Oaks, CA 91403
(213) 995-7832

STEREO RELIGIOUS COMMUNICATIONS

P.O. Box 10323
Atlanta, GA 30319
(404) 261-9500 Collect

EXECUTIVES:

James H. Dickson, Pres.
James O. Hutto, VP

SERVICES:

Music is programmed, unannounced, in 12 to 14 minute matched-flow segments, tailored to the individual market along with complete programming schedules throughout the year. Produces three styles of religious music formats used independently, or mixed to best suit the tastes of the listening audience.

PROGRAMMING AVAILABLE FOR SALE:

Sounds of Faith (Easy Listening Beautiful Music). Starting price: \$15/Sunday.
Songs of Joy (Contemporary, MOR, AOR, Easy Rock). Starting price: \$15/Sunday.
Psalms of Praise (Classical, Beautiful Music, Educational). Starting price: \$15/Sunday.

Free demo tapes available to our readers.

KRIS STEVENS ENTERPRISES, INC.

14241 Ventura Blvd.
Sherman Oaks, CA 91423
(213) 981-8255

SYNDICATE IT, INC.

1680 N. Vine St., Suite 1116
Hollywood, CA 90028
(213) 463-7198 Collect

EXECUTIVES:

Robert W. Dockery, Jr., Pres.
Walter J. Ainsworth, VP
Paul Ward, Network Sales

SERVICES:

Producer of nationally sponsored radio programs, from two and one-half minutes to two hours; from music to sports. Station ID's and commercials available.

PROGRAMMING AVAILABLE FOR SALE:

Revving Up . . . with Dan Gurney. Starting price: Barter.
Sports Insights . . . with John Mackey. Starting price: Barter.
Jazz Chronicles . . . with Jim Gosa. Starting price: Barter.

Free demo tapes available to our readers.

SYNDICOM

1422 Monterey Professional Plaza
San Luis Obispo, CA 93401
(805) 541-2966 Collect

EXECUTIVES:

Michael B. Hesser, Pres.
Pamela Hicks, Admin. Asst.

SERVICES:

Features for all formats. Ex.: *Red Neckerson*—short funny editorials which add a true character to any format. Good for mornings and afternoon drive. "Jest ask yerself. . ." (60 sec.) Ex: *Something You Should Know*—a design of short clips of input from experts on each subject of the day to interest the listener and help save time or save money in busy lifestyles. (90 sec.)

PROGRAMMING AVAILABLE FOR SALE:

Red Neckerson. Starting price: \$20/wk. (5 shows/week)
Something You Should Know. Starting price: \$20/wk. (5 shows/week)

Free demo tapes available to our readers.

WILLIAM B. TANNER COMPANY, INC.

2714 Union Avenue Extended

LET'S TALK . . .

THIS COULD BE YOU

MEMO TO:

Musicworks

Just a note to say since we started running the Musicworks we've doubled our ratings and tripled our billing. You're Fantastic!!

Try us on for size.

We may not be the biggest yet

But we are the best.

Alive Country

Major Market Personalities custom tailored for you

Casual Country

Announced or unannounced Easy Listening Country

COUNTRY 80

Complete music service with Classics, Recurrents, and Hits

POP ADULT LIFESTYLE

A dayparted 25-49 format consulted by Landsman/Rivers Radio Services

THE BEST IN RADIO PROGRAMMING SYNDICATION

**THE
MUSICWORKS
INC.**

P.O. BOX 111390 • NASHVILLE, TN 37211

CALL (COLLECT) (615) 790-1200

SYNDICATORS DIRECTORY

Memphis, TN 38112
(901) 320-4433 Person-to-person collect

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES:

Pat Shaughnessy, Pres.
Donald Alt, VP/Finance

TM PRODUCTIONS

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES:

Pat Shaughnessy, Pres./TM Companies
R. W. "Skip" Schmidt, VP/GM
Buddy Scott, Gen. Sales Mgr.

SERVICES:

Producer of radio and TV station image ID's, commercial/production libraries, and completely coordinated total marketing campaigns. Serving over 1000 client stations.

PROGRAMMING AVAILABLE FOR SALE:

The TM System—a brand new, self contained ready-to-sell commercial library. Starting price upon request.

TMX-ONE—all-inclusive sound effects library.

Sounds Like and Rock—two new brand new coordinated marketing campaigns. Starting price: upon request.

Over 40 ID packages including three brand new series developed for WMAQ, WBEN and WBZ. Starting price: upon request.

Media Research Graphics. Starting price: upon request.

Free demo tapes available to our readers.

TM PROGRAMMING

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES:

Lee Bayley, VP/GM
Robert R. Bruton, Sales Mgr.

SERVICES:

Full-service programming and sales consulting. Literature available to our readers.

PROGRAMMING AVAILABLE FOR SALE:

TM Beautiful Music. Starting price: upon request.

TM Stereo Rock. Starting price: upon request.

TM Country. Starting price: upon request.

TM Beautiful Rock. Starting price: upon request.

TM Alpha One (Urban Contemporary). Starting price: upon request.

TM-O-R. Starting price: upon request.

Free demo tapes available to our readers.

TM SPECIAL PROJECTS

1349 Regal Row

Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES:

Neil Sargent, GM
Jody Alexander, Sales Mgr.

SERVICES:

Worldwide distribution of radio program specials in length of 6 hours to 73 hours plus backup merchandising and promotion consultation to subscribing stations.

PROGRAMMING AVAILABLE FOR SALE:

Clear Creek—The Music Festival. Starting price: \$1,000.

Top Ten Hits Of All Time. Starting price: \$1,200.

Album Greats. Starting price: \$1,200.

The Evolution of Rock. Starting price: \$1,200.

Platinum Meltdown. Starting price: \$1,200.

Love and A Whole Lot More. Starting price: \$500.

The Elvis Presley Story. Starting price: \$500.

Country Love. Starting price: \$750.

The Kenny Rogers Radio Special. Starting price: \$750.

Free demo tapes available to our readers.

TOTAL SERVICES, INC.

21024 Victory Boulevard
Woodland Hills, CA 91367
(213) 883-3627

TUESDAY PRODUCTIONS

4429 Morena Blvd.
San Diego, CA 92117
(714) 272-7660

W

WATERMARK, INC.

10700 Ventura Blvd.
No. Hollywood, CA 91604
(800) 423-2502 Toll Free

EXECUTIVES:

Tom Rounds, Pres.
Michael Davison, Sr. VP/Mkt.
Peter F. Hartz, Dir. Adv./Promo.
Carol Holt, Sales Super.
Johnny Biggs, Oper. Mgr.
Stew Hillner, Prod. Mgr.

SERVICES:

Producer of special programming for radio.

PROGRAMMING AVAILABLE FOR SALE:

American Top 40

American Country Countdown

The Robert W. Morgan Special Of The Week

Soundtrack of the 60's

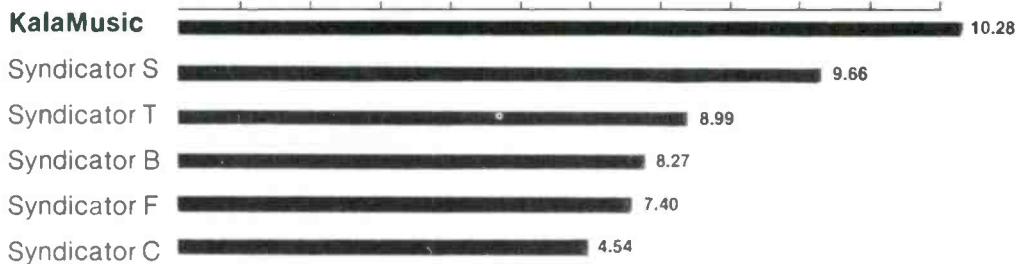
Free demo tapes available to our readers.

WCRB PRODUCTIONS, INC.

750 South Street
Waltham, MA 02154
(617) 893-7080

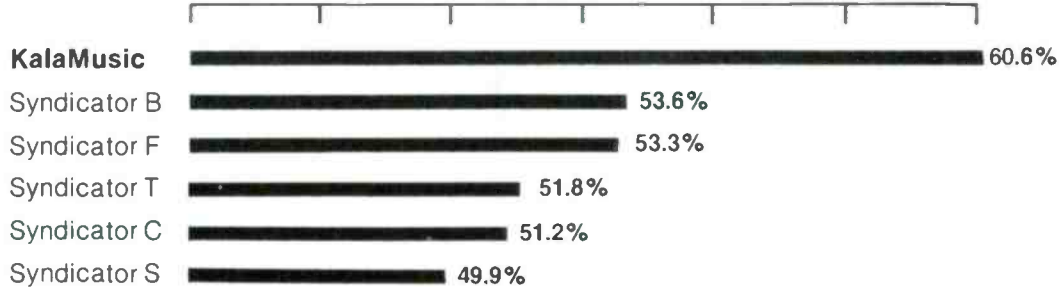
KalaMusic[®]

America's top rated Syndicator* In Average Share!



*Source: American Radio, Spring, 1980, page A-67

And Percent of Audience 25-54!



SOURCE: Arbitron April-May, 1980. Average ¼ hr. Metro
Adults 25-54 compared to Adults 18 +.

KalaMusic leads all other Beautiful Music Consultants in reaching the cream of the buying audience, adults 25 to 54. If your audience is too small or too old you **NEED** *KalaMusic* today. We invite you to become a *KalaMusic* success story. Join the winners. Call David Goldsmith, Bill Wertz or Stephen Trivers at (616) 385-5110. We can deliver these percentages in your market, too!

KalaMusic

A Service of the Fairfield Broadcasting Company

600 Industrial State Bank Building
Kalamazoo, MI 49007
(616) 385-5110

SYNDICATORS DIRECTORY

WESTWOOD ONE

9540 West Washington Blvd.
Culver City, CA 90230
(213) 204-5000

EXECUTIVES:

Norm Pattiz, Pres.
Judy Gold, VP/Dir. Sales
Thom Ferro, Reg. Sales Mgr.
Brock Janoff, Reg. Sales Mgr.
Mitch McCracken, Reg. Sales Mgr.

SERVICES:

Nations' largest producer of nationally sponsored radio programs ranging from 2½ min. features to 48 hr. specials. In our 4 year existence we have produced 12 nationally sponsored radio programs which are still successful and still on the air today.

PROGRAMMING AVAILABLE FOR SALE:

Doctor Demento Show. Starting price: Barter
Great American Radio Show with Jeff Gelb. Starting price: Barter
Off The Record with Mary Turner. Starting price: Barter.
Special Edition with Sid McCoy. Starting price: Barter.
Spaces & Places with David Perry. Starting price: Barter.

Free demo tapes available to our readers.

Y

YANCEY CORPORATION

1010 E. 86th St. Bldg. 1070
Indianapolis, IN 46240
(317) 844-5009

EXECUTIVES:

Richard Yancy, Pres.
Jeff Lewis, VP, Marketing
Bill Alfredo, VP, Sales

SERVICES:

Specializes in broadcast promotions. First promotion marketed was *Magic Ticket*—an audience increase promotion that has run thirty-five times in twenty-three markets and has generated over \$2.7 million in direct sponsor sales.

PROGRAMMING AVAILABLE FOR SALE:

Magic Ticket. Starting price: \$5500.
Great Southfork Landgrab. Starting price: \$1750.
Fantasy Friday. Starting price: \$1250.
Baby Check. Starting price: \$5000.

Free demo tapes available to our readers.

THE MATCHED-FLOW EASY LISTENING FORMAT FOR THE 80'S.

A
Beautiful
Alternative
that attracts
younger demos
and carries 25%
more spots.

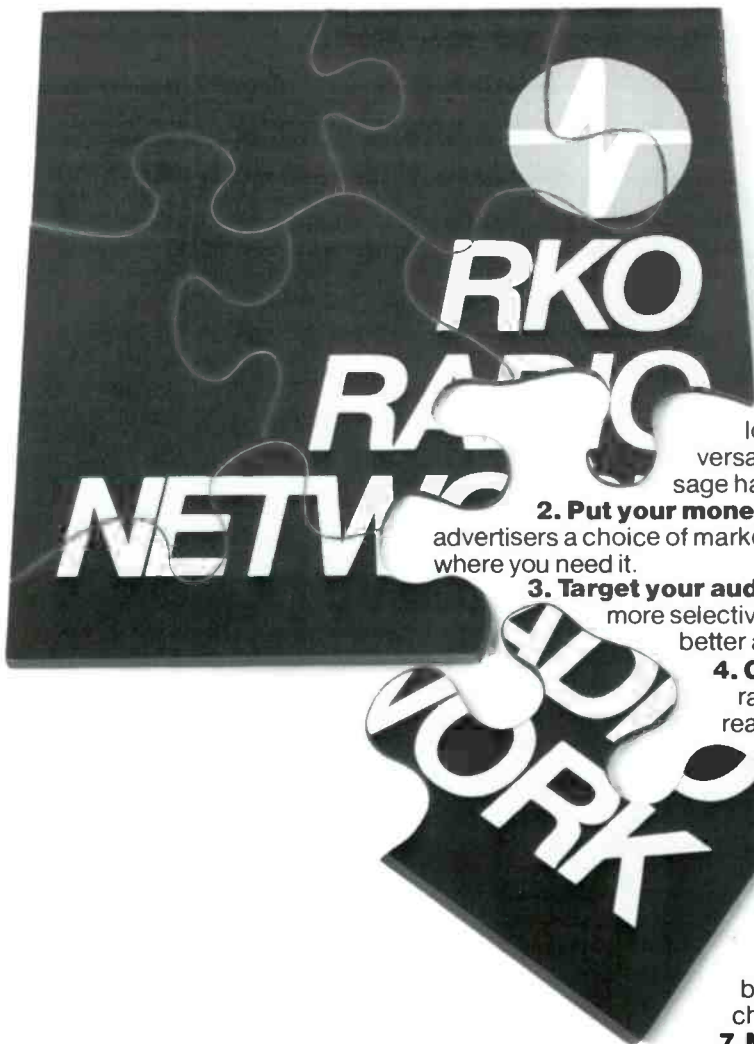
MASTER
BROADCAST
SERVICES INC.

FOR DETAILS, WRITE OR CALL JASON TAYLOR
6 EAST TRENTON AVENUE ■ P.O. BOX 61 ■ MORRISVILLE, PA 19067 ■ 215-736-0211

The Media Puzzle:

HOW DO YOU SPEND SMARTER IN THE '80s?

Network radio is the solution.



High inflation. Video explosion. Rising cost efficiencies. To the advertiser in the '80s, they all add up to a media puzzle: How do you spend smarter?

Ad dollars work harder in network radio. Harder because network radio has already undergone the electronic explosion only now affecting television.

So network radio is more advanced. More specialized. And far more productive than other media.

Here are seven ways network radio helps you solve the media puzzle:

1. Localize your national campaign for added impact. Network radio news and entertainment programming is designed to fit the local format of the radio stations we serve. Not vice versa. It's more personal. More believable. So your message has a stronger impact.

2. Put your money where your business is. Network radio offers advertisers a choice of market emphasis—big or small. So you get more impact where you need it.

3. Target your audience. Network radio programming has never been more selective. You get the specific demographics you want. A better aim at target audiences. And less waste.

4. Get effective audience distribution. Network radio offers effective national and market-by-market reach and frequency levels—unlike cable TV. And provides advertisers with attractive cost efficiencies.

5. Reach elusive audience segments. Active, young adult and out-of-home audiences—all tough to deliver with TV—are easily available with network radio.

6. Package around an event to extend your advertising message. Network radio now offers hundreds of sponsorship opportunities—from live sports to music specials. These can be expanded through affiliate promotion and merchandising programs.

7. Maintain maximum flexibility. Network radio provides flexibility and immediacy because you advertise precisely when you need to and an effective national campaign can be launched in a matter of days.



The RKO Radio Network.
The Sound of Success. In Stereo via Satellite.

NETWORK DIRECTORY

A

AMERICAN BROADCASTING CO., INC.

1345 Avenue of the Americas
New York, NY 10019
(212) 887-7777

EXECUTIVES:

Edward F. McLaughlin, Pres.
Robert M. Chambers, VP/GM
Lawrence Friedman, Dir., Finance
Linda Stern, Dir., Admin.
Frank Atkinson, Dir., Station Admin.

AMERICAN CONTEMPORARY RADIO NETWORK EXECUTIVES:

Willard Lochridge, VP
Darryl Brown, Network Dir.
Julie Eisenberg, Mgr., Station Relations

AMERICAN ENTERTAINMENT RADIO NETWORK EXECUTIVES:

Richard P. McCauley, VP
Leslie Benson, Network Dir.
Edward Ockenden, Mgr., Station Relations

AMERICAN INFORMATION RADIO NETWORK EXECUTIVES:

John Axten, VP
Charles A. King, Network Dir.
Nanci J. Pfeffer, Mgr., Station Relations

AMERICAN FM RADIO NETWORK EXECUTIVES:

A. Thomas Plant, VP
Louise Callahan, Mgr., Station Relations

SALES:

Louis A. Severine, VP/Dir., Sales
Arthur L. Sulzburgh, VP/Nat'l Sales Mgr.
Linda Meilan, Dir., Sales Admin.
Francis G. Boehm, VP, Western Sales Mgr.
Joseph F. Kelly, VP, Detroit Sales Mgr.
Robert Watson, VP, Eastern Sales Mgr.
Dennis Glynn, VP, Central Sales Mgr.
Rhonda Hack, Dallas Sales Mgr.
Donna Morris, Mgr., Special Prog. Sales
David Logan, Sales Mgr., Entertainment & Information Networks
Blaise Leonardi, Sales Mgr., Contemporary & FM Networks

CREATIVE SERVICES:

Michael A. Winter, Dir., Creative Services
Leo V. Collins, Dir., Marketing Services
Sam Patterson, Mgr., Advertising & Promotion
Suzanne Banks, Mgr., Publicity & Promotion

ENGINEERING:

Kent Coughlin, Dir., Eng. & Program Operations
Harry Curtis, Mgr., Operations
Richard Martinez, Mgr. Operations, Washington, DC

RESEARCH:

William McClenaghan

ABC NEWS:

Robert Benson, VP, ABC News, Radio
Joseph F. Keating, Dir., Radio News Operations & Exec.
Producer, Radio Special Events
Peter M. Flannery, Ass't. Dir., ABC Radio News
George T. Phillips, Mgr., Radio News Programming
Jeff Sprung, FM Network News Mgr.
Tina Press, Information Network News Mgr.
Richard Dressel, Contemporary Network News Mgr.
Dee McKinsey, Entertainment Network News Mgr.
Kenneth Scott, Mgr., Radio News, Washington Bureau
Mark Richards, Assignment Mgr., Radio News

DESCRIPTION OF CONTEMPORARY NETWORK PROGRAMMING:

Hourly News
10 Daily Newscalls
2 Daily Sportscalls
Public Affairs Interview Program—Howard Cosell
Super 70's + 1—11 hours featuring top artists of decade -
1/1/81
Rock Live—Major rock acts recorded live in concert—1½
hours in length per program (New for 1981).

DESCRIPTION OF ENTERTAINMENT NETWORK PROGRAMMING:

News on the ½ Hour
10 Daily Newscalls
2 Daily Sportscalls
Daily news commentary by ABC correspondents on top
stories around the world
Agri Answers by John Deignan
Economic Commentary by Dan Cordtz
Public Affairs Program: Meet the Author
Paul Harvey
Silver Eagle—24 major country programs commencing
1/31/81. Features top singers and bands from key
country venues. (New for 1981).

DESCRIPTION OF INFORMATION NETWORK PROGRAMMING:

News on the Hour
10 Daily Newscalls
2 Daily Sportscalls
World News This Morning with Joe Templeton
Daily Commentary by Steve Bell or Bob Clark
Daily Financial Commentary by Phil Greer
Down to Business with Don Fisher
World News This Week—weekly program
Daily Weather by John Coleman
Public Affairs Programs: Perspective Issues and Answers

DESCRIPTION OF FM NETWORK PROGRAMMING:

Hourly News
10 Daily Newscalls
2 Daily Sportscalls
Rock Confidential
Graffiti
Public Affairs Program: Listen Closely
King Biscuit Flower Hour—52 one hour shows featuring
top singers and bands. A long-time staple, this show has
been on the air eight years and moved to ABC January
4, 1981.
Rock Awards—top rated show which presents rock radio
awards for best programming in variety of areas—
3/7/81 (New to ABC for 1981)
Super Groups in Concert—a continuation of the widely
acclaimed series first broadcast in 1979. Will air 3/28/81;
9/26/81; 10/31/81.

ASSOCIATED PRESS RADIO NETWORK

1825 K Street NW, Room 625
Washington, DC 20006
(202) 833-5910
(800) 424-8804 Toll Free

EXECUTIVES:

Roy Steinfort, VP/Broadcast
Ed DeFontaine, Managing Ed.

NETWORK DIRECTORY

Bill McCloskey, Asst. Managing Ed.
Jerry Smith, Dir., Affiliate Relations
George Mayo, Chief Eng.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Full service radio network which includes broad spectrum of news and information programming, all for sale by local station; no clearance or inventory requirements. Additionally, daily file of audio news cuts available from any radio network, including exclusive regional audio cuts twice daily.

CBS RADIO

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

EXECUTIVES:

Robert Hosking, Pres.
Gail Trell, VP, CBS AM
Richard M. Brescia, VP/GM Network
W. Thomas Dawson, VP, Division Services
Ralph Green, VP, Engineering
J. William Grimes, Sr. VP, CBS AM & FM
James Joyella, VP, Network Sales
Eli Kaufman, VP/GM, CBS FM National Sales
Peter W. Keegan, VP & Controller
Cornelius Knox, VP, Affiliate Relations
Frank Miller, VP, Network Programming
Michael Ewing, VP/GM, CBS Radio Spot Sales
Norman S. Ginsburg, Dir., Information Services
Hal Kormann, Dir., Program Practices
Bernard S. Krause, Dir., Oper. & Business Affairs

DESCRIPTION OF NETWORK'S PROGRAMMING:

News-on-the hour 24 hours a day, plus daily sports news broadcasts, informational features and news analyses with such CBS News Correspondents as Walter Cronkite, Charles Osgood, Harry Reasoner, Dan Rather and Mike Wallace; play-by-play coverage of all Monday night National Football League games, NFC and AFC playoffs, the Super Bowl and Pro Bowl as well as such collegiate attractions as the Cotton Bowl, Sun Bowl and Senior Bowl; major league baseball's major events—the All-Star Game, League Championship playoffs and World Series; daily drama with the CBS Radio Mystery Theater, and Weekend Specials on timely topics.

OWNED AND OPERATED RADIO STATIONS:

WCBS New York
KNX Los Angeles
WBBM Chicago
WCAU Philadelphia
KCBS San Francisco
WEEI Boston
KMOX St. Louis
WCBS-FM New York
KNX-FM Los Angeles
WBBM-FM Chicago
WCAU-FM Philadelphia
KCBS-FM San Francisco
WEEI-FM Boston
KMOX-FM St. Louis

K

KANSAS INFORMATION NETWORK / KANSAS BROWNFIELD NETWORK

Box 1240
Wichita, KA 67201
(316) 942-7955

EXECUTIVES:

W. Frank Gunn, Exec. VP/GM
Frank Horn, Sales Mgr.
Kelly Walker, News and Operations Mgr.

DESCRIPTION OF KANSAS INFORMATION NETWORK PROGRAMMING:

Seventeen newscasts a day on the half-hour. Each newscast is five minutes long and contains only news of interest to Kansans. A news network.

DESCRIPTION OF KANSAS BROWNFIELD NETWORK PROGRAMMING:

Programs directed toward Kansas farmers. The 12 programs provide updates on farm markets, general farm news, and ag analysis. An agricultural news network.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Sports Final: Friday and Saturday night rundown of state college, junior college, and high school scores.

OWNED AND OPERATED RADIO STATIONS:

KAKZ Wichita, KS

M

MUTUAL BROADCASTING SYSTEM

1755 S. Jefferson Davis Hwy.
Arlington, VA 22202
(703) 685-2080

EXECUTIVES:

Martin Rubenstein, Pres./CEO
Nicholas Verbitsky, Sr. VP/Station Operations
Frank J. Murphy, III, VP/Station Relations
Terry P. Hourigan, VP/Programming
Jack Clements, VP/Sports
Jerry Wallace, Sr. VP/Corporate Services
Arthur Kriemelman, VP/Sales
Bill Wisniewski, VP/Eng.
Don Budd, VP/Dir., Domestic News
Tom O'Brien, VP/News & Special Programming
Bruce Goodman, VP/Gen. Counsel
John Butler, VP/Exec. Dir., SW Network
Joe Dickey, Dir./Station Relations/SW Network
Glenn Morgan, Dir. of Music Programming

DESCRIPTION OF NETWORK'S PROGRAMMING:

A full service network, offering a large choice of news, sports and entertainment programming to over 900 affiliates nationwide. Present services include: news three times per hour; The Larry King Show—a nationwide nightly talk program; Forbes Magazine Report—4½ minute business and financial news and information feature; five daily sportscasts Monday-Friday, thirty-seven weekend sportscasts, play-by-play of Notre Dame and major college football, NFL Football (Dallas Cowboys, Atlanta Falcons, Kansas City Chiefs), Notre Dame basketball, NBA Playoffs and All-Star Game, selected major golf and tennis tournaments; and a wide variety of information and public affairs programs.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Johnny Cash Silver Anniversary Special
Jamboree-In-The-Hills

When You're Hot, You're Hot.

**More Young
Spenders Than Any
Other Radio
Network. 24 Of The
Top 25 Markets. And
We've Only Just
Begun.**

In just one year The Source has gone from 0 to 24 out of the top 25 markets. We have the highest concentration of 18-34 listeners of any radio network. 88% in fact. And some of America's highest ranking contemporary radio stations. Why?

Because we speak the language of the young adult market better than any radio network has done before.

Our rock concerts and special events showcase a wide range of today's music. From rhythm 'n' blues to hard-core rock 'n' roll.

Our special features on life-style tell our listeners where they're going and how to get there.

And 24 hours a day, everyday, we offer

two-minute newscasts designed for today's generation by today's generation.

Looking for the 18-34 market? Concentrate on The Source. We play their kind of music. Their kind of news and features. On their terms. Your gain.

For more information write to:

The Source, NBC Radio,
Sec. 405SS, 30 Rockefeller
Plaza, New York, New
York 10020, or call
(212) 664-2727.

**We're not only "hot"
we're sizzling, with more
than 150 affiliates. And
in half of our markets
Source stations are
ranked 1, 2 or 3*.**

*Arbitron, April/May 1980, adults
18-34, MSA.



NBC Radio's Young Adult Network

NETWORK DIRECTORY

Country Music Countdown, 1980

OWNED AND OPERATED RADIO STATIONS:

WCFL Chicago
WHN New York

NATIONAL BLACK NETWORK

1350 6th Avenue
New York, NY 10019
(212) 586-0610

EXECUTIVES:

Eugene D. Jackson, Pres.
Sydney L. Small, Exec. VP
Del Raycee, Exec. VP
Vince Sanders, VP, News & Oper.
George Edwards, VP/GM
Joan Logue Henry, Dir. of Public Relations
John E. Herring, Dir. of Corp. Finance
Adriane T. Gaines, Dir. of Corp. Admin.

DESCRIPTION OF NETWORK'S PROGRAMMING:

National Black Network provides news and programming from a Black perspective. 120 five minute newscasts per week. Two sports programs per day. Black Issues and The Black Press, a half hour news forum show and The Action Woman, a half hour woman's program. In addition, National Black Network, offers One Black Man's Opinion, a commentary featuring veteran newscaster, Roy Wood; and Martin Luther King Speaks; rebroadcasts of sermons and speeches of Martin Luther King.

OWNED AND OPERATED RADIO STATIONS:

WDAS A/F Philadelphia, PA

NBC RADIO NETWORK

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

EXECUTIVES:

Richard P. Verne, Pres., NBC Radio
Chuck Renwick, Exec. VP, Radio Networks
Kevin Cox, VP, Sales
Walter Sabo, Exec. VP, FM Stations
Robert Mounty, Exec. VP, AM Stations

DESCRIPTION OF NETWORK'S PROGRAMMING:

NBC Hourly News—24 hours/day 7 days per week.
Selected Feature Programming—Sports, Entertainment, News
Monthly Music Specials
Sustaining News Line Feed; Meet the Press; Commercial and sustaining Religion.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Music Specials—A two hour music program profiling top MOR performers in a uniquely intimate interview interwoven with their best known hits.

OWNED AND OPERATED RADIO STATIONS:

WMAQ Chicago
WRC Washington
KNBR San Francisco
WNBC New York
WKQX Chicago
WKYS Washington
KYUU San Francisco
WYNY New York

"THE SOURCE" (NBC RADIO NETWORK)

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

EXECUTIVES:

Richard P. Verne, Pres, NBC Radio
Chuck Renwick, Exec. VP, Radio Networks

DESCRIPTION OF NETWORK'S PROGRAMMING:

"The SOURCE" is a full-service network for 18-34 targeted radio stations, providing hourly newscasts at :15 (2 min. each) a features package, live radio concerts and Public Affairs programming.

OWNED AND OPERATED RADIO STATIONS:

WNBC/WYNY New York
WMAQ/WKQX Chicago
WRC/WKYS Washington
KNBR/KYUU San Francisco

RKO RADIO NETWORK

1440 Broadway
New York, NY 10018
(212) 575-6100

EXECUTIVES:

Thomas Burchill, VP/GM
Ken Harris, Dir. of Affiliate Serv.
Jo Interrante, Dir. of Programming
Dave Cooke, News Dir.
Pamela Hamilton, Dir. of Creative Services
Joe Maguire, Dir. of Engineering
Kevin Lyons, Dir. of Sales
Frank Musumeci, Controller
Rob Fisher, Dir. of Research

DESCRIPTION OF NETWORK'S PROGRAMMING:

Programs for the market of the 80's by providing demographic news with strong emphasis on issues and their effect on the individual; "Lifesound" features, with an accent on listener lifestyle interests, designed to inform, entertain, and touch the young adult listener; and nine times a year, exclusive, two-hour music specials, featuring major recording artists and groups plus live concert broadcasts.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Night-Time America—a self-contained, five-hour music program incorporating interviews with personalities and contemporary music selections.
Weekend America—ten 90-second features on leisure activities of the American people.
Washington, DC—a public affairs program.
Music With A Message—contemporary music combined with a message of religious nature.
Sports 1981—spotlighting weekday sports activities.

OWNED AND OPERATED RADIO STATIONS:

WRKO/WROR-FM Boston
WFYR Chicago
WAXY Miami/Ft. Lauderdale
KHJ/KRTH-FM Los Angeles
WHBQ Memphis
WOR/WXLO-FM New York
KFRC San Francisco
WGMS-A/F Washington, DC

NETWORK DIRECTORY

S

SHERIDAN BROADCASTING NETWORK

1745 S. Jefferson Davis Highway, Suite 404
Arlington, VA 22202
(703) 685-2146

EXECUTIVES:

Thomas E. McKinney, Pres.
Skip Finley, Exec. VP/GM
William H. Butler, III, Dir. of Station Relations
Frederick Mattingly, Jr., Dir. Creative Serv.
Gerald A. Lopes, News Director
Ron Weston, Eastern Sales Mgr.
Thaddeus Hill, Midwest Sales Mgr.
Regina Moore, Operations Mgr.

DESCRIPTION OF NETWORK'S PROGRAMMING:

News, Sports, and Information Service. It also provides special programming features to its affiliates. SBN is the nation's largest completely Black owned news and advertising medium.

OWNED AND OPERATED RADIO STATIONS:

WAMO-FM Pittsburgh
WYJZ Pittsburgh
WUFO Buffalo
WIGO Atlanta

U

UNITED PRESS INTERNATIONAL, INC.

220 East 42nd Street
New York, NY 10017

(212) 682-0400

EXECUTIVES:

Roderick W. Beaton, Pres./CEO
H. L. Stevenson, VP/Editor-in-Chief
Claude Hippeau, VP/GM, International Divisions
Donald J. Brydon, VP/Gen'l Sales Mgr.
James F. Darr, VP, Systems Development
Fred J. Greene, Comptroller
F. W. Lyon, VP, Newspictures,
Robert P. Paffen, VP/Dir. of Personnel & Labor Rel.
Gordon Rice, VP, Broadcast Services
Ted Feurey, GM, Audio
Bill Ferguson, Editor, Nat'l Radio
Frank Sciortino, Dir. of Network News, Operations & Programs
Stan Sabik, New York Audio Bureau Mgr.
William E. Wilson, Dir. of Eng.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Newscasts are transmitted every hour on the hour, seven days a week. They include voice reports direct wherever the most important events are taking place. Also transmits seven live Business Reports, Monday thru Friday, plus a daily feature length recap. Features include: UPI Roundtable, Farm Features, UN Perspective, Reflections, Week on Wall Street, Consumer Focus, Hollywood Focus, Science and Man, and People. Broadcast each day, Monday through Friday.

ASK KBPI ABOUT SUCCESS

Today, when economic pressures are a reality, it is more important than ever to achieve as great a success as possible. KBPI, in the nation's most competitive marketplace (on a signals-per-capita basis), understands the value of such success. In the past year KBPI has grown from the number five ranked station to a solid number one under the leadership of General Manager Toney Brooks and his fine staff.



"Station positioning is a manager's most important task. A poorly positioned station cannot compete effectively in a competitive marketplace today. The Research Group's studies are the most useful tools we have in monitoring and constructing our position." — Toney Brooks, KBPI Denver

The Research Group

Perceptual Audience Research for the Communications Industries • San Luis Obispo, California

RESEARCH DIRECTORY

A

AMERICAN RADIO MONITOR, INC.

6354 N. Broadway
Chicago, IL 60660
(312) 764-0405

THE ARBITRON COMPANY

1350 Avenue of Americas
New York, NY 10019
(212) 887-1300

EXECUTIVES:

Theodore F. Shaker, Pres.
A. J. Aurichio, Exec. VP/GM Arbitron Television
Michael Membrado, VP/GM Arbitron Radio
Marshall Snyder, VP/Research & Planning

SERVICES:

Broadcast audience measurement; local radio market report in 241 markets; AID; nationwide; local television reports in 214 markets; syndicated program analysis; network program analysis; county coverage; Qualidata; Quarterly Measurement.

B

THE BIRCH REPORT

10211 W. Sample Rd. #104
Coral Springs, FL 33065
(305) 753-6043 or
(305) 945-7842

EXECUTIVES:

Thomas C. Birch, Pres.
David S. Gingold, VP/Dir of Sales & Mktg.
Roseann F. Birch, VP/Dir. of Operations

SERVICES:

The Birch Report—syndicated broadcast audience measurement; monthly reports available in top 75 markets; quarterly and semi-annual reports available in all others; qualigraphic audience reports available on custom basis; specialized audience reports—including zip code, ethnic group, duplication analysis, county reports.

THE BOND REPORT

3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631

EXECUTIVE:

Gary J. Bond, Pres.

SERVICES:

Arbitron book analysis; music and/or news research; format structuring; brainstorming sessions (in-depth discussions with station personnel); reports that explain how Arbitron ratings relate to different subjects. A single report is available on these subjects: "The Adult Contemporary Format Report," "The Country Radio Report," "Understanding Sampling Error," "Using Arbitron's Programmer's Package," "Away-from-home Listening," "Summer Radio Listening" (available in May).

BROADCAST RATING COUNCIL, INC.

420 Lexington Avenue, Room 2347
New York, NY 10170
(212) 687-7733

C

CHICAGO PROGRAMMING RESOURCES

666 Dundee Road
Northbrook, IL 60062
(312) 291-9200

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueto, Partner
Harvey Greenberg, Monitors Mgr.
Jeff Jarmuth, Operations Mgr.

SERVICES:

Artist-preference studies, requests tabulations, perceptual/attitudinal studies, focus group recruitment and moderation, development of in-house systems (including record sales research and call-out music research), competitive monitors, and other computer-related services.

Competitive monitors are full-week music monitors of selected radio stations across the country. Monitors include a chronological listing of every title played during the 168-hour monitor period, an alphabetical listing by artist and title (with the hour and date of each play of each cut), and summary statistics.

CPR also has a powerful in-house computer available to clients and can also provide customized computer programming. Both principals are University of Chicago M.B.A. graduates with solid backgrounds in marketing and market research and are also available for consulting.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Competitive monitors: \$275 to \$800. Other rates available upon request.

COMMUNICATIONS RESEARCH, LTD.

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

EXECUTIVES:

Bruce Fohr, Partner & Exec. Dir., Research Serv.
Ken Dennis, Partner & Exec. Dir., Programming Serv.
Kent Nichols, Partner & Exec. Dir., Mktg. Serv.

SERVICES:

Proprietary one-station-per-market qualitative research, programming and marketing services exclusively for radio stations—of all formats and market sizes. All services are customized for specific problem/goal-situations of client stations. Partners are principle owners of KAIR-AM and KJYK-FM, Tucson and are directly involved in their operations. Primary qualitative methods involve telephoning, focus groups and direct mail. Exclusive research analysis techniques include: Radio Behavographic Image Studies, Competitive Vulnerability Analysis, Product-Parameter Test Research, Target-Market Opportunity Analysis, Behavo-Lifestyle Studies, Consumer Behavographics Studies, Advertiser Perception Studies, and RADIOTRAC Listener

RESEARCH DIRECTORY

Studies. Full service description is available to our readers.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Fees begin at \$1,250 for research services on per-project basis.

CONSUMER ESTHETICS, INC.

254 Park Avenue South
New York, NY 10010
(212) 254-4784

CUSTOM AUDIENCE CONSULTANTS, INC.

8401 Corporate Drive, Suite 450
Landover, MD 20785
(301) 772-6766

EXECUTIVES:

Sam Paley, Pres.
Thom Moon, VP/Oper.

SERVICES:

Full service media research company including research support in sales, programming and management.

ERA RESEARCH

680 Beach Street, Suite #335
San Francisco, CA 94109
(415) 441-0550

**HUGH HELLER IMAGE
RESEARCH & DEVELOPMENT**

10506 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

HEYMANN-APPLE BROADCAST

175 E. Delaware Place, Suite 7707
Chicago, IL 60611
(312) 266-9822

HIBER & HART, LTD.

310 Tahiti Way, Suite 318
Marina del Rey, CA 90291
(213) 823-2887 Collect

EXECUTIVES:

Jhan Hiber, Pres.
Lynn Blair, Exec. VP
Dr. Richard Lutz, Dir., Market Research
Candice Storsberg, Dir., Client Service

SERVICES:

Offers unique insights into the workings of Arbitron, and tips on how to score better ratings. Three of our principal executives are former key Arbitron personnel, as well as experienced broadcasters. Seminars on the Arbitron system and how to succeed under Quarterly Measurement;

diary reviews at Laurel (we have our own full-time office and staff adjacent to Arbitron), as well as market research studies and sales development assistance. Computerized ratings breakouts available.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Annual retainer based on the number of surveys in the market and whether one or two stations, jointly owned, is involved. Format or demographic exclusivity is guaranteed within each market.

Literature available to our readers.

JOINT COMMUNICATIONS CORPORATION

191 John Street, 2nd Floor
Toronto, ON M5T 1X3, Canada
(416) 593-1136

EXECUTIVES:

Dave Charles, Pres.
John Parikhal, VP
David Oakes, Dir. of Research

SERVICES:

A heavily research-based media consulting company. Provides full-scale market research in the U.S. and Canada for radio, television, film and records.

Although a great deal of research focuses on lifestyle studies, also research such basics as news, announcer profile in the market, rating of various features, station image, etc. Their surveys are useful in determining market position, format changes, etc.

Joint Communications Corp. works on one key assumption—increased media fragmentation is changing the way that people choose "favorites". An understanding of the relation between lifestyle and research is the only way to cope with this change.

LANDSMAN/RIVERS RADIO SERVICES

135 E. 54th Street
New York, NY 10022
(212) 855-0445
(215) 964-9321

EXECUTIVES:

Dean Landsman, Pres.
Steve Rivers, Exec. VP
Rene Mills, Field Research Dir.
Sid Shapiro, Focus Panel Research Specialist
Myra Stark, Assoc. Research Dir.
George D. Landsman, CPA, Financial Consultant

SERVICES:

Custom Designed Research: Focus Panel Groups, Ratings Analysis, Field Research, Random-Intercept Interviewing and Mall Studies. The studies provide clients with attitudinal information to help change, alter, or improve programming. Psychographic Market Studies. Program Management Decision Reports (What To Do, How to Do It, How to Promote) Plus: ratings and revenue, goal-oriented conclusions and recommendations. Ongoing full-service program consultation is available on a market exclusive basis. Also, basic music research, passive call-out and in-house re-

**You're an Intelligent,
well organized
business executive...**

**Quick!
...solve this**

**The problem:
Sales are down
because ratings
are low.**

Our Solution:

radio index **Todd Wallace**
associates

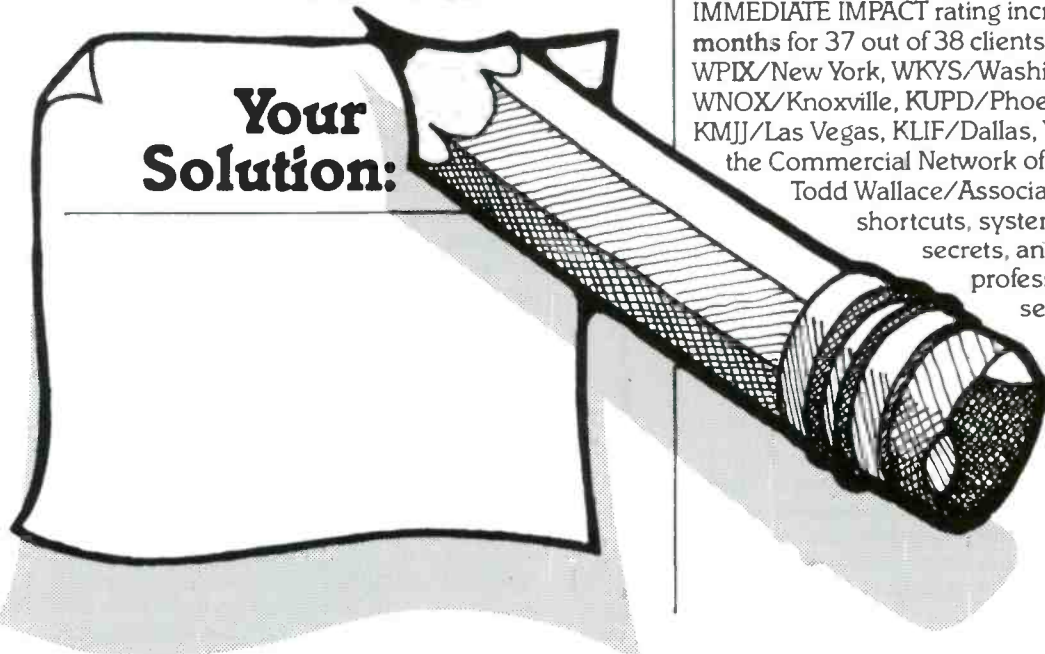
Over the past 7 years, the program consultation services of Todd Wallace/Associates has produced IMMEDIATE IMPACT rating increases within 6 months for 37 out of 38 clients (stations like WPIX/New York, WKYS/Washington, KIMN/Denver, WNOX/Knoxville, KUPD/Phoenix, KLUC/Las Vegas, KMJJ/Las Vegas, KLIF/Dallas, Y95/Tampa, and the Commercial Network of Radio New Zealand).

Todd Wallace/Associates provides solutions shortcuts, systems, services, secrets, and success . . . with professionalism and integrity second to none.

Call toll free!
(800) 528-6082

In Phoenix:
242-6800
242-4050

**Your
Solution:**



**radio
index**

Todd Wallace
associates

**THINK
ABOUT IT:**

what could
Todd Wallace Associates
do for you in 6 months or less?

RESEARCH DIRECTORY

search systems developed for client stations. Offers Program Feasibility/Financial analysis to investors. This serves as an impartial analysis of Turn-around time and/or Program Investment Return schedule.

MINIMUM AND MAXIMUM FEES FOR SERVICES:
\$500 to \$50,000.

LEACH RESEARCH, INC.

327 Sandoval, Suite 302
Santa Fe, NM 87501
(505) 982-1831

FRANK N. MAGID ASSOCIATES, INC.

One Research Center
Marion, IA 52302
(319) 377-7345

MARKETRON, INC.

2180 Sand Hill Road
Menlo Park, CA 94025
(213) 347-6400

THE MEDIA ASSOCIATES

8220 Elmbrook Drive
Dallas, TX 75247
(214) 630-5097

MEDIA RESEARCH GRAPHICS, INC.

P.O. Box 5973
Sherman Oaks, CA 91413
(213) 789-4000

EXECUTIVES:

Allen Klein, Pres.
Vicki Ann Doheney, VP
Suzanne Klein, Sec'y/Treas.

SERVICES:

Turns your rating report numbers into graphic displays such as bar charts and pie charts. Creates selling and programming understanding by graphically positioning stations in a market. Camera ready, professional, one page graphic displays generated almost instantaneously by new graphic computer software programmed to accept rating and marketing statistics.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Fees based upon individual client specifications.

MEDIA SERVICE CONCEPTS, INC.

1713 N. North Park
Chicago, IL 60614
(312) 280-0158

MEDIA STATISTICS, INC.

8120 Fenton Street

Silver Spring, MD 20910
(301) 588-4878

MSA

1592 Saverne
Irvine, CA 92714
(714) 551-3376

EXECUTIVES:

Robert E. Balon, Pres.
Joseph L. Russell, Dir. of Research
Suzanne A. Curley, Research Associate
John A. Parkes, Dir. of Consulting

SERVICES:

A full-service broadcast research and consulting firm specializing in perceptual and attitudinal research, programming research and consultation, and advertising/promotional research and advising.

Also conducts over 300 focus groups a year for a variety of marketing and broadcasting concerns. Also has innovated the CONGRUENCY INDEX QUALITATIVE DIARY and has recently published a national study on how to make effective TV spots for radio stations.

Recently signed its fiftieth client and actively consults stations on all formats and all-size markets.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$1500 to \$50,000.

RADIO ADVERTISING BUREAU, INC.

485 Lexington Avenue
New York, NY 10017
(212) 599-6666

EXECUTIVES:

Miles David, Pres.
Robert H. Alter, Exec. VP
Mark Mullin, Sr. VP/Nat'l Sales
Joe Vincent, Sr. VP
Richard Montesano, Sr. VP/Marketing & Sales Services

SERVICES:

The sales development trade association of Radio. Goal: to enlarge the market for Radio advertising on all levels—local, regional, and national and manufacturer co-op. Provides a range of sales tools services for Radio station members. The strengths of Radio as a medium. Weaknesses of competition. Information on upwards of 1000 sources of manufacturer co-op dollars for Radio. Background on advertisers and how they operate so salespeople know their customers better to create more sales.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$55/month to \$935/month.

RADIO INDEX, INC.

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082 Toll Free
(602) 242-6800

EXECUTIVES:

Todd Wallace, Pres./GM
Chuck Morgan, VP, Dir. of Consultation

The BOND REPORT

QUALITY and CLARITY

It's easy to generate hundreds of pages of charts from an Arbitron report. It's not so easy to put together a clear, concise, and accurate report that has valuable perspective. That's what we do.

The following are just some of the reports you can purchase from The Bond Report:

- **THE COUNTRY RADIO REPORT** — This report looks at the rating details of what makes a country station successful. Many other details on country also — such as what formats country shares with and how AM and FM country differ.
- **THE ADULT CONTEMPORARY FORMAT REPORT** — Rating details of what makes an AC station successful. Numerous other details on AC AM and FM, including strategies and hour-by-hour performance.
- **THE RADIO DAY** — How does listening vary by market size? By section of the country? What is different (on an hour-by-hour basis) about Florida? Michigan? Providence? etc. Useful to buyers, sellers, programmers, and for management format decisions.
- **UNDERSTANDING SAMPLING ERROR** — A simple explanation of a complex subject. Includes charts you can use to calculate your station's 12+ error range.

To order a report — or to find out about our other services — mail the coupon below. If you have any questions, call (602) 779-2631.

Send to: Gary Bond, 3725 Yaqui Drive, Flagstaff, AZ 86001

I have enclosed \$ _____ (American dollars). Please send the following reports:

- THE COUNTRY RADIO REPORT — \$50
- THE ADULT CONTEMPORARY FORMAT REPORT — \$50
- THE RADIO DAY — \$50
- UNDERSTANDING SAMPLING ERROR — \$30
- USING ARBITRON'S PROGRAMMER'S PACKAGE — \$50
- AWAY-FROM-HOME LISTENING — \$50

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

RESEARCH DIRECTORY

Toni Bourassa, Sales Mgr.

SERVICES:

Radio Index Audience Measurement (weekly confidential ratings); MARS/Music System (mass acceptance response study); Positioning Questions (demographic display of attitudinal questions); RE-MOD In-House Rating Research System (REsearch MODule); Program Consultation (full service counseling; specialty: Immediate Impact Programming); Small Market Audience Measurement (monthly, quarterly, or annual surveys); Computer Processing Services (complete service bureau utilizing IBM 370).

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$250 to \$4,000.

RADIO INFORMATION CENTER

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

EXECUTIVES:

Maurie Webster, Pres.
Jerry French, Sales Mgr.
Art Salisch, Ops. Mgr.

SERVICES:

Computer-based, customized research company. Big, high-speed computers are used to do the heavy quantity of research analysis in many fields, which only computers can do efficiently. "THE ANALYST" is the first exhaustive analysis of Arbitron audience data designed for station use in both Programming and Sales. In 30 reports, it evaluated dozens of critical factors which are beyond the reach of manual analysis but important to the programming, sale and use of radio. We do the semiannual "Leading Station" analysis for *TV/Radio Age*. We produce annually a detailed analysis of the FCC Radio Financial Data, including custom reports of seven pages with both financial and economic data for every reporting market. A number of other products are in the development stage.

RAM RESEARCH COMPANY

10035 Carroll Canyon Road
San Diego, CA 92131
(714) 578-5660

EXECUTIVE:

Susan Chandler, VP/GM

SERVICES:

Year-round audience ratings with computer terminal access to current data and zip-by-zip information. Qualitative sales reports by individual market and stations. Red Zone Reports of listening by zip code. American Music Research: national testing of standards and currents on weekly basis. Client music research systems providing sample and computer handling of data. Attitudinal research. Computerized music logging and format management systems.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$140/month to \$3500/month.

THE RESEARCH GROUP

1422 Monterey Professional Plaza

San Luis Obispo, CA 93401
(805) 541-2838

EXECUTIVES:

William C. Moyes, Pres.
C. T. Robinson, Exec. VP
E. Karl, VP/GM
Peg Riemer, VP
Dick Springfield, Research Assoc.

SERVICES:

All projects custom-designed for clients needs. Professional staff are advanced degree marketers with strong record of radio programming/promotion success who own/operate stations in competitive markets. (1) *Strategic and Diagnostic Market Profiles*—Track the images of each competitor in the market, awareness level/positioning of each station, its personalities, music, information services, and promotional efforts. Also assesses special questions such as reaction to features, weekend special programming, etc.; (2) *Positioning Analysis*—Identifies most available/realistic life group targets in desired demographic range for the particular facility and develops direction/format to optimize audience; (3) *Rapid Retrieval Studies*—Two-week turn around, checks of daypart shares, particular personality's strengths, other perceptual questions/short-form questionnaires; (4) *Comprehensive Music Test*—Complete analysis of music on record-by-record basis for optimization in target life-group audience; (5) *Promotional Testing*—Success rating of TV commercials in storyboard (before-production) form, graphics/ad layouts; (6) *Diagnostic Sales Profile*—Investigation of what advertising community perceives about client station and its sales people and competitors and their sales people.

REYMER & GERSIN ASSOCIATES, INC.

4000 Town Center, Suite 655
Southfield, MI 48075
(313) 354-4950

EXECUTIVES:

Arnold S. Reymer, Pres.
Harvey N. Gersin, VP
Jon Beacher, Sr. VP

SERVICES:

Psychographic and motivationally-oriented audience research for broadcast programming, talent and promotion applications. Investigates intellectual and emotional needs of listeners, uses of radio to satisfy needs, station images, strengths and weaknesses of on-air products. Objective is to formulate a unique, long-term market positioning strategy for client stations. Projects involve case studies or focus groups, custom-designed statistical survey, comprehensive reports and data tables, and follow-up promotional assistance from experts. All services are confidential and available exclusively to one station per market.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Prices vary depending upon project design.



STRATEGY RESEARCH CORPORATION

100 NW 37th Avenue

All ratings services are NOT created equal.

	BIRCH	Arbitron	Mediastat	RAM
Monthly reporting	YES	NO	YES	YES
Monthly demographic trends	YES	NO	NO	NO
Monthly day part trends	YES	NO	NO	NO
7-day cume estimates	YES	YES	YES	NO
7-day quarter hour estimates	YES	YES	NO	NO
Hour by hour estimates	YES	YES	NO	NO
Demographic cell weighting	YES	YES	NO	YES
Ethnic cell weighting	YES	YES	NO	NO
Samples unlisted telephone households	YES	YES	NO	NO

There are many more reasons why The Birch Report has become the #1 monthly radio rating service. Call David Gingold or Tom Birch and discover how The Birch Report can help you program and sell more effectively. 305-753-6043 or 305-945-7842.

The Birch Report

The leader in monthly radio audience measurement.

RESEARCH DIRECTORY

Miami, FL 33125
(305) 649-5400

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
1-(817) 649-8577

EXECUTIVE:

Wes Osborn, Pres.

SERVICES:

(1) Custom listener attitude and opinion survey; telephone surveys; focus groups; direct mail surveys; (2) music research systems; (3) complete analysis of current market position.

T

TELMAR GROUP, INC.

90 Park Avenue
New York, NY 10016
(212) 949-4640

W

WALLACE & WASHBURN, INC.

118 Newbury Street
Boston, MA 02116
(617) 262-5978 Collect

THE WEBSTER GROUP

575 Lexington Avenue
New York, NY 10022
(212) 371-4828 Collect

YOU CAN'T DO THE JOB RIGHT WITHOUT THE RIGHT TOOLS

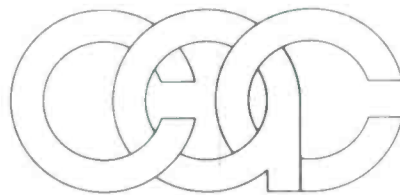
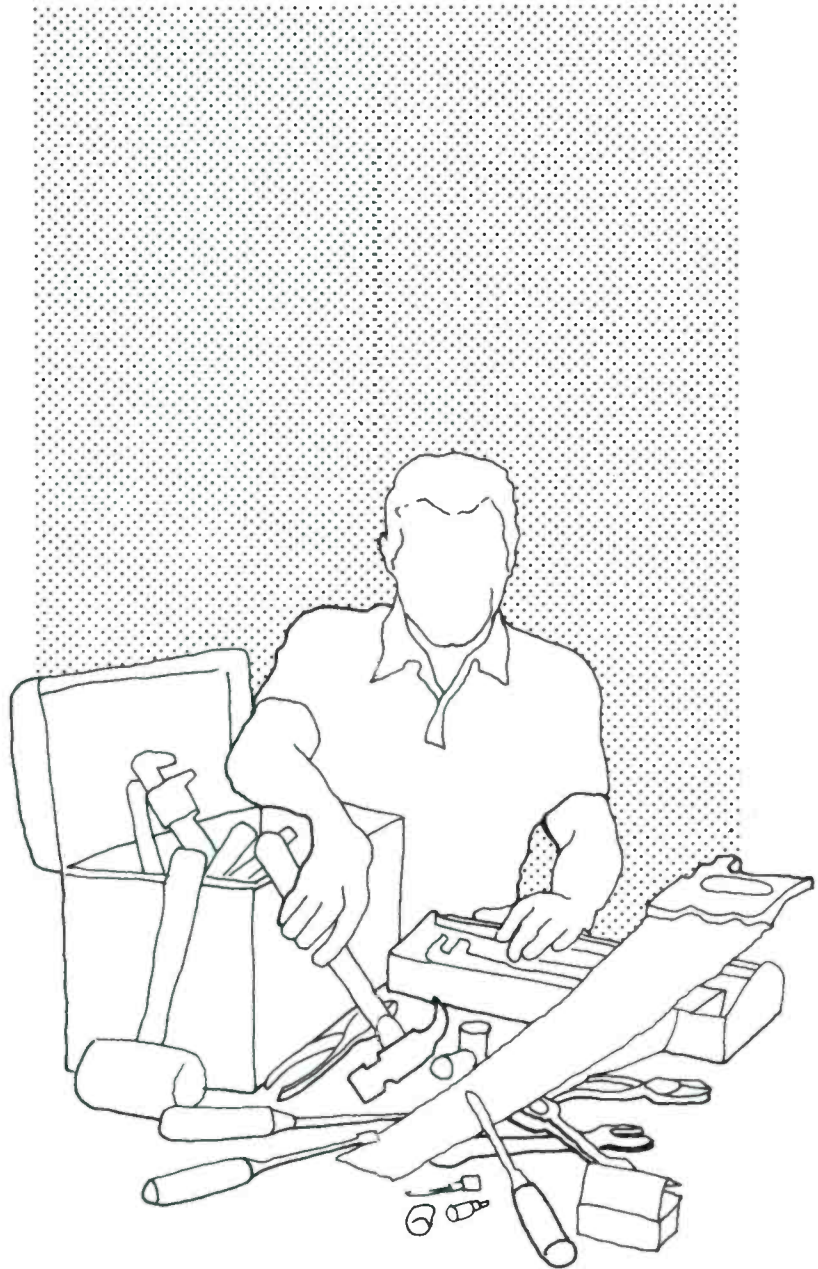
Have you ever tried to hammer a nail with a wrench? Of course, it gets the job done -- but never as easily or as effectively as if you had a hammer.

The same is true of radio sales and programming: without the proper tools, it's hard to do the job right. Research is one of radio's important tools today. And CAC is the industry's research tool shop.

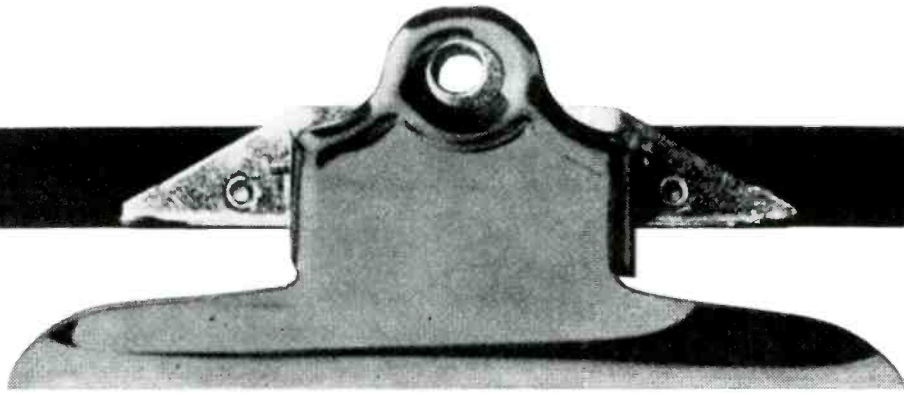
CAC is the original -- we've been providing stations across the country with sales and programming tools since 1974. Need to create a radio budget from a print - or - TV - only budget? A CAC sales presentation can help you -- and the buyer. Want to be first "on the street" with easily understood information from the latest rating report? CAC's "Did You Know" may be what you're looking for. In fact, CAC has sales and programming aids for a wide range of situations

CAC can be your research department -- providing you with the right tools for sales, programming, and promotion. Call or write us for examples of our work and a complete description of our services.

Having the right tools makes the job easier and more satisfying. And the right tools for radio are available from CAC.



Custom Audience Consultants, Inc.
9420 Annapolis Road
Lanham, MD. 20801
(301) 459 - 2686



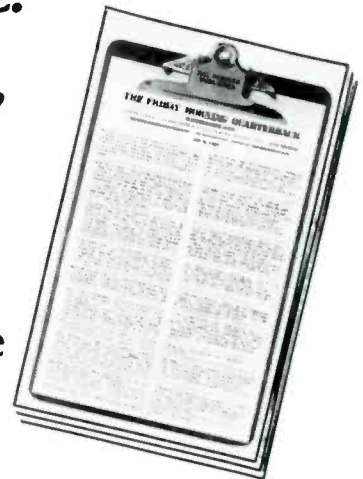
THE FRIDAY MORNING QUARTERBACK





*is the radio programmers bible.
Because Kal Rudman,
"The Man with the Golden Ears,"
picks the hits.*

The Front-Red Page spots hits weeks before others.

The Front-Red Page is the most valuable programming tool you can buy.

And, FMQB aggressively tries to help your station get full record service from all manufacturers.



