

INSIDE RADIO

RATINGS REPORT & DIRECTORY

The
Best Air in the
West!



WESTERN CITIES BROADCASTING

P.O. Box 14805 • Las Vegas, Nevada • 89114

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

MARCH 1982

The Marketing Gamble.

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

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

to yourselves.

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

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

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

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



TM WAYS TO BETTER RATINGS!

TM CAMPAIGNS

Innovative, multi-media Advertising and Promotion Campaigns.

"MY SOFT SPOT" – For Beautiful Music Stations.

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

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

NEW IMAGE JINGLES

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

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

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

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

TM RADIO SPECIALS

New Radio Specials for 1982 proven ratings and sales success!

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

TM FORMATS

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

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

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

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

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

TM
COMPANIES

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

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

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

Radio goes with their lifestyles.

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

On the average, these adults spend three hours and 30 minutes a day listening to radio. That's more time than they spend with television, newspapers or magazines every day.

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

Radio gives the best reach.

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

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

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

Or write to us, Radio Advertising Bureau, 485 Lexington Ave., New York, NY 10017.



RADIO. Red hot because it works.



WXKS
FOR "THE MUSIC OF YOUR LIFE"
1430 AM

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

#1*

W18-34	6-10am
W18-34	3-7pm
A25-54	3-7pm
W18-49	3-7pm
M35-54	3-7pm
A35-54	6-10am
<hr/>	
A18-49	6am-mid

#2*

W18-34	10am-3pm
A18-34	6-10am
W18-49	10am-3pm
W25-34	7pm-mid
M25-49	3-7pm
A25-54	10am-3pm
<hr/>	
W25-49	3-7pm

#3*

M18-34	6-10am
M18-34	10am-3pm
M18-49	3-7pm
A18-49	3-7pm
W25-34	3-7pm
W35-49	3-7pm
<hr/>	
W18-49	6-10am

WXKS-AM/FM is POSITIONED Right Where it Counts



MAJOR MARKET RADIO SALES

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

WEEI/FM
Boston
Soft Rock

WCBS/FM
New York
Solid Gold

WCAU/FM
Philadelphia
Hot Hits!

WBBM/FM
Chicago
Adult Contemporary

KMOX/FM
St. Louis
Adult Contemporary

KNX/FM
Los Angeles
Mellow Rock

KRQR
San Francisco
Album Rock

All Together Different

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

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

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

The CBS Owned FM Radio Stations

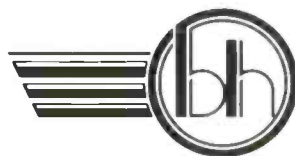
Represented nationally by CBS FM National Sales

The Hit of the Year

Bernard Howard & Company
proudly represents

KRLA Hit **11**
Radio
Los Angeles, California

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

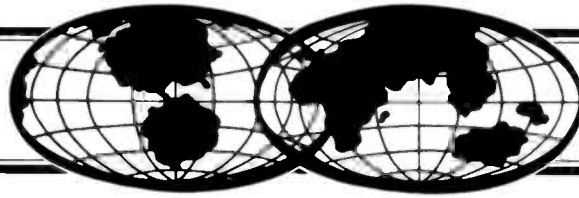


bernard howard
& company, inc.

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



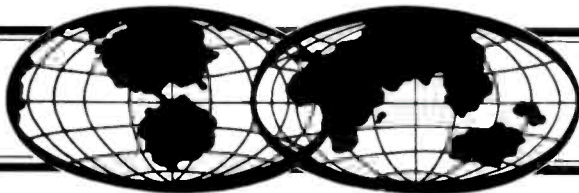
A Division of Viacom International, Inc.



Sandusky Radio

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

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



The Radio Division / Sandusky Newspapers, Incorporated

MARCH 1982

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PUBLISHER'S LETTER

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

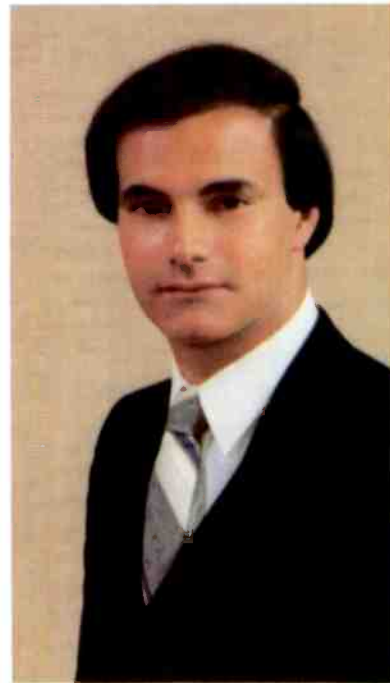
Starting in April we will begin publishing a new monthly magazine for radio and advertising executives. It's called RADIO ONLY. Just like its name, this full color, glossy magazine will be for radio only. No television. No cable. You'll know it's something different from the moment you see it.

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

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

Let's not get so far into the future that we forget the good things happening in the pages of this publication, RATINGS

REPORT & DIRECTORY. It has become the "yellow pages" of the industry. Look at the advertising support. Readership is at



Jerry Del Colliano

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

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

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



RKO RADIO SALES

-  **SELECT STATIONS**
-  **SELECT MARKETS**
-  **PROVEN RESULTS**

**HAVE YOU
CONSIDERED
THE BENEFITS
OF JOINING
OUR LIMITED LIST?**

**CALL HARRY DURANDO
(212) 764-6712**



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

TABLE OF CONTENTS

7	PUBLISHER'S LETTER
11	INDUSTRY DIRECTORY
11	GROUP OWNERS DIRECTORY
45	REP DIRECTORY
55	SYNDICATORS DIRECTORY
71	TRADE ASSOCIATION DIRECTORY
73	TRADE PRESS DIRECTORY
77	NETWORK DIRECTORY
85	RESEARCH DIRECTORY
95	CONSULTANTS DIRECTORY
119	SATELLITE DIRECTORY
127	BROKERS DIRECTORY
128	FCC DIRECTORY
131	HARDWARE/SOFTWARE DIRECTORY
134	RATINGS REPORT
212	METHODOLOGY
214	RESEARCH
214	FOCUS ON THE FORMATS
216	ADULT CONTEMPORARY CLOSE-UP
217	ROCK CLOSE-UP
218	COUNTRY MUSIC CLOSE-UP
220	BEAUTIFUL MUSIC CLOSE-UP
222	ALBUM ROCK CLOSE-UP
224	NEWS/TALK CLOSE-UP
225	BLACK MUSIC CLOSE-UP
226	SEMIANNUAL CORPORATE REPORT
227	LEADING AM STATIONS BY AVERAGE QUARTER-HOUR
228	LEADING AM STATIONS BY METRO CUME
229	LEADING FM STATIONS BY AVERAGE QUARTER-HOUR
230	LEADING FM STATIONS BY METRO CUME
232	RATINGS INDEX

DOUBLEDAY MAKES A CAPITOL INVESTMENT

WAVA

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

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

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

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

DOUBLEDAY BROADCASTING...NEW FRONTIERS TO CONQUER.

WLLZ-FM
Detroit

WAVA-FM
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE-FM
Denver

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

Represented Nationally by McGavren Guild,
HN&W and CBS/FM National Sales.

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

GROUP OWNERS DIRECTORY

A

ABELL COMMUNICATIONS, INC.

EXECUTIVES:
 Steve Seymour, Chmn.
 Frederick R. Koehler, VP/Chief Financial Officer
 Stuart Frankel, Pres./Radio

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

STATION		FORMAT
WRLX	Baltimore, MD	BM
WDOQ	Daytona Beach	AC
*WCRJ-A/F	Jacksonville, FL	AC

*Pending FCC approval

AFFILIATED BROADCASTING, INC.

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

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

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

ALEXANDRIA BROADCASTING CO.

EXECUTIVES:
 Bruce Rainey, GM
 Steve Hill, Stn. Mgr.

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

STATION		FORMAT
KALB	Alexandria, LA	C
KTIZ	Alexandria, LA	B

ALLEGHENY MOUNTAIN NETWORK

EXECUTIVES:
 Cary Simpson, Pres.
 William E. Moses, VP/Sales Mgr.
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 Tina Stickles, VP
 James F. Kerschner, Jr., VP
 John Salter, VP
 Eugene Dendorfer, VP

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

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:
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 Barry Baker, VP/GM
 KMJM, St. Louis
 Doug Auerbach, VP/Sales
 WFTL/WWJF, Miami-Ft. Lauderdale
 Lillian M. Lang, VP/Group Sales Director

HEADQUARTERS:
 P.O. Box 5333
 Ft. Lauderdale, FL 33310
 (305) 485-4111

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

AMERICAN BROADCASTING CO., INC.

EXECUTIVES:
 ABC Radio
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 Henry C. Kavett, Mgr.,
 Information & Public Relations
 Andrea Berken, Supervisor, PR

ABC Owned Radio Stations
 Charles DeBare, Pres.
 Don Bouloukos, VP/Operations

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

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

ANNAPOLIS VALLEY RADIO LTD.

EXECUTIVES:
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 Tom Fredericks, Mgr.
 Don Abbey, Sales Mgr.
 Morrissey Dunn, Program Dir.

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

STATION		FORMAT
CKEN	Kentville, NS	C
CFAB	Windsor, NS	C
CKAD	Middleton, NS	C

CKDY	Digby, NS	C
CKWM	Kentville, NS	CL

APACHE COMMUNICATIONS CORP.

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

HEADQUARTERS:
 1150 Ouellette 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-CCEPEK-GEHRING

EXECUTIVES:
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 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	AC
WPXN	Rochester	AC
WPIT	Pittsburgh	REL
WWOL	Buffalo	C
WACJ	Buffalo	C
WRCP	Philadelphia	O
WSNI	Philadelphia	AC
WSOL	Tampa	SP

BAHAKEL BROADCASTING

EXECUTIVES:
 Cy N. Bahakel, Pres.

GROUP OWNERS DIRECTORY

Phyllis Modlin, VP/Accounting
Bryan Baker, Dir. of Eng.
Buddy Bahakel, Dir. of Radio Operations

HEADQUARTERS:

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

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

BAMCO GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

BATON BROADCASTING, INC.

EXECUTIVE:

Douglas Bassett, Pres./CEO

HEADQUARTERS:

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

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

BEASLEY BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WBLX	Mobile	B
WDMT	Cleveland	B
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	Reidsville, NC	REL
WVHI	Evansville, IN	REL

BECK-ROSS COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

100 Merrick Road
Rockville Centre, NY 11570
(516) 764-8999

STATION		FORMAT
WBLI	Patchogue, NY	AC
WKMF	Flint	C
WGMZ	Flint	BM
WHCN	Hartford	A
WKTZ	Jacksonville, FL	BB
WKTZ-FM	Jacksonville, FL	BM

BEEF EMPIRE RADIO GROUP

EXECUTIVES:

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Robert E. Thomas, Exec. VP
Hollis Francis, Mgr.
Robb Thomas, Mgr.

HEADQUARTERS:

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

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

THE BERKSHIRE GROUP

EXECUTIVE:

Donald A. Thurston, Pres.

HEADQUARTERS:

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

STATION		FORMAT
WMNB	N. Adams, MA	AC
WMNB-FM	N. Adams, MA	BM
WSBS	Great Barrington, MA	AC

BIBLE BROADCASTING NETWORK

EXECUTIVES:

Lowell Davey, Pres.
Harold Richards, Network Ops. Mgr.
Keith Wohlenhaus, Business Mgr.

HEADQUARTERS:

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

STATION		FORMAT
WYFI	Norfolk	REL
WYFJ	Asland, VA	REL
WHPE	High Point, NC	REL
WAVO	Decator, GA	REL
WXNC	Henderson, NC	REL

BIG BEND BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WCNH	Quincy, FL	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
WVLK	Lexington	AC
WVLK-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

BRADEN BROADCASTING

EXECUTIVES:

Paul F. Braden, Pres.

55
COUNTRY

St. Louis'
#1 Country

KS94
FM

St. Louis'
#1 Stereo Music

JOY·101·FM



KIISFM

ON THE LIPS OF L.A.

kprz

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FM 95.5

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1390AM
WON

WGCI 107 1/2 FM

GANNETT RADIO DIVISION



GANNETT

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GROUP OWNERS DIRECTORY

Earl W. Francis, Exec. VP/GM
Tom Reeder, VP

HEADQUARTERS:
4505 Central Ave
Middletown, OH 45042

STATION		FORMAT
WPBF	Middletown, OH	C
WPBF-FM	Middletown, OH	AC
WPAY	Portsmouth, OH	C
WPAY-FM	Portsmouth, OH	R

BRANDON COMMUNICATIONS, INC.

EXECUTIVES:
Anthony S. Brandon, Pres.
George Stonbely, VP
Lawrence Brandon, VP

HEADQUARTERS:
50 Chestnut Plaza
Rochester, NY 14604

STATION		FORMAT
WWWG	Rochester, NY	REL
KERN	Bakersfield, CA	AC
KMGN	Bakersfield, CA	A
KZOZ	San Luis Obispo, CA	A
KKAL	Arroyo Grande, CA	C
KKQV	Wichita Falls, TX	AC

BRIDE COMMUNICATIONS

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

HEADQUARTERS:
583 Warren Avenue
Portland, ME 04103
(207) 774-3243

STATION		FORMAT
WMER	Westbrook, ME	N/T
WJBQ	Portland, ME	AC
WMBA	Ambridge, PA	O
WAZE	Clearwater, FL	SP

BRIEN BROADCASTING CORP.

EXECUTIVES:
Cleve J. Brien, Pres.
E. W. Moorhead, Exec. VP
Sara M. Brien, Sec'y/Treas.
Kathy Moorhead, Asst. Sec'y/Treas.

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

BROADCASTS 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
Jack Abell, VP

HEADQUARTERS:
P.O. Box 15223
Las Vegas, NV 89114
(702) 732-7753 Collect

STATION		FORMAT
KFMS	Las Vegas	C
KVEG	Henderson/Las Vegas	C
KKJY	Albuquerque	BM
KXKS	Albuquerque	BM
KSET	El Paso	AC
KSET-FM	El Paso	R

BROADCAST ENTERPRISES NATIONAL, INC.

EXECUTIVES:
Ragan A. Henry, Pres./Owner
Chuck D. Schwartz, Pres. Radio Division
Cecil W. Bond, VP
David C. Schaller, Treas.

HEADQUARTERS:
1422 Chestnut Street, Suite 800
Philadelphia, PA 19102
(215) 563-2910

STATION		FORMAT
WAOK	Atlanta	B
WBLZ	Hamilton/ Cincinnati	B
WPDQ	Jacksonville, FL	B
WFYV	Jacksonville, FL	R
WITH	Baltimore	BB
WJAS	Pittsburgh	BB
WTLC	Indianapolis	B
WCIN	Cincinnati	B

BROADCAST MANAGEMENT CORP.

EXECUTIVES:
Joel M. Thrope, Pres.
Samuel A. Frankel, Exec. VP

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

STATION		FORMAT
WCNW	Fairfield, OH	REL
WABY	Albany	REL
WRKR	Racine, WI	R
WWEG	Racine, WI	C
WINF	Hartford/ 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. Broadcasting Div.
James P. Arcara, Exec. VP/Radio

HEADQUARTERS:
24 E. 51st St.
New York, NY 10022
(212) 421-9595

STATION		FORMAT
KZLA	Los Angeles	C
KZLA-FM	Los Angeles	C
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
WKHX	Atlanta	C

CAPITOL BROADCASTING CO., INC.

EXECUTIVES:
James F. Goodman, Pres., CEO
Lee Poole, Corporate Chief Eng.

HEADQUARTERS:
711 Hillsborough St.
Raleigh, NC 27605
(919) 821-8555

STATION		FORMAT
WRAL	Raleigh	AC
KISS	San Antonio	A
KMAC	San Antonio	AC
WKEE	Huntington	R
WHTN	Huntington	C
WRXL	Richmond	A
WRNL	Richmond	C

CAPITOL BROADCASTING CORP.

EXECUTIVES:
Kenneth S. Johnson, Pres.
Paul Miles, VP/Sec'y
Paul Howard, VP/Treas.
Harold Wohlwend, VP/Finance

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

STATION		FORMAT
WCAW	Charleston, WV	C
WVAF	Charleston, WV	AC
WKDY	Spartanburg, SC	C
WLLF	Prichard (Mobile)	BB
WKSJ	Mobile	C
WRKA	Louisville, KY	AC

CAPPS BROADCAST GROUP

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

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
KSRV	Ontario, OR	AC
KEEP	Twin Falls, ID	AC
KEZJ	Twin Falls, ID	C

CASCADE BROADCASTING CORP.

EXECUTIVES:
David M. Jack, Pres.
Lorna Pearce, Treas.

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

STATION		FORMAT
KLIQ	Portland, OR	T
KUDY	Spokane	REL
KICN	Spokane	BB
KNTA	San Jose	SP
KBIF	Fresno	REL



Malrite knows how to make things grow.

Malrite has a long and unbroken history of growth. But we've never believed in growth simply for its own sake. We grow because we continually fill more needs for more people.

Our commitment to the future has led to the acquisition of KNEW, Oakland-San Francisco and KSAN, San Francisco...and, there's more to come.

The immediate and enthusiastic success of Malrite's WAWS-TV, Jacksonville, Florida and WUHF-TV, Rochester, New York also confirms our ability to meet community needs for independent television service.

In broadcasting, significant growth demands intelligent care and feeding: Strong management. Talented people. Solid financing. Careful planning. And a company-wide sense of commitment.

People who know us, know that's the Malrite style.



MALRITE COMMUNICATIONS GROUP, INC.

WHK/WMMS/Cleveland
KNEW/Oakland, San Francisco
KSAN/San Francisco
KEEY/Minneapolis, St. Paul
KLBB/Minneapolis, St. Paul
WZUU-AM/Greenfield
WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WCTI-TV/New Bern, N.C.
WUHF-TV/Rochester, N.Y.
WAWS-TV/Jacksonville
WFLX-TV/W. Palm Beach
Outer Banks Cablevision
Malrite Television Productions
Cleveland Browns Radio Network

GROUP OWNERS DIRECTORY

CBS, INC.

EXECUTIVES:

CBS Radio Division
 Robert L. Hosking, Pres.
 Robert Hyland, VP/CBS Owned FM Stations
 Gene Lothery, VP/CBS Owned AM Stations

HEADQUARTERS:

51 West 52nd Street
 New York, NY 10019
 (212) 975-4321

STATION		FORMAT
WCBS	New York	N
WCBS-FM	New York	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	R
WEEI	Boston	N
WEEI-FM	Boston	MM
KCBS	San Francisco	N
KRQR	San Francisco	A

CCLA COMMUNICATIONS, INC.

EXECUTIVES:

Gordon F. Mason, VP/GM
 Stanley O. Gold, Dir. of Eng.
 Marnie Tattersall, Comptroller

HEADQUARTERS:

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

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

CENTER GROUP BROADCASTING

EXECUTIVES:

Al Burke, Pres.
 Dale Palmer, Exec. VP/COO

HEADQUARTERS:

777 S. Broadway, Suite 102
 Tyler, TX 75701
 (214) 595-5018 Collect

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

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

CHARTER BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

2399 Camino Del Rio South
 Suite 100
 San Diego, CA 92108
 (714) 298-3390

STATION		FORMAT
KCBQ	San Diego	C
KCBQ-FM	San Diego	C
KIOI	San Francisco	AC
KSLQ	St. Louis	AC
WDRQ	Detroit	AC
WOKY	Milwaukee	BB
WMIL	Milwaukee	AC

CIVH RADIO

EXECUTIVES:

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

HEADQUARTERS:

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

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

CIVITAS CORPORATION LTD.

EXECUTIVES:

Ed Prevost, Pres.
 Alain Gourd, VP, Radio
 Jacques Clement, Exec. VP
 Michel Arpin, Dir, Corp. Dev.