-  Lieberman and Pickwick rack reports nationwide.
-  FMQB record chart shows the action as it is.
-  National station reports.
-  The absolute hottest (for asbestos ears only) music industry gossip **anywhere.**

***Programmers: You can benefit from
Kal Rudman's Golden Ears.***

Subscribe to

THE FRIDAY MORNING QUARTERBACK

For complimentary copies of Friday Morning Quarterback and
Friday Morning Quarterback Album Report write to:

Friday Morning Quarterback

1415 E. Marlton Pike, Suite 505 • Cherry Hill, New Jersey 08034

or call: (609) 428-0872

TRADE PRESS DIRECTORY

A
ADVERTISING AGE
 Fred Danzig
 708 Third Avenue, 5th Floor
 New York, NY 10017
 (212) 986-5050

AD WEEK EAST
 Melinda Ledbetter
 230 Park Avenue
 New York, NY 10169
 (212) 661-8080

AD WEEK MIDWEST
 Maury Dubin
 435 N. Michigan Avenue
 Suite 1333
 Chicago, IL 60611
 (312) 467-6500

AD WEEK SOUTHEAST
 Bonnie Welch
 75 Third Street, NW
 Atlanta, GA 30308
 (404) 881-6442

AD WEEK WEST
 Lee Kerry
 514 Shatto Place
 Los Angeles, CA 90020
 (213) 384-7100

AMERICAN RADIO REPORT
 Jim Duncan
 Gilmore Advertising
 200 Michigan Building
 Kalamazoo, MI 49006
 (616) 381-4262

ASSOCIATED PRESS
 Mike White
 1111 South Hill Street
 Los Angeles, CA 90015
 (213) 746-1200

B
BACKSTAGE
 Arnold Friedman
 Ted Green
 165 West 46th Street
 New York, NY 10036
 (212) 581-1080

BILLBOARD PUBLICATIONS, INC.
 Doug Hall
 1515 Broadway
 New York, NY 10036
 (212) 764-7300

BM/E
 Dave Hawthorne
 295 Madison Avenue
 New York, NY 10017
 (212) 685-5320

BROADCAST DAILY
 Gil Faggen
 18 East 62nd Street
 New York, NY 10021
 (212) 751-3274

BROADCASTER
 Barbara Byers
 7 Labatt Avenue
 Toronto, M5A 3P2
 CANADA
 (416) 363-6111

BROADCASTING MAGAZINE
 Rufus Crater
 6-33rd Avenue
 New York, NY 10017
 (212) 599-2830

BROADCASTING MAGAZINE
 Don West
 1735 DeSales Street, NW
 Washington, DC 20036
 (202) 638-1022

BUSINESS WEEK
 Charlene Canape
 1221 Avenue of
 the Americas
 New York, NY 10020
 (212) 997-3598

C
CASHBOX
 Aaron Fuchs
 1775 Broadway
 Suite 630
 New York, NY 10019
 (212) 586-2640

CASHBOX
 Mark Albert
 6363 Sunset Blvd.
 Los Angeles, CA 90028
 (213) 464-8241

THE CONFIDENTIAL REPORT
 Jay Stone
 9000 Sunset Blvd.
 Suite 1000
 Hollywood, CA 90069
 (213) 550-3988

D
DAILY VARIETY
 Todd McCarthy
 1400 N. Cahuenga
 Hollywood, CA 90028
 (213) 469-1141

F
FEEDBACK
 Barry Fiedel
 8467 Beverly Blvd.
 Suite 109
 Los Angeles, CA 90048
 (213) 658-7760

FRIDAY MORNING QUARTERBACK
 Kal Rudman
 Cherry Hill Plaza
 1415 E. Marlton Pike
 Suite 505
 Cherry Hill, NJ 08034
 (609) 428-8640

FRIDAY MORNING QUARTERBACK ALBUM REPORT
 Bill Hard
 Cherry Hill Plaza
 1415 E. Marlton Pike, Suite 505
 Cherry Hill, NJ 08034
 (609) 428-8648

FRUITBOWL
 Jay Trachman
 Box 9787
 Fresno, CA 93794
 (209) 226-0558

G
GALAXY
 Terry Moss
 Box 20093
 Long Beach, CA 90801
 (213) 438-0508

THE GALLAGHER REPORT
 Bernard Gallagher
 230 Park Avenue
 New York, NY 10017
 (212) 661-5000

THE GAVIN REPORT
 Ron Fell
 One Embarcadero Center
 Suite 1816
 San Francisco, CA 94111
 (415) 392-7750

GOODPHONE WEEKLY
 Mike Harrison
 14640 Victory Blvd.
 Van Nuys, CA 91411
 (213) 997-8816

H
HOLLYWOOD REPORTER
 Alan Gansberg
 6715 Sunset Boulevard
 Hollywood, CA 90028
 (213) 464-7411

I
INSIDE RADIO
 Jerry Del Colliano
 Executive Mews
 1930 East Marlton Pike
 Suite C-13
 Cherry Hill, NJ 08003
 (609) 424-6800

M
MADISON AVENUE
 Richard Lynch
 369 Lexington Avenue
 New York, NY 10017
 (212) 682-5250

MARKETING COMMUNICATIONS
 Ronnie Telzer
 470 Park Avenue, South
 New York, NY 10016
 (212) 683-8430

MARKETING MAGAZINE
 Sheri Craig

481 University Avenue
 Toronto, M5W 1A7
 CANADA
 (416) 596-5858

MARKETING & MEDIA DECISIONS
 Verne Gay
 342 Madison Avenue
 New York, NY 10017
 (212) 953-1888

MEDIA INDUSTRY NEWSLETTER
 Terence Poltrack
 75 East 55th Street, #201
 New York, NY 10022
 (212) 751-2670

O
JACK O'DWYER'S NEWSLETTER
 Jack O'Dwyer
 271 Madison Avenue
 New York, NY 10017
 (212) 679-2471

O'LINERS
 Dan O'Day
 1448 W. San Bruno Avenue
 Fresno, CA 93711
 (209) 431-1502

R
RADIO AND RECORDS
 Bob Wilson
 1930 Century Park West
 Los Angeles, CA 90067
 (213) 553-4330

RADIONEWS
 Vincent Ditingo
 8401 Connecticut Avenue
 Washington, DC 20015
 (301) 652-5522

RECORD WORLD
 Mike Vallone
 1700 Broadway
 New York, NY 10019
 (212) 765-5020

RPM MUSIC PUBLICATIONS LTD.
 Walt Greelis
 6 Brentcliffe Road
 Toronto, M4G 3Y2
 CANADA
 (416) 425-0257

T
TELEVISION/RADIO AGE
 Al Jaffe
 1270 Avenue of the Americas
 Suite 502
 New York, NY 10020
 (212) 757-8400

V
VARIETY
 Jack Loftus
 154 West 46th Street
 New York, NY 10036
 (212) 582-2700

Landsman/Rivers Radio Services

135 East 54th Street
New York, New York 10022
NY 212 855-0445 • PA 215 964-9321

RESEARCH:

- Specific Problem-Solving Projects
- Feasibility Studies
- Attitudinal Studies
- Maximum Profit Demographic Positioning
- Format Tests (Focus Panels)
- Arbitron Analysis/Diary Studies
- Basic Music Research

CONSULTATION:

- Custom Format Development (as per research), Implementation, Maintenance, Consultation
- Basic Program Consultation
- Promotional Consultation for Maximum Impression, Impact and Call Letter Retention

What to do—How to do it—How to promote

Custom Designed Research: Focus Panel Groups, Field Research, Random-Intercept Interviewing and Mall Studies. Provides Information to Help Change, Alter, or Improve Programming.

Landsman/Rivers Radio Services also Offers Program Feasibility / Financial Analysis to Investors. Successful Broadcasters Know Their Markets from a Program and Profit Standpoint in Order to Facilitate Proper, Winning Strategies. This Serves as an Impartial Analysis of Turn-Around Time and/or Program-Investment Return Schedule.

Call or write for a no-obligation proposal tailored for your research/information needs.

CONSULTANTS DIRECTORY

A

AIRCASTERS, INC.

Box 182
Scottsdale, AZ 85252
(602) 959-7341 or 959-1763

ALFREDO MARKETING & MANAGEMENT CORPORATION

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

EXECUTIVES:

Bill Alfredo, Pres.
Rich Styles, Sales Mgr.

SERVICES:

A marketing company specializing in sales and programming promotion, music research, attitudinal research. Literature available to our readers.

PRICING STRUCTURE:

Variable by market size and by components ordered.

BOB ANTHONY & ASSOCIATES

456 Nova Albion Way
San Rafael, CA 94903
(415) 499-8797

EXECUTIVE:

Bob Anthony, Consultant

SERVICES:

Christian Radio Consultants. Specialists in conversion to contemporary Christian music format, and on-going full service consultancy. Market and format feasibility study. Station positioning, image development. Establishing communication with local Christian community. Format development, music selection, on-air talent instruction. Guidance in handling the many unique aspects of Christian Radio sales, programming, promotion, etc. Also available: talent search, custom voice and production. Literature available to our readers.

PRICING STRUCTURE:

Complete format conversion, includes in-market services with 90 days followup—\$6,000 plus expenses. Complete station plan and execution, includes 120 days followup—\$10,000 plus expenses. Monthly consulting fees based on spot rate. Air check analysis from \$250 per month.

ATKINSON CONSULTANTS, INC.

12 Lord's Highway Ext.
Weston, CT 06883
(203) 226-3110 (Collect)

AUDIO STIMULATION, INC.

1680 N. Vine Street, #900
Hollywood, CA 90028
(213) 466-5201 (Collect)

Greenville, NC 27834
(919) 758-4509

BGW ASSOCIATES, INC.

P.O. Box 151
Riverside, CT 06878
(203) 637-3638 Riverside
(203) 865-7718 New Haven

EXECUTIVES:

Richard L. Geismar, Chmn.
Fred E. Walker, Pres.

SERVICES:

Functions in all areas of broadcast management consulting including operations analyses, property appraisals, acquisition and merger services, financial agreements, economic feasibility studies, collaboration with attorneys, expert testimony before regulatory bodies and asset appraisals for tax purposes. Literature available to our readers.

PRICING STRUCTURE:

Rates supplied upon request.

BONNEVILLE BROADCAST CONSULTANTS

274 County Road
Tenafly, NJ 07670
(201) 567-8800 (Collect)

EXECUTIVES:

Marlin R. Taylor, Pres.
Frank D. Murphy, VP, Client Relations
Dave Pollei, Dir. of Sales & Marketing
Jeffrey C. Mathieu, Sr. Consultant
Joseph Capobianco, Consultant

SERVICES:

Complete radio station management, programming, promotion and engineering consultation as well as assistance in properly positioning client stations in the marketplace. Just Beautiful Music and Adult Contemporary music formats available on tape. C&W, AOR, MOR and Adult Contemporary computer playlist services also available for live station operation. Literature available to our readers.

PRICING STRUCTURE:

\$500 to \$5,000 monthly fee based upon market size and services rendered. Three year agreements, renewable yearly.

BOTIK BROADCAST SERVICES, INC.

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

BROADCAST MARKETING CO.

450 Mission Street
San Francisco, CA 94105
(415) 777-5400 (Collect)

BURKHART/ABRAMS/MICHAELS/DOUGLAS & ASSOC.

6500 River Chase C.E.

B

LAWRENCE BEHR ASSOCIATES, INC.

P.O. Box 3313

CONSULTANTS DIRECTORY

Atlanta, GA 30328
(404) 955-1550

BURNS MEDIA CONSULTANTS, INC.

3054 Dona Marta Drive
Studio City, CA 91604
(213) 985-8522

CAMROUX ENTERPRISES, INC.

1989 Ontario Street
Windsor, Ontario, Canada
(519) 255-7000

CENTURY 21 PROGRAMMING, INC.

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

CITICOM CORPORATION

220 East 72nd Street
New York, NY 10021
(212) 472-0834

COMMUNICATION SERVICES & RESEARCH

19 Laurel Drive
Danville, IL 61832
(217) 443-1745

COMMUNICATIONS RESEARCH, LTD.

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

EXECUTIVES:

Bruce Fohr, Partner & Exec. Dir., Research Serv.
Ken Dennis, Partner & Exec. Dir., Programming Serv.
Kent Nichols, Partner & Exec. Dir., Mktg. Serv.

SERVICES:

Proprietary one-station-per-market programming and marketing consultation services for all radio formats. Services based on customized qualitative research, ranging from two-day MARKET AUDIT programs to continuing monthly consultation for all phases of programming and/or marketing development. Literature is available to our readers.

PRICING STRUCTURE:

Supplied upon request. Fees vary depending on nature and extent of services. Monthly retainers begin at \$800 plus travel and lodging expenses. Two-day MARKET AUDIT begins at \$1000 plus travel and lodging expenses.

COMMUNICATIONS & SYSTEMS ANALYSIS

3636-16th Street NW, Suite B-966
Washington, DC 20010
(202) 232-0777

CONNECTICUT CONSULTING GROUP INC.

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

EXECUTIVES:

Thomas L. Greenbaum, Managing Dir.
James Winton, Managing Dir.
Ralph N. Sather, Managing Dir.
Lester Peterson, Managing Dir.
Raymond Rizzo, Managing Dir.

SERVICES:

Provide Radio Station Group management and stations with assistance in positioning radio stations in a market. Other services include help in all forms of marketing research, advertising and media planning. Promotion planning and idea generation, acquisition analyses. Literature available to our readers.

PRICING STRUCTURE:

Fees are on an annual retainer or project basis. Specific information is available on request.

BUD W. CONNELL ASSOCIATES

4141 Woodlawn Drive, Suite #6
Nashville, TN 37205
(615) 383-1108

EXECUTIVE:

Bud W. Connell, Consultant

SERVICES:

Adult Contemporary or M-O-R custom-tailored for market area to reach client's choice of demographic target: 18-34, 25-49, 25-54, or 35+. On-Air Logo: "The Very Best"™. Alternative logos available. Service includes all programming elements including all News-Talk-Information blocks. Live or automation. Consults Country, Superstar-style Rock, AOR. Since 1969. Available all areas USA, Canada and English speaking stations worldwide. Literature available to our readers.

PRICING STRUCTURE:

Varies according to market size. Average: \$1,000 to \$1,500 monthly. 6, 12 or 24 month contracts. Extensive Analysis/Recommendations Report available: \$1,500 to \$5,000. In-person Monitor/Recommendation Report \$750 subject to availability of consulting personnel.

CONSOLIDATED COMMUNICATIONS CONSULTANTS

5125 Briggs Avenue
La Crescenta, CA 91214
(213) 957-0957

ROGER COOPER AND ASSOCIATES

P.O. Box 255067
Sacramento, CA 95825
(916) 927-5234

COUNTRY CONSULTANTS

1425 E. Orange Grove, #23
Pasadena, CA 91104
(213) 791-4836

**You're an Intelligent,
well organized
business executive...**

**Quick!
...solve this**

**The problem:
Sales are down
because ratings
are low.**

Our Solution:

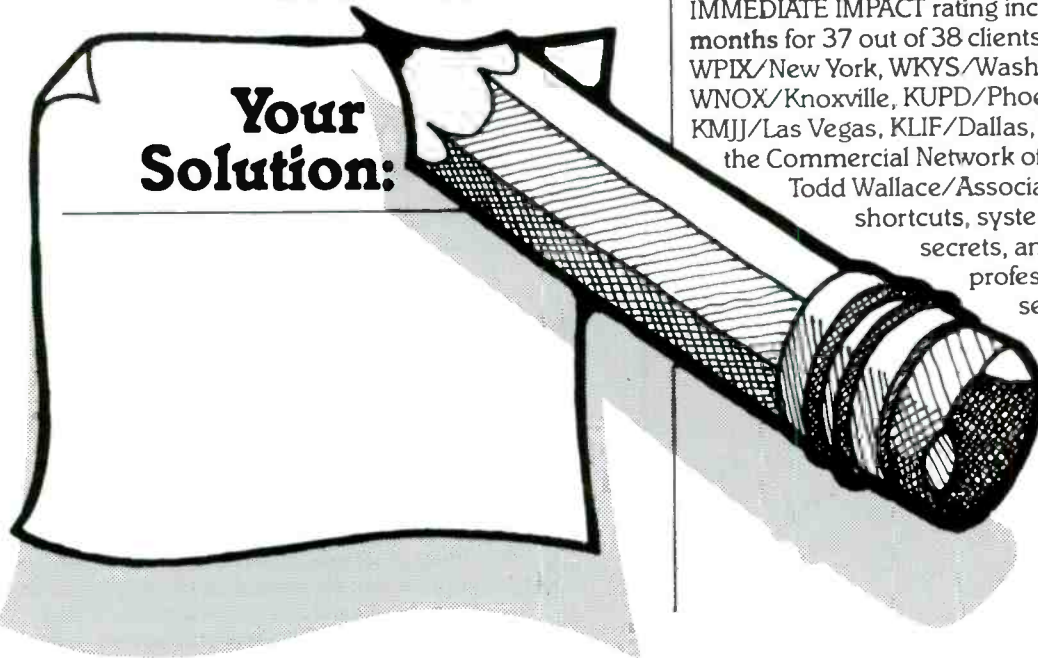
radio index **Todd Wallace**
associates

Over the past 7 years, the program consultation services of Todd Wallace/Associates has produced IMMEDIATE IMPACT rating increases within 6 months for 37 out of 38 clients (stations like WPIX/New York, WKYS/Washington, KIMN/Denver, WNOX/Knoxville, KUPD/Phoenix, KLUC/Las Vegas, KMJJ/Las Vegas, KLIF/Dallas, Y95/Tampa, and the Commercial Network of Radio New Zealand).

Todd Wallace/Associates provides solutions shortcuts, systems, services, secrets, and success... with professionalism and integrity second to none.

Call toll free!
(800) 528-6082
In Phoenix:
242-6800
242-4050

**Your
Solution:**



**radio
index**

Todd Wallace
associates

**THINK
ABOUT IT:**

what could
Todd Wallace Associates
do for you in 6 months or less?

CONSULTANTS DIRECTORY

D

E. ALVIN DAVIS & ASSOCIATES

3515 Bookmark Place
Landen Farms, OH 45039
(513) 683-6500

EXECUTIVES:

E. Alvin Davis, Pres.
Cheryl Swanson, Office Mgr.

SERVICES:

Ongoing programming and marketing consultation; diagnostic and positioning evaluation; talent development and training; Arbitron analysis and research implementation. Literature available to our readers.

PRICING STRUCTURE:

Varies according to assignment and market size.

RICHARD P. DOHERTY

P.O. Box D - 10 Ezra Lane
Dennis, MA 02638
(617) 385-3946

DRAKE-CHENAULT ENTERPRISES, INC.

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

EXECUTIVES:

James Kefford, Exec. VP/GM
Denny Adkins, VP/R&D
Bobby Rich, Dir./Spec. Consultation

SERVICES:

Custom consultation in Album Rock, Top 40, Adult Contemporary, Country and MOR. Starting price: \$1,000 per month.

E

E & O SYSTEMS, LTD.

2998 Scott Blvd.
Santa Clara, CA 95050
(408) 727-1506

ELTING ENTERPRISES, INC.

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

EXECUTIVE:

John W. Elting, Pres.

SERVICES:

Corporate finance services for individual or group station owners. Re-financings; acquisitions; divestitures.

PRICING STRUCTURE:

Established by individual assignment; commensurate with results and expenses.

WILLIAM A. EXLINE

4340 Redwood Highway, Suite 121F

San Rafael, CA 94903
(415) 479-3484

F

FIRSTCOM BROADCAST SERVICES, INC.

6730 LBJ Frwy, Suite 2215
Dallas, TX 75240
(214) 934-2222 (Collect)

EXECUTIVES:

Jim Long, Chmn.
Jerry Atchley, Pres.
Ken Justiss, VP
Paul Meacham, VP
Mike Baer, VP

SERVICES:

Provides products and services to increase radio station sales and profitability. (1) *Sales Performance System*: Video-audio tapes. Sales training for radio time sales persons. (2) *Commercial Libraries*: Sales aid material consisting of total advertising campaigns for stations advertisers and jingles. Service features Dick & Bert. (3) *Sales Promotions*: Includes highly successful "Hot Ticket" promotion. Literature available to our readers.

PRICING STRUCTURE:

Pricing range starts at \$500/month and goes to \$5000/month.

NORMAN FISCHER ASSOCIATES, INC.

P.O. Box 5308
Austin, TX 78763
(512) 452-6489

RON FISCHMANN RADIO SALES SEMINARS

4050 Kelly Drive
Durham, NC 27707
(919) 493-1370 (Collect)

EXECUTIVE:

Reynold (Ron) Fischmann, Pres.

SERVICES:

Workshop seminars for radio sales people are conducted regionally throughout the United States. Two-day sales management seminars are conducted monthly in Durham, NC. Also conducts on-site sales consultancies for individual stations or groups, in addition to private sales and sales management seminars. Literature available to our readers.

PRICING STRUCTURE:

Available upon request.

FM ATLAS CO.

Box 24
Adolph, MN 55701
(308) 237-7953

FRAZIER, GROSS & CLAY, INC.

5028 Wisconsin Avenue, N.W.
Suite 333

we listen first.

Radio used to be a lot simpler. Audiences weren't so fragmented. The competition wasn't so fierce. But times have changed and it's up to management to keep abreast – to go with the formats and services that are viable today.

That's why there is RADIOACTIVITY. We've brought together some of the nation's best consultants to offer a wide range of services from one source. We provide programming through three formats – MAINSTREAM, Adult Oriented Rock; MUSIC-PLUS, Specialized Adult Contemporary; and THE COUNTRY SIDE OF LIFE, Contemporary Country. RADIOACTIVITY also offers service in the following areas – Sales, Engineering, News, Jingles, Production, Image Enhancement, Research, Station Operations, Traffic Continuity, Legal and Bookkeeping.

And one nice thing about RADIOACTIVITY is that all of these services are available a la carte. You are under no obligation to a rigid package of services.

We believe the best way we can begin to help your station is to listen first. You have a major investment in your station and its future. We listen, then we act, working closely with your staff to make their jobs more effective and rewarding. RADIOACTIVITY is our people working with your people to make superior radio.

RADIOACTIVITY provides the objective, outside view that a station needs to focus energy and talent in a winning direction. Our staff represents a combination of consultants with almost a century and a half of accumulative experience. Let us translate our experience and creativity into positive results for your station.

We want to help your station reach it's highest potential. With the proper measure of refinement, polish and motivation, we'll help your station gain even higher listener levels that are translated into higher billings.

RADIOACTIVITY — Personal, confidential service that produces results. Success breeds success.

CALL DAIN SCHULT COLLECT
(404) 762-5500

p.o. box 87239 • atlanta, georgia 30337

RADIOACTIVITY

broadcast consultation



CONSULTANTS DIRECTORY

Washington, DC 20016
(202) 966-2280

G WILLIAM J. GALLAGHER, JR. & ASSOCIATES

18 Autumn Lane
Matawan, NJ 07747
(201) 566-7531

EXECUTIVES:

Wm. J. Gallagher, Jr., Owner
Associates Nationwide

SERVICES:

Primarily bottom line consulting, Sales and Sales Management Training. Sales Promotion ideas and execution. Emphasis is on the basics of selling which are all too often never learned. After the basics are learned, some fine tuning to acquire sophistication. Available for weekend Sales & Sales Management Seminars. Literature available to our readers.

PRICING STRUCTURE:

\$400 per day or a negotiated fee based on estimated degree of difficulty to solve the problems or improve the procedures.

MICHAEL GERSHMAN COMMUNICATIONS, INC.

9229 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-4930

GREAT AMERICAN BROADCAST CO.

P.O. Box 5053, 2284 S. Victoria Lane
Ventura, CA 93003
(805) 647-0634

H R. D. HANNA COMPANY

8340 East Princeton Avenue
Denver, CO 80237
(303) 771-7675

HUGH HELLER IMAGE RESEARCH & DEVELOPMENT

10506 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

BOB HENABERY ASSOCIATES, INC.

136 E. 55th Street
New York, NY 10022
(212) 753-6513

JAMES C. HIRSCH

447 Westover Road
Stamford, CT 06902
(203) 324-4747 (Collect)

THE HOLT CORPORATION

Suite 205, Westgate

Bethlehem, PA 18017
(215) 865-3775

THE HUNTER SYSTEM

130 West 42nd Street, Suite 602
New York, NY 10036

I DENNIS R. ISRAEL

1290 Peconic Avenue
Babylon, Long Island, NY 11704
(212) 297-9393 or
(516) 669-1290

J FRANKE JOLLEY RADIO ARTS

210 North Pass Avenue
Burbank, CA 91505
(800) 423-2840 (Toll Free)

C. J. JONES & ASSOC.

101 Ventura Villas
Mt. Pleasant, SC
(803) 722-7611

MIKE JOSEPH

11 Punchbowl Drive
Westport, CT 06880
(203) 227-8326

K RAYMOND I. KANDEL

2222 Avenue of the Stars, Suite 2102
Los Angeles, CA 90067
(213) 277-5004

ALLEN S. KLEIN

4615 Rubio Avenue
Encino, CA 91436
(213) 789-4000

DAVID R. KLEMM BLAIR RADIO

717 Fifth Avenue
New York, N.Y. 10022
(212) 752-0400

SERVICES:

Consultation to radio stations for marketing strategy; programming tactics; evaluation studies. Conducts seminars for GM's, PD's, advertising agencies. Literature available to our readers.

PRICING STRUCTURE:

Upon request.

KRAMER COMMUNICATIONS

P.O. Box 120427

CONSULTANTS DIRECTORY

Arlington, TX 76012
(817) 274-9892 Collect

EXECUTIVE:

Carl Kramer, Pres.

SERVICES:

AM radio specialist in information-oriented programming and promotion as well as marketing research guides. Literature available to our readers.

PRICING STRUCTURE:

Dependent upon market size, extent of services.

KRNA, INC.

1027 Hollywood Blvd. at Broadway
Iowa City, IA 52240
(319) 351-6426

EXECUTIVES:

Eliot A. Keller, Pres.
David P. Haney, Exec. VP
Robert K. Norton, Jr., VP
Elizabeth Clancy Hoehne, Treas.

SERVICES:

Provides total operations consultancy for radio including programming, news, financial, sales, promotional, and technical areas. Services can be limited to analysis or include prescription and continuing consultation.

PRICING STRUCTURE:

Fees are individually determined depending on the exact nature and extent of services desired by client.

LANDSMAN/RIVERS RADIO SERVICES

135 East 54th Street
New York, NY 10022
(212) 855-0445/753-5259
and:

741 Red Oak Terrace
Wayne, PA 19087
(215) 964-9321

EXECUTIVES:

Dean Landsman, Pres.
Steve Rivers, Exec. VP
Rene Mills, Field Research Dir.
George D. Landsman, CPA, Financial Consultant

SERVICES:

Custom-designed, tailored format development and continuing research, talent and management recruiting. Management consultation, feasibility studies. Provides Psychographic Market Analysis reports as a prelude to consultation involvement, or alone, for clients' research use. Format recommendations, sales assistance, and specialized promotional consultation are part of the full-service consultation package. Offers Program Feasibility/Financial Analysis to investors. This serves as an impartial analysis of turn-around time and/or Program-Investment Return schedule. Literature available to our readers.

PRICING STRUCTURE:

Upon request.

LARSON/WALKER & COMPANY

Suite 417

1730 Rhode Island Avenue, NW
Washington, DC 20036
(202) 223-1553

PAUL H. LEE

Box 1575
Thousand Oaks, CA 91360
(805) 492-5055

LOMAR ASSOCIATES

P.O. Box 124
Montvale, NJ 07645
(201) 664-3637

JAMES P. LOUPAS

RR2, Box 526
Chesterton, IN 46304
(219) 762-9117 or
(214) 243-2434

M

FRANK N. MAGID ASSOCIATES, INC.

One Research Center
Marion, IA 52302
(319) 377-7345
(817) 265-7121 Dallas Office

ROBERT O. MAHLMAN, INC.

Six The High Road
Bronxville, NY 10708
(914) 779-7003

MARINA MUSIC PRODUCTIONS

777 Silver Spur Road
Rolling Hills, CA 90274
(213) 541-2649

EXECUTIVES:

Charles Wong, Sr. VP
Alison Good, GM
Lorean Beebe, Traffic

SERVICES:

A full service consultancy with the capability of restoring your image or creating a new one. Provides music, rotations, promotions, TV spots, ad campaigns and outside promotions to over 50 stations. Literature available to our readers.

PRICING STRUCTURE:

\$290-\$3500 based on population and services.

THE JERRY MASON GROUP

25585 Wagon Wheel Court Heritage Trails
Barrington, IL 60010
(312) 52-MUSIK (Collect)

EXECUTIVE:

Jerry Mason, Pres.

CONSULTANTS DIRECTORY

Howard Klein, Business Mgr.
Jackie Sterling, Assoc. Cons.
Dave Young, Dir. of Research
Randall Weinbrenner, Dir. of Mkt. & Sales

SERVICES:

General program problem solving, station/market monitoring and research, format design and redesign with updates, promotions targeted to client's demographics. The *Jerry Mason Group* is a full service consulting company that works with clients at the station, not back at the office. We believe that the in person team effort is most important in meeting our clients goals. All of our staff has had extensive on the job training, because all have been successful as individuals in broadcasting. Literature available to our readers.

PRICING STRUCTURE:

Based on station, market and services required.

McGLOTHLIN CONSULTING SERVICES

3850 Twenty Third Street
San Francisco, CA 94114
(415) 824-2550 (Collect)

McHUGH AND HOFFMAN, INC.

3970 Chain Bridge Road
Fairfax, VA 22030
(703) 691-0700

EXECUTIVES:

Peter S. Hoffman, Pres.
Dorris H. Reed, VP/Admin.
John E. Bowen, III, VP

SERVICES:

Consultants in the areas of programming, news, research, promotion and talent coaching..

DICK McKEE & ASSOCIATES

5308 Knight Road NE
Albuquerque, NM 87109
(505) 881-5333

KENNETH R. MEADES

P.O. Box 3831
Beverly Hills, CA 90212
(213) 464-8166

MEDIA DEVELOPMENT DIVISION, MRS DEVELOPMENT, INC.

P.O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760

METROPLEX COMMUNICATIONS

1717 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

MONEYSAVER, INC.

P.O. Box 1303
Laramie, WY 82070
(307) 745-5510

P

PROFESSIONAL PROGRAMMING, INC.

7011 North Janmar Drive
Dallas, TX 75230
(214) 691-8846 (Collect)

Q

WARD L. QUAAL CO.

5725 East River Road
Chicago, IL 60631
(312) 693-5720

R

RADIOACTIVITY, INC.

P.O. Box 87239
Atlanta, GA 30337
(404) 762-5500 (Collect)

RADIO PROGRAMMING/MANAGEMENT

25140 Lahser Rd., Suite 232
Southfield, MI 48075
(313) 358-1040

RICHTER-KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050

EXECUTIVES:

Edwin G. Richter, Jr., Pres.
Frank Kalil, VP

SERVICES:

Brokers of radio stations, TV stations and cable TV. Company specializes in exclusive listings for sale and exclusive property searches.

S

WILLIAM B. SCHUTZ, JR.

515 Madison Avenue
New York, NY 10022
(212) 751-3808

RICHARD A. SHAHEEN, INC.

435 North Michigan Avenue, 30th Floor
Chicago, IL 60611
(312) 467-0040

BILL SIMS PARTNERS

Box 2407
Santa Fe, NM 87501
(505) 757-6573

SIRIUS PRODUCTIONS, INC.

P.O. Box 16186

CONSULTANTS DIRECTORY

Pittsburgh, PA 15242
(412) 343-5225 or
30016 Toll Free Sprint

EXECUTIVE:

Don Bombard, Consultant

SERVICES:

Top 40, adult contemporary, oldies, and country format consultation. Literature available to our readers.

DAN B. SPEARE BROADCAST ENTERPRISES, INC.

P.O. 1736
Bakersfield, CA 93302
(805) 327-2596 (Collect)

MICHAEL S. SPEARS/P.S. CONSULTANTS

9700 82nd Avenue North
Seminole, FL 33543
(813) 392-2217

JOE SULLIVAN & ASSOCIATES, INC.

1270 Avenue of the Americas
New York, NY 10020
(212) 765-3330

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
1-(817) 649-8577

EXECUTIVE:

Wes Osborn, Pres.

SERVICES:

Programming strategy and tactics; aircheck evaluations; talent search; production/continuity enhancement; engineering, research, custom production.

SZABO ASSOCIATES, INC.

3355 Lenox Road, Suite 945
Atlanta, GA 30326
(404) 266-2464 (Collect)

EXECUTIVE:

Peter F. Szabo, Pres.

SERVICES:

Credit consultation. Media collection specialist serving broadcasters with both national and local collection problems. Detailed monthly reports. Serving over 800 clients in the advertising media. Competitive rates. Literature available to our readers.

PRICING STRUCTURE:

Upon request.

T TAIT APPRAISAL COMPANY

3663 W. 6th St.
Los Angeles, CA 90020
(213) 385-1663 (Collect)

TAPE NETWORKS, INC.

819 Eleventh Avenue
Delano, CA 93215
(805) 725-2599

PETER V. TAYLOR

2614 Jackson Street
San Francisco, CA 94115
(415) 563-1045

TM PROGRAMMING, INC.

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 (Collect)

EXECUTIVES:

Lee Bayley, VP/GM
Bob Bruton, Gen. Sales Mgr.

SERVICES:

Full service programming and sales consulting. Consults Beautiful Music, Rock, Black, Soft Rock/Adult Contemporary, Country and MOR.

PRICING STRUCTURE:

Available upon request.

EDWIN TORNBERG, & CO., INC.

P.O. Box 4230
Washington, DC 20012
(202) 291-8700

U

JOHN R. ULMER, C.P.A.

2854 N. Thompson Road
Atlanta, GA 30319
(404) 455-0388

W

**TODD WALLACE/ASSOCIATES
(A Division of Radio Index, Inc.)**

P.O. Box 11347
Phoenix, AZ 85061
1-(800) 528-6082 Toll Free
242-4050/6800 in Phoenix

EXECUTIVES:

Todd Wallace, Pres./GM
Chuck Morgan, VP/Dir. of Consultation
Bill Clemens, Dir., Internat'l Consultation
Tracey Massey, Ops. Dir.

SERVICES:

Full service programming custom-counseling in Mass Acceptance Programming (Top 40), adult contemporary (pop adult), country/western, contemporary/Black. Specialty: immediate impact programming (rating increases within six months). Market Assessment Reports feature market potential monitors. M.A.P. literature available upon request. (See listing under Research Directory for research services.)

PRICING STRUCTURE:

Rate card structured to market size and work involved.

CONSULTANTS DIRECTORY

CHARLES WARNER

604 S. Dixon Street
Carbondale, IL 62901
(618) 529-1691

THE WARREN/VAN PELT ASSOCIATION

4152 Mill Stream Road
Virginia Beach, VA 23452
(804) 463-0746

WATERS & CO.

Security Mutual Bldg., Suite 322
Binghamton, NY 13901
(607) 722-8450

EXECUTIVES:

Dennis P. Waters, Pres.
Phil Russell, Mgr./Cable Relations

SERVICES:

Radio industry applications of satellite and cable technologies; satellite distribution of programs for radio; cable distribution of radio stations; non-broadcast audio services for cable; national and regional super-stationing; cable-augmented AM; ad hoc network design; applications engineering; marketing strategies and software development; educational seminars and management training programs in new technologies. Literature available to our readers.

PRICING STRUCTURE:

Per diem plus expenses based upon scope of assignment; Management Training Seminars \$1,500, higher for teleconferences.

NEAL T. WEINTRAUB

333 N. Michigan - 932
Chicago, IL 60601
(312) 372-6582

SERVICES:

Broadcast research with emphasis on marketing plans. New format ideas including Video Radio. Literature available to our readers.

PRICING STRUCTURE:

On a per project basis.

J. N. WELLS & COMPANY

Suite 125, 210 W. 22nd Street
Oak Brook, IL 60521
(312) 325-0901 (Collect)

RON WHITE

P.O. Box 1425
Grand Rapids, MI 49501
(616) 676-9967

WYCOM CORP.

Box 2407
Santa Fe, NM 87501
(505) 757-6573

Y**YOUNG ADULT MARKETING, INC.**

P.O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760

BROKERS DIRECTORY

B

BLACKBURN & CO., INC.

1111 19th Street
Suite 1025
Washington, DC 20036
(202) 331-9270

EXECUTIVES:

James W. Blackburn, Sr., Pres.
Jack V. Harvey, VP
Joseph M. Sitrick, VP
James W. Blackburn, Jr., VP
Richard F. Blackburn, VP
Tony Rizzo

C

CHAPMAN ASSOCIATES

1835 Savoy Drive
Suite 206
Atlanta, GA 30341
(404) 458-9226

EXECUTIVES:

Paul H. Chapman, Pres.
J. William Chapman, VP
Frances H. Chapman, Sec'y/Treas.

R. C. CRISLER & CO., INC.

580 Walnut Street
Cincinnati, OH 45202
(513) 381-7775

EXECUTIVES:

Richard C. Crisler, Pres.
Clyde G. Haehle, VP
Alex Howard, VP
Larry C. Wood, Spec. Rep

E

WILLIAM A. EXLINE, INC.

4340 Redwood Highway
Suite S121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres.
Christopher H. Exline, Sec'y/Treas.

F

MILTON Q. FORD & ASSOCIATES, INC.

5050 Poplar Avenue
Memphis, TN 38157
(901) 767-7980

EXECUTIVE:

Milton Q. Ford, Pres.

THE TED HEPBURN CO.

Box 42401
Cincinnati, OH 45242
(513) 791-8730

EXECUTIVES:

Ted Hepburn, Pres.
Carole Hepburn, VP
Todd Hepburn, VP

THE HOLT CORP.

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVES:

Arthur H. Holt, Pres.
Gordon A. Holt, VP
Mark O'Brien, Tech. Operations Mgr.

THE KEITH W. HORTON CO.

Box 948
Elmira, NY 14902
(607) 733-7138

EXECUTIVES:

Keith W. Horton, Pres.
Richard L. Kozacko, VP
Keith Horton, Jr., Assoc.

M

REGGIE MARTIN & ASSOCIATES

731 S. Mashta Drive
Key Biscayne, FL 33149
(305) 361-2181

EXECUTIVES:

Reggie Martin, Owner
Ron Jones, Assoc.

GEORGE MOORE & ASSOCIATES

Suite 712
6116 N. Central Expressway
Dallas, TX 75206
(214) 361-8970

EXECUTIVES:

George W. Moore, Pres.
W. James Moore, VP

R

RICHTER-KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716

(602) 795-1050

EXECUTIVES:

Edwin G. Richter, Jr., Pres.
Frank Kalil, VP

S

RICHARD A. SHAHEEN, INC.

435 N. Michigan Avenue
Chicago, IL 60611
(312) 467-0040

EXECUTIVES:

Richard A. Shaheen, Pres.
Ronald L. Jamison

SHERMAN AND BROWN ASSOCIATES

1110 Brickell Avenue
Suite 430
Miami, FL 33131
(305) 371-9335

EXECUTIVES:

Gordon Sherman, Pres.
Robert Brown

HOWARD E. STARK, MEDIA BROKER

575 Madison Avenue
New York, NY 10022
(212) 355-0405

EXECUTIVE:

Howard E. Stark, Mgr.

T

EDWIN TORNBERG & CO., INC.

5530 Wisconsin Avenue
Suite 1150
Washington, DC 20015
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, Pres.

At

RADIO COMPUTING SERVICES

We're thinking about you...

and the best-thought-out systems for radio are the result:

1111111111

Selector, the music selection system;

Sampler, the call-out survey system;

The News Machine, a total news system;

Barter, the barter accounting system;

plus—

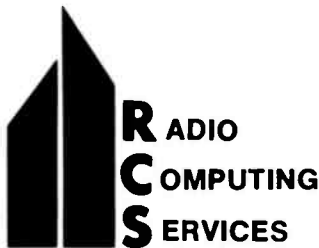
The accounts payable system,

The general ledger system, and

Our dynamite new **traffic system**.

Let us talk to you about your station's needs.

*Call us—we'll be happy to send you information, answer questions,
or arrange shipping.*



RCS. We're thinking about you.

HARDWARE/SOFTWARE DIRECTORY

A**AMPEX CORP.**

401 Broadway
Redwood City, CA 94063
(415) 367-2011

EXECUTIVES:

Arthur H. Hausman, Pres./CEO
C. A. Steinberg, Exec. VP

SERVICES:

Audio recorders, systems & tape.

AMPRO SCULLY

826 Newton-Yardley Road
Newton, PA 18940
(215) 968-9000

EXECUTIVES:

Alex Myer, Pres.
Dick Grochowski, VP
John Cyr, Sales Mgr.
Mike Sirkis, Dir. of Eng.

SERVICES:

Consoles, cartridge machines & accessories, reel to reel tape recorders.

AUDITRONICS, INC.

3750 Old Getwell Road
Memphis, TN 38118
(901) 362-1350

EXECUTIVES:

Walton Jetton, Pres.
Steve Sage, VP

SERVICES:

Broadcast & professional recording consoles.

AUTOGRAM CORP.

Box 456
Plano, TX 75074
(214) 424-8585

EXECUTIVE:

Ernest T. Ankele, Jr., Pres.

SERVICES:

Radio automation and audio consoles.

AUTOMATED BROADCAST CONTROLS

9155 Brookville Road
Silver Spring, MD 20910
(301) 587-3505

EXECUTIVES:

Homer Guerra, Pres.
Tom Kitaguchi, VP
Frances Guerra, Sec'y/Treas.

SERVICES:

Jock assist stereo automation programmer, multiple tape cartridge equipment, logging systems, FM stereo composite clipper, tone generator & detectors.

B**BELAR ELECTRONICS LABORATORY, INC.**

Box 826

Lancaster Avenue at Dorset
Devon, PA 19333
(215) 687-5550

EXECUTIVE:

Arno Meyer, Pres.

SERVICES:

AM, FM frequency and modulation monitors.

BROADCAST ELECTRONICS, INC.

Box 3606
4100 N 24th Street
Quincy, IL 62301
(217) 224-9600

EXECUTIVE:

L. J. Cervon, Pres.

SERVICES:

Spotmaster tape cartridge machines, audio consoles, program automation systems, amplifiers, turntables, studio accessories.

C**CAPITOL MAGNETIC PRODUCTS**

1750 North Vine Street
Los Angeles, CA 90028
(213) 462-6252

EXECUTIVE:

Bahskar Nenon, Pres.

SERVICES:

Broadcast cartridges & tapes.

CAVOX STEREO PRODUCTIONS

502 S. Isis
Inglewood, CA 90301
(213) 776-6933

EXECUTIVES:

Lee Tate, Pres.
Robert Mayfield, Nat'l Sales/PD

SERVICES:

Syndicate eight radio broadcast formats.

CCA ELECTRONICS CORP.

P.O. Box 5500
Broadcast Plaza
Cherry Hill, NJ 08034
(609) 424-1500

EXECUTIVE:

Joe Consalvi, Pres.

SERVICES:

AM/FM broadcast transmitters, antennas, related equipment.

CECO COMMUNICATIONS INC.

2115 Avenue X
Brooklyn, NY 11235
(212) 646-6300

EXECUTIVES:

Lewis Levenson, Pres.
Helaine Berkley, Broadcast Mgr.

HARDWARE/SOFTWARE DIRECTORY

SERVICES:

Electron tubes and semiconductors.

CETEC BROADCAST GROUP

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

EXECUTIVE:

E. Watts, Group VP

SERVICES:

Program automation system, AM & FM transmitters, audio consoles, studio equipment, FM antennas & accessories.

CETEC VEGA

9900 Baldwin Street
El Monte, CA 91731
(213) 442-0782

EXECUTIVE:

E. W. Pappenfuss, GM

SERVICES:

Wireless microphones, transmitters, receivers & accessories.

DATA COMMUNICATIONS CORP. (BIAS)

3000 Director's Row
Memphis, TN 38131
(901) 345-3544

EXECUTIVES:

Norfleet R. Turner, Chmn.
James L. Thornton, Pres.

SERVICES:

Automated system for TV and radio sales, traffic accounting, engineering & operation.

DELTA ELECTRONICS

Box 11268
5730 Gen. Washington Drive
Alexandria, VA 22312
(703) 354-3350

EXECUTIVES:

Stephen W. Kershner, Pres.
Charles S. Wright, VP Engin.
Russell E. Geiger, Exec. VP

SERVICES:

Antenna monitors, impedance bridges, receiver-generators, remote control equipment, RF ammeters.

EASTERN BROADCAST SUPPLY

46 Mechanic Street
Leominster, MA 01453
(617) 537-4706

EXECUTIVES:

Ronald Dagenais, Pres.
Dave Spens, Sales Mgr.

SERVICES:

Audio processing, broadcast studio equipment, remote equipment.

F

FIDELIPAC

109 Gaither Drive
Mt. Laurel, NJ 08057
(609) 235-3511

EXECUTIVES:

Dan McCloskey, GM
Arhtur Constantine, Sales & Mktg. Mgr.

SERVICES:

Audio tape cartridges & accessories.

H

HARRIS CORP.

Box 4290
Quincy, IL 62301
(217) 222-8200

EXECUTIVES:

Gene T. Whicker, VP/GM
Eugene O. Edwards, VP, Marketing

SERVICES:

All broadcast equipment necessary for radio or TV stations.

I

IGM

4041 Home Road
Bellingham, WA 98225
(206) 733-4567

EXECUTIVE:

Jim Wells, Pres.

SERVICES:

Broadcast automation control systems, multiple cartridge audio playbacks.

J

JEFFERSON DATA SYSTEMS

Executive Plaza
501 Archdale Drive
Charlotte, NC 28210
(704) 374-3631

EXECUTIVES:

Michael D. Jones, VP & Managing Dir.
John McDonald, Gen. Sales Mgr.

SERVICES:

Broadcast automation system for sales traffic & general accounting.

K

KAHN COMMUNICATIONS, INC.

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

EXECUTIVE:

Leonard R. Kahn, Pres.

SERVICES:

Audio processors; remote control equipment.

L

LPB, INC.

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

EXECUTIVE:

Richard H. Crompton, Pres.

HARDWARE/SOFTWARE DIRECTORY

SERVICES:

Consoles, preamps, distribution amps, AM & FM transmitters.

M

MOSELEY ASSOCIATES, INC.

111 Castilian Drive
Goleta, CA 93017
(805) 968-9621

EXECUTIVES:

John A. Moseley, Chmn.
John E. Leonard, Jr., Pres.

SERVICES:

AM & FM stereo STL's; aural RPL's & accessories.

O

ORBAN ASSOCIATES, INC.

645 Bryant Street
San Francisco, CA 94109
(415) 957-1067

EXECUTIVES:

John Delantoni, Pres./GM
Robert Orban, Chief Eng.

SERVICES:

AM & FM broadcast audio processors.

R

RADIO COMPUTING SERVICES

Two Dean Drive
Tenafly, NJ 07670
(201) 567-3263

EXECUTIVES:

Dr. Andrew Economos, Pres.
Dimitri Cotamatas, Chmn.
Jane Reino, VP, Public Relations
Jim Porgas, VP, Software Dev.
Dr. Nelson DuBois, VP, System Design

SERVICES:

Selector—selects music based upon PD criteria; *Sampler*—survey analysis; *Traffic System*—interbreaks commercials and music; *Full Accounting System*—includes control and barter, accounts payable; *News Machine*—captures wire services, allows editing of stories.

S

SAKI MAGNETICS, INC.

5770 Uplander Way
Culver City, CA 90230
(213) 649-5983

EXECUTIVES:

E. Sakasegawa, Pres.
Trevor J. Boyer, Sales Mgr.

SERVICES:

Magnetic tape heads, audio posts.

SHURE BROTHERS, INC.

222 Hartrey Avenue
Evanston, IL 60204
(312) 866-2200

EXECUTIVES:

S. N. Shure, Pres.
J. Kogen, Exec. VP & Operations Mgr.

SERVICES:

High fidelity components, microphones, sound systems, related circuitry.

SINTRONIC CORP.

212 Welsh Pool Road
Lionville, PA 19353
(215) 363-0444

EXECUTIVE:

Donald Richardson, GM

SERVICES:

AM-FM transmitters.

STUDER REVOX AMERICA, INC.

1425 Elm Hill Pike
Nashville, TN 32703
(615) 254-5651

EXECUTIVES:

Bruno Hochstrasser, Pres.
Barry Evans, Sales Mgr.

SERVICES:

Tape recorders/reproducers, accessories.

TRADE ASSOCIATION DIRECTORY

A

ADVERTISING COUNCIL

825 Third Avenue
New York, NY 10022
(212) 758-0400

EXECUTIVES:

Barton A. Cummings, Chmn.
Patricia Carbine, Vice Chmn.
John Elliot, Jr., Vice Chmn.
F. Kent Mitchel, Vice Chmn.
Robert B. Keim, Pres.

AMERICAN COUNCIL FOR BETTER BROADCASTERS

120 E. Wilson Street
Madison, WI 53703
(608) 257-7712

EXECUTIVES:

Genevieve Finnigan, Pres.
H. Jeff Bowden, Pres.
Rev. Wayne Helmerich, 1st VP
Ruth Pflager, 2nd VP

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

1321 Connecticut Avenue, NW
Washington, DC 20036
(202) 296-0009

EXECUTIVES:

Martha Pell Stanville, Pres.
Jeri Warrick-Chrisman, Sec'y/Treas.
Phyllis Tritsch, Exec. Dir.

ASSOCIATED PRESS BROADCASTERS

50 Rockefeller Plaza
New York, NY 10020
(212) 262-4011

EXECUTIVES:

Ralph Renick, Pres.
Chuck Whitehurst, VP

ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS

P.O. Box 19333
1730 M Street, NW
Washington, DC 20036
(202) 659-3707

EXECUTIVES:

Robert E. Ritch, Pres.
Frederick G. Griffin, VP
William C. King, Jr., Sec'y

B

BROADCASTING FOUNDATION OF AMERICA

Suite 1810
52 Vanderbilt Avenue
New York, NY 10017
(212) 986-6448

EXECUTIVES:

George Probst, Chmn.
Howard L. Kany, VP/Exec. Dir.

C

John Merriam, Treas.
Calvin Stillman, Sec'y

COMMUNITY BROADCASTERS ASSOCIATION

3219 W. State Road
Olean, NY 14760
(716) 372-0161

EXECUTIVES:

Roger Jeffers, Pres.
George DeVault, Jr., VP/Sec'y
Richard Chapin, VP
John Henzel, Treas.

COUNTRY MUSIC ASSOCIATION, INC.

7 Music Circle, N.
Nashville, TN 37203
(615) 244-2480

EXECUTIVE:

Wesley Rose, Pres.

D

DAYTIME BROADCASTERS ASSOCIATION

Box 322
Maltoon, IL 61938
(217) 234-6464

EXECUTIVES:

Ray Livesay, Chmn./Pres.
Dub Wheeler, Sec'y/Treas.

H

HOLLYWOOD RADIO & TELEVISION SOCIETY

5315 Laurel Canyon
N. Hollywood, CA 91607
(213) 769-4313

EXECUTIVE:

Oliver H. Crawford, Exec. Dir.

I

INTERNATIONAL RADIO AND TELEVISION FOUNDATION, INC.

420 Lexington Avenue
New York, NY 10017
(212) 867-6650

EXECUTIVE:

Azran Butensky, Pres.

N

NATIONAL ASSOCIATION FOR BETTER BROADCASTING

7918 Maylor Avenue
Los Angeles, CA 90045
(213) 641-4903

EXECUTIVE:

Frank Orme, Exec. VP

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street, NW
Washington, DC 20036
(202) 293-3500

EXECUTIVES:

Vincent T. Wasilewski, Pres.
John B. Summers, Exec. VP/GM

TRADE ASSOCIATION DIRECTORY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, NW
Washington, DC 20036
(202) 785-1100

EXECUTIVE:

James A. Fellows, Pres.

NATIONAL ASSOCIATION OF FARM BROADCASTERS

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

EXECUTIVES:

Ray Wilkinson, Pres.
Roddy Peeples, VP
George Logan, Sec'y/Treas.

NATIONAL ASSOCIATION OF SPANISH BROADCASTERS

2550 M Street, NW
Washington, DC 20037
(202) 293-3873

EXECUTIVES:

Carmen Junco, Pres.
Antonio Guernica, Exec. VP

NATIONAL BLACK MEDIA COALITION

2027 Massachusetts Avenue, NW
Washington, DC 20036
(202) 783-1606

EXECUTIVES:

Pluria W. Marshall, Chmn.
James Alexander, Vice Chmn.

NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036
(202) 785-5400

EXECUTIVES:

Frank Mankiewicz, Pres.
Thomas C. Warnock, Exec. VP
Samuel C. O. Holt, Senior VP, Programming
Billy B. Oxley, Senior VP, Distribution

NATIONAL RADIO BROADCASTERS ASSOCIATION

1705 DeSales Street, NW
Suite 500
Washington, DC 20036
(202) 466-2030

EXECUTIVES:

Bob Herpe, Chmn.
Sis Kaplan, Pres.
Stephen Trivers, VP, East
Lynn Christian, VP, West

NATIONAL RELIGIOUS BROADCASTERS

Box 2254R
Morristown, NJ 07960

(201) 540-8500

EXECUTIVES:

Dr. Ben Armstrong, Exec. Dir.
Dr. David L. Hofer, Pres.
E. Brandt Gustavson, VP
Richard Bott, VP

R

RADIO ADVERTISING BUREAU

485 Lexington Avenue
New York, NY 10017
(212) 599-6666

EXECUTIVES:

Elmo Ellis, Chmn.
Miles David, Pres.
Robert H. Alter, Exec. VP

RADIO BUREAU OF CANADA

43 Eglinton Avenue, East
Toronto, Canada M4P1A2
(416) 482-2222

EXECUTIVES:

L. H. Pameanko, Pres.
Peter N. Harricks, Exec. VP

RADIO AND TELEVISION RESEARCH COUNCIL

NBC Radio
30 Rockefeller Plaza
New York, NY 10020
(212) 664-3253

EXECUTIVES:

Gale Metzger, Pres.
Betty Ann Morse, Pres.-elect
Steven Raffel, Sec'y/Treas.

S

SATELLITE BROADCASTERS ASSOCIATION

10 Hancock Drive
Florham Park, NJ 07932
(201) 822-0685

EXECUTIVES:

Roylance H. Sharp, Pres.
Bill Wormington, VP

STATION REPRESENTATIVES ASSOCIATION, INC.

230 Park Avenue
New York, NY 10017
(212) 687-2484

EXECUTIVES:

Al Masini, Pres.
Bill Fortenbaugh, VP
Lloyd Werner, VP

W

WOMEN IN COMMUNICATIONS, INC.

Box 9561
Austin, TX 78766
(512) 345-8922

EXECUTIVES:

Kathleen Lewton, Pres.
Mary Ulting, Exec. Dir.

FCC DIRECTORY

Federal Communications Commission

1919 M Street, NW
Washington, DC 20554

THE COMMISSION

Charles D. Ferris—Chairman, Democrat, assumed office Oct. 18, 1977, term expires June 30, 1984.
Robert E. Lee—IL Republican, assumed office Oct. 6, 1953, term expires June 30, 1981.
Anne P. Jones—MA Republican, assumed office April 2, 1979, term expires June 30, 1985.
James H. Quello—MI Democrat, assumed office April 30, 1974, term expires June 30, 1980.
Abbott Washburn—MN Republican, assumed office July 10, 1974, term expires June 30, 1982.
Joseph R. Fogarty—RI Democrat, assumed office Sept. 17, 1976, term expires June 30, 1983.

COMMISSION STAFF

Network Inquiry Special Staff:

Stanley M. Bessen/Thomas G. Krattenmaker, Co-Dir.