HEADQUARTERS:

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

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

CKO INCORPORATED LTD.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CLEAR CHANNEL COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

CLW COMMUNICATIONS GROUP

EXECUTIVES:

Spiros Zodiates, Pres.
 Jerry L. Siler, VP

HEADQUARTERS:

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

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



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by having nothing to do with them.***

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

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

The people who work at our stations

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

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



Radio

GROUP OWNERS DIRECTORY

WSCW S. Charleston, WV REL
WCRM Dundee, IL REL

COLUMBIA PICTURES COMMUNICATIONS, RADIO GROUP

EXECUTIVE:
Edward R. Boyd, Pres.
HEADQUARTERS:
Columbia Plaza
Producers Bldg. 1 - Room 104
Burbank, CA 91505
(213) 954-1241

STATION		FORMAT
KCPX	Salt Lake City	AC
KCPX-FM	Salt Lake City	A
WWVA	Wheeling, WV	C
WCPI	Wheeling, WV	AC

COMMAND BROADCAST GROUP

EXECUTIVES:
Robert E. Lessner, Pres.
Alford H. Lessner, VP/Treas.
Robert A. Outer, VP/Sec'y

HEADQUARTERS:
475 South Avenue
P.O. Box 511
Beacon, NY 12508
(914) 831-8000

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

COMMUNICATIONS INVESTMENT CORP.

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

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
KIDX	Billings, MT	AC
KGHL	Billings, MT	C
KVEL	Vernal, UT	AC
KUIN	Vernal, UT	C

COMMUNICATIONS PROPERTIES, INC.

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

HEADQUARTERS:
One Dubuque Plaza
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 CORPORATION

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

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

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

COMMUNITY SERVICE BROADCASTING, INC.

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

HEADQUARTERS:
811 Broadway
Mt. Vernon, IL 62864

STATION		FORMAT
WKWK	Wheeling, WV	AC
WKWK-FM	Wheeling, WV	AC
WDXI	Jackson, TN	C
WMCL	McLeansboro, IL	C
WTAO	Murphysboro, IL	A

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.

EXECUTIVE:
Dale Cowle, Pres.

HEADQUARTERS:
2802 Thompson Drive
Ames, IA 50010
(515) 232-1430

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

COX BROADCASTING CORPORATION

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

HEADQUARTERS:

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

STATION		FORMAT
KFI	Los Angeles	AC
KOST	Los Angeles	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	O
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:
Thomas Hussey, 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

DAVIDSON COMMUNICATIONS, INC.

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

HEADQUARTERS:
416 Landing Way
Savannah, GA 31411
(912) 352-7881

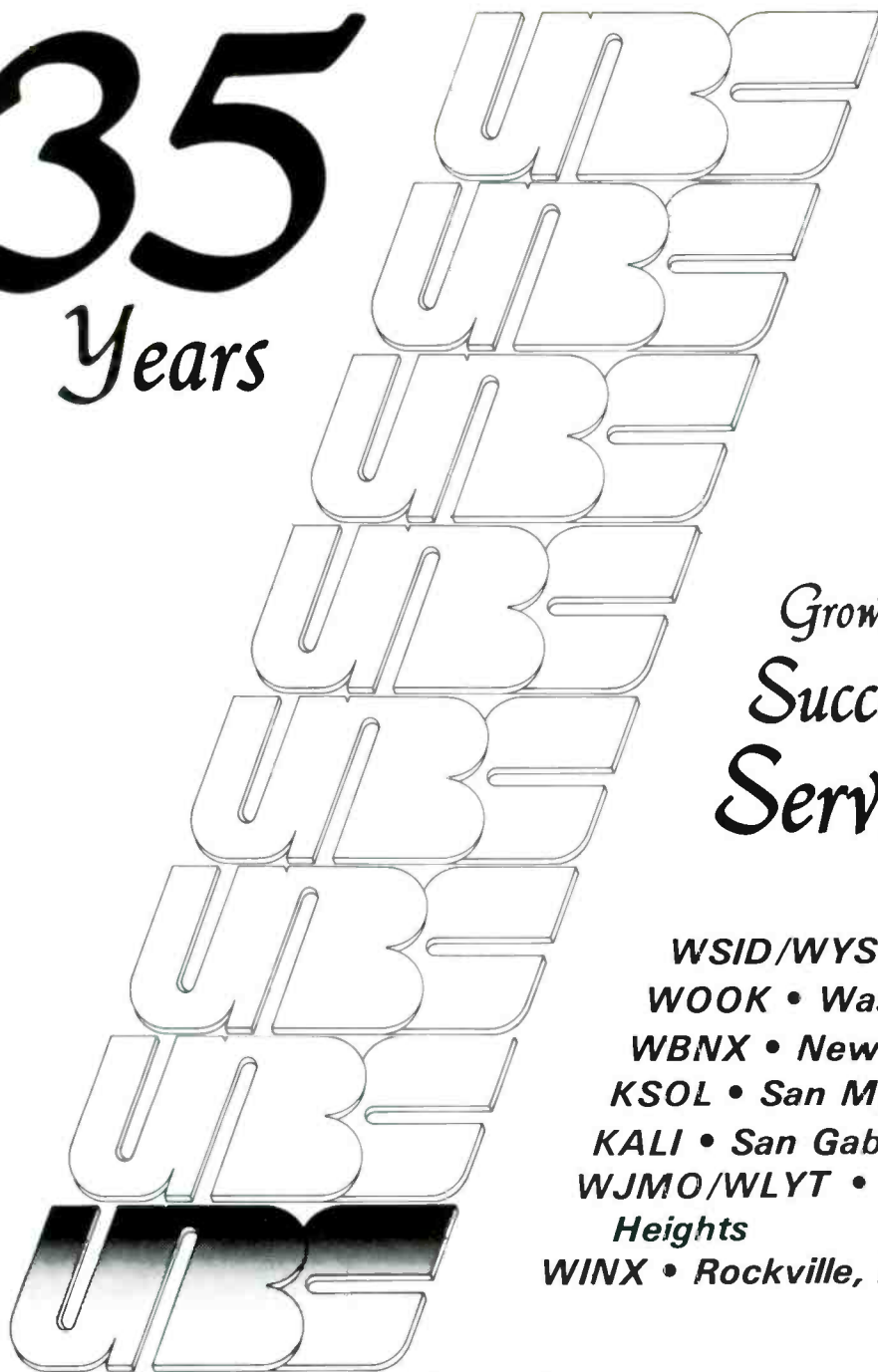
STATION		FORMAT
WLOP	Jesup, GA	C
WIFO	Jesup, GA	AC
WDAX	McRae, GA	C
WDAX-FM	McRae, GA	C
WMVG	Milledgeville, GA	AC
WKZR	Milledgeville, GA	C
WDKD	Kingstree, SC	C
WWKT	Kingstree, SC	B

DAVIS & WEAVER BROADCASTING

EXECUTIVES:
Philip Davis, Pres.
Bill Weaver, VP

HEADQUARTERS:

35
Years



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Service*

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WOOK • Washington
WBNX • New York
KSOL • San Mateo
KALI • San Gabriel
WJMO/WLYT • Cleveland
Heights
WINX • Rockville, Md.*

UNITED BROADCASTING COMPANY, INC.

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

*Represented Nationally by
Jack Masla & Company, Inc.*

GROUP OWNERS DIRECTORY

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

EXECUTIVES:

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

HEADQUARTERS:

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

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

DES MOINES REGISTER BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

DICK BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WIVK	Knoxville	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

DONREY MEDIA GROUP

EXECUTIVES:

Gene Spry, VP, Broadcast Div.
E. Doren, Dir. of Eng. Broadcast Div.

HEADQUARTERS:

601 N. Hollywood Blvd.
P.O. Box 550
Las Vegas, Nevada 89101
(702) 452-2061

STATION		FORMAT
KBRS	Springdale, AR	AC
KOLO	Reno, NV	AC
KORK	Las Vegas, NV	AC
KORK-FM	Las Vegas, NV	BM
KOCM-FM	Newport Beach, CA	BM
KEXO	Grand Junction, CO	AC

DOUBLEDAY BROADCASTING CO., INC.

EXECUTIVES:

Gary Stevens, Pres.
Richard Anderson, VP

HEADQUARTERS:

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

STATION		FORMAT
KPKE	Denver	A
KDWB	Minneapolis/ St. Paul	R
KDWB-FM	Richfield/ Minneapolis	A
KWK	St. Louis, MO	A
KWK-FM	Granite City/ St. Louis, MO	A
WLLZ	Detroit	A
*WTFM	New York	AC

*Pending FCC approval

DRESNER COMMUNICATIONS GROUP

EXECUTIVES:

Sy Dresner, Pres.
Al Dresner, VP

HEADQUARTERS:

243 S. Whitney Street
Hartford, CT 06103
(203) 549-3456

STATION		FORMAT
WCCC	Hartford, CT	A
WCCC-FM	Hartford, CT	A
WELV	Ellenville, NY	AC
WDRE	Ellenville, NY	BM

DREWRY GROUP

EXECUTIVES:

R. H. Drewry, Pres.
Ron Kirby, GM

HEADQUARTERS:

801 'B' Avenue
Lawton, OK 73501
(405) 355-1380

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

EARLDUN BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

EASTERN BROADCASTING CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WCVS	Springfield, IL	AC
WFMB	Springfield, IL	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

ELTING ENTERPRISES

EXECUTIVE:

John W. Elting, Pres.

HEADQUARTERS:

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

STATION		FORMAT
WSER	Elkton, MD	AC
WPED	Crozet, VA	C
WCMZ	Crozet, VA	C

ELYRIA-LORAIN BROADCASTING CO.

EXECUTIVE:

Paul Nakel, VP/GM

HEADQUARTERS:

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

STATION		FORMAT
WEOL	Elyria, OH	N/AC
WBEA	Elyria, OH	BM
W MEL	Melbourne, FL	AC
WELE	Deland, FL	C

EMPIRE BROADCASTING CORP.

EXECUTIVES:

Robert S. Kieve, Pres.
Max Reeder, Dir. of Sales
Vincent Lopopolo, Dir. of Engineering
John McLeod, Dir. of Programming

HEADQUARTERS:

P.O. Box 995
San Jose, CA 95108
(408) 293-8030



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

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

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

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

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

GROUP OWNERS DIRECTORY

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

ENTERCOM

EXECUTIVES:

Joseph M. Field, Pres.
Eugene Levin, Controller

HEADQUARTERS:

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

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

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/Sec'y/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	R
WEZC	Charlotte, NC	BM
WEZB	New Orleans	R

FAIRBANKS BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

9333 N. Meridian St., Suite 395

Indianapolis, IN 46260
(317) 846-7111

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

J. B. FALT, JR. STATIONS

EXECUTIVES:

J. B. Falt, Jr., Pres.
J. B. Falt, III, Sec'y/Treas.

HEADQUARTERS:

P.O. Box 7
Huntsville, AL 35804
(205) 533-1450

STATION		FORMAT
WFIX	Huntsville, AL	AC
WAJF	Decatur, AL	AC
WSHF	Sheffield/ Florence, AL	C
WRAB	Arab, AL	C

FAMILY LIFE BROADCASTING SYSTEM, INC.

EXECUTIVES:

Warren J. Bolthouse, Founder/Pres.
Randy L. Carlson, Exec. VP
Harold C. Sayers, VP, Finance/Personnel
Richard Dandurand, VP, Development

HEADQUARTERS:

505 Wildwood
Jackson, MI 49201
(517) 782-8205

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

FAMILY RADIO

EXECUTIVES:

Harold Camping, Pres.
Scott Smith, VP
Richard Van Dyk, Sec'y/Treas.

HEADQUARTERS:

290 Hegenberger, Road
Oakland, CA 94621
(415) 568-6200

STATION		FORMAT
KEAR	San Francisco	REL
KEBR	Sacramento	REL
KECR	San Diego	REL
KFRN	Long Beach, CA	REL
KYFR	Shenandoah, IA	REL
WFSI	Annapolis, MD	REL
WKDN	Camden, NJ	REL
WFME	Newark, NJ	REL
WYFR	Okeechobee, FL	REL

FEDERATED MEDIA

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 2500

Elkhart, IN 46515
(219) 295-2500

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

FETZER BROADCASTING CO.

EXECUTIVES:

Carl E. Lee, Pres.
O. T. Gaston, Station Mgr./VP, Radio

HEADQUARTERS:

590 W. Maple Street
Kalamazoo, MI 49008
(616) 345-2101

STATION		FORMAT
WKZO	Kalamazoo, MI	AC
WJFM	Grand Rapids	MM
WKJF	Cadillac, MI	AC
WWAM	Cadillac, MI	AC

FIRST MEDIA CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

FORMBY STATIONS

EXECUTIVE:

Clint Formby, Managing Dir.

HEADQUARTERS:

Drawer 1757
Hereford, TX 79045

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

FORREST BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KDON-FM	Salinas, CA	R

FULL- *SERVICE RADIO™

***defined...**

“... the occupation or function of serving”

**“... the work or action performed by
one that serves”**

“... contribution to the welfare of others”

“... the act of serving”

from Webster's New Collegiate Dictionary

THE GENERAL ELECTRIC AM RADIO STATIONS

KOA Denver

WSIX Nashville

WGY Albany/Schenectady/Troy



**GENERAL
ELECTRIC
BROADCASTING
COMPANY, INC.
Westport, Connecticut**

GROUP OWNERS DIRECTORY

KDON Salinas, CA C
 KBBY Oxnard-Ventura, CA R
 KBBQ Oxnard-Ventura, CA C

FORWARD COMMUNICATIONS CORP.

EXECUTIVES:

Richard D. Dudley, Pres., Forw. Com. Corp.
 Jim Ester, Pres./GM, WKAU-A/F
 Cliff Thompson, Pres./GM, WBGW/WKQE
 Bob Hilgendorf, Pres./GM, KVGB-A/F
 Robert McInerney, VP/GM, KWVL
 David Pierce, VP/GM, KFMW

HEADQUARTERS:

114 Grand Ave. (P.O. Box 1088)
 Wausau, WI 54401
 (715) 845-4211 Collect

STATION		FORMAT
WKAU-A/F	Kaukauna, WI	R
KVGB	Great Bend, KS	AC
KVGB-FM	Great Bend, KS	BM
KVOX	Moorhead, MN	AC
KVOX-FM	Moorhead, MN	C
WBGW	Tallahassee, FL	R
WKQE	Tallahassee, FL	C
KFMW	Waterloo, IA	BM
KWLO	Waterloo, IA	AC

4-K RADIO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

FORUM COMMUNICATIONS

EXECUTIVES:

William Marcil, Pres.
 Bill Burn, Exec. VP

HEADQUARTERS:

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

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

FRASER VALLEY BROADCASTERS LTD.

EXECUTIVES:

Dennis Barkman, Pres./GM
 Bill Coombes, Mgr. CHWK, Chilliwack
 Bob Singleton, Mgr. CFVR, Abbotsford
 Peter Slack, Mgr. CKGO, Hope

HEADQUARTERS:

P.O. Box 386
 Chilliwack, BC V2P 6J7
 (604) 795-5711

STATION		FORMAT
CHWK	Chilliwack, BC	AC
CFVR	Abbotsford, BC	AC
CKGO	Hope, BC	AC

FRITTS BROADCASTING GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

FULLER-JEFFREY GROUP

EXECUTIVES:

Robert F. (Doc) Fuller, Pres.
 J. J. Jeffrey, Exec. VP

HEADQUARTERS:

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

STATION		FORMAT
WBLM	Lewiston/ Auburn, ME	A
WOKQ	Dover/ Portsmouth, NH	C
KJJY	Ankeny, IA	C
KCCY	Pueblo, CO	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	AC
KOFM	Oklahoma City	R

GANNETT CO., INC./ RADIO DIVISION

EXECUTIVES:

Joseph L. Dorton, Pres.
 Floyd F. Smith, VP/Cont.
 Jay Cook, VP/Nat'l PD

HEADQUARTERS:

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

STATION		FORMAT
KPRZ	Los Angeles	BB
KIIS	Los Angeles	R
KSDO	San Diego	N
KEZL	San Diego	BM
WWWE	Cleveland	C
WDOK	Cleveland	BM
WVON	Chicago	B
WGCI	Chicago	B

WLQV	Detroit	REL
WCZY	Detroit	BM
KSD	St. Louis	C
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.
 Crawford P. Rice, Exec. VP

HEADQUARTERS:

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

STATION		FORMAT
WKY	Oklahoma City	O
KYTE	Portland	C
KLLB	Portland	AC

GAZETTE BROADCAST GROUP

EXECUTIVES:

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

HEADQUARTERS:

1 South Parker Dr.
 Janesville, WI 53545

STATION		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
KURO	Huron, SD	R
WFHR	Wisconsin Rapids, WI	AC
WWRW	Wisconsin Rapids, WI	R

GCC COMMUNICATIONS, INC.

EXECUTIVES:

Alexander M. Tanger, Pres.

HEADQUARTERS:

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

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

GENERAL COMMUNICORP STATIONS

EXECUTIVE:

Robert G. Herpe, Pres.

GROUP OWNERS DIRECTORY

HEADQUARTERS:

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

STATION		FORMAT
WPLR	New Haven, CT	A
WSCR	Hamden, CT	C
WHLY	Leesburg/ Orlando, FL	AC

GENERAL ELECTRIC BROADCASTING CO.

EXECUTIVES:

Winthrop P. Baker, Jr., Pres.
Randall D. Bongarten, VP/Radio

HEADQUARTERS:

257 Riverside Avenue
Westport, CT 06880
(203) 226-2710

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

GILCOM STATIONS

EXECUTIVES:

Edward T. Giller, Pres.
William Wagner, Exec. VP (NY)
Richard M., Diandrea, VP
Adele Giller, Sec'y/Treas.

HEADQUARTERS:

P.O. Box 2005
Altoona, PA 16680
(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. Farraye, 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
WSJY	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./CEO
John T. Reynolds, Pres./COO
Michael M. Schreter, VP, Finance & Planning
Tony B. Cassara, Pres., Television Div.

HEADQUARTERS:

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

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

GOLDEN WEST BROADCASTING LTD.

EXECUTIVES:

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

GOLDMAN GROUP

EXECUTIVE:

Simon Goldman, Pres.

HEADQUARTERS:

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

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

GOMEZ GROUP

EXECUTIVES:

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

HEADQUARTERS:

608 S. 10th Street
McAllen, TX 78501

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

GOOD NEWS BROADCASTING CO.

EXECUTIVE:

Gary W. Acker, Owner

HEADQUARTERS:

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

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

CURT GOWDY BROADCASTING CORP.

EXECUTIVES:

Curt Gowdy, Chairman
Geraldine Gowdy, Pres.
John Bassett, GM
Paul Seccareccio, Gen. Sales Mgr.

HEADQUARTERS:

Lawrence, MA 01840
(617) 683-7171

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

GRAY BROADCAST ENTERPRISES

EXECUTIVES:

Ted Gray, Jr., Pres.

HEADQUARTERS:

P.O. Box 512
Altavista, VA 24517
(804) 369-5588

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

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

GROUP OWNERS DIRECTORY

KTTS-A/F Springfield, MO C
 KYNN-A/F Omaha C
 KWKH Shreveport C
 KROK Shreveport R
 KBRQ Denver C
 KADX Denver J

GREATER MEDIA, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GREAT LAKES BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GREAT SCOTT STATIONS

EXECUTIVE:

Herbert Scott, Pres.

HEADQUARTERS:

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

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

GREAT TRAILS BROADCASTING CORP.

EXECUTIVES:

Alexander J. Williams, Pres.
 Clark W. Davis, Exec. VP
 Timothy O. Witteborg, Comptroller
 John D. Lankenau, Dir., Info. Systems
 Todd Andrews, Dir., Retail Sales Dev.

HEADQUARTERS:

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

STATION		FORMAT
WING	Dayton	AC
WJAI	Eaton, OH	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.

HEADQUARTERS:

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

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

GROUP ONE BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GULF CENTRAL RADIO NETWORK

EXECUTIVE:

Donald L. Furr, GM

HEADQUARTERS:

P.O. Box 707
 Columbus, MS 39701
 (601) 328-1420 Collect

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

WMPA Aberdeen, MS AC
 WHAY Aberdeen, MS C

HALKER GROUP

EXECUTIVE:

Gene Halker, Pres.

HEADQUARTERS:

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

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

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.

EXECUTIVE:

Robert Wells, VP

HEADQUARTERS:

Box 878
 Garden City, KS 67846
 (316) 276-3251

STATION		FORMAT
KIUL	Garden City, KS	AC
KBUR	Burlington, IA	AC
KGRS	Burlington, IA	R
KTOP	Topeka, KS	O
KDVV	Topeka, KS	R
WJOL	Joliet, IL	AC
WLLI	Joliet, IL	AC
KOZA	Odessa, TX	AC
KSEL	Lubbock, TX	AC
KSEL-FM	Lubbock, TX	R

HARRISCOPE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HARTE-HANKS RADIO, INC.

EXECUTIVES:

GROUP OWNERS DIRECTORY

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

HEADQUARTERS:

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

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

HATCH GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

HEARST BROADCASTING GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

HEDBERG BROADCASTING GROUP

EXECUTIVE:

Paul C. Hedberg, Pres.

HEADQUARTERS:

Box 306

Blue Earth, MN 56013
(507) 526-3159

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

HEFTEL BROADCASTING CORP.

EXECUTIVES:

Earl McDaniel, Exec. VP
Rich Balsbaugh, Exec. VP
Efrain Andrews, Treas.
Raymond Luckey, Contr.

HEADQUARTERS:

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

STATION		FORMAT
KSSK	Honolulu	AC
KULA	Honolulu	R
WXKS-FM	Boston/Medford	AC
WXKS	Boston/Medford	BB
WLUP	Chicago	A
WIKS	Indianapolis/ Greenfield	R
WYYS	Cincinnati/ Fairfield	R

HENDERSON BROADCASTING CO., INC.

EXECUTIVES:

Henry Lackey, Pres./GM
Marty Riemenschneider, VP/Gen'l Sales
Mgr.
Gabe Hobbs, PD
Scott Chase, Chief Technician

HEADQUARTERS:

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

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

HENSON BROADCASTING CO., INC.

EXECUTIVES:

Ed Henson, Jr., Pres.
Louisa Henson, Exec. VP
Jarl Mohn, VP

HEADQUARTERS:

800 South Fourth Street
Suite 206
Louisville, KY 40203
(502) 583-2312

STATION		FORMAT
WLRS-FM	Louisville	A
WAVG	Louisville	AC
KLOZ	El Paso	C
KISO	El Paso	AC

HERNREICH COMMUNITY BROADCASTING, INC.

EXECUTIVES:

Robert E. Hernreich, Chmn.
Darrell Cunningham, Pres.
Alan R. Risener, VP/GM, Radio Div.
Curtis Cross, PD

Greg Crawford, KXXI Dir. of Automation

HEADQUARTERS:

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

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

HICKS COMMUNICATIONS INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KLVI	Beaumont, TX	C
KYKR	Beaumont, TX	C
KLAR	Laredo, TX	R
KIX	Dallas, TX	C

HOLIDAY BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HOLT BROADCASTING SERVICE

EXECUTIVES:

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

HEADQUARTERS:

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

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

HOME NEWS PUBLISHING CO. BROADCAST DIVISION

EXECUTIVES:

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

HEADQUARTERS:

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

GROUP OWNERS DIRECTORY

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

HUBBARD BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

HUMBER VALLEY BROADCASTING COMPANY, LTD.

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 2020
Corner Brook, NFLD A2H 6H5, Canada
(709) 634-3111

STATION		FORMAT
CFCB	Corner Brook, NFLD	AC
CFSX	Stephenville, NFLD	R
CFGN	Port Aux Basques, NFLDR	
CFNW	Port Au Choix, NFLD	R
CFDL-FM	Deer Lake, NFLD	R
CFNN-FM	St. Anthony, NFLD	R
CFCV-FM	St. Andrews, NFLD	R
CFLW	Wabush/Labrador	R
	City, Labrador	
CFLC-FM	Churchill Falls, Labrador	R
CFLN	Goose Bay, Labrador	R

ILLINOIS BROADCASTING COMPANY

EXECUTIVES:

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

HEADQUARTERS:

1100 E. Pershing Road
Decatur, IL 62526
(217) 877-5371

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

INFINITY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

(212) 750-6400

STATION		FORMAT
WBCN	Boston	A
WIVY	Jacksonville	R
KOME	San Jose	R
WKTU	New York	B
WJIT	New York	SP
WYSP	Philadelphia	A

INNER CITY BROADCASTING CORP.

EXECUTIVES:

Pierre M. Sutton, Pres.
Charles M. Warfield, Jr., VP/GM
David Lampel, Nat'l Dir./News & Public Affairs

HEADQUARTERS:

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

STATION		FORMAT
WBLS	New York	B
WLIB	New York	B
WLBS	Mt. Clemens, MI	B
KBLX	Berkeley, CA	B
KRE	Berkeley, CA	J
KUTE	Glendale, CA	B
KGfJ	Los Angeles	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 Korte, 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
WGSO	New Orleans	N/T
WQUE	New Orleans	AC
KTOK	Oklahoma City	AC
KJYO	Oklahoma City	MM
WVCG	Miami/Ft. Lauderdale	BM
WYOR	Miami/Ft. Lauderdale	BM

INSPIRATIONAL BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

INTERNATIONAL CHURCH OF THE FOURSQUARE GOSPEL, INC.

EXECUTIVES:

Charles Duarte, Exec. Sec'y/GM
Alan Bowles, Sta. Mgr./all stations

HEADQUARTERS:

1100 Glendale Blvd.

Los Angeles, CA 90026

STATION		FORMAT
KFSG	Los Angeles	REL
KHIS	Bakersfield, CA	REL
KHIS-FM	Bakersfield, CA	REL

JBM ENTERPRISES MAHAFFEY ENTERPRISES, INC.

EXECUTIVES:

John B. Mahaffey, Pres.
Robert B. Mahaffey, Adm. Assist.
Catherine H. Nelson, Office Mgr.
Fredna B. Mahaffey, Sec'y/Treas.

HEADQUARTERS:

1722 V. V. South Glenstone
P.O. Box 4584
Springfield, MO 65808
(417) 883-9180

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

JEFFERSON-PILOT BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

MYRON JONES STATIONS

EXECUTIVES:

Myron Jones, Pres.
William Fleckenstein, VP
John Kanzius, VP

HEADQUARTERS:

1635 Ash Street
Erie, PA 16503
(814) 455-2741 Collect

STATION		FORMAT
WJET	Erie, PA	AC
WHOT	Campbell, OH	AC
WSRD	Youngstown, OH	A

JONSSON COMMUNICATIONS CORP.

EXECUTIVES:

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

GROUP OWNERS DIRECTORY

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

KATZ BROADCASTING COMPANY

EXECUTIVES:
 Richard A. Ferguson, Pres.
 James Morley, VP/Sales
 Jan English, VP/Adm.
 Michael Weinstein, VP/Finance

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

STATION		FORMAT
WEZN	Bridgeport, CT	BM
WAAF	Worcester, MA	A
WFTQ	Worcester, MA	AC
WZZK	Birmingham, AL	C
KWEN	Tulsa, OK	C
*WDBO	Orlando	AC
*WDBO-FM	Orlando	BM

*Pending FCC approval

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

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

THE KEYMARKET GROUP

EXECUTIVES:
 Paul H. Rothfuss, Pres.
 Kerby E. Confer, VP

HEADQUARTERS:
 3529 West Lake Drive
 Martinez, GA 30907
 (404) 860-6503

STATION		FORMAT
WSSL	Greenville, SC	C
WJDX	Jackson, MS	AC
WZZQ	Jackson, MS	C
KSSN	Little Rock, AR	C

WKRT Cortland, NY C
 WNOZ Cortland, NY R

KFBK/KAER

EXECUTIVE:
 Dick Sheppard, VP & Mgr.

HEADQUARTERS:
 1440 Ethan Way, Suite 200
 Sacramento, CA 95825
 (916) 929-5325

STATION		FORMAT
KFBK	Sacramento	N/T
KAER	Sacramento	BM

KIMBLE COMMUNICATIONS

EXECUTIVES:
 George Kimble, Pres.
 Russell Kimble, VP
 Craig Fox, VP
 David Mance, VP

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

STATION		FORMAT
WAQX	Manlius, NY (Syracuse)	A
WCGR	Canandaigua, NY (Rochester)	AC
WDNY	Dansville, NY	AC
WFLC	Canandaigua (Rochester)	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
 Jim Kime, Radio VP

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

STATION		FORMAT
KYA	San Francisco	R
KYA-FM	San Francisco	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 St., S.E.
 P.O. Box 707
 Moultrie, GA 31768
 (912) 985-5475

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

4-K RADIO, INC.

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

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

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

KNIGHT QUALITY GROUP STATIONS

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

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

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

KUIPER STATIONS

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

HEADQUARTERS:
 399 Garfield S.W.
 Box 1808
 Grand Rapids, MI 49501
 (616) 456-9541

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

KWHK BROADCASTING CO., INC.

EXECUTIVES:
 William L. Mitchell, Pres.
 Ken Willard, VP

GROUP OWNERS DIRECTORY

Bill Hanrahan, 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
KSNM	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.
 Kent Colby, VP, Group Sales
 Carol Allen, Exec. Sec'y
 Robert Wikstrom, VP, Grp. Programming

HEADQUARTERS:
 First National Broadcasting Corp.
 4010 Beus Drive
 Ogden, UT 84403
 (801) 621-0234

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

LEW LATTO GROUP OF NORTHLAND RADIO STATIONS

EXECUTIVES:
 Lew Latto, Pres.
 Warren Randolph, VP

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

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

LESSO, INC./ NORMAN BROADCASTING, INC.

EXECUTIVE:
 Larry Steckline, Pres./Owner
HEADQUARTERS:
 154 N. Emporia, Suite 220
 Wichita, KS 67202
 (316) 267-0293

STATION		FORMAT
KWLS	Pratt, KS	C
KWLS-FM	Pratt, KS	C
KSLs	Liberal, KS	C
KJLS	Hays, KS	C
WNAD	Norman, OK	C

LIGGETT BROADCAST GROUP, INC.

EXECUTIVES:
 Robert G. Liggett, Jr., Chmn.
 Donald L. Layman, Treas.
 Nelle M. Giles, Comptroller
 Irving LLaing, Corporate Engineer
HEADQUARTERS:
 185 East Grand River
 Williamston, MI 48895
 (517) 349-2040

STATION		FORMAT
WFMK	East Lansing, MI	AC
WHNN	Bay City/Saginaw, MI	A
WL0L	St. Paul/ Minneapolis	AC
WZZR	Grand Rapids, MI	AC
WLFF	Cayce/ Columbia, SC	BB
WZLD	Columbia, SC	AC

LIN BROADCASTING CORP.

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

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

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

LINDER FARM NETWORK

EXECUTIVES:
 Willard Linder, Mgr.
 Lynn Ketelsen, Farm Dir.
HEADQUARTERS:
 P.O. Box 838
 Willmar, MN 56201
 (612) 235-1340

STATION		FORMAT
KWLM	Willmar, MN	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

LONG-PRIDE BROADCASTING, CO.

EXECUTIVE:
 H. Roger Dodson, Exec. VP
HEADQUARTERS:
 2829 Salina Ave.
 Wichita, KS 67204
 (316) 838-7744

STATION		FORMAT
KEYN-FM	Wichita, KS	R
KQAM	Wichita, KS	O

LOTUS COMMUNICATIONS CORP.

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

HEADQUARTERS:
 801 S. Rancho, Bldg. E, Suite 2B
 Las Vegas, NV 89106
 (702) 384-1211

STATION		FORMAT
KTKT	Tucson	R
KLPX	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

LYON RADIO STATIONS

EXECUTIVES:
 R. A. Lyon, Pres.

GROUP OWNERS DIRECTORY

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

HEADQUARTERS:
Box 886
Wadesboro, NC 28170
(704) 694-3969

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

LOUIS J. MAIERHOFER STATIONS

EXECUTIVES:
Louis J. Maierhofer, Pres.
Beatrice M. Maierhofer, Sec'y/Treas.

HEADQUARTERS:
1108 Twenty Eighth Avenue
Altoona, PA 16601
(814) 695-4441

STATION		FORMAT
WKMC	Roaring Spring, PA	C
WHPA-FM	Holidaysburg, PA	MM
WTGC	Lewisburg, PA	AC

MALRITE COMMUNICATIONS GROUP, INC.

EXECUTIVES:
Milton Maltz, Chmn.
Carl E. Hirsch, Pres.
John Chaffee, VP, Programming
Gil Rosenwald, VP, Group Operations
Tom Bracanovich, VP, Eng.
Samuel Miller, VP/Gen. Counsel
John R. Wilson, Treas.
Neil J. Konigsberg, Asso. Counsel

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

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

MANN MEDIA

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

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

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

MARK MEDIA GROUP (J. Ardell Sink Stations)

EXECUTIVES:

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

HEADQUARTERS:
717 E. Main Street
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

MARVIN JOSEPHSON ASSOCIATES

EXECUTIVES:
Edward K. Christian, Exec. VP, Broadcast
Lorraine Golden, Dir. of Sales
Paul Forrest, Chief Fin. Officer

HEADQUARTERS:
15001 Michigan Avenue
Dearborn, MI 48126
(313) 846-8500

STATION		FORMAT
WNIC	Detroit, MI	AC
WNIC-FM	Detroit, MI	AC
WNOR	Norfolk, VA	B
WNOR-FM	Norfolk, VA	A

MAUMEE VALLEY BROADCASTING, INC.

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

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

STATION		FORMAT
WNDH	Napoleon, OH	AC
WGLX	Galion, OH	BM
WQLX	Galion, OH	BM

THE WENDELL MAYES STATIONS

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

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

STATION		FORMAT
KCRS	Midland, TX	AC
KCSW	San Marcos/Austin, TX	AC
KCWM	Victoria, TX	C
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 Brdcast.
Dave Meits, 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
KNAX	Fresno	AC
KBEE	Modesto	AC
KBEE-FM	Modesto	BM
KOH	Reno	N/T
KNEV-FM	Reno	BM

McCLURE BROADCASTING

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

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

STATION		FORMAT
WRCG	Columbus, GA	MM
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, Controller

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

EXECUTIVES:
James A. McKenna, Jr., Pres.
Richard A. Poe, VP (KQRS, Golden Valley, MN)
Lloyd B. Roach, VP (WCMB/WFSM, Harrisburg, PA)
James J. Schmitz, VP (WWQM-A/F, Middleton, WI)

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

STATION		FORMAT
KQRS	Golden Valley, MN	A
KQRS-FM	Golden Valley, MN	A
WCMB	Harrisburg, PA	C
WFSM	Harrisburg, PA	AC
WWGM	Madison, WI	C
WWGM-FM	Middleton, WI	C

McPHERSON MEDIA, INC.

EXECUTIVES:

GROUP OWNERS DIRECTORY

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

HEADQUARTERS:

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

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

MEDIA, INC.

EXECUTIVES:

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

HEADQUARTERS:

3161 Channel Drive
Juneau, AK 99801

STATION		FORMAT
KJNO	Juneau, AK	AC
KIFW	Sitka, AK	AC
KTKN	Ketchikan, AK	AC

MERCURY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MEREDITH BROADCASTING

EXECUTIVES:

James Conley, Pres.
William McReynolds, Exec. VP/GM
Robert Steinberg, VP-Finance & Admin.

HEADQUARTERS:

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

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

MESA BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

KUUY	Cheyenne, WY	C
KKAZ	Cheyenne, WY	R

METROMEDIA RADIO

EXECUTIVES:

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

HEADQUARTERS:

1 Harmon Plaza
Secaucus, NJ 07094

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

*Pending FCC approval

METROPLEX COMMUNICATIONS

EXECUTIVES:

Norman Wain, Pres.
Robert C. Weiss, VP

HEADQUARTERS:

1723 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

STATION		FORMAT
WHYI	Fort Lauderdale/ Miami	R
WHTT	Miami	SP
KEZK	St. Louis	BM
WPKX	Washington, DC	C
WVKX	Washington, DC	C
WCKX	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	R
KYYA	Billings, MT	AC
KIZZ	Minot, ND	AC

**MID-AMERICA BROADCASTING CO.,
INC.**

EXECUTIVES:

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

HEADQUARTERS:

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

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

MID AMERICA MEDIA

EXECUTIVES:

Reva G. Small, Pres.
Susanne S. Bergeron, VP
Leslie H. Small, VP
Stephen B. Small, VP
Howard H. Frederick, Exec. Dir. of 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) 937-2700

STATION		FORMAT
KRVR	Moline, IL	BM
WQUA	Moline, IL	AC
WTRX	Flint	AC
WIRL	Peoria	AC
WSWT	Peoria	BM
KIOA	Des Moines	AC
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:

GROUP OWNERS DIRECTORY

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, IL	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 CORP.

EXECUTIVES:

Larry Lakoduk, Pres.
James Lakoduk, Exec. VP

HEADQUARTERS:

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

STATION		FORMAT
KQWB	Fargo, ND	AC
KQWB-FM	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 LTD.

EXECUTIVES:

Randall Moffat, Pres.
James W. McLaughlin, VP/GM,
Radio Admin.
Chuck McCoy, Program Coordinator,
Radio Div.

HEADQUARTERS:

415-1661 Portage Avenue
Winnipeg, Manitoba, Canada R3J 3T7
(204) 774-2461

STATION		FORMAT
CJJD	Hamilton, Ontario, CN	AC
CKY	Winnipeg, MB	R
CITI	Winnipeg, MB	A
CHAB	Moose Jaw/Regina, SK	R
CHED	Edmonton, AB	R
CKXL	Calgary, AB	R
CHFM	Calgary, AB	AC
CKLG	Vancouver, BC	R
CFOX	Vancouver, BC	A

MONTROSE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MOODY RADIO NETWORK

EXECUTIVES:

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

HEADQUARTERS:

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

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

MOONEY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

MORTENSON BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

Peoples Merchants Trust 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
WAYE	Baltimore	REL

MULTIMEDIA BROADCASTING CO.

EXECUTIVES:

James T. Lynagh, Pres.

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

HEADQUARTERS:

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

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

MUSICRADIO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WOCQ	Berlin-Ocean City, MD	AC
WCPO	Havelock/ Cherry Point, NC	C
WMSQ	Havelock/ Cherry Point, NC	AC

N

NATIONAL BROADCASTING CO., INC. RADIO GROUP

EXECUTIVES:

Richard P. Verne, Pres.
Robert Sherman, Exec. VP/NBC Radio
Stations
Alexander Law, VP/Programming
Robert Mountry, VP/Marketing
Chuck Renwick, Exec. VP, Radio
Network Dev.

HEADQUARTERS:

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

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

NATIONWIDE COMMUNICATIONS INC.

EXECUTIVES:

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

HEADQUARTERS:

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

GROUP OWNERS DIRECTORY

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

ROBERT F. NEATHERY GROUP

EXECUTIVES:

Robert F. Neathery, GM
 Laurel R. Thompson, Station Mgr.,
 West Plains
 Robert Eckman, Station Mgr., Thayer/
 Mammoth Springs
 Dean Davis, Station Mgr., Willow Springs
 Ken Wallen, Station Mgr., Branson

HEADQUARTERS:

P.O. Box 589
 West Plains, MO 65775
 (417) 256-3131

STATION		FORMAT
KWPM	West Plains, MO	C
KWPM-FM	West Plains, MO	AC
KALM	Thayer, MO	C
KAMS	Mammoth Springs, AR	C
KUKU	Willow Springs, MO	C
KIRK	Branson, MO	AC
KHBM	Branson, MO	C

NEIGHBORHOOD COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

NEWHOUSE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

NEW SOUTH RADIO NETWORK

EXECUTIVES:

Ed Holladay, Pres.
 Gordon Church, Controller

HEADQUARTERS:

P.O. Box 5797
 Meridian, MS 39301
 (601) 693-2973 Collect

STATION		FORMAT
WVMI	Biloxi, MS	C

WQID	Biloxi, MS	AC
WOKK	Meridian, MS	C
WALT	Meridian, MS	BM
WQIS	Laurel, MS	B
WNSL	Laurel, MS	AC

NOALMARK BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

202 West 19th St.
 El Dorado, AR 71730
 (501) 862-0202 Collect

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

NORTHEAST COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

NORTHERN TELEVISION INC.