Office of Plans and Policy:

Nina W. Cornell, Chief

Office of Public Affairs:

Robert L. Mann, Director

Edward W. Dooley, Chief/Press and News Media Division

Erika Z. Jones, Acting Chief/Consumer Assistance and Information Division

Edmund H. Cardona, Chief/Industry EEO and Minority Enterprise Division

Office of Opinions and Review:

Terry M. Banks, Acting Chief

Review Board:

Leonidas P. B. Emerson, Chairman

Sylvia D. Kessler, Member

Joseph F. Zias, Member

Daniel R. Ohlbaum, Member

Office of Administrative Law Judges:

Lenore G. Ehrig, Chief Judge

Office of General Counsel:

Robert R. Bruce, General Counsel

Daniel M. Armstrong, Chief/Litigation Division

Lewis J. Paper, Acting Chief/Administrative Law Division

Office of Science and Technology:

Stephen J. Lukasik, Chief Scientist

Elliot Maxwell, Acting Deputy for Policy

Robert S. Foosaner, Acting Chief/Policy and Management Staff

Michael Marcus, Acting Chief/Technical Planning Staff

Kalman Schaefer, Acting Chief/International Staff

Will A. McGibbon, Acting Chief/Authorization and Standards Division

Julian Dixon, Acting Chief/Research and Analysis Division

Robert L. Cutts, Acting Chief/Spectrum Management Division

Office of the Executive Director:

Richard D. Lichtwardt, Executive Director

Fred J. Goldsmith, Chief/Internal Review and Security Division

Raymond W. Seddon, Chief/Emergency Communications Division

William J. Tricarico, Secretary

Jack J. Sharkey, Associate Executive Director (Information Management)

A. Donald Enty, Chief/Planning and Analysis Division

Ramon H. Cox, Chief/Computer Application Division

Charles Johnson, Chief/Broadcasting Branch (CAD)

John Giuli, Chief/Telecommunications Branch (CAD)

William Bushman, Chief/Radio Branch (CAD)

Doris Stuck, Chief/Administrative Branch (CAD)

John Blaa, Chief/Information Processing Division

Thomas P. Campbell, Associate Executive Director (Operations)

Ryan Taylor, Chief/Financial Management Division

Joan MacDonald, Director/Personnel Management Division

Allen Woolston, Chief/Programming, Planning and Coordination Staff

J. P. Crowe, Chief/Operations Support Division

Broadcast Bureau:

Richard J. Shiban, Chief

Larry W. Olson, Chief/AM Branch (BFD)

H. John Morgan, Chief/FM Branch (BFD)

Gerald M. Zuckerman, Chief/TV Branch (BFD)

Arthur L. Ginsburg, Chief/Complaints and Compliance Division

Charles W. Kelley, Chief/Hearing Division

Henry L. Baumann, Chief/Policy and Rules Division

Roy J. Stewart, Chief/Renewal and Transfer Division

Field Operations Bureau:

James C. McKinney, Chief

W. Elliot Ours, Chief/Enforcement Division

Vernon P. Wilson, Chief/Regional Services Division

Abraham B. Sickle, Chief/Violations Division

FCC DIRECTORY

REGIONAL DIRECTORS

A ATLANTA
 Carl E. Pyron
 FCC
 101 Marietta Tower, Room
 2111
 Atlanta, GA 30303
 Phone: (404) 221-6500
 Mailing Address: PO Box 1775
 Atlanta, GA 30301

B BOSTON
 Gerard Sarno
 FCC
 1500 Customhouse
 165 State Street
 Boston, MA 02109
 Phone: (617) 223-7226

C CHICAGO
 Kent T. Crawford
 FCC
 Park Ridge Office Center, Room
 306
 1550 Northwest Highway
 Park Ridge, IL 60068
 Phone: (312) 353-0368

K KANSAS CITY
 Samuel Stelk
 FCC
 Brywood Office Tower, Room
 320
 8800 East 63rd Street
 Kansas City, MO 64133
 Phone: (816) 926-5179

S SAN FRANCISCO
 Richard Vaughan
 FCC
 211 Main Street, Room 537
 San Francisco, CA 94105
 Phone: (415) 556-1224

SEATTLE
 William Johnson
 FCC
 3090 Federal Building
 915 Second Avenue
 Seattle, WA 98174
 Phone: (206) 442-1224

DISTRICT OFFICES

A ANCHORAGE
 James E. Sutherland, EIC
 FCC
 1011 E. Tudor Rd., Room 240
 PO Box 2955
 Anchorage, AK 99510
 (907) 276-7455
 (907) 276-5255 (recorded info)

ATLANTA
 Angelo R. Ditty, Jr., EIC
 FCC
 Massell Building, Room 440
 1365 Peachtree Street, NE
 Atlanta, GA 30309
 (404) 881-3084/5
 (404) 881-7381 (recorded info)

B BALTIMORE
 Robert M. Mroz, EIC
 FCC
 1017 Federal Building
 31 Hopkins Plaza
 Baltimore, MD 21201
 (301) 962-2728/9
 (301) 962-2727 (recorded info)

BEAUMONT
 Joe E. Coleman, EIC
 FCC
 Jack Brooks Federal Building,
 Room 323
 300 Willow Street
 Beaumont, Texas 77701
 (713) 838-0271

BOSTON
 Vincent F. Kajunski, EIC

FCC
 1600 Customhouse
 165 State Street
 Boston, MA 02109
 (617) 223-6609/0689
 (617) 223-6607/8 (recorded info)

BUFFALO
 John L. Theimer, EIC
 FCC
 1307 Federal Building
 111 West Huron Street
 Buffalo, NY 14202
 (716) 846-4511/2
 (716) 856-5950 (recorded info)

C CHICAGO
 Vacant, EIC
 FCC
 230 S. Dearborn St., Room 3940
 Chicago, IL 60604
 (312) 353-0195/6
 (312) 353-0917 (recorded info)

CINCINNATI
 James P. Stephens, EIC
 FCC
 8620 Winston Road
 Cincinnati, OH 45231
 (513) 521-1790
 (513) 521-1716 (recorded info)

D DALLAS
 James D. Wells, EIC
 FCC
 Earle Cabell Federal Building
 US Courthouse, Room 13E7
 1100 Commerce Street

Dallas, TX 75242
 (214) 767-0760
 (214) 767-0764 (recorded info)

DENVER
 John S. Phillips, EIC
 FCC
 12477 West Cedar Drive
 Denver, CO 80228
 (303) 234-6977/8
 (303) 234-6979 (recorded info)

DETROIT
 Irby C. Tallant, EIC
 FCC
 1054 Federal Building
 231 W. LaFayette Street
 Detroit, MI 48226
 (313) 226-6078/9
 (313) 226-6077 (recorded info)

H HONOLULU
 Jack Shedletsy, EIC
 FCC
 Prince Kuhio Federal Building,
 Room 7304
 300 Ala Moana Road
 PO Box 50023
 Honolulu, HI 96850
 (808) 546-5460

HOUSTON
 Daniel A. Cantrell, EIC
 FCC
 New Federal Office Building,
 Room 5636
 515 Rusk Avenue
 Houston, TX 77002

FCC DIRECTORY

(713) 226-5624
(713) 226-4306 (recorded info)

K

KANSAS CITY

James A. Dailey, EIC
FCC
Brywood Office Tower, Room
320
8800 East 63rd Street
Kansas City, MO 64133
(816) 926-5111
(816) 356-4050 (recorded info)

L

LONG BEACH

Lawrence D. Guy, EIC
FCC
3711 Long Beach Blvd., Room
501
Long Beach, CA 90807
(213) 426-4451
(213) 426-7886/7995 (recorded
info)

M

MIAMI

Jack J. May, EIC
FCC
51 SW First Avenue, Room 919
Miami, FL 33130
(305) 350-5542
(305) 350-5541 (recorded info)

N

NEW ORLEANS

William J. Simpson, EIC
FCC
1007 F. Edward Hebert Federal
Building
600 South Street
(504) 589-2095/6
(504) 589-2094 (recorded info)

NEW YORK

Alexander J. Zimmy, EIC
FCC
201 Varick Street
New York, New York 10014
(212) 620-3437/8
(212) 620-3435/6 (recorded info)

NORFOLK

J. Jerry Freeman, EIC

FCC
Military Circle
870 N. Military Highway
Norfolk, VA 23502
(804) 441-6472
(804) 461-4000 (recorded info)

P

PHILADELPHIA

Ennis Coleman, Jr., EIC
FCC
11425 James A. Byrne Federal
Courthouse
601 Market Street
Philadelphia, PA 19106
(215) 597-4411/2
(215) 597-4410 (recorded info)

PITTSBURGH

Wolfe P. Huber, EIC
FCC
3755 William Penn Highway
Monroeville, PA 15146
(412) 823-3380
(412) 823-3535 (recorded info)

PORTLAND

George F. Wager, EIC
FCC
1782 Federal Office Building
1220 SW Third Avenue
Portland, OR 97204
(503) 221-4114
(503) 221-3097 (recorded info)

S

ST. PAUL

Harold E. Allen, EIC
FCC
691 Federal Building & US
Courthouse
316 North Robert Street
St. Paul, MN 55101
(612) 725-7810
(612) 725-7819 (recorded info)

SAN DIEGO

Clarence C. Spillman, Jr., EIC
FCC
7840 El Cajon Blvd., Room 405
La Mesa, CA 92041
(714) 293-5478
(714) 293-5460 (recorded info)

SAN FRANCISCO

Serge Marti-Volkoff, EIC
FCC
323-A Customhouse
555 Battery Street
San Francisco, CA 94111

SAN JUAN

Leonard R. Langley, EIC
FCC
San Juan Field Office
747 Federal Building
Hato Rey, Puerto Rico 00918
(809) 753-4008/4567

SAVANNAH

Richard D. Breen, EIC
FCC
Post Office Building and Court-
house, Room 238
PO Box 8004
Savannah, GA 31412
(912) 232-4321, ext. 320

SEATTLE

Gary B. Soulsby, EIC
FCC
3256 Federal Building
915 Second Avenue
Seattle, WA 98174
(206) 442-7653/4
(206) 442-7610 (recorded info)

T

TAMPA

Ralph M. Barlow, EIC
FCC
ADP Building, Room 601
1211 N. Westshore Blvd.
Tampa, FL 33607
(813) 228-2872
(813) 228-2605 (recorded info)

W

WASHINGTON, DC

Paul J. Harris, EIC
FCC
6525 Belcrest Road, Room 830
PO Box 1789
Hyattsville, MD 20788
(301) 436-7591
(301) 436-7590 (recorded info)

FCC DIRECTORY

FCC Telephone Listing

Area code (202) unless otherwise listed. General Information: 632-7000

If you have a question concerning:

Accounting Systems 632-3863
Administrative Manuals 632-7533
Administrative Sanctions 632-7354
ADVISORY COMMITTEES:
Cable Single Leakage 632-9797
National Industry 632-7232
Radio Tech. Comm. for
Marine Serv. 632-6490
1979 World Adm. Radio
Conf. Prep. 632-7025
ALASKAN RADIO:
Applications/Licenses 634-1737
Rules/Hearings 632-7175
Alien Restricted Permits 632-7240
ALLOCATION:
Call Signs 632-7111
Charts and Tables 632-6350
Government Frequency 632-7087
Non-Government Frequency ... 632-6350
International Frequency 632-7054
Annual Report Form 632-7084
Antenna Structures and Towers . 632-7521
APPLICATION STATUS:
Microwave 632-6430
International & Satellite 632-7265
Rural Radio Service 632-6400
Broadcast, Inspection of Stations 632-7014
BROADCAST SERVICES (AM):
Engineering Rules:
Existing Stations 632-7010
Minor Changes Application ... 632-7010
New Stations & Major Changes
Applications 632-7010
STL's, Remote Pickups,
Intercity Relays 632-7698
Non-Engineering Rules:
Advertising Questions/
Comments 632-7551
Application Forms 632-7272
Assignment & Transfer
Application 632-9356
Construction Permit
Applications 632-6908
Emergency Broadcast System.. 632-7232
Political Broadcasting/
Fairness Doctrine 632-7586
Programming Questions/
Comments 632-7048
or 632-7551
Renewal Applications:
General 632-7542
Processing 632-7069
Engineering 632-7069
Reports:
Financial 632-6302
Employment 632-6302
Ownership 632-7256

BROADCAST SERVICES (FM):
Engineering Rules:
Existing Stations 632-7010
Minor Changes Applications ... 632-7010
New Stations/Major Changes
Applications 632-6098
SCA 632-7010
STL's, Remote Pickups, Intercity
Relays 632-7698
Translators/Boosters 632-3984
Non-Engineering Rules:
Advertising Questions/
Comments 632-7551
Application Forms 632-7272
Assignment & Transfer
Applications 632-9356
Construction Permit
Applications 632-6908
Educational FM 632-3954
Emergency Broadcast System.. 632-7232
Political Broadcasting/
Fairness Doctrine 632-7586
Programming Questions/
Comments 632-7551
or 632-7048
Rebroadcast 632-7010
Renewal Applications:
General 632-7542
Processing 632-7069
Engineering 632-7069
Equal Employment Opportunity 632-7069
Reports:
Financial 632-6302
Employment 632-6302
Ownership 632-7256
SCA's Stereo-Multiplex 632-6908
Bulletins, Requests for 632-7260
Call Letters 632-7111
Commercials, TV and Radio ... 632-7551
Commis. Proceedings,
Tape Recordings 632-7000
COMPLAINTS:
Broadcast, TV and Radio 632-7048
Advertising Questions 632-7551
Political Broadcasting/
Fairness Doctrine 632-7586
Programming Questions/
Religious Petitions 632-7048
Consumer Affairs Division 632-7553
Consumer Assistance 632-7000
or 632-7260
Coverage, Radio 632-7080
Eavesdropping 632-6990
Emergency Broadcast System.. 632-7232
Equipment Standards, Licensed . 632-7093
Equipment Standards,
Non-Licensed 632-7095

Examinations, Washington, DC
area (301) 436-7590
Examinations, Outside DC area . 632-7240
FCC Rules (Legal Interpretations)
..... 632-6990
Freedom of Information 632-6990
FREQUENCY ALLOCATIONS:
Government 632-7087
Non-Government 632-6350
Allocation Treaties, Agreements 632-7025
Charts and Tables 632-6350
Government Coordination/
Spectrum 632-7087
Non-Government Coordination/
Spectrum 632-7350
International Coordination/
Spectrum 632-7054
General Counsel 632-7020
Hearing Calendar 632-7680
INTERFERENCE COMPLAINTS:
Washington, DC area (301) 436-7590
All other areas 632-6345
Direction Finding Assistance ... 632-6975
Radio-Government 632-7087
Radio-International 632-7054
Research 632-7040
Standards 632-7093
Library 632-7100
Locator, Personnel 632-7106
Marketing Rules 632-6990
Minority Enterprise Division ... 634-1770
New Devices or Uses of Radio .. 632-7093
News Gathering and Publishing
..... (717) 334-1145
Noise, Radio 632-7040
Off-the-Air Pickup 632-6430
Over-the-Horizon or Scatter Technique
..... 632-7080
Political Broadcasting 632-7586
Press Relations 254-7674
PUBLIC INFORMATION:
Consumer Assistance 632-7000
Press & News Media 254-7674
Audio-Visual Management
Office 254-7000
Research 632-7040
RULES AND REGULATIONS:
Aviation and Marine 632-7175
Business (715) 334-9167
Other Industrial (715) 334-9167
Microwave 632-7291
Public Safety 632-7249
Copies of 632-7546
Interpretation of 632-6990

TRAVEL DIRECTORY

A ATLANTA

AIRLINES:

Braniff	(404) 577-7700
Delta	(404) 765-5000
Eastern	(404) 435-1111
Northwest	(404) 577-3271
Ozark	(404) 688-9565
Piedmont	(404) 681-3100

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Hilton Hotel—255 Courtland St. NE, 30303, (404) 659-2000, \$45-82; *Hyatt Regency Atlanta*—265 Peachtree St. NE, 30303, (404) 577-1234, \$52-96; *Marriott at Perimeter Center*—246 Perimeter Center Pkwy., 30346, (404) 394-6500, \$44-68; *Marriott Hotel*—Courtland St. & Intl. Blvd., 30308, (404) 659-6500, \$45-74; *Omni International Hotel*—One Omni Intl. Blvd., 30303, (404) 659-0000, \$69 and up; *Peachtree Plaza Hotel*—Peachtree & Intl. Blvd., 30343, (404) 659-1400, \$52-92.

JOHN LAUER'S RECOMMENDED RESTAURANTS:

Carbo's—3717 Roswell, N.E., 231-4433, Italian/Continental, expensive; *The Abbey*—163 Ponce de Leone Ave., N.E., 876-8532, Continental, moderate; *Joseph's*—3129 Piedmont Rd., N.E., 261-3232, Continental, expensive.

B BALTIMORE

AIRLINES:

Allegheny Commuter	(800) 428-4253
Altair Airlines	(301) 744-4559
American	(301) 768-5100
Delta	(301) 768-9000
Eastern	(301) 768-3100
Ozark	(301) 837-5080
Piedmont	(301) 761-5402
Republic	(301) 821-0994
Texas International	(301) 768-6900
TWA	(301) 768-6300
United	(301) 766-7600
US Air	(301) 727-0825

CAR RENTALS:

American International, Avis, Budget, Dollar, Hertz, National, Thrifty.

HOTELS:

Cross Keys Inn—5100 Falls Rd., 21210, (301) 532-6900, \$40-58; *Hilton Hotel*—101 W. Fayette St., 21201, (301) 752-1100, \$38-56; *Hyatt Regency*—300 Light St., 21202, (301) 727-6440 (Opens Fall 1981); *Ramada Inn*—1701 Belmont Ave., 21207, (301) 265-1100, \$33-46.

ALAN BECK'S RECOMMENDED RESTAURANTS:

Tio Pepe—10 East Franklin St., 539-4675, Spanish, moderate; *The Prime Rib*—1101 N. Calvert St., 539-1804, Steak, moderate; *Sabatino's*—901 Fawn St., 727-9414, Italian, moderate.

BOSTON

AIRLINES:

Air New England	(617) 569-5510
Allegheny Commuter	(800) 428-4253
American	(617) 542-6700
Braniff	(617) 423-2100
Delta	(617) 567-4100
Eastern	(617) 262-3700
Northwest	(617) 267-4885
Piedmont	(617) 523-1100
TWA	(617) 742-8800
United	(617) 482-7900
US Air	(617) 482-3160

CAR RENTALS:

Ajax, American Inter., Avis, Budget, Dollar, Econo-Car, Hertz, National, Thrifty.

HOTELS:

Hilton Inn—Logan Intl. Airport, 02128, (617) 569-9300, \$40-62; *Colonnade Hotel*—120 Huntington Ave., 02215, (617) 261-2800, \$58-84; *57 Park Plaza-Howard Johnson's*—200 Stuart St., 02116, (617) 482-1800, \$59-79; *Ritz-Carlton Hotel*—15 Arlington St., 02117, (617) 536-5700, \$75-95; *Sheraton Hotel*—39 Dalton St., 02199, (617) 236-2000, \$55-75.

ROBERT RICHER'S RECOMMENDED RESTAURANTS:

Copley Plaza Hotel Cafe Plaza—Copley Square, 267-5300, Continental, very expensive; *Jason's*—131 Clarendon St., 262-9000, Continental, expensive; *The 57*—200 Stuart St., 423-5700, Continental/Seafood, expensive.

BUFFALO

AIRLINES:

American	(716) 856-4242
----------	----------------

Eastern	(716) 852-3170
TWA	(716) 668-0863
United	(716) 856-2900
US Air	(716) 632-3000

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Thrifty.

HOTELS:

Best Western Motor Inn—510 Delaware Ave., 14202, (716) 886-8333, \$25-44; *Hilton Hotel*—120 Church St., 14202, (716) 845-5100, \$30-62.

RECOMMENDED RESTAURANTS:

31 Club—31 Johnson Park, 852-3131, Continental, expensive; *Chef's Restaurant*—291 Seneca St., 856-9187, Italian, moderate; *Ted's*—105 Porter Ave. near Peace Bridge, 886-9642, Famous for their hot dogs, Inexpensive.

C CHICAGO

AIRLINES:

Air Wisconsin	(312) 686-7424
Allegheny Commuter	(800) 428-4253
American	(312) 372-8000
Braniff	(312) 372-8900
Continental	(312) 686-6500
Delta	(312) 346-5300
Eastern	(312) 467-2900
Mississippi Valley	(312) 686-7400
Northwest	(312) 346-4900
Ozark	(312) 726-4680
Piedmont	(312) 263-3656
Republic	(312) 346-9860
TWA	(312) 332-7600
United	(312) 569-3000
US Air	(312) 726-1201

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

Drake Hotel—140 E. Walton Pl., 60611, (312) 787-2200, \$46-97; *Hyatt Regency Chicago*—151 E. Wacker Dr., 60601, (312) 565-1000, \$79-114; *Ritz-Carlton Hotel*—160 E. Pearson St., 60611, (312) 266-1000, \$88-123; *Tremont Hotel*—100 E. Chestnut St., 60611, (312) 280-1307, \$65-85; *Whitehall Hotel*—105 E. Delaware, 60611, (312) 944-6300, \$80-115.

JIM BARKER'S RECOMMENDED RESTAURANTS:

Nick's Fish Market—1st National Bank Plaza, 621-0200, Seafood, very expensive; *The Berghoff*—17 W. Adams, 427-3170, German, moderate; *Gene & Georgetti's*—500 N. Franklin, 527-3718, Steak Is specialty, expensive.

CINCINNATI

AIRLINES:

American	(513) 621-6200
Delta	(513) 721-7000
Piedmont	(513) 721-2462
TWA	(513) 381-1600
US Air	(513) 621-9220

CAR RENTALS:

American International, Avis, Budget, Hertz, National, Thrifty.

HOTELS:

Imperial House West—5510 Rybolt Rd., 45211, (513) 574-6000, \$26-40; *Carousel Inn*—8001 Reading Rd., 45236, (513) 821-5110, \$30-48; *Harley Hotel*—8020 Montgomery Rd., 45236, (513) 793-4300, \$38-48; *Holiday Inn-North*—2235 Sharon Rd., 45241, (513) 771-0700, \$32-42.

JOHN PICCIRILLO'S RECOMMENDED RESTAURANTS:

The Maisonette—114 E. Sixth St., 721-2260, Continental, expensive; *Piggall's*—127 West Fourth St., 721-1345, French, expensive; *Skyline Chili, Inc.*—643 Vine St., 241-2020, Famous for their Chili, inexpensive.

CLEVELAND

AIRLINES:

Air Canada	(216) 861-3757
American	(216) 696-8500
Braniff	(216) 861-2300
Delta	(216) 781-8800
Eastern	(216) 861-7300
United	(216) 356-1311

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Thrifty.

HOTELS:

Marriott Inn-Airport—4277 W. 150th St., 44135, (216) 252-5333, \$42-58; *Bond Court Hotel*—E. Sixth & Clair Ave., 44114, (216) 771-7600, \$44-64; *Harley Hotel-West*—17000 Bagley Rd., 44130, (216) 243-5200, \$35-50; *Holiday Inn-Lakeside*—1111

TRAVEL DIRECTORY

Lakeside Ave., 44114, (216) 241-5100, \$26 and up; *Hollendon House*—E. Sixth St. & Superior Ave., 44114, (216) 621-0700, \$33-48.

CARL HIRSH'S RECOMMENDED RESTAURANTS:

Jim Swingos Keg & Quarter—Euclid & E. 18th Sts., 861-5501, Continental, expensive; *The Theatrical Restaurant*—711 Vincent Ave., 241-6166, American, moderate/expensive; *The French Connection*—24 Public Square, 696-5600, French, expensive.

D DALLAS

AIRLINES:

American (214) 817-267-1151
 Braniff (214) 357-9511
 Delta (214) 630-3200
 Eastern (214) 453-0231
 Ozark (214) 647-8013
 Piedmont (214) 647-8823

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Thrifty.

HOTELS:

Fairmont Hotel—Akard & Ross, 75201, (214) 748-5454, \$80-120; *Loew's Anatole Dallas*, 2201 Stemmons Freeway, 75207, (214) 748-1200, \$64-89; *Hilton Hotel-Dallas*—1914 Commerce St., 75201, (214) 747-2011, \$43-75; *Hilton Inn*—5600 N. Central Expy., 75205, (214) 827-4100, \$46-78; *Hyatt Regency-Dallas*—300 Reunion Blvd., 75207, (214) 651-1234, \$65-107.

CARL C. BRAZELL'S RECOMMENDED RESTAURANTS:

Chateaubriand—2515 McKinney, 741-1223, Continental, expensive; *Mansion on Turtle Creek*—2905 Sale St., 526-2121, Continental, very expensive; *Old Warsaw*—2610 Maple Ave., 528-0032, Continental, very expensive.

DENVER

AIRLINES:

Braniff (303) 825-1111
 Continental (303) 398-3000
 Delta (303) 623-1400
 Eastern (303) 623-4800
 Ozark (303) 573-6541
 Piedmont (303) 893-3567
 TWA (303) 292-6620
 United (303) 398-4141

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

Best Western-Regency Hotel—3900 Elati St., 80216, (303) 433-6131, \$48-62; *Marriot Hotel*—6363 E. Hampden Ave., 80222, (303) 758-7000, \$48-65; *Writer's Manor*—1730 S. Colorado Blvd., 80222, (303) 756-8877, \$42-60; *Brown Palace Hotel*—321 17th St., 80202, (303) 825-3111, \$55-90; *Holiday Inn-Downtown*—1450 Glenarm Pl., 80202, (303) 573-1450, \$42-54.

SAM SHERWOOD'S RECOMMENDED RESTAURANTS:

The Fort—19192 Colorado, Rt. 8, Morrison, 697-4771, Western/American, moderate; *The Wellshire Inn*—3333 S. Colorado Blvd., 759-3333, Continental, expensive; *Turn Of The Century*—7300 E. Hampden Ave., 758-7300, Continental, moderate/expensive.

DETROIT

AIRLINES:

Air Wisconsin (313) 942-0400
 American (313) 965-1000
 Braniff (313) 964-5710
 Delta (313) 355-3200
 Eastern (313) 965-8200
 Northwest (313) 962-2002
 Ozark (313) 961-1200
 United (313) 336-9000
 US Air (313) 963-8340

CAR RENTALS:

American Inter., Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Thrifty.

HOTELS:

Detroit Plaza—Renaissance Center, 48243, (313) 568-8000, \$61-96; *Coach & Lantern Motor Inn*, 25255 Grand River Ave. (Redford), 48240, (313) 533-4020, \$25 and up; *Howard Johnson's Motor Lodge-Downtown*—231 Michigan Ave., 48226, (313) 965-1050, \$39-51; *St. Regis Hotel*—3071 West Grand Boulevard, 48202, (313) 873-3000, \$46-66.

ED CHRISTIAN'S RECOMMENDED RESTAURANTS:

Caucus Club—City Nat'l Bank Bldg., 150 W. Congress, 965-4970, Continental, expensive; *Lelli's*—7618 Woodward, 871-1590, Italian, moderate; *Joe Muers*—2000 Gratiot, 567-1088, Seafood, moderate/expensive.

H HARTFORD

AIRLINES:

American (203) 527-5141
 Braniff (203) 727-1111
 Delta (203) 527-1811
 Eastern (203) 525-0141
 TWA (203) 278-7710
 United (203) 522-4131

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Hertz, National, Payless, Thrifty.

HOTELS:

Holiday Inn-Civic Center—Morgan & Market Sts., 06120, (203) 549-2400, \$38-52; *Sheraton Hotel*—Trumbull St. & Civic Center Plaza, 06103, (203) 728-5151, \$48-70; *Sonesta Hotel*—5 Constitution Plaza, 06103, (203) 278-2000, \$40-80.

PERRY URY'S RECOMMENDED RESTAURANTS:

Carbone's—Franklin Ave., 249-9646, Italian, moderate/expensive; *Brown-Thompson*—Main St., 525-1600, Continental, expensive; *Rib Room*—Hotel Sonesta, 278-2000, Continental, expensive.

H HOUSTON

AIRLINES:

American (713) 222-9873
 Braniff (713) 621-3111
 Continental (713) 780-3344
 Delta (713) 623-6000
 Eastern (713) 621-8100
 Ozark (713) 757-1978
 Pan American (713) 659-3333
 Piedmont (713) 757-9707
 TWA (713) 222-7273

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Houston Oaks—5011 Westhelmer Rd., 77056, (713) 623-4300, \$65-86; *Hyatt Regency-Houston*—1200 Louisiana St., 77002, (713) 654-1234, \$60-85; *Marriott-Astrodome*—2100 S. Braeswood, 77030, (713) 797-9000, \$54-74; *Warwick Hotel*—5701 S. Main St., 77001, (713) 526-1991, \$55 and up; *Whitehall Hotel*, 1700 Smith St., 77002, (713) 659-5000, \$60 and up.

DICK FRENCH'S RECOMMENDED RESTAURANTS:

Tony's—1801 S. Post Oak, 622-6778, Continental, expensive; *La Hacienda de Los Morales*—10440 Deerwood, 780-0933, Continental, expensive; *Maxim's*—802 Lamar, 658-9595, French, expensive.

I INDIANAPOLIS

AIRLINES:

Allegheny Commuter (317) 247-6687
 American (317) 634-6812
 Delta (317) 634-3200
 Eastern (317) 639-6611
 Ozark (317) 271-1511
 TWA (317) 635-4381
 US Air (317) 248-1211

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Thrifty.

HOTELS:

Marriott Inn—7202 E. 21st St., 46219, (317) 352-1231, \$38-56; *Atkinson Hotel*—Illinois & Georgia Sts., 46225, (317) 639-5611, \$26-45; *Hilton at the Circle*—Ohio & Meridian Sts., 46206, (317) 635-2000, \$42-60; *Holiday Inn-Southeast*—5120 Victory Dr., 46203, (317) 783-7751, \$27-35; *Sheraton Inn-West*—2544 Executive Dr., 46241, (317) 248-2481, \$40 and up.

IVAN E. BRAIKER'S RECOMMENDED RESTAURANTS:

Adams Rib—40 South Main, Zionsville, 873-3301, Prime rib/Continental, moderate/expensive; *St. Elmo's*—127 South Illinois, 635-0636, Steaks, moderate/expensive; *La Tour*—One Indiana Sq., 635-3535, Gourmet, expensive.

K KANSAS CITY

AIRLINES:

Air Midwest (816) 474-5150
 Braniff (816) 891-5200
 Continental (816) 471-3700
 Delta (816) 471-1828
 Ozark (816) 471-7383
 Republic (816) 243-7400
 TWA (816) 842-4000
 United (816) 471-6060

TRAVEL DIRECTORY

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Alameda Plaza—Wornall Rd. & Ward Pkwy., 64112, (816) 756-1500, \$50-80; *Granada Royale Homotel*—220 W. 43rd St., 64111, (816) 756-1720, \$59-69; *Hilton Plaza Inn*—45th & Main Sts., 64111, (816) 753-7400, \$43-68; *Ramada Inn-Central*—610 Washington St., 64105, (816) 421-1800, \$35 and up; *Sheraton-Downtown*—5 E. 6th St., 64101, (816) 842-6090, \$29-42.

RECOMMENDED RESTAURANTS:

The American—2450 Grand Ave., 471-8050, unusual delicacies, moderate; *La Bonne Auberge*—Ramada Inn, 6th and Washington, 474-7025, fine French cookery, moderate/expensive; *Alameda Roof*—Alameda Hotel, Wornall Road at Ward Pkwy., 756-1500, moderate.

LOS ANGELES

AIRLINES:

Air California	(213) 627-5401
American	(213) 937-6811
Braniff	(213) 680-2202
Continental	(213) 772-6000
Delta	(213) 386-5510
Eastern	(213) 380-2070
Golden West	(213) 930-2200
Northwest	(213) 380-1511
Pacific Southwest	(213) 776-0125
TWA	(213) 483-1100
United	(213) 772-2121
World Airways	(213) 646-9404

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Ambassador Hotel—3400 Wilshire Blvd., 90010, (213) 387-7011, \$46-92; *Billmore Hotel*—515 S. Olive St., 90013, (213) 624-1011, \$61-100; *Century Plaza*—Avenue of the Stars (Century City), 90067, (213) 277-2000, \$72-99; *Hilton Inn*—930 Wilshire Blvd., 90017, (213) 629-4321, \$45-73; *Hyatt Regency-Los Angeles*—711 S. Hope St., 90017, (213) 683-1234, \$70-100; *Sportsmen's Lodge Hotel*—12825 Ventura Blvd. (Studio City), 91604, (213) 769-4700, \$39-51.

HARVEY MEDNICK'S RECOMMENDED RESTAURANTS:

Musso & Frank's Grille (landmark since 1919)—6667 Hollywood Blvd., 467-5123, American, moderate; *Le Dome*—8729 Sunset Blvd., 659-6919, French, moderate/expensive; *El Cholo*—1121 S. Western, 734-2773, Mexican, inexpensive.

LOUISVILLE

AIRLINES:

American	(502) 589-3730
Delta	(502) 584-6151
Eastern	(502) 587-7551
Ozark	(502) 366-4541
Piedmont	(502) 583-0691
TWA	(502) 584-8101
US Air	(502) 584-0354

CAR RENTALS:

Avis, Budget, Dollar, Hertz, National, Thrifty.

HOTELS:

Executive Inn—Waterson Exp. & The Fairgrounds, 40213, (502) 367-6161, \$32-40; *Galt House*—Fourth St. and River, 40202, (502) 589-5200, \$30-48; *Holiday Inn-Midtown*—200 E. Liberty St., 40202, (502) 589-6410, \$35-48; *Hyatt Regency*—320 W. Jefferson St., 40202, (502) 587-3434, \$39-63; *Ramada Inn*—9700 Bluegrass Pkwy., 40299, (502) 491-4830, \$29-43.

GEORGE FRANCIS'S RECOMMENDED RESTAURANTS:

Casa Grisanti—1000 E. Liberty, 584-4377, Italian, expensive; *Chi-Chi's Restaurant*—10430 Shelbyville Rd., 245-1552, Mexican, inexpensive; *Rocky's Sub Pub*—1207 E. Market, Jeffersonville, 282-3844, Italian, famous for their whole wheat pizzas, inexpensive.

MEMPHIS

AIRLINES:

American	(901) 526-8861
Braniff	(901) 278-5700
Delta	(901) 345-7200
Frontier	(901) 525-1784
Piedmont	(901) 526-0661
Republic	(901) 525-7681
United	(901) 522-9222
US Air	(901) 526-7691

CAR RENTALS:

American International, Avis, Budget, Dollar, Hertz, Holiday, National, Thrifty.

HOTELS:

Admiral Benbow Inn-Summer—4720 Summer Ave., 38122, (901) 682-4601, \$20-30; *Holiday Inn-Central Gardens*—1837 Union Ave., 38104, (901) 278-4100, \$27-35; *Ramada Inn-Southeast*—3896 Lamar Ave., 38118, (901) 365-6100, \$29-34; *Sheraton Convention Center Hotel*—300 N. Second St., 38105, (901) 525-2511, \$33-48; *Travelodge-Perimeter Park*—2490 Mt. Moriah, 38118, (901) 362-8010, \$28-35.

RECOMMENDED RESTAURANTS:

Justine's—919 Coward Pl., fine French cuisine in an antebellum home, moderate/expensive; *Charles Vergo's Rendezvous*—52 Second St., 523-2746, famous Memphis barbecued rib specialties, inexpensive; *Palazzino Restaurant*—6155 Poplar Ave., 767-9541, Italian dishes, moderate.

MIAMI

AIRLINES:

American	(305) 358-6800
Braniff	(305) 359-9400
Continental	(305) 371-8421
Delta	(305) 448-7000
Eastern	(305) 873-3000
Northwest	(305) 377-0311
Ozark	(305) 352-7582
Republic	(305) 379-7501
United	(305) 377-3461

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, Host, National, Payless, Thrifty.

HOTELS:

Coconut Grove Hotel—2649 S. Bayshore Dr., 33133, (305) 858-2500, \$60-75; *David Williams Hotel*—700 Biltmore Way (Coral Gables), 33134, (305) 445-7821, \$55-85; *Doral Country Club Resort*—4400 NW 87th Ave., 33166, (305) 592-2000, \$86 and up; *Omni International Hotel*—Biscayne Blvd. & 16th St., 33132, (305) 374-0000, \$72 and up; *Holiday Inn-Central*—I-95, 679 NW 79th St., 33150, (305) 769-1561, \$24-50.

FRANK MOORE'S RECOMMENDED RESTAURANTS:

David Williams 700 Club—700 Biltmore Way, Coral Gables, 445-7821, Continental, expensive; *Christy's*—3101 Ponce de Leon Blvd., Coral Gables, 446-1400, American, expensive; *Whiffenpoof Restaurant*—2728 Ponce de Leon Blvd., Coral Gables, 445-6603, Continental, expensive.

MILWAUKEE

AIRLINES:

Braniff	(414) 344-5555
Eastern	(414) 344-7910
Northwest	(414) 272-8920
Ozark	(414) 933-7080
Republic	(414) 273-8320
United	(414) 273-8400

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Hertz, National, Thrifty.

HOTELS:

Prister Hotel & Tower—424 E. Wisconsin Ave., 53202, (414) 273-8222, \$42-67; *Hilton Inn-Milwaukee River*—4700 N. Port Washington Rd., 53212, (414) 962-6040, \$36-46; *Marc Plaza*—509 W. Wisconsin Ave., 53203, (414) 271-7250, \$38-67; *Sheraton Mayfair Motor Inn*—2303 N. Mayfair Rd. (Wauwatosa), 53226, (414) 257-3400, \$42-55.

JOHN HINKLE'S RECOMMENDED RESTAURANTS:

Karl Ratzsch's Restaurant—320 E. Mason, 276-2720, German, moderate; *John Earnst Cafe*—600 E. Ogden St., 273-1878/273-5718, German, moderate; *Maders*—1037 North 3rd St., 271-3377, German, moderate.

MINNEAPOLIS-ST. PAUL

AIRLINES:

Air Wisconsin	(612) 726-5881
American	(612) 339-6070
Braniff	(612) 339-3131
Eastern	(612) 339-9520
Northwest	(612) 726-1234
Ozark	(612) 333-3421
Republic	(612) 726-7100
United	(612) 339-3671
US Air	(612) 338-5841
Western	(612) 726-4141

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Holiday Inn-Downtown—(Minneapolis) 1313 Nicollet Mall, 55403, (612) 332-0371, \$41-55; *Marquette Hotel*—(Minneapolis) 710 Marquette Ave., 55402, (612) 332-

TRAVEL DIRECTORY

2351, \$48-61; *Radisson Downtown Hotel*—(Minneapolis) 45 S. Seventh St., 55402, (612) 333-2181, \$35-58; *Holiday Inn*—(St. Paul) 1780 E. Country Rd., 55110, (612) 770-2811, \$34-44; *Ramada Inn*—(St. Paul) 1870 Old Hudson Rd., 55119, (612) 735-2330, \$32-50.

LOUIS H. BURON, JR.'S RECOMMENDED RESTAURANTS:

Chouette—739 E. Lake St., Wayzata, 473-4611, French, expensive; *Charlie's Cafe Exceptionale*—701 4th Ave., Minneapolis, 335-8851, American, moderate/expensive; *The Lexington*—1096 Grand Ave., St. Paul, 222-5878, American, moderate.

N NEW HAVEN

AIRLINES:

Newair (203) 469-2364
Pilgrim (203) 787-5701

CAR RENTALS:

Agency Rent-A-Car, Budget, Hertz, National, Thrifty.

HOTELS:

Howard Johnson's Motor Lodge—Long Wharf, 400 Sargent Dr., 06511, (203) 562-1111, \$29-40; *Sheraton-Park Plaza Hotel*—155 Temple St., 06510, (203) 772-1700, \$32-44.

DICK FERGUSON'S RECOMMENDED RESTAURANTS:

Stonehenge Inn—Stonehenge Rd., Richfield, 438-6511, Continental, moderate/expensive; *Fredericksburg Restaurant*—1201 Kings Hwy., Fairfield, 333-1201, Continental, moderate/expensive; *Pippins*—1995 Whitney, 281-1514, Continental, moderate/expensive.

NEW ORLEANS

AIRLINES:

American (504) 523-2188
Braniff (504) 523-9011
Continental (504) 522-2161
Delta (504) 529-2431
Eastern (504) 524-4211
Northwest (504) 566-1100
Ozark (504) 523-1525
Republic (504) 525-0423

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Thrifty.

HOTELS:

Fairmont Hotel—University Pl., 70140, (504) 529-7111, \$55-110; *Hilton Hotel*—2 Poydras St., 70140, (504) 561-0500, \$61-100; *Hyatt Regency, Poydras Plaza*, 70113, (504) 561-1234, \$62-93; *Le Pavillon Hotel*, Baronne & Poydras Sts., 70112, (504) 581-3111, \$46-66; *Maison De Ville Hotel*—727 Toulouse St., 70130, (504) 561-5858, \$50-90; *Royal Sonesta*—300 Bourbon St., 70140, (504) 586-0300, \$75-95; *St. Anne Hotel*—717 Conti St., 70130, (504) 581-1881, \$59-79.

AL SMITH'S RECOMMENDED RESTAURANTS:

Commanders Palace—1403 Washington Ave., 899-8221, Continental, moderate; *Louis XVI*—829 Toulouse, 581-7000, French, moderate/expensive; *Chris Steak House*—711 N. Broad, 482-9278, Steaks, moderate.

NEW YORK CITY

AIRLINES:

American (212) 661-4242
Continental (212) 974-0028
Eastern (212) 986-5000
Northwest (212) 564-2300
Olympic (212) 838-3600
Ozark (212) 586-3612
Piedmont (212) 489-1460
Republic (212) 581-8851
TWA (212) 290-2121
United (212) 867-3000
US Air (212) 736-3200

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

Carlyle Hotel—Madison Ave. & E. 76th St., 10021, (212) 744-1600, \$100-135; *Park Lane Hotel*—36 Central Park South, 10019, (212) 371-4000, \$95-165; *Pierre Hotel*—Fifth Ave. & E. 61st St., 10021, (212) 838-8000, \$80-150; *Plaza Hotel*—Fifth Ave. & W. 59th St., 10019, (212) 759-3000, \$85-200; *Sherry-Netherland Hotel*—781 Fifth Ave., 10022, (212) 355-2800, \$100-150; *United Nations Plaza Hotel*—1 United Nations Plaza, 10017, (212) 355-3400, \$95-145; *Waldorf-Astoria*—301 Park Ave., 10022, (212) 355-3000, \$57-1117.

RICK DEVLIN'S RECOMMENDED RESTAURANTS:

21 Club—21 W. 52nd St., 582-7200, American, expensive; *Lutece*—249 E. 50th St., 752-2225, French, expensive; *Le Cirque*—58 E. 56th St., 794-9292, French, expensive.

O OKLAHOMA CITY

AIRLINES:

Air Midwest (405) 681-5517
American (405) 235-2471
Braniff (405) 235-8531
Continental (405) 232-2341
Frontier (405) 235-4571
Southwest (405) 236-5058
TWA (405) 232-3511

CAR RENTALS:

Agency Rent-A-Car, Ajax, Avis, Budget, Dollar, Hertz, Holiday, National, Thrifty.

HOTELS:

Best Western-Lincoln Plaza Inn—4445 Lincoln Blvd., 73105, (405) 528-2741, \$30-45; *Sheraton-Century Center*—1 N. Broadway, 73102, (405) 235-2780, \$48-70; *Grand Continental Inn*—3850 S. Prospect, 73129, (405) 672-4581, \$25-35; *Hilton Inn-Northwest*—2945 NW Expy., 73112, (405) 848-4811, \$28-44; *Pebbletree Inn*—2200 NW 39 Hwy., 73112, (405) 528-2511, \$30-42.

KEN GAINES'S RECOMMENDED RESTAURANTS:

The Cellar—105 Hudson, 236-0539, Continental, moderate/expensive; *Chi Chi's*—4239 Northwest Expressway, 848-7781, Mexican, moderate; *Les Caveaux*—1200 N. Shartel, 235-0915, French, moderate/expensive.

P PHILADELPHIA

AIRLINES:

American (215) 568-3600
Braniff (215) 492-3477
Delta (215) 928-1700
Eastern (215) 923-3500
Northwest (215) 922-2900
Ozark (215) 922-7350
Republic (215) 563-7501
TWA (215) 923-2000
United (215) 568-2800
US Air (215) 563-8055

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

Warwick Hotel—1701 Locust St. 19103, (215) 735-6000, \$70-105; *Hilton Hotel*—Civic Center Blvd. & 34th St., 19103, (215) 387-8333, \$40-66; *Holiday Inn-City Line*—City Line & Monument Rd. 19131, (215) 877-4900, \$37-51; *Latham Hotel*—17th & Walnut Sts., 19103, (215) 563-7474, \$65-80.

HAL SMITH'S RECOMMENDED RESTAURANTS:

The Garden—1617 Spruce St., 546-4455, French, moderate/expensive; *Downey's*—526 S. Front St., 629-0526, Irish, moderate/expensive; *Arthur's Steak House*—1512 Walnut St., 735-2590, Specialty Is steak, moderate.

PHOENIX

AIRLINES:

American (602) 258-6300
Braniff (602) 258-1900
Continental (602) 258-8911
Delta (602) 258-5930
Eastern (602) 271-0878
Northwest (602) 273-7325
Pacific Southwest (602) 258-7355
TWA (602) 252-7711
Western (602) 257-8881

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Arizona Biltmore—24th & Missouri, Box 2290, 85002, (602) 955-6600, \$105-130; *Adams Hotel*—Central Ave. and Adams St., Box 1000, 85001, (602) 257-1525, \$60-84; *Hyatt Regency*—122 N. Second St., 85004, (602) 257-1110, \$60-86; *DeWitt Webb's Townhouse Hotel*—100 W. Clarendon Ave., (602) 279-9811, \$60 and up; *Granada Royale Homotel*—3210 Grand Ave., 85017, (602) 279-3211, \$52-62.

MIKE OWENS'S RECOMMENDED RESTAURANTS:

El Charo Lodge—5550 Lincoln Dr., Scottsdale, 948-5170, Continental, expensive; *Hole in The Wall*—Pointe de View, 7277 N. 16th St., 997-5859, Famous for their barbecued ribs, moderate; *Garcla's*—7633 E. Indian School Rd., 945-1647, Mexican, inexpensive.

P PITTSBURGH

AIRLINES:

Air Wisconsin (412) 264-6002
American (412) 771-4347

TRAVEL DIRECTORY

Eastern	(412) 471-7100
Northwest	(412) 391-8484
Piedmont	(412) 566-1610
TWA	(412) 391-3600
United	(412) 288-9900
US Air	(412) 922-7500

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Hyatt Pittsburgh—Chatham Center, 15219, (412) 391-5000, \$55-77; *Marriot Inn*—101 Marriot Dr., 15205, (412) 922-8400, \$50-65; *Hilton Hotel*—Gateway Center, 15230, (412) 391-4600, \$45-61; *Holiday Inn-Allegheny Valley*—180 Gamma Dr., 15238, (412) 782-4200, \$36-46; *Quality Inn-East*—600 Lincoln Highway, 15137, (412) 824-4300, \$30-44.

DIANE SUTTER'S RECOMMENDED RESTAURANTS:

The Colony—Greentree & Chochran Rds., 561-2060, Famous for steaks, moderate/expensive; *The Tin Angel*—1204 Grandview Ave., 381-1919, Continental, moderate/expensive; *The Grand Concourse*—Station Square, 261-1717, Seafood, moderate/expensive.

S ST. LOUIS

AIRLINES:

Air Midwest	(314) 231-8789
American	(314) 231-9505
Delta	(314) 421-2600
Eastern	(314) 621-8900
Northwest	(314) 241-2151
Ozark	(314) 739-1111
Republic	(314) 621-9177
TWA	(314) 291-7500
US Air	(314) 421-1018

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, Holiday, National, Payless, Thrifty.

HOTELS:

Chase Park Plaza—212 N. Kings Highway, 63108, (314) 361-2500, \$53-71; *Cheshire Inn & Lodge*—6300 Clayton Rd., 63117, (314) 647-7300, \$48-95; *Sheraton-West Port Inn*—191 West Port Plaza, 63141, (314) 878-1500, \$44-52; *Holiday Inn*—4234 Butler Hill Rd., 63129, (314) 894-0770, \$34-40; *Marriott's Pavilion*—1 Broadway, 63102, (314) 421-1776, \$53-69.

DAVID J. BARRETT'S RECOMMENDED RESTAURANTS:

Dominic's—5101 Wilson, 771-1632, Italian, moderate; *Busch's Grove*—9160 Clayton Rd., 534-8324, General, moderate; *Port of St. Louis*—15 N. Central, 727-1142, Seafood, expensive.

SAN DIEGO

AIRLINES:

American	(714) 232-4051
Continental	(714) 232-9155
Delta	(714) 235-4344
Golden West	(714) 235-0764
Pacific Southwest	(714) 298-4611
United Airlines	(714) 234-7171
Western	(714) 233-8040

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

La Costa Hotel & Spa—Costa Del Mar Rd. (Carlsbad), 92008, (714) 438-9111, \$90-110; *Little America Westgate Hotel*—1055 Second Ave., 92101, (714) 238-1818, \$69 and up; *Ranch Bernardo Inn*—17550 Bernardo Oaks Dr., 92128, (714) 487-1611, \$59-67; *Travelodge-Rancho Bernardo*—16929 W. Bernardo Dr., 92127, (714) 487-0445, \$28-38; *Hilton Inn*—1775 E. Mission Bay Dr., 92109, (714) 276-0410, \$42-66.

RECOMMENDED RESTAURANTS:

Anthony's Star of the Sea Room—Harbor Dr. & Ash, 232-7408, seafood, moderate; *La Chaumaine*—1466 Garnet St., Pacific Beach, 272-8540, moderate; *Fontainebleau Room*—Westgate Hotel, 1055 Second Ave., 238-1818, moderate.

SAN FRANCISCO

AIRLINES:

Air Callifornia	(415) 433-2660
-----------------	----------------

American	(415) 433-2000
Braniff	(415) 981-7202
Continental	(415) 989-3370
Delta	(415) 552-5700
Eastern	(415) 474-5858
Northwest	(415) 391-8440
Pacific Southwest	(415) 761-0818
Pan American	(415) 397-5200
TWA	(415) 626-5600
United	(415) 397-2100
Western	(415) 761-3300
World Airways	(415) 577-2500

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

Four Seasons Cliff Hotel—Geary & Taylor Sts., 94102, (415) 775-4700, \$78-140; *Stanford Court Hotel*—Nob Hill, 905 California St., 94108, (415) 989-3500, \$76-136; *Fairmont Hotel*—Atop Nob Hill, 94106, (415) 772-5000, \$72-135; *Huntington Hotel*—1075 California St., 94108, (415) 474-5400, \$65-125; *Hyatt on Union Square*—345 Stockton St., 94108, (415) 398-1234, \$85-140.

PAT NORMAN'S RECOMMENDED RESTAURANTS:

L'Etoile—1075 California St., 771-1529, French, expensive; *Le Central*—453 Bush St., 391-2233, French, expensive; *Orsi's*—375 Bush St., 981-6535, Italian, moderate/expensive.

SEATTLE

AIRLINES:

Braniff	(206) 623-2390
Continental	(206) 624-1740
Eastern	(206) 622-1881
Northwest	(206) 433-3500
Pacific Western	(206) 433-5088
Pan American	(206) 447-9001
TWA	(206) 447-9400
United	(206) 682-3700
Western	(206) 433-4711

CAR RENTALS:

American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Payless, Thrifty.

HOTELS:

Washington Plaza—Fifth Ave. & Westlake, 98101, (206) 624-7400, \$55-90; *Best Western-Continental Plaza*—2500 Aurora Ave. N., 98109, (206) 284-1900, \$40 and up; *Edgewater Inn*—2411 Alaskan Way, 98121, (206) 624-7000, \$30-46; *University Tower Hotel*—4507 Brooklyn Ave., N.E., 98105, (206) 634-2000, \$40-60.

RECOMMENDED RESTAURANTS:

Mirabeau—4th and Madison, 624-4550, French dishes, moderate; *The Golden Lion*—Olympic Hotel, 5th and University, 682-7700, moderate/expensive.

W WASHINGTON, D.C.

AIRLINES:

American	(202) 393-2345
Braniff	(202) 296-2400
Continental	(202) 628-6666
Delta	(202) 920-5500
Eastern	(202) 393-4000
Northwest	(202) 337-0611
Pan American	(202) 833-1000
Piedmont	(202) 347-1800
Republic	(202) 347-0448
United	(202) 893-3400
US Air	(202) 783-4500

CAR RENTALS:

Ajax, American International, Avis, Budget, Dollar, Econo-Car, Hertz, National, Thrifty.

HOTELS:

Hilton Hotel—1919 Connecticut Ave., 20029, (202) 483-3000, \$48-88; *Madison Hotel*—15th & M Sts., 20005, (202) 862-1600, \$85-113; *Sheraton-Carlton Hotel*—923 16th St., 20006, (202) 638-2626, \$75-102; *Watergate Hotel*—2650 Virginia Ave., 20037, (202) 965-2300, \$62-98; *Shoreham Hotel*—2500 Calvert St., 20008, (202) 234-0700, \$56-102.

RECOMMENDED RESTAURANTS:

Le Lion D'Or—1150 Connecticut Ave. (entrance on 18th St.), 296-7972, expensive; *Sheraton-Carlton*—16th & K Sts., ME 8-2626, moderate/expensive; *The American Cafe*—1211 Wisconsin Ave., 337-3600, homemade specialties, soups, salads, and sandwiches, moderate.

SPECIAL OFFER

Get the next issue of **INSIDE RADIO RATINGS REPORT & DIRECTORY** **FREE** when you subscribe to **INSIDE RADIO** management newsletter.

Join thousands of radio executives, media and client subscribers who start every Monday with the most widely-read radio-only 8-page management newsletter.

INSIDE RADIO®

Edited and Published by Jerry Del Colliano

A Confidential Newsweekly for Radio Executives, Programmers and Syndicators

Volume 6 February 9, 1981 Issue 5

1930 East Marlton Pike, Suite C-13, Cherry Hill, NJ 08003 (609) 424-6800

Dear Executive:

KALE RESIGNS AS HEAD OF GOLDEN WEST RADIO. Radio President Richard Kale says he wants to take time off after 12 years with Golden West (2½ as President of Radio Division) to sort out his thoughts, vacation. Division President John Reynolds to take over (probably within two weeks) until Kale's replacement is named. Kale faced uphill battle inheriting Golden West stations, Major Market Rep Firm, Market-Buy-Market computer outfit all losing money. Among biggest successes: rebuilding of Major Market under Warner Rush. Look for Kale to investigate re-entering radio as an owner or consultant. Also look for Golden West to name consultant George Burns to advise KMPC, Los Angeles while Kale's successor will have to wrestle with whether to name a new National Program Director to replace Mike O'Shea who resigned several weeks ago to work as GM in Seattle.

ELLER LANDS AT COLUMBIA PICTURES. As predicted in **INSIDE RADIO** January 19, 1981. Named President of Columbia Pictures Communications to acquire radio, TV, outdoor advertising companies. Columbia Pictures buys Eller's Eller Media company which owns New York Subways Advertising Company which also operates in Philadelphia, Boston, Detroit, San Francisco. Eller retains his ice cream company, cattle ranch. Columbia Pictures Communications will also include two radio stations in Wheeling, WV, two in Salt Lake City, one in Birmingham. Eller built Combined Communications which he sold to Gannett. Recently participated in joint venture with Charter Oil. Then split to find Columbia as his third entrepreneurial partner.

MULTIMEDIA FIRES WAKY MANAGER GEORGE FRANCIS. After leading station to two 9 shares on WAKY-AM, Louisville. Company reason: administrative dif-

(Offer Good for New Subscribers Only)

Please start sending **INSIDE RADIO**, the radio executive's 8-page confidential newsweekly. For acting promptly, also send me the next issue of **INSIDE RADIO RATINGS REPORT & DIRECTORY** at no additional charge (it's the 220-page semiannual behind-the-scenes ratings report and industry directory published in color by the editors of **INSIDE RADIO**).

INTRODUCTORY OFFER:

BILL ME:

- 6 Months for \$65 1 Year for \$125
or
 Take advantage of **ONE EXTRA MONTH'S SERVICE FREE** when payment is enclosed

Name _____

Title & Company _____

Address _____

City _____

State _____ Zip _____

MAIL YOUR SUBSCRIPTION TO

**INSIDE RADIO
EXECUTIVE MEWS**

1930 EAST MARLTON PIKE, SUITE C-13
CHERRY HILL, NJ 08003

or call **COLLECT: (609) 424-6800**

5

RATINGS REPORT

FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

A	— ALBUM ROCK	MM	— MELLOW MUSIC
AC	— ADULT CONTEMPORARY	N	— NEWS
B	— BLACK	N/T	— NEWS/TALK
BB	— BIG BAND	O	— OLDIES
BM	— BEAUTIFUL MUSIC	R	— ROCK
C	— COUNTRY	SP	— SPANISH
CL	— CLASSICAL	REL	— RELIGION
D	— DISCO	T	— TALK
J	— JAZZ		

The following pages contain INSIDE RADIO's exclusive Arbitron ratings analyses for cities where broadcasters and advertisers tell us they have the most interest. Most of the other Arbitron markets are included in short-form for your reference.

Cities are not always listed in alphabetical order for production purposes. Markets are listed somewhat in the order our editors receive the data. They are published in this manner to avoid delay in getting this book to you. Please use the index in the rear of the book for a handy way to locate cities where you wish to examine the ratings.

The capsulized station-by-station analysis is unique because it allows the reader to understand what each featured radio station did to perhaps influence its outcome in the just-completed rating period (See the methodology page for a more complete explanation of what constitutes this section). Note that reach and frequency figures are based on a 12 plan for four weeks or a total of 48 announcements.

Format information is gathered by INSIDE RADIO throughout the year. Analyses are determined through Gary Bond's research. Station median age is an estimate calculated from a station's cume audience. AM/FM shares are calculated from the total of listed listening. What was listed as AM 45%, FM 45%, unlisted 10% in the last report is listed as AM 50%, FM 50% in this edition. Percentage male or female is based on the 18+ average quarter hour audience. Ties are handled in the following manner: WAAA 15%, WBBB 15%, WCCC 13.2%, WDDD 13.2%, WEEE 10.1%—in this case, the first two stations are tied for first, the second two are tied for third, and the last is fifth. All estimates are Mon-Sun 6am-mid metro average quarter hour unless otherwise stated. Cume estimates are 12+ unless otherwise stated. All estimates and calculations are subject to limitations stated in individual Arbitron report. Contents of these analyses remain a closely guarded secret until the day of publication.

(See index in back of book for complete list of cities)

INSIDE ARBITRON

What You Should Know About the Fall Rating Period

By R. R. Ridgeway

VP, Arbitron Radio Sales Development

For the last year Arbitron has been working on various techniques and procedures that would improve the response of survey participants, that is, provide more in-tab from the original sample. The results of our effort has been noticeable in each survey since this effort started. Moreover, the October/November 1980 survey provides an overall response rate that is now approaching 50%. The exact number is not yet available but it will be around 48% and possibly even higher. The improved response rate has been achieved by an intensive interviewer retraining program, improved interviewer materials and some slight adjustments in timing of follow-up calls and the cut-off date, a new diary which helped eliminate confusion between the stations with the same AM-FM call letters, and various reminders to keep an accurate listening record and to return the completed diary after the end of the survey period. This major program covers 50 states and over 3,000 interviewers and includes the establishment of a WATS Center in Beltsville. A lot of things have been accomplished to cause this response rate improvement and Arbitron is gratified that these efforts have provided a dramatic increase in response rates.

With the October 1980 survey period, 29 markets were measured



R. R. Ridgeway

and reported under the Quarterly Measurement system of a 12-week survey period. Quarterly Measurement was used in certain major markets and markets that are overlapped by the major market's total survey area. Also for the first time, Standard Report and five Condensed Report Markets received Fall measurement. In all 122 markets were measured in this survey period. The four-week survey dates were October 3 thru November 19, and the Quarterly Measurement survey dates were September 25 thru December 17, 1980.

For this survey, the Expanded Sample Frame was extended to the top 75 markets. It will be extended to the top 125 with the Spring 1981 survey. Expanded Sample Frame is the procedure Arbitron uses to reach those telephone households which cannot be reached by using the

telephone directory. That is new listings and unlisted telephone households.

The real advance in Arbitron methodology commences with the Winter 1981 survey. At that time Arbitron will commence using Quarterly Measurement survey technique for those markets that are usually measured January/February. The usual Jan/Feb markets will now be measured with a Winter survey consisting of 10 weeks followed thereafter by 12-week Spring survey and for those markets which have a Summer book, a 10-week Summer book, followed by a 12-week Fall survey period. This will constitute 44 weeks of measurement for those markets which receive four surveys a year.

Delivery for the Quarterly Measurement has the appearance of being slower than previous survey periods. It is slower, but for a very good reason: the survey lasted until December 17, four weeks after the four-week survey ended. The elapsed time between end of survey and report delivery remains essentially unchanged. When all markets are measured using the Quarterly Measurement system, market sequence delivery will return to its normal pattern.

There is a still brighter horizon for future delivery. In addition to response rates, Arbitron has been working on ways to speed delivery. Our goal is 50 days. However, that will not be achieved with the Spring 1981 survey. Previous April/May surveys have taken as much as 110 days to deliver all reports. For Spring 1981 delivery is anticipated to be about 70 days. Response rate and faster delivery remain Arbitron's number one priorities. We will continue these programs so that all broadcasters can benefit from a faster delivered report which has a higher response rate.

ATLANTA

WSB king of 25-54; WQXI-FM delivers most 18-34s

WQXI-FM Jefferson Pilot's rocker has same share that made them third last fall. First 12+, 18-34, 18-49, 25-49. Number one midday, afternoon drive. Median age of 26 and strong 25+ numbers unusual for album rock station. TV and billboards. "Magic ticket" type contest.

WZGC First Media's adult contemporary ranks second 12+, 18-34, 18-49. First weekends. Light TV ("Remarkable Mouth"), medium direct mail. Manager Bud Polacek used cash awards in "favorite song" contest.

WSB Cox's adult contemporary AM is down (no baseball), but cume is up. Keeps its strong first in morning drive. Demographic wins: 18+, 25-54, 35-64. Falcons and college football. Direct mail, TV, and billboards.

WVEE Plough's FM rocker down almost four shares from April/May. First 7pm-midnight, third 18-34.

WPCH Meredith's beautiful music station about even with the spring book. Schulke client used medium TV (Patrick O'Neal spot).

WLTA Susquehanna's adult contemporary FM up 2.5 shares. Second 25-49. Female oriented in the April/May report; this book male shares are high. Medium TV and billboards.

WGST Meredith's news station rebounds to 5 share.

THE MARKET FM share is 63% of all listed listening (same as in April/May). Atlanta has lower listening levels than most million plus markets. Lower listening levels are common in the south.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WQXI-FM	R	6.9	8.2	10.5	8.2	10.5	Blair	N/A	15.5	4.94	Jefferson-Pilot	1	WSB	458,900
2	WZGC	AC	12.0	11.2	11.1	10.5	10.3	Torbet	200	16.1	4.69	First Media	2	WZGC	322,500
3	WSB	AC	13.6	15.3	11.7	12.1	10.2	Christal	N/A	20.6	3.65	Cox	3	WQXI-FM	306,400
4	WVEE	R	7.0	6.0	7.6	11.9	8.0	McGavren	N/A	11.5	5.10	Plough	4	WGST	268,300
5	WPCH	BM	7.2	4.9	7.3	7.1	6.8	Katz	N/A	10.8	4.58	Meredith	5	WVEE	227,700
6	WLTA	AC	4.2	3.2	5.0	4.2	6.7	Eastman	85X12	9.7	5.06	Susquehanna	6	WPCH	219,200
7	WKLS-FM	A	6.9	7.7	8.2	8.8	6.6	Jack Masla	100X12	10.7	4.56	SJR	7	WKLS-FM	216,000
8	WSB-FM	BM	6.7	6.4	5.7	4.1	6.0	Christal	N/A	9.4	4.73	Cox	8	WPLO	195,900
9	WPLO	C	4.5	5.0	5.1	4.5	5.1	McGavren	N/A	9.3	4.01	Plough	9	WLTA	192,100
10	WGST	N	4.0	3.9	5.3	3.8	5.0	Katz	N/A	11.2	3.25	Meredith	10	WSB-FM	187,400

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WQXI-FM	WSB	WQXI-FM	WSB	WQXI-FM	WSB	WQXI-A/F	WQXI-A/F	WQXI-FM	WLTA	WQXI-FM	WLTA	WVEE	WVEE
2	WZGC	WQXI-FM	WLTA	WQXI-FM	WZGC	WQXI-FM	WZGC	WSB	WLTA	WQXI-FM	WZGC	WQXI-FM	WQXI-FM	WSB
3	WVEE	WLTA	WVEE	WLTA	WVEE	WZGC	WLTA	WZGC	WZGC	WPCH	WKLS-FM	WSB	WZGC	WZGC
4	WLTA	WZGC	WKLS-FM	WGST	WKLS-FM	WLTA	WKLS-A/F	WLTA	WKLS-FM	WZGC	WLTA	WZGC	WKLS-FM	WLTA
5	WKLS-FM	WPCH	WZGC	WPCH	WLTA	WSB-FM	WVEE	WPLO	WVEE	WPLO	WVEE	WPLO	WLTA	WPCH
6	WAOK	WPLO	WGST	WZGC	WAOK	WPCH	WSB	WPCH	WAOK	WSB	WPLO	WPCH	WAOK	WPLO
7	WGST	WVEE	WPLO	WPLO	WPLO	WVEE	WPLO	WSB-FM	WPLO	WSB-FM	WAOK	WVEE	WPCH	WQXI-FM
8	WPLO	WGST	WSB	WVEE	WQXI	WPLO	WGST	WGST	WGST	WVEE	WQXI	WSB-FM	WSB	WGST
9	WSB	WSB-FM	WAOK	WBIE	WPCH	WQXI	WAOK	WVEE	WQXI	WBIE	WGST	WGST	WPLO	WSB-FM
10	WQXI	WBIE	WPCH	WAOK	WSB	WAOK	WPCH	WBIE	WSB	WGST	WSB-FM	WBIE	WGST	WAOK

**WPCH
Stereo
95
is #1
among
adults
in
Atlanta**

*Source: Arbitron, Oct.-Nov., 1980, adults 18+, average
persons, 10 AM-3 PM, Monday-Friday, TSA.*

BALTIMORE

Hearst's WBAL/WIYY translates in 20 shares

WIYY Hearst's album rock "Superstars" station ranks first 18-34 as usual. Also first 18-49. Strong showing in this book can be attributed to 22% increase in station's cume rating thanks to PD Denise Oliver. Contests were more for entertainment than forced listening. Example: "Ugly Cat Contest". Outside promotion: medium TV, light billboards, 40,000 "Rocktober" calendars.

WBAL Hearst's adult contemporary station dominant mornings. Also first 7pm-midnight. Number one 12+, 18+, 35-64. Also first in 12+ cume. Promotions were oriented to community involvement. Outside promotion (heavy TV, light newspaper, medium billboards, and transit) centered on concept that WBAL Radio "sounds like Baltimore".

WLIF Increase in cume helps Cox's beautiful music

station recover from spring low. Station is third 12+, first 25-49 and 25-54, first midday. No contests.

WXYV Plough's rock FM ranks fourth 12+, second 18-34. Median listener is 26. Listeners tuned in for 35 quarter-hours a week with no contests.

WPOC Nationwide's FM country takes second 25-49, ties for second 25-54. Demonstrates FM country's efficiency 25-54. Sixty-nine percent of average quarter-hour audience is 25-54. Some contests.

WCBM Metromedia's adult contemporary station ranks sixth 12+ and second in cume rating. Outside promotion: billboards and TV.

THE MARKET Baltimore listening levels continue above the national average. Afternoon drive levels have been beating midday (different from most markets). FM listening continues to increase from 54% of all listed listening in spring to 58% in fall.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80								
1	WBAL	AC	10.6	12.8	13.5	**	11.0	Blair	190X6	17.5	5.13	Hearst	1	WBAL	398,800
2	WIYY	A	6.5	7.9	7.7	**	9.9	Blair	105	14.7	5.48	Hearst	2	WCBM	353,100
3	WLIF	BM	10.1	10.3	7.4	**	8.9	Christal	90	15.2	4.79	Cox	3	WLIF	352,200
4	WXYV	R	6.3	5.6	7.6	**	6.2	McGavren	N/A	11.5	4.43	Plough	4	WIYY	326,400
5	WPOC	C	5.1	4.9	6.3	**	6.0	Eastman	110x6	9.5	5.18	Nationwide	5	WFBR	299,300
6	WCBM	AC	7.1	6.0	5.1	**	5.9	Katz	150	13.5	3.55	Metromedia	6	WCAO	281,800
7	WMAR	BM	3.3	4.3	3.8	**	4.6	Katz	40x6	7.9	4.78	WMAR	7	WXYV	272,500
8	WCAO	AC	5.0	4.9	3.8	**	4.2	McGavren	155	10.3	3.33	Plough	8	WPOC	216,900
9	WFBR	AC	4.8	4.2	6.2	**	4.0	Major Market	104	10.6	3.11	Baltimore Radio	9	WMAR	182,900
														WBSB	173,300

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WIYY	WLIF	WIYY	WPOC	WIYY	WLIF	WIYY	WBAL	WIYY	WLIF	WIYY	WLIF	WIYY	WLIF
2	WXYV	WBAL	WXYV	WLIF	WBSB	WBAL	WFBR	WFBR	WXYV	WMAR	WXYV	WPOC	WXYV	WBAL
3	WBSB	WPOC	WCBM	WIYY	WXYV	WMAR	WXYV	WPOC	WLIF	WPOC	WBSB	WBAL	WBSB	WXYV
4	WPOC	WCBM	WBSB	WXYV	WCAO	WCAO	WCBM	WCBM	WBSB	WBAL	WCAO	WXYV	WPOC	WPOC
5	WCAO	WXYV	WFBR	WFBR	WPOC	WPOC	WCAO	WLIF	WPOC	WIYY	WPOC	WMAR	WFBR	WIYY
6	WCBM	WMAR	WPOC	WCBM	WLIF	WCBM	WBSB	WCAO	WCAO	WXYV	WBKZ	WIYY	WCAO	WMAR
7	WLIF	WFBR	WLIF	WBAL	WBKZ	WXYV	WPOC	WXYV	WMAR	WCAO	WLIF	WCAO	WHUR	WFBR
8	WFBR	WIYY	WPGC A/F	WMAR	WSID	WWIN	WPGC A/F	WMAR	WPGC A/F	WCBM	WPGC A/F	WCBM	WLIF	WCBM
9	WPGC A/F	WCAO	WCAO	WPGC A/F	WPGC A/F	WSID	WBAL	WIYY	WCBM	WPGC A/F	WMAR	WPGC A/F	WLPL	WCAO
10	WWIN	WWIN	WWIN	WWIN	WCBM	WFBR	WWIN	WWIN	WBKZ	WFBR	WCBM	WFBR		WPGC-FM

Relax.

It's easy to buy BALTIMORE
with

WLIF

#1 ADULTS 25-49 MON-SUN 6AM-MID

#1 ADULTS 25-54 MON-SUN 6AM-MID

Represented by The Christal Co.
Oct/Nov 1980 ARB

WLIF

FM 102

The place to relax.

BIRMINGHAM

Park City's country WZZK grows again!

WENN-FM Black station tied for first 12+. First 18+, 7pm-midnight. Median listener is 30 years old, older than the median for many Black stations around the country.

WKXX FM rocker tied with WENN-FM for first 12+. First 3pm-7pm, 18-34, 18-49, and second cume. Median listener is 23.

WSGN Southern's adult contemporary AM keeps the 12+ share it had April/May to take third 12+. First morning drive, 25-49, and cume. Second 18-49 and third 12+.

WZZK Park City's country FM up over two shares to take fourth 12+, first 25-54. Very efficient 25-54 with three-fourths of its average quarter-hour audience from that range. Cume rating increased 26% since April/May.

WRKK Album rock station increases over two shares to take second 18-34 adults, first 18-34 men. Seventy-two percent of the station's 18+ audience is male. Best increases were midday and 7pm-midnight.

WAPI-FM FM-100 beautiful music client is first 35-64. The station's 12+ reading close to April/May's level. Median listener is 51.

WQEZ Beautiful music competitor is up 2.6 shares to tie for sixth 12+ with WAPI-FM. First midday.

THE MARKET The low level of radio listening in Birmingham fits with low Southern levels. Afternoon drive levels are usually higher than midday listening. That's the opposite of most markets around the country. FM listening is up this fall to 57% of all listed listening. That's up from 52% in April/May. Arbitron is increasing its sample objective in the market by 47% this year.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							RANK	CUME
1	WENN-FM	B	9.6	7.5	9.7	12.4	11.1	Selcom	80	12.8	5.75	B.T. Washington	1	WSGN	183,700
2	WKXX	R	10.4	10.1	13.8	11.0	11.1	McGavren	110	18.9	3.90	Mooney	2	WKXX	178,700
3	WSGN	AC	8.0	10.2	6.6	8.3	8.3	Eastman	80	17.3	3.18	Southern	3	WERC	122,200
4	WZZK	C	4.1	3.9	3.8	5.5	7.7	HR/Stone	24X48	11.4	4.44	Park City	4	WENN-FM	109,300
5	WRKK	A	3.5	5.8	5.7	4.4	6.6	Christal	35X12	8.5	5.17	Brennan	5	WVOK	105,300
6	WAPI-FM	BM	3.7	4.0	4.3	6.3	6.1	Major Market	35	8.7	4.62	WAPI	6	WZZK	104,000
7	WQEZ	BM	3.0	7.0	6.4	3.5	6.1	Blair	22	8.9	4.51	Magic City	7	WQEZ	80,100
8	WATV	B	5.3	4.5	5.0	5.0	5.7	Bernard Howard	28X6	6.6	5.66	Crescendo	8	WAPI-FM	77,200
9	WVOK	C	6.7	4.9	3.3	5.3	5.6	Buckley	40X6	10.5	3.50	Jaco	9	WRKK	74,100
10	WERC	R	9.1	5.1	7.9	4.8	5.1	McGavren	110	11.1	3.05	Mooney	10	WYDE	73,400

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WKXX	WZZK	WRKK	WZZK	WKXX	WZZK	WKXX	WSGN	WRKK	WZZK	WKXX	WZZK	WRKK	WZZK
2	WRKK	WSGN	WKXX	WSGN	WENN-FM	WSGN	WSGN	WENN A/F	WKXX	WQEZ	WENN-FM	WSGN	WENN-FM	WENN-FM
3	WENN-FM	WENN-FM	WENN-FM	WQEZ	WSGN	WENN-FM	WENN A/F	WKXX	WZZK	WAPI-FM	WRKK	WENN-FM	WSGN	WSGN
4	WSGN	WKXX	WSGN	WERC	WATV	WKXX	WRKK	WERC	WENN-FM	WKXX	WERC	WQEZ	WKXX	WDJC
5	WZZK	WERC	WZZK	WYDE	WZZK	WATV	WERC	WZZK	WSGN	WRKK	WZZK	WERC	WZZK	WQEZ
6	WERC	WQEZ	WERC	WENN-FM	WERC	WAPI-FM	WZZK	WAPI-FM	WERC	WSGN	WSGN	WYDE	WERC	WKXX
7	WATV	WAPI-FM	WDJC	WRKK	WRKK	WERC	WDJC	WVOK	WATV	WENN-FM	WDJC	WKXX	WQEZ	WYDE
8	WDJC	WVOK	WQEZ	WVOK	WAPI-FM	WVOK	WATV	WDJC	WAPI-FM	WYDE	WATV	WAPI-FM	WDJC	WRKK
9	WVOK	WATV	WVOK	WKXX	WDJC	WQEZ	WVOK	WQEZ	WQEZ	WERC	WJLD	WVOK	WAPI-FM	WAPI-FM
10	WRKK	WYDE	WDJC	WENN	WDJC	WBUL	WATV	WYDE	WATV	WAPI-FM	WDJC	WJLD	WERC	

LOOK WHAT HAPPENED IN BIRMINGHAM...

Almost overnight, WZZK has jumped to the number one spot* in this key Sunbelt market . . . and in our target demographic, Adults 25-54. We dominate all other stations, AM and FM, Metro and TSA.**

Our new live country format, all new studios and transmitter, great talent line-up and super P.D. have taken Birmingham by storm. And here's the best part, our \$100,000+ multi-media advertising campaign breaks this week.*** That means even more growth for one of America's fastest growing stations.

If you're looking to do a job in Birmingham . . . then look to WZZK. Already on top . . . and the best is yet to come.

WZZK

Birmingham's FM Stereo Country

A Park City Communications Station.

*Adults 18+, Monday-Sunday, 6AM-12 mid., T.S.A., Oct./Nov. ARBITRON, 1980.

**Adults 25-54, Mon. Sun. 6AM-12mid., Metro/T.S.A., Oct./Nov. ARBITRON, 1980.

***February 23, 1981.

BOSTON

WCOZ is fastest growing station

WCOZ Quick rise mostly related to the doubling of its cume rating since spring under PD John Sebastian. Album rock station ranks first 3pm-7pm, 7pm-midnight, weekends. Demographic firsts include 18-34, 18-49. Eighty-five percent of average quarter-hour audience is 12-24. Contests included album giveaways during "Rocktoberfest". Outside promotion: heavy TV and some transit.

WHDH Blair's adult contemporary AM ranks first 12+, 18+, 25-49, 25-54, and 35-64. First 6am-10am and has surpassed WBZ for number one cume. Medium TV and some contests.

WBZ Westinghouse's adult contemporary operation ranks third 12+, second in cume. Barely trails WHDH 25-49, 25-54, 35-64. TV and some contests.

WJIB General Electric's beautiful music station

takes fourth 12+, first midday. The Schulke client keeps its average listener 10 hours a week. GM Edward Dolan used medium TV, light newspaper.

WEEI CBS news station bounces back from its summer low. Some contests.

WRKO After a summer gain, RKO's rock facility loses one third of its average quarter-hour share.

THE MARKET Boston is a good radio listening market. Almost eighteen percent of the 12+ population is listening average quarter-hour. Afternoon drive, night levels are high in this book compared to national levels. In the spring book, Boston was the only top ten market where AM listening was heavier than FM listening. But FM took the honors in the fall, with 54% of all listed listening logged to FM.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80							RANK	CUME
1	WHDH	AC	11.1	9.7	11.1	9.5	9.8	Blair	400	19.6	4.28	Blair	1	WHDH	752,300
2	WCOZ	A	5.0	4.1	4.1	7.8	9.1	Blair	160	16.3	4.76	Blair	2	WBZ	675,400
3	WBZ	AC	8.2	9.0	9.3	8.2	7.9	RAR	400	16.9	3.99	Westinghouse	3	WCOZ	610,000
4	WJIB	BM	9.9	9.4	6.4	6.2	7.4	Christal	160	13.0	4.85	GE	4	WEEI	590,800
5	WEEI	N	7.2	6.9	8.0	5.4	7.1	CBS	225	15.0	4.07	CBS	5	WJIB	479,800
6	WEEI-FM	MM	4.4	5.1	2.9	3.7	4.7	CBS/FM	145X12	9.6	4.13	CBS	6	WVBF	400,500
7	WROR	AC	3.3	3.8	4.0	4.3	4.4	RKO	135	9.0	4.16	RKO	7	WEEI-FM	380,100
8	WXKS-FM	AC	5.5	5.4	4.4	5.0	4.4	Major Market	160	8.5	4.43	Heftel	8	WRKO	363,500
9	WBCN	A	4.7	5.2	6.2	4.4	4.2	Torbet	300X6	8.7	4.17	Infinity	9	WROR	350,500
10	WVBF	R	5.9	5.4	5.3	5.6	4.1	McGavren	150	9.6	3.68	Fairbanks	10	WBCN	342,300

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid							DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women			6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	
1	WCOZ	WHDH	WCOZ	WBZ	WEEI-FM	WHDH	WCOZ	WHDH	WCOZ	WBZ	WCOZ	WBZ	WCOZ	WBZ	
2	WBCN	WBZ	WBCN	WHDH	WCOZ	WBZ	WBCN	WBZ	WROR	WJIB	WEEI-FM	WHDH	WBCN	WJIB	
3	WEEI-FM	WJIB	WEEI-FM	WJIB	WROR	WJIB	WEEI-FM	WEEI	WEEI-FM	WHDH	WBCN	WJIB	WEEI-FM	WHDH	
4	WROR	WEEI-FM	WXKS-FM	WEEI-FM	WXKS-FM	WROR	WHDH	WEEI-FM	WBCN	WEEI-FM	WXKS-FM	WEEI-FM	WXKS-FM	WEEI-FM	
5	WXKS-FM	WROR	WROR	WBCN	WVBF	WEEI-FM	WXKS-FM	WROR	WXKS-FM	WROR	WROR	WXKS-FM	WROR	WVBF	
6	WHDH	WEEI	WHDH	WEEI	WHDH	WXKS-FM	WROR	WJIB	WRKO	WRKO	WVBF	WEEI	WVBF	WBCN	
7	WVBF	WXKS-FM	WBZ	WROR	WBCN	WRKO	WBZ	WBCN	WVBF	WXKS-FM	WHDH	WRKO	WAAF	WXKS-FM	
8	WRKO	WBCN	WVBF	WVBF	WRKO	WSSH	WRKO	WXKS-FM	WHDH	WSSH	WBZ	WROR	WBZ	WEEI	
9	WBZ	WVBF	WAAF	WXKS	WBZ	WEEI	WVBF	WVBF	WAAF	WBCN	WRKO	WBCN	WHDH	WCRB	
10	WAAF	WRKO	WEEI	WXKS-FM	WAAF	WVBF	WEEI	WRKO	WBZ	WITS	WAAF	WXKS	WRKO	WROR	

Why WITS?

WITS RADIO 1510

Boston's new 50,000 watt **SUPERPOWER** is fast becoming the "Talk of New England."



WITS is the **only** all talk station in New England. The way of the future for AM radio lies in our unique format, summed up in our call letters... **Weather Information Talk Sports.**



WITS listeners are upscale, educated and active.

- * WITS is 34% above average v.s. all other Boston radio stations in attracting \$20,000+ households.
- * WITS is 60% above average in attracting college post grads.
- * WITS is 38% above average in attracting professionals.
- * 2 out of 3 WITS listeners own their own homes.



WITS is 50,000 watts, 24 hours a day, with one of the most powerful signals in New England. Our new multimillion dollar state-of-the-art transmitting facilities ensure that Boston's new superpower reaches your audience.



WITS is the flagship station for two of the largest networks in pro sports:

- Boston Red Sox 80 station network.
- Boston Bruins 50 station network.

Represented by KATZ RADIO
*Source: 1980 WALLACE & WASHBURN PROGRAMMING REPORT, BOSTON

WITS RADIO 1510

The Talk of New England

BRIDGEPORT

Winners: WPLR 18-34; WICC 25-54; WEZN 12+

WEZN Park City's beautiful music station ties with adult contemporary WICC for first 12+. Ranks first 18+, 35-64, midday, and afternoon drive. Second cume. Very strong in the Total Survey Area. Medium newspaper, billboards, transit, and light magazine. No contests.

WICC Adult contemporary AM tied for first 12+. Ranks first 18-49, 25-49, 25-54, and cume. Second 18-34. Dominant 6am-10am. Median listener is 38. For outside promotion, station bought newspaper and billboards.

WNBC NBC's AM ties third 12+, third cume. Down almost two shares from spring. Biggest loss: 7pm-midnight.

WNAB Adult contemporary AM is fifth 12+. As usual, midday is the station's best daypart.

WKCI Kops-Monahan's New Haven county adult contemporary FM ranks third 12+ (tied). Median listener is 23. Contest prizes included diamonds, 1981 Camaro.

WPLR New Haven album rock FM ranks first 18-34. Median listener is 22.

WCBS New York news station ran the World Series and Jets football. It ranks seventh 12+ in the market.

THE MARKET About 17% of the 12+ population of Bridgeport listens to the radio average quarter-hour. That's fairly close to last spring's level and above the national average. Morning drive is a very strong daypart for the market. AM gets 55% of all listed listening. Only 4 of the 27 stations that make the Bridgeport book are within the metro.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	F/M 80	S/D 80								
1	WEZN	BM	**	13.7	**	16.2	14.8	Katz	60X6	23.8	5.61	Park City	1	WICC	145,100
2	WICC	AC	**	16.7	**	15.1	14.8	Roslin	70	32.6	3.81	Conn. Bdcstg.	2	WEZN	99,900
3	WKCI	AC	**	3.0	**	3.6	7.3	McGavren	80	7.5	3.90	Kops-Monahan	3	WNBC	87,500
4	WNBC	AC	**	7.9	**	9.2	7.3	HR/Stone	450	21.9	3.48	NBC	4	WNAB	66,500
5	WNAB	AC	**	8.6	**	8.3	7.2	P/W	35	15.3	4.46	WNAB, Inc.	5	WKCI	58,600
6	WPLR	A	**	7.2	**	6.2	7.0	Eastman	90X6	11.2	4.55	General Comm.	6	WCBS	55,400
7	WCBS	N	**	4.1	**	5.3	5.7	CBS	600	12.4	3.55	CBS	7	WPLR	52,200
8	WDJZ	AC	**	6.4	**	7.1	4.2	Lotus	19X10	9.3	6.34	WDJZ, Inc.	8	WRKI	33,400
9	WBLS	B	**	1.0	**	1.9	2.2	McGavren	395	3.6	4.50	Inner City	9	WDJZ	31,900
10	WMCA	T	**	1.6	**	0.8	2.0	Buckley	N/A	2.1	3.16	Straus	10	WOR	22,000

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WPLR	WICC	WPLR	WICC	WICC	WICC	WICC	WICC	WKCI	WEZN	WEZN	WICC	WPLR	WEZN
2	WICC	WEZN	WKCI	WEZN	WKCI	WNBC	WKCI	WNBC	WPLR	WICC	WKCI	WEZN	WKCI	WICC
3	WKCI	WNBC	WNBC	WNAB	WEZN	WKCI	WNBC	WEZN	WICC	WKCI	WPLR	WKCI	WWYZ	WCBS
4	WEZN	WKCI	WEZN	WNBC	WPLR	WEZN	WPLR	WKCI	WEZN	WNBC	WICC	WNBC	WBLI	WKCI
5	WNBC	WCBS	WICC	WDJZ	WNBC	WCBS	WEZN	WCBS	WNBC	WNAB	WNBC	WCBS	WEZN	WNBC
6	WWYZ	WNAB	WRKI	WKCI		WAVZ	WNAB	WNAB	WCBS	WDJZ	WCBS	WPLR	WICC	WWYZ
7	WCBS	WDJZ	WBLI	WCBS		WPLR	WDJF	WMCA	WRKI	WCBS	WBLS	WNAB	WNBC	WPLR
8		WPLR	WPLJ	WMCA		WNAB	WWYZ	WPLR	WDJZ	WAVZ	WWYZ	WMCA	WXLO	WOR
9		WMCA	WWYZ	WPLR			WBLS	WDJZ	WDJF	WDJF	WBLI	WDJF		WINS
10		WAVZ	WCBS				WCBS	WBLI	WLYQ	WPLR				WBLI



WEZN

**DELIVERS
SOUTHERN CONNECTICUT...
ALL OF IT!**

This is Southern Connecticut — Fairfield and New Haven Counties. A dynamic, sophisticated market of more than 1,500,000 consumers; perhaps the wealthiest region in the country!

And, throughout affluent Southern Connecticut, WEZN STEREO 100FM, is Number One!* In fact, WEZN is the only radio station that covers this two-county, multi-market

area 24 hours a day with a crystal clear stereo signal and exclusive beautiful music programming.

So, when you want to buy all of Southern Connecticut, call the only radio station that delivers all of Southern Connecticut: WEZN 100FM.

*BRIDGEPORT FALL 1980 ARBITRON: Average ¼-hour Persons 12+ Mon.-Sun., 6AM-12Midnight T.S.A./NEW HAVEN SPRING 1980 ARBITRON: Average ¼-hour Persons 12+ Mon.-Sun., 6AM-12Midnight T.S.A.

WEZN · Park City Plaza, Bridgeport, Ct. 06604 · (203) 366-9321

BUFFALO

WBEN rises above Buffalo's best

WBEN Algonquin's adult contemporary gains two shares to take first 12+, 25-49, 25-54. Large increase in cume rating. First 6am-10am, weekends. Bills football shows strong on Sundays. Big TV campaign. Also billboards and bus cards.

WJYE McCormick's beautiful music station ranks first 18+ and 35-64, second 25-54 and 12+. Number one 3pm-7pm and 7pm-midnight, and dominant first midday. Schulke client ran medium TV schedule. Some contests.

WKBW Capital Cities' rocker increases a share. These days that's an accomplishment for any AM station that calls itself "rock". First 18-34 and 18-49, second 25-49 and cume. Medium TV and transit promoted the morning show but best increases were 3pm-midnight. Also light billboard. Among station

contests: "Secret Serial" with multiple \$1,000 winners.

WGR Taft's adult contemporary ranks fourth 12+, second cume. Median listener is 40. Light TV, billboards, and transit with "Hi-Lo" cash.

WBEN-FM Algonquin's FM runs TM's "Stereo Rock." Fifth 12+, second 18-34. Quarter-hour audience is 63% women. TV, billboards, and bus cards.

WGRQ Taft's album rock station ranks third 18-34. Strongest daypart by far is 7pm-midnight. Television and bus cards.

THE MARKET Market Statistics, Inc. has been estimating a decline in the Buffalo metro population for the last five years. The average Buffalo person (12+) spends about 20.5 hours a week listening to the radio. FM gets 52% of all listed listening. That's down from 55% in April/May.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	6 AM - 12 Mid
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WBEN	AC	13.9	13.3	14.3	12.2	14.3	Eastman	125X12	28.9	3.87	Algonquin	1	WBEN	424,000
2	WJYE	BM	13.8	14.9	15.6	13.3	14.0	Torbet	108	19.9	5.50	McCormick	2	WKBW	315,100
3	WKBW	R	12.8	14.0	10.9	9.2	10.1	Blair	120X6	21.2	3.73	Capital Cities	3	WGR	276,700
4	WGR	AC	10.2	10.5	11.0	9.0	9.5	Katz	155X1	18.8	3.93	Taft	4	WJYE	262,700
5	WBEN-FM	R	7.6	8.3	7.7	9.1	7.8	Eastman	85X6	17.0	3.61	Algonquin	5	WBEN-FM	256,200
6	WGRQ	A	5.1	5.4	3.6	6.7	6.0	Katz	50X6	10.3	4.57	Taft	6	WGRQ	142,000
7	WBLK	B	3.2	3.8	5.6	5.4	5.9	PRO	30X6	8.9	5.17	WBLK	7	WPHD	118,900
8	WPHD	A	4.0	3.4	4.0	5.0	4.1	Jack Masla	50X6	8.1	3.93	Howard	8	WBLK	117,100
9	WADV	MM	5.5	4.3	3.6	5.0	3.5	Savalli & Schutz	30	5.1	5.35	Adver-Cast	9	WYSL	80,600
10	WWOL	C	2.1	2.7	3.0	2.5	2.8	N/A	30	4.6	4.69	Radio Buffalo	10	WFXZ	73,800

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WKBW	WBEN	WGRQ	WBEN	WKBW	WJYE	WKBW	WKBW	WKBW	WJYE	WBEN-FM	WJYE	WGRQ	WJYE
2	WBEN-FM	WJYE	WPHD	WGR	WBEN-FM	WBEN	WPHD	WBEN	WBEN-FM	WGR	WKBW	WGR	WBEN-FM	WGR
3	WGRQ	WGR	WBLK	WKBW	WJYE	WGR	WBEN-FM	WGR	WPHD	WBEN	WGRQ	WKBW	WBLK	WKBW
4	WPHD	WKBW	WBEN-FM	WJYE	WBLK	WKBW	WBEN	WJYE	WJYE	WKBW	WPHD	WBEN	WPHD	WBEN-FM
5	WBLK	WBEN-FM	WKBW	WBLK	WGR	WBEN-FM	WGR	WBLK	WGRQ	WBEN-FM	WJYE	WBEN-FM	WKBW	WBLK
6	WBEN	WBLK	WBEN	WADV	WPHD	WBLK	WBLK	WPHD	WGR	WPHD	WBLK	WADV	WGR	WBEN
7	WGR	WPHD	WGR	WBEN-FM	WBEN	WPHD	WGRQ	WBEN-FM	WBLK	WBLK	WGR	WBLK	WFXZ	WGRQ
8	WJYE	WWOL	WZIR	WWOL	WGRQ	WWOL	WJYE	WWOL	WACJ	WADV	WBEN	WPHD	WZIR	WADV
9	WACJ	WADV	WJYE	WPHD	WACJ	WYSL	WACJ	WACJ	WBEN	WWOL	WACJ	WWOL	WJYE	WFXZ
10	WFXZ	WACJ	WWOL	WACJ	WFXZ	WADV	WFXZ	WADV	WZIR	WACJ	WFXZ	WACJ	WACJ	WPHD

NUMBER ONE

WBEN RADIO

**TOTAL PERSONS 12+
TEENS**

ADULTS 18+

ADULTS 18-34

ADULTS 18-49

ADULTS 25-49

ADULTS 25-54

The dominant Buffalo combo of WBEN AM-FM continues its success story with ARB* proven programming delivering a huge 22.1 share of audience. Advertising action in Buffalo is WBEN RADIO 930 and ROCK 102!!!

Represented nationally by

EASTMAN  RADIO, INC.

*Oct/Nov Arbitron Buffalo Total Survey Area rankings, AQH estimates 6 a.m.-midnight, Monday-Sunday. Estimates subject to limitations of said report.

CHICAGO

Gannett turns around WGCI

WGCI Gannett's black FM is up about two shares from summer to take first 18-34, 18-49 and 7pm-midnight. Improvement came from both increases in cume rating and listener time spent listening.

WGN After baseball season news/talk station is down close to last winter's level. Biggest loss is midday and afternoon drive. Still first 12+, 18+, 25-49, 25-54, 35-64, cume, drive times and weekends.

WLOO FM-100 flagship station ranks first midday, second 12+. Average quarter hour audience is 58% female.

WBBM CBS-owned news operation is fourth 12+, third cume. Average listener hears the station a little more than six hours a week. Fifty-nine percent of average quarter hour audience is male.

WLS ABC's AM rocker holds recent gains (in both cume and quarter hour) from the summer book. Station is second cume, first teens.

WMAQ Burt Sherwood's NBC country station has been fairly stable over last three books. Median listener is 42—typical for country AM. Medium TV and light newspaper campaign. "Big Money Rodeo" contest with cash prizes.

WIND Westinghouse's news/talk format is tied for seventh 12+. Strongest daypart is 7pm-midnight. Daypart was strong for a station with women 18+ even before WIND's switch to news/talk.

WLAK Schulke beautiful music client ties with WIND for seventh 12+.

THE MARKET Arbitron's objective sample size increases from 2,700 to 3,040 in 1981—a 13% increase. It's common to complain about 18-24 males sample size. However, in this report, 18-24 men are 7.5% of the population and 7.5% of the sample. ESF techniques have helped. FM gets 57% of all listed listening in this report.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	F/M 80	M/A 80	S/D 80								
1	WGN	N/T	10.5	9.6	10.9	12.0	9.7	Buckley	412	17.1	4.45	Continental	1	WGN	1,388,800
2	WLOO	BM	8.2	7.8	6.7	6.0	6.9	McGavren	360	9.5	5.76	Century	2	WLS	1,256,700
3	WGCI	B	2.7	3.5	3.5	4.1	6.0	Selcom	100X12	8.5	5.52	Gannett	3	WBBM	1,194,700
4	WBBM	N	6.1	7.0	6.5	6.6	5.8	CBS	400	13.0	3.49	CBS	4	WMAQ	870,500
5	WLS	R	6.2	5.3	6.4	5.7	5.7	Blair	N/A	13.5	3.35	ABC	5	WLUP	742,500
6	WMAQ	C	4.5	5.4	4.9	4.7	4.9	Eastman	N/A	10.0	3.84	NBC	6	WL00	733,100
7	WIND	N/T	4.3	5.3	4.6	4.1	4.6	RAR	N/A	7.9	4.66	Westinghouse	7	WKQX	677,400
8	WLAK	BM	5.6	4.7	4.6	5.0	4.6	Katz	200X12	8.2	4.47	Storer	8	WLAK	664,000
9	WLUP	A	4.9	4.4	4.0	4.7	3.8	Christal	205	8.3	3.62	Heftel	9	WGCI	658,900
10	WMET	A	2.2	2.3	2.1	3.2	3.5	Masla	130	6.9	4.04	Metro Media	10	WIND	629,900

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WGCI	WGN	WGCI	WGN	WGCI	WGN	WLS A/F	WGN	WGCI	WLOO	WGCI	WLOO	WGCI	WBBM
2	WLUP	WLOO	WLUP	WBBM	WFYR	WLOO	WLUP	WLS A/F	WCLR	WMAQ	WMET	WGN	WLUP	WLOO
3	WLS	WMAQ	WMET	WLOO	WLS	WMAQ	WGCI	WBBM	WLS	WCLR	WFYR	WMAQ	WMET	WGCI
4	WFYR	WLS	WLS	WMAQ	WCLR	WLS	WFYR	WMAQ	WMET	WLAK	WLUP	WBBM	WBMX	WGN
5	WMET	WBBM	WFYR	WGCI	WKQX	WCLR	WBMX	WLOO	WFYR	WGN	WLS	WLAK	WKQX	WMAQ
6	WKQX	WGCI	WXRT	WFYR	WBMX	WGCI	WCLR	WGCI	WLUP	WLS	WCLR	WGCI	WFYR	WJEZ
7	WBMX	WFYR	WKQX	WLS	WBBM-FM	WLAK	WBBM-FM	WLUP	WKQX	WFYR	WKQX	WCLR	WXRT	WFMT
8	WCLR	WCLR	WBMX	WLAK	WLUP	WKQX	WKQX	WIND	WXRT	WGCI	WBMX	WLS	WBBM-FM	WFYR
9	WBBM-FM	WLAK	WCLR	WLUP	WMET	WJEZ	WGN	WFYR	WBBM-FM	WJEZ	WXRT	WFYR	WLS	WBMX
10	WXRT	WJEZ	WLOO	WCLR	WJPC	WFYR	WBBM	WCLR	WBMX	WKQX	WBBM-FM	WJEZ	WFBM	WLS



THANKS FOR PROVING US RIGHT.

On April 1, 1977, WFYR became Chicago's first full-service FM adult contemporary radio station. It was a new idea, and you supported us.

Chicago wanted more than just another FM music station. People told us they wanted a station that played a great variety of music, from their old favorites to their new ones. And we've worked hard to bring them that variety every day. But we didn't stop there.

To keep Chicago in touch we launched the city's first 24-hour FM news department, with some of Chicago's most respected broadcast journalists.

And we put together a staff which included some of Chicago's most popular personalities, a first on FM.

Four years ago a full-service FM adult contemporary station was a bold new idea. But when we put it all together – incredible music, credible information, and entertaining personalities – it was an idea that worked. And four years later, it's still working. Thanks for your support.

WFYR  **103 1/2 FM**

Incredible music. Credible information.

Represented nationally by RKO Radio Sales.

CINCINNATI

Taft spends \$1 million on air to stay number one

WKRQ Taft's FM rocker takes first. That's usual for fall. Firsts 12+, 18-49 and cume. Second 18-34. Ranks number one 3pm-7pm, 7pm-midnight, and weekends. Gave away one million dollars (together with WKRC, its sister AM).

WKRC Adult contemporary station ranks second 12+, first 18+, 25-49, and 25-54. Third cume. Median listener is 40. Carried NFL football.

WWEZ Federated Media's beautiful music FM is third 12+, first 35-64, and 10am-3pm. Share is 54% over spring low. Increase came both from better cume and improved time spent listening.

WEBN Burkhardt/Abrams's Cincinnati client ranks first 18-34, second 18-49, fourth 12+. Median listener is 23. Heavy TV for outside promotion.

WLW Loses big numbers in the fall book without

Reds baseball. Most of the quarter-hour loss from spring due to 31% decrease in cume rating. Still ranks second in cume.

WYYS Heftel's new rock entry scores 4.1 in first book giving away \$500,000 under GM John Piccarillo.

WCKY Adult contemporary AM competition is tough in Cincinnati. WCKY is on losing end of the battle this fall. Stable cume rating.

THE MARKET FM gets 58% of all listed listening. That's up from 53% last spring. Cincinnati radio listening levels are almost always in the lower half of all standard Arbitron markets. Only three of the last ten books show radio listening above 15%. Some contend that you can buy audience. Taft and Heftel each gave away a million dollars. If the money "bought" any audience, it may have been the most expensive audience in radio history.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	Monday-Sunday 6 AM - 12 Mid
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WKRQ	R	12.1	12.1	11.8	10.7	10.5	Katz	115X12	19.2	3.86	Taft	1	WKRQ	303,700
2	WKRC	AC	9.5	8.3	9.6	8.0	10.4	Katz	99X6	17.7	4.16	Taft	2	WLW	280,100
3	WWEZ	BM	9.1	7.1	7.6	6.3	9.7	Eastman	65	14.2	4.80	Federated Media	3	WKRC	268,000
4	WEBN	A	7.3	4.3	9.1	9.7	8.6	Torbet	76X12	13.9	4.38	Circe	4	WEBN	207,600
5	WLW	AC	11.3	15.6	9.9	14.5	8.5	CBS	145	17.0	3.53	Mariner	5	WWEZ	207,500
6	WCKY	AC	11.5	10.8	11.1	8.0	6.4	Eastman	105	10.8	4.16	Federated Media	6	WCKY	164,500
7	WUBE-FM	C	3.2	5.1	5.4	5.8	5.7	McGavren	70	8.8	4.56	Kaye-Smith	7	WYYS	140,400
8	WCIN	B	4.2	2.7	3.2	4.3	4.6	Selcom	20X6	6.4	5.10	Beni	8	WSAI-FM	130,500
9	WYYS	R	1.6	1.3	1.8	1.6	4.1	Major Market	24	8.4	3.42	Heftel	9	WUBE-FM	129,700
													10	WSKS	122,800

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WEBN	WKRC	WEBN	WKRC	WKRC	WKRC	WEBN	WKRC	WEBN	WWEZ	WKRC	WKRC	WEBN	WKRC
2	WKRC	WWEZ	WKRC	WLW	WKRC	WWEZ	WKRC	WLW	WKRC	WKRC	WEBN	WWEZ	WKRC	WWEZ
3	WKRC	WLW	WKRC	WWEZ	WEBN	WKRC	WKRC	WWEZ	WKRC	WUBE-FM	WKRC	WLW	WCIN	WLW
4	WSAI-FM	WUBE-FM	WSAI-FM	WEBN	WSKS	WLW	WWEZ	WUBE A/F	WWEZ	WLW	WSAI-FM	WKRC	WSAI-FM	WUBE-FM
5	WSKS	WKRC	WWEZ	WUBE-FM	WUBE-FM	WUBE-FM	WUBE A/F	WCKY	WUBE-FM	WLQA	WCIN	WUBE-FM	WKRC	WEBN
6	WCIN	WEBN	WCIN	WNOP	WYYS	WLQA	WLW	WKRC	WSKS	WEBN	WSKS	WEBN	WUBE-FM	WKRC
7	WYYS	WCKY	WLW	WCKY	WCIN	WEBN	WYYS	WEBN	WLQA	WKRC	WYYS	WLQA	WSKS	WCKY
8	WUBE-FM	WLQA	WYYS	WKRC	WLW	WCIN	WSAI-FM	WSAI	WSAI-FM	WSKS	WLW	WYYS	WLW	WSAI-FM
9	WWEZ	WCIN	WSKS	WLQA	WLQA	WCKY	WSKS	WLQA	WCIN	WNOP	WUBE-FM	WSKS	WYYS	WCIN
10	WLW	WSAI	WLQA	WSAI-FM	WSAI-FM		WSAI	WCIN	WLW	WYYS	WLQA	WCIN	WSAI	WLQA

YES!
95^{fm}
'THE NEW ROCK'

IN AUGUST 1980 WYYS – YES • 95 SIGNED ON THE AIR
IN THE CINCINNATI MARKET. HISTORY REPEATS ITSELF.

HEFTEL:

Courage
Creativity
Commitment



MAJOR MARKET RADIO SALES

CLEVELAND

Malrite owns 18-34, 25-54

WMMS Malrite's album rock station rates first 18-34, 18-49. Also first nights. Off-air: medium TV and newspaper, light magazine and billboards. Other promotions include concert sponsorship and mascot "buzzard cards".

WHK Malrite's country AM ranks fourth 12+ but first 25-49 and 25-54, number one cume and first mornings. Carried Cleveland Browns NFL football. Manager Gil Rosenwald used medium TV ("remarkable radio station" theme), medium newspaper.

WQAL Bonneville-programmed beautiful music operation remains first 12+, 18+ despite strong competition from WDOK. Ranks first midday, 3pm-7pm, weekends. Average listener hears station over 12 hours per week. Off-air promotion limited to TV.

WDOK Churchill client is on WQAL's heels. Gannett's beautiful music station second 12+, tied for first 35-64. WDOK median listener is a few years older

than the WQAL listener. Heavy TV and billboards featuring Henry Mancini. Contest: year-round "WDOK Listener Appreciation" with various prize payoffs.

WERE Oliva-Neuhoff's news/talk facility rates fifth 12+. Stronger Monday-Friday than on weekends despite football. Heavy newspaper, light magazine promotional campaign.

WGCL Oliva-Neuhoff's FM rocker fairly close to last fall's reading. Ranking is sixth 12+, second cume. Medium TV, some cash contests.

THE MARKET Cleveland typically shows levels that are lower than most million plus radio markets. Men 18+ demonstrate particularly low levels of listening in this report. Low morning drive levels are typical for Cleveland as are comparatively strong middays that help beautiful music. FM is up about 2% from April/May. Sixty-two percent of all listed listening now goes to FM.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80								
1	WQAL	BM	9.8	8.8	10.4	**	9.4	McGavren	175	11.8	5.81	SJR	1	WHK	332,700
2	WDOK	BM	9.8	7.5	8.3	**	9.1	Eastman	112X6	13.6	4.88	Gannett	2	WGCL	299,900
3	WHK	C	8.9	6.7	7.0	**	8.5	Katz	145X12	15.4	4.04	Malrite	3	WMMS	293,800
4	WMMS	A	7.9	7.9	9.0	**	8.5	Katz	135X12	13.9	4.47	Malrite	4	WDOK	280,000
5	WERE	N/T	5.7	8.3	7.9	**	6.7	RKO	121.55	11.0	4.43	Oliva-Neuhoff	5	WQAL	233,400
6	WGCL	R	7.0	6.8	5.9	**	6.6	RKO	121.55	13.1	3.68	Oliva-Neuhoff	6	WERE	229,500
7	WDMT	D	3.1	4.1	4.5	**	5.3	Bernard Howard	48X6	8.0	4.85	Beasley	7	WGAR	224,100
8	WZZP	AC	2.4	4.3	6.0	**	5.2	HR/Stone	92X6	10.0	3.81	Booth	8	WZZP	222,200
9	WJW	AC	4.6	4.3	4.8	**	5.1	Torbet	70X6	8.1	4.61	Lake Erie	9	WWWM	176,200
10	WGAR	AC	7.0	6.2	5.3	**	4.8	Blair	110	9.6	3.63	Nationwide	10	WWWE	170,500

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	
1	WMMS	WHK	WMMS	WHK	WZZP	WQAL	WMMS	WHK	WMMS	WQAL	WMMS	WDOK	WMMS	WWWE
2	WZZP	WQAL	WWWM	WDOK	WDMT	WHK	WZZP	WGAR	WZZP	WDOK	WZZP	WHK	WZZP	WDOK
3	WGCL	WDOK	WZZP	WQAL	WMMS	WDOK	WGCL	WQAL	WGCL	WHK	WDMT	WQAL	WWWM	WHK
4	WDMT	WZZP	WGCL	WMMS	WGCL	WZZP	WGAR	WDOK	WDMT	WZZP	WGCL	WZZP	WGAR	WJW
5	WGAR	WGAR	WGAR	WGAR	WGAR	WGAR	WDMT	WJW	WWWM	WMMS	WWWM	WGAR	WDMT	WKSJ
6	WWWM	WGCL	WDMT	WZZP	WDOK	WGCL	WWWE	WWWE	WDOK	WGCL	WGAR	WKSJ	WGCL	WQAL
7	WHK	WMMS	WHK	WERE	WWWE	WJW	WHK	WGCL	WGAR	WGAR	WDOK	WGCL	WWWE	WGAR
8	WWWE	WJW	WJMO	WKSJ	WWWM	WDMT	WWWM	WERE	WWWE	WBBG	WHK	WJW	WHK	WZZP
9	WDOK	WKSJ	WBBG	WWWE	WKSJ	WKSJ	WBBG	WMMS	WBBG	WJW	WJMO	WWWE	WJMO	WDMT
10	WJMO	WWWE			WHK	WWWE	WJMO	WZZP	WHK	WWWE	WWWE		WKSJ	WERE

WMMMS 101 FM



Pride of Cleveland

RADIO STATION *of the* YEAR
The ROLLING STONE READER'S POLL

#1 Persons 12+ TSA, ADI*

#1 Adults 18-44 Metro, TSA, ADI*
*All figures Oct/Nov 1980 Arb. Avg 1/4hr Mon-Sun., 6A-Mid. Subject to the limitations thereof.

DALLAS-FT. WORTH

KVIL AM/FM fights off challengers

KSCS Capital Cities' FM country station ranks first 12+ and 18+ for best book yet. Second 18-34, 18-49, 25-49, and 25-54. Daypart firsts: midday, 3pm-7pm, 7pm-midnight, and weekends. Medium TV, billboards, and transit. No contests.

KVIL-FM Adult contemporary FM down but still strong. Fairbanks' property first 18-34, 18-49, 25-49, and 25-54. Best daypart is consistently morning drive—unusual for an adult contemporary FM. Biggest loss since spring is 18-24. Medium TV exposure focused on air personalities. Contests awarded trips, cars, and cash.

KRLD Carl Brazell's Metromedia news operation rates third 12+, first in cume, morning drive. Best book to date. Increase from April/May typical since the station has done better in the fall over the last ten books. Carries NFL football.

KMEZ Group One's beautiful music station gains over two shares from last fall. Bonneville client is fourth 12+, first 35-64. Average KMEZ listener hears station 10.5 hours per week. No contests.

WBAP Capital Cities' country AM loses almost three shares from April/May. Fall loss is typical (no baseball). Night losses particularly dramatic. Overall, loss shows both in cume and time spent listening.

KPLX FM country more than doubles its April/May share. Median listener (30 years old) is one of the youngest for a country station in the nation.

THE MARKET Dallas-Ft. Worth is one of the heaviest FM listening markets in the country with 69% of the listed listening going to FM. Eight of the top ten stations are FM. In the last ten books, Dallas-Ft. Worth has had higher radio listening levels in the spring than in the fall. Levels of listening have run higher in the last two years than during previous two years. Dallas side of the metro usually shows slightly higher levels than Ft. Worth.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	KSCS	C	6.4	6.9	8.2	7.9	8.7	Eastman	N/A	14.1	4.66	Capital Cities	1	KRLD	494,300
2	KVIL-FM	AC	8.8	9.3	9.9	9.8	8.0	Blair	300	13.5	4.48	Fairbanks	2	KSCS	421,200
3	KRLD	N	7.2	6.8	7.3	6.7	7.7	Katz	280	15.3	3.82	Metromedia	3	KVIL-FM	413,100
4	KMEZ	BM	5.8	5.4	4.8	5.5	7.0	McGavren	N/A	10.5	5.05	Group One	4	WBAP	390,100
5	WBAP	C	7.8	11.2	7.6	9.2	6.4	Eastman	N/A	12.2	3.96	Capital Cities	5	KMEZ	310,500
6	KPLX	C	2.3	2.1	1.6	2.7	5.8	RKO	N/A	9.6	4.51	Susquehanna	6	KKDA-FM	299,900
7	KKDA-FM	B	5.5	4.7	5.8	5.1	5.5	HR/Stone	110X6	9.8	4.28	Service	7	KPLX	291,400
8	KZEW	A	3.1	2.8	3.8	4.9	4.7	Major Market	N/A	8.8	4.04	Belo	8	KZEW	276,500
9	KNOK-FM	B	3.4	3.6	4.2	3.9	4.4	Bernard Howard	60.80	7.3	4.63	EGG Dallas	9	KFJZ-FM	276,300
10	KTXQ	A	4.6	6.8	5.1	4.5	4.0	CBS/FM	N/A	8.0	3.79	Gulf	10	KTXQ	263,600

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KVIL-FM	KVIL-FM	KZEW	KRLD	KVIL-FM	KVIL-FM	KVIL-A/F	KVIL-A/F	KVIL-FM	KMEZ	KVIL-A/F	KVIL-A/F	KZEW	KMEZ
2	KSCS	KSCS	KTXQ	KSCS	KSCS	KSCS	KZEW	KRLD	KSCS	KSCS	KSCS	KSCS	KVIL-FM	KVIL-FM
3	KZEW	KMEZ	KVIL-FM	WBAP	KKDA-FM	KMEZ	KSCS	WBAP	KZEW	KVIL-FM	KZEW	KMEZ	KTXQ	KSCS
4	KKDA-FM	WBAP	KPLX	KVIL-FM	KMGC	KPLX	KPLX	KSCS	KTXQ	KPLX	KKDA-FM	KRLD	KNOK-FM	KPLX
5	KPLX	KRLD	KSCS	KMEZ	KPLX	WBAP	KTXQ	KMEZ	KMGC	WBAP	KMGC	KPLX	KSCS	WFAA
6	KTXQ	KPLX	KKDA-FM	KPLX	KNOK-FM	KRLD	KKDA-FM	KPLX	KKDA-FM	KRLD	KPLX	WBAP	KKDA-FM	KKDA-FM
7	KMGC	WFAA	KMGC	KTXQ	KZEW	KNOK-FM	KRLD	WFAA	KPLX	KMGC	KTXQ	KMGC	KPLX	KNOK-FM
8	KNOK-FM	KKDA-FM	KRLD	WFAA	KMEZ	KKDA-FM	WBAP	KBOX	KMEZ	WFAA	KNOK-FM	KNOK-FM	KMGC	WBAP
9	KRLD	KMGC	KNOK-FM	KKDA-FM	KNUS	KOAX	KMGC	KKDA-FM	KNOK-FM	KOAX	WBAP	WFAA	KFJZ-FM	KMGC
10	KMEZ	KOAX	WBAP				KNOK-FM	KZEW	KOAX	KKDA-FM	KRLD	KKDA-FM	KMEZ	KTXQ

DENVER-BOULDER

Simulcasting makes KHOW first 25-54

KHOW-AM/FM Doubleday simulcasts this book. Adult contemporary combination takes first 6am-10am, 25-49, 25-54, and third cume. Direct mail and heavy TV. Some contests.

KBPI Sandusky's album rock station holds down first 12+, 18-34, 18-49. Daypart firsts: 3pm-7pm, 7pm-midnight, weekends. Medium TV exposure ("Remarkable Mouth"). KBPI median listener is 23.

KOA General Electric's news/talk operation increases its cume rating 41% to take firsts in cume, 18+, 35-64. NFL, college football featured. Mornings very strong. Medium TV, light newspaper, heavy billboards. Some contests were run.

KOSI-FM Armstrong's beautiful music station has a 48 year-old median listener. Bonneville client up one share from spring book to land near last fall's

level. Ranks first midday. Off-air promotion: medium TV, light newspaper, and magazine. No contests.

KLIR Schulke beautiful music client has a median listener about three years older than KOSI-FM's (51). The two stations have been jumping back and forth for the lead in last four books. Fifth 12+.

KOAQ General Electric's FM rocker more than doubles its previous share. Strong increase in amount of time it keeps average listener. KOAQ median listener is 23. Medium to heavy TV. Some contests.

KYGO Jefferson Pilot's FM lands a 3.5 share in its first country book.

THE MARKET Average person in Denver listens to the radio about 21.5 hours per week. That's above the national average. Over last three books, men and women have listened at about equal levels. FM is up to 54% of the listed listening from 50% in the spring. The much publicized direct mail campaigns by KHOW and KIMN didn't appear to help either station's cume much.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	KBPI	A	4.7	4.6	4.9	9.0	8.6	Selcom	105	16.3	4.28	Sandusky	1	KOA	336,500
2	KOA	N/T	11.3	6.4	9.9	6.5	7.8	Katz	N/A	17.6	3.63	GE	2	KBPI	287,600
3	KHOW-A/F	AC	**	**	**	**	6.9	Eastman	300	14.9	3.76	Doubleday	3	KHOW-A/F	280,800
4	KOSI-FM	BM	4.6	6.7	6.9	5.7	6.7	Torbet	N/A	12.3	4.44	Armstrong	4	KIMN	274,000
5	KLIR	BM	8.0	7.8	6.5	7.3	6.1	Christal	63X12	11.6	4.28	KLIR	5	KOSI-FM	216,300
6	KOAQ	R	3.1	3.4	2.6	2.7	6.0	Katz	N/A	11.3	4.32	GE	6	KLIR	205,200
7	KIMN	R	8.1	6.5	6.8	7.7	5.4	Blair	135	13.5	3.24	Jefferson-Pilot	7	KOAQ	200,200
8	KPPL	AC	4.0	2.8	3.6	4.9	5.1	Major Market	90	8.3	5.00	Western Sun	8	KAZY	186,700
9	KVOD	CL	3.5	3.2	4.1	3.8	4.8	Concert Music	68X6	7.3	5.35	Capitol City	9	KLZ	181,500
10	KLZ	C	3.7	3.9	5.4	6.7	4.7	McGavren	N/A	9.9	3.91	Group One	10	KPPL	140,900

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KBPI	KHOW-A/F	KBPI	KOA	KPPL	KHOW-A/F	KHOW-A/F	KHOW-A/F	KPPL	KOSI-FM	KBPI	KHOW-A/F	KBPI	KOA
2	KPPL	KOA	KAZY	KBPI	KIMN	KOSI-FM	KIMN	KOA	KBPI	KHOW-A/F	KPPL	KOSI-FM	KOAQ	KOSI-FM
3	KOAQ	KOSI-FM	KOAQ	KHOW-A/F	KOAQ	KOA	KPPL	KLZ	KOAQ	KLZ	KOAQ	KOA	KAZY	KPPL
4	KIMN	KBPI	KPPL	KLZ	KHOW-A/F	KPPL	KBPI	KIMN	KBCO	KPPL	KIMN	KPPL	KPPL	KOAQ
5	KHOW-A/F	KLZ	KBCO	KVOD	KBPI	KLIR	KOAQ	KVOD	KHOW-A/F	KLIR	KAZY	KLZ	KIMN	KADX
6	KAZY	KPPL	KIMN	KOSI-FM	KYGO	KIMN	KBCO	KOSI-FM	KYGO	KVOD	KHOW-A/F	KBPI	KOA	KLZ
7	KBCO	KVOD	KHOW-A/F	KLDR	KLZ	KLZ	KLZ	KPPL	KIMN	KBPI	KBCO	KIMN	KBCO	KVOD
8	KYGO	KLIR	KOA	KOAQ	KDKO	KYGO	KVOD	KLIR	KAZY	KYGO	KYGO	KLDR	KHOW-A/F	KBPI
9	KLDR	KIMN	KTCL	KPPL	KLDR	KVOD	KOA	KBPI	KLDR	KLDR	KOSI-FM	KOAQ	KDKO	KHOW-A/F
10	KOA	KOAQ	KLDR	KIMN	KOSI-FM	KOSI	KYGO	KOAQ	KTCL	KBCO	KTCL	KYGO	KYGO	KYGO

Denver's
KHOW
REACHES
MORE...

#

Adults*

25-49
25-54

*Source: OCT-NOV 1980 ARB/MSA AQH,
CUMÉ/6A-MID MON-SUN

DETROIT

Doubleday's WLLZ debuts with first 18-34, reaches second 12+

WLLZ Repeating its St. Louis success, Doubleday's "Wheels" debuts with firsts 18-34, 18-49, teens. Album rock station reaches number three cume position in its first book. "Listen to us" contest awarded \$1,000 per day. Off-air promotion: TV, outdoor, 300,000 bumper stickers.

WJR Drop of five shares from summer (and baseball) not as bad as it looks. But 8.7 share still under last fall's 10.1 share. Capital Cities' adult contemporary station ranks first 6am-10am, 10am-3pm, and weekends (football). First 12+, 18+, cume, 35-64, tied first 25-54. Light TV schedule promoted air personalities, light billboard. No contests.

WNIC-FM Ed Christian's Renaissance Communications takes the hotly contested adult contemporary

FM battle. Ranks second 18-34, 25-49. Seventy-four percent of station's average quarter-hour audience is 18-34. Some contests.

WCXI Golden West's country facility back up to last fall's performance. Firsts include 25-49, 25-54 (tied). Average WCXI listener heard the station over 13 hours a week. Medium TV exposure (personalities and the "Mechanical Bull") medium billboards. Gave away various prizes with "country lover" cards.

WRIF ABC's album rock station hurt by strong WLLZ debut. Cume rating down 15% from summer. Heavy TV, newspaper, magazine featuring the D.R.E.A.D. "Gold Card." Record giveaways (including Led Zeppelin, Rolling Stones anthologies).

THE MARKET Radio listening levels in Detroit above national levels. Morning drive, however, is comparatively weak against national levels. FM listening now 64% of all listed listening, up from 61.5% this spring.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80								
1	WJR	AC	10.1	10.8	11.8	13.8	8.7	Eastman	290X6	17.7	3.98	Capital Cities	1	WJR	865,900
2	WLLZ	A	0.6	**	**	**	7.9	RAR	N/A	13.6	4.71	Doubleday	2	WWJ	658,500
3	WWJ	N	6.0	6.2	5.0	5.5	6.5	CBS	175	13.4	3.89	Evening News	3	WLLZ	623,900
4	WCXI	C	5.6	4.8	5.1	4.3	5.5	Katz	215X6	7.3	6.11	Golden West	4	WRIF	615,500
5	WNIC-FM	AC	3.5	3.3	4.4	4.4	5.3	RKO	150	10.9	3.94	Renaissance	5	CKLW	577,300
6	WRIF	A	6.3	7.5	7.0	6.1	5.1	Blair	170	11.7	3.51	ABC	6	WNIC-FM	539,100
7	WMJC	AC	5.0	4.8	5.5	6.2	5.0	Major Market	N/A	10.3	3.97	Greater Media	7	WDRQ	532,700
8	WJR-FM	BM	4.0	5.0	4.7	3.5	4.5	Eastman	102	8.6	4.22	Capital Cities	8	WMJC	502,200
9	WCZY	BM	3.3	4.0	5.3	4.5	4.2	Selcom	110	8.4	4.10	Gannett	9	WABX	439,000
10	WOMC	AC	4.3	3.2	4.4	3.3	3.9	Torbet	150	5.8	5.39	Metromedia	10	WJR-FM	410,700

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WLLZ	WCXI	WLLZ	WJR	WNIC-FM	WCXI	WNIC-A/F	WJR	WLLZ	WCXI	WLLZ	WCXI	WLLZ	WNIC-FM
2	WNIC-FM	WJR	WRIF	WCXI	WMJC	WNIC-FM	CKLW	WCXI	WNIC-FM	WOMC	WRIF	WJR	WNIC-FM	WJZZ
3	WRIF	WOMC	WNIC-FM	WJZZ	WLLZ	WJR	WRIF	CKLW	WMJC	WMJC	WNIC-FM	WNIC-FM	WLBS	WTWR
4	WMJC	WNIC-FM	WLBS	WOMC	WOMC	WOMC	WLLZ	WWJ	WRIF	WNIC-FM	WMJC	WMJC	WJZZ	WCXI
5	WLBS	WMJC	WABX	WWJ	WRIF	WMJC	WMJC	WNIC-A/F	WTWR	WJR-FM	WLBS	WJR-FM	WRIF	WJR
6	WTWR	WJZZ	WJZZ	WNIC-FM	WTWR	CKLW	WOMC	WOMC	WOMC	WTWR	WJZZ	WOMC	WMJC	WOMC
7	WJZZ	CKLW	WTWR	WLLZ	WLBS	WCZY-FM	WTWR	WMJC	WLBS	WJR	WTWR	WWJ	WTWR	WLLZ
8	WOMC	WCZY-FM	CKLW	CKLW	CKLW	WJR-FM	WLBS	WJR-FM	WJZZ	WJZZ	WABX	WCZY-FM	WABX	WLBS
9	CKLW	WJR-FM	WMJC	WTWR	WJLB	WJZZ	WABX	WTWR	WABX	WCZY-FM	WOMC	WJZZ	WCXI	WJR-FM
10	WABX	WTWR	WWWW	WJR-FM	WDRQ	WTWR	WCXI	WJZZ		CKLW	CKLW	CKLW	WGPR	WCZY-FM

What's the #1 thing to remember about what's happening in Detroit Radio?

WNIC...strong across the board
in every demographic area.

- #1 — Adults 18-49, 6 AM-Mid, M-Su, Metro Cume
- #1 — Adults 18-34, 6 AM-10 AM, M-F, Average quarter hour
- #1 — Adults 18-34, 6 AM-10 AM, M-F, Metro Cume
- #1 — Women 18-49, 6 AM-10 AM, M-F, Average quarter hour
- #1 — Women 18-34, Every Day Part, Metro Cume
- #1 — Adults 18-34, 6 AM-Mid, M-Su, Metro Cume
- #1 — Adults 18-49, 3 PM-7 PM, M-F, Metro Cume
- #1 — Adults 25-34, 6 AM-Mid, M-Su, Metro Cume
- #1 — Men 25-34, 6 AM-Mid, M-Su, Metro Cume
- #1 — Women 25-34, 6 AM-Mid, M-Su, Metro Cume



FM 100/AM 13



An MJA Communications Company



Represented Nationally by RKO Radio Sales

Source: Detroit Arbitron, October/November, 1980

HARTFORD-NEW BRITAIN

WTIC AM/FM owns prime demos

WTIC Adult contemporary station captures first 12+, 18+, 18-49, 25-49, 25-54, 35-64, and first cume 12+. First in all major dayparts. Morning drive share six times nearest competitor's. Manager Perry Ury bought medium TV. Contests included cash call.

WTIC-FM FM rocker takes first 18-34, fourth 12+, and third cume. Average quarter-hour audience is two-thirds women. Off-air promotion: TV and billboards. Cash contest.

WRCH Beautiful music station ranks second 12+, 35-64. Uses Schulke's programming services. Median listener is 54. Medium TV and some contests.

WKSS Insilco's beautiful music operation has a younger median listener (48) than WRCH. Radio Programming and Management client ranks second 25-49 and 25-54, third 12+. Medium TV and heavy

color newspaper. "Car Pool Trivia" contest awarded each winner \$50 prize.

WPOP Merv Griffin's news operation ranks fifth 12+, second cume. Average WPOP listener hears the station six hours a week. Football on weekends. Some contests.

WDRC Buckley's adult contemporary station gains two shares. Biggest increase among men 18+.