EXECUTIVES:

Rod Williams, Station, Sales Mgr., KBYR
 Tim Tullis, PD, KBYR
 Don Le Doux, MD, KBYR
 Gene Lubrano, PD, KNIK
 Ron Moore, Pres., KNIK
 Randy Kruse, Sales Mgr., KNIK
 Henry Hove, Pres., KCBF

HEADQUARTERS:

1007 W. 32nd Ave.
 Anchorage, AK 99503
 (907) 272-3456

STATION		FORMAT
KBYR	Anchorage	AC
KNIK	Anchorage	BM
KCBF	Fairbanks	BM

NORTHWESTERN COLLEGE RADIO NETWORK

EXECUTIVES:

Paul Ramseyer, Dir. of Broadcasting
 Dave Kersey, Assistant Director

HEADQUARTERS:

3003 N. Snelling Ave.
 Roseville, MN 55113
 (612) 636-4900

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

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

NUTMEG GROUP

EXECUTIVES:

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

HEADQUARTERS:

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

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

OCEAN COAST PROPERTIES

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		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, GSM/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	C
CIOK-I	Grand Center, AB	C
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	C
WUFF-FM	Eastman, GA	R

OUTLET BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

111 Dorrance Street

GROUP OWNERS DIRECTORY

Providence, RI 02903
(401) 751-1110

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

PACIFICA FOUNDATION

EXECUTIVES:

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

HEADQUARTERS:

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

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

*Non-Commercial

PARK BROADCASTING

EXECUTIVE:

William L. Fowler, VP/Radio

HEADQUARTERS:

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

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

PATTEN COMMUNICATIONS CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

PEMBROOK PINES INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

PENOBSCOT BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

PEORIA JOURNAL STAR STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

PLOUGH BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

WMLX	Cincinnati	BB
WUBE	Cincinnati	C

PONCE BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

PRIME TIME BROADCASTING OF ALASKA

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KYAK	Anchorage	C
KGOT	Anchorage	AC
KIAK	Fairbanks	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

PROGRESSIVE RADIO STATIONS

EXECUTIVE:

William K. Ulerich, Chmn

HEADQUARTERS:

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

STATION		FORMAT
WCPC	Clearfield, PA	AC
WQYX	Clearfield, PA	R
WDAD	Indiana, PA	AC
WQMU	Indiana, PA	R
WAHT	Annnville/Cleona, PA	AC
WMIB	Marco Island, FL	AC
WRGI	Naples, FL	R
WMAJ	State College, PA	AC
WXHR	State College, PA	R

Q BROADCASTING LTD.

EXECUTIVES:

Jack Stark, Pres.
Noel Hulla, VP Sales

GROUP OWNERS DIRECTORY

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

HEADQUARTERS:
1134 Burrard St.
Vancouver, BC V6Z1Y8 Canada
(604) 682-3141

STATION		FORMAT
CHQM	Vancouver	MM
CHQM-FM	Vancouver	BM
CKPG	Prince George	AC
CIOI	Prince George	C

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

QUALITY BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:
P.O. Box 13427
San Juan, PR 00908

STATION		FORMAT
WQBS	San Juan, PR	SP
WIOB-FM	San Juan, PR	SP

QUIN-ABI BROADCASTING

EXECUTIVES:

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

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

STATION		FORMAT
WBGY-FM	Tullahoma, TN	R
WBGY	Tullahoma, TN	C
WLHQ	Enterprise, AL	R
WIRB	Enterprise, AL	C

RADIO AMERICAS CORPORATION

EXECUTIVES:

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

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

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

RAU RADIO STATIONS, INC.

EXECUTIVES:

Robin R. Henry, Pres.
Patrick H. Kelly, VP

Ernest R. Colburn, VP

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

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.
Norman Volk, VP/GM

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

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

REGISTER BROADCAST GROUP

EXECUTIVE:

Richard W. Gilbert, Pres.

HEADQUARTERS:
715 Locust Street
Des Moines, IA 50309
(515) 284-8000

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

RESEAU DES APPALACHES

EXECUTIVE:

Francois Labbe, Pres.

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

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

RESULT RADIO GROUP

EXECUTIVES:

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

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

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

REX BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:
Tucson, AZ 85703
(602) 887-1000 Collect

STATION		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.
Tobby 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 F. O'Neil, Chmn./RKO General, Inc.
Hubert DeLynn, Exec. VP/RKO General, Inc.
Frank Shakespeare, Pres./RKO General, Inc.
Robert J. Williamson, Pres./RKO Radio
Jerry Lyman, Pres./FM Div. RKO Radio
William Hogan, Pres./RRS Div. RKO Radio
Thomas Burchill, Pres./RKO Radio
Network Div./RKO Radio

HEADQUARTERS:
1440 Broadway
New York, NY 10018
(212) 764-7000

STATION		FORMAT
WRKO	Boston	T
WOR	New York	T
WGMS-A/F	Washington	CL
WHBQ	Memphis	AC
KHJ	Los Angeles	C
KFRC	San Francisco	R
WROR	Boston	AC
WRKS	New York	D

R

GROUP OWNERS DIRECTORY

WAXY Ft. Lauderdale AC
 WFYR Chicago AC
 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:
 3650 Ike Walton Tr.
 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

EXECUTIVE:
 David Rodgers, Pres.

HEADQUARTERS:
 Bristol, CT 06010
 (203) 583-9945

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

ROLLINS, INC.

EXECUTIVE:
 Paul H. Downs, VP

HEADQUARTERS:
 P.O. Box 647
 Atlanta, GA 30301
 (404) 873-2355

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

RAY H. ROSENBLUM STATIONS

EXECUTIVE:
 Ray H. Rosenblum, Pres.

HEADQUARTERS:
 c/o WMOA Radio
 P.O. Box 708
 Marietta, OH 45750
 (614) 373-1490

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

ROUNSAVILLE RADIO STATIONS

EXECUTIVES:
 Robert W. Rounsaville, Pres.
 Mary B. Bush, Exec. VP

HEADQUARTERS:
 3104 E. Shadowlawn Ave., NE
 Atlanta, GA 30305
 (404) 261-3000

STATION		FORMAT
WLOF	Orlando	R
WBJW	Orlando	R

RUST COMMUNICATIONS GROUP, INC.

EXECUTIVES:
 William F. Rust, Jr., Pres.
 Karl Sippel, Controller

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

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

RUSS SALTER STATIONS

EXECUTIVES:
 Russell G. Salter, Pres.
 Arlene R. Salter, Sec'y.
 Charles G. Filippi, VP
 Joseph P. Moen, VP

HEADQUARTERS:
 1884 Plain Avenue
 Aurora, IL 60505
 (312) 898-6668

STATION		FORMAT
WKKD	Aurora/Naperville, IL	BM
WBEL	S. Beloit, IL	AC
WRWC	Rockton/Rockford, IL	BM
WFVR	Aurora, IL	BB
WIPC	Lake Wales, FL	BB

SANDUSKY NEWSPAPERS, INC. RADIO DIVISION

EXECUTIVES:
 Dudley A. White, Chmn. of the Bd.
 Toney Brooks, Pres.

HEADQUARTERS:
 4460 Morrison Road
 Denver, CO 80219
 (303) 934-7570

STATION		FORMAT
KDKB	Mesa/Phoenix	A
KDJQ	Mesa/Phoenix	A
KBPI	Denver	A
KJZZ	Bellevue/Seattle	MM
KZAM	Bellevue/Seattle	A
KWFM	Tucson	A
KSLY	San Luis Obispo, CA	AC
KUNA	San Luis Obispo, CA	BM
KEGL	Dallas	R
KNUS	Denver	N/T

*KWKI Kansas City REL
 *Pending FCC approval

SARKES TARZIAN, INC.

EXECUTIVES:
 Sarkes Tarzian, Chmn.
 Thomas Tarzian, Pres.
 C. F. Clapham, VP, Finance
 Valerie Tarzian, General Counsel
 Robert Holben, GM, WTTS/WGTC
 Geoff Vargo, GM, WPTH
 Tom Tolar, GM, WATI

HEADQUARTERS:
 P.O. Box 62
 Bloomington, IN 47402
 (812) 332-7251

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

SBI, INC.

EXECUTIVES:
 Edward T. Shadek, Pres.
 Jerry W. Perkins, Controller
 George Johns, VP of Corporate Operations

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

STATION		FORMAT
KOGO	San Diego	AC
KPFI	San Diego	A
KCCW	San Antonio/ Terrell Hills	C
KZZY	San Antonio	AC
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
WSSX	Charleston, SC	R
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	AC

SCRIPPS-HOWARD BROADCASTING CO.

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

HEADQUARTERS:

GROUP OWNERS DIRECTORY

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

STATION		FORMAT
WMC	Memphis	C
WMC-FM	Memphis	R
WBSB	Baltimore	R
WNOX	Knoxville	AC
KMEO-A/F	Phoenix	BM
KUPL	Portland, OR	BB
KUPL-FM	Portland, OR	BM

SEATON STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KGGF	Coffeyville, KS	N/T
KMAN	Manhattan, KS	AC
KMKF	Manhattan, KS	R
KHAS	Hastings, NB	AC
KFYO	Lubbock, TX	C

SEEHAFER BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

SELKIRK COMMUNICATIONS, LIMITED

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
CJVI	Victoria, BC	C
CKWX	Vancouver, BC	C
CJAZ	Vancouver, BC	J
CJIB	Vernon, BC	AC
CJCA	Edmonton, AB	AC/T
CIRK	Edmonton, AB	A
CFGP	Grande Prairie, AB	AC
CFAC	Calgary, AB	C
CJOC	Lethbridge, AB	C
CILA	Lethbridge, AB	A

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	C
KSEZ	Sioux City, IA	R

SHAMROCK BROADCASTING CO., INC.

EXECUTIVES:

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

HEADQUARTERS:

6464 Sunset Blvd., Suite 600
Hollywood, CA 90028
(213) 462-7711

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

SHAMROCK COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WDIZ	Orlando	A
WEJL	Scranton, PA	AC
WEZX	Scranton, PA	A
WQFM	Milwaukee	A
WTRR	Westminster, MD	AC
WTRR-FM	Westminster, MD	BM

SHERIDAN BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

SIGMOR

EXECUTIVES:

Tom Turner, Sr., Pres.
Tom Turner, Jr., VP
Harrell Banks, VP/Dir. of Bdcstg.
Bob Boerner, Treas.

HEADQUARTERS:

P.O. Box 20267
San Antonio, TX 78220
(512) 222-9191

STATION		FORMAT
KBUC	San Antonio	C
KBUC-FM	San Antonio	C
KTON	Belton, TX	C
KTON-FM	Belton, TX	C
KXOL	Ft. Worth	C
KRYS	Corpus Christi, TX	AC
KBCB	Corpus Christi, TX	C

SIS RADIO, INC.

EXECUTIVES:

Harriet A. Kaplan
Stanley N. Kaplan

HEADQUARTERS:

400 Radio Road
Charlotte, NC 28216

STATION		FORMAT
WAYS	Charlotte, NC	AC
WROQ	Charlotte, NC	A

SKY CORPORATION

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WEZG-A/F	Syracuse, NY	BM
KSKY	Dallas	REL
KBCQ	Roswell, NM	AC
WRIV	Riverhead, NY	AC

BOB SMITH GROUP

EXECUTIVES:

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

HEADQUARTERS:

125 East Third Street
New Richmond, WI 54017
(715) 246-2254

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

TED SMITH GROUP

EXECUTIVES:

Ted A. Smith, Pres.

HEADQUARTERS:

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

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

GROUP OWNERS DIRECTORY

SORENSEN BROADCASTING CORP.

EXECUTIVES:

Dean Sorenson, Pres.
Don Schiel, Sales/Mkt. Coordinator

HEADQUARTERS:

106 W. Capital
Box 309
Pierre, SD 57501
(605) 224-1113

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

*Pending FCC approval

SOUTH CENTRAL BROADCASTING CORP.

EXECUTIVES:

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

HEADQUARTERS:

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

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

SOUTHERN BROADCASTING (See Harte-Hanks Radio)

SOUTHERN MINN. BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KROC	Rochester, MN	AC
KROC-FM	Rochester, MN	R
KXRB	Sioux Falls, SD	C
KIOV	Sioux Falls, SD	C
KKLS	Rapid City, SD	AC
KKHJ	Rapid City, SD	BM
KBLS	Santa Barbara, CA	BB
KTYD	Santa Barbara, CA	A
KKAM	Lubbock, TX	BB
KFMX	Lubbock, TX	A

SOUTHWESTERN BROADCASTING OF MISSISSIPPI

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		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./Treas.
Richard J. Eberle, Exec. VP
Robert A. Farrington, Sec'y
John F. Cullen, VP

HEADQUARTERS:

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

STATION		FORMAT
WRAC	Williamsport, PA	C
WKSB	Williamsport, PA	AC

STAUFFER COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

STERLING RECREATION ORGANIZATION

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KZOK-FM	Seattle	A
KZOK	Seattle	A
KSJO	San Jose	A
KXRX	San Jose	AC
KDKO	Denver	B
KBFW	Bellingham, WA	C
KALE	Richland, WA	AC
KIOK	Richland, WA	AC
KASH	Eugene, OR	AC
KOEL	Eugene, OR	AC
KEDO	Longview, WA	AC
KLYK	Longview, WA	AC

STONER BROADCASTING SYSTEM, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

STORZ BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

STREAM BROADCASTING INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

STUART BROADCASTING COMPANY

EXECUTIVES:

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

HEADQUARTERS:

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

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

SUBURBAN RADIO GROUP

EXECUTIVES:

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

HEADQUARTERS:

Belmont, NC 28012

GROUP OWNERS DIRECTORY

(704) 825-5272

STATION		FORMAT
WCGC	Belmont, NC	C
WEGO	Concord, NC	AC
WPEG	Concord, NC	B
WHHV	Hillsville, VA	C
WJJJ	Christiansburg, VA	AC
WVVV	Blacksburg, VA	R
WYNR	Brunswick, GA	B
WPIQ-FM	Brunswick, GA	AC

SUDBRINK BROADCASTING

EXECUTIVES:

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

HEADQUARTERS:

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

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

SUMMIT COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WSJS	Winston-Salem	AC
WTQR	Winston-Salem	C
WCOA	Pensacola, FL	AC
WJLQ	Pensacola, FL	AC
WREC	Memphis	BB
WZXR	Memphis	A
KOCY	Oklahoma City	BB
KXXY	Oklahoma City	A

SUNBELT COMMUNICATIONS, LTD.

EXECUTIVES:

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

HEADQUARTERS:

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

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

SURREY COMMUNICATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KAIR	Tucson	BM
KJYK	Tucson	BM
*KIOI	San Francisco	AC
*KCBQ-A/F	San Diego	C
*KSLQ	St. Louis	AC
*WOKY	Milwaukee	BB
*WMIL	Milwaukee	..
*KATT-A/F	Okla. City	A
*Pending FCC approval		

SUSQUEHANNA BROADCASTING CO.

EXECUTIVES:

Louis J. Appell, Jr., Pres.
Arthur W. Carlson, Sr. VP in charge of radio
Jack Herr, VP/Administration
Michael R. Robbins, Marketing Mgr.

HEADQUARTERS:

140 E. Market St.
York, PA 17401-1432
(717) 848-5500

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

JIMMY SWAGGART MINISTRIES ASSOC.

EXECUTIVES:

Bob Anderson, GM
Jeff Blackwell, Nat'l PD
Edward Lively, Tech. Dir.

HEADQUARTERS:

Box 1726
Baton Rouge, LA 70821
(504) 926-6239

STATION		FORMAT
WLUX	Baton Rouge, LA	REL
KMCV	Spring, TX	REL
KWJS	Arlington, TX	REL
KJIL	Bethany, OK	REL
KWKI	Kansas City, MO	REL
WJYM	Bowling Green, OH	REL
WAME	Charlotte, NC	REL
WHYM	Pensacola, FL	REL

SWANSON BROADCASTING, INC.

EXECUTIVES:

Gerock H. Swanson, Pres.
Ron B. Blue, Exec. VP
Max R. Vowel, VP/Ch. Fin. Off.

HEADQUARTERS:

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

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

KKYX San Antonio C

TAFT BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WDAF	Kansas City, MO	C
KYYS	Kansas City, MO	A
WGR	Buffalo	AC
WGRQ	Buffalo	A
WKRC	Cincinnati	AC
WKRO	Cincinnati	R
WTVN	Columbus, OH	AC
WLVO	Columbus, OH	A
KQV	Pittsburgh	N
WDVE	Pittsburgh	A
WYNF	Tampa	A
WDAE	Tampa	BB

TALLEY BROADCASTING STATIONS

EXECUTIVE:

Hayward L. Talley, Pres.

HEADQUARTERS:

WSMI Building, Box 10
Litchfield, IL 62056

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

TALTON BROADCASTING COMPANY

EXECUTIVE:

Julius E. Talton, Pres.

HEADQUARTERS:

505 Lauderdale St.
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

THOMPSON BROADCASTING, INC.

EXECUTIVES:

Fred L. Thompson, Pres.
Richard Dumler, VP

HEADQUARTERS:

P.O. Box 1100
Bartlesville, OK 74005

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

THE THOMS BROADCASTING COMPANIES, INC.

EXECUTIVES:

Meredith S. Thoms, Pres.
Matiann S. Thoms, Exec. VP/Sec'y
John Jerosse, VP/Cable Div.

GROUP OWNERS DIRECTORY

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 Tichenor, Sr., Pres.
McHenry T. Tichenor, Jr., Acting Pres.
Mal Kasanoff, Exec. VP
David Lykes, VP

HEADQUARTERS:

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

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

A. V. TIDMORE STATIONS

EXECUTIVES:

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

HEADQUARTERS:

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

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

T/R, INC.

EXECUTIVES:

Clay Littick, Pres.
Allan Land, Exec. VP

HEADQUARTERS:

421 Main St.
Zanesville, OH 43701
(614) 454-9721 Collect

STATION		FORMAT
WHIZ	Zanesville, OH	AC
WHIZ-FM	Zanesville, OH	BM
WNXT	Portsmouth, OH	AC
WNXT-FM	Portsmouth, OH	BM
WOMP	Bellaire, OH	AC
WOMP-FM	Bellaire, OH	R

TRANSWESTERN COMMUNICATIONS, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

TRIPLETT BROADCASTING CO., INC.

EXECUTIVES:

Wendell A. Triplett, Pres.
Robert S. Triplett, Exec. VP

HEADQUARTERS:

1373 Road 235
Bellefontaine, OH 43311
(513) 592-0313

STATION		FORMAT
WCOR	Lebanon, KY	BB
WUSW	Lebanon, KY	C
WTKC	Lexington, KY	C
WOSE	Port Clinton, OH	C
WTCY	Bellefontaine, OH	C
WTOO	Bellefontaine, OH	AC

2588 NEWPORT CORP.

EXECUTIVES:

Ray Kandel, Pres.
H. Kandy Rohde, VP

HEADQUARTERS:

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

STATION		FORMAT
KTUC	Tucson	N
KNDE	Tucson	C
KHSJ	Hemet, CA	BB
KHYE	Hemet, CA	O
KONG	Visalia, CA	BB
KONG-FM	Visalia, CA	REL

UNITED BROADCASTING CO., INC.

EXECUTIVES:

Gerald Hroblak, Pres.
Bill Parris, VP
Gary Gross, VP
John Moen, National PD

HEADQUARTERS:

4733 Bethesda Ave., Suite 808
Bethesda, MD 20814
(301) 652-7706

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

UNIVERSAL BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WTHE	Mineola, NY	B/SP
WARO	Canonsburg, PA	REL
WVVX	Highland Park, IL	T/SP
WYLO	Jackson, WI	AC/SP
KCNW	Fairway, KS	REL/T
KUXL	Golden Valley, MN	REL/B
KEST	San Francisco	T/B

KMAX	Arcadia, CA	SP/B
KPPC	Pasadena, CA	B
WGRT	Danville, IN	AC/B
WCBW	Columbia, IL	REL/B

VIACOM INTERNATIONAL, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
KDIA	Oakland, CA	B
WMZQ	Washington, DC	C
WWRL	New York	B
WKHK	New York	C
WDIA	Memphis	B
WRVR	Memphis	AC
KIKK	Houston	C
KIKK-FM	Houston	C

VOICE OF PUERTO RICO, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

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

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

WESTERN BROADCASTING CO.

EXECUTIVES:

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

HEADQUARTERS:

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

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

GROUP OWNERS DIRECTORY

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
KNST	Tucson	N/T
KLUC	Las Vegas	R
KMJJ	North Las Vegas, NV	AC

WESTINGHOUSE BROADCASTING CO., INC. (GROUP W)

EXECUTIVES:

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

HEADQUARTERS:

90 Park Avenue
New York, NY 10016

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

WFYC, INC.