THE MARKET Strong radio listening levels are common in the Hartford market. High morning drive radio listening levels help WTIC. Listening is particularly heavy (compared to the national average) 6am-8am. FM gets 53% of all listed listening, down slightly from 54% in the spring.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WTIC	AC	22.9	28.4	24.8	24.2	23.0	Katz	300X12	38.4	4.93	Ten Eighty	1	WTIC	333,000
2	WRCH	BM	8.5	8.2	9.4	11.5	9.2	Christal	N/A	14.8	5.13	Radio Corp.	2	WPOP	137,100
3	WKSS	BM	7.9	6.9	6.6	5.1	6.3	Blair	54	10.0	5.18	Insilco	3	WTIC-FM	133,400
4	WTIC-FM	R	5.7	6.3	4.0	7.9	6.2	Katz	105X12	13.8	3.70	Ten Eighty	4	WRCH	127,900
5	WPOP	N	4.3	3.9	4.1	4.4	5.6	Torbet	46.4X6	13.4	3.45	Merv Griffin	5	WDRC	117,400
6	WDRC	AC	7.8	5.0	5.4	3.3	5.3	Buckley	125	12.0	3.62	Buckley	6	WHCN	109,400
7	WHCN	A	3.2	3.9	3.9	4.3	5.1	Jack Masla	50X7	11.4	3.71	Beck-Ross	7	WDRC-FM	106,500
8	WIOF	A	1.8	2.0	2.3	3.7	4.3	Torbet	46.4X6	7.9	4.44	Merv Griffin	8	WCCC-FM	88,900
9	WCCC-FM	A	2.9	3.2	3.8	4.1	3.6	Selcom	45X6	8.7	3.38	Greater Hartford	9	WKSS	85,800
													10	WIOF	71,000

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WTIC-FM	WTIC	WHCN	WTIC	WTIC-FM	WTIC	WTIC	WIOF	WTIC	WWYZ	WTIC	WTIC-FM	WTIC	
2	WIOF	WKSS	WCCC-FM	WKSS	WIOF	WRCH	WDRC-A/F	WDRC-A/F	WCCC-FM	WKSS	WHCN	WRCH	WCCC-FM	WKSS
3	WHCN	WRCH	WIOF	WDRC	WWYZ	WKSS	WTIC-FM	WKSS	WTIC-FM	WRCH	WIOF	WKSS	WHCN	WRCH
4	WCCC-FM	WDRC	WTIC-FM	WPOP	WTIC	WTIC-FM	WCCC-FM	WRCH	WKSS	WDRC	WTIC-FM	WDRC	WIOF	WDRC-FM
5	WWYZ	WIOF	WDRC	WRCH	WKSS	WRCQ	WIOF	WTIC-FM	WWYZ	WIOF	WCCC-FM	WPOP	WDRC-FM	WTIC-FM
6	WTIC	WTIC-FM	WTIC	WIOF	WDRC-FM	WDRC	WHCN	WPOP	WHCN	WPOP	WDRC	WWYZ	WWYZ	WWYZ
7	WDRC	WPOP	WWYZ	WWYZ	WCCC-FM	WWYZ	WRCQ	WRCQ	WDRC	WCCC-FM	WTIC	WIOF	WTIC	WKCI
8	WDRC-FM	WWYZ	WRCQ	WCCC-FM	WHCN	WIOF	WWYZ	WIOF	WRCQ	WRCQ	WMLB	WTIC-FM	WDRC	WIOF
9	WRCQ	WRCQ	WDRC-FM	WTIC-FM	WDRC	WDRC-FM	WKSS	WWYZ	WMLB	WMLB	WKCI	WDRC-FM	WKCI	WDRC
10	WKSS	WDRC-FM	WPLR				WKCI	WHCN	WDRC-FM	WTIC-FM		WRCQ	WPLR	

*The first things
you need to know
about buying
HARTFORD radio**

**WTIC-AM &
WTIC-FM**

**Number 1—Persons 12 + and 18 +, Mon-Sun, 6am-Mid,
MSA, ARBITRON— Oct/Nov, '80*



Represented by
Katz Radio

HOUSTON-GALVESTON

“Magic” is back at KMJQ; country makes KIKK-FM second

KMJQ Amature's black station back on top with firsts 12+, 18-34, and 18-49. Strong comeback after being sixth 12+ in April/May. Number one 3 pm-7pm, 7pm-midnight, and weekends. Thirty percent of KMJQ's listeners don't listen to any other stations. Station used "easy money" cash contest.

KIKK-FM It's the seventh straight "up" book for Viacom's country FM. Firsts include 18+, 25-49, 25-54, 35-64, and cume. Ranks first mornings and midday. Cash and prizes were awarded in a bumper sticker promotion.

KRBE Lake Huron's FM rocker ranks third 12+ and cume. Almost doubles its share of teens since summer to become number one in that demo.

KYND Southern's beautiful music operation has almost the same reading as summer. Median listener is 48. Light Patrick O'Neal TV spots and light "relax" billboards. Shulke client ran no contests.

KPRC *Houston Post's* news/talk station is down to last winter's level (without the Astros). Tied for fifth 12+ with a 52 year-old median listener.

KODA Bonneville's beautiful music client tied with KPRC 12+. Average listener hears the station 9.5 hours a week.

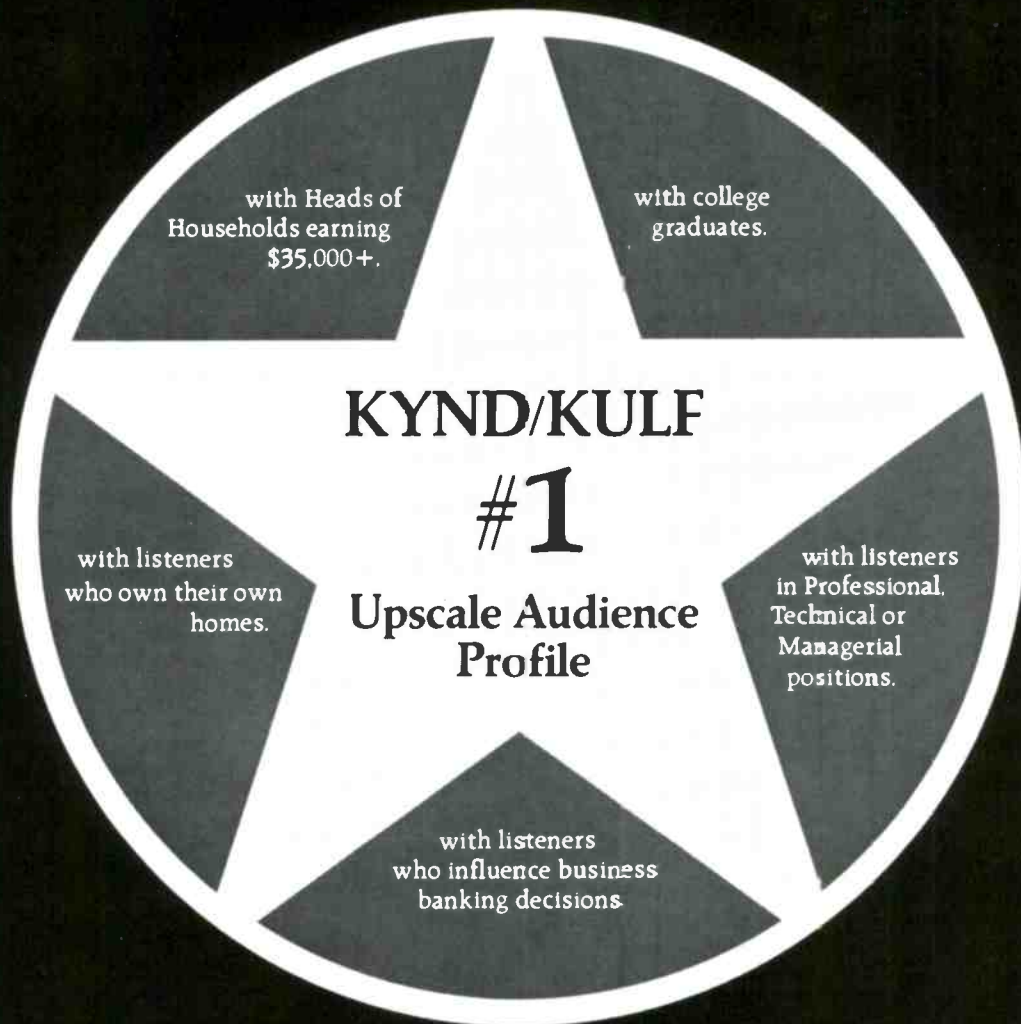
KRLY FM rocker was first 12+ April/May, drops to seventh this fall. Particularly large loss in listener time spent listening.

THE MARKET About 15.8% of the Houston population (12+) listens to the radio average quarter-hour. Men and women listened at an equal rate in the fall survey. Houston is a strong FM market. FM gets 65% of all listed listening—same as in April/May.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80							RANK	CUME
1	KMJQ	B	8.0	8.0	5.1	8.6	10.8	McGavren	N/A	13.4	6.11	Amaturo	1	KIKK-FM	497,200
2	KIKK-FM	C	6.6	7.8	8.6	9.2	10.5	Torbet	250X6	16.0	4.96	Viacom	2	KMJQ	395,400
3	KRBE	R	4.5	3.9	5.3	4.0	5.6	Katz	165X6	11.3	3.74	Lake Huron	3	KRBE	391,800
4	KYND	BM	7.2	5.3	6.7	5.3	5.4	Southern	208X6	9.1	4.48	Eastman	4	KTRH	368,600
5	KODA	BM	3.9	4.2	4.2	4.2	5.3	RAR	120	8.7	4.61	Westinghouse	5	KPRC	329,300
6	KPRC	N/T	5.7	5.3	7.0	8.1	5.3	CBS	N/A	9.9	4.02	Houston Post	6	KRLY	311,700
7	KTRH	N/T	5.9	6.1	4.3	4.6	5.0	Christal	250X6	10.5	3.63	Rusk	7	KILT	296,700
8	KLOL	A	5.4	4.6	4.9	3.7	4.7	Christal	87.5X6	6.6	5.34	Rusk	8	KYND	294,700
9	KRLY	R	6.4	9.1	9.8	7.6	4.6	Jack Masla	175	9.0	3.84	SJR	9	KODA	272,100
10	KEYH	SP	2.3	2.6	1.2	2.6	4.3	Lotus	46	3.2	10.21	Artlite	10	KFMK	240,800

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KMJQ	KIKK-FM	KMJQ	KIKK-FM	KMJQ	KIKK-FM	KIKK-FM	KIKK-FM	KIKK-FM	KIKK-FM	KIKK-FM	KIKK-FM	KMJQ	KMJQ
2	KIKK-FM	KMJQ	KIKK-FM	KMJQ	KIKK-FM	KMJQ	KMJQ	KMJQ	KMJQ	KMJQ	KIKK-FM	KMJQ	KLOL	KIKK-FM
3	KLOL	KODA	KLOL	KODA	KEYH	KODA	KRLY	KTRH	KLOL	KYND	KLOL	KODA	KIKK-FM	KODA
4	KEYH	KYND	KILT-FM	KENR	KFMK	KYND	KLOL	KPRC	KEYH	KODA	KEYH	KPRC	KFMK	KYND
5	KRBE	KEYH	KRBE	KEYH	KRLY	KFMK	KRBE	KODA	KRBE	KRBE	KFMK	KYND	KILT-FM	KQUE
6	KRLY	KTRH	KEYH	KPRC	KLAT	KLAT	KILT	KULF	KRLY	KFMK	KRBE	KILT	KODA	KULF
7	KFMK	KPRC	KRLY	KTRH	KRBE	KQUE	KULF	KENR	KFMK	KPRC	KILT-FM	KFMK	KRLY	KFMK
8	KILT-FM	KENR	KILT	KYND	KLOL	KRBE	KILT-FM	KILT	KILT-FM	KQUE	KRLY	KEYH	KSRR	KTRH
9	KSRR	KRBE	KFMK	KILT-FM	KSRR	KRLY	KFMK	KRBE	KLAT	KLAT	KSRR	KRBE	KLVL	
10	KLAT		KULF	KULF		KTRH	KEYH	KYND	KYND	KEYH	KILT	KENR	KRBE	

Last year, we told you we deliver
Houston's adults.
This year, we'll tell you which adults.



KYND/KULF continues to deliver.
We reach the adults you need to reach. And we get results.
Day after day. Always first in quality!

KULF 790 **KYND/FM92**

Represented nationally by Eastman Radio

Source:
International Demographics, Inc.
Demographic Profiles
July - Sept. 1980
MEDIA AUDITS, HOUSTON

INDIANAPOLIS

Fairbanks one-two punch: WIBC & WNAP

WIBC Among the many firsts for the Fairbanks adult contemporary AM: 12+, 18+, 18-49, 25-49, 25-54, 35-64, cume, midday, and afternoon drive. 6am-10am share is almost twice the nearest competitors. College football. Heavy TV and billboards. Contests prizes: cash and Chrysler "K" cars.

WXTZ Mid America's beautiful music station is down two shares to its lowest point in five years. Still the station is second 12+. Average listener hears the station over 10 hours a week.

WNAP Fairbanks' rock FM is up almost three shares to take first 18-34, first 7pm-midnight, third 12+, third cume. Cume rating increased about 25%. Medium TV and billboards. Prizes: cash and "K" cars.

WIRE Mid America's country AM tied fourth 12+. NFL and college football. Off-air promotion: light TV,

newspaper, billboards and transit. Cash prizes.

WTLC Black FM ranks third 18-34, tied for fourth 12+.

WFMS Country FM up to its highest share yet as it takes second place 18-49, 25-54 and 25-49. Strong midday share is common for FM country. Light TV, medium billboards and heavy bus bench exposure. "Hi-Lo", cash call and other contests.

THE MARKET Listening during the fall survey period ran below the national average in Indianapolis. Morning drive is a more important daypart for the market than it is for most places. Over the last ten books, listening by women has consistently been heavier than listening by men. FM gets 60% of all listed listening. That's up from 58% in the spring. This was the fourth Quarterly Measurement survey for the market.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	F/M 80	S/D 80								
1	WIBC	AC	19.4	17.5	15.9	15.7	15.6	Blair	180X7	24.1	4.61	Fairbanks	1	WIBC	297,800
2	WXTZ	BM	13.7	13.6	13.5	12.5	10.3	Eastman	N/A	15.0	4.90	Mid America	2	WIKS	215,700
3	WNAP	R	9.2	8.9	8.1	7.1	9.9	Blair	68X7	16.9	4.14	Fairbanks	3	WNAP	214,800
4	WIRE	C	7.5	11.9	9.5	8.8	9.3	Eastman	120	15.7	4.22	Mid America	4	WIRE	198,500
5	WTLC	B	7.2	8.8	9.8	9.2	9.3	Bernard Howard	56	9.6	6.86	Commun. Media	5	WXTZ	181,200
6	WFMS	C	5.6	7.1	8.4	7.4	9.0	Torbet	75	12.1	5.28	Susquehanna	6	WFBQ	161,100
7	WIKS	R	0.5	0.8	4.6	9.0	8.1	Major Market	50X6	15.9	3.62	Heftel	7	WNDE	158,000
8	WFBQ	A	6.5	8.7	9.9	6.7	7.4	Katz	110.4X6	12.7	4.17	Gulf	8	WFMS	144,300
9	WNDE	R	6.7	6.0	5.4	5.3	5.0	Katz	55.2X6	11.0	3.27	Gulf	9	WTLC	105,300
10	WATI	BM	3.7	2.7	2.5	2.9	3.7	Jack Masla	15X5	4.5	5.85	Sarkes-Tarzian	10	WIFE	95,400

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	
1	WNAP	WIBC	WFBQ	WIBC	WTLC	WIBC	WNAP	WIBC	WNAP	WXTZ	WNAP	WIBC	WTLC	WFMS
2	WFBQ	WFMS	WNAP	WIRE	WNAP	WFMS	WIBC	WIRE	WTLC	WIBC	WFBQ	WFMS	WFBQ	WTLC
3	WTLC	WXTZ	WIBC	WXTZ	WIBC	WXTZ	WFBQ	WFMS	WFBQ	WFMS	WNDE	WXTZ	WNAP	WIRE
4	WIBC	WIRE	WTLC	WFMS	WIKS	WIRE	WTLC	WXTZ	WIBC	WIRE	WIBC	WIRE	WIKS	WXTZ
5	WIKS	WTLC	WIKS	WFBQ	WFBQ	WTLC	WNDE	WNAP	WNDE	WNAP	WIKS	WNDE	WFMS	WIBC
6	WNDE	WNAP	WNDE	WTLC	WFMS	WNAP	WFMS	WTLC	WXTZ	WTLC	WTLC	WNAP	WNDE	WIKS
7	WFMS	WNDE	WIRE	WNDE	WNDE	WNDE	WIKS	WNDE	WFMS	WNDE	WFMS	WIKS	WIBC	WNDE
8	WIRE	WFBQ	WFMS	WNAP	WXTZ	WIKS	WIRE	WFBQ	WIKS	WFBQ	WXTZ	WFBQ	WIRE	WFBQ
9	WXTZ	WIKS	WXTZ	WIKS	WIRE	WATI	WXTZ	WIKS	WIRE	WIKS	WIRE	WTLC	WXTZ	WNAP
10	WIFE	WATI	WIFE	WIFE	WIFE	WBRI	WIFE	WIFE	WIFE	WATI	WIFE	WATI	WIFE	WIFE

WIRE
am1430

Today's country sound

WXtZ

Ecstasy FM stereo103.....it's beautiful



INDIANAPOLIS

(317) 927-4200



LOUISVILLE

WAMZ, WKJJ, and WLRS all jump 3 shares

WAMZ FM country operation gains almost three shares to lead 12+, 18+, 18-49, and 25-54. Second 18-34 and holds down first place weekends. Outside promotion: heavy billboards and bus boards. One contest gave away visits to the "World's Best Honky Tonks."

WKJJ Great Trails' FM rocker gains almost three shares to take second 12+. First 3pm-7pm and 7pm-midnight. Consultant E. Alvin Davis helps client win over half the teen audience. Light TV and a "Count the Music" contest that awarded \$50 and \$100 prizes.

WVEZ Multimedia's beautiful music outlet ranks first midday and 35-64, second 18+, third 12+. Schulke client ran medium TV (Patrick O'Neal) and billboards. "Mystery Tune" contest with \$50 savings bonds.

WAKY Multimedia's adult contemporary AM holds

steady from a good spring book to take second 18-49, 25-49, 25-54, and cume. Median listener is 31. Light newspaper and heavy direct mail which promoted "Happiness Is Here Again" contest. Prizes ranged from television sets to house payments.

WLRS Album rock station is first 18-34 after gaining almost three shares. Median listener is 22. Burkhardt/Abrams client ran medium billboards, light newspaper, and medium to heavy TV.

WCII Great Trails' AM station debuts with a 4.7 share in the country format. Median listener in April/May (with rock format) was 23; current median listener is 33.

THE MARKET Radio listening in Louisville is low as usual. Persons using radio reading has not been above 15% for the last eight books. Radio listening by men has been lower than radio use by women in the last 10 books. FM gets 54% of the listed listening in this report. That's up from 46% in April/May.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WAMZ	C	5.9	5.6	6.9	8.8	11.7	Blair	60	15.6	5.15	WAMZ	1	WHAS	173,600
2	WKJJ	R	4.1	3.4	10.2	7.8	10.5	Torbet	63	16.9	4.27	Great Trails	2	WAKY	172,700
3	WVEZ	BM	5.7	6.2	12.9	10.7	9.9	Eastman	69X6	12.7	5.33	Multimedia	3	WKJJ	162,600
4	WAKY	AC	9.4	8.1	5.7	9.8	9.5	Eastman	86.25X6	17.0	3.82	Multimedia	4	WAMZ	142,100
5	WLRS	A	13.7	13.6	10.1	5.7	8.5	Katz	56X6	13.8	4.24	Kentucky Tech.	5	WLRS	134,200
6	WHAS	AC	10.8	10.7	10.8	8.9	7.8	Blair	125	15.9	3.34	WHAS	6	WAVE	133,400
7	WAVE	AC	8.3	14.0	8.2	7.7	6.8	Katz	65X6	12.8	3.65	Orion	7	WVEZ	116,000
8	WLOU	B	8.3	6.6	4.7	9.4	5.7	Bernard Howard	40X6	7.5	5.23	Summers	8	WINN	89,200
9	WINN	C	8.6	5.0	8.0	5.9	5.0	McGavren	51	8.8	3.89	Whatever's Fair	9	WQHI	85,200
10	WCII	C	**	**	4.7	4.5	4.7	Torbet	N/A	8.2	3.93	Great Trails	10	WCII	81,900

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WLRS	WAMZ	WLRS	WAMZ	WAMZ	WAMZ	WAKY	WAKY	WLRS	WVEZ	WLRS	WAMZ	WLRS	WAMZ
2	WAMZ	WAKY	WAMZ	WAKY	WKJJ	WAKY	WLRS	WHAS	WAMZ	WAMZ	WCII/WKJJ	WAKY	WAMZ	WAKY
3	WAKY	WVEZ	WAKY	WVEZ	WAKY	WVEZ	WAMZ	WAMZ	WAKY	WAKY	WAMZ	WVEZ	WKJJ	WVEZ
4	WKJJ	WHAS	WKJJ	WHAS	WLRS	WHAS	WCII/WKJJ	WCII/WKJJ	WKJJ	WINN	WAKY	WCII/WKJJ	WQHI	WCII
5	WRKA	WCII	WLOU	WCII	WRKA	WCII	WHAS	WAVE	WRKA	WAVE	WQHI	WHAS	WAKY	WHAS
6	WLOU	WAVE	WHAS	WINN	WLOU	WAVE	WRKA	WVEZ	WQHI	WHAS	WRKA	WAVE	WZZX	WLRS
7	WHAS	WINN	WCII	WLRS	WQHI	WKJJ	WQHI	WINN	WLOU	WLRS	WLOU	WLRS	WRKA	WRKA
8	WQHI	WLRS	WRKA	WAVE	WHAS	WLOU	WLOU	WRKA	WHAS	WRKA	WHAS	WINN	WHAS	WQHI
9	WCII	WLOU	WQHI	WRKA	WCII	WINN	WINN	WLRS	WCII	WQHI	WZZX	WRKA	WCII	WKJJ
10	WZZX	WRKA	WZZX	WLOU	WINN	WRKA	WXLN	WQHI	WVEZ	WCII	WINN	WQHI	WXLN	WINN

Count Your Blessings !!

There is still a combo buy to effectively reach the Louisville market with unduplicated wonder: WAKY 790 and WVEZ FM 107. Needless to say, our numbers are giving the competition a devil of a time! With the WAKY/WVEZ combo... Thou Shalt Not Go Wrong!

	WAKY	WVEZ
Adults 25+	#3	#1
Adults 25-49	#1	#3
Adults 25-54	#2	#3
Adults 35-64	#4	#1
Adults 18-49	#2	#4
Adults 18-34	#3	#
Total Adults 18+	#3	#2
Total Persons 12+	#4	#2

Waky WVEZ

Louisville

Represented nationally by

EASTMAN  RADIO, INC.

Source: Arbitron, Oct/Nov 1980, AQH, Mon-Fri 6AM-Midnight, MSA

Audience data based on estimates subject to industry accepted qualifications which WAKY/WVEZ will supply on request.

MIAMI

WRHC holds top Spanish audience

WRHC Miami is the largest market in the country to have a number one facility that is a daytimer. Radio-centro's Spanish station is first in all major dayparts (except, of course, nights). Also firsts 18+, 25-49, 25-54, and 35-64. Strong listener loyalty. No contests.

WHYI Metroplex's FM rocker (out of the metro) ranks first in cume, third 18-34, second 12+ and first in teens.

WQBA Susquehanna's Spanish station is at about half last fall's reading declining as WRHC increases. Outside promotion: light TV (Spanish TV only), light newspaper, and medium billboards.

WNWS Sudbrink's news/talk station has increased from a 0.9 share a year-and-a-half ago to a 5.0 this book to make fourth 12+. First 7pm-midnight.

WYOR Insilco's station uses Master Broadcast syndication. Beautiful music station held its average listener 11.5 hours a week during the book. Midday is best daypart.

WQAM Storz's country operation shows real growth from spring especially with men 18+. Solid increase in both cume rating and time spent listening. Tied for second adults 25-49.

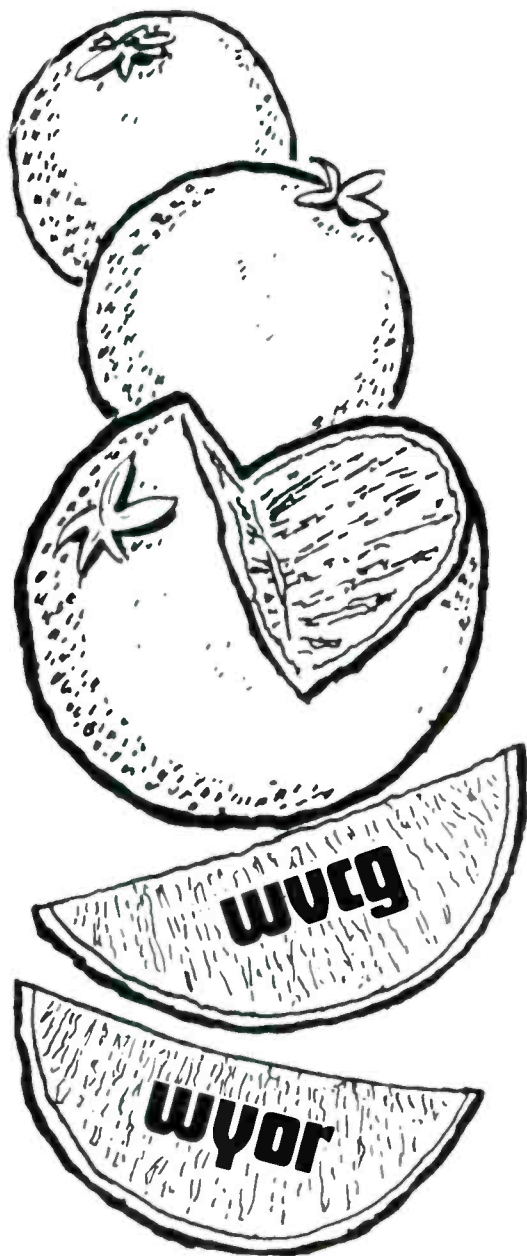
WEDR Black station captures first 18-34, eighth 12+.

THE MARKET Radio listening levels are usually fairly strong in the Miami market. Women in the market usually listen at much higher levels than men do. AM has a larger proportion of the listed listening (51%) than FM does this time. That's up from 46% in April/May.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							RANK	CUME
1	WRHC	SP	3.4	4.0	7.5	9.5	10.6	P/W	75X6	7.4	11.25	Radiocentro	1	WHYI	230,200
2	WHYI	R	7.4	7.1	4.4	7.2	6.8	McGavren	160	13.1	4.06	Metroplex	2	WINZ	147,500
3	WQBA	SP	12.6	9.0	10.8	7.9	5.5	Eastman	90	7.6	5.64	Susquehanna	3	WIOD	145,700
4	WNWS	N/T	1.2	0.9	3.2	3.6	5.0	Bernard Howard	75X6	7.8	5.09	Sudbrink	4	WQAM	141,900
5	WQAM	C	3.2	1.8	1.9	2.0	4.8	Blair	70X6	8.4	4.48	Storz	5	WMJX	138,200
6	WYOR	BM	6.2	5.0	3.6	5.2	4.8	Torbet	75X6	6.9	5.49	Insilco	6	WNWS	127,800
7	WINZ	N	5.2	4.9	4.1	4.6	4.4	Katz	135X6	8.4	4.13	Gannett	7	WQBA	121,800
8	WEDR	B	3.9	4.7	5.3	5.4	4.3	Stars	50X6	6.4	5.31	WEDR	8	WWWL	120,100
9	WCMQ	SP	5.8	9.0	3.2	1.7	3.9	Major Market	88X12	3.0	9.99	Great Joy	9	WYOR	112,600
10	WCMQ-FM	SP	4.1	6.5	3.4	4.8	3.9	Major Market	88X12	5.2	5.90	Great Joy	10	WEDR	104,000

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WEDR	WRHC	WEDR	WCMQ	WWWL	WQBA	WWWL	WQBA	WEDR	WRHC	WWWL	WQAM	WCMQ-FM	WCMQ-FM
2	WWWL	WCMQ	WWWL	WRHC	WHYI	WRHC	WHYI	WQAM	WWWL	WQAM	WEDR	WWWL	WEDR	WOCN
3	WHYI	WQAM	WSHE	WQAM	WEDR	WCMQ-FM	WAIA	WHYI	WAIA	WQBA	WAIA	WRHC	WSHE	WQAM
4	WAIA	WCMQ-FM	WCMQ-FM	WCMQ-FM	WAIA	WHYI	WEDR	WRHC	WAXY	WCMQ	WQBA-FM	WAIA	WHYI	WEDR
5	WCMQ-FM	WQBA	WQBA-FM	WYOR	WQBA-FM	WQAM	WCMQ-FM	WAIA	WHYI	WWWL	WHYI	WHTT	WQBA-FM	WYOR
6	WQBA-FM	WHYI	WAXY	WWWL	WCMQ-FM	WAIA	WAXY	WWWL	WQAM	WAIA	WSHE	WCMQ	WWWL	WHYI
7	WSHE	WWWL	WAIA	WAIA	WMJX	WCMQ	WQAM	WCMQ	WSHE	WYOR	WHTT	WQBA	WAIA	WHTT
8	WAXY	WAIA	WHYI	WHYI	WSHE	WWWL	WQBA	WCMQ-FM	WMJX	WHYI	WCKO	WHYI	WAXY	WQBA-FM
9	WMJX	WYOR	WCKO	WEDR	WAXY	WYOR	WGBS	WOCN	WHTT	WCMQ-FM	WQAM	WCMQ-FM	WMJX	WAIA
10	WQAM		WQAM				WQBA-FM	WYOR	WQBA-FM	WEDR	WCMQ-FM	WEDR	WCKO	WQBA

MIAMI. BUY IT LIKE A NATIVE.



Buy Miami's #1 Drive Time Combo*...WVCG/WYOR ...When you want adults and results!

The WVCG/WYOR Combo delivers more total adults than any other in Miami. Two great adult radio stations with two great adult formats working for you. WYOR FM 105 is a contemporary beautiful music format and WVCG Radio 1080 is a traditional M.O.R. format with an award winning news product. So, when you want to buy Miami...buy it like a native!

•**WVCG/WYOR** is Miami's #1 Combo with Total Women, Total Men and Total Adults in Drivetimes.*

•**WVCG/WYOR** is Miami's Fastest Growing Adult Combo in Morning Drive with Men 25-54...91% increase over the past year.*

•**WVCG/WYOR** is Miami's leading Combo with Men 25-54 in Afternoon Drive...31% more than the #2 Combo.*

•**WVCG/WYOR** is Miami's fastest growing Adult Combo in Morning Drive with Adults 25-54...46% increase over the past year.*

SOURCE: Miami Arbitron—Oct/Nov. '80 Metro Survey Area
Among non-ethnic stations

WVCG radio 1080

From Sinatra to Streisand...We've got 'em all.

WYOR FM 105

Where today's music is beautiful.

377 Alhambra Circle Coral Gables, Florida 33134

(305) 445-5411

 Members—Insilco Broadcast Group

MILWAUKEE-RACINE

WISN triumphs again 25-54

WISN John Hinkle's Hearst adult contemporary station takes first 18-49, 25-49, 25-54, and second cume 12+. Median listener is six years younger than WTMJ's. Medium TV, heavy bus front exposure, and full page in *TV Guide*. No contests.

WTMJ Adult contemporary station down almost three shares, but still first 12+, 18+, 6am-10am, 3pm-7pm and weekends (where football helped). Losses occurred in all Monday-Friday dayparts but especially 7pm-midnight (where Brewers baseball was strong in April/May). Medium newspaper and cash prizes.

WLPX Hearst's album rock station ranks fifth 12+, first 18-34. Burkhart/Abrams client used medium TV and bus fronts. Giveaways: diamonds, albums, concert tickets, and movie passes.

WZUU-AM/FM Malrite's rock shows first 18-34 with very young audience.

WEZW Schulke's Milwaukee client sits first midday, night, and 35-64. Multimedia's beautiful music station ranks second 12+, third in cume. Manager Paul Fiddick ran no contests. Used light TV, medium billboards, and transit with the slogan, "Relax. The EZ Way".

WBCS Great Trails' country facility rates fourth 12+ with a cume that continues to grow. Demonstrates 25-54 efficiency with 68% of average quarter-hour audience coming from that age range. Light TV and cash contests.

WFMR Good book for the classical/jazz operation with an 84% increase in cume rating.

THE MARKET Women consistently listen at higher levels in the Milwaukee market than men do. Over the last five books, women spend 6% more time with radio. The AM/FM split is the same as in April/May with 55% of the listed listening going to FM.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							STATION	CUME
1	WTMJ	AC	17.4	15.9	15.3	15.0	12.3	Christal	190	23.4	4.10	WTMJ	1	WTMJ	417,100
2	WEZW	BM	9.7	12.5	10.3	12.0	11.8	Major Market	65	18.1	5.08	Multimedia	2	WISN	354,400
3	WISN	AC	8.0	10.7	10.7	10.3	11.0	Katz	135	20.1	4.26	Hearst	3	WEZW	302,600
4	WBCS	C	4.3	6.1	7.1	8.7	8.2	Torbet	100	13.7	4.66	Great Trails	4	WZUU-FM	251,700
5	WLPX	A	7.3	7.1	8.1	7.2	6.0	Katz	100	12.5	3.73	Hearst	5	WBCS	235,600
6	WFMR	CL	3.2	2.8	2.3	2.9	5.0	Roslin	50	8.3	4.63	WFMR	6	WLPX	235,000
7	WZUU-FM	R	6.5	7.2	5.1	4.0	4.8	Eastman	100	12.0	3.09	Malrite	7	WOKY	200,000
8	WQFM	A	3.3	3.6	4.4	3.7	4.3	Selcom	42	9.2	3.68	Shamrock	8	WKTJ	174,400
9	WLUM	B	0.8	1.6	1.8	2.7	3.2	Bernard Howard	35	5.8	4.72	Suburbanaire	9	WQFM	173,300
10	WOKY	R	7.6	6.6	7.2	3.4	3.0	Blair	70X6	8.8	2.65	Charter	10	WFMR	140,800

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WLPX	WISN	WLPX	WISN	WISN	WISN	WZUU-A/F	WISN	WISN	WISN	WZUU-A/F	WISN	WQFM	WEZW
2	WZUU-FM	WTMJ	WQFM	WTMJ	WZUU-FM	WEZW	WISN	WTMJ	WLPX	WEZW	WLPX	WTMJ	WLUM	WTMJ
3	WISN	WEZW	WZUU-FM	WEZW	WBCS	WBCS	WLPX	WBCS	WZUU-FM	WBCS	WISN	WBCS	WLPX	WFMR
4	WQFM	WBCS	WISN	WBCS	WLPX	WTMJ	WQFM	WEZW	WBCS	WTMJ	WQFM	WEZW	WZUU-FM	WBCS
5	WBCS	WFMR	WTMJ	WFMR	WLUM	WFMR	WTMJ	WZUU-A/F	WEZW	WFMR	WBCS	WFMR	WKTJ	WISN
6	WLUM	WZUU-FM	WLUM	WMKE	WQFM	WZUU-FM	WOKY	WOKY	WQFM	WMKE	WTMJ	WZUU-A/F	WISN	WQFM
7	WTMJ	WMKE	WBCS	WZUU-FM	WOKY	WOKY	WKTJ	WFMR	WLUM	WZUU-FM	WLUM	WMKE	WNUW	WLPX
8	WKTJ	WOKY	WFMR	WQFM	WNUW	WAWA	WBCS	WMKE	WFMR	WKTJ	WKTJ	WQFM	WTMJ	WZUU-FM
9	WFMR	WQFM	WKTJ	WLPX	WKTJ	WLUM	WFMR	WKTJ	WKTJ	WQFM	WOKY	WLPX	WBCS	WLUM
10	WEZW	WLPX	WEZW	WKTJ			WLUM	WQFM	WNUW	WMAQ		WKTJ	WOKY	WOKY

TO REACH YOUR TARGET GROUPS IN MILWAUKEE...

ADULTS 25-plus

ADULTS 18-34

Radi  **11**
WISN

97 fm
WLPX

WISN

WLPX

WISN

WLPX

BREWER RADIO

NEW HOME OF THE MILWAUKEE BREWERS



Represented by
Katz Radio

MINNEAPOLIS-ST.PAUL

KSTP-FM, KEEY-FM, KDWB-FM post most growth

WCCO Midwest's legendary adult contemporary station has a quarter of the audience in a market where 22 signals make the book. First in all major dayparts. Ranks first 12+, 18+, 18-49, 25-49, 25-54, and 35-64 among others. Though known to have an older audience, it ranks second 18-34.

KSTP-FM Hubbard's adult contemporary FM is first 18-34 and second 25-49, 25-54. Close to a 10 share in all major dayparts for second ranking in those time periods. Outside promotion: medium TV, billboards, bus backs, and light newspaper. One contest featured Thanksgiving family reunions (winners could fly anywhere in the world).

KEEY-FM Malrite's beautiful music is back up to a six share after a spring low. Ranks third 12+, second 35-64. Forty-three year-old median listener is a few years younger than the median listener to most

beautiful music stations. Newspaper, TV, and outdoor.

KDWB-FM Doubleday's rocker more than doubles its April/May share. Time spent listening increased from about 4.75 hours per week to over eight hours per week. TV and outdoor. \$1,000 a day in cash contest.

WLOL Adult contemporary FM has tripled its share of last fall. It has experienced a tremendous cume rating growth in that time. Median listener is 25. TV and outdoor.

KQRS-AM/FM McKenna's album rock station has its lowest book in four years. Average listener hears the station 2.75 hours per week less than in April/May. Off-air promotion: TV and outdoor.

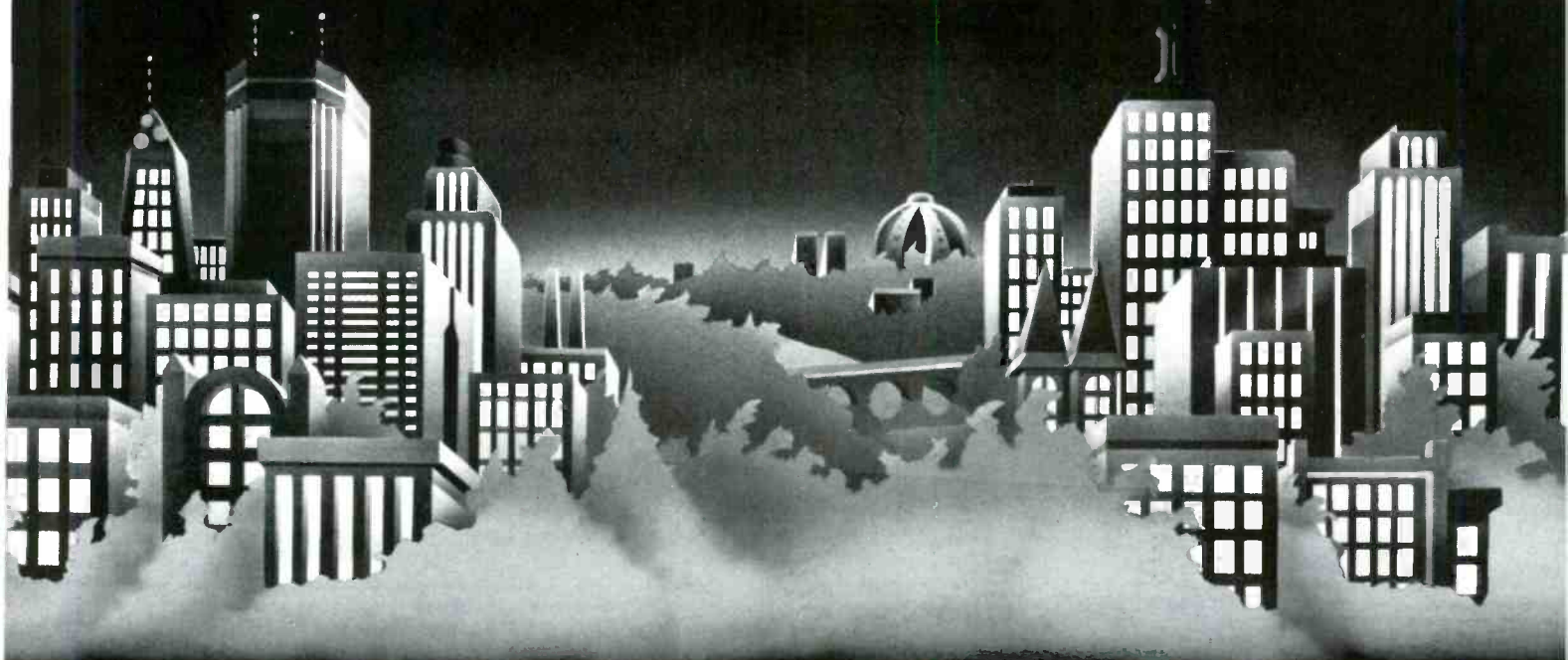
THE MARKET FM barely edges AM in listed listening in this report. Total radio listening is down from the spring. Women listen more than men. For every seven hours men listen to the radio, women listen eight.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							RANK	CUME
			1	WCCO	AC	28.6	30.4							22.4	22.5
2	KSTP-FM	AC	5.0	6.1	10.4	9.5	10.1	Christal	135	18.7	4.05	Hubbard	2	KSTP-FM	432,800
3	KEEY-FM	BM	6.4	5.9	7.1	4.3	6.0	Katz	65.45X6	9.6	4.67	Malrite	3	KQRS-A/F	302,000
4	WLOL	AC	1.5	1.9	1.9	4.9	5.8	Selcom	40X10	11.4	3.79	Liggett	4	WLOL	271,100
5	KDWB-FM	R	3.2	3.2	2.6	2.8	5.7	RAR	110X6	10.0	4.22	Doubleday	5	WDGY	267,500
6	KQRS-A/F	A	6.7	7.9	10.0	8.5	5.5	Torbet	135	12.0	3.46	McKenna	6	KSTP	257,800
7	WDGY	C	4.6	5.7	6.6	7.1	5.3	Blair	140	10.9	3.64	Storz	7	KDWB	249,500
8	WAYL-FM	BM	5.1	5.9	4.9	4.9	4.5	Major Market	50.40X12	7.9	4.24	Entercom	8	KDWB-FM	228,900
9	WCCO-FM	AC	6.0	5.8	4.9	4.4	4.3	Eastman	80X6	9.1	3.54	Midwest	9	WCCO-FM	226,300
10	WWTC	AC	1.7	0.6	2.6	3.9	3.5	Roslin	45	6.2	4.12	Metropolitan	10	KEEY-FM	212,200

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	1	KSTP-FM	WCCO	KQRS A/F	WCCO	KSTP-FM	WCCO	WCCO	WCCO	KSTP-FM	WCCO	KSTP-FM	WCCO	KSTP-FM
2	WCCO	KSTP-FM	KSTP-FM	KSTP-FM	WCCO	KSTP-FM	KSTP-FM	KSTP-FM	KQRS A/F	KSTP-FM	KQRS A/F	KSTP-FM	KDWB-FM	KEEY-FM
3	KQRS A/F	WDGY	KDWB-FM	WDGY	WLOL	KEEY-FM	WLOL	WDGY	KDWB-FM	KEEY-FM	KDWB-FM	WDGY	KQRS A/F	KSTP-FM
4	KDWB-FM	KEEY-FM	WCCO	WWTC	KDWB-FM	WDGY	KQRS A/F	WLOL	WLOL	WDGY	WCCO	KEEY-FM	WLOL	WLOL
5	WLOL	WCCO-FM	WWTC	KEEY-FM	WWTC	WAYL-FM	KDWB-FM	KEEY-FM	WWTC	WWTC	WLOL	WWTC	WCCO	KTWN-FM
6	WWTC	WLOL	WLOL	WLOL	WCCO-FM	WCCO-FM	WWTC	WCCO-FM	WCCO-FM	WCCO-FM	WWTC	WCCO-FM	WWTC	KSTP
7	WCCO-FM	WWTC	WCCO-FM	WCCO-FM	KQRS A/F	WLOL	KDWB	KSTP	WDGY	WLOL	KDWB	WLOL	KTWN-FM	WAYL-FM
8	WDGY	WAYL-FM	KDWB	KSTP	WDGY	WWTC	WDGY	WWTC	KEEY-FM	WAYL-FM	WCCO-FM	KTCR-FM	WCCO-FM	WCCO-FM
9	KDWB	KSTP	WDGY	KDWB-FM	KDWB	KTCR-FM	WCCO-FM	WAYL-FM	WAYL-FM	KDWB-FM	WDGY	KSTP	KDWB	WDGY
10	KEEY-FM	KDWB-FM	KSTP	KQRS A/F	KEEY-FM		KSTP	KRSI A/F	WCCO	WAYL	KEEY-FM	WAYL-FM	KSTP	WWTC

KDWB AM-FM

The Twin Cities Music Station Leader!



***When you want the Twin Cities, you want a leader.
Again, KDWB AM/FM is Minneapolis & St. Paul's
most popular music station.***

db DOUBLEDAY BROADCASTING

KDWB AM 63
TWIN CITIES FM 101

rr RAD'D ADVERTISING REPRESENTATIVES, INC.

NEW ORLEANS

WNOE-FM catapults to first 25-54 with country switch

WNOE-FM Move to TM country more than doubled the station's share. Firsts include 18+, 18-49, 25-49, and 25-54. Station tied second 18-34. Strong increase more than kicked daytimer WSHO in the pants. Median listener before country switch was 25. Now median listener is 34. Station ran TV, billboards, and bus boards.

WEZB EZ's FM rock shows that last spring's huge increase was no fluke. Ranks first in all major dayparts except midday. First 18-34, teens, and cume. Heavy TV and light newspaper. Burkhart/Abrams client gave away a trip to London, a Dodge van, and some smaller prizes.

WBYU Swanson's Schulke beautiful music station ranks third 12+, first 35-64, and first midday. Medium television. Manager Everett Strong ran a contest that awarded \$96 to the offices that called the station when their names were mentioned on air.

WTIX Storz's adult contemporary station is second cume, 25-49, and 25-54. Share-and-a-half decrease related to a cume rating loss. TV and bus boards made up off-air activity.

WYLD-FM Black station has a 27 year-old median listener. Best daypart is 7pm-midnight. Tied second 18-34.

WRNO Album rock FM is up 1.7 shares. Increase in time spent listening (with switch of competitor WNOE-FM to country) helped.

WGSO Insilco's news/talk station is fourth 12+, third 25-54 in morning drive.

THE MARKET Midday levels edge out morning drive in this book. Morning drive is repeatedly less important in New Orleans than it is elsewhere. In last five books, men have listened at a higher rate midday than women have. Market overall typically shows low listening levels compared to most other markets. FM gets 58% of all listed listening.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	F/M 80	S/D 80							RANK	CUME
1	WEZB	R	3.1	3.0	4.2	10.3	10.7	Torbet	17X100	15.0	4.78	EZ Comm.	1	WEZB	180,400
2	WNOE-FM	C	6.8	5.0	4.6	4.2	9.9	McGavren	20	13.2	5.01	James A. Noe	2	WTIX	177,200
3	WBYU	BM	7.4	11.5	11.6	8.6	8.0	Christal	40	10.5	5.09	Swanson	3	WNOE-FM	156,500
4	WTIX	AC	8.3	8.7	6.8	8.4	6.9	Blair	80X12	13.0	3.53	Storz	4	WGSO	133,600
5	WYLD-FM	B	4.1	3.6	3.8	7.0	6.7	HR/Stone	N/A	9.0	4.96	Inter-Urban	5	WQUE	130,500
6	WRNO	A	5.6	7.4	4.4	4.8	6.5	Jack Masla	56X6	10.1	4.32	Gulf South	6	WWL	125,200
7	WSMB	T	7.4	7.2	7.4	6.5	5.7	Bernard Howard	42X6	8.0	4.72	WSMB	7	WRNO	124,400
8	WGSO	N/T	6.2	4.9	6.3	5.2	5.6	Eastman	94	10.1	3.69	Insilco	8	WBYU	124,200
9	WAIL	B	3.4	2.9	4.4	3.7	5.2	Selcom	25X100	8.1	4.27	Security	9	WYLD-FM	106,600
10	WWL	N/T	5.0	5.6	6.2	4.5	4.8	Katz	119X6	9.2	3.50	Loyola Univ.	10	WAIL	101,800

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WEZB	WNOE-FM	WRNO	WNOE-FM	WEZB	WNOE-FM	WEZB	WNOE-FM	WEZB	WNOE-FM	WEZB	WNOE-FM	WYLD-FM	WNOE-FM
2	WNOE-FM	WTIX	WYLD-FM	WTIX	WNOE-FM	WBYU	WNOE-FM	WTIX	WNOE-FM	WBYU	WYLD-FM	WTIX	WAIL	WYLD-FM
3	WYLD-FM	WBYU	WEZB	WBYU	WYLD-FM	WTIX	WRNO	WGSO	WRNO	WTIX	WNOE-FM	WBYU	WRNO	WTIX
4	WRNO	WGSO	WNOE-FM	WGSO	WQUE	WEZB	WTIX	WWL	WYLD-FM	WYLD-FM	WTIX	WYLD-FM	WEZB	WGSO
5	WTIX	WYLD-FM	WTIX	WYLD-FM	WTIX	WQUE	WYLD-FM	WBYU	WTIX	WEZB	WRNO	WWL	WNOE-FM	WAIL
6	WQUE	WEZB	WAIL	WRNO	WAIL	WGSO	WQUE	WEZB	WQUE	WQUE	WQUE	WGSO	WQUE	WBYU
7	WAIL	WWL	WQUE	WWL	WRNO	WYLD-FM	WGSO	WRNO	WBYU	WRNO	WAIL	WEZB	WTIX	WQUE
8	WBYU	WQUE	WGSO	WSHO	WNOE	WWL	WAIL	WQUE	WAIL	WGSO	WBYU	WQUE	WGSO	WRNO
9	WYLD	WRNO	WBYU	WQUE	WYLD	WYLD	WNOE	WSHO	WYLD	WSMB	WYLD	WRNO		WSMB
10	WGSO	WSHO	WYLD	WEZB	WBOK		WBYU	WYLD-FM	WNOE		WNOE			WWIW

New Orleans Best Adult Market Combo



New Orleans, quite simply is the most mystifying
and exciting radio market in the country.

Keeping up with the complex and
changing ways of New Orleans is what we do best.

Insilco's WGSO and WQUE reach out with the market's
strongest AM-FM overlap. We offer the choicest listeners—the
vital 25-49 connection—New Orleans' trend setters, decision
makers, men and women with people to see, places to go and
the money to get there.

WGSO / WQUE
NEWS/TALK 1280 ADULT CONTEMPORARY



NEW YORK

WKTU back on top; WINS wins best nationwide cume

WKTU Disco station wins the continuing battle with WBLS in this book with more than a two share increase. Improvement is related to significant increase in cume rating from the summer book. First in all major dayparts except 6am-10am. First 18-34, 18-49, and teens. Outdoor promotion.

WBLS Inner City's black station is down a share, but ranks first 25-49 and 25-54. Median listener is 25—a year older than WKTU's median cume listener.

WOR RKO's steady talk station ranks first 18+, first 35-64. Station holds its average listener almost 10 hours per week. No station contests.

WINS Westinghouse's news station now has the largest metro cume of any station in the country. First 6am-10am. Median listener is 51 years old. Off-air: medium to heavy TV.

WCBS CBS's news station also has a 51 year-old median listener. As usual in the news contest, WINS has a larger cume rating, but CBS keeps their listeners longer. Jets football. No contests.

WNBC The NBC owned adult contemporary facility holds steady from summer. That share is 47% above last fall's reading. Station performs reasonably well throughout individual 12-44 categories. TV and some contests. Imus first 6am-10am 25-54.

THE MARKET Listening in the New York metro is almost always strong. This book is no exception. Radio listening levels are above national levels in all major dayparts. Saturday midday is a stronger daypart for New York in this book than Monday-Friday morning drive is. Sound strange? It isn't. That's the way it's been in all the New York books in the last year. FM radio stations get 54% of all listed listening. That's up slightly from 53% last spring.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	F/M 80	M/A 80	S/D 80								
1	WKTU	D	6.8	6.0	6.7	6.2	8.3	Jack Masla	400X10	13.4	5.25	SJR	1	WINS	2,647,800
2	WBLS	B	7.1	7.5	8.1	8.1	7.1	McGavren	395	11.0	5.44	Inner City	2	WCBS	2,362,800
3	WOR	T	6.6	6.3	5.2	5.7	6.2	RKO	450	11.1	4.73	RKO	3	WKTU	2,282,700
4	WINS	N	4.4	4.4	4.9	4.6	4.9	RAR	N/A	12.3	3.24	Westinghouse	4	WNBC	2,254,000
5	WCBS	N	5.4	4.6	5.5	5.1	4.8	CBS	600	11.3	3.42	CBS	5	WABC	2,152,900
6	WNBC	AC	3.2	4.0	4.1	4.7	4.7	HR/Stone	450	11.2	3.54	NBC	6	WOR	1,938,200
7	WRFM	BM	4.7	5.2	4.7	4.7	4.3	Torbet	250	7.5	4.86	Bonneville	7	WBLS	1,869,600
8	WPAT-FM	BM	2.9	3.8	3.4	3.9	3.9	Eastman	140X14	7.3	4.26	Capital Cities	8	WPLJ	1,446,600
9	WPLJ	A	3.2	3.7	3.9	4.2	3.7	Blair	260	7.3	4.03	ABC	9	WPAT-FM	1,414,100
10	WABC	AC	4.6	4.5	4.5	4.2	3.6	Blair	325	9.9	3.05	ABC	10	WRFM	1,287,900

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WKTU	WBLS	WKTU	WBLS	WKTU	WBLS	WBLS	WNBC	WKTU	WBLS	WKTU	WBLS	WKTU	WBLS
2	WBLS	WKTU	WBLS	WNBC	WBLS	WKTU	WKTU	WCBS	WBLS	WPAT-FM	WBLS	WKTU	WBLS	WKTU
3	WPLJ	WNBC	WPLJ	WCBS	WYNY	WOR	WNBC	WINS	WNEW-FM	WKTU	WYNY	WPAT-FM	WPLJ	WOR
4	WNEW-FM	WPAT-FM	WNEW-FM	WKTU	WNBC	WPAT-FM	WNEW-FM	WBLS	WYNY	WCBS-FM	WPLJ	WNBC	WNEW-FM	WINS
5	WYNY	WCBS-FM	WNBC	WCBS-FM	WABC	WNBC	WPLJ	WOR	WPLJ	WNBC	WNEW-FM	WYNY	WYNY	WCBS
6	WNBC	WOR	WYNY	WINS	WNEW-FM	WABC	WINS	WABC	WNBC	WRFM	WNBC	WRFM	WTFM	WCBS-FM
7	WCBS-FM	WINS	WCBS-FM	WNEW	WPLJ	WYNY	WYNY	WKTU	WCBS-FM	WYNY	WCBS-FM	WCBS-FM	WCBS-FM	WYNY
8	WABC	WCBS	WABC	WPAT-FM	WTFM	WRFM	WABC	WNEW	WABC	WABC	WABC	WABC	WNBC	WPAT-FM
9	WTFM	WYNY	WPIX	WYNY	WCBS-FM	WINS	WCBS	WRFM	WPIX	WHN	WTFM	WHN	WINS	WRFM
10	WPIX	WRFM	WTFM	WRFM	WPIX	WCBS-FM	WTFM	WADO	WTFM	WNEW	WPIX	WCBS	WABC	WNBC

WOR  RADIO

710

is the

#

1

**Adult Radio
Station***

in

New York

**(And when you're #1 in New York,
you're #1 in America.)**

Thank You!

*Source: Fall '80 Arbitron — Adults 18+ Metro Share — Mon.-Sun. 6 AM-Midnight.

OKLAHOMA CITY

Insilco's KTOK becomes bigger one 12+

KTOK Insilco's adult contemporary takes its usual fall first place. Ranks first 12+, 18+, cume, morning drive, and weekends. University of Oklahoma football on Saturdays still very strong. Medium TV and cash call.

KKNG Average listener to Swanson's beautiful music station hears it 13 hours per week. Firsts include midday and afternoon drive; seconds 12+, 18-49, 25-49, 25-54, and 35-64. Medium TV (Patrick O'Neal), light newspaper, magazine, and billboards. Contest prizes: one week Caribbean cruise and some weekend Oklahoma vacations.

KEBC Country FM is as strong as ever with firsts 18-49, 25-49, 25-54, and 35-64. Station is third 12+, cume. NFL football on weekends. Medium TV, billboards, and transit; light newspaper and magazine. Concert ticket giveaways and various prizes in bumpersticker promotion.

KOFM Guy Gannett's FM rocker up two shares to almost double digits. Station is fourth 12+, second cume, first 7pm-midnight, first teens and tied first 18-34. Light newspaper, medium transit, and heavy billboards. Among prizes was a 1969 "Vintage Vette".

WKY Gaylord's adult contemporary AM facility has a 34 year-old median listener. Fifth 12+, fourth cume. TV and billboards. Grocery and cash giveaways.

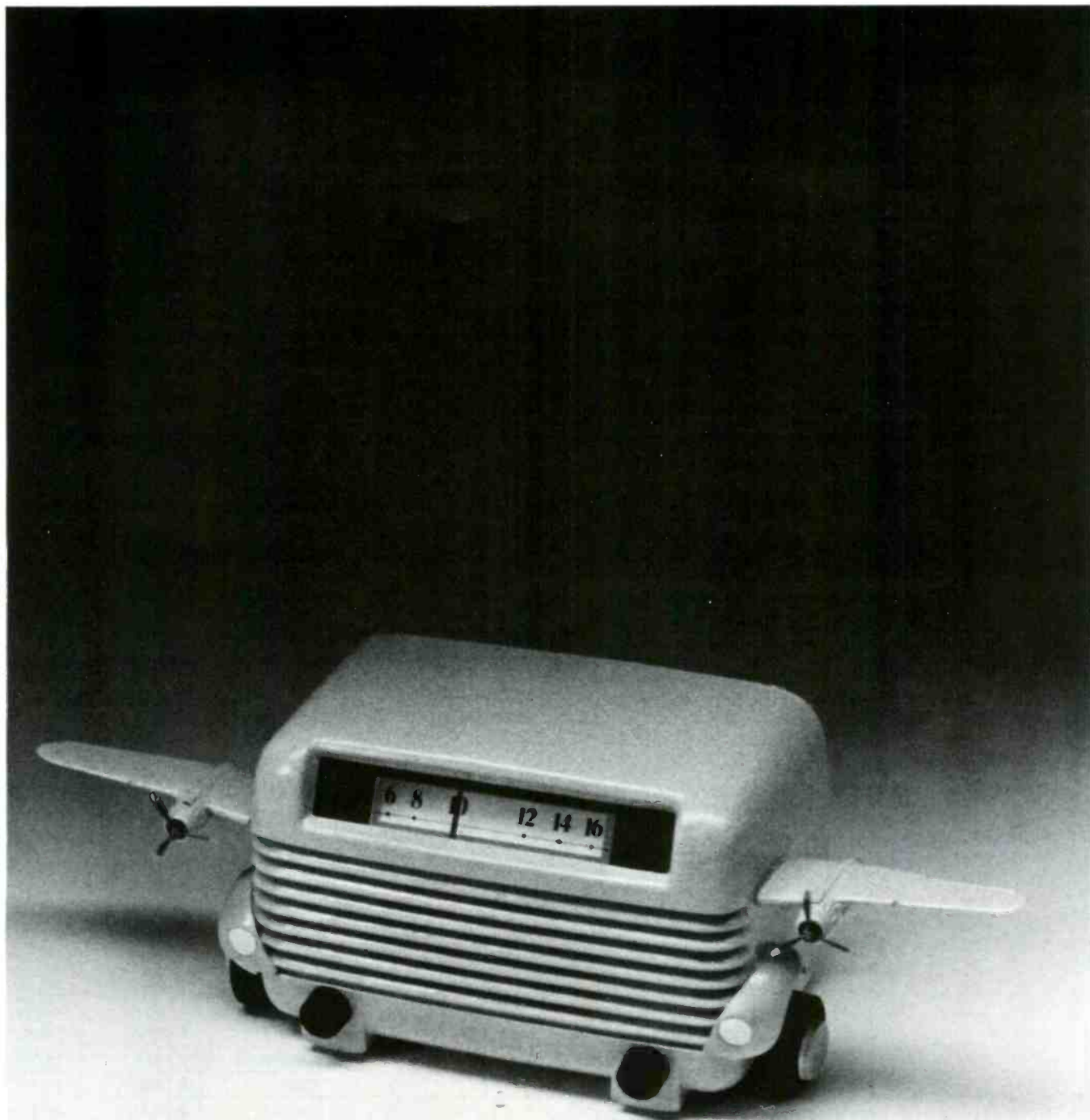
KXXY Summit's album rock down almost three shares, but tied first 18-34. Large cume loss.

KOMA Storz's AM station debuts with a 6.1 share in its first country book. Listeners are a bit older than before and remain longer with the station. Station used heavy TV, light billboards, and medium transit. Cash call and other contests.

THE MARKET Radio listening is below the national average. As in the April/May book, men listen at a higher rate than women do. This is the third straight book with male listening higher than female listening midday. FM takes 69% of all listed listening. That's down slightly from 70% in the spring.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							RANK	CUME
1	KTOK	AC	18.4	14.4	17.8	11.7	13.7	Eastman	89X12	22.4	4.31	Insilco	1	KTOK	194,900
2	KKNG	BM	8.7	8.7	12.4	13.6	13.0	Christal	65	15.2	6.01	Swanson	2	KOFM	149,500
3	KEBC	C	9.5	10.2	11.9	10.9	12.2	Torbet	80X12	17.0	5.06	KEBC	3	KEBC	142,900
4	KOFM	R	10.2	9.7	8.9	7.8	9.9	Buckley	N/A	16.7	4.17	Guy Gannett	4	WKY	136,600
5	KXXY	A	1.8	4.0	5.9	9.0	6.2	McGavren	30X6	8.1	5.39	Summit	5	KKNG	122,700
6	WKY	AC	9.4	8.4	5.8	5.6	6.2	Katz	59	13.4	3.24	Gaylord	6	KOMA	116,600
7	KOMA	C	6.2	6.2	6.2	4.2	6.1	Blair	48X6	12.1	3.52	Storz	7	KLTE	93,800
8	KLTE	AC	4.0	4.7	3.1	6.1	6.0	HR/Stone	44X6	10.5	4.01	OK	8	KATT-FM	85,100
9	KATT-FM	A	6.2	9.2	4.8	5.6	5.3	RKO	N/A	9.4	4.02	KATT	9	KZUE	75,000
10	KLNK	AC	1.6	0.6	1.4	**	3.6	Selcom	36	6.1	4.14	Wavelength	10	KXXY	66,700

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KXXY	KEBC	KXXY	KEBC	KOFM	KKNG	KXXY	KEBC	KATT-FM	KEBC	KOFM	KEBC	KOFM	KKNG
2	KOFM	KKNG	KATT-FM	KKNG	KLTE	KEBC	KOFM	KTOK	KXXY	KKNG	KLTE	KKNG	KEBC	KEBC
3	KATT-FM	KTOK	KEBC	KTOK	KOMA	WKY	KLTE	WKY	KOMA	KTOK	KOMA	KLTE	KXXY	KOFM
4	KEBC	KLTE	KOFM	KLTE	WKY	KTOK	KATT-FM	KKNG	KKNG	KLTE	KATT-FM	KOMA	KATT-FM	KTOK
5	KOMA	KOMA	KTOK	KOMA	KKNG	KOMA	WKY	KLTE	KLTE	KOMA	KXXY	KTOK	KKNG	KOMA
6	KLTE	WKY	KOMA	KATT-FM	KEBC	KOFM	KAEZ	KOMA	KOFM	KLNK	KEBC	WKY	KOMA	KZUE
7	KKNG	KOFM	KKNG	WKY	KZUE	KLTE	KOMA	KOFM	KEBC	WKY	KKNG	KOFM	KLNK	KLTE
8	WKY	KZUE	KZUE	KOFM	KATT-FM	KLNK	KZUE	KZUE	KLNK	KATT-FM	WKY	KZUE	KZUE	WKY
9	KZUE	KLNK	KLTE	KZUE	KAEZ	KZUE	KEBC	KATT-FM	KTOK	KOFM	KZUE	KKLR	WKY	KXXY
10	KTOK	KATT-FM		KLNK	KLNK	KKLR	KKNG	KLNK	KZUE	KZUE	KLNK			KATT-FM



Our Hero.