EXECUTIVES:

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

HEADQUARTERS:

P.O. Box 629
Alma, MI 48801
(517) 463-3175

STATION		FORMAT
WFYC	Alma/St. Louis, MI	AC
WFYC-FM	Alma/St. Louis, MI	AC
WADM	Decatur, IN	AC
WADM-FM	Decatur, IN	AC

WGN CONTINENTAL BROADCASTING CO.

EXECUTIVES:

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

Orion Samuelson, VP/Agricultural Service Director

Daniel D. Calibraro, VP Corporate Relations
Robert I. Knudson, Jr., Dir. of Eng.
Paul M. Davis, Director of News
Daniel D. Fabian, Program Mgr.

HEADQUARTERS:

2501 W. Bradley Place
Chicago, IL 60618
(312) 528-2311

STATION		FORMAT
WGN	Chicago	AC/T
KGNR	Sacramento	AC
KCTC	Sacramento	AC

MEL WHEELER, INC.

EXECUTIVES:

Mel Wheeler, Pres.
Vinny Wheeler, Sec'y/Treas.
Herm Reavis, Exec. VP
Clark Wheeler, VP
Stephen Wheeler, VP

HEADQUARTERS:

1440 Wheeler Drive
Denton, TX 76201
(817) 382-2552

STATION		FORMAT
KDNT	Denton, TX	C
WSLC	Roanoke, VA	C
WSLQ-FM	Roanoke, VA	R

ARTHUR WILKERSON STATIONS

EXECUTIVES:

Arthur Wilkerson, Pres.
Dwight D. Wilkerson, VP
Evelyn B. Wynn, Sec'y

HEADQUARTERS:

P.O. Box 340
Lenoir City, TN 37771
(615) 986-7536

STATION		FORMAT
WLIJ	Shelbyville, TN	BM/C
WLK	Newport, TN	C/O
WLIL-A/F	Lenoir City, TN	C/O

W. RUSSELL WITHERS, JR. STATIONS

EXECUTIVE:

W. Russell Withers, Jr., Owner

HEADQUARTERS:

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

STATION		FORMAT
KGMO	Cape Girardeau, MO	AC/C
KRWI	Cape Girardeau, MO	AC/C
KOKX	Keokuk, IA	AC/C
KIMI	Keokuk, IA	AC/C

WKBN BROADCASTING CORP.

EXECUTIVES:

Warren P. Williamson III, Pres.
J. D. Williamson II, VP

HEADQUARTERS:

3930 Sunset Boulevard
Youngstown, OH 44514
(216) 782-1144

STATION		FORMAT
WKBN	Youngstown, OH	AC/C
WKBN-FM	Youngstown, OH	BM
WIMA	Lima, OH	AC/T
WIMA-FM	Lima, OH	C
WAAM	Ann Arbor, MI	AC/T

WOOD BROADCASTING, INC.

EXECUTIVES:

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

HEADQUARTERS:

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

STATION		FORMAT
WOOD	Grand Rapids, MI	AC
WOOD-FM	Grand Rapids, MI	BM
WSPD	Toledo, OH	AC

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Hardy Woodall, Sec'y/Treas.

HEADQUARTERS:

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Dawson, GA 31742

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

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EXECUTIVE:

Bill Sims, Pres.

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Pecos, NM 87552
(505) 757-6573

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KVSF	Santa Fe	AC
KSAA	Casa Grande, AZ	AC

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EXECUTIVES:

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

HEADQUARTERS:

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Milner, CO 80477
(303) 879-6265

STATION		FORMAT
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KMMZ	Greybull, WY	AC/C
KRZJ	Beloit, KS	AC/C
KRZJ-FM	Beloit, KS	BM
KRDZ	Hayden, CO	AC

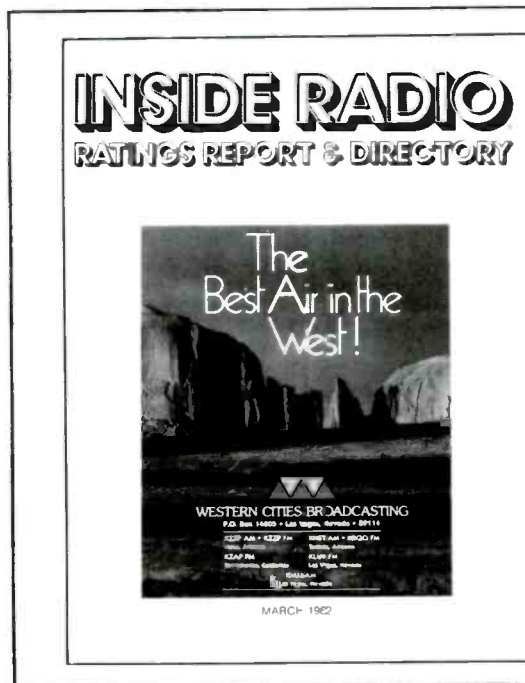
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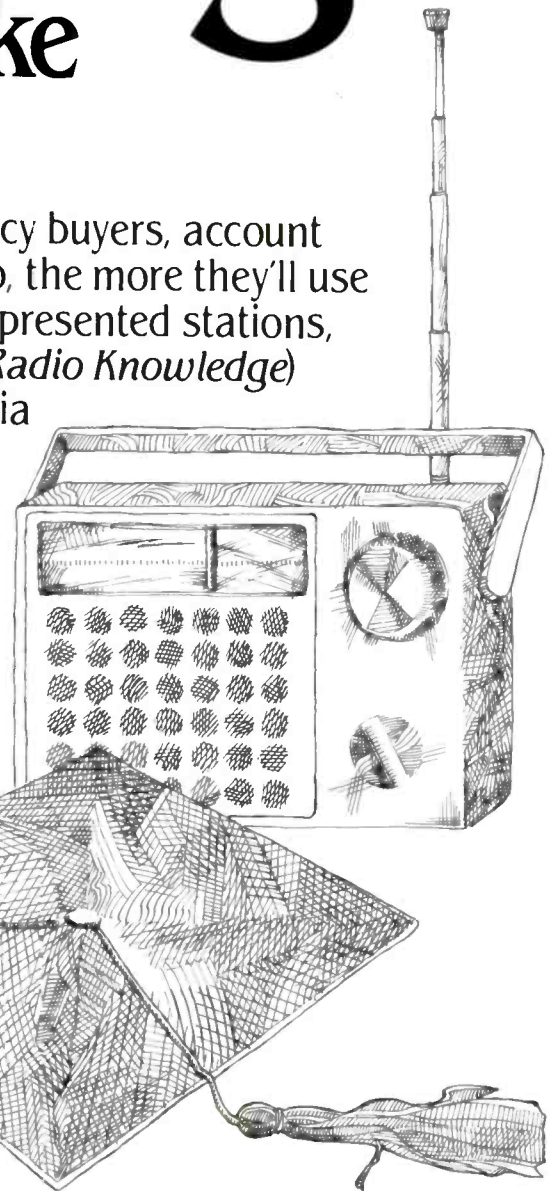
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Richard P. McCauley, Sr., VP, Stations
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(Blair/Northwest)		
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Maguerite Hauck, Mgr. Marketing & Research
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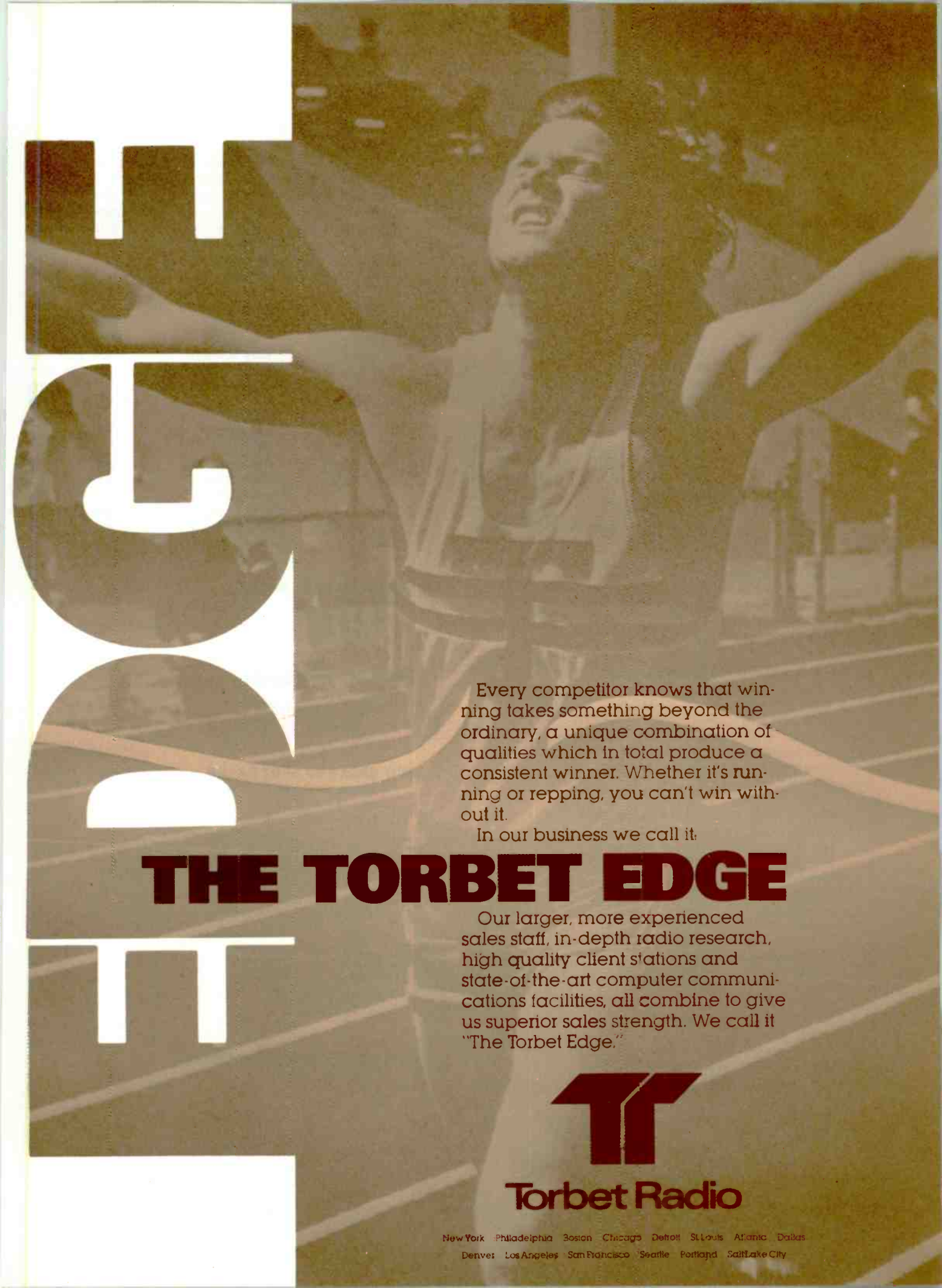
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Johnnie Pegues, VP/Sunbelt Region
Rhona Waxenberg, Nat'l Sales Mgr.

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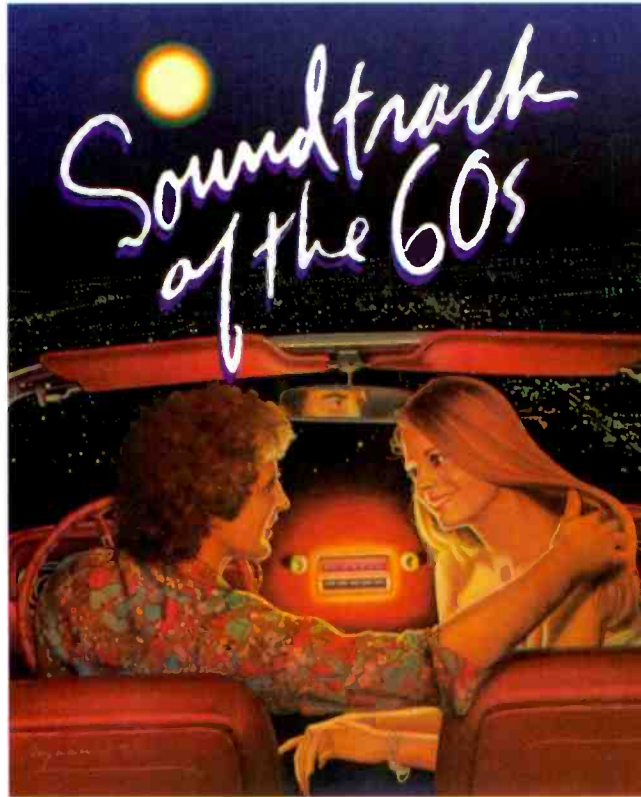


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POR FAVOR LLAMENOS. MUCHAS GRACIAS.

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• Dallas: (214) 630-6397 • Atlanta: (404) 355-6432

Nothing sells the Spanish market like Spanish radio... Punto!

Feels like the first time.



Soundtrack of the 60s is a three-hour weekly stereo radio program that brings back the music and memories of the most important and formative decade for millions of radio listeners. Today's 25-49 year old radio listener is an individual whose lifestyle, musical tastes, political ideas and personal relationships were shaped in the '60s. Take your listeners on a trip down memory lane with the music, stories and interviews of Soundtrack of the 60s. It's brought all together each week by the one and only — Gary Owens.

Watermark also produces each week in stereo American Top 40 with Casey Kasem, American Country Countdown with Bob Kingsley and The Robert W. Morgan Special of the Week.



Watermark

10700 Ventura Boulevard
North Hollywood, CA 91604
(213) 980-9490

YES Please send me more information on how Soundtrack of the 60s can help my station reach today's 25-49 year old listeners!

Name _____

Title _____ Call Letters _____

Address _____

City _____ State _____ Zip _____

SBC

SYNDICATOR DIRECTORY

A

AIRFORCE BROADCAST SERVICES, INC.

216 Carlton Street
Toronto, Ontario, Canada M5A 2L1
(416) 961-2541

EXECUTIVES:

Richard Loth, Pres.
Mort Ross, VP
Claudia Good, Sls. Coordinator

SERVICES:

Custom production of ID packages for radio and television stations. Producer and syndicator of specialized production music services for radio and TV.

PROGRAMMING AVAILABLE FOR SALE:

Prime Cuts. Contemporary production music service designed specifically for Rock, AR and AC formats.
Christmas Production Library. Contemporary collection of original Christmas jingles, music beds and SFX. Covers all retail categories. Pricing varies according to market size.
Free demo tapes available to our readers.

ALFREDO MARKETING & MANAGEMENT CORP.

1890 Kennedy Road
Dubuque, IA 52001
(319) 557-8441

AMERICAN IMAGE PRODUCTIONS, INC.

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
(800) 527-5335

EXECUTIVES:

Toby Arnold, Pres.
Jim Kerr, Nat'l SM
Walter Wienecke, TV-SM
Charlie Van, I.D.-SM

SERVICES:

Complete production and programming services, including formats, specials, jingles, production libraries, sales, packages, and custom consulting and production services.

PROGRAMMING AVAILABLE FOR SALE:

Unforgettable. Format, BB/AC. Starting price: \$650/month.
The Production Bank Commercial Library. Starting price: \$125/month.
Country Superstars. Interview feature. Starting price: \$85/month.
ID Jingles. Starting price: \$170/cut.
Opus—Special-of-the-Year-Countdown. Starting price: \$400/month.
The Production Master. Commercial Library. Starting price: \$95/month.
Free demo tapes available to our readers.

THE ATLANTA AIR SYNDICATE, LTD.

P.O. Box 12276
Atlanta, GA 30355
(404) 255-7120

AUDIO STIMULATION, INC.

1680 N. Vine Street, Suite 900
Hollywood, CA 90028
(213) 466-5201

B

BONNEVILLE BROADCASTING SYSTEMS

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

EXECUTIVES:

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

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

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

BOTIK BROADCAST SERVICES, INC.

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

EXECUTIVES:

Bob Botik, Pres.
Terri Botik, VP

SERVICES:

Adult Contemporary tape service for fully-automated stations, as well as those with live-assist facilities.
Free demo tapes available to our readers.

THE BROADCAST CENTER

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

EXECUTIVES:

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

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

The Radio Game. Starting price: \$3250.
Free demo tapes available to our readers.

BROADCAST INTERNATIONAL

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

EXECUTIVES:

Gerard Ferri, Pres.

SYNDICATOR DIRECTORY

BROADCAST PROGRAMMING INTERNATIONAL, INC. (BPI)

P.O. Box 547
Bellingham, WA 98227
(800) 426-9082 or
(206) 676-1400

EXECUTIVES:

Kemper Freeman, Jr., Pres.
John Iles, Jr., GM

GERT BUNCHEZ & ASSOC., INC. SYNDICATED PROGRAM PRODUCTION/ SALES DIVISION

7730 Carondelet, Suite 130
St. Louis, MO 63105
(314) 862-5250

EXECUTIVE:

Gert Bunchez, Pres.

SERVICES:

We produce, market, syndicate our own product and outside producers products.

PROGRAMMING AVAILABLE FOR SALE:

Gardening Tips. Starting price: \$4.25 per program.
Naborhodd Pharmacy. Starting price: \$4.25 per program.
Mind Your Own Business. Starting price: \$4.25 per program.
Liberated Food Lover. Starting price: \$6.00 per program.
Secrets of Keeping An Old House Young. Starting price: \$6.00 per program.

Free demo tapes available to our readers.

ROGER CARROLL ENTERPRISE/ BEST SOUNDS IN TOWN, INC.

2000 Ashbourne Dr., Suite 500
South Pasadena, CA 91030
(213) 682-1090

EXECUTIVES:

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

SERVICES:

Offers full program services; radio & TV productions, syndicated radio programs, create and produce jingles for radio and commercials.

PROGRAMMING AVAILABLE FOR SALE:

National New Years Eve Party. Starting price: barter.
Weekend America. Starting price: barter.
Country. Starting price: barter.
MUSIC USA. Starting price: barter.
Don Drysdale's Dugout. Starting price: barter.

Free demo tapes available to our readers.

CAVOX STEREO PRODUCTIONS

502 South Isis Avenue
Inglewood, CA 90301
(213) 776-6933 Collect

CENTURY 21 PROGRAMMING, INC.

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

EXECUTIVES:

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

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

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

Free demo tapes available to our readers.

CHICAGO PROGRAMMING RESOURCES

2256 N. Clark Street
Chicago, IL 60614
(312) 883-4400

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueto, Partner
Robb Wexler, Monitors Mgr.
Susan Cornelius, Operations Mgr.

SERVICES:

Provide a broad range of services to medium and major market radio programmers, using sophisticated market research techniques and a powerful in-house computer system. Services include:

(1) CPR Competitive Monitors. Full-week analyses of the music programming on successful radio stations across the country. Report includes chronological and alphabetical breakouts as well as various summary statistics.

(2) "Classic Rock" format. Designed as a superior alternative to either AOR or pop-adult formats for target audience of 20-to-30-year-olds. Based on extensive CPR research, with music preprogrammed weekly by computer for each client.

(3) Audience Preference Analyses. Extensive study of target-audience preferences on an artist-by-artist and title-by-title basis, using telephone interview methodology. Can include perceptual study using attribute-ranking techniques and explore lifestyle issues using mail follow-up.

Other services include customized computer programming, simulation-based format testing, monthly audience-growth analysis, development of in-house music research systems, and focus group recruitment and moderation.

CHICAGO RADIO SYNDICATE

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

THE CHRISTIAN SCIENCE MONITOR RADIO NEWS SERVICE

One Norway Street
Boston, MA 02115
1-(800) 225-7090 Toll Free

EXECUTIVES:

Dave Dunbar, Editor/Producer
Jan Bailey, Assistant Producer

C

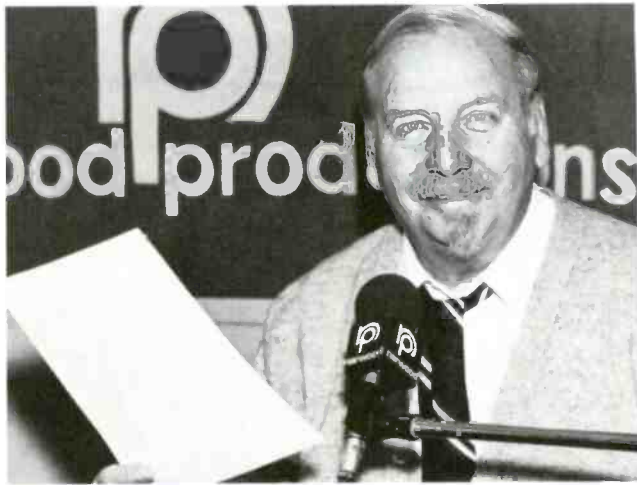
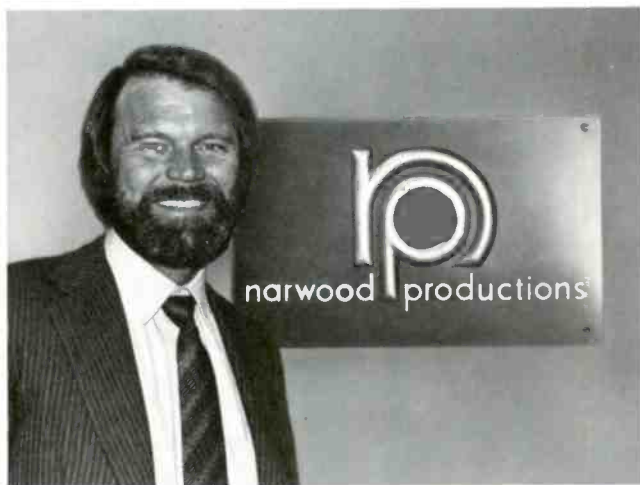
NOW GREAT CONVERSATION IS MUSIC TO YOUR EARS

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



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

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



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



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

SYNDICATOR DIRECTORY

SERVICES:

Weekly tape of 20 newsfeatures on timely subjects including the economy, energy supplies and prices, education, environment. 60-120 second voicers and wraps. Solution-oriented reporting. Market exclusive in exchange for commercials for The Christian Science Monitor.

PROGRAMMING AVAILABLE FOR SALE:

Radio News Service. Starting price: barter (6-10 60s per week)

Free demo tapes available to our readers.

CHURCHILL PRODUCTIONS

1130 East Missouri, Suite 800
Phoenix, AZ 85014
(602) 264-3331

EXECUTIVES:

Tom Churchill, Pres.
Tom Moran, VP

SERVICES:

Beautiful Music. Target audience: 25-54. Features one of the largest Beautiful Music libraries, including extensive use of custom selections exclusively recorded for our client stations. *Radio One*SM. The country's first match-flow pop adult format. Target audience: 25-49. Five segments per hour. Current hit songs included in rotation. Can be operated live or automated, or both. Full support includes station visits, technical and promotion recommendations, sales ideas.

PROGRAMMING AVAILABLE FOR SALE:

Starting price by market size.

Free demo tapes available to our readers.

CONCEPT PRODUCTIONS

801 Riverside Avenue
Suite D
Roseville, CA 95678

OTIS CONNER PRODUCTIONS, INC.

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

EXECUTIVES:

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

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

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

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

Free demo tapes available to our readers.

THE CREATIVE FACTOR

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

EXECUTIVES:

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

SERVICES:

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

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

PROGRAMMING AVAILABLE FOR SALE:

20:20 Musicworld. 3 hours weekly.

Lovemakers. 4 hour special.

I Write the Songs. 3 hour special.

Legendmakers—Ray Scott. 5 (4 minute) shows weekly.

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

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

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

Numerous Periodic Barter Specials In All Formats. 1-2-3 hours.

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

Free demo tapes/information to our readers.

D

DRAKE-CHENAULT ENTERPRISES, INC.

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

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

Beautiful Music+. Starting price: \$650/month.

Great American Country. Starting price: \$650/month.

SuperSoul

Contempo 300

XT-40

I see it clearly now . . .

THE MUSICWORKS IN YOUR FUTURE.

Alive Country

Casual Country

COUNTRY 80

POP ADULT LIFESTYLE

Light 'n Easy

The Hispanic Music Service

QUIETLY GETTING BIGGER . . . AND STILL THE BEST.

**THE
MUSICWORKS
INC.**

P.O. Box 111390, Nashville, TN 37211

**CALL COLLECT
(615) 790-1200**

SEE DIRECTORY LISTING FOR DETAILS

SYNDICATOR DIRECTORY

Big Bands and More.
Contemporary MOR. Starting price: \$650/month.
Free demo tapes available to our readers.

DRAKE-CHENAULT ENTERPRISES, INC.

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

EXECUTIVES:

James Kefford, Pres.
B. J. Anderson, Dir. of Marketing

SERVICES:

Special Features programming including total merchandising, sales and promotion consultation.

PROGRAMMING AVAILABLE FOR SALE:

The History of Rock & Roll, 52 hours. Starting price: \$1000.
The History of Country.
The Golden Years, 16 hours. Starting price: \$765.
The Number One Radio Show, 25 hours. Starting price: \$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.
Country Christmas, 12 hours. Starting price: \$360.

DRAKE-CHENAULT ENTERPRISES, INC.

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

EXECUTIVES:

James Kefford, Pres.
Denny Adkins, Senior VP

SERVICES:

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

F

FAIRWEST STUDIOS

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

EXECUTIVE:

Jim West, VP/GM

SERVICES:

A full service production company. Full range of station materials for I.D. and commercial services; both custom and syndicated. A commercial library service called "The Best Sellers". Other services include representing Jim Loupas & Assoc., audio processing consultants. Two state-of-the-art 24-track recording public studios.

PROGRAMMING AVAILABLE FOR SALE:

Al Ham's Music of Your Life. Starting price: \$650.
FairWest Program 1. (KVIL/WIBC Format).

Burns/Somerset Country Format.
Free demo tapes available to our readers.

FAR WEST COMMUNICATIONS

1680 Vine Street, Suite 900
Los Angeles, CA 90028
(213) 466-5201

EXECUTIVES:

Paul Ward, Pres.
Otis Merry, General Sales Mgr.

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

GOLD PLUS. Starting Price: \$500/month.
Free demo tapes available to our readers.

FIRSTCOM BROADCAST SERVICES, INC.

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

THE FM 100 PLAN

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

EXECUTIVES:

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

SERVICES:

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

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

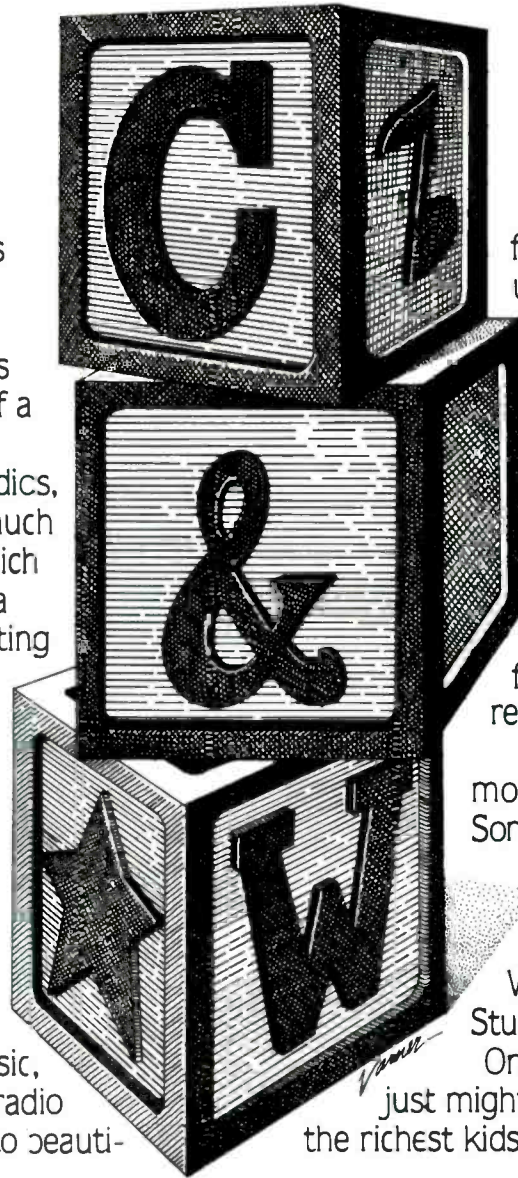
3) *FM 100 Beautiful Contemporary.* Target demo: 25-49. This is a foreground format with 75% emphasis on vocals. Both MOR stars (Andy Williams, Jack Jones, Frank Sinatra, etc.) and contemporary favorites (Kenny Rogers, Captain & Tenille, Dolly Parton, Neil Diamond, etc.). A unique custom instrumental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

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

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

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

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



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

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

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

FairWest Studios

3341 TOWERWOOD DRIVE, SUITE 205 • DALLAS, TEXAS 75234 • (214) 243-7800

SYNDICATOR DIRECTORY

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

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

PROGRAMMING AVAILABLE FOR SALE:

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

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

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

All-Hit Country 18-49. Starting price: \$695 per month.

WWAC (Wall-to-Wall Adult Contemporary) 25-44. Starting price: \$695 per month.

Free demo tapes available to our readers.

THE FROM STUDIO B COMPANY

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

KEVIN GAVIN PRODUCTIONS, INC.

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

HEIL ENTERPRISES

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

EXECUTIVES:

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

PROGRAMMING AVAILABLE FOR SALE:

The Gospel Greats. Weekly two hour program featuring today's most popular Gospel music, interviews with the top recording artists and exclusive updates of the latest Gospel music news. 12 minutes of local avail per hour. Program for radio. Reel-to-reel tape duplication and distribution. Starting price based on station's rate card.

Pennsylvania Newsmakers. Weekly, 25 minutes, news/public affairs program dealing with Pennsylvania issues. (For PA stations only) Price: Barter basis.

Free demo tapes available to our readers.

HELLER CORP. SYNDICATION DIV.

10506 Riverside Dr.
N. Hollywood, CA 91602
(213) 766-4321

EXECUTIVES:

Hugh Heller, Pres./Producer
Robert Pease, Sales Promotion
Jean Heller, Creative Dir.

Kathryn Heller, Prod. Coordinator

SERVICES:

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

INNER-VIEW, INC.

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

JAM CREATIVE PRODUCTIONS, INC.

4631 Insurance Lane
Dallas, TX 75205
(214) 526-7080

EXECUTIVES:

Jonathan Wolfert, Pres.
Mary Lyn Wolfert, VP
Fred Hardy, Sales
Randy Bell, Sales
Dan Plouffe, Sales

SERVICES:

JAM specializes in creating jingle and image packages for stations of all formats. We also have a commercial production library, *The Answer*, which contains commercial jingles, production music and sound effects.

PROGRAMMING AVAILABLE FOR SALE:

Dozens of different jingle series. Starting price: Varies by market and package.

The Answer production library. Starting price: Varies by market.

Drive Module TV spot for radio. Starting price: Varies by market.

Custom production services.

Free demo tapes available to our readers.

JAMESON BROADCAST, INC.

3919 Sunbury Road
Columbus, OH 43219
(614) 476-4424

EXECUTIVES:

Jamie G. Jameson, Pres.
Trulee C. Burns, VP/Creative
Suzanne G. Larimer, Production Mgr.

SERVICES:

Producer/syndicator/distributor of nationally sponsored feature programming.

PROGRAMMING AVAILABLE FOR SALE:

The Mother Earth News. "How to" information from the pages of the magazine. 3:00 Barter

Energy Watch. National Energy News Service. 3:00 Barter

New Age Radio. Ed and Irene Martin with information and conversation on growing older in America. 3:00 Barter.

Inside Family Circle. Helpful ideas from the pages of Family Circle magazine. 2:00 Barter

ALL FOR ONE

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

MAX FLOYD, PROGRAM DIRECTOR
WKLS, ATLANTA
SUPERSTARS STATION

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

BOB HATTRIK
VICE PRESIDENT, PROGRAMMING
DOUBLEDAY BROADCASTING

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

TOM TEUBER, PROGRAM DIRECTOR
WMET, CHICAGO
METROMEDIA BROADCASTING

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

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

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

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

WESTWOOD ONE THE ONE FOR ALL

Los Angeles: 9540 Washington Blvd., Culver City, CA 90230 • (213) 204-5000

New York: 575 Madison Ave., Suite 1006, New York City, N.Y. 10022 • (212) 486-0227

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS

SYNDICATOR DIRECTORY

K KALAMUSIC

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

L LIVE SOUND, INC.

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

M MANHEIM ADVERTISING, INC.

23200 Chagrin Blvd.
Cleveland, OH 44122
(216) 464-1184

EXECUTIVE:

Ed Manheim, Pres.

SERVICES:

Full service advertising agency for radio and television stations. Producer and distributor of Mancini television spot for Beautiful Music stations.

Free demo tapes available to our readers.

MARINA MUSIC PRODUCTIONS

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

EXECUTIVES:

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

SERVICES:

Marina Music Productions syndicates the *SH BOOM* Show. *SH BOOM* Radio Show is a nostalgia-oldies but goodies weekly feature. This three-hour countdown spotlights a specific year and fills three hours with the Top 40, the News and even the trivia, of that year, in a magazine format, or "Year That Was" approach. *SH BOOM* Radio Show is now on the air coast to coast.

PROGRAMMING AVAILABLE FOR SALE:

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

MASTER BROADCAST SERVICES, INC.

6 E. Trenton Ave.
Morrisville, PA 19067
(215) 736-0211

EXECUTIVES:

Jason M. Taylor, Pres.
Jean Anne White, Admn. Asst.

SERVICES:

Current product is a fresh adult easy format done in "Matched-Flow" segments. Base Library is 250 reels including Christmas and other holiday music. Format includes original, contemporary vocal material.

PROGRAMMING AVAILABLE FOR SALE:

Matched-Flow Beautiful Music. Starting price: by market size.

Free demo tape available to our readers.

MEDIA SERVICE CONCEPTS, INC.

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

CHARLES MICHELSON, INC.

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

ROBERT MICHELSON, INC.

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

EXECUTIVES:

Robert Michelson, Pres.
Susan Scharf, Managing Director

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

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

Free demo tapes available to our readers.

ROBIN MITCHELL PROGRAMMING/ SOLAR COMPUTER SYSTEMS CORP.

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

EXECUTIVES:

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

SERVICES:

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

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

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

PROGRAMMING AVAILABLE FOR SALE:

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

RETRO-ACTIVE FORMAT:

Price based on tier of service.

SYNDICATOR DIRECTORY

THE MONEY MACHINE/AUDIO SELLERS

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

MULTI-MEDIA COMMUNICATIONS, INC.

547 W. Jackson, Suite 1101
Chicago, IL 60606
(800) 621-3233
(312) 461-9562

EXECUTIVES:

Will Tieman, Exec. Producer
Jim Seemiller, Dir. of Operations
Anne O'Malley, Director/Station Clearance

SERVICES:

Produce radio features, both vignettes and program length specials. Multi-Media specializes in customized features for national and regional advertisers.

PROGRAMMING AVAILABLE FOR SALE:

Rock Insight, 5 minutes daily. Starting price: Based on market size.

History of Black Rock and Roll, 5 minutes daily. Starting price: Based on market size.

World of Sports, 5 minutes daily. Starting price: Based on market size.

30 Days in May (INDY 500 Profiles), (90 seconds). Starting price: Based on market size.

Women's Way, 2 minutes. Starting price: Based on market size.

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

Free demo tapes available to our readers.

AL HAM'S "MUSIC OF YOUR LIFE"

Research Center
90 Soundview Avenue
Huntington, CT 06484
(203) 929-6395

EXECUTIVES:

Al Ham, Pres.
Jim West, National Sales Dir. (214) 243-2434

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. Full marketing and promotional materials available with format.

Free demo tapes available to our readers.

THE MUSICWORKS, INC.

Box 111390
Nashville, TN 37211
(615) 790-1200 Collect

EXECUTIVES:

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

SERVICES:

Alive Country. The big winner, brings four major market personalities to your station. Bill Robinson, Charlie Douglas, Lee Shannon and Gary Havens use a unique formula to make your station come alive. There is constant hit and library updating. Consultation and promotional help is part of this service. Starting price: \$380/month.

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

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

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

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

Free demo tapes available to our readers.

NARWOOD PRODUCTIONS

40 E. 49th St.
New York, NY 10017
(212) 755-3320

EXECUTIVES:

Ted LeVan, Pres.
Ellen Silver, VP/Programming
John Patt, Dir. of Marketing
Janice Ginsberg, Dir. of Public Relations
Bonnie Bordins, Production Mgr.

SERVICES:

Producer and distributor of syndicated, barter and Network radio programming specializing in music/entertainment features and Specials.

SYNDICATOR DIRECTORY

PROGRAMMING AVAILABLE FOR SALE:

The Music Makers with Skitch Henderson.
Country Closeup with Glen Campbell.

Free demo tapes available to our readers.

NETWORK PRODUCTION MUSIC, INC.

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

EXECUTIVES:

Robert Skomer, Owner
Michael Anderson, Sales Manager

SERVICES:

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

O O'CONNOR CREATIVE SERVICES

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

ORANGE PRODUCTIONS

Division of Banks Broadcasting Inc.

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

EXECUTIVES:

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

SERVICES:

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

PROGRAMMING AVAILABLE FOR SALE:

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

Price depends on market size.

P PAMS INC.

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

PETERS PRODUCTIONS, INC.

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

EXECUTIVES:

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

SERVICES:

Complete radio formats. can be operated live assist or

automated, or both. All major radio formats offered. Jingles and commercials offered either syndicated or custom. Price based on market size.

PROGRAMMING AVAILABLE FOR SALE:

The Great Ones. Adult Contemporary (MOR). Starting price: \$500/month.
Your Music. Traditional (MOR). Starting price: \$500/month.
The Natural Sound (Cross-country). Starting price: \$500/month.
The Rock (Top 40). Starting price: \$500/month.
Mellow Rock (Soft rock). Starting price: \$500/month.
All Star Country (Contemporary Country). Starting price: \$500/month.
Country Lovin' (Modern Country). Starting price: \$500/month.
Beautiful Music (Traditional Random Select). Starting price: \$500/month.
Beautiful Music (Contemporary Random Select). Starting price: \$500/month.

Free demo tapes available to our readers.

PROFESSIONAL RODEO NETWORK, INC.

P.O. Box 1B
315 Madison, Suite 202
Eugene, OR 97440
(503) 687-2068

EXECUTIVES:

Peter Powell, Pres/Executive Producer
Jan Yearwood, Sec'y/Nat'l Sales & Promotions
Graham Marden, VP, Network Affiliate Dir.

SERVICES:

Producer and distributor of nationally sponsored radio programming. Currently offering *The Great American Cowboy*. Six programs weekly, 2½ minutes in length. Rodeo news, feature interviews and country lifestyle emphasis. Hosted by Bob Tallman, nationally acclaimed as "The Voice of Rodeo". Promotionally oriented, PRN produces the only cowboy news and information currently available. Over sixty-five stations joined PRN the first two months of broadcast.

PROGRAMMING AVAILABLE FOR SALE:

The Great American Cowboy. Starting price: barter.

R RADIO ARTS, INC.

210 N. Pass Avenue, Suite 104
Burbank, CA 91505
(800) 423-2840 Toll Free
(213) 841-0225 Collect in California

EXECUTIVE:

John Benedict, GM

RADIO SPORTS PROGRAMS TDI/WINSTON NETWORK, INC.

275 Madison Avenue
New York, NY 10016
(212) 599-1100

EXECUTIVES:

Marc Winston, Pres.
Benjamin Isaacs, VP/Syndication
John Boisclair, VP/Sales
Ken Farino, VP/General Counsel
Billy Packer, VP/Production

SYNDICATOR DIRECTORY

SERVICES:

Syndicated personality sports programming.

PROGRAMMING AVAILABLE FOR SALE:

The Billy Packer-Al McGuire College Basketball Report.
Available via barter. Demo tapes available.

REEL RADIO

Box 213
Dunkirk, MD 20754
(301) 257-9410

RPM—RADIO PROGRAMMING/MANAGEMENT

25140 Lahser Rd., Suite 232
Southfield, MI 48034
1-(800) 521-2537
(313) 358-1040

EXECUTIVES:

Thomas Krikorian, Pres.
Richard Graf, GM

SERVICES:

Full format syndication, formats include contemporary beautiful music, classic beautiful, progressive MOR-adult contemporary, classic MOR.

PROGRAMMING AVAILABLE FOR SALE:

Contemporary Beautiful Music. Starting price: Based on market.

Classic Beautiful. Starting price: Based on market.

Progressive MOR-adult contemporary. Starting price: Based on market.

Classic MOR. Starting price: Based on market.

RPM Christmas Music Festival. Starting price: \$400.