And for good reason. Our little talking radio has done a lot for KTOK in the last year or so. He's told people who we are and what we are. And they've responded in record numbers.

It seems that once people tune in our blend of interesting conversation, good music, and hard-nosed investigative reporting it's hard for them to listen to anything else. And when you add in traffic reports from the air and on the ground,

up-to-the-minute weather reporting, behind the scenes sports coverage, OU Football, and Paul Harvey, it's easy to see why KTOK is the Sound of Oklahoma.

KTOK TUNE IT TO TEN.

P.O. Box 1000 • Oklahoma City, OK 73101 • 405/840-5271

Insilco Broadcast Group

PHILADELPHIA

WMGK's 'magic' rise to the top

WMGK Greater Media's adult contemporary FM is up 165% from last fall's share. First midday and afternoon drive. Number one 18-34, 18-49, 25-49 and 25-54. Second cume. Station has greatest strength 35-44 than most other adult contemporary FM's. Medium TV.

KYW Westinghouse's news station ranks its typical first 12+, 18+, 35-64, and cume. Dominant morning drive, also first weekends and nights. Medium TV and billboards. No contests.

WIP Metromedia's adult contemporary AM is third 12+ and cume. Median listener is 42. Eagles football and Flyers hockey. Medium TV and newspaper, light magazine and billboards.

WWSH Cox's beautiful music property is back above a six share after a couple of survey periods below that. Schulke client's midday listener spent

about a quarter of their time (10am-3pm) with the station.

WEAZ Call letter change (from WDVR). First book as Bonneville beautiful music client. Promoted heavily off-air (TV, newspaper, magazine, billboard and transit). Fifth 12+. Median listener is two years younger than WWSH median listener. No contests.

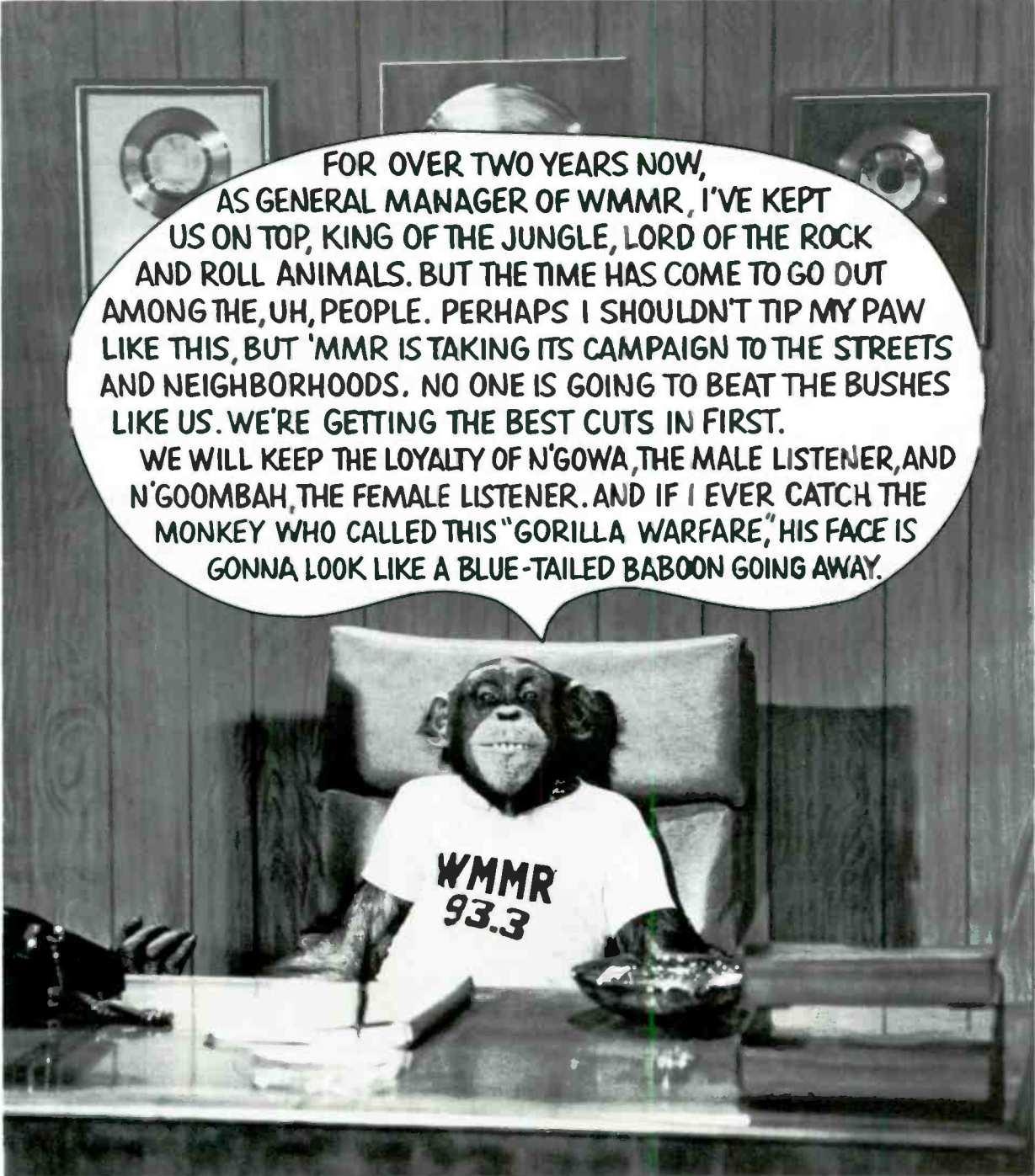
WMMR Metromedia's album rock station ranks second 18-34, third 18-49, first 18-34 men. Remained fairly steady for the last three books.

WDAS-FM Unity's black station is seventh 12+. Best share is at night.

THE MARKET This is the first Quarterly Measurement for the Philadelphia market. Objective sample size for the market increases significantly in 1981—from 1,500 to 2,440 an increase of 63%. Radio listening levels for the last two books have been the lowest for the market in two years. Midday tends to be a more important daypart for Philadelphia than it is for most other markets.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	S/D 80								
1	KYW	N	10.4	9.6	11.4	12.1	11.6	RAR	400	3.77	24.0	Westinghouse	1	KYW	1,340,400
2	WMGK	AC	3.4	5.5	5.7	6.9	9.0	Major Market	216X8	4.89	14.4	Greater Media	2	WMGK	730,200
3	WIP	AC	6.0	6.8	6.6	7.3	6.6	Katz	250	4.04	12.8	Metromedia	3	WIP	693,400
4	WWSH	BM	7.1	6.1	5.7	5.5	6.1	Christal	140	4.92	9.6	Cox	4	WMMR	567,300
5	WEAZ	BM	5.0	5.8	5.0	4.5	5.9	Eastman	130X12	4.61	10.1	WDVR, Inc.	5	WCAU	565,300
6	WDAS-FM	B	7.0	5.2	5.5	5.9	5.3	Bernard Howard	136	4.64	8.9	Unity	6	WEAZ	518,500
7	WMMR	A	6.9	6.5	5.3	5.1	5.3	Katz	135	3.95	10.4	Metromedia	7	WFIL	499,600
8	WCAU	N/T	4.6	3.6	4.1	3.6	4.4	CBS	200	3.55	9.7	CBS	8	WWSH	482,900
9	WWDB	T	3.7	4.1	3.7	5.2	4.2	Buckley	70	5.02	6.5	Banks	9	WYSP	468,000
10	WYSP	A	4.5	4.2	4.3	3.8	4.1	Jack Masla	130X12	3.83	8.4	SJR	10	WDAS-FM	451,100

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WMGK	WMGK	WMMR	KYW	WMGK	WMGK	WMGK	KYW	WMGK	WMGK	WMGK	WMGK	WDAS-FM	KYW
2	WMMR	KYW	WMGK	WMGK	WIOQ	WIP	WIOQ	WIP	WMMR	WEAZ	WMMR	WIP	WMGK	WDAS-FM
3	WIOQ	WIP	WYSP	WIP	WDAS-FM	KYW	KYW	WMGK	WIOQ	WPEN	WDAS-FM	KYW	WMMR	WMGK
4	WDAS-FM	WEAZ	WIOQ	WPEN	WMMR	WEAZ	WMMR	WFIL	WYSP	WWSH	WIOQ	WWSH	WCAU-FM	WWSH
5	WYSP	WPEN	WDAS-FM	WEAZ	WCAU-FM	WWSH	WDAS-FM	WPEN	WDAS-FM	WIP	WYSP	WEAZ	WYSP	WIP
6	WCAU-FM	WWSH	WCAU-FM	WCAU-FM	KYW	WPEN	WYSP	WWSH	WCAU-FM	WUSL	WCAU-FM	WUSL	WIOQ	WWDB
7	KYW	WDAS-FM	KYW	WUSL	WUSL	WDAS-FM	WFIL	WCAU	WUSL	KYW	WUSL	WPEN	WIFI	WCAU-FM
8	WUSL	WFIL	WFIL	WWSH	WYSP	WWDB	WCAU-FM	WIOQ	WEAZ	WWDB	WFIL	WFIL	KYW	WSNI
9	WFIL	WUSL	WUSL	WDAS-FM	WFIL	WSNI	WIP	WUSL	KYW	WCAU-FM	KYW	WWDB	WFIL	WIOQ
10	WIFI	WWDB	WIP	WFIL	WIFI	WFIL	WUSL	WEAZ	WFIL	WDAS-FM	WIFI	WDAS-FM	WUSL	WEAZ



FOR OVER TWO YEARS NOW,
AS GENERAL MANAGER OF WMMR, I'VE KEPT
US ON TOP, KING OF THE JUNGLE, LORD OF THE ROCK
AND ROLL ANIMALS. BUT THE TIME HAS COME TO GO OUT
AMONG THE, UH, PEOPLE. PERHAPS I SHOULDN'T TIP MY PAW
LIKE THIS, BUT 'MMR IS TAKING ITS CAMPAIGN TO THE STREETS
AND NEIGHBORHOODS. NO ONE IS GOING TO BEAT THE BUSHES
LIKE US. WE'RE GETTING THE BEST CUTS IN FIRST.

WE WILL KEEP THE LOYALTY OF N'GOWA, THE MALE LISTENER, AND
N'GOOMBAH, THE FEMALE LISTENER. AND IF I EVER CATCH THE
MONKEY WHO CALLED THIS "GORILLA WARFARE," HIS FACE IS
GONNA LOOK LIKE A BLUE-TAILED BABOON GOING AWAY.

**No more armchair apes.
We're fighting in
the streets.**

Yet one more message from the
Vice-President and General Manager
of WMMR.

WMMR 93.3

Metromedia stereo in Philadelphia.

PHOENIX

Country KNIX-FM stays on top

KNIX-FM Buck Owens' country station first 12+, 18-49, 25-49, 25-54, midday, and afternoon drive. Ranks second 18-34. Median listener is 35. Heavy TV and billboards. Some contests.

KMEO-FM Most often in recent years, KQYT has won the beautiful music rivalry. This time Scripps-Howard's station on top in the format. Tied first 18+, second 12+, and first weekends. Bonneville client ran medium TV and outdoor. No contests.

KOY Southern's adult contemporary rates first 6am-10am, cume and 35-64. Second 25-49 and 25-54. Light TV, newspaper, magazine, and medium billboards. Most off-air advertising promoted renowned morning man Bill Heywood. Thousand dollar prizes in the "Lucky Social Security Number" contest.

KQYT Southern's Churchill beautiful music format ranks fourth 12+. Fairly close to last spring's reading

which is well below last fall's share. Median listener is 56. Off-air promotion: light TV, newspaper, and medium billboards.

KTAR For the last three years, Pulitzer's news station has run lower in the fall than in the spring. Last year the operation was three shares off from the spring. This year it's two shares. NFL and college football. Outside promotion included medium TV, heavy billboards, and ads in *Newsweek*, *Time*, and *Sports Illustrated*. Ran cash call.

KDKB Sandusky's album rock station ranks sixth 12+, first 18-34. Audience is 70% male. Medium TV and light billboards. Other outside promotion: bumper stickers and 7-Eleven coffee cups. Among contest prizes were a week for two in Brazil.

THE MARKET Radio listening was heavy in Phoenix during the fall survey. Midday is a strong daypart for the market. Men listened at a higher rate midday than women this fall. And that's not the first time that has happened. FM takes 59% of all listed listening. That's up from 56% in April/May.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	KNIX-FM	C	3.4	5.2	7.7	9.2	9.1	Christal	150	14.0	5.42	Buck Owens	1	KOY	216,600
2	KMEO-FM	BM	7.0	7.6	7.6	6.7	8.8	McGavren	60	13.9	5.31	Scripps-Howard	2	KNIX-FM	203,900
3	KOY	AC	7.4	6.8	8.1	8.2	8.4	Eastman	192	14.5	4.86	Southern	3	KMEO-FM	202,100
4	KQYT	BM	10.2	11.2	10.6	7.8	7.5	Eastman	144	11.7	5.39	Southern	4	KOPA	198,900
5	KTAR	N	6.7	9.6	6.5	8.4	6.4	Blair	110	12.4	4.33	Pulitzer	5	KTAR	189,600
6	KDKB	A	8.5	7.5	4.2	6.4	6.2	Selcom	85	10.7	4.85	Sandusky	6	KQYT	169,100
7	KOPA	R	3.6	4.4	4.3	7.6	5.8	Torbet	N/A	12.3	3.92	First Media	7	KDKB	159,700
8	KUPD	A	6.1	5.6	4.7	4.2	5.2	Jack Masla	49.30	10.0	4.37	Tri-State	8	KUPD	153,200
9	KXAM	R	1.6	1.9	0.7	2.0	4.6	Torbet	N/A	6.3	6.10	First Media	9	KZZP-A/F	151,900
10	KOOL	AC	3.9	3.1	5.9	4.3	4.4	Katz	65	8.3	4.47	KOOL	10	KOOL	127,100

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KDKB	KNIX-FM	KDKB	KNIX-FM	KOPA	KOY	KDJQ/KDKB	KOY	KDKB	KNIX-FM	KDKB	KNIX-FM	KUPD	KOOL
2	KNIX-FM	KOY	KNIX-FM	KOY	KOOL	KNIX-FM	KNIX-FM	KNIX-FM	KNIX-FM	KOY	KUPD	KOY	KDKB	KQYT
3	KOOL	KMEO-FM	KUPD	KOOL	KOY	KMEO-FM	KZZP A/F	KDJQ/KDKB	KOOL	KOOL	KNIX-FM	KOOL	KOOL	KOY
4	KUPD	KOOL	KOOL	KDKB	KZZP A/F	KOOL	KOY	KMEO-FM	KZZP A/F	KMEO-FM	KOOL	KOYT	KOPA	KMEO-FM
5	KZZP A/F	KQYT	KBBC	KQYT	KNIX-FM	KBBC	KOOL	KZZP A/F	KOY	KOKB	KZZP A/F	KMEO-FM	KBBC	KUPD
6	KBBC	KBBC	KZZP A/F	KBBC	KDKB	KOPA	KOPA	KOOL	KUPD	KBBC	KOPA	KZZP A/F	KNIX-FM	KNIX-FM
7	KOPA	KDKB	KOPA	KUPD	KBBC	KQYT	KBBC	KJJJ	KBBC	KZZP A/F	KBBC	KUPD	KZZP A/F	KOPA
8	KOY	KZZP A/F	KOY	KTAR	KKKQ	KPHX	KUPD	KTAR	KOPA	KQYT	KOY	KJJJ	KOY	KBBC
9	KXAM	KJJJ	KXAM	KJJJ	KMEO-FM	KZZP A/F	KXAM	KBBC	KKKQ	KJJJ	KKKQ	KBBC	KKKQ	KTAR
10	KKKQ	KTAR	KNIX		KXAM	KKKQ	KKKQ	KOYT	KXAM	KMED	KXAM		KMEO-FM	KHEP-FM



Arizona Country is lots more than "Hard Hat Days and Honky-Tonk Nights."

And that's good to know when you're buying an audience as large as ours.

Take a good look at the latest numbers for the KNIX AM/FM combination. You may be surprised at just how big Arizona Country really is. Phoenix is already the country's 11th largest city.

But you want a quality audience, too. And ours can

be very attractive.

Because Arizona Country is part of an affluent, urban lifestyle in the nation's second-fastest growing state.

KNIX listeners like the numbers we play.

You'll like our number — and quality — of listeners.



Represented nationally by Christal.

PITTSBURGH

WEEP brings country to the city

WEEP Intercom's daytime country facility scores a solid 69% share increase over spring. The station is second 35-64, third 25-49 and 25-54.

KDKA Without Pirates baseball, Westinghouse's adult contemporary station weighs in with the same share as last fall. Dominant facility first in all major dayparts; first 12+, 18+, 18-49, 25-49, 25-54, and 35-64. Cumulative rating more than double its nearest competitor. Quarter-hour share more than three times the nearest competitor. Heavy TV and billboards. Some contests.

WSHH Nationwide's beautiful music station ranks second 12+. As usual, the operation's best daypart is midday. Medium exposure TV and no contests.

WXXK Hearst's FM rocker ranks third 12+ and cumulative, second 18-34, first with teens. Medium TV and

billboards. Call-in contests with albums, tickets, and T-shirts as prizes.

WTAE Hearst's adult contemporary facility ranks fourth 12+ and second 25-49, 25-54, and cumulative. Median listener is 37. Weekends strong with football. Medium TV and heavy billboards, transit. No contests.

WDVE "Superstars" station rates first 18-34, second 18-49. Station's 12+ share is back up after a spring low. Average listener to the Taft station listens for 9.5 hours per week. The station ran cash contests.

THE MARKET AM is up slightly from 52% of all listed listening in spring to 54% in fall. This occurs during a survey when the other two major markets with 20 share stations (St. Louis and Minneapolis) move over into the FM column. Radio listening levels are strong in Pittsburgh. That's typical for large northeastern markets.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							RANK	CUME
1	KDKA	AC	21.8	23.4	22.2	25.3	22.2	RAR	400	37.7	4.80	Westinghouse	1	KDKA	919,700
2	WSHH	BM	6.8	8.7	6.8	7.3	7.2	Christal	57X6	12.6	4.63	Nationwide	2	WTAE	448,500
3	WXXK	R	4.8	6.6	5.6	5.2	6.8	Katz	123	14.5	3.80	Hearst	3	WXXK	387,400
4	WTAE	AC	6.7	5.1	6.7	6.6	6.6	Katz	N/A	15.8	3.39	Hearst	4	WSHH	307,000
5	WDVE	A	6.7	7.6	7.5	5.4	6.4	Eastman	88	11.2	4.65	Taft	5	WDVE	277,300
6	WEEP	C	2.1	3.4	3.4	3.6	6.1	Major Market	90	7.1	6.97	Intercom	6	KQV	237,500
7	KQV	N	3.9	4.4	3.8	4.4	4.1	Eastman	66	8.9	3.76	Taft	7	WWSW	207,700
8	WAMO	B	2.5	4.8	5.3	4.6	3.7	HR/Stone	60	6.9	4.33	Sheridan	8	WFFM-FM	197,000
9	WWSW	AC	4.3	2.8	3.3	2.3	3.5	Blair	48	7.8	3.71	WWSW	9	WWSW-FM	193,500
10	WDSY	C	2.3	2.3	2.4	3.1	3.4	Major Market	90	4.8	5.78	Intercom	10	WAMO	173,500

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WDVE	KDKA	WDVE	KDKA	WXXK	KDKA	KDKA	KDKA	WDVE	KDKA	WDVE	KDKA	WDVE	KDKA
2	WXXK	WTAE	WXXK	WTAE	WAMO	WTAE	WTAE	WTAE	WXXK	WSHH	WXXK	WSHH	WXXK	WTAE
3	KDKA	WEEP	KDKA	WEEP	KDKA	WDSY	WDVE	WDSY	KDKA	WEEP	WFFM-A/F	WEEP	WAMO	WXXK
4	WTAE	WSHH	WTAE	WSHH	WTAE	WSHH	WXXK	WEEP	WWSW-FM	WDSY	WAMO	WXXK	WFFM-FM	WDSY
5	WAMO	WDSY	WFFM-FM	WDVE	WWSW-FM	WEEP	WAMO	WDVE	WTAE	WTAE	WWSW-FM	WTAE	KDKA	WFFM-FM
6	WWSW-FM	WXXK	WAMO	WXXK	WDVE	WXXK	WFFM-A/F	WSHH	WAMO	WPNT	KDKA	WDSY	WTAE	WSHH
7	WFFM-FM	WDVE	WWSW-FM	WFFM-FM	WFFM-FM	WPNT	WWSW-FM	WXXK	WFFM-A/F	WWSW	WTAE	WFFM-A/F	WWSW-FM	WDVE
8	WKQT	WFFM-FM	WWSW	WWSW	WKQT	WWSW-FM	WDSY	KQV	WKKS	WWSW-FM	WKQT	KQV	WYDD	WAMO
9	WWSW	WWSW	WKKS	WDSY	WSHH	KQV	WKQT	WFFM-A/F	WSHH	WDVE	WWSW	WDVE	WKKS	WWSW
10	WDSY	WWSW-FM	WYDD	WAMO		WWSW	WWSW		WWSW	WXXK	WSHH	WKQT	WWSW	KQV

3WWS

**Pittsburgh's Best Music
Now on AM and FM**

**THE BEST OF
BOTH WORLDS**

**WWSW
94.5 FM • 970 AM**

ST. LOUIS

LIN finds 3 shares on country WIL-FM

KMOX CBS's news/talk station still dominates. First in cume and all major dayparts. Demographic number ones include 12+, 18+, 18-49, 25-49, 25-54, and 35-64. Cardinals and college football. Median listener is 46. No contests.

WIL-FM LIN's country FM gains three shares to take second 12+, 18+, 18-49, 25-54, and second cume. Strong 18-34. Medium exposure TV, magazine, and billboards. The station gave away a trip for two to anywhere in the USA using the line, "There's a little bit of country in everyone and a whole lot of country to see."

KEZK Metroplex's beautiful music station ranks third 12+ and fourth 25-54. Using Schulke. Ran medium exposure TV, magazine, and billboards. Among contests, "Who shot J.R.?" promotion.

KSD-FM Adult contemporary FM shows real growth —up 3.5 shares from spring. Cume rating increases 171%. Average quarter-hour audience is 66% female. Some contests.

KSHE Century's album rock station down 2.5 shares, but still first 18-34. Much outside advertising used a replica of the station's bumper sticker.

WWWK Three share drop for Doubleday's FM rocker relates very much to a 32% drop in cume rating.

THE MARKET AM falls behind FM in this book despite KMOX's contribution to the AM cause. FM gets 51% of all listed listening. Over the last eight books, St. Louis radio listening levels have varied between 16.0 and 16.5%. This book shows heavier listening by men than women which is not usual for the market.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	KMOX	N/T	21.8	26.5	24.4	21.6	23.4	CBS	350	34.2	5.41	CBS	1	KMOX	842,200
2	WIL-FM	C	7.1	4.4	5.6	5.7	8.7	Christal	136X6	14.7	4.66	LIN	2	WIL-FM	376,900
3	KEZK	BM	5.6	6.9	7.4	6.4	7.2	Eastman	105	12.0	4.74	Metroplex	3	KSLQ	355,500
4	KSLQ	R	7.3	6.5	3.2	5.1	6.2	Eastman	90	12.8	3.82	Charter	4	KEZK	302,600
5	KSD-FM	AC	2.9	1.4	1.0	1.6	5.1	Torbet	N/A	9.3	4.39	Gannett	5	KXOK	302,200
6	KSHE	A	7.3	5.5	8.9	7.6	5.1	McGavren	145X6	8.8	4.61	Century	6	WIL	252,800
7	KMJM	AC	3.5	3.4	3.2	3.6	5.0	Major Market	N/A	6.8	5.84	Amaturo	7	WWWK	252,300
8	KXOK	R	5.8	5.5	6.2	5.0	4.9	Katz	125X6	10.7	3.63	Storz	8	KSD-FM	240,300
9	WWWK	R	0.6	4.3	8.1	7.8	4.8	RAR	170	9.3	4.04	Doubleday	9	WRTH	231,100
10	WRTH	BM	4.4	3.9	3.9	5.5	4.4	Blair	75	8.7	4.04	King	10	KSHE	224,700

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KSHE	KMOX	KSHE	KMOX	KSD-FM	KMOX	KMOX	KSD-FM	KMOX	KWK/WWWK	KMOX	KSHE	KMOX	
2	KSLQ	WIL-FM	KMOX	WIL-FM	KSLQ	WIL-FM	KSLQ	WIL-FM	KSHE	WIL-FM	KSD-FM	WIL-FM	KSLQ	WIL-FM
3	KSD-FM	KXOK	KSLQ	KXOK	WIL-FM	KEZK	KXOK	KXOK	WIL-FM	KEZK	KSHE	KXOK	KMJM	KMJM
4	KMOX	KEZK	KXOK	KEZK	KSHE	KSD-FM	KSHE	WIL	KSLQ	KSD-FM	WIL-FM	KMOX-FM	WWWK	KXOK
5	WIL-FM	KSD-FM	WIL-FM	WIL	WWWK	KXOK	KSD-FM	KEZK	KXOK	KXOK	KSLQ	WIL	KSD-FM	KEZK
6	KXOK	WIL	KMJM	KMJM	KXOK	KSLQ	KWK/WWWK	KSD-FM	KMOX	KMOX-FM	KMOX	KEZK	KMOX	KSHE
7	WWWK	KMJM	WWWK	KMOX-FM	KMJM	WRTH	WIL-FM	KSLQ	WWWK	KSLQ	KXOK	KSD-FM	KXOK	KSLQ
8	KMJM	KMOX-FM	KSD-FM	KSHE	KMOX	WIL	KMJM	KMOX-FM	KMOX-FM	WIL	KMJM	KMJM	WIL-FM	KMOX-FM
9	KMOX-FM	KSLQ	KADI-FM	KSD-FM	KMOX-FM	KMJM	KMOX-FM	KSHE	KMJM	WRTH	KADI-FM	KSLQ	KADI-FM	WIL
10	KADI-FM	KSHE	KMOX-FM	KSD	KADI-FM	KMOX-FM	KADI A/F	KSD	KADI-FM	KMJM	KMOX-FM	KSHE	KMOX-FM	KSD-FM

THE ROCKIN' BEST!

KWK
STEREO WK

In two short years the KWK/Stereo WK Combo has changed the way St. Louis rocks . . . and laid to rest the myths about album rock radio in St. Louis. For the fourth straight time KWK/WWWK is #1 with the rockin' 12-34 audience. Now that's the mark of the rockin' best.



DOUBLEDAY BROADCASTING CO. INC.



RADIO ADVERTISING REPRESENTATIVES, INC.

Source—Arbitron April/May 79, Oct./Nov. 79, April/May 80, Oct./Nov. 80. AQH 12-34 Mon-Sun, MSA. Subject to limitations stated by Arbitron.

SAN FRANCISCO

KCBS, KFRC pace Bay City

KGO ABC's news/talk station bigger number one 12+, 18+, 25-49, 25-54, 35-64, 10am-3pm, 7pm-midnight. Second cume. NFL and college football. Heavy use of billboards, medium TV, light newspaper, light magazine. Community involved promotions.

KFRC RKO's AM rocker increases for first place 18-49, second 18-34, third cume. Median listener is 25.

KCBS CBS's news station is up two shares for first 6am-10am, 3pm-7pm. Significant cume rating increase for first place. Second 25-54. NFL and college football. Light newspaper. No contests.

KSOL Black. FM is third 12+, first 18-34, and first teens.

KFOG General Electric's Schulke beautiful music format (which is fifth 12+) keeps its average listener over eight hours a week. Heavy billboards and bus, light regional *Time* magazine and medium TV.

KNBR NBC's adult contemporary has its expected fall decrease (after Giants baseball season) but higher than following 1979 baseball season.

KMEL Album rock facility gets its best book in over two and half years with KSAN's move from album rock to country helping.

KSFO Golden West's adult contemporary is tied for seventh 12+. Median listener is 47.

THE MARKET San Francisco is one of the most fragmented markets in the country. Forty-five signals make the book. Only four have above a four share. Radio listening levels are the lowest in the last twelve books. About 15.6% of the 12+ population uses radio average quarter hour. FM gets 52% of listed listening (from 51% in the spring).

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	S/D 80								
1	KGO	N/T	9.2	10.6	9.0	9.4	9.3	Blair	180X24	14.7	4.72	ABC	1	KCBS	844,100
2	KCBS	N	6.0	6.0	5.5	5.1	7.0	CBS	270	13.8	3.79	EBS	2	KGO	818,800
3	KFRC	R	5.0	4.1	4.4	4.0	5.1	RKO	520	11.4	3.33	RKO	3	KRFC	739,700
4	KSOL	B	4.3	3.8	4.3	4.8	5.1	UBC	58X6	7.2	5.30	UBC	4	KSFO	480,400
5	KFOG	BM	3.4	3.4	4.7	3.7	3.5	Selcom	80	6.3	4.18	GE	5	KNBR	450,200
6	KNBR	AC	2.5	2.9	4.3	4.8	3.4	McGavren	200	7.2	3.55	NBC	6	KABL	404,900
7	KMEL	A	2.0	2.6	2.6	2.6	3.2	HR/Stone	145	6.2	3.85	Century	7	KYUU	401,200
8	KSFO	AC	3.9	3.5	3.2	3.0	3.2	Major Market	225	7.3	3.24	Golden West	8	KSFX	397,600
9	KSFX	R	3.3	1.9	3.3	2.9	3.1	Blair	185	6.4	3.67	ABC	9	KSOL	391,400
													10	KMEL	370,700


RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KSOL	KGO	KMEL	KCBS	KFRC	KGO	KFRC	KCBS	KSOL	KGO	KFRC	KCBS	KSOL	K
2	KFRC	KCBS	KSOL	KGO	KSOL	KNBR	KMEL	KGO	KSFX	KCBS	KSOL	KGO	KBLX	KSFO
3	KMEL	KNBR	KBLX	KNBR	KYUU	KFRC	KSOL	KNBR	KMEL	KNBR	KMEL	KNBR	KMEL	KFOG
4	KSFX	KFRC	KFRC	KSFO	KSFX	KYUU	KNBR	KFRC	KFRC	KIOI	KSFX	KIOI	KOME	KCBS
5	KBLX	KSFO	KSFX	KFOG	KIOI	KIOI	KSFX	KABL A/F	KYUU	KFOG	KBLX	KFRC	KSFX	KYUU
6	KYUU	KFOG	KOME	KEEN	KBLX	KFOG	KYUU	KSFO	KIOI	KYUU	KYUU	KNEW	KFRC	KSOL
7	KOME	KIOI	KSAN	KFRC	KMEL	KSFO	KCBS	KNEW	KBLX	KOIT	KIOI	KYUU	KYUU	KBLX
8	KIOI	KYUU	KGO	KNEW	KEZR	KABL	KBLX	KYUU	KOME	KFRC	KOME	KFOG	KSJO	KNBR
9	KNBR	KNEW	KNBR	KIOI	KNBR	KNEW	KYA A/F	KFOG	KSAN	KNEW	KNBR	KBLX	KEZR	KKHI A/F
10	KEZR	KSOL	KLIV	KMEL	KLOK	KOIT	KGO	KIOI	KGO	KMEL	KEZR	KABL	KSAN	KMPX

THERE IS ONLY

ONE

#1

MUSIC STATION IN NORTHERN CALIFORNIA

610  KFRC

SAN FRANCISCO

Represented Nationally by  RKO RADIO SALES

Source: Audience estimates from Fall, 1980 Arbitron, subject to qualifications available on request.

WORCESTER

WAAF 18-34 winner; WSRS top buy

WSRS Beautiful music operation up three shares from April/May to take first 12+, 18+, 25-49, 25-54, and 35-64. Number one ranking midday, afternoon drive, and weekends. Second cume. Average WSRS listener hears the station about 12.5 hours a week. Heavy newspaper.

WAAF Park City's album rock station is even with its April/May share. Firsts include 18-34, 18-49, and 7pm-midnight. Second 12+, third cume. Median listener to the "Superstars" station is 22. Seventy-five percent of the 18+ audience is male. Medium newspaper. Album and ticket giveaways.

WTAG Worcester Telegram and Gazette's adult contemporary station down 4.6 shares from spring but still first cume, 6am-10am. Second 25-54, 35-64, third 12+. College football. No contests.

WBZ Westinghouse's Boston adult contemporary

station does well in Worcester as usual. Best dayparts: 6am-10am and 7pm-midnight. Median listener is 44.

WFTQ Park City's AM adult contemporary's strong female appeal (68% of the average quarter-hour audience is female) is a good balance to sister station WAAF's strong male appeal. Fifth 12+, second 18-34. Only outside promotion: "Vote for 14Q" election posters.

WORC Knowles' adult contemporary AM up 2.4 shares. Improved numbers are the result of an increase in listener time spent listening. NFL football.

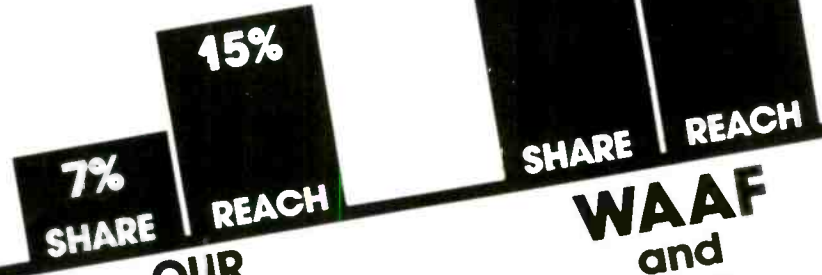
THE MARKET This is the first fall book for the Worcester market. FM listening is up from the spring levels. Sixty-three percent of all listed listening goes to FM stations. FM got 58% in April/May. About 16.7% of the population listens to the radio average quarter-hour. Women listen at higher levels (18%) than men (16.3%). Teens listen the least (13.5%). About 19% of the radio listeners in the Worcester market listen to only one radio station.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80							RANK	CUME
1	WSRS	BM	**	15.4	**	16.0	19.0	Major Market	48X7	23.4	5.14	Knight Quality	1	WTAG	108,300
2	WAAF	A	**	13.7	**	12.5	12.5	Katz	63X12	19.4	4.83	Park City	2	WSRS	104,400
3	WTAG	AC	**	15.9	**	16.4	11.8	Blair	50X6	26.6	4.64	Telgrm.&Gazet.	3	WAAF	84,200
4	WBZ	AC	**	5.7	**	6.9	7.6	RAR	400	14.7	3.54	Westinghouse	4	WBZ	60,600
5	WFTQ	AC	**	7.8	**	5.3	6.6	Katz	35X12	12.9	3.12	Park City	5	WFTQ	56,700
6	WORC	AC	**	2.2	**	2.6	5.0	Buckley	20X6	7.3	2.67	Knowles	6	WORC	39,200
7	WROR	AC	**	2.4	**	6.7	4.6	RKO	135	9.2	5.51	RKO	7	WCOZ	36,700
8	WCOZ	A	**	2.0	**	2.0	3.9	Blair	160	3.5	4.21	Blair	8	WROR	31,100
9	WEEI-FM	MM	**	3.3	**	3.6	3.5	CBS/FM	145X12	2.3	6.58	CBS	9	WNEB	30,900
10	WQVR	C	**	2.0	**	2.4	2.9	Torbet	15.50	2.7	6.55	Eastern Media	10	WEEI-FM	26,000

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WAAF	WSRS	WAAF	WSRS	WFTQ	WSRS	WAAF	WTAG	WAAF	WSRS	WAAF	WSRS	WAAF	WSRS
2	WFTQ	WTAG	WROR	WAAF	WAAF	WBZ	WFTQ	WSRS	WROR	WAAF	WSRS	WAAF	WEEI-FM	WBZ
3	WROR	WBZ	WSRS	WORC	WSRS	WTAG	WBZ	WBZ	WFTQ	WORC	WFTQ	WORC	WROR	WORC
4	WSRS	WAAF	WFTQ	WTAG	WEEI-FM	WFTQ	WORC	WFTQ	WORC	WFTQ	WROR	WFTQ	WFTQ	WAAF
5	WEEI-FM	WORC	WBCN	WBZ	WROR	WORC	WEEI-FM	WORC	WSRS	WTAG	WORC	WTAG	WSRS	WROR
6	WORC	WFTQ	WORC	WEEI-FM	WORC	WROR	WSRS	WAAF	WEEI-FM	WROR	WEEI-FM	WBZ	WPJB	WNEB
7	WBZ	WROR	WCOZ	WQVR	WBZ	WAAF	WROR	WQVR	WBZ	WBZ	WCOZ	WROR	WBZ	WEEI-FM
8	WCOZ	WQVR	WEEI-FM	WFTQ	WCOZ	WQVR	WTAG	WROR	WCOZ	WQVR	WXKS-FM	WQVR	WBCN	WSSH
9	WBCN	WEEI-FM	WBZ	WROR	WPJB	WSSH	WCOZ	WEEI-FM	WBCN	WEEI-FM	WBZ	WNEB	WCOZ	
10	WTAG			WXKS-FM	WTAG			WNEB	WXKS-FM			WXKS-FM		

For the 5th straight year...

ONE BUY DOMINATES WORCESTER'S UNDER-35 MARKET



OUR
NEAREST
LOCAL
COMPETITOR

**WAAF
and
14Q**

Data: Arbitron, Worcester Metro, Oct./Nov. 1980. Audience ages 12 to 34, Monday-Sunday, 6AM-12MID. WAAF 14Q market reach calculated by random duplication formula.

WAAF 107FM
AND



PARK CITY COMMUNICATIONS

LOS ANGELES

KFWB wins west coast cume

KFWB Westinghouse puts its stress on building cume. News station pulls largest metro cume west of the Mississippi. Medium TV, newspaper and transit. No on-air contests.

KABC With the end of the baseball season, ABC's news/talk operation is down in men, stable with women. Station ranks first in all dayparts except afternoon drive. Also first 12+, 18+, 25-54 and 35-64. Third cume. Medium TV and newspaper (featuring 20th Anniversary for the station). No contests.

KBIG Bonneville owns and programs this beautiful music station. Ranks first 25-49 and 3pm-7pm. Off-air: TV and transit.

KJOI Schulke client ranks fourth 12+. Median listener is 54—older than most beautiful music stations. Medium to heavy TV, light transit and some beetle boards. "Blooming with Beautiful Music" contest

awarded trips to Hawaii and Monterrey.

KNX CBS news station is fifth 12+, second cume. Average listener hears the station about 6 hours a week. NFL and college football. Light newspaper. "Holiday Getaway" contest with trips as prizes.

KRLA Adult contemporary facility that is oldies oriented ranks sixth 12+. Light newspaper, medium billboards and transit. Trivia type contests.

KMET Metromedia's album rock is off almost 1.5 shares. Gives up its usual 18-34 win to Greater Media's KHTZ.

THE MARKET FM gets 53% of all listed listening in this report. About 16% of the population listened to the radio average quarter hour during the fall survey period. That's over 1,200,000 persons. Listening in the Los Angeles metro generally runs between 16%-17%. The Los Angeles *Consolidated* metro adds another 1.5 million persons to the area. In that report, KFI and KMET look much stronger than they do in the regular Los Angeles report.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	F/M 80	M/A 80	S/D 80								
1	KABC	N/T	6.0	6.5	7.0	7.6	6.9	Katz	350X12	11.0	4.84	ABC	1	KFWB	1,138,400
2	KBIG	BM	6.1	5.0	5.7	4.8	5.1	Torbet	N/A	9.0	4.35	Bonneville	2	KNX	1,098,100
3	KFWB	N	4.1	4.4	4.2	3.8	5.0	RAR	450	10.4	3.67	Westinghouse	3	KABC	1,072,600
4	KJOI	BM	4.9	5.2	4.8	4.6	4.3	Selcom	200	7.4	4.47	CCLA Comm.	4	KBIG	906,800
5	KNX	N	4.0	4.9	4.8	4.0	4.2	CBS	400	9.6	3.37	CBS	5	KMET	795,500
6	KRLA	AC	3.7	3.3	3.8	3.1	4.1	P/W	260	7.1	4.48	KRLA, Inc.	6	KLOS	748,700
7	KLAC	C	4.3	3.8	4.2	4.0	3.7	Eastman	240	7.0	4.06	Metromedia	7	KIIS	745,700
8	KMET	A	5.8	5.8	4.9	5.0	3.6	Eastman	510	7.4	3.73	Metromedia	8	KJOI	742,900
9	KIIS	D	2.8	3.6	3.3	3.2	3.3	Blair	195X6	6.8	3.65	Gannett	9	KFI	725,800
10	KRTH	AC	3.8	3.8	3.5	3.4	3.2	RKO	N/A	6.5	3.78	RKO	10	KLAC	716,700

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KHTZ	KABC	KMET	KABC	KHTZ	KBIG	KHTZ	KABC	KNX-FM	KBIG	KNX-FM	KBIG	KHTZ	KABC
2	KRLA	KBIG	KLOS	KBIG	KRLA	KABC	KRTH	KFWB	KRLA	KABC	KABC	KABC	KMET	KFWB
3	KMET	KRLA	KNX-FM	KNX	KRTH	KLAC	KNX-FM	KLAC	KHTZ	KRLA	KMET	KNX-FM	KLOS	KHTZ
4	KRTH	KLAC	KRTH	KNX-FM	KIQQ	KRLA	KLOS	KFI	KRTH	KJOI	KRTH	KNX	KRLA	KBIG
5	KNX-FM	KFWB	KWST	KFWB	KIIS	KJOI	KMET	KBIG	KMET	KLAC	KRLA	KRTH	KWST	KJOI
6	KLOS	KRTH	KRLA	KRTH	KNX-FM	KFI	KRLA	KNX	KIIS	KRTH	KIIS	KLAC	KIIS	KNX
7	KIIS	KNX	KHTZ	KRLA	KMET	KFWB	KFI	KMPC	KIQQ	KNX-FM	KLOS	KRLA	KRTH	KTNQ
8	KIQQ	KJOI	KIIS	KLAC	KLOS	KIQQ	KTNQ	KRLA	KLOS	KLVE	KIQQ	KFWB	KIQQ	KIQQ
9	KWST	KNX-FM	KABC	KJOI	KFI	KHTZ	KIQQ	KRTH	KALI	KFWB	KJLH	KJOI	KNX-FM	KJLH
10	KJLH	KFI	KJLH	KMPC	KUTE	KRTH	KABC	KNX-FM	KBIG	KIQQ	KWST	KFI	KUTE	

MEMPHIS

Four stations past double figures

WZXR Summit's Burkhardt/Abrams album rock station ranks first 12+ (jumping over three shares), 18-34, and 18-49. Also first 3pm-7pm and 7pm-midnight. 18+ average quarter-hour audience is 77% male. Average male listener hears the station over 15 hours per week. Medium TV ("remarkable mouth") and transit. Contest prizes included usual albums and concert tickets.

WEZI Southern's beautiful music station has its best book in at least five years. First 18+, first midday, and second 25-54. Medium TV, newspaper, and billboards. Light magazine.

WHRK Plough's FM rocker ranks second 18-34 and 18-49, third cum, and first weekends. Median listener is 24. Off-air: light TV and bus cards. Small contests.

WMC Scripps-Howard's country station takes first

25-54, 25-49. Number one 6am-10am. Average WMC listener hears the station 10.5 hours per week. College football. Some TV and newspaper. Call-in contests for cash and albums.

WMC-FM Scripps-Howard's FM rocker down two shares. Holds number one cum position. Light TV and moderate direct mail promotion. Cash prizes were awarded in a Hi-Lo contest and "Thousand Dollar Thursdays".

WDIA Viacom's black station down three shares. Especially big losses at night.

THE MARKET Radio listening keeps at typically low Memphis levels. The average Memphis area person hears radio for only 17.25 hours a week. Morning drive levels are particularly low. FM listening is up to 59% of all listed listening—up from 56% in April/May.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WZXR	A	7.5	7.5	8.6	10.2	13.4	McGavren	60X6	14.4	6.13	Summit	1	WMC-FM	141,100
2	WEZI	BM	11.6	10.4	10.9	10.5	12.1	Katz	10 X6	15.1	5.29	Southern	2	WEZI	138,300
3	WHRK	R	6.1	7.2	9.2	12.6	11.1	Eastman	95	14.3	5.12	Plough	3	WHRK	132,900
4	WMC	C	11.6	14.0	8.8	9.7	10.9	Blair	120	14.2	5.07	Scripps-Howard	4	WDIA	131,900
5	WMC-FM	R	6.8	10.1	10.5	9.4	7.4	Blair	105X6	13.5	3.60	Scripps-Howard	5	WMC	131,900
6	WDIA	B	7.9	7.5	7.9	8.7	5.9	Bernard Howard	76X6	11.9	3.25	Viacom	6	WZXR	127,400
7	WQUD	AC	5.2	5.6	5.8	5.6	5.4	Torbet	90X6	10.6	3.34	Viacom	7	WHBQ	115,600
8	WLVS	C	2.2	2.1	2.3	3.5	5.0	Selcom	48X6	7.1	4.63	Omni	8	WQUD	115,600
9	WHBQ	AC	10.5	7.7	6.6	3.8	4.8	RKO	225	10.1	3.11	RKO	9	WREC	105,900
10	WLOK	B	6.8	8.6	5.8	6.7	4.7	HR/Stone	42X6	9.0	3.41	Gilliam	10	WLOK	98,800

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WZXR	WMC	WZXR	WMC	WHRK	WMC	WZXR	WMC	WZXR	WMC	WZXR	WEZI	WZXR	WEZI
2	WHRK	WEZI	WHRK	WEZI	WMC-FM	WMC-FM	WMC-FM	WMC-FM	WHRK	WEZI	WHRK	WLVS	WHRK	WHRK
3	WMC-FM	WHRK	WQUD	WLVS	WQUD	WHRK	WQUD	WLVS	WQUD	WMC-FM	WMC-FM	WMC	WMC-FM	WZXR
4	WQUD	WMC-FM	WMC-FM	WHRK	WZXR	WEZI	WHRK	WHBQ	WMC-FM	WQUD	WQUD	WHRK	WLOK	WDIA
5	WLOK	WLVS	WLOK	WZXR	WLOK	WHBQ	WLOK	WREC	WEZI	WLVS	WLVS	WMC-FM	WEZI	WHBQ
6	WLVS	WQUD	WLVS	WQUD	WDIA	WQUD	WHBQ	WQUD	WLOK	WZXR	WLOK	WQUD	WDIA	WMC
7	WHBQ	WHBQ	WHBQ	WMC-FM	WEZI	WDIA	WMPS	WEZI	WMPS	WHRK	WEZI	WHBQ	WLVS	WLVS
8	WDIA	WZXR	WMC	WREC	WHBQ	WLVS	WZXR	WMC	WLVS	WHRK	WDIA	WMPS	WHBQ	WZXR
9	WEZI	WOIA	WMPS	WWEE	WLVS	WZXR	WMC	WMPS	WLVS	WHBQ	WMPS	WWEE	WHBQ	WREC
10	WMPS	WREC	WREC	WMPS	WMPS		WREC	WDIA	WMC	WWEE	WDIA	WMPS	WMC	WQUD

NEW HAVEN-WEST HAVEN

Insilco's WELI first, nostalgia doubles WAVZ

WELI Insilco's adult contemporary strong as always. Ranks first 12+, 18+, 25-49, 25-54, 35-64, and tied first 18-49. First cume, too. Number one in all major dayparts except 7pm-midnight. Yale football on weekends. Light newspaper, billboard, and transit. Heavy TV promoting contests: a groceries giveaway and a "Who Said It?" promotion that asked listeners to identify voices from previous newscasts.

WAVZ Al Ham's "Music of Your Life" nostalgia format gets 8.2 share—up from 1.6 last fall. Median listener is 57 (25 in rock format a year-and-a-half ago). Light newspaper and medium transit. One contest prize was a trip to anywhere in the world.

WPLR Station contests were very related to the music (trips to Springsteen concert in Boston or trip to Grateful Dead concert in San Francisco). Medium

TV, light newspaper, and billboards. Heavy transit and bumper stickers. Album rock station first at night, tied first 18-34, third place 12+.

WKCI Adult contemporary FM tied for first 18-34 and 18-49, second 12+ and cume. Average listener hears the station nine hours per week. Off-air advertising: medium newspaper and transit. Manager Stanley Puzycki gave away 2 thousand dollar diamonds and a Camaro for a year.

THE MARKET Total radio listening levels are the lowest they've been in over 10 books. One characteristic market typically shows is a 7am-8am hour that is stronger than in most markets. AM still beats FM in the market. Fifty-two percent of all listed listening goes to AM.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 78	A/M 79	O/N 79	A/M 80	O/N 80								
1	WELI	AC	18.4	16.8	21.6	18.5	20.0	Blair	98X12	27.6	5.28	Insilco	1	WELI	127,300
2	WKCI	AC	9.4	7.6	8.4	11.0	10.7	McGavren	80	17.5	4.47	Kops-Monahan	2	WKCI	84,900
3	WPLR	A	7.0	8.9	7.9	7.8	9.3	Eastman	75X6	14.3	4.74	General Comm.	3	WNBC	71,200
4	WAVZ	BB	7.5	10.5	1.6	4.4	8.2	McGavren	80	12.9	4.64	Kops-Monahan	4	WPLR	67,500
5	WEZN	BM	2.8	4.2	5.2	6.1	5.5	Katz	60X6	8.9	4.51	Park City	5	WAVZ	61,000
6	WNBC	AC	4.6	4.5	6.0	6.8	5.2	HR/Stone	450	12.3	3.05	NBC	6	WCBS	58,100
7	WWYZ	MM	5.3	4.8	5.4	4.4	4.5	CBS/FM	N/A	7.6	4.27	WNAB	7	WEZN	42,800
8	WCBS	N	3.1	2.9	3.3	4.9	4.1	CBS	600	9.9	3.02	CBS	8	WWYZ	37,400
9	WHCN	A	0.7	1.8	1.9	2.5	3.2	Jack Masla	50X7	5.2	4.50	Beck-Ross	9	WDRC-FM	36,400
													10	WKSS	30,800

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WKCI	WELI	WPLR	WELI	WKCI	WELI	WKCI	WELI	WPLR	WELI	WPLR	WELI	WPLR	WKCI
2	WPLR	WKCI	WKCI	WKCI	WWYZ	WKCI	WPLR	WKCI	WKCI	WKCI	WKCI	WKCI	WKCI	WWYZ
3	WWYZ	WNBC	WWYZ	WCBS	WPLR	WAVZ	WELI	WNBC	WWYZ	WAVZ	WWYZ	WEZN	WWYZ	WELI
4	WELI	WAVZ	WELI	WPLR	WELI	WEZN	WNBC	WCBS	WELI	WPLR	WELI	WNBC	WDRC-FM	WEZN
5	WNBC	WEZN	WHCN	WNBC	WNBC	WNBC	WHCN	WAVZ	WNBC	WNBC	WNBC	WCBS	WHCN	WAVZ
6	WHCN	WWYZ	WNBC	WAVZ	WDRC-FM	WWYZ	WCBS	WPLR	WHCN	WEZN	WHCN	WAVZ	WCBS	WNBC
7	WDRC-FM	WPLR	WCBS	WIOF	WEZN	WPLR	WWYZ	WTIC	WIOF	WWYZ	WIOF	WPLR	WNBC	WPLR
8	WEZN	WCBS	WIOF	WWYZ		WKSS	WTIC	WEZN	WEZN	WKSS	WDRC-FM	WWYZ	WYBC	WCBS
9	WIOF	WKSS	WYBC	WEZN		WCBS		WWYZ	WRKI	WCBS	WEZN	WHN		WYBC
10	WCBS	WIOF	WRKI	WHCN					WIOF			WYBC		WTIC

SAN DIEGO

Heftel KJQY and San Diego make beautiful music together

KJQY Heftel's beautiful music station gets its best share yet to take first 12+, 18+, 25-49, 25-54, 35-64, midday, afternoon drive and weekends. FM-100 client average quarter hour audience is 66% female. Heavy billboards and transit, medium TV and newspaper, light magazine. "Mystery Song" contest.

KGB-FM Album rock station is up almost two shares to win 18-34, 18-49 and 7pm-midnight. Improved cume rating helped. Off-air: bus benches only.

KPRI Southwestern's album rock property edges competitor KGB-FM in cume, but has a lower listener time spent listening. Median listener is 21. Light newspaper, medium transit and station "Trick Truck" on the street. Burkhart/Abrams client ran various listener-involved contests.

XTRA-FM Album rock facility is up one and a half shares. Seventy-eight percent of audience is 12-24.

KSDO Gannett's news facility is first cume, first mornings. A quarter of Monday-Friday cume listens only 6am-10am.

KFMB-FM Midwest TV's FM has demonstrated audienceship from Top 40 to adult contemporary FM. Operation is second cume, first 18-34 female.

KEZL Gannett's beautiful music station is tied for seventh 12+. Station is a Bonneville client.

XTRA Also tied for seventh is AM that switched from beautiful music to adult contemporary station is first with teens.

THE MARKET San Diego market shows lowest radio listening levels (15.1%) since fall of 1977. Biggest listening drop since summer was men 18+. Arbitron's objective sample size increases from 1200 to 1520 this year—an increase of 27%. FM gets 65% of all listed listening—up from 57% in spring.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	REACH	FRE- QUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid		
			O/N 79	J/F 80	F/M 80	M/A 80	S/D 80								
1	KJQY	BM	7.7	7.6	8.4	6.5	9.3	Christal	145	11.8	5.70	Heftel	1	KSDO	250,200
2	KGB-FM	A	5.7	5.1	5.4	5.2	7.0	Katz	N/A	11.0	4.62	K&B, Inc.	2	KFMB-FM	236,100
3	KPRI	A	5.6	6.7	5.6	5.0	5.8	Eastman	130	10.5	4.06	Southwestern	3	KGB	233,100
4	XTRA-FM	A	4.4	3.9	4.5	3.9	5.4	Major Market	N/A	10.5	3.75	Noble Multimedia	4	XTRA-FM	232,400
5	KSDO	N	5.0	4.9	4.8	4.1	5.3	CBS	N/A	10.8	3.53	Gannett	5	KJQY	229,600
6	KFMB-FM	R	4.2	3.9	4.2	4.3	5.1	McGavren	80	10.4	3.59	Midwest TV	6	KFMB	225,400
7	KEZL	BM	4.5	4.6	3.8	3.8	4.7	CBS	N/A	7.0	4.87	Gannett	7	KPRI	222,200
8	XTRA	AC	3.9	3.5	3.4	4.7	4.7	Major Market	N/A	9.5	3.57	Noble Multimedia	8	KGB-FM	221,000
9	KGB	R	2.6	6.4	4.4	5.4	4.3	Katz	130X6	9.6	3.26	K&B, Inc.	9	XTRA	216,400
													10	KCBQ	148,600

RANK	DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid						DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
	1	KGB-FM	KJQY	KGB-FM	KJQY	KFMB-FM	KJQY	KFMB-FM	KFMB	KPRI	KJQY	KGB-FM	KJQY	KGB-FM
2	KPRI	KFMB	KPRI	KGB-FM	KIFM	KFMB	KGB-FM	KGQY	KFMB-FM	KEZL	KPRI	KYXY	KPRI	KJQY
3	KFMB-FM	KIFM	XTRA-FM	KFMB	XTRA-FM	KIFM	KPRI	KSDO	KGB-FM	KFMB-FM	KFMB-FM	KFMB-FM	KFMB-FM	KGB-FM
4	XTRA-FM	KFMB-FM	KFMB-FM	KFMB-FM	KITT	KYXY	KIFM	KIFM	XTRA-FM	KISM	KIFM	KFMB	KITT	KFMB
5	KIFM	KYXY	KIFM	KFSD	KGB	KFMB-FM	XTRA-FM	KSON	KIFM	KYXY	XTRA-FM	KGB	KFMB	KBZT
6	KITT	KFSD	XTRA	KIFM	KGB-FM	KEZL	KFMB	KYXY	KCBQ	KSON	KITT	KIFM	XTRA-FM	KFMB-FM
7	KGB	KSON	KBZT	KSDO	XTRA	KFSD	XTRA	KFMB-FM	KBZT	KBZT	KGB	KFSD	KIFM	KIFM
8	XTRA	KEZL	KCBQ	KSON	KFMB	KGB	KGB	KOGO	KGB	KCBQ	XTRA	KSON	XTRA	KITT
9	KBZT	KSDO	KITT	KCBQ	KPRI	KOGO	KCBQ	KCBQ	KITT	KOGO	KBZT	KEZL	KFSD	KSDO
10	KCBQ	KGB	KFSD	KYXY	KBZT	KSON	KITT	KEZL	XTRA	KSON-FM	KCBQ	XTRA	KBZT	KYXY

SEATTLE-EVERETT-TACOMA

KIRO strengthens hold on first; KISW ranks first 18-34

KIRO Bonneville's news/talk station up almost two shares to keep a strong hold on first place. Some of its firsts are 12+, 18+, 25-54, 35-64, and cume. First in all major dayparts except midday. Strong outside the metro, too. NFL football weekends. Manager Joseph Abel used medium TV and newspaper, light magazine, and heavy billboards.

KOMO Fisher's adult contemporary is first midday, second cume and 18-49. Median listener is 47. College football. Outside promotion: medium newspaper and transit.

KISW In the last year and a half, Kaye-Smith's album rock station has increased its share 135% using Burkhart/Abrams. Ranks first 18-34 and 18-49. KISW leans heavily male (73%). No outside promotion.

KJR Metromedia's AM station up slightly—good

news for any AM rock station these days. Ranks second (to its sister station) 18-34 and third in cume. Bought bus signs for outside exposure.

KSEA Bonneville's beautiful music station down to its lowest point in at least five years. Heavy TV, billboards, and transit. Light newspaper. No contests.

KYYX Rocker is sixth 12+, second teens. Audience is 70% 12-24.

KPLZ Golden West's FM adult contemporary is first 18-34 women. Looks more adult contemporary in this book than it did in the spring. Forty-three percent of the audience was 25+ last spring. That percentage is up to 63% this fall.

THE MARKET AM beats FM by getting 51% of the listed listening in the fall report. FM beat AM in the spring book. As usual, this year's radio listening is lower in the fall than it was in the spring.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			S/D 78	F/M 79	S/D 79	F/M 80	S/D 80								
1	KIRO	N/T	10.3	11.1	10.2	8.9	10.6	Torbet	N/A	19.6	3.83	Bonneville	1	KIRO	469,200
2	KOMO	AC	10.8	6.3	9.8	7.8	8.3	Katz	150X12	14.9	3.94	Fisher	2	KOMO	346,800
3	KISW	A	3.2	3.1	5.7	5.7	7.3	McGavren	N/A	10.5	4.90	Kaye-Smith	3	KJR	305,200
4	KJR	R	7.0	7.0	6.0	4.9	5.2	McGavren	93	11.7	3.15	Metromedia	4	KING	247,700
5	KSEA	BM	7.1	7.4	6.2	5.9	4.8	Torbet	90	7.3	4.65	Bonneville	5	KISW	225,800
6	KYYX	R	3.9	3.5	4.9	3.7	4.3	Christal	55	8.8	3.48	O'Day	6	KYYX	219,200
7	KPLZ	AC	3.4	4.1	3.0	4.6	3.9	Major Market	N/A	6.8	4.13	Golden West	7	KZOK-FM	188,500
8	KZAM-FM	A	2.4	2.8	3.0	4.6	3.6	Selcom	59.4	5.8	4.42	Sandusky	8	KVI	161,000
9	KEZX	BM	3.9	3.3	4.3	3.7	3.5	Buckley	N/A	5.4	4.68	Roy H. Park	9	KSEA	160,900
10	KING	AC	6.1	3.3	3.0	3.4	3.5	Blair	95X6	8.8	2.84	King	10	KPLZ	155,400

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	KISW	KIRO	KISW	KIRO	KPLZ	KOMO	KJR	KIRO	KISW	KOMO	KISW	KIRO	KISW	KIRO
2	KJR	KOMO	KJR	KOMO	KZAM-FM	KIRO	KISW	KOMO	KPLZ	KIRO	KJR	KOMO	KZAM-FM	KOMO
3	KZAM-FM	KZAM-FM	KZOK-FM	KJR	KYYX	KSEA	KOMO	KMPS A/F	KJR	KSEA	KPLZ	KJR	KPLZ	KPLZ
4	KPLZ	KSEA	KZAM-FM	KPLZ	KJR	KZAM-FM	KIRO	KJR	KZAM-FM	KPLZ	KZOK A/F	KSEA	KZOK-FM	KZAM-FM
5	KYYX	KJR	KPLZ	KZAM-FM	KING	KEZX	KING	KZAM-FM	KOMO	KZAM-FM	KYYX	KPLZ	KJR	KING-FM
6	KZOK-FM	KPLZ	KIRO	KMPS-FM	KISW	KTAC	KZAM-FM	KPLZ	KYYX	KMPS-FM	KZAM-FM	KZAM-FM	KYYX	KEZX
7	KING	KMPS-FM	KOMO	KMPS	KTAC	KPLZ	KPLZ	KSEA	KIXI-FM	KJR	KING	KMPS	KNBQ	KSEA
8	KOMO	KEZX	KNBQ		KOMO	KJR	KYYX	KTAC	KNBQ	KMPS	KTAC	KTAC	KIRO	KIXI-FM
9	KIRO	KMPS	KYYX		KXA	KMPS-FM	KTAC	KING	KZOK-FM	KEZX	KNBQ	KING	KING-FM	KJR
10	KNBQ	KTAC			KIXI-FM		KZOK A/F	KVI		KIXI-FM		KEZX	KXA	KXA

TAMPA-ST. PETERSBURG

Country WQYK jumps to first 25-54

WQYK Suncoast's FM country increases its spring share by 56% to take firsts 18-49, 25-49, 25-54, 35-64. First 3pm-7pm. Median listener is 43. Some contests.