RPM New Years Eve Big Band. Starting price: \$150.

Free demo tapes available to our readers.

S SATELLITE MUSIC NETWORK (Burkhart/Abrams/Michaels/Douglas and Associates)

6500 River Chase Circle, East
Atlanta, GA 30328
(404) 955-1550

EXECUTIVES:

Kent Burkhart, Assoc.
John Tyler, Assoc.
George Williams, Network Mgr.
Chris Wallenberg, Assist. Network Mgr.
Jim Rupp, Assoc.
Roy Bliss, Assoc.

SERVICES:

Providing live 24 hour a day, 7 day a week formats for broadcasting by radio stations through satellite communications. Formats available: Modern Country and Pop/Adult.

SCHULKE RADIO PRODUCTIONS LTD.

3001 Hadley Road
South Plainfield, NJ 07080
(201) 753-0444

EXECUTIVES:

Jim Schulke, Pres.
Phil Stout, Exec. VP/Creative Dir.
Larry Adams, VP/Mktg.
David MacFee, VP

Ralph Sanabria, VP
Ken Mellgren, VP
Dave Klahr, Creative Exec.

SERVICES:

With more exclusive custom recorded music than all other syndicators combined, SRP is the leading programming for the Beautiful Music format providing both taped music and consultation on execution, engineering and promotion. Schulke II, a unique, new MOR vocal format, premiered in late December, 1980.

PROGRAMMING AVAILABLE FOR SALE:

Beautiful Music. Starting price: By market size.

SCOTT/INFOCOM BROADCAST SERVICES, INC.

Hemlock Farms
Hawley, PA 18428
1-(800) 233-8257

EXECUTIVES:

John L. Scott, Pres.
Gloria Scott, VP
Howard Greene, VP (Infocom only)

SERVICES:

Producers and syndicators of news, documentary and health materials.

PROGRAMMING AVAILABLE FOR SALE:

Columbia Nutrition Bulletin. Starting price: Free.

The American Character. Starting price: Free.

Free demo tapes available to our readers.

SHEPHERDmusic

3875 Crary Drive, Suite B
Toledo, OH 43613
(419) 474-4191 Collect

EXECUTIVES:

Mike Shepherd, Creative Dir.
Mike Clark, Mgr.
Gary Sharpe, Sales

SERVICES:

27-hour Christmas music package and Christmas feature package.

PROGRAMMING AVAILABLE FOR SALE:

The Sounds of Christmas. Starting price: \$250 (one time only).

The Stories of Christmas. Starting price: \$75.

Free demo tapes available to our readers.

SIRIUS PRODUCTIONS, INC.

321 E. 22nd St. Apt. 3-M
New York, NY 10010
(212) 228-4540

EXECUTIVE:

Don Bombard, Program Director

THE SOUNDSHOP, INC.

1307 Division Street
Nashville, TN 37203
(615) 244-4149

EXECUTIVES:

Craig Deitschmann, Pres.
Ted Johnson, VP, Broadcast Div.
Brent Ferguson, Broadcast Sales

SYNDICATOR DIRECTORY

SERVICES:

Full service production company featuring custom and syndicated jingles for radio; image and news packages for television as well as commercial material for all media.

PROGRAMMING AVAILABLE FOR SALE:

Free demo tapes available to our readers.

STARBORNE PRODUCTIONS CORP.

4627 Van Nuys Blvd. #201
Sherman Oaks, CA 91403
(213) 995-7832

STEREO RELIGIOUS COMMUNICATIONS

501 Stonearch Court
Stone Mountain, GA 30083
(404) 469-7879

EXECUTIVES:

James H. Dickson, Pres.
James O. Hutto, VP/Programming

SERVICES:

Music is programmed, unannounced, in 12 to 14 minute matched-flow segments tailored to the individual market along with complete programming schedules throughout the year. Produces religious music formats used independently, or mixed to best suit the tastes of the listening audience.

PROGRAMMING AVAILABLE FOR SALE:

Heavenly Sunshine. Supplement program for stations already using programming by evangelists and preachers.
Heavenly Music. Soft, easy listening full time religious music format.

Sounds of Faith (Easy Listening Beautiful Music).
Songs of Joy (Contemporary, MOR, AOR, Easy Rock).
Psalms of Praise (Classical, Beautiful Music, Educational).
Words of Faith. Free.

Pricing structure available on request.

Free demo tapes available to our readers.

KRIS STEVENS ENTERPRISES, INC.

14241 Ventura Blvd., Suite 204
Sherman Oaks, CA 91423
(213) 981-8255

EXECUTIVE:

Kris Erik Stevens, Pres.

STRAND BROADCAST SERVICES

1636 Voorhees Avenue
Manhattan Beach, CA 90266
(213) 372-6282

EXECUTIVES:

Mike Carruthers, Pres.
Donna Lum, VP

SERVICES:

Syndicate daily 90 second feature called "Something You Should Know." Show presents daily experts who help listeners save time and money, and help them improve their mental and physical health. Also produce radio commercials.

PROGRAMMING AVAILABLE FOR SALE:

Something You Should Know. Starting price varies according to market.

Free demo tapes available to our readers.

THE SUNBELT NETWORK, INC.

2500 McKinney Avenue
Dallas, TX 75201
(214) 741-1198 Collect

EXECUTIVES:

James T. Johns, Pres.
Margaret Digan Sinclair, VP
Robert E. Jameson, Nat'l Sales Mgr.
Rocky Chase, Director of Station Relations

SERVICES:

Producer and distributor of nationally sponsored informational feature programming. Features are designed to entertain and inform the adult listener. Each two-minute feature contains two commercial breaks, one national and the other, local.

PROGRAMMING AVAILABLE FOR SALE:

Stanley Marcus—*Another Opinion.* Starting price: Barter.
Niki Scott—*For the Working Woman.* Starting price: Barter.
Charlie Coane—*On the Move.* Starting price: Barter.
Kaye Johns—*Food, Fashion & Family.* Starting price: Barter.

Roger Albright—*A Home of Your Own.* Starting price: Barter.

Tony St. James—*Mindblowers.* Starting price: Barter.

Alex Burton—*The Opinions Are My Own.* Starting price: Barter.

Dave Marquis—*Out Here in America.* Starting price: Barter.

Stan Dworkin—*The Garden Spot.* Starting price: Barter.

Dr. Joe D. Goldstrich—*New Medicine.* Starting price: Barter.

Donald Bain—*The Media Watch.* Starting price: Barter.

Michael Brown—*In the Winner's Circle.* Starting price: Barter.

Dr. Robert London—*Head Help.* Starting price: Barter.

Martin Birnbach—*The Job Shop.* Starting price: Barter.

Dr. Thomas Vice—*Pets and People.* Starting price: Barter.

Jerry Flemmons—*Travel with Jerry.* Starting price: Barter.

Free demo tapes available to our readers.

SYNDICATE IT, INC.

1680 N. Vine St., Suite 1116
Hollywood, CA 90028
(213) 463-7198 Collect

EXECUTIVES:

Robert W. Dockery, Jr., Pres.
Walter J. Ainsworth, VP
Paul Ward, Network Sales

SERVICES:

Producer of nationally sponsored radio programs, from two and one-half minutes to two hours; from music to sports. Station ID's and commercials available.

PROGRAMMING AVAILABLE FOR SALE:

Reving Up . . . with Dan Gurney. Starting price: Barter.

Sports Insights . . . with John Mackey. Starting price: Barter.

Jazz Chronicles . . . with Jim Gosa. Starting price: Barter.

Free demo tapes available to our readers.

SYNDICOM

545 Middlefield Rd., Suite 170
Menlo Park, CA 94025
(415) 321-9124 Collect

SYNDICATOR DIRECTORY

EXECUTIVES:

Michael B. Hesser, Pres.
Pamela Hicks, Admin. Asst.

SERVICES:

Features—EX.: *Red Nickerson*—short comedy editorial which adds true character to any format. Good for mornings and afternoon drive. "Jest ask yerself . . ." (60 sec.)

PROGRAMMING AVAILABLE FOR SALE:

Red Neckerson. Starting price: \$20/wk. (5 shows/wk.)

Free demo tapes available to our readers.

SYNDIREP, INC.

547 W. Jackson, Suite 1101
Chicago, IL 60606
(800) 621-3233
(312) 461-9564 in Illinois

EXECUTIVES:

Jim Seemiller, Pres.
Tim Warner, National Sales Mgr.
Anne O'Malley, Station Relations

SERVICES:

SyndiRep is a sales organization representing syndicators and their product to national advertisers. Both vignettes and program features are represented by SyndiRep.

PROGRAMMING AVAILABLE FOR SALE:

Over 100 different programs available.

Free demo tapes available to our readers.

WILLIAM B. TANNER COMPANY, INC.

2714 Union Avenue Extended
Memphis, TN 38112
(901) 320-4433 Person-to-person collect

TIMBERLINE PRODUCTIONS

P.O. Box 9541, South Station
Denver, CO 80209
(303) 756-9091

EXECUTIVE:

Ted W. Scott, Pres.

PROGRAMMING AVAILABLE FOR SALE:

Chuck Buell's Super Gold. Weekly complete three hour oldies music show with special music and artist features.

Free demo tapes available to our readers.

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 Collect

EXECUTIVES:

Pat Shaughnessy, Pres.
Buddy Scott, VP/GM-Productions
Neil Sargent, VP/GM-Special Projects/Programming

SERVICES:

Broadcast Services Group specializing in products for Radio, Television, and the Cable industry.

Free demo tapes available to our readers.

TOTAL SERVICE PROGRAMMING

906 N. Hollywood Way

Burbank, CA 91505
(213) 841-0961 Collect

TUESDAY PRODUCTIONS, INC.

4429 Morena Blvd.
San Diego, CA 92117
(714) 272-7660

EXECUTIVE:

Bo Donovan, VP-Broadcast Div.

SERVICES:

Radio/TV/Music/Jingles/IDs

W

THE WALL STREET JOURNAL REPORT

22 Cortland St.
New York, NY 10007
(212) 285-5580

EXECUTIVES:

Robert B. Rush, Dir., Broadcast Services
Chuck Downing, Sales Mgr.
Gig Barton, Mgr., Affiliate Relations

PROGRAMMING AVAILABLE FOR SALE:

The Wall Street Journal Report originates live via satellite from the *Journal's* newsroom studios in New York City's Wall Street district. Two minute reports fed at ten minutes to the hour 17 times per day Monday through Friday. Two minutes of business and financial news with actualities from international financial centers. *The Wall Street Journal Weekend Report*—three minutes of news and analysis of some of the week's top business stories. *The Wall Street Journal Weekend Review and Outlook*—three minutes of news and analysis covering the week past and looking ahead at week to come from world of business.

WATERMARK, INC.

10700 Ventura Blvd.
No. Hollywood, CA 91604
(213) 980-9490
(800) 423-2502 Toll Free

EXECUTIVES:

Tom Rounds, Pres.
Ralph T. Smith, Sr. VP, Finance & Admin.
Mat Tombers, Mgr., Advertising & Promotion
Carol Holt, Sales Mgr.
Johnny Biggs, Operations Mgr.
Stew Hillner, Production Mgr.

SERVICES:

Watermark is one of the oldest and largest producers of special programming for radio. Founded in 1969 by Tom Rounds and several associates, Watermark currently supplies special programming to more than 1500 radio stations each week.

PROGRAMMING AVAILABLE FOR SALE:

American Top 40 with Casey Kasem
American Country Countdown with Bob Kingsley
Soundtrack of the '60's with Gary Owens
The Robert W. Morgan Special Of The Week

Free demo tapes available to our readers.

WESTWOOD ONE

9540 West Washington Blvd.
Culver City, CA 90230

SYNDICATOR DIRECTORY

(213) 204-5000

EXECUTIVES:

Norm Pattiz, Pres.
Judy Gold, VP/Dir. of Station Sales
Brian Heimerl, Dir. of Operations
Ron Hartenbaum, Dir. of Advertiser Sales

SERVICES:

Nation's largest producer of nationally sponsored radio programs, features, concerts and specials. Distributing sixteen programs to over 1500 U.S. radio stations.

PROGRAMMING AVAILABLE FOR SALE:

The Dr. Demento Show. Starting price: Barter.
Off The Record with Mary Turner. Starting price: Barter.
Live From Gilley's. Starting price: Barter.
The Concert of the Month. Starting price: Barter.
The Rock Years—Portrait of an Era. Starting price: \$5000.

Free demo tapes available to our readers.

Y

YANCEY CORPORATION

1010 E. 86th St. Bldg. 1070, Suite 72
Indianapolis, IN 46240
(317) 844-5009

EXECUTIVES:

Robert Christy, VP
Jacqueline Doherty, Nat'l Coordinator

SERVICES:

Broadcast marketing and promotions; custom promotional concepts for all formats and all market sizes.

PROGRAMMING AVAILABLE FOR SALE:

Magic Ticket. Starting price: \$5500.
Great Southfork Landgrab II. Starting price: \$1750.
Babychek. Starting price: by market.
Rock 'n Roll Passport. Starting price: by market.
Cash Coupon: by market.

Free demo tapes available to our readers.

TRADE ASSOCIATION DIRECTORY

A**ADVERTISING COUNCIL**

825 Third Avenue
New York, NY 10022
(212) 758-0400

EXECUTIVE:

Barton A. Cummings, Chmn.

**AMERICAN COUNCIL
FOR BETTER BROADCASTS**

120 E. Wilson Street
Madison, WI 53703
(608) 257-7712 Collect

EXECUTIVES:

Genevieve Finnigan, Pres.
Marieli Rowe, Exec. Dir.

**AMERICAN WOMEN IN RADIO
AND TELEVISION, INC.**

1321 Connecticut Avenue, NW
Washington, DC 20036
(202) 296-0009

EXECUTIVES:

Muriel M. Kennedy, Pres.
Charlotte Tharp, Pres.-Elect

AP BROADCASTERS, INC.

50 Rockefeller Plaza
New York, NY 10020
(212) 621-1511

EXECUTIVES:

Charles Whitehurst, Pres.
Robert Wells, Pres.-elect
Roy Steinfort, Sec'y

**ASSOCIATION OF FEDERAL
COMMUNICATIONS CONSULTING
ENGINEERS**

P.O. Box 19333
20th Street Station
Washington, DC 20036
(202) 659-3707

EXECUTIVES:

Frederick G. Griffin, Pres.
William C. King, Jr., VP
Dr. Jeremy Raines, Sec'y
John A. Lundin, Treas.

B**BROADCASTING FOUNDATION
OF AMERICA**

Suite 1810
52 Vanderbilt Avenue
New York, NY 10017
(212) 986-6448

EXECUTIVES:

George Probst, Chmn.
Calvin W. Stillman, Exec. Dir.

C**COMMUNITY BROADCASTERS
ASSOCIATION**

3219 W. State Road
Olean, NY 14760
(716) 372-0161

EXECUTIVE:

Roger Jeffers, Pres.

**COUNTRY MUSIC
ASSOCIATION, INC.**

Box 22299
Nashville, TN 37203
(615) 244-2840

EXECUTIVE:

Tandy Rice, Pres.

D**DAYTIME BROADCASTERS
ASSOCIATIONS**

Box 322
Mattoon, IL 61938
(217) 234-6464

EXECUTIVES:

Jim Wychor, Chmn.
Ray Livesay, Pres.

H**HOLLYWOOD RADIO &
TELEVISION SOCIETY**

5315 Laurel Canyon Blvd.
North Hollywood, CA 91607
(213) 769-4313

EXECUTIVE:

Oliver H. Crawford, Exec. Dir.

I**INTERNATIONAL RADIO AND
TELEVISION SOCIETY, INC.**

420 Lexington Avenue
New York, NY 10170
(212) 867-6650

EXECUTIVE:

Ave Butensky, Pres.

N**NATIONAL ASSOCIATION FOR
BETTER BROADCASTING**

7918 Maylor Avenue
Los Angeles, CA 90045
(213) 641-4903

EXECUTIVES:

Frank Orme, Pres.
Jerome Weinstein, 1st VP

**NATIONAL ASSOCIATION OF
BROADCASTERS**

1771 N Street, NW
Washington, DC 20036
(202) 293-3500

EXECUTIVES:

Vincent T. Wasilewski, Pres.
John B. Summers, Exec. VP/GM

**NATIONAL ASSOCIATION OF
EDUCATIONAL BROADCASTERS**

1346 Connecticut Avenue, NW
Washington, DC 20036
(202) 785-1100

EXECUTIVE:

James A. Fellows, Pres.

**NATIONAL ASSOCIATION OF
FARM BROADCASTERS**

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

EXECUTIVE:

Ray Wilkinson, Pres.

**NATIONAL ASSOCIATION OF
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Fred Davis, Direction Network News Mgr.
Mark Richards, Assignment Mgr., Radio News
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Chief

ABC CONTEMPORARY NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Howard Cosell—with Speaking of Sports and Speaking of
Everything
Snapshot with Mary Margaret Myers
Breakthrough with Bill Stoller
American Top 40
Spotlight Specials—Will air: 2/21, 4/18, 6/20, 8/22, 10/24,
12/19

ABC DIRECTION NETWORK PROGRAMMING:

Hourly News
10 Daily Newscalls
3 Daily Sportscalls
Bob Buck and Don Chevrier Commentaries
To Your Good Health featuring Dr. Paul Donohue

ABC ENTERTAINMENT NETWORK PROGRAMMING:

News On The ½ Hour
11 Daily Newscalls
3 Daily Sportscalls
Agri-Answers by John Deignan
Economic Commentary by Dan Cordtz
Public Affairs Program: Meet the Author
Paul Harvey
Daily News Commentary by ABC Correspondents on top
stories from around the world.
Silver Eagle Cross Country Music Show—features top
country singers and bands from key country venues.
Spotlight with Bill Diehl
Rudd Awakening
Words and Music—six shows this year. Each special
features two hours of music and interviews.

ABC INFORMATION NETWORK PROGRAMMING:

News On The Hour
11 Daily Newscalls
3 Daily Sportscalls
World News This Morning with Joe Templeton
This Week With David Brinkley—all new for 1982
Daily Weather by John Coleman
Philip Greer with On Business and Down To Business
Daily Commentary with Steve Bell or Bob Clark

NETWORK DIRECTORY

Lou Boda Sports
9 Daily Gordon Williams Business Reports
World News This Week
Fred Manfra Sports Feature
And More Features: Perspective I and II, Speaking of Music, FBI Washington, The Living World with Roger Caras.

ABC FM NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Public Affairs Program: Listen Closely
Star Sessions—New for 1982. Ninety minutes of top music and interviews in 12 shows. Will air: 3/20, 4/3, 4/17, 5/1, 5/22, 6/5, 7/3, 8/7, 9/4, 10/2, 10/16, 11/6.

ABC ROCK NETWORK PROGRAMMING:

Hourly News
11 Daily Sportscalls
Sports Shorts with Steve McPartlin
Rock and Roll Legends—reveals the story behind the song or group.
Comedy
Rocknotes—rock news including special reports from London.
On Location with Gayl Murphy
Lifelines—lifestyle feature reports.
The Steve Dahl Supper Club—two hours of zaniness recorded before a live studio audience.
King Biscuit Flower Hour—52 one-hour shows featuring top singers and bands, including the Rock Radio Awards.
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WMAL/WRQX Washington, DC
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EXECUTIVES:

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William McCloskey, Asst. Mgr. Editor
George Mayor, Chief Eng.
Jerome Smith, Affiliate Relations Dir.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Full service radio network which includes broad spectrum of news and information programming, all for sale by local station. No clearance or inventory requirements. Additionally, hourly file of audio news cuts and twice-daily feed of regional news cuts. Programming includes news-on-the-hour, 24 hours a day, daily sports, business and agriculture programming and three weekly PA programs.

B BONNEVILLE BROADCASTING SYSTEM

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(800) 631-1600

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Roger Ahrens, Advertising Mgr.
(212) 580-8814

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Chris Sites, Uplink, Master Control Mgr.
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DESCRIPTION OF PROGRAMMING:

Live 24 hours easy listening/beautiful music. 1200 individually programmed quarter hours scheduled by the day. Live network news around the clock. New music included to keep pace with industry releases.

"Daybreak" is a unique morning drivetime music and breaks format pre-fed via satellite developed at KBIG, Los Angeles.