WWBA-FM Beautiful music station remains steady from the spring book to stay on top 12+. Firsts include cume, all major dayparts except afternoon drive. Off-air promotion: medium TV, transit, billboards, bus benches.

WCKX Adult contemporary FM station ranks first 18-34. Especially strong with 18-34 women. Ran a \$96,000 cash giveaway, relied on heavy TV and billboards.

WJYW Gannett's beautiful music station runs about even with last spring and fall levels. Bonneville client is third 12+. GM George Mills ran a heavy billboard

campaign, used heavy TV featuring Henry Mancini.

WSUN Plough's country AM ranks fourth 12+, second in cume. It has one of the oldest median listener ages in the nation: 59.

WFLA-FM Beautiful music facility ranks fifth 12+. Retains older demographics with 70% of the average quarter-hour audience 55+.

THE MARKET Tampa-St. Petersburg's older demographics show clearly in the book. None of the top five stations has a median listener younger than 40. Radio listening is at its highest point in years in the market with a Persons Using Radio of 17.6%. Midday is strong as usual. Six-10am shows stronger than usual. No big increase in FM listening since the spring book.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80								
1	WWBA-FM	BM	12.6	13.9	10.8	**	10.6	Major Market	N/A	15.5	5.78	WWBA	1	WWBA-FM	250,000
2	WQYK	C	6.0	7.8	6.2	**	9.7	Torbet	N/A	12.9	6.34	Suncoast	2	WSUN	221,800
3	WJYW	BM	7.3	6.8	7.4	**	7.3	Selcom	60	12.1	5.13	Gannet	3	WRBQ	205,300
4	WSUN	C	6.0	5.9	6.8	**	6.5	McGavren	N/A	12.8	4.30	Plough	4	WDAE	202,400
5	WFLA-FM	BM	7.3	7.1	6.2	**	6.0	Blair	82.5	9.7	5.21	WFLA	5	WJYW	199,100
6	WCKX	AC	3.7	4.7	5.8	**	5.9	Selcom	65	10.0	5.02	Metroplex	6	WFLA	198,500
7	WFLA	AC	4.2	4.6	5.4	**	5.7	Blair	82.5	11.4	4.19	WFLA	7	WQYK	197,700
8	WRBQ	R	7.6	6.4	6.5	**	5.5	Eastman	N/A	11.6	4.01	Southern	8	WCKX	164,500
9	WQXM	A	8.4	6.9	6.8	**	4.6	McGavren	N/A	9.3	4.17	Plough	9	WQXM	161,200
10	WWBA	N/BB	3.7	5.9	4.3	**	4.2	Major Market	N/A	7.3	4.89	WWBA	10	WFLA-FM	157,800

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WCKX	WQYK	WQYK	WSUN	WCKX	WQYK	WQYK	WFLA	WQYK	WQYK	WQYK	WQYK	WQXM	WQYK
2	WQYK	WFLA	WQXM	WQYK	WQYK	WCKX	WRBQ	WQYK	WCKX	WWBA-FM	WCKX	WCKX	WCKX	WCKX
3	WQXM	WCKX	WCKX	WFLA	WRBQ	WWBA-FM	WCKX	WSUN	WQXM	WFLA	WQXM	WSUN	WQYK	WQXM
4	WRBQ	WWBA-FM	WRBQ	WRBQ	WSRZ	WFLA	WLCY	WLCY	WSRZ	WSUN	WSRZ	WFLA	WRBQ	WWBA-FM
5	WSRZ	WSUN	WYNF	WJYW	WQXM	WJYW	WQXM	WDAE	WRBQ	WJYW	WRBQ	WRBQ	WSRZ	WRBQ
6	WYNF	WJYW	WSRZ	WDAE	WYNF	WRBQ	WFLA	WJYW	WLCY	WCKX	WYNF	WWBA-FM	WYNF	WDAE
7	WLCY	WRBQ	WLCY	WQXM	WLCY	WDAE	WYNF	WRBQ	WFLA-FM	WRBQ	WFLA	WJYW	WWBA-FM	WJYW
8	WFLA	WDAE	WFLA	WCKX	WWBA-FM	WSUN	WSRZ	WCKX	WYNF	WLCY	WLCY	WQXM	WDAE	WFLA
9	WDAE	WLCY	WDAE	WLCY	WFLA		WDAE	WFLA-FM	WFLA	WFLA-FM	WDAE	WDAE	WFLA	WLCY
10	WWBA-FM	WQXM		WSRZ	WTMP		WSUN	WWBA-FM	WWBA-FM	WYNF	WWBA-FM	WYNF	WLCY	WSUN

WASHINGTON, D.C.

NBC's WKYS posts third straight increase

WKYS NBC's black rock station rates second 18-34, fifth in cume 12+. One third of average quarter-hour audience is 18-24. Todd Wallace-consulted station concentrated on bus backs, interiors. Contests: concert and movie ticket giveaways, cash (calls and on the street), and an "employee of the day" promotion.

WMAL ABC's adult contemporary station holds strong and steady. Firsts include 12+, 18+, 25-49, 25-54, 35-64. First in all major dayparts except night. Morning drive share is 111% above nearest competitor. Off-air promotion: heavy TV, newspaper. No contests.

WASH Metromedia's adult contemporary FM turns in best book in one year. Audience is two-thirds women.

WGAY-FM Greater Media's beautiful music operation's strong increase was undoubtedly helped by WJMD's switch from the format. Significant increase in cume (37%) translated into a quarter-hour share increase. Second 12+, 25-54. Heavy TV, no contests.

WPGC-AM/FM First Media's rock combination ranks first 18-34, 18-49, third in cume. Outside emphasis on direct mail, bumper stickers, coffee cup promotion with 7-Eleven. "Free money" contests.

WRQX ABC's FM rocker ranks fourth 12+, first in teens. Also first 7pm-midnight. Heavy TV schedule, money and car giveaways.

THE MARKET In a market where money talks, cash continues to be the most popular prize. The level of listening in Washington, D.C. is the lowest (15.5%) in some time. One of the characteristics that typically shows up is a 5pm-6pm hour heavier than most markets. The AM/FM split is holding close to last spring's break with over two-thirds of all listed listening going to FM.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid	CUME
			O/N 79	J/F 80	A/M 80	J/A 80	O/N 80								
1	WMAL	AC	11.8	10.9	10.3	**	10.9	McGavren	395	17.6	4.60	ABC	1	WMAL	576,800
2	WGAY-FM	BM	6.4	5.6	5.6	**	8.2	Major Market	180X6	13.1	4.63	Greater Media	2	WRQX	530,800
3	WPGC-A/F	R	7.7	6.6	8.4	**	7.7	Torbet	N/A	14.4	4.03	First Media	3	WPGC-A/F	496,500
4	WRQX	R	4.9	6.7	7.9	**	7.2	Blair	175	14.7	3.64	ABC	4	WGAY-FM	429,700
5	WKYS	B	3.1	5.9	6.2	**	7.0	Eastman	86X15	11.7	4.46	NBC	5	WKYS	383,000
6	WASH	AC	6.5	5.6	4.9	**	6.2	Katz	190	11.0	4.15	Metromedia	6	WASH	376,700
7	WRC	N/T	3.7	4.2	3.8	**	5.8	Eastman	125	9.6	4.45	NBC	7	WHUR	346,300
8	WHUR	B	4.9	5.7	3.8	**	4.7	—	80	9.6	3.64	Howard Univ	8	WTOP	322,100
9	WPKX/WVKX	C	3.3	1.9	2.2	**	3.8	Christal	65	5.8	4.84	Metroplex	9	WRC	319,500
10	WTOP	N	3.9	4.5	4.2	**	3.6	CBS	240	8.3	3.23	Outlet	10	WOOK	291,900

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Women		6-10AM		10-3PM		3-7PM		7-12Mid	
	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54	18-34	25-54
1	WPGC-A/F	WMAL	WKYS	WMAL	WPGC-A/F	WMAL	WPGC-A/F	WMAL	WKYS	WGAY-A/F	WKYS	WMAL	WKYS	WGAY-FM
2	WKYS	WGAY-FM	WAVA	WGAY-FM	WKYS	WASH	WKYS	WGAY-A/F	WPGC-A/F	WMAL	WPGC-A/F	WGAY-A/F	WHUR	WKYS
3	WASH	WASH	WPGC-A/F	WKYS	WASH	WGAY-FM	WASH	WPGC-A/F	WRQX	WASH	WASH	WASH	WPGC-FM	WHUR
4	WRQX	WPGC-A/F	WRQX	WASH	WRQX	WPGC-A/F	WRQX	WASH	WASH	WKYS	WAVA	WPGC-A/F	WAVA	WASH
5	WHUR	WKYS	WHUR	WPGC-A/F	WHUR	WKYS	WHUR	WMZQ	WHUR	WJMD	WRQX	WKYS	WRQX	WMAL
6	WAVA	WHUR	WASH	WRC	WOOK	WHUR	WMAL	WTOP	WAVA	WPGC-A/F	WWDC-FM	WRC	WWDC-FM	WRC
7	WWDC-FM	WPKX/WVKX	WWDC-FM	WMZQ	WGAY-FM	WRQX	WRC	WKYS	WGAY-A/F	WPKX/WVKX	WHUR	WPKX/WVKX	WASH	WHFS
8	WOOK	WRC	WOOK	WTOP	WWDC-FM	WPKX/WVKX	WTOP	WRQX	WMAL	WRQX	WOOK	WJMD	WOOK	WVKX
9	WMAL	WMZQ	WHFS	WPKX/WVKX	WMAL	WJMD	WAVA	WRC	WOOK	WHUR	WMAL	WGMs-A/F	WHFS	WPGC-FM
10	WGAY-FM	WRQX	WMAL	WHUR	—	WRC	WWDC-FM	WHUR	WWDC-FM	WMZQ	WGAY-A/F	WMZQ	WGAY-FM	WTOP

AKRON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WAKR	AC	16.1	14.3	14.5	14.9	13.7	174,800
WMMS	A	10.6	10.3	11.4	12.3	12.5	139,100
WAEZ	BM	6.7	5.2	6.5	5.9	7.4	61,200
WGCL	R	2.1	2.9	5.2	5.7	6.3	74,200
WSLR	C	6.1	8.7	6.5	5.6	5.7	85,600
WKDD	MM	4.3	3.0	4.2	3.4	5.3	52,800
WZZP	R	5.3	4.7	5.3	4.6	5.2	82,800
WWWM	R	5.0	5.3	4.2	2.8	4.7	67,900
WGAR	AC	9.4	7.5	5.5	4.8	4.0	78,200
WDMT	D	1.0	1.5	1.8	3.0	3.6	36,400

ALBANY-SCHENECTADY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WGY	AC	16.2	18.2	17.9	19.6	16.7	241,100
WROW	BM	13.1	12.8	11.1	9.7	10.2	126,200
WROW-FM	BM	4.3	2.8	4.7	7.1	10.0	117,000
WTRY	R	8.4	10.3	7.4	6.8	8.4	170,200
WFLY	R	6.2	7.0	8.4	10.2	7.1	123,500
WPYX	A	5.1	4.1	5.9	5.2	6.2	85,400
WQBK	T	7.1	6.7	8.9	5.9	6.2	35,300
WGNA	C	2.0	2.4	4.1	4.7	4.3	52,000
WWOM	AC	2.2	2.0	2.5	3.1	3.9	68,700
WGFM	R	6.6	5.1	4.8	4.1	3.8	94,000

ALBUQUERQUE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KKJY	BM	3.1	6.6	10.4	12.7	15.2	71,100
KFMG	A	**	4.4	9.5	8.3	9.7	69,300
KOB	AC	14.9	11.2	11.8	10.4	8.8	91,200
KQEO	R	5.5	4.0	4.7	3.6	6.5	64,900
KABQ	SP	8.8	6.0	7.6	4.3	6.1	26,400
KWXL	A	6.1	4.2	2.8	4.7	5.7	35,000
KZZX	R	9.8	6.2	4.5	5.6	5.6	48,800
KRST	C	9.2	7.3	6.9	4.5	5.4	49,600
KRZY	C	6.1	8.1	7.3	7.9	4.8	45,900
KHFM	CL	2.6	1.5	1.9	2.9	4.3	23,100

ALLENTOWN

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	S/D 80	
WFMZ	BM	**	3.9	4.8	7.7	10.8	96,200
WXKW	C	**	9.0	10.8	9.1	10.8	101,400
WQQQ	BM	**	8.1	12.1	12.5	10.5	101,300
WAEB	R	**	8.2	8.2	9.8	9.1	137,300
WZZO	A	**	8.5	12.4	8.1	8.5	95,400
WLEV	AC	**	9.9	7.0	11.7	7.7	116,200
WEST	BB	**	8.4	4.5	4.6	5.4	50,000
WEEX	AC	**	3.8	3.6	3.1	4.7	47,700
WKAP	AC	**	6.1	2.7	3.0	3.6	70,900
KYW	N	**	3.3	3.4	4.6	3.6	78,000

ANAHEIM

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	F/M 80	S/D 80	
KBIG	BM	9.4	8.0	7.1	7.9	7.3	212,100
KLAC	C	3.5	3.7	4.1	5.1	5.4	171,200
KFI	AC	3.0	3.9	5.1	4.3	5.1	216,500
KJOI	BM	5.7	3.7	3.8	3.7	5.0	189,200
KABC	N/T	3.9	6.5	6.3	5.8	4.7	184,700
KRTH	AC	3.3	4.9	5.0	5.1	4.7	217,600
KFWB	N	2.9	3.0	2.5	3.0	4.3	215,200
KMET	A	8.5	8.6	8.1	7.2	4.2	204,400
KNX	N	3.6	3.6	3.8	3.5	4.0	236,700
KNX-FM	MM	4.4	3.6	3.9	4.1	4.0	166,700

ANCHORAGE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KFQD	AC	17.0	15.1	18.6	19.4	19.7	49,300
KKLV	R	9.6	9.4	5.9	12.5	12.3	34,200
KENI	R	22.6	18.4	14.8	14.2	11.0	43,300
KHAR	BM	10.4	13.2	14.4	13.8	10.5	30,700
KNIK	BM	5.7	3.3	5.1	5.6	8.8	21,000
KYAK	C	7.8	6.6	6.8	6.5	7.5	26,400
KBYR	AC	3.5	4.2	5.5	4.3	7.0	29,200
KGOT	A	12.2	10.4	14.0	3.9	7.0	24,500
KANC	C	6.5	5.2	5.1	5.2	6.1	16,200
KRKN	AC	1.7	3.8	1.7	3.0	3.5	16,000

AUSTIN, TX

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KASE	BM	14.6	13.4	17.1	10.6	13.5	72,800
KHFI	R	6.1	7.5	8.2	16.7	12.7	101,300
KVET	C	12.6	15.0	12.0	11.6	11.8	113,300
KOKE-FM	C	6.7	7.7	7.6	8.8	9.2	76,700
KLBJ-FM	A	9.4	8.8	11.2	7.8	6.8	65,900
KLBJ	AC	7.3	5.4	5.7	3.0	6.6	91,900
KCSW	AC	11.3	7.4	5.9	7.4	5.2	57,400
KTSA	R	1.9	4.7	4.3	3.7	4.7	54,900
KOKE	C	1.3	1.5	1.4	2.4	3.1	25,700
KNOW	AC	11.5	8.4	2.7	1.0	2.9	62,700

BATON ROUGE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WFMF	R	14.5	15.6	14.1	20.6	18.1	102,900
WXOK	B	12.9	11.1	21.2	9.4	11.8	68,300
WQXY	BM	10.1	9.8	11.5	11.6	11.1	66,100
WYNK-FM	C	12.7	12.8	12.8	14.5	11.1	81,400
WLCS	R	10.1	9.0	7.6	8.3	9.9	78,900
WJBO	AC	6.9	10.7	8.2	7.6	7.7	74,700
WAFB	AC	3.4	4.7	4.8	6.4	6.3	48,000
WIBR	C	8.5	7.7	6.3	5.4	5.8	38,500
WTKL	B	1.8	**	**	**	5.5	23,500
WSLG	C	**	1.9	0.9	1.7	2.4	16,300

BEAUMONT-PORT ARTHUR

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KLVI	C	10.5	9.7	9.4	8.9	13.5	96,300
KYKR	C	6.0	7.3	8.2	13.2	12.3	66,600
KAYD	R	4.0	3.0	4.9	4.0	10.8	61,900
KQXY	BM	6.0	5.7	9.6	10.9	8.7	47,000
KALO-FM	B	13.1	10.3	10.7	6.5	6.7	32,300
KZOM	A	5.7	3.4	3.3	6.7	6.3	32,700
KTRH	N/T	5.7	4.7	4.2	4.2	6.1	30,200
KIOC	AC	5.7	4.9	4.5	5.5	4.5	40,700
KHYS	R	0.7	3.4	5.1	3.7	4.0	31,200
KOGT	C	1.9	3.4	3.6	1.5	3.1	19,800

BLOOMINGTON, IL

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	F/M 80	S/D 80	
WJBC	AC	**	40.3	**	37.0	37.3	63,500
WBNQ	AC	**	23.3	**	16.0	18.9	37,800
WMLA	C	**	**	**	8.3	7.1	19,100
WIHN	BM	**	3.4	**	3.9	6.5	14,400
WWCT	A	**	4.0	**	7.2	6.5	13,300
WLS	R	**	8.5	**	7.2	5.3	28,800
WMAQ	C	**	7.4	**	7.2	4.1	20,200
WBBM	N	**	1.1	**	0.6	1.8	8,100
WKZW	R	**	2.3	**	1.7	1.8	8,400

CANTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WHBC	AC	**	23.0	**	19.6	20.9	151,100
WHBC-FM	BM	**	7.8	**	12.7	10.1	61,000
WMMS	A	**	7.2	**	9.2	9.5	50,400
WOOS	R	**	9.9	**	9.0	9.0	67,100
WGAR	AC	**	7.8	**	5.1	6.5	67,500
WDJQ	R	**	2.7	**	4.4	5.6	42,400
WQXK	C	**	**	**	2.6	4.7	31,400
WNYN	C	**	2.7	**	2.2	4.0	25,400
WSLR	C	**	3.9	**	5.0	2.9	40,100
WQIO	R	**	3.5	**	2.9	2.3	21,200

CHARLESTON, SC

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WXTC	BM	**	13.8	**	13.1	15.4	69,500
WPXI	B	**	10.4	**	8.2	11.1	72,000
WEZL	C	**	5.5	**	10.0	10.7	57,200
WPAL	B	**	11.8	**	10.2	9.8	50,800
WCSC	AC	**	13.4	**	10.0	8.9	81,900
WDWQ	R	**	5.3	**	9.0	7.6	54,200
WKTM	R	**	12.8	**	8.2	6.5	67,200
WTMA	R	**	10.0	**	8.8	5.9	67,400
WQIZ	B	**	0.4	**	3.5	5.7	16,000
WNCG	MM	**	1.4	**	1.4	4.8	19,400

CHARLOTTE-GASTONIA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WBT	AC	17.7	17.7	17.2	15.6	15.9	173,300
WSOC-FM	C	9.8	14.4	12.6	10.9	12.6	96,000
WROQ	A	7.3	6.9	11.1	9.2	10.5	96,800
WEZC	BM	14.2	10.2	6.8	8.8	9.9	79,500
WBCY	R	7.4	8.2	7.2	6.9	8.7	99,700
WAYS	R	11.9	11.1	10.4	9.7	8.5	119,800
WPEG	B	0.8	5.3	4.9	6.3	7.3	72,000
WGIV	B	6.8	5.5	5.4	6.4	4.4	67,000
WSOC	N	5.2	3.5	4.7	6.1	3.8	69,300
WZXI	AC	1.7	1.0	2.6	2.9	3.0	30,200

CHATTANOOGA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WDEF	AC	13.4	18.7	14.3	14.6	16.8	86,700
WSKZ	R	9.9	12.4	17.8	15.1	14.8	87,900
WFLI	C	10.2	8.3	5.1	4.5	12.4	86,900
WDEF-FM	AC	12.5	7.9	14.9	12.5	11.4	81,000
WJTT	B	0.4	0.6	1.1	0.9	9.6	41,600
WDOD	C	10.2	9.8	8.2	13.5	9.2	83,400
WGOW	R	7.1	6.1	6.7	5.6	4.2	58,100
WNOO	B	7.3	6.9	8.0	11.2	2.8	25,600
WMOC	REL	0.9	3.3	1.6	2.4	2.4	22,700
WKXC	R	1.7	1.4	2.2	0.9	1.7	21,600

COLORADO SPRINGS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KSPZ	AC	**	12.0	8.8	11.1	16.4	58,200
KILO	A	**	8.7	12.5	9.6	11.0	50,400
KRDO-FM	BM	**	9.2	10.6	11.1	9.9	41,800
KYSN	R	**	16.3	7.7	8.8	9.0	51,600
KSSS	C	**	5.6	9.8	8.0	7.6	36,900
KVOR	AC	**	8.7	9.3	7.5	7.3	45,800
KOA	N/T	**	3.1	4.0	4.9	6.2	36,700
KLZ	C	**	0.8	1.6	4.1	5.1	19,600
KRDO	AC	**	4.8	3.2	4.1	4.5	37,800
KYNR	BM	**	1.8	6.4	4.7	4.5	22,100

COLUMBIA, SC

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WNOK-FM	R	14.8	11.8	13.6	17.5	19.7	110,400
WCOS-FM	C	11.9	12.2	11.4	12.3	16.1	83,900
WIS	AC	15.4	13.0	15.9	10.4	15.2	118,100
WOIC	B	9.0	9.2	11.9	14.6	10.7	59,800
WXRY	BM	8.0	10.7	9.2	6.7	7.8	43,200
WZLD	A	4.3	6.2	5.6	7.5	6.6	47,600
WWDM	B	7.4	7.1	5.4	7.7	6.6	48,200
WSCQ	AC	4.9	7.9	6.9	6.1	5.9	38,400
WCAY	C	3.5	3.2	2.2	3.8	1.4	11,500
WCOS	R	9.2	4.5	6.3	3.3	1.4	27,100

COLUMBUS, OH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WLWQ	A	8.7	7.8	12.7	12.5	14.0	191,500
WTVN	AC	14.2	12.1	14.1	10.0	12.3	298,900
WNCI	R	11.4	13.9	10.1	11.6	11.1	265,900
WBNS-FM	BM	11.0	12.5	12.2	10.7	9.1	192,000
WXGT	R	7.8	8.0	7.3	8.2	9.1	198,700
WMNI	C	5.1	7.0	6.1	7.0	6.1	123,300
WBNS	AC	6.4	7.1	8.0	6.4	5.5	151,000
WCOL	AC	7.2	6.1	4.7	6.8	5.2	154,900
WHOK-FM	C	2.0	2.4	3.7	2.9	3.7	65,400
WVCO	B	2.6	2.3	2.5	3.2	3.7	57,900

DALLAS TRADING AREA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KRLD	N	7.9	8.4	8.6	7.7	9.7	360,700
KVIL-FM	AC	8.7	8.6	9.7	10.4	8.0	278,000
KSCS	C	5.4	7.3	7.1	7.3	7.8	251,700
KMEZ	BM	5.6	4.9	4.7	5.9	7.4	210,600
KKDA-FM	B	8.0	6.7	8.3	7.2	7.2	244,700
KPLX	C	2.1	1.9	1.3	2.2	5.0	180,500
KBOX	C	5.1	6.0	5.9	4.7	4.2	136,900
KTXQ	A	4.5	6.8	4.9	4.5	4.2	173,700
KZEW	A	3.0	2.7	3.2	4.6	4.1	165,300
KNOK-FM	B	3.3	2.7	2.8	3.2	4.0	129,200

DAVENPORT-ROCK ISLAND

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	F/M 80	S/D 80	
WHBF	C	**	17.3	**	17.8	14.0	95,700
KSTT	R	**	12.7	**	13.9	12.2	97,700
KRVR	BM	**	10.3	**	9.2	10.5	49,800
KIIK	R	**	11.4	**	9.5	10.0	78,900
WQUA	AC	**	6.3	**	5.8	8.5	66,500
WOC	N/T	**	9.2	**	10.2	7.5	64,100
WHBF-FM	A	**	1.8	**	4.6	6.2	50,600
WXLN	A	**	6.3	**	6.9	6.0	37,400
WZZC	C	**	2.0	**	3.9	5.7	31,100
WMAQ	C	**	2.8	**	2.1	2.5	17,900

DAYTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WHIO-FM	BM	18.8	15.3	15.4	17.0	15.1	209,800
WHIO	AC	12.3	16.0	15.4	12.6	11.9	189,400
WTUE	A	13.5	12.0	8.1	9.9	11.4	172,400
WONE	C	8.8	9.7	6.6	9.2	9.8	154,900
WING	AC	11.3	8.7	8.9	6.7	9.6	211,300
WDAO	B	6.5	5.2	5.6	7.5	8.8	75,600
WDJX	R	**	6.5	6.8	6.2	7.2	128,900
WAVI	N/T	7.7	4.9	6.8	5.8	6.0	54,100
WVUD	A	3.2	2.7	6.4	7.0	3.3	90,800

DAYTONA BEACH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WWLV	BM	**	16.0	16.8	19.0	15.7	56,700
WDOQ	R	**	4.9	8.0	11.7	15.4	54,900
WDBO-FM	BM	**	10.7	11.8	11.7	14.7	43,300
WELE-FM	C	**	5.2	8.8	12.0	10.4	39,000
WDIZ	A	**	9.1	8.0	5.1	7.7	33,500
WNDB	AC	**	7.5	7.3	7.7	6.7	28,700
WSBB	BB	**	11.4	8.4	7.3	5.0	15,700
WELE	C	**	3.6	3.8	1.8	4.3	13,500
WROD	R	**	5.2	6.1	2.9	4.0	23,200
WKKX	AC	**	0.3	1.5	**	2.0	6,600

DES MOINES

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WHO	N/T	15.7	15.1	16.4	16.9	15.1	93,600
KLYF	BM	10.7	13.1	11.0	12.4	13.3	66,500
KRNT	AC	12.9	11.8	10.8	11.9	13.1	85,400
KRNQ	R	6.6	7.6	9.5	9.8	11.6	66,500
KMGK	R	8.3	7.6	9.7	6.6	11.3	64,900
KSO	C	14.9	17.6	10.5	14.6	10.3	61,400
KGGO	A	8.0	6.3	7.4	11.1	8.8	49,600
KIOA	AC	10.2	12.1	10.3	6.9	8.3	69,000
KWKY	REL	**	1.3	1.5	1.1	1.8	16,000
KANY	BM	1.9	1.0	0.8	1.6	1.0	7,400

EL PASO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KLOZ	C	3.1	2.3	5.4	9.4	10.4	60,300
KAMA	SP	13.1	11.4	9.2	4.2	8.1	34,000
KINT	R	11.7	7.9	11.7	7.9	7.5	66,600
XROK	SP	4.5	1.0	0.6	6.7	7.5	35,800
KHEY	C	8.6	7.1	11.3	10.4	7.3	69,700
KEZB	BM	9.4	8.7	8.6	7.5	7.2	42,200
KSET-FM	R	3.3	6.0	5.6	8.3	6.4	63,000
KSET	R	2.0	3.5	2.9	6.7	5.5	50,400
KTSM	N	2.5	3.7	2.3	4.0	5.1	38,300

EUGENE-SPRINGFIELD

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KUGN	AC	11.9	9.4	11.6	14.6	14.2	84,200
KPNW-FM	BM	11.6	12.7	14.5	13.3	13.9	49,900
KSND	R	7.6	8.0	8.0	9.5	10.5	54,300
KZEL	A	4.6	9.0	11.1	11.4	9.9	41,700
KPNW	AC	9.9	10.7	8.5	9.5	9.6	54,400
KEED	C	9.9	5.0	9.1	9.5	9.3	41,400
KBDF	R	10.6	11.4	6.5	7.0	5.1	40,300
KUGN-FM	C	4.3	2.7	2.8	5.4	3.7	30,500
KASH	R	6.6	3.7	4.3	1.9	2.8	29,800
KORE	REL	1.3	3.0	2.0	2.9	2.3	14,300

FLINT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WWCK	A	**	10.5	**	10.3	13.8	103,600
WDZZ	B	**	**	**	11.5	12.9	59,100
WGMZ	BM	**	9.0	**	6.9	12.4	69,700
WTRX	AC	**	6.2	**	6.9	6.6	75,800
WJR	AC	**	8.3	**	8.5	6.3	77,300
WKMF	C	**	8.3	**	5.8	5.9	58,800
WFDF	AC	**	8.2	**	8.0	5.2	73,900
WFMK	AC	**	4.5	**	7.1	4.5	58,500
WAMM	B	**	6.7	**	1.6	3.3	20,200
WTAC	AC	**	7.2	**	4.4	3.1	61,900

FT. LAUDERDALE-HOLLYWD.

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WKQS	BM	5.4	4.2	6.8	7.2	9.7	144,800
WLYF	BM	13.2	13.1	16.1	10.1	7.8	126,400
WNWS	N/T	2.4	4.6	3.2	7.0	6.5	103,700
WHYI	AC	10.2	10.2	7.6	7.7	6.2	140,400
WAXY	O	7.0	4.0	3.5	6.9	5.4	96,700
WLQY	BB	**	**	**	0.7	5.1	69,400
WAIA	AC	3.3	7.5	6.2	5.0	5.1	97,900
WINZ	N	5.9	9.5	6.5	5.3	5.1	125,400
WIOD	AC	5.4	4.9	5.0	4.3	4.7	114,300
WSHE	A	3.8	3.6	1.8	4.4	4.6	70,300

FT. WAYNE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WOWO	AC	26.0	24.5	26.7	26.0	17.8	158,400
WMEE	R	15.4	17.1	13.9	14.7	14.3	104,500
WEZV	BM	0.9	0.4	17.1	16.9	12.0	75,100
WQHK	C	15.4	12.4	7.1	7.9	11.3	61,800
WXKE	A	11.3	9.7	6.4	9.3	11.3	56,000
WPTH	R	14.3	12.7	8.0	9.7	9.6	90,700
WLYV	C	5.4	4.4	2.1	3.3	4.6	46,900
WFCV	REL	**	**	**	**	2.4	10,100
WIFF	C	1.4	1.3	1.6	0.6	1.5	8,400
WKSJ	BM	**	**	**	**	1.5	9,700

FT. WORTH TRADING AREA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WBAP	C	13.1	17.6	12.4	15.1	11.4	213,700
KSCS	C	8.6	6.3	10.4	9.1	10.4	170,000
KVIL-FM	AC	9.2	10.7	10.3	8.6	7.7	135,100
KPLX	C	3.0	2.9	2.0	3.8	7.5	110,800
KMEZ	BM	6.3	6.1	5.1	4.9	6.2	100,200
KZEW	A	3.1	2.7	5.1	5.6	6.0	111,300
KNOK-FM	B	3.7	5.6	6.8	5.3	5.3	89,700
KOAX	BM	6.3	5.7	4.6	6.4	4.7	78,000
KFJZ-FM	R	7.0	6.9	4.7	4.2	4.6	111,100
WFAA	N/T	4.7	4.6	3.9	5.8	4.0	72,800

FRESNO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KKNU	BM	10.0	11.7	10.6	9.5	9.6	70,500
KFYE	R	8.1	7.3	7.5	7.4	9.3	90,600
KMJ	AC	8.9	9.0	8.4	8.5	8.6	83,200
KXEX	SP	2.6	2.8	4.8	3.6	8.0	27,500
KFIG	C	3.2	7.5	2.9	3.9	7.7	68,700
KYNO-FM	R	5.4	3.6	9.4	9.0	7.0	76,600
KMAK	C	6.5	7.8	8.1	6.9	5.8	54,100
KKDJ	R	**	**	**	6.1	3.8	33,900

GRAND RAPIDS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WLAV	A	5.4	9.1	9.1	9.1	13.3	106,400
WOOD-FM	BM	20.1	13.2	14.9	15.1	12.9	145,200
WOOD	AC	16.7	12.0	11.4	14.0	12.2	124,200
WZZR	R	6.8	5.4	4.7	6.0	8.3	73,500
WGRD-FM	R	8.3	9.5	5.2	7.7	7.2	108,300
WJFM	AC	1.1	4.2	6.1	5.8	6.4	71,200
WCUZ-FM	C	4.1	4.8	3.4	4.5	5.0	72,000
WCUZ	C	5.2	6.0	7.3	5.9	3.7	62,200
WFUR-FM	BM	3.8	5.6	4.3	2.9	3.7	48,300
WTWN	N/T	1.4	2.0	1.8	1.8	2.7	45,200

GREENSBORO-HIGH POINT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WTQR	C	**	11.6	**	12.6	11.2	118,600
WKZL	A	**	7.9	**	9.3	10.4	134,200
WRQK	AC	**	5.6	**	6.2	8.1	97,400
WSJS	AC	**	8.8	**	8.0	8.0	108,800
WGLD	BM	**	8.9	**	10.1	7.4	97,500
WQMG	J	**	4.6	**	5.7	5.7	58,400
WAAA	B	**	5.4	**	3.4	5.2	43,700
WBIG	AC	**	3.1	**	3.7	3.6	63,200
WSEZ	R	**	5.7	**	7.3	3.3	65,400

GREENVILLE, SC

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WFBC-FM	AC	**	14.7	**	11.7	12.7	125,300
WESC-FM	C	**	8.0	**	11.4	12.3	93,200
WHYZ	B	**	6.3	**	6.6	10.5	56,100
WSPA-FM	BM	**	9.9	**	10.8	9.5	72,900
WANS-FM	R	**	2.3	**	9.7	6.3	76,700
WQOK	R	**	6.2	**	5.5	5.6	70,600
WGXL	AC	**	6.2	**	5.5	5.3	50,000
WFBC	AC	**	6.2	**	4.8	5.0	71,200
WORD	AC	**	8.9	**	4.1	3.9	56,600
WSPA	AC	**	4.7	**	5.1	3.8	53,900

HARRISBURG

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WHP	AC	**	18.8	**	16.4	17.6	131,900
WHP-FM	BM	**	14.1	**	14.5	12.1	93,900
WRKZ	C	**	**	**	4.8	8.5	61,600
WTPA	A	**	4.0	**	2.9	7.3	52,000
WKBO	AC	**	9.9	**	5.0	5.9	70,000
WSFM	R	**	8.8	**	4.6	5.9	63,200
WHYL	C	**	2.1	**	7.0	5.8	35,000
WQXA	R	**	5.6	**	6.6	5.0	58,200
WQVE	R	**	1.9	**	2.1	3.5	33,400
WCMB	AC	**	3.5	**	2.8	3.2	49,300

HONOLULU

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KSSK	AC	14.0	10.7	16.3	18.7	15.7	208,200
KIKI	R	6.0	4.4	12.2	9.8	14.2	188,600
KKUA	AC	9.8	7.0	7.4	6.3	10.7	189,400
KUMU-FM	BM	6.4	6.6	7.5	8.1	6.9	77,400
KDUK	A	3.6	2.1	2.2	3.3	6.4	70,000
KCCN	AC	6.7	4.7	4.3	5.2	5.6	67,300
KPOI	O	1.4	8.8	5.0	4.8	5.3	86,600
KORL	BB	12.1	9.6	5.7	7.4	4.8	59,100
KHVH	N	8.6	5.4	6.8	5.3	4.4	86,200
KULA	R	4.0	5.8	2.5	2.1	3.7	78,700

HUNTINGTON-ASHLAND

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WKEE	AC	17.7	15.1	17.2	19.9	18.9	91,800
WAMX	R	12.9	13.1	8.6	9.0	16.7	72,600
WHEZ	BM	10.0	11.1	11.7	11.6	12.3	45,300
WGNT	AC	16.1	16.3	16.9	11.0	11.8	73,700
WTCR	C	13.7	15.4	15.3	15.3	10.7	45,000
WHTN	C	6.3	4.0	7.1	8.1	6.3	31,000
WEMM	REL	3.4	2.6	4.3	3.8	3.8	26,800
WIRO	AC	3.7	4.6	2.1	4.3	1.9	27,000
WNST-A/F	C	2.1	3.7	2.5	0.6	1.9	15,400
WKLC-FM	A	**	**	**	1.2	1.6	8,700

JACKSONVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WIVY	R	14.7	15.8	11.0	12.2	14.7	169,800
WKTZ-FM	BM	15.9	11.0	12.2	11.8	13.1	126,000
WQIK	C	6.4	8.3	9.8	11.0	12.8	141,800
WAPE	R	10.5	7.1	8.0	6.3	8.8	129,500
WFYV	A	0.5	**	**	5.9	7.0	59,100
WVOJ	C	4.5	8.4	7.8	6.6	6.9	71,400
WPDQ	B	3.0	7.6	11.1	8.6	5.7	64,100
WAIV-FM	AC	7.1	5.6	4.6	4.6	3.5	66,600
WJEE	EM	2.8	2.6	3.4	3.1	3.2	33,300
WERD	B	1.6	1.5	2.0	2.3	2.5	41,500

JOHNSON CITY-KINGSPORT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WXBQ	C	**	4.0	**	12.0	14.0	86,000
WQUT	R	**	8.0	**	10.1	10.4	67,700
WJCW	C	**	9.3	**	11.9	9.0	70,500
WKPT-FM	BM	**	10.1	**	7.6	7.6	55,600
WJSO	AC	**	7.8	**	2.7	7.2	40,800
WETB	R	**	5.0	**	6.7	7.1	65,300
WKIN	R	**	9.3	**	6.7	5.5	59,300
WFHG	AC	**	8.7	**	7.5	5.3	67,000
WGOC	REL	**	0.8	**	3.1	2.7	21,500

KALAMAZOO-PORTAGE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WKZO	AC	14.7	13.6	13.5	16.3	15.9	77,500
WKFR	R	9.4	7.1	9.9	11.1	12.1	54,600
WQLR	BM	10.3	10.5	7.9	6.4	9.2	38,400
WOOD-FM	BM	8.5	7.4	9.6	5.8	6.9	39,800
WGRD-FM	R	6.2	8.3	7.9	8.7	6.6	44,500
WKMI	AC	13.5	12.0	9.6	12.8	6.1	57,300
WNWN	C	**	**	2.3	3.2	4.9	20,100
WJFM	R	3.5	0.9	3.3	4.4	4.6	29,600
WMAQ	C	2.9	4.6	3.3	3.5	4.6	24,200
WLAV	A	5.9	4.3	5.3	7.0	4.3	26,500

KANSAS CITY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WDAF	C	10.2	8.8	11.9	12.0	11.4	303,100
KYYS	A	9.8	10.3	12.7	10.2	10.3	222,700
WHB	R	4.9	4.8	6.0	8.6	9.1	278,400
KMBZ	AC	11.4	16.8	8.9	10.8	8.8	215,200
KUDL	AC	3.3	3.2	3.5	5.2	8.1	216,400
KCEZ	BM	8.3	7.9	7.8	6.0	7.8	167,500
KMBR	BM	10.0	9.4	9.3	8.1	6.9	172,200
KBEQ	R	9.0	7.9	6.5	4.6	6.8	197,600
KPRS	B	5.0	4.3	5.8	6.8	6.2	113,400
KCMO	N	9.4	4.6	6.2	4.1	6.0	236,200

KNOXVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WIVK-FM	C	**	16.6	20.9	19.7	20.4	133,500
WEZK	BM	**	18.4	16.4	19.9	16.7	107,100
WOKI	R	**	5.7	7.7	8.3	11.5	104,600
WIVK	C	**	10.6	8.5	9.9	8.8	75,100
WNOX	R	**	12.0	11.9	7.1	8.4	120,200
WRJZ	R	**	14.8	9.9	10.5	8.2	119,800
WIMZ	A	**	**	6.3	6.1	7.0	57,400
WGAP	C	**	3.6	2.7	2.9	1.7	25,400
WKXV	REL	**	1.0	1.4	0.9	1.7	13,800

LANCASTER

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WLAN-FM	R	**	3.6	**	6.6	12.5	68,400
WSBA-FM	BM	**	6.5	**	5.9	10.6	51,300
WNCE	BM	**	8.3	**	10.9	9.9	52,600
WIOV	C	**	14.9	**	6.8	8.5	41,600
WQXA	R	**	11.0	**	10.5	7.3	57,400
WRKZ	C	**	0.5	**	5.0	7.1	37,900
WDAC	REL	**	5.4	**	6.6	6.9	34,100
WGSA	AC	**	4.5	**	1.6	4.3	23,300
WSBA	AC	**	7.2	**	5.9	4.3	38,800
WRHY	A	**	2.5	**	3.0	2.8	10,300

LANSING-EAST LANSING

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WFMK	AC	10.2	9.6	14.0	13.5	15.6	143,700
WVIC-A/F	R	13.5	13.7	12.9	12.8	14.0	120,600
WITL-FM	C	8.5	9.1	10.2	10.2	11.1	83,000
WJIM-FM	BM	4.3	6.8	6.4	7.3	10.4	74,300
WILS-FM	A	10.5	9.6	9.3	14.4	9.1	78,300
WJR	AC	7.3	7.1	7.4	5.9	6.8	70,400
WJIM	AC	5.2	3.7	4.3	3.3	4.3	55,400
WITL	C	3.1	2.8	3.5	2.8	3.6	26,500
WLAV	A	**	3.9	**	2.2	3.3	22,100
WOOD-FM	BM	5.0	3.0	5.0	3.4	3.1	32,600

LAS VEGAS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KLUC	R	9.4	8.7	8.8	10.0	12.4	87,700
KVEG	C	4.6	7.4	6.5	9.0	11.6	59,700
KORK-FM	BM	11.8	11.3	10.4	10.5	10.2	50,700
KFMS	A	6.2	4.8	7.4	6.3	9.8	56,700
KDWN	AC	4.8	6.7	5.9	4.4	8.2	45,500
KXTZ	BM	4.6	8.5	9.9	9.0	6.8	47,700
KENO	R	13.6	8.0	8.8	4.4	5.2	44,300
KLAV	R	1.2	3.9	6.1	5.9	5.0	39,600
KMJJ	AC	8.3	7.2	7.4	9.8	4.8	56,100
KRAM	C	6.2	7.6	5.0	5.6	4.4	32,100

LEXINGTON-FAYETTE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WLAP-FM	R	12.6	8.7	14.1	14.2	20.5	94,900
WVLK-FM	BM	11.3	13.5	14.1	11.7	15.4	61,800
WVLK	AC	18.6	16.4	15.2	20.8	14.7	101,800
WKQQ	A	13.1	18.2	16.1	16.5	12.8	54,600
WTKC	C	3.7	5.8	6.2	6.6	8.7	44,300
WLAP	AC	13.4	11.1	9.6	9.4	6.5	59,600
WAXU-A/F	C	10.2	8.4	11.3	9.1	3.9	32,700
WNVL	C	3.4	4.2	2.3	1.5	2.4	11,700

LITTLE ROCK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KSSN	C	**	11.2	14.4	17.3	14.7	74,400
KLAZ	R	**	15.5	13.0	12.1	11.2	72,100
KEZQ	BM	**	7.9	9.0	7.0	11.0	48,800
KARN	AC	**	9.3	6.4	8.6	10.8	69,000
KLRA	C	**	10.7	10.8	11.2	10.1	73,500
KOKY	B	**	10.0	16.1	10.0	9.9	46,500
KAAY	AC	**	9.1	6.8	5.8	7.8	74,200
KKYK	AC	**	8.6	4.6	8.4	7.6	61,100
KLPQ	R	**	6.9	6.8	9.8	5.7	43,300
KMJX	R	**	**	**	**	2.5	21,200

McALLEN-BROWNSVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KGBT	SP	**	38.7	**	35.1	34.5	136,400
KBFM	R	**	11.3	**	16.1	14.6	79,500
KRIO	R	**	8.7	**	8.6	10.2	70,400
KRGV	R	**	8.7	**	5.4	8.7	64,700
KBOR	AC	**	2.0	**	1.6	5.4	24,300
KELT	C	**	5.0	**	4.6	4.7	38,100
KRIX	R	**	3.0	**	3.7	3.3	21,500
KDUV	BM	**	3.1	**	3.1	2.9	14,100
KSOX	C	**	1.3	**	1.5	2.4	19,100
KIRT	SP	**	1.7	**	2.3	2.3	11,800

MIAMI-FT. LAUDERDALE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WHYI	R	8.4	8.2	5.7	7.3	6.5	370,600
WRHC	SP	2.1	2.5	4.6	6.0	6.3	101,100
WNWS	N/T	1.6	2.3	3.2	4.9	5.7	231,400
WINZ	N	5.5	6.6	5.1	4.9	4.6	273,300
WKQS	BM	2.6	2.5	3.8	3.5	4.6	194,600
WLYF	BM	7.6	8.2	9.1	6.0	4.5	215,000
WQAM	C	2.7	1.8	1.6	2.2	4.1	225,900
WYOR	BM	5.3	4.2	3.5	4.2	4.1	171,900
WAIA	AC	2.5	4.1	4.3	3.7	3.8	194,900
WWWL	MM	2.4	2.5	3.2	3.4	3.8	185,100

MOBILE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WKSJ-FM	C	5.6	10.7	8.8	15.5	20.1	113,800
WKRK-FM	R	18.4	14.1	15.8	17.2	13.3	111,900
WABB-FM	R	14.3	10.2	16.8	13.3	11.5	96,900
WGOK	B	4.9	5.9	6.9	6.5	10.9	44,000
WKRK	AC	8.6	6.8	10.6	10.0	10.5	94,100
WBLX	B	6.8	11.3	7.4	8.4	9.0	60,800
WLPR	BM	10.7	10.5	7.6	6.3	6.1	40,400
WABB	R	6.0	5.1	5.1	4.1	3.5	30,900
WMOB	N/T	5.1	3.7	2.1	1.6	3.3	20,100
WKSJ	C	0.9	1.6	1.2	3.5	2.0	14,100

NASHVILLE-DAVIDSON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WZEZ	BM	8.6	11.3	11.5	9.9	11.5	125,600
WSIX-FM	C	9.0	8.7	6.9	9.9	11.0	130,000
WVOL	B	5.6	4.6	6.3	10.6	9.0	90,000
WSM	C	9.3	7.9	10.4	7.8	8.5	162,400
WWKX	R	3.6	6.1	6.8	6.0	8.3	109,800
WKDF	A	8.9	8.5	4.6	5.2	7.3	109,300
WSM-FM	A	5.4	8.1	5.8	6.0	6.5	97,300
WKQB	A	2.9	2.8	5.9	5.8	5.0	92,600
WLAC	AC	10.8	9.5	7.9	6.1	4.5	121,300
WBYP	R	7.2	6.5	4.9	5.6	3.7	76,000

NASSAU-SUFFOLK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WNBC	AC	**	6.2	**	7.6	9.0	591,900
WBLI	AC	**	4.2	**	4.5	4.9	270,900
WCBS	N	**	4.7	**	6.7	4.9	406,400
WOR	T	**	5.9	**	4.1	4.8	259,300
WBLS	B	**	4.9	**	4.1	4.1	166,300
WCBS-FM	O	**	3.0	**	3.9	4.0	258,300
WHLI	BB	**	1.5	**	3.6	4.0	114,000
WINS	N	**	3.3	**	3.6	3.7	384,500
WPLJ	A	**	3.7	**	4.0	3.4	261,700
WYNY	AC	**	1.9	**	2.5	3.3	181,300

NORFOLK-PORTSMOUTH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WOWI	B	6.8	6.1	6.8	6.8	9.8	175,300
WMYK	A	6.5	8.7	5.3	9.0	8.1	176,400
WCMS-FM	C	5.3	7.7	10.9	8.2	8.0	177,000
WFOG-FM	BM	11.0	7.8	5.1	9.2	7.6	184,600
WNOR-FM	A	9.4	7.4	7.6	6.9	6.8	170,800
WTAR	AC	7.7	9.3	6.0	6.1	6.6	172,600
WGH	R	5.3	5.9	5.5	7.1	5.5	186,900
WWDE-FM	AC	3.4	2.7	4.1	5.7	5.5	124,800
WRAP	B	4.6	5.7	6.2	5.3	5.0	120,500
WQRK	R	5.7	4.1	5.2	3.2	4.5	111,400

NE PENNSYLVANIA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WARM	AC	**	11.2	**	12.9	10.3	179,000
WKRZ-A/F	BB	**	5.9	**	5.1	10.1	143,400
WNAK	AC	**	7.7	**	9.2	9.8	66,200
WGBI-FM	AC	**	7.7	**	8.2	9.6	123,900
WEZX	A	**	4.7	**	5.8	7.5	73,700
WEJL	AC	**	6.2	**	4.2	4.3	43,200
WVCD	BM	**	4.7	**	4.1	3.8	44,400
WILK	R	**	6.1	**	6.0	3.7	97,300
WCDL-A/F	AC	**	2.0	**	3.6	3.4	30,100
WYZZ	BM	**	5.2	**	4.4	3.4	55,800

OMAHA-COUNCIL BLUFFS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KFAB	AC	32.7	24.9	34.1	27.2	28.0	264,700
KEZO	A	7.2	5.8	5.7	11.0	10.8	95,800
KQKQ	R	4.9	6.9	2.9	5.4	10.7	112,000
WOW	AC	12.7	11.8	10.2	10.2	8.9	152,300
KESY	BM	1.8	8.9	8.2	10.1	8.3	66,500
KGOR	R	7.9	10.9	12.6	9.3	6.1	100,800
KOIL	R	9.7	8.7	6.4	5.7	4.6	104,500
KYNN	C	5.2	7.1	3.9	4.8	4.5	55,300
KYNN-FM	C	2.6	0.4	1.5	3.1	4.1	42,600
KLNG	J	0.9	0.7	1.8	0.8	3.2	22,200

ORLANDO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WBJW	R	12.5	9.6	8.5	9.2	14.7	145,600
WDBO-FM	BM	11.9	12.7	12.0	12.0	11.6	116,000
WDBO	AC	8.5	8.3	9.6	8.5	9.7	126,800
WHOO-FM	BM	10.2	9.6	8.1	9.6	8.7	86,700
WHOO	C	7.8	7.4	6.8	7.5	7.6	105,800
WKIS	AC	6.9	6.7	5.9	7.3	7.5	91,600
WDIZ	A	4.7	7.3	6.4	7.1	6.5	84,900
WHLY	AC	4.6	3.8	8.7	8.0	5.9	87,600
WORL	B	4.2	5.8	4.9	3.6	4.7	45,300
WORJ	A	4.7	6.4	8.3	6.4	3.1	62,800

PEORIA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	F/M 80	S/D 80	
WSWT	BM	**	13.5	15.4	15.1	17.1	81,900
WMBD	AC	**	13.3	13.6	13.9	16.0	87,800
WKZW	R	**	14.3	16.6	15.3	12.6	75,600
WXCL	C	**	11.3	10.5	12.9	7.2	51,000
WIRL	AC	**	10.3	11.0	8.2	6.3	72,900
WWCT	A	**	10.8	6.9	8.0	6.3	42,600
WVEL/WGLO	BM	**	6.4	4.7	4.3	5.9	26,400
WKQA	AC	**	2.5	1.8	3.3	5.6	41,000
WBNQ	AC	**	2.0	1.3	1.2	2.5	22,000
WMAQ	C	**	**	1.3	1.4	2.0	22,300

PORTLAND, OR

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KGON	A	4.9	7.7	8.5	7.9	10.2	152,900
KEX	AC	6.9	5.5	9.1	7.3	9.3	207,600
KGW	R	15.1	13.0	11.9	11.1	9.1	290,800
KUPL-FM	BM	3.9	6.7	7.2	7.1	6.7	116,600
KXL-FM	BM	5.5	4.6	5.3	8.1	6.7	127,600
KXL	N/T	5.2	7.6	4.9	4.5	5.5	97,200
KWJJ	C	8.6	7.3	5.5	5.6	5.1	137,900
KYTE	C	4.1	4.4	3.3	5.5	4.9	98,900
KYXI	N	5.3	3.6	3.3	3.7	4.9	146,100

PROVIDENCE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WLKW-FM	BM	11.4	10.1	12.4	10.8	12.8	275,900
WPRO	R	11.1	9.9	7.7	5.8	8.3	334,200
WPRO-FM	R	7.1	8.3	8.6	7.1	8.3	316,100
WPJB	R	6.8	7.2	7.2	9.4	7.7	285,000
WHJY	BM	5.0	5.5	6.0	5.1	5.6	139,000
WEAN	N	5.0	5.4	4.9	5.7	5.5	217,200
WLKW	BB	3.1	2.6	2.4	2.3	4.7	94,200
WCOZ	A	0.8	0.6	1.8	1.6	3.8	101,700
WBSM	AC	2.3	2.7	3.3	3.7	3.2	57,000
WGNG	O	1.3	1.6	1.6	2.3	2.8	110,200

RALEIGH-DURHAM

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WPTF	AC	17.4	14.7	15.1	14.6	14.4	119,900
WRAL	AC	9.4	13.6	11.3	12.5	13.3	131,100
WQDR	A	9.2	8.3	10.8	9.3	11.1	91,900
WLLE	B	6.6	7.1	6.4	**	8.3	42,700
WYYD	BM	10.1	8.4	10.3	9.0	7.0	69,700
WKIX	AC	9.2	8.6	7.4	7.4	6.6	88,400
WDUR	B	**	3.3	4.3	7.3	5.7	42,800
WTIK	C	5.1	3.1	2.8	1.2	5.0	32,400
WSRC	B	6.6	4.0	3.1	9.2	4.7	31,400
WDNC	AC	3.0	2.6	4.6	2.8	4.0	57,900

RICHMOND

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WRVA	AC	19.7	17.6	20.6	20.2	20.2	219,900
WRVQ	R	16.4	17.3	16.3	12.2	11.8	140,700
WRXL	A	7.3	6.7	5.8	7.8	11.0	84,800
WANT	B	3.5	2.6	6.3	5.7	8.6	73,900
WEZS	BM	7.6	10.3	7.6	8.0	7.2	84,100
WTVR-FM	BM	7.2	7.2	4.2	4.1	5.7	55,000
WLEE	AC	7.2	4.5	4.4	5.7	5.1	105,500
WENZ	B	8.2	5.7	6.3	5.0	3.4	58,800
WKIE	B	0.5	1.5	1.4	6.2	3.2	27,700
WRNL	AC	4.5	3.7	6.1	3.8	3.1	84,300

RIVERSIDE, CA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	F/M 80	S/D 80	
KMET	A	**	**	**	6.1	7.6	118,300
KFI	R	**	**	**	9.4	6.4	195,300
KLAC	C	**	**	**	3.3	6.2	94,300
KGGI	R	**	**	**	6.1	5.7	114,800
KDUO	BM	**	**	**	6.0	4.5	96,000
KCKC	C	**	**	**	3.6	4.3	68,200
KFXM	R	**	**	**	2.0	4.3	116,900
KRTH	AC	**	**	**	2.9	4.1	78,500
KBIG	BM	**	**	**	5.9	3.5	99,300
KOLA	R	**	**	**	3.7	3.2	119,200

ROCHESTER, NY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WEZO	BM	15.3	16.8	22.6	12.8	17.4	241,800
WVOR	AC	6.2	8.3	9.0	7.4	9.1	127,100
WHAM	AC	12.4	14.4	15.0	14.1	8.9	218,900
WBBF	AC	11.6	7.5	6.2	7.6	8.1	184,300
WCMF	A	2.7	2.5	3.7	4.9	6.6	126,800
WMJQ	A	8.3	11.5	11.8	8.4	6.4	144,800
WPXY	R	3.8	2.6	1.6	4.3	5.4	141,400
WNYR	C	5.0	3.2	3.7	5.0	5.1	100,500
WPXN	N	3.3	4.3	4.2	4.0	4.6	78,200
WHFM	R	5.7	5.6	6.8	6.0	4.5	123,000

SACRAMENTO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	S/D 80	
KZAP	A	2.7	8.5	9.7	14.6	12.2	185,400
KRAK	C	7.7	6.8	6.4	6.4	9.0	134,400
KEWT	BM	10.6	9.5	10.8	10.7	7.3	115,300
KGNR	AC	6.9	6.7	7.6	6.1	6.7	123,100
KSFM	R	4.7	3.1	3.8	5.1	6.2	148,600
KFBK	N/T	6.1	5.1	5.4	4.0	5.5	143,800
KXOA-FM	MM	7.2	6.2	7.1	5.5	5.5	108,100
KHYL	AC	3.1	4.5	4.0	4.8	5.1	106,200
KCTC	AC	5.0	6.6	3.6	5.3	4.7	88,600
KAER	BM	1.5	1.7	1.5	2.4	4.0	67,800

SALINAS-SEASIDE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	S/D 80	
KGO	N/T	**	10.6	9.1	9.3	12.0	48,500
KCTY	SP	**	2.8	8.9	5.9	9.2	16,000
KDON-FM	R	**	15.9	17.8	11.4	8.4	59,000
KIDD	AC	**	4.3	7.9	10.9	7.8	55,800
KWYT	BM	**	9.9	5.4	8.2	7.2	30,600
KLRB	A	**	4.8	2.2	3.7	5.8	18,200
KWAV	BM	**	5.3	4.0	7.2	5.8	23,000
KDON	C	**	3.5	3.0	0.8	5.0	17,700
KTOM	C	**	11.6	5.7	5.1	4.2	26,000
KCBS	N	**	2.3	3.7	3.2	4.2	31,600

SALT LAKE CITY-OGDEN

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KSL	AC	11.5	9.2	10.5	8.5	11.1	194,700
KSFI	BM	7.0	8.8	6.5	6.0	8.9	115,000
KCPX	R	7.8	8.3	7.0	5.8	8.1	159,100
KLUB	BM	9.4	9.3	7.3	6.6	8.0	126,400
KCPX-FM	A	6.6	6.1	9.9	8.5	6.3	114,900
KSOP-FM	C	5.4	5.3	3.9	6.6	5.9	76,600
KRSP-FM	R	6.8	4.9	5.7	4.9	4.9	93,800
KALL	AC	6.6	7.0	7.7	7.7	4.5	98,200
KALL-FM	AC	5.4	3.5	4.0	6.1	4.3	80,800
KSXX	T	2.8	3.7	2.2	3.8	4.1	43,100

SAN ANTONIO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KTSA	R	13.6	10.8	8.8	9.1	10.7	240,700
KTFM	R	5.8	8.9	5.9	6.8	8.9	168,100
KONO	AC	5.5	4.6	6.0	3.4	8.0	154,500
KQXT	BM	8.5	8.3	6.4	8.2	7.8	109,500
KCOR	SP	11.3	9.1	8.2	8.3	7.6	84,100
KBUC-FM	C	4.7	4.9	5.2	5.9	6.0	106,900
KKYX	C	8.9	5.5	8.0	7.0	5.9	103,900
KISS	A	2.7	4.8	4.1	4.2	5.0	79,000
WOAI	N/T	4.4	5.6	7.5	5.9	5.0	111,200
KCCW	C	1.9	2.9	2.9	3.3	4.6	94,000

SAN JOSE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	J/F 80	A/M 80	J/A 80	S/D 80	
KGO	N/T	7.8	8.6	8.7	**	9.6	182,000
KBAY	BM	4.9	6.5	4.6	**	5.9	127,700
KSOL	B	3.7	3.5	4.4	**	5.7	83,300
KOME	A	5.9	6.2	5.0	**	5.4	149,600
KEZR	AC	4.4	4.4	4.0	**	5.1	116,900
KCBS	N	5.4	3.6	4.4	**	4.8	159,300
KEEN	C	2.9	4.1	3.6	**	4.4	102,600
KLOK	AC	4.6	4.7	5.3	**	4.4	139,200
KFRC	R	3.2	2.8	2.9	**	3.9	122,400
KARA	AC	4.0	2.6	4.1	**	3.7	105,400

SHREVEPORT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KOKA	B	**	14.8	**	15.9	17.8	77,000
KEEL	R	**	13.0	**	14.5	13.0	85,300
KCOZ	BM	**	12.7	**	10.0	11.0	61,400
KCIJ	REL	**	8.7	**	6.4	11.0	42,000
KWKH	C	**	15.3	**	17.3	10.0	66,800
KMBQ	A	**	3.8	**	7.0	8.6	32,200
KRMD-FM	C	**	5.1	**	12.0	8.6	48,000
KRMD	C	**	8.9	**	4.5	7.6	39,800
KROK	R	**	8.9	**	6.1	6.1	38,000
KASO	AC	**	1.8	**	1.1	2.0	7,300

SPOKANE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KJRB	R	12.4	16.4	15.5	12.3	13.2	85,600
KREM-FM	A	8.9	10.4	10.9	9.1	10.0	56,400
KXLY-FM	BM	4.6	7.5	6.7	9.6	8.4	47,200
KEZE	BM	5.4	5.0	14.2	9.6	7.9	42,100
KHQ	AC	10.0	9.2	8.3	8.4	7.9	60,600
KHQ-FM	R	9.5	11.2	7.5	10.9	7.4	67,400
KSPO	N	4.9	3.5	4.1	6.2	6.7	46,100
KGA	C	10.5	9.0	7.0	7.7	6.5	53,000
KZUN-FM	C	7.6	8.0	3.4	3.2	5.3	34,300
KREM	R	7.0	5.0	4.7	3.2	4.9	49,000

SPRINGFIELD, MA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WHYN-FM	MM	**	16.5	**	13.8	14.0	133,700
WHYN	R	**	12.6	**	10.9	11.5	165,300
WMAS-FM	AC	**	2.6	**	7.5	10.6	115,500
WMAS	BB	**	6.6	**	9.9	9.3	95,900
WCCC-FM	A	**	5.9	**	8.1	7.6	70,100
WAQY	AC	**	7.3	**	8.0	6.8	114,300
WTIC	AC	**	6.0	**	3.4	4.3	57,500
WIXY	C	**	3.1	**	1.5	3.6	44,400
WREB	T	**	4.0	**	2.5	3.3	28,100
WRCH	BM	**	2.6	**	4.4	3.1	39,800

STOCKTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	S/D 80	
KJAX	BM	**	12.3	**	9.6	10.7	43,000
KRAK	C	**	10.4	**	13.6	9.9	52,700
KJOY	R	**	7.8	**	6.6	8.6	68,900
KHOP	AC	**	4.5	**	8.2	8.1	42,300
KNBR	AC	**	5.6	**	7.2	7.0	34,200
KSTN-FM	SP	**	2.8	**	3.2	6.0	18,700
KCBS	N	**	8.1	**	5.9	5.5	36,700
KWG	AC	**	2.5	**	1.9	3.4	24,800
KGO	N/T	**	1.7	**	3.7	3.1	14,400

SYRACUSE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WSYR	N/T	16.4	14.1	18.0	15.5	14.7	176,700
WHEN	AC	10.6	13.8	7.7	10.3	11.3	157,100
WSYR-FM	A	3.4	4.0	3.3	8.7	9.6	123,200
WSEN-A/F	C	6.9	6.1	5.6	6.4	9.3	81,700
WEZG	BM	6.5	6.5	6.1	5.5	6.2	66,400
WAQX	A	3.0	5.2	6.8	5.4	5.7	91,600
WNTQ	BM	8.4	7.4	6.8	6.7	5.4	60,600
WNDR	O	6.5	5.2	7.1	5.0	5.1	85,900
WOLF	R	6.2	4.8	6.2	4.1	5.1	77,700
WKFM	A	6.7	5.4	4.8	4.8	4.7	56,900

TOLEDO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WLQR	BM	16.5	15.0	15.4	10.8	16.0	160,900
WIOT	A	9.8	16.6	19.7	15.1	14.9	174,700
WSPD	AC	12.1	11.2	10.3	9.8	11.3	189,900
WOHO	AC	7.9	7.8	4.4	7.6	8.7	142,700
WMHE	AC	3.1	3.4	7.4	8.6	8.6	129,700
WTOD	C	8.5	5.9	9.0	9.2	6.9	79,800
WJR	AC	8.2	6.7	5.6	5.9	5.7	109,900
WXEZ	R	6.7	4.2	4.3	7.1	3.5	96,000
CKLW	AC	3.9	4.6	2.4	2.3	3.1	82,500
WCWA	AC	4.1	3.7	4.3	1.3	2.2	64,400

TUCSON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KCUB	C	12.3	7.2	9.5	13.6	11.7	89,300
KJYK	BM	7.6	6.2	9.1	8.3	11.7	73,700
KCEE	O	5.2	4.5	5.4	2.3	9.2	75,400
KWFM	A	4.1	12.1	9.0	9.4	8.5	52,600
KHYT	R	0.6	8.1	5.1	6.0	7.0	39,300
KRQQ	R	12.7	8.1	5.7	8.2	7.0	68,800
KTKT	R	9.6	10.6	8.8	7.6	6.5	70,000
KAIR	BM	6.3	6.2	9.8	6.5	6.3	54,300
KTUC	N	4.2	5.6	4.1	4.5	5.2	60,900
KTKT-FM	A	5.0	5.7	6.3	5.5	5.1	52,000

TULSA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KRMG	AC	19.4	18.3	20.0	16.7	20.3	190,000
KVOO	C	17.3	16.0	16.9	19.7	18.4	168,100
KMOD-FM	A	8.2	4.7	10.1	12.1	13.3	84,100
KBEZ	BM	13.2	12.8	10.1	11.4	10.1	115,300
KRAV	AC	9.8	10.1	9.8	11.5	7.4	116,300
KWEN	AC	5.7	9.1	7.1	5.7	5.8	84,300
KTFX	R	4.1	3.7	4.5	3.2	4.7	41,900
KELI	AC	5.0	6.8	4.9	5.3	3.4	77,000
KCFO	REL	0.6	1.4	1.7	2.9	2.5	34,400
KMOD	A	1.4	1.0	1.8	1.9	1.7	33,300

WICHITA, KS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
KICT	A	6.4	11.2	9.4	8.8	14.5	63,100
KFH	C	8.2	11.4	17.3	11.2	11.9	84,700
KEYN	R	17.3	9.0	9.6	10.0	11.2	75,100
KFDI	C	13.7	12.2	12.7	13.3	10.4	72,200
KFDI-FM	C	5.0	3.8	2.9	7.6	9.2	50,800
KAKZ	AC	9.4	12.4	9.8	7.8	8.6	72,600
KBRA	BM	9.6	9.6	11.3	13.3	7.4	52,600
KARD	AC	5.6	6.8	7.3	9.4	7.2	52,200
KWKN	B	11.4	10.0	5.4	3.7	5.3	62,400
KQAM	O	3.6	3.8	3.1	2.9	3.5	41,800

WILMINGTON, DE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	S/D 80	
WSTW	R	**	13.9	**	11.4	13.4	107,000
WDEL	AC	**	10.0	**	8.4	9.4	113,600
WJBR-FM	BM	**	10.9	**	11.1	8.4	73,100
WILM	N	**	4.4	**	3.2	7.3	80,400
WYSP	A	**	1.4	**	3.6	5.9	63,400
WMGK	AC	**	5.3	**	3.9	4.9	58,300
WDSD	C	**	2.3	**	3.3	4.6	39,400
WDAS-FM	B	**	**	**	1.0	3.5	21,000
WMMR	A	**	5.2	**	3.7	3.0	60,900
WIOQ	A	**	5.6	**	6.1	2.7	40,700

YORK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WSBA	AC	**	14.3	**	12.6	11.2	95,100
WQXA	AC	**	12.5	**	9.9	9.4	70,900
WSBA-FM	BM	**	10.7	**	9.7	9.2	55,000
WYCR	R	**	5.2	**	9.5	9.2	59,000
WNOW	C	**	11.6	**	5.9	7.4	31,100
WNCE	BM	**	5.2	**	6.5	6.5	41,600
WHVR	AC	**	2.0	**	2.4	6.1	39,200
WRKZ	C	**	**	**	3.2	6.1	37,700
WPOC	C	**	2.5	**	3.0	4.9	20,200
WHP-FM	BM	**	1.6	**	3.4	2.7	14,400

YOUNGSTOWN-WARREN

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 78	A/M 79	O/N 79	A/M 80	O/N 80	
WBBW	N/T	**	15.1	14.4	14.2	12.3	100,700
WKBN-FM	BM	**	16.2	13.7	15.5	12.3	105,500
WYFM	AC	**	10.6	10.5	9.6	10.5	126,000
WHOT	R	**	11.6	8.9	10.5	9.4	125,000
WKBN	AC	**	8.6	11.2	9.5	9.2	111,900
WSRD	A	**	5.1	4.7	7.5	5.7	73,800
WQXK	C	**	0.9	**	2.2	5.7	46,800
WFMJ	AC	**	3.5	5.5	4.2	5.5	56,200
WMMS	A	**	2.1	3.1	3.0	2.9	44,700

SPECIAL OFFER

Get the next issue of **INSIDE RADIO RATINGS REPORT & DIRECTORY** **FREE** when you subscribe to **INSIDE RADIO** management newsletter.

Join thousands of radio executives, media and client subscribers who start every Monday with the most widely-read radio-only 8-page management newsletter.

INSIDE RADIO®

Edited and Published by Jerry Del Colliano

A Confidential Newsweekly for Radio Executives, Programmers and Syndicators

Volume 6 February 9, 1981 Issue 5 1930 East Marlton Pike, Suite C-13, Cherry Hill, NJ 08003 (609) 424-6800

Dear Executive:

KALE RESIGNS AS HEAD OF GOLDEN WEST RADIO. Radio President Richard Kale says he wants to take time off after 12 years with Golden West (2½ as President of Radio Division) to sort out his thoughts, vacation. Division President John Reynolds to take over (probably within two weeks) until Kale's replacement is named. Kale faced uphill battle inheriting Golden West stations, Major Market Rep Firm, Market-Buy-Market computer outfit all losing money. Among biggest successes: rebuilding of Major Market under Warner Rush. Look for Kale to investigate re-entering radio as an owner or consultant. Also look for Golden West to name consultant George Burns to advise KMPC, Los Angeles while Kale's successor will have to wrestle with whether to name a new National Program Director to replace Mike O'Shea who resigned several weeks ago to work as GM in Seattle.

ELLER LANDS AT COLUMBIA PICTURES. As predicted in *INSIDE RADIO* January 19, 1981. Named President of Columbia Pictures Communications to acquire radio, TV, outdoor advertising companies. Columbia Pictures buys Eller's Eller Media company which owns New York Subways Advertising Company which also operates in Philadelphia, Boston, Detroit, San Francisco. Eller retains his ice cream company, cattle ranch. Columbia Pictures Communications will also include two radio stations in Wheeling, WV, two in Salt Lake City, one in Birmingham. Eller built Combined Communications which he sold to Gannett. Recently participated in joint venture with Charter Oil. Then split to find Columbia as his third entrepreneurial partner.

MULTIMEDIA FIRES WAKY MANAGER GEORGE FRANCIS. After leading station to two 9 shares on WAKY-AM, Louisville. Company reason: administrative dif-

(Offer Good for New Subscribers Only)

Please start sending *INSIDE RADIO*, the radio executive's 8-page confidential newsweekly. For acting promptly, also send me the next issue of *INSIDE RADIO RATINGS REPORT & DIRECTORY* at no additional charge (it's the 220-page semiannual behind-the-scenes ratings report and industry directory published in color by the editors of *INSIDE RADIO*).

INTRODUCTORY OFFER:

BILL ME:

- 6 Months for \$65 1 Year for \$125
or
 Take advantage of **ONE EXTRA MONTH'S SERVICE FREE** when payment is enclosed

Name _____

Title & Company _____

Address _____

City _____

State _____ Zip _____

MAIL YOUR SUBSCRIPTION TO
INSIDE RADIO
EXECUTIVE MEWS
1930 EAST MARLTON PIKE, SUITE C-13
CHERRY HILL, NJ 08003
or call **COLLECT: (609) 424-6800**

5

RADIO LISTENING IN AMERICA

By Gary Bond, President
The Bond Report, Flagstaff, AZ

It doesn't matter what your role is in the medium of radio—whether you're a buyer of time, a seller, or a programmer. The more you know about radio and the radio audience, the better you can do your job.

When the Arbitron reports are released, people are most often concerned with how their station(s) did against the competition. That concern is both legitimate and natural. But you can't clearly understand your station's audience without understanding the listening characteristics of the market of which your station is a part.

Important information on how people in your market use radio is shown on the bottom of many of the pages in the Arbitron report—right where it says "total listening in the metro survey area." On some pages, we refer to that total as "net cume." On pages listing average quarter-hour estimates, we call the total "Persons Using Radio."

The "metro totals" on the share trends pages near the front of the book will show you whether radio listening is increasing or decreasing in the marketplace. Take St. Louis for example:

ST. LOUIS
OCT/NOV 1980

TOTAL PERSON 12+

MON-SUN 6:00AM-MID					
	O/N 78	A/M 79	O/N 79	A/M 80	O/N 80
METRO TOTALS	16.1	16.3	16.0	16.5	16.5

The 16.5 in the October/November 1980 St. Louis report tells us that listening is at the same level as it was in April/May. Looking over

the trends, we see Persons Using Radio has been between 16.0 and 16.5 for the last five books. You can look at those percentages two ways. At an average time, 16.5% of the 12+ population is listening to the radio—or the average person spends about 16.5% of his time (Monday-Sunday 6am-midnight) listening to the radio.

A comparison of midday with afternoon drive tells us that midday tends to run higher in the last five books:

MON-FRI 10:00 AM-3:00 PM					
	O/N 78	A/M 79	O/N 79	A/M 80	O/N 80
METRO TOTALS	17.2	16.9	18.3	17.7	18.7

MON-FRI 3:00 PM-7:00 PM					
	O/N 78	A/M 79	O/N 79	A/M 80	O/N 80
METRO TOTALS	18.6	18.0	17.5	17.6	18.4

In our analysis of Arbitron reports, we have found that certain markets (such as Providence and New York) show consistently high radio listening levels. That's a strong point to make in selling time for those markets. Other markets (such as Memphis and Louisville) tend to have low listening levels compared to the rest of the country.

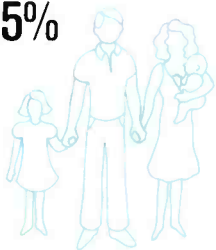
We added up the radio listening for all 176 standard Arbitron markets for April/May 1980 and found some interesting things. All four hours of morning drive have heavier radio listening than any of the hours

outside 6am-10am. That includes the afternoon peak 4pm-5pm. Midday, however, continues to be an underestimated daypart. The daypart shows stronger listening levels than afternoon drive in 82% of the markets. There were no cases of 7pm-midnight beating any of the other major dayparts.

Of the 176 markets, only two showed higher radio listening levels weekends than during the week.

Radio listening overall consistently varies by section of the country and by market size. It differs on an hour-by-hour basis in a way that cannot be realistically attributed to sampling error. (Example: 7am-8am is repeatedly a stronger radio listening hour in Hartford than it is nationally.) The knowledge of these differences can be translated into greater selling, buying, and programming power.

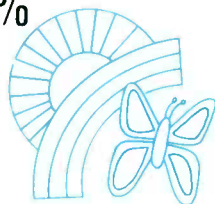
25%



18%



17%



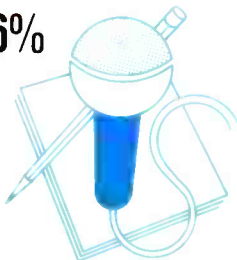
14%



11%



6%



5%



FOCUS ON THE FORMATS

LATEST TRENDS

FORMAT	OCT/NOV '79	APR/MAY '80	OCT/NOV '80	% CHANGE
Adult Contemporary	23%	26%	25%	-1%
Rock	19%	19%	18%	-1%
Beautiful Music	19%	18%	17%	-1%
Country	12%	14%	14%	0%
Album Rock	11%	11%	11%	0%
News/Talk	7%	5%	6%	+1%
Black	4%	3%	5%	+2%
Spanish	1%	1%	1%	0%
Big Band	—	—	1%	+1%
Mellow Music	1%	1%	1%	0%
Other	—	1%	1%	0%

46%

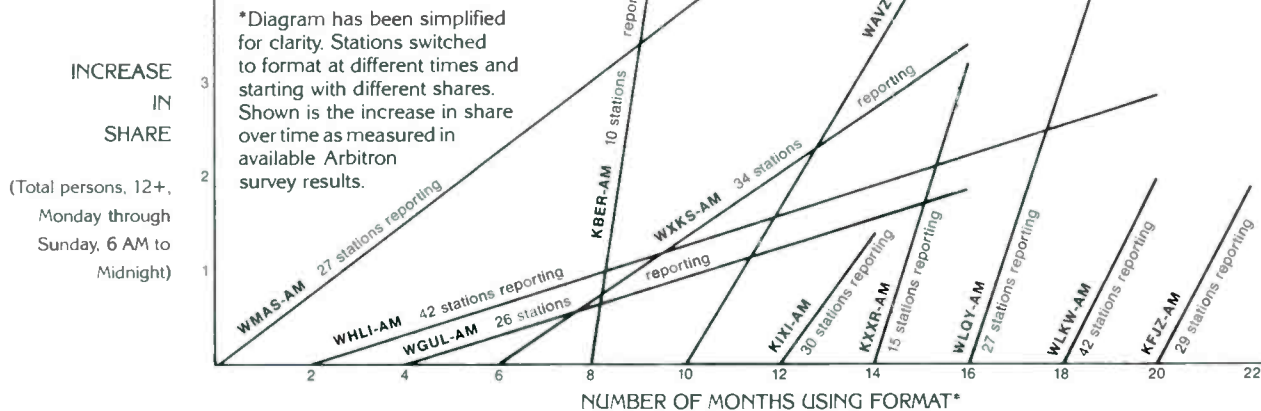
AM vs FM

54%

Number of Stations: 1,050

Only three formats showed gains in listenership. Black format was the biggest possibly due to transformation of some previously disco-type stations to black format category (+2 overall growth). News/talk recovered from spring (+1 increase) and promises to continue in months ahead. Big Band shows up with enough ratable radio stations for first time ever garnering one percent of all listenership. Country did not see an increase nationwide perhaps due to large number of stations switching to country or so-called urban country after the fall, 1980 rating period. Adult contemporary remained biggest format nationwide although off (-1%). Rock (which is defined as mass appeal format attracting significant teens) came in close behind 1% ahead of beautiful music. Album rock has been holding its exact share of representation nationwide for past three major rating periods. AM vs FM ratio is about even with AM band gaining one percentage point while FM loses one.

AM Radio. Reborn.



Read the astonishing facts about how 45 AM stations zoomed from nowhere to big, money-making shares...in weeks.

A new format called "Music of Your Life" is making news. And making money.

Hempstead, New York switched to this format.

So did Springfield, Mass. And Boston. And New Haven, Providence, and Honolulu.

Along with Fort Lauderdale-Hollywood, Florida. Abilene, Texas. And Seattle.

In all, 45 AM stations have switched to the "Music of Your Life" format. And every one—regardless of previous programming—reports dramatically increased audience shares and ad revenues.

THE SECRET: A FORMAT CUSTOMIZED FOR AMERICA'S MOST AFFLUENT AUDIENCE.

Suddenly the over 35's have been rediscovered. The Wall Street Journal points out that over-35's are America's largest demographic segment and have the most disposable dollars. And their recent purchasing history suggests they're ready

to spend those dollars on everything from travel and leisure, to investment offers to luxury cars and other high ticket items.

THIS is the audience the "Music of Your Life" format has captured in market after market, with the key musical selections that had the most meaning during that audience's growing-up years: Glenn Miller, Tommy Dorsey, Frank Sinatra, Nat Cole, Tony Bennett, Doris Day, Rosemary Clooney, Patti Page, Johnny Mathis et al. "Music of Your Life" sequences their favorite recorded performances in a matched flow that gives them back the best years of their lives.

And they respond. By flocking to M-O-Y-L stations in droves. Spreading the word. Flooding station switchboards with calls. Sending in thank you notes. Joining "Music of Your Life" clubs. Signing up for "Music of Your Life" dances.

Arnie Ginsburg of WXKS-AM says, "I've never seen anything like it. They've been so starved for their kind of music, they're transferring their loyalty and gratitude to our station and our advertisers. They love us!"

NOW IT'S YOUR TURN.

If you'd like to revise your rate card every month because your audience keeps growing...if you'd like advertisers calling you up because they're actually listening to your station and enjoying it...if you'd like to cash in on a demographic trend that experts say is good for another 20 to 30 years...then get in touch. We'll send you facts and figures that should answer your toughest questions.

And we'll give you the names of 45 station managers who'll be delighted to tell you how your AM station can be born again.

CALL AL HAM
203-929-6395
90 Soundview Avenue
Huntington, CT 06484

or

CALL
National Sales Representative
JIM WEST 214-243-2434
3341 Towerwood Dr., Suite 205
Dallas, TX 75234

Al Ham's

"Music of Your Life"

ADULT CONTEMPORARY CLOSE-UP



Adult Contemporary remained the leader in share of market. Average station share held at 8.0 FM's impact was constant at 30%.

MARKET SHARE: 25%

AM 70% vs FM 30%

FORMAT ANALYSIS BY MARKET SIZE

MARKET SIZE	OCT/NOV '80	APR/MAY '80
1-10	8%	7%
11-20	10%	8%
21-30	7%	7%
31-40	7%	8%
41-50	10%	9%
51+	59%	61%

AVERAGE SHARE PER STATION

April/May '80	8.0%
Oct/Nov '80	8.0%
Change	0.0%

TOP 25 ADULT CONTEMPORARY STATIONS

Quarter Hour

STATION	MARKET	SHARE
1. WJBC	Bloomington	37.3
2. KFAB	Omaha	28.0
3. WTIC	Hartford	23.0
4. KDKA	Pittsburgh	22.2
5. WHBC	Canton	20.9
6. KRMG	Tulsa	20.3
7. WRVA	Richmond	20.2
8. WELI	New Haven	20.0
9. KFQD	Anchorage	19.7
10. WBNQ-FM	Bloomington	18.9
10. WKEE-FM	Huntington	18.9
12. WOWO	Ft. Wayne	17.8
13. WHP	Harrisburg	17.6
14. WDEF	Chattanooga	16.8
15. WGY	Albany	16.7
16. KSPZ-FM	Colorado Springs	16.4
17. WMBD	Peoria	16.0
18. WBT	Charlotte	15.9
18. WKZO	Kalamazoo	15.9
20. KSSK	Honolulu	15.7
21. WFMK-FM	Lansing	15.6
21. WIBC	Indianapolis	15.6
23. WIS	Columbia	15.2
24. WICC	Bridgeport	14.8
25. WVLC	Lexington	14.7

Cume

STATION	MARKET	SHARE
1. WNBC	New York	2,254,000
2. WABC	New York	2,152,900
3. KDKA	Pittsburgh	919,700
4. WJR	Detroit	865,900
5. WHDH	Boston	752,300
6. WMGK-FM	Philadelphia	730,200
7. WIP	Philadelphia	693,400
8. WKQX-FM	Chicago	677,400
9. WBZ	Boston	675,400
10. CKLW	Detroit	577,300
11. WMAL	Washington	576,800
12. WNIC-FM	Detroit	539,100
13. WMCJ-FM	Detroit	502,200
14. WFIL	Philadelphia	499,600
15. KSFO	San Francisco	480,400
16. WSB	Atlanta	458,900
17. KNBR	San Francisco	450,200
18. WTAE	Pittsburgh	448,500
19. KSTP-FM	Minneapolis	432,800
20. WBEN	Buffalo	424,000
21. WTMJ	Milwaukee	417,100
22. KVIL-FM	Dallas	413,100
23. KYUU-FM	San Francisco	401,200
24. WKYS-FM	Washington	383,000
25. WASH-FM	Washington	376,700

Methodology: Stations making the top 10 in "Average Share Trends" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison is calculated from stations making the top 10 in either "Average Share Trends" or "Metro Cume".

ROCK CLOSE-UP



Rock remained second in share of market, despite a decline from 19% to 18%. The average station share increased from 7.3 to 7.6. FM widened its dominance within the format, as only 35% are AM; 65% FM.

MARKET SHARE: 18%

AM 35% vs FM 65%

FORMAT ANALYSIS BY MARKET SIZE

MARKET SIZE	OCT/NOV '80	APR/MAY '80
1-10	4%	6%
11-20	7%	8%
21-30	8%	8%
31-40	11%	7%
41-50	8%	9%
51+	62%	62%

AVERAGE SHARE PER STATION

April/May '80	7.3%
Oct/Nov '80	7.6%
Change	+0.3%

TOP 25 ROCK STATIONS

Quarter Hour

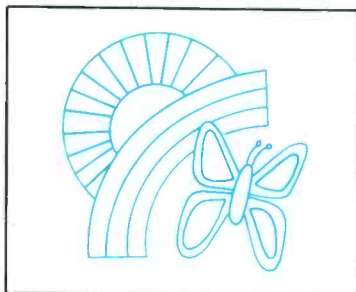
	STATION	MARKET	SHARE
1.	WLAP-FM	Lexington	20.5
2.	WNOK-FM	Columbia	19.7
3.	WFMF-FM	Baton Rouge	18.1
4.	WAMX-FM	Huntington	16.7
5.	WDOQ-FM	Daytona Beach	15.4
6.	WSKZ-FM	Chattanooga	14.8
7.	WBJW-FM	Orlando	14.7
7.	WIVY-FM	Jacksonville	14.7
9.	KBFM-FM	McAllen	14.6
10.	WLAN-FM	Lancaster	14.3
10.	WMEE-FM	Ft. Wayne	14.3
12.	KIKI	Honolulu	14.2
13.	WVIC A/F	Lansing	14.0
14.	WSTW-FM	Wilmington	13.4
15.	WKRG-FM	Mobile	13.3
16.	KJRB	Spokane	13.2
17.	KHFI-FM	Austin	12.7
18.	WKZW-FM	Peoria	12.6
19.	KLUC-FM	Las Vegas	12.4
20.	KKLV-FM	Anchorage	12.3
21.	KSTT	Quad Cities	12.2
22.	WKFR-FM	Kalamazoo	12.1
23.	WRVQ	Richmond	11.8
24.	KRNQ-FM	Des Moines	11.6

Cume

	STATION	MARKET	SHARE
1.	WLS	Chicago	1,256,700
2.	KFRC	San Francisco	739,700
3.	KFI	Los Angeles	725,800
4.	WDRQ-FM	Detroit	532,700
5.	WRQX-FM	Washington	530,800
6.	WPGC A/F	Washington	496,500
7.	WVBF-FM	Boston	400,500
8.	KSFX-FM	San Francisco	397,600
9.	KRBE-FM	Houston	391,800
10.	WXKX-FM	Pittsburgh	387,400
11.	WRKO	Boston	363,500
12.	KSLQ-FM	St. Louis	355,500
13.	WPRO	Providence	324,200
14.	WZGC-FM	Atlanta	322,500
15.	WPRO-FM	Providence	316,100
16.	WKBW	Buffalo	315,100
17.	KRLY-FM	Houston	311,700
18.	WQXI-FM	Atlanta	306,400
19.	KJR	Seattle	305,200
20.	WKRQ-FM	Cincinnati	303,700
21.	KXOK	St. Louis	302,200
22.	WGCL-FM	Cleveland	299,900
23.	KGW	Portland, OR	290,800
24.	WPJB-FM	Providence	285,000
25.	KEJZ-FM	Dallas	276,300

Methodology: Stations making the top 10 in "Average Share Trends" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison is calculated from stations making the top 10 in either "Average Share Trends" or "Metro Cume".

BEAUTIFUL MUSIC CLOSE-UP



The format's share of market slipped again (from 18% to 17%), and it now ranks third. The average station share increased from 7.9 to 8.4. The format's leading stations are nearly all FM (95%).

MARKET SHARE: 17%

AM 5% vs FM 95%

FORMAT ANALYSIS BY MARKET SIZE

MARKET SIZE	OCT/NOV '80	APR/MAY '80
1-10	10%	8%
11-20	10%	10%
21-30	10%	8%
31-40	10%	8%
41-50	9%	8%
51+	52%	58%

AVERAGE SHARE PER STATION

April/May '80	7.9%
Oct/Nov '80	8.4%
Change	+0.5%

TOP 25 BEAUTIFUL MUSIC STATIONS

Quarter Hour

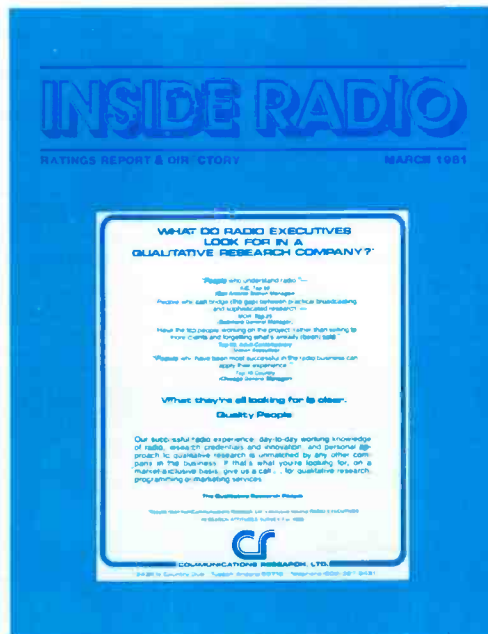
STATION	MARKET	SHARE
1. WSRS-FM	Worcester	19.0
2. WEZO-FM	Rochester	17.4
3. WSWT-FM	Peoria	17.1
4. WEZK-FM	Knoxville	16.7
5. WLQR-FM	Toledo	16.0
6. WWLV-FM	Daytona Beach	15.7
7. WXTC-FM	Charleston	15.4
7. WVLK-FM	Lexington	15.4
9. KKJY-FM	Albuquerque	15.2
10. WHIO-FM	Dayton	15.1
11. WEZN-FM	Bridgeport	14.8
12. WDBO-FM	Daytona Beach	14.7
13. WHYN-FM	Springfield	14.0
13. WJYE-FM	Buffalo	14.0
15. KPNW-FM	Eugene	13.9
16. KASE-FM	Austin	13.5
17. KLYF-FM	Des Moines	13.3
18. WKTZ-FM	Jacksonville	13.1
19. KKNQ-FM	Oklahoma City	13.0
20. WOOD-FM	Grand Rapids	12.9
21. WLKW-FM	Providence	12.8
22. WGMZ-FM	Flint	12.4
23. WHEZ-FM	Huntington	12.3
23. WKBN-FM	Youngstown	12.3

Cume

STATION	MARKET	SHARE
1. WPAT-FM	New York	1,414,100
2. WRFM-FM	New York	1,287,900
3. KBIG-FM	Los Angeles	906,800
4. KJOI-FM	Los Angeles	742,900
5. WLOO-FM	Chicago	733,100
6. WLAK-FM	Chicago	664,000
7. WEAZ-FM	Philadelphia	581,500
8. WWSH-FM	Philadelphia	482,900
9. WJIB-FM	Boston	479,800
10. WGAY-FM	Washington	429,700
11. KABL	San Francisco	404,900
12. WLIF-FM	Baltimore	352,200
13. KMEZ-FM	Dallas	310,500
14. WSHH-FM	Pittsburgh	307,000
15. KEZK-FM	St. Louis	302,600
15. WEZW-FM	Milwaukee	302,600
17. WDOK-FM	Cleveland	280,000
18. WLKW-FM	Providence	275,900
19. KODA-FM	Houston	272,100
20. WJYE-FM	Buffalo	262,700
21. WWBA-FM	Tampa	250,000
22. WEZO-FM	Rochester	241,800
23. WQAL-FM	Cleveland	233,400
24. WRTH	St. Louis	231,100
25. KJQY-FM	San Diego	229,600

Methodology: Stations making the top 10 in "Average Share Trends" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison is calculated from stations making the top 10 in either "Average Share Trends" or "Metro Cume".

Here's How To Reserve Your Next Issue Of **INSIDE RADIO** RATINGS REPORT & DIRECTORY



Fill out and mail this card today to subscribe to INSIDE RADIO. As a bonus you'll get INSIDE RADIO RATINGS REPORT & DIRECTORY FREE... the *only* way you can get it since it's a twice-a-year supplement for INSIDE RADIO subscribers only—not sold separately. You'll get the most widely read radio management newsletter every Monday morning and the industry's *only* complete directory and ratings guide updated every six months.

Send me:

- 6 months for \$65
(26 weeks plus one directory free)
- 1 year for \$125
(50 weeks plus two directories free)
- Or call collect: (609) 424-6800

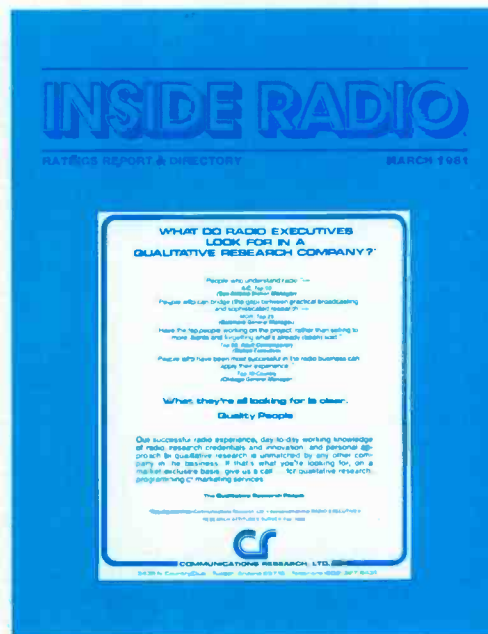
Name _____

Title & Company _____

Address _____

City _____ State _____

These rates valid for new subscribers only in U.S. and Canada.



Fill out and mail this card today to subscribe to INSIDE RADIO. As a bonus you'll get INSIDE RADIO RATINGS REPORT & DIRECTORY FREE... the *only* way you can get it since it's a twice-a-year supplement for INSIDE RADIO subscribers only—not sold separately. You'll get the most widely read radio management newsletter every Monday morning and the industry's *only* complete directory and ratings guide updated every six months.

Send me:

- 6 months for \$65
(26 weeks plus one directory free)
- 1 year for \$125
(50 weeks plus two directories free)
- Or call collect: (609) 424-6800

Name _____

Title & Company _____

Address _____

City _____ State _____

These rates valid for new subscribers only in U.S. and Canada.

COUNTRY MUSIC CLOSE-UP



The format's share of market held at the 14% of last sweep. However, the average station share decreased from 7.5 to 7.0. Although FM has increased its impact, the format primarily is AM (59% vs. 41%).

MARKET SHARE: 14%

AM 59% vs FM 41%

FORMAT ANALYSIS BY MARKET SIZE

MARKET SIZE	OCT/NOV '80	APR/MAY '80
1-10	3%	2%
11-20	6%	6%
21-30	6%	7%
31-40	9%	7%
41-50	10%	8%
51+	66%	70%

AVERAGE SHARE PER STATION

April/May '80	7.5%
Oct/Nov '80	7.0%
Change	-0.5%

TOP 25 COUNTRY STATIONS

Quarter Hour

STATION	MARKET	SHARE
1. WIVK-FM	Knoxville	20.4
2. WKSJ-FM	Mobile	20.1
3. KVOO	Tulsa	18.4
4. WCOS-FM	Columbia	16.1
5. KSSN-FM	Little Rock	14.7
6. WHBF	Quad Cities	14.0
6. WXBQ-FM	Johnson City	14.0
8. KLVI	Beaumont	13.5
9. WQIK-FM	Jacksonville	12.8
10. WSOC-FM	Charlotte	12.6
11. WFLI	Chattanooga	12.4
12. WESC-FM	Greenville	12.3
12. KYKR-FM	Beaumont	12.3
14. KEBC-FM	Oklahoma City	12.2
15. KFH	Wichita	11.9
16. KVET	Austin	11.8
17. KCUB	Tucson	11.7
17. WAMZ-FM	Louisville	11.7
19. KVEG	Las Vegas	11.6
20. WSIX-FM	Nashville	11.5
21. WDAF	Kansas City	11.4
22. WQHK	Fort Wayne	11.3
23. WTQR-FM	Greensboro	11.2
24. WYNK-FM	Baton Rouge	11.1
24. WITL-FM	Lansing	11.1

Cume

STATION	MARKET	SHARE
1. WMAQ	Chicago	870,500
2. KLAC	Los Angeles	716,700
3. KIKK-FM	Houston	497,200
4. KSCS-FM	Dallas	421,200
5. WBAP	Dallas	390,100
6. WIL-FM	St. Louis	376,900
7. WHK	Cleveland	332,700
8. WDAF	Kansas City	303,100
9. KPLX-FM	Dallas	291,400
10. WDGY	Minneapolis	267,500
11. WIL	St. Louis	252,800
12. WBCS-FM	Milwaukee	235,600
13. WSUN	Tampa	221,800
14. WPOC-FM	Baltimore	216,900
15. KNIX-FM	Phoenix	203,900
16. WIRE	Indianapolis	198,500
17. WQYK-FM	Tampa	197,700
18. WPLO	Atlanta	195,900
19. KLZ	Denver	181,500
20. WCMS-FM	Norfolk	177,000
21. KVOO	Tulsa	168,100
22. WSM	Nashville	162,400
23. WNOE-FM	New Orleans	156,500
24. WONE	Dayton	154,900
25. KCBQ	San Diego	148,600

Methodology: Stations making the top 10 in "Average Share Trends" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison is calculated from stations making the top 10 in either "Average Share Trends" or "Metro Cume".

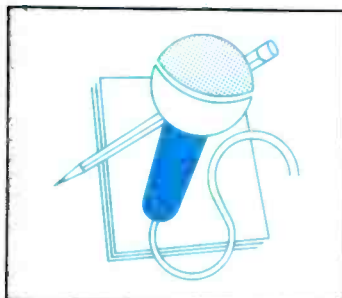
***America's leading*
country music
station is right here
in New York.***

*In the last nationwide Arbitron sweep, Fall 1980, WHN had the highest
cume of all country music stations. Mon-Sun, 6AM-12Midnight, Metro,
Total Cume Persons 12+. All data are estimates and subject to survey
limitations.

WHN

A MUTUAL STATION

NEWS / TALK CLOSE-UP



Share of market for News/Talk rose to 6%, but its ranking remained sixth. The average station's share jumped from 5.8 to 6.4. All but 1% of the format's stations are AM.

MARKET SHARE: 6%

AM 99% vs FM 1%

FORMAT ANALYSIS BY MARKET SIZE

MARKET SIZE	OCT/NOV '80	APR/MAY '80
1-10	27%	22%
11-20	11%	12%
21-30	8%	9%
31-40	14%	15%
41-50	5%	4%
51+	35%	38%

AVERAGE SHARE PER STATION

April/May '80	5.8%
Oct/Nov '80	6.4%
Change	+0.6%

TOP 25 NEWS/TALK STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	WCCO	Minneapolis	24.5
2.	KMOX	St. Louis	23.4
3.	WHO	Des Moines	15.1
4.	WSYR	Syracuse	14.7
5.	WBBW	Youngstown	12.3
6.	KGO	Salinas	12.0
7.	KYW	Philadelphia	11.6
8.	KIRO	Seattle	10.6
9.	WGN	Chicago	9.7
10.	KGO	San Francisco	9.3
11.	KOA	Denver	7.8
12.	KRLD	Dallas	7.7
13.	WOC	Quad Cities	7.5
14.	WILM	Wilmington	7.3
15.	WEEI	Boston	7.1
16.	KCBS	San Francisco	7.0
17.	KABC	Los Angeles	6.9
18.	WERE	Cleveland	6.7
18.	KSPO	Spokane	6.7
20.	WNWS	Fort Lauderdale	6.5
20.	WWJ	Detroit	6.5
22.	KTAR	Phoenix	6.4
23.	WOR	New York	6.2
23.	KOA	Colorado Springs	6.2
23.	WQBK	Albany	6.2

Cume

	STATION	MARKET	SHARE
1.	WINS	New York	2,647,800
2.	WCBS	New York	2,362,800
3.	WOR	New York	1,938,200
4.	WGN	Chicago	1,388,800
5.	KYW	Philadelphia	1,340,400
6.	WBBM	Chicago	1,388,800
7.	KFWB	Los Angeles	1,138,400
8.	KNX	Los Angeles	1,098,100
9.	KABC	Los Angeles	1,072,600
10.	KCBS	San Francisco	844,100
11.	KMOX	St. Louis	842,200
12.	WCCO	Minneapolis	837,500
13.	KGO	San Francisco	818,800
14.	WWJ	Detroit	658,500
15.	WIND	Chicago	629,900
16.	WEEI	Boston	590,800
17.	WCAU	Philadelphia	565,300
18.	KRLD	Dallas	494,300
19.	KIRO	Seattle	469,200
20.	KTRH	Houston	368,600
21.	KOA	Denver	336,500
22.	KPRC	Houston	329,300
23.	WTOP	Washington	322,100
24.	WGST	Atlanta	268,300
25.	KSDO	San Diego	250,200

Methodology: Stations making the top 10 in "Average Share Trends" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison is calculated from stations making the top 10 in either "Average Share Trends" or "Metro Cume".

BLACK MUSIC CLOSE-UP



The share of market rose to 5% from 3%, while the average station's share increased from 6.3 to 6.6. Although FM's importance increased from 40% to 47%, the format remains oriented to AM.

MARKET SHARE: 5%

AM 53% vs FM 47%

FORMAT ANALYSIS BY MARKET SIZE

MARKET SIZE	OCT/NOV '80	APR/MAY '80
1-10	10%	17%
11-20	8%	6%
21-30	8%	6%
31-40	10%	17%
41-50	15%	19%
51+	49%	35%

AVERAGE SHARE PER STATION

April/May '80	6.3%
Oct/Nov '80	6.6%
Change	+0.3%

TOP 25 BLACK STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	KOKA	Shreveport	17.8
2.	WDZZ-FM	Flint	12.9
3.	WXOK	Baton Rouge	11.8
4.	WENN-FM	Birmingham	11.1
4.	WPXI-FM	Charleston	11.1
6.	WGOK	Mobile	10.9
7.	KMJQ-FM	Houston	10.8
8.	WOIC	Columbia	10.7
9.	WHYZ	Greenville	10.5
10.	KOKY	Little Rock	9.9
11.	WOWI-FM	Norfolk	9.8
11.	WPAL	Charleston	9.8
13.	WJTT-FM	Chattanooga	9.6
14.	WTLC-FM	Indianapolis	9.3
15.	WBLX-FM	Mobile	9.0
15.	WVOL	Nashville	9.0
17.	WDAO-FM	Dayton	8.8
18.	WANT	Richmond	8.6
19.	WLLE	Raleigh	8.3
20.	WVEE-FM	Atlanta	8.0
21.	WPEG-FM	Charlotte	7.3
22.	KALO-FM	Beaumont	6.7
22.	WYLD-FM	New Orleans	6.7
24.	WWDN-FM	Columbia	6.6
25.	KPRS-FM	Kansas City	6.2

Cume

	STATION	MARKET	SHARE
1.	WBLS-FM	New York	1,869,600
2.	WGCI-FM	Chicago	658,900
3.	WDAS-FM	Philadelphia	451,100
4.	KMJQ-FM	Houston	395,400
5.	KSOL-FM	San Francisco	391,400
6.	WHUR-FM	Washington	346,300
7.	KKDA-FM	Dallas	299,900
8.	WOOK-FM	Washington	291,900
9.	WOWI-FM	Norfolk	175,300
10.	WAMO-FM	Pittsburgh	173,500
11.	WDIA	Memphis	131,900
12.	WRAP	Norfolk	120,500
13.	WBLK-FM	Buffalo	117,100
14.	KPRS	Kansas City	113,400
15.	WENN-FM	Birmingham	109,300
16.	WYLD-FM	New Orleans	106,600
17.	WTLC-FM	Indianapolis	105,300
18.	WEDR-FM	Miami	104,000
19.	WAIL-FM	New Orleans	101,800
20.	WLOK	Memphis	98,800
21.	WVOL	Nashville	90,000
22.	KOKA	Shreveport	77,000
23.	WDAO	Dayton	75,600
24.	WANT	Richmond	73,900

Methodology: Stations making the top 10 in "Average Share Trends" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison is calculated from stations making the top 10 in either "Average Share Trends" or "Metro Cume".

SEMIANNUAL CORPORATE REPORT

	CORPORATION	CUME	STATIONS	CUME	AVG. QTR. HR. SHARE
1.	ABC	8,960,000	12	746,700	6.3
2.	CBS	8,038,600	13	618,400	6.2
3.	Westinghouse	7,920,700	10	792,100	9.1
4.	Metromedia	5,414,700	13	416,500	5.3
5.	Capital Cities	4,968,200	13	382,200	7.5
6.	NBC	4,425,100	9	491,700	4.9
7.	RKO	4,050,500	8	506,300	4.7
8.	SJR	3,575,200	6	595,800	6.5
9.	Bonneville	3,497,200	8	437,200	6.9
10.	Gannett	2,917,100	8	364,600	5.6
11.	Taft	2,521,400	10	252,100	9.5
12.	Cox	2,453,400	11	223,000	8.3
13.	Hearst	2,150,500	6	358,400	8.6
14.	Heftel	1,940,300	7	277,200	7.0
15.	Inner City	1,891,400	2	945,700	4.7
16.	General Electric	1,879,900	8	235,000	7.8
17.	Greater Media	1,810,700	6	301,800	8.4
18.	WGN Continental	1,745,600	4	436,400	9.0
19.	Malrite	1,666,900	9	185,200	8.4
20.	Southern	1,568,300	8	196,000	9.9
21.	Plough	1,493,800	7	213,400	6.5
22.	Susquehanna	1,421,300	11	129,200	8.7
23.	Doubleday	1,385,900	5	277,200	5.1
24.	Century	1,328,500	3	442,800	5.1
25.	Fairbanks	1,326,200	4	331,600	9.4
26.	Storz	1,283,800	6	214,000	6.2
27.	Nationwide	1,179,800	7	168,500	6.4
28.	Golden West	1,159,300	4	289,800	5.5
29.	Meredith	1,139,300	6	189,900	7.6
30.	Rust	1,137,600	12	94,800	7.4
31.	First Media	1,106,100	5	221,200	5.7
32.	Group One	1,074,900	7	153,600	8.4
33.	Great Trails	1,045,000	6	174,200	7.9
34.	Jefferson-Pilot	1,043,000	6	173,800	8.7
35.	Metroplex	1,022,100	6	170,400	4.8
36.	Mid-America	975,800	10	97,600	9.8
37.	CCLA	932,300	2	466,200	7.5
38.	King	865,000	5	173,000	6.4
39.	Viacom	744,700	3	248,200	7.3
40.	Gulf	725,000	5	145,000	5.4

Semiannual Corporate Report is based on information included in this publication. Not included is any corporate station failing to make the top ten in its own market's metro cume. The *total cume* column is an addition of *metro cume* figures for all of a corporation's stations qualifying in *INSIDE RADIO RATINGS REPORT & DIRECTORY*. The number of stations each corporation was credited for and an *average cume* follows. *Semiannual Corporate Report* is the toughest test put to a group owner as it sets a minimum standard of performance for inclusion.

LEADING STATIONS BY AVERAGE QUARTER HOUR

RANK	STATION	FORMAT	SHARE	CITY	OWNER
1.	WJBC	AC	37.3	Bloomington	Bloomington Bdcstg.
2.	KGBT	SP	34.5	McAllen	Tichenor
3.	KFAB	AC	28.0	Omaha	KFAB Bdcstg.
4.	WCCO	N/T	24.5	Minneapolis	Midwest Radio
5.	KMOX	N/T	23.4	St. Louis	CBS
6.	WTIC	AC	23.0	Hartford	Ten Eighty
7.	KDKA	AC	22.2	Pittsburgh	Westinghouse
8.	WHBC	AC	20.9	Canton	Beaver Kettle
9.	WLAP-FM	R	20.5	Lexington	Illinois Bdcstg.
10.	WIVK-FM	C	20.4	Knoxville	Dick
11.	KRMG	AC	20.3	Tulsa	Swanson
12.	WRVA	AC	20.2	Richmond	Southern Bdcstg.
13.	WKSJ-FM	C	20.1	Mobile	Capitol
14.	WELI	AC	20.0	New Haven	Insilco
15.	KFQD	AC	19.7	Anchorage	KFQD
15.	WNOK-FM	R	19.7	Columbia	Audubon
17.	WSRS-FM	BM	19.0	Worcester	Knight Quality
18.	WBNQ-FM	AC	18.9	Bloomington	Bloomington Bdcstg.
18.	WKEE-FM	AC	18.9	Huntington	Capitol
20.	KVOO	C	18.4	Tulsa	Southwestern Sales
21.	WFMF-FM	R	18.1	Baton Rouge	Manship
22.	KOKA	B	17.8	Shreveport	Mid-America
22.	WOWO	AC	17.8	Ft. Wayne	Westinghouse
24.	WHP	AC	17.6	Harrisburg	WHP
25.	WEZO-FM	BM	17.4	Rochester	Malrite
26.	WSWT-FM	BM	17.1	Peoria	Mid-America
27.	WDEF	AC	16.8	Chattanooga	Roy H. Park
28.	WAMX-FM	R	16.7	Huntington	Stereo 94
28.	WEZK-FM	BM	16.7	Knoxville	South Central
28.	WGY	AC	16.7	Albany	GE
31.	KSPZ-FM	AC	16.4	Colorado Springs	Sunbelt
32.	WCOS-FM	C	16.1	Columbia	WCOS, Inc.
33.	WLQR-FM	BM	16.0	Toledo	Susquehanna
33.	WMBD	AC	16.0	Peoria	Mid-West
35.	WBT	AC	15.9	Charlotte	Jefferson-Pilot
35.	WKZO	AC	15.9	Kalamazoo	Fetzer Bdcstg.
37.	KSSK	AC	15.7	Honolulu	Heftel
37.	WWLV-FM	BM	15.7	Daytona Beach	Broadcast Mgmt.
39.	WFMK-FM	AC	15.6	Lansing	Liggett
39.	WIBC	AC	15.6	Indianapolis	Fairbanks

LEADING STATIONS BY METRO CUME

RANK	STATION	FORMAT	CUME	MARKET	OWNER
1.	WINS	News/Talk	2,647,800	New York	Westinghouse
2.	WCBS	News/Talk	2,362,800	New York	CBS
3.	WKTU-FM	Disco	2,282,700	New York	SJR
4.	WNBC	Adult Contemporary	2,254,000	New York	NBC
5.	WABC	Adult Contemporary	2,152,900	New York	ABC
6.	WOR	News/Talk	1,938,200	New York	RKO
7.	WBLS-FM	Black	1,869,600	New York	Inner City
8.	WPLJ-FM	Album Rock	1,446,600	New York	ABC
9.	WPAT-FM	Beautiful Music	1,414,100	New York	Capital Cities
10.	WGN	News/Talk	1,388,800	Chicago	WGN Continental
11.	KYW	News/Talk	1,340,400	Philadelphia	Westinghouse
12.	WRFM-FM	Beautiful Music	1,287,900	New York	Bonneville
13.	WLS	Rock	1,256,700	Chicago	ABC
14.	WBBM	News/Talk	1,194,700	Chicago	CBS
15.	KFWB	News/Talk	1,138,400	Los Angeles	Westinghouse
16.	KNX	News/Talk	1,098,100	Los Angeles	CBS
17.	KABC	News/Talk	1,072,600	Los Angeles	ABC
18.	KDKA	Adult Contemporary	919,700	Pittsburgh	Westinghouse
19.	KBIG-FM	Beautiful Music	906,800	Los Angeles	Bonneville
20.	WMAQ	Country	870,500	Chicago	NBC
21.	WJR	Adult Contemporary	865,900	Detroit	Capital Cities
22.	KCBS	News/Talk	844,100	San Francisco	CBS
23.	KMOX	News/Talk	842,200	St. Louis	CBS
24.	WCCO	News/Talk	837,500	Minneapolis	Midwest
25.	KGO	News/Talk	818,800	San Francisco	ABC
26.	KMET-FM	Album Rock	795,500	Los Angeles	Metromedia
27.	WHDH	Adult Contemporary	752,300	Boston	Blair
28.	KLOS-FM	Album Rock	748,700	Los Angeles	ABC
29.	KIIS-FM	Disco	745,700	Los Angeles	Gannett
30.	KJOI-FM	Beautiful Music	742,900	Los Angeles	CCLA
31.	WLUP-FM	Album Rock	742,500	Chicago	Heftel
32.	KFRC	Rock	739,700	San Francisco	RKO
33.	WLOO-FM	Beautiful Music	733,100	Chicago	Century
34.	WMGK-FM	Adult Contemporary	730,200	Philadelphia	Greater Media
35.	KFI	Rock	725,800	Los Angeles	Cox
36.	KLAC	Country	716,700	Los Angeles	Metromedia
37.	WIP	Adult Contemporary	693,400	Philadelphia	Metromedia
38.	WKQX-FM	Adult Contemporary	677,400	Chicago	NBC
39.	WBZ	Adult Contemporary	675,400	Boston	Westinghouse
40.	WLAK-FM	Beautiful Music	664,000	Chicago	Storer

YOU CAN'T DO THE JOB RIGHT WITHOUT THE RIGHT TOOLS

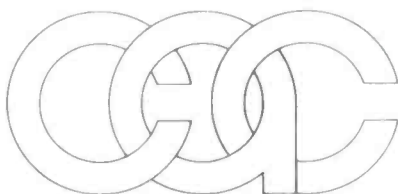
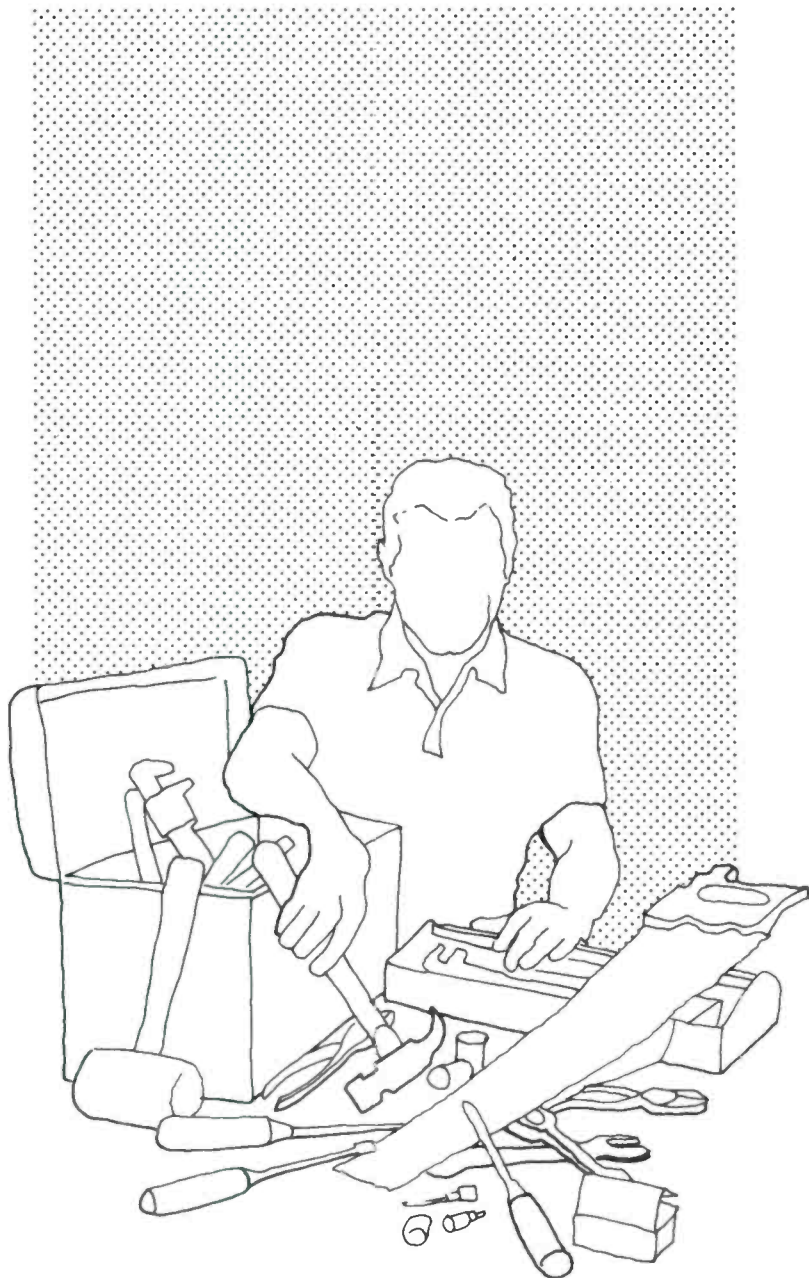
Have you ever tried to hammer a nail with a wrench? Of course, it gets the job done -- but never as easily or as effectively as if you had a hammer.

The same is true of radio sales and programming: without the proper tools, it's hard to do the job right. Research is one of radio's important tools today. And CAC is the industry's research tool shop.

CAC is the original -- we've been providing stations across the country with sales and programming tools since 1974. Need to create a radio budget from a print - or - TV - only budget? A CAC sales presentation can help you -- and the buyer. Want to be first "on the street" with easily understood information from the latest rating report? CAC's "Did You Know" may be what you're looking for. In fact, CAC has sales and programming aids for a wide range of situations

CAC can be your research department -- providing you with the right tools for sales, programming, and promotion. Call or write us for examples of our work and a complete description of our services.

Having the right tools makes the job easier and more satisfying. And the right tools for radio are available from CAC.



Custom Audience Consultants, Inc.
9420 Annapolis Road
Lanham, MD. 20801
(301) 459 - 2686

RATINGS INDEX

Here is a "quick scan" of cities containing Arbitron ratings in this issue of INSIDE RADIO RATINGS REPORT & DIRECTORY.

189	Akron	193	Ft. Wayne	168	Oklahoma City
189	Albany-Schenectady	193	Ft. Worth Trading Area	197	Omaha-Council Bluffs
189	Albuquerque	193	Fresno	197	Orlando
189	Allentown	193	Grand Rapids	198	Peoria
189	Anaheim	194	Greensboro-High Point	170	Philadelphia
189	Anchorage	194	Greenville, SC	172	Phoenix
126	Atlanta	194	Harrisburg	174	Pittsburgh
190	Austin	150	Hartford-New Britain	198	Portland, OR
128	Baltimore	194	Honolulu	198	Providence
190	Baton Rouge	152	Houston-Galveston	198	Raleigh-Durham
190	Beaumont-Port Arthur	194	Huntington-Ashland	198	Richmond
130	Birmingham	154	Indianapolis	198	Riverside, CA
190	Bloomington, IL	194	Jacksonville	199	Rochester, NY
132	Boston	195	Johnson City-Kingsport	199	Sacramento
134	Bridgeport	195	Kalamazoo-Portage	176	St. Louis
136	Buffalo	195	Kansas City	199	Salinas-Seaside
190	Canton	195	Knoxville	199	Salt Lake City-Ogden
190	Charleston, SC	195	Lancaster	199	San Antonio
191	Charlotte-Gastonia	195	Lansing-East Lansing	185	San Diego
191	Chattanooga	196	Las Vegas	178	San Francisco
138	Chicago	196	Lexington-Fayette	199	San Jose
140	Cincinnati	196	Little Rock	186	Seattle
142	Cleveland	182	Los Angeles	200	Shreveport
191	Colorado Springs	156	Louisville	200	Spokane
191	Columbia, SC	196	McAllen-Brownsville	200	Springfield, MA
191	Columbus, OH	183	Memphis	200	Stockton
144	Dallas-Ft. Worth	158	Miami	200	Syracuse
191	Dallas Trading Area	196	Miami-Ft. Lauderdale	187	Tampa-St. Petersburg
192	Dayton	160	Milwaukee-Racine	200	Toledo
192	Davenport-Rock Island	162	Minneapolis-St. Paul	201	Tucson
192	Daytona Beach	196	Mobile	201	Tulsa
146	Denver-Boulder	197	Nashville-Davidson	188	Washington, D.C.
192	Des Moines	197	Nassau-Suffolk	201	Wichita, KS
148	Detroit	184	New Haven-West Haven	201	Wilmington, DE
192	El Paso	164	New Orleans	180	Worcester
192	Eugene-Springfield	166	New York	201	York
193	Flint	197	Norfolk-Portsmouth	201	Youngstown-Warren
193	Ft. Lauderdale-Hollywood	197	Northeast Pennsylvania		

"It's a good feeling to enjoy the respect from our broadcast peers when they learn that Katz reps KGB-FM and 13K.

"A sense of individual productivity is what makes the Katz philosophy so refreshing.

"Katz is dedicated to excellence. So are KGB-FM and 13K. And we both work at it! The result: a sound rep-station relationship."

Generating Sales Power is Katz Radio's business. We're committed to doing it better than anyone.



"Katz Radio is dedicated to excellence."

Jim Price
General Manager
KGB-FM and 13K
San Diego, California



Introducing the most complete and experienced Broadcast service organization in the world.



The TM Companies constitute the most capable, full service trust in the world devoted to solving the unique problems and needs of broadcasters. Each division is an independent creative center designed to meet the needs of broadcasters today with an eye towards the future.

TM Productions creates successful sales, advertising and promotional campaigns for radio and television stations.

TM Programming means successful programming 24 hours a day, backed by factual market research and ongoing consultation.

TM Special Projects builds



broadcast revenues and audience figures for the future with special programming and special entertainment features.

TM's Media Research Graphics designs and utilizes new ways for broadcasters to market themselves at the agency and retail advertising levels.

TM International provides these services to broadcasters throughout the world.

The TM Companies . . . 32,000 square feet of creative energy and over 500 collective years of broadcast experience ready to work for you today. Your audience and your advertisers can tell the difference.

TM Companies

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