DESCRIPTION OF SALES:

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Sidney Pike, Pres., Turner Program Sales
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SERVICES:

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NBC Radio's Young Adult Network

RADAR © 23 (Spring 1981 Report) Vol. 2 (Aud. to cleared programs + commercial exposures), avg. aud. per broadcast, adults 18-34, M-S, 6AM-12M.

NETWORK DIRECTORY

such CBS News Correspondents as Charles Kuralt, Harry Reasoner, Dan Rather and Mike Wallace; play-by-play coverage of all Monday Night NFL games, NFC and AFC playoffs, Super Bowl, and Pro Bowl, as well as such collegiate attractions as the Sun Bowl, Cotton Bowl and Senior Bowl; Major League Baseball's major events—All-Star Game, League Championships and World Series; daily dramas with CBS RADIO MYSTERY THEATER, weekend and Monday-through-Friday specials on timely topics, 20-game NCAA Basketball schedule, including 5 regular season and 15 playoff games highlighted by the National Championship.

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KNX Los Angeles
WCBS New York
WCAU Philadelphia
KCBS San Francisco
KMOX St. Louis
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WBBM-FM Chicago
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KRQR-FM San Francisco
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Jack Norman, Promotions

DESCRIPTION OF NETWORK'S PROGRAMMING:

"700 Club" radio broadcast on tape, available.

CONTINENTAL RADIO

1318 Spratley Street
Portsmouth, VA 23705
(804) 393-2501

EXECUTIVES:

Craig R. Hodgson, Dir. Radio Network
Craig R. Sherwood, Dir., Station Relations
Stewart Robb, Program Dir.
Steve McPheeters, News Dir.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Live satellite programming delivered in a personal way 7 days a week, 24 hours a day. This pop adult w/contemporary gospel "Music and More" format delivers the most popular contemporary adult sounds from today's charts along with the power hits of yesterday, and is neatly blended with the most profitable and fastest growing music in the industry "Contemporary Gospel." Targeted for a 25-49 year old adult. Continental Radio provides a complete 4 to 6 minute hourly nat'l internat'l/news service. Each hour has four 3 min./:20 stop set for local stations to program weather, PSA's, traffic reports, station promo's, jingles, and those all important commercial announcements. Local

stations may program local news from 4 to 6 min. after the hour or stay with the always present, expanded network news coverage. With the four, 3 min./:20 stop sets, that are covered by music each hour, Continental Radio provides a local station with 15 min./:20 of time each hour. Complete turn-key programming by Continental Radio.

OWNED AND OPERATED RADIO STATIONS:

WXRI-FM Norfolk, VA

G

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Tarzana, CA 91356
(213) 344-5651

EXECUTIVES:

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Cindy Tollin, GM/Assoc. Producer
Howard Gillman, Exec. Producer
Dennis Lavinthal, Exec. Producer

DESCRIPTION OF NETWORK'S PROGRAMMING:

Currently offering a weekly live-by-satellite music & interview show called "Rockline" featuring music and interviews with today's hottest recording artists and taking calls from the listeners around the world who can talk to our guests on the toll-free "Rockline". (Geared for an AOR audience/station). We are planning to broadcast live concerts from around the world as well as special events, etc. within the next 6 months.

K

KANSAS INFORMATION NETWORK/ KANSAS AGRICULTURE NETWORK

1500 N. West St.
Box 1240
Wichita, KS 67201
(316) 942-7955

EXECUTIVES:

Frank Gunn, GM/VP
Kelly Walker, News/Oper. Dir.
Frank Horn, Sales Mgr.
Rich Hull, Farm Dir.
Ken Root, Farm Dir.

DESCRIPTION OF KANSAS INFORMATION NETWORK PROGRAMMING:

17 newscasts a day comprised of news about Kansas are provided to 44 affiliate stations in Kansas. The network is hardwired on a full-time basis and also originates Wichita State University basketball.

DESCRIPTION OF KANSAS AGRICULTURE NETWORK PROGRAMMING:

13 programs a day comprised of farm news, features and market information are fed to 31 affiliated radio stations in Kansas. Both farm directors are voting members of the National Association of Farm Broadcasters.

OWNED AND OPERATED RADIO STATIONS:

KAKZ-AM Wichita, KS

M

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Arlington, VA 22202
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DESCRIPTION OF NETWORK'S PROGRAMMING:

Mutual is a full service network, offering news, play-by-play sports, lifestyle features, public affairs, national telephone talk and contemporary and country music programming. Notre Dame and major league football, Larry King, Jack Anderson and Dick Clark are among Mutual's most popular programs. Recently, Mutual has added Dallas Cowboys, Pittsburgh Steelers, Atlanta Falcons and Kansas City Chiefs play-by-play sports coverage, the weekly Dick Clark national music survey, the Forbes magazine reports and Agronski and Company to its line-up.

OWNED AND OPERATED RADIO STATIONS:

WHN New York
WCFL Chicago

NATIONAL BLACK NETWORK

10 Columbus Circle
New York, NY 10019
(212) 586-0610

EXECUTIVE:

Sydney Small, Exec. VP

DESCRIPTION OF NETWORK'S PROGRAMMING:

National Black Network provides news and programming from a Black perspective. 120 five minute newscasts per week. Two sports programs per day. Black Issues and The Black Press, a half hour news forum show and The Action Woman, a half hour woman's program. In addition, National Black Network, offers One Black Man's Opinion, a commentary featuring veteran newscaster, Roy Wood; and Martin Luther King Speaks; rebroadcasts of sermons and speeches of Martin Luther King.

OWNED AND OPERATED RADIO STATIONS:

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NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036
(202) 822-2000

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DESCRIPTION OF NETWORK'S PROGRAMMING:

Combination of news, features, stories, drama, and classical, folk and jazz music. Features include *National Press Club*, *National Town Meeting*, shows for the print handicapped, foreign affairs programs, educational programs.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

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Sherlock Holmes stories
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Louis A. Bransford, VP/Planning and Development
Dail Ogden, VP/Operations
Polly Rash, Dir. of Marketing
Helen J. Lauck, Dir., Nat'l Satellite Network
W. Daniel Gorton, Dir., Systems Engineering
Billy D. Lane, Dir., Operational Eng.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Ad-hoc networks for educational seminars, conferences and business meetings. Networks arranged for video and audio distribution. Transmits non-broadcast programs through National Satellite Network; operates satellite uplink, live origination studio and portable uplink facilities.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Video-teleconferencing of business-related meeting, through for-profit subsidiary, for corporate clients.

NBC RADIO NETWORK

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

EXECUTIVES:

Richard P. Verne, Pres., NBC Radio
Robert Sherman, Exec. VP/NBC Radio Stations
Ellyn Ambrose, VP/GM
Richard Penn, VP/GM Radio Network
William Temple, VP/Administration NBC Radio
Kevin Cox, VP/Marketing Services
Meredith Woodyard, Dir. of Affiliate Relations
Neal Weed, VP/Sales
Jo Moring, VP/NBC News
Nick Schiavone, VP/Research
Morrie Trumble, Dir. of Programming
H. Delaney Young, Jr., Dir. of Operations & Engineering
Joan Voukides, Dir. of Advertising & Promotion
Alan Walden, News Dir.
James Farley, Jr., Dir. of News Operations, NBC Radio Network

DESCRIPTION OF NETWORK'S PROGRAMMING:

NBC Hourly News—24 hours/day 7 days per week.
Selected Feature Programming—Sports, Entertainment, News
Periodic Music Specials. Weekly Country Music Concert.

NETWORK DIRECTORY

Sustaining News Line Feed; Meet the Press; Commercial and sustaining Religion.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Weekly one hour concerts by top music artists; two hour Saturday evening sports talk; long form talk programming; long form play-by-play including Rose Bowl and Fiesta Bowl.

OWNED AND OPERATED RADIO STATIONS:

WMAQ Chicago
WRC Washington
KNBR San Francisco
WNBC New York
WKQX Chicago
KYUU San Francisco
WYNY New York

"THE SOURCE" (NBC RADIO NETWORK)

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

EXECUTIVES:

Richard P. Verne, Pres., NBC Radio
Ellyn Ambrose, VP/GM
Frank Cody, Dir. of Affiliate Affairs
G. T. Morris, Director of Programming & Administration
John Goodwill, VP/Sales
Jo Moring, VP/NBC News
Shelly Lewis, Dir. of News
James Farley, Jr., Dir. of News Operations
Joan Voukides, Dir. of Advertising & Promotion
Chuck Downing, Dir. of Sales
Don Forth, Dir. of Affiliate Relations, West Coast
Dan Fornento, Program Mgr.
Shirley Maldonado, Coordinator

DESCRIPTION OF NETWORK'S PROGRAMMING:

"THE SOURCE" is a full-service network for 18-34 targeted radio stations, providing hourly newscasts at :15 (2 min. each) a features package, live radio concerts, Public Affairs programming, artists' interviews, and long form special programs.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

Mini-view, Music That Rocked the Decade.

OWNED AND OPERATED RADIO STATIONS:

WNBC/WYNY New York
WMAQ/WKQX Chicago
WRC/WKYS Washington
KNBR/KYUU San Francisco

following services: Two-minute news broadcasts every hour produced by RADIORADIO news department within CBS News; four daily IN TOUCH features, keyed to dayparts; two long-form music programs every month beginning May 1982, including one exclusive live-on-tape concert; additional special services to be announced.

RKO RADIO NETWORK

1440 Broadway
New York, NY 10018
(212) 575-6100

EXECUTIVES:

Thomas F. Burchill, Pres.
Ken Harris, VP & Dir. of Affiliate Serv.
Dan Griffin, VP & Dir. of Prog.
Dave Cooke, VP & Dir. of News
Pamela Hamilton, Dir. of Creative Serv.
Joe Maguire, VP & Dir. of Eng.
Kevin Lyons, VP & Dir. of Sales
Frank Musumeci, Controller
Rob Fisher, Dir. of Research

DESCRIPTION OF NETWORK'S PROGRAMMING:

RKO One: Programs for young adults in 25-34 demographics. Provides news, lifesound features, sports, entertainment specials and "Night Time America"—live five-hour nightly music show.

RKO Two: Designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, sports, short feature programs, weekly music specials and "America Overnight"—a six-hour live talk interview program.

RKO Radioshow: Provides long form demographic programs and format blocks for all radio stations: entertainment shows, weekly countdowns, music magazines and live concerts.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

RKO Two Service, America Overnight—a live, six-hour, all-night interview/call-in program broadcast from two "hot spot" locations—Dallas and the West Coast. Guests are headliners from show business, politics, sports, medicine, etc. Broadcast Monday through Saturday nights via satellite with Dallas host Ed Busch and West Coast host Eric Tracy.

OWNED AND OPERATED RADIO STATIONS:

WRKO/WROR-FM Boston
WFYR Chicago
WAXY Miami/Ft. Lauderdale
KHJ/KRTH-FM Los Angeles
WHBQ Memphis
WOR/WRKS-FM New York
KFRC San Francisco
WGMS-A/F Washington, DC

SHERIDAN BROADCASTING NETWORK

1745 South Jefferson Davis Highway, Suite 404
Arlington, VA 22202
(703) 685-2146

EXECUTIVES:

R. R. Davenport, Chmn.
Skip Finley, Pres./COO
Jerry Lopez, News Dir.
Mary Ellen Nunes, Operations Mgr.
William H. Butler, III, Dir. and Stations Rel.
Ed Thompson, Sports Dir.

R

RADIORADIO

51 West 52 Street
New York, NY 10019
(212) 975-4321

EXECUTIVES:

Robert Kipperman, VP/GM
Leslie Corn, Dir., Programming
W. Thomas Dawson, VP, Market Develop.
David West, Dir., Affiliate Relations
Lawrence Storch, Dir., Sales
Ralph Green, VP, Eng.
Barbara Malinowski, Dir., Program Practices
Norman S. Ginsburg, Dir., Affiliate/Program Promotion
Suzanne Sack, Dir., Sales Promotion

DESCRIPTION OF NETWORK'S PROGRAMMING:

RADIORADIO will begin broadcasting April 1982 with the

S

NETWORK DIRECTORY

Ron Weston, Eastern Sales Mgr.
Thad Hill, Midwest Sales Mgr.
Gladys Stmenland, Accounting
Shelia Drummond, Traffic Coordinator

DESCRIPTION OF NETWORK'S PROGRAMMING:

SBN is a line connected radio news network, serving 106 commercial radio station affiliates; 35 College, Non-commercial and cable radio system and the 750 outlet of armed forces and television system.

NEW PROGRAMMING ADDED IN PAST SIX MONTHS:

SBN Focus: The Brooke Report with Edward W. Brooke (Mon.); *Reynolds Rap* with Barbara Reynolds (Tues.); *Bond's Byline* with Julian Bond (Thurs.); *Brimmer's Bandmerer* with Andrew Brimmer (Fri.). Also, *Caucus Corner* with Congressional Black Caucus (Tues., Thurs.); *Expansion* (Tues., Sun.); *Games Of The World* (Mon.-Sat.).

OWNED AND OPERATED RADIO STATIONS:

WAMO-A/F Pittsburgh
WUFO Amherst/Bufalo

U

UNITED PRESS INTERNATIONAL, INC.

220 East 42nd St.
New York, NY 10017
(212) 682-0400

EXECUTIVES:

Roderick W. Beaton, Pres./CEO
H. L. Stevenson, VP/Editor-in-Chief
Claude Hippeau, VP/GM, International Div.
Donald J. Brydon, VP/Gen'l Sales Mgr.

James F. Darr, VP, Systems Development
Fred J. Greene, Comptroller
F. W. Lyon, VP, Newspictures
Robert P. Paffen, VP/Dir. of Personnel & Labor Rel.
Gordon Rice, VP, Broadcast Services
Ted Feurey, GM, Audio
Bill Ferguson, Editor, Nat'l Radio
Stan Sabik, Dir. of Network News, Operations & Programs
William E. Wilson, Dir. of Eng.

DESCRIPTION OF NETWORK'S PROGRAMMING:

Newscasts are transmitted every hour on the hour, seven days a week. They include voice reports direct wherever the most important events are taking place. Also transmits seven live Business Reports, Monday thru Friday, plus a daily feature length recap. Features include: UPI Roundtable, Farm Features, UN Perspective, Reflections, Week on Wall Street, Consumer Focus, Hollywood Focus, Science and Man, and People. Broadcast each day, Monday through Friday.

W

ROBERT WOLD COMPANY, INC.

Los Angeles, CA 90024
(213) 474-3500

EXECUTIVES:

Robert N. Wold, Chmn./Pres.
Gary J. Worth, Pres., WOLD Communications
Wayne Baruch, Pres., WOLD Entertainment
Robert E. Wold, VP, Sales/WOLD Communications

FORTY-MILLION DOLLARS

That's the size of the investment Surrey Broadcasting recently made to add 8 stations in San Francisco, San Diego, St. Louis, Milwaukee and Oklahoma City to our top-rated combo in Tucson.

We're proud of our parent company, and very gratified in the faith they have shown by hiring us to handle all of the research and consulting for this new, major force in broadcasting.

And our name?

SURREY COMMUNICATIONS RESEARCH

It's a big responsibility.
After all, the whole world is watching. But, that's the kind of TRUST all of the clients of

SURREY COMMUNICATIONS RESEARCH

exhibit. Most of them don't back that TRUST with \$40 million.

We just treat them like they do.



SURREY COMMUNICATIONS RESEARCH, INC.
Research as unique as your problem

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

RESEARCH DIRECTORY

A**THE ARBITRON COMPANY**

1350 Avenue of the Americas
New York, NY 10019
(212) 887-1300

EXECUTIVES:

Theodore F. Shaker, Pres.
Anthony J. Aurichio, Exec. VP
Marshall Snyder, VP/GM, Product & Research Services
C. William Bahan, VP/GM Operations & Production

SERVICES:

Broadcast audience measurement; local radio market reports in 253 markets; AID; nationwide; local television reports in 211 markets; syndicated program analysis; network program analysis; county coverage; Qualidata; Condensed Radio Market Reports; Programmers' Package, Farm Radio and Television Reports; Cable Dictionary; Cable Network Report; Radio & Television Ethnic Reports; Cable Audience Measurement Profile (CAMP) Studies.

AUDIENCE ANALYSTS

14677 Midway Road, Suite 202
Dallas, TX 75234
(214) 385-3980

EXECUTIVES:

Jon Coleman, Sr. Partner
Karen Kolvek, Research Assoc.

B**THE BIRCH REPORT**

3200 N. University Drive
Coral Springs, FL 33065
(305) 753-6043

EXECUTIVES:

Thomas C. Birch, Pres.
David S. Gingold, VP/Dir. of Sales & Mktg.
Roseann F. Birch, VP/Dir. of Operations
Craig Harper, Nat'l Sales Mgr., Non-monthly mkts.

SERVICES:

THE BIRCH REPORT—Syndicated broadcast audience measurement. Reports available on a monthly, quarterly, or semi-annual basis. Birch Report quarterly summaries include estimates by county, cume duplication analyses, location of listening by home, car, and other away-from-home locations, product usage, reach and frequency tables, composition of audience by demographic and ethnic groups, and many other unique displays of listening information. Monthly Birch reports include 14 pages of trend information, detailed daypart and demographic data, and hour by hour estimates. Small and medium market reports available on quarterly, semi, or annual basis. Birch report quarterly summaries are available in either tape or book form to recognized advertising agencies and tabulation services. BiDD (Birch Demand Data) available exclusively to Birch report clients. BiDD services allow customized access to The Birch Report data base; BiDD services include Custom Area Reports—audience estimates by county, zip code, or city area; Ethnic Listening Reports—customized to demonstrate a station's strength by key listening groups; Cume Duplication Reports—estimates of net cume, shared cume, and exclusive cume of station combinations in any or all demographics; File Listing—complete accounting of The Birch Report data base by demographic; Ethnic Composition of Cume—shows percentage composition of stations' weekly cume by ethnic group in each of the component demographics; Customized

Demographics—estimates by radio station strength within non-standard demographic breaks.

THE BOND REPORT

3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631

BROADCAST RATING COUNCIL, INC.

420 Lexington Avenue, Room 2347
New York, NY 10170
(212) 687-7733

C**CHICAGO PROGRAMMING RESOURCES**

2256 N. Clark Street
Chicago, IL 60614
(312) 883-4400

EXECUTIVES:

Kurt Hanson, Partner
Joe Mansueto, Partner
Susan A. Cornelius, Operations Mgr.
Robb Wexler, Monitors Mgr.

SERVICES:

CPR provides a broad range of innovative, top-quality services to radio programmers, using skilled interviewers, sophisticated market research techniques, and powerful in-house computer system. Furthermore, CPR is the industry's only source of detailed information on the programming strategies of successful radio stations in all formats across the nation.

"CPR COMPETITIVE MONITORS" are full-week analyses of the music programming on format-dominant radio stations. Each report includes chronological and alphabetical breakouts plus various summary statistics. Reports currently available include KFRC, WCQZ, KVVIL-FM, WHDH, KSTP-FM, WLPX, KYA, KEGL, WKQX & KPKE, KSCS, and others. Customer reports are also available.

"CPR CLASSIC ROCK" FORMAT is designed to win the 18-34 and 18-49 demos decisively by targeting to adults who have grown up on rock and are currently dissatisfied with both AOR and pop/adult formats. Music selection decisions are based on both local input and extensive research, including CPR Competitive Monitors. Music is pre-programmed by computer for each individual client station. ("CPR Pop/Adult" format is in testing stages at publication date.)

TELEPHONE INTERVIEW STUDIES available include artist-preference studies, CPR Audience Growth Analysis, Perceptual studies using "attribute-ranking" methodology, lifestyle explorations, and traditional call-out research.

SIMULATION-BASED FORMAT TESTING is an innovative technique designed to determine how listeners evaluate radio stations and develop loyalties. The technique can also show the effects of adding or deleting programming elements from a given radio station.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

CPR will typically quote as low a price as other research firms, while offering strict quality controls during interviewing, and an easy-to-interpret report format.

CUSTOM AUDIENCE CONSULTANTS, INC.

8401 Corporate Drive

RESEARCH DIRECTORY

Landover, MD 20785
(301) 459-2686 Collect

EXECUTIVES:

Sam Paley, Pres.
Thom Moon, VP, Ops.

SERVICES:

Full-service media research firm offering stations research support for:

PROGRAMMING: Custom Diary Analysis provides an in-depth look at the behavior of a station's audience—the "numbers behind the numbers"—based on our review of Arbitron diaries. A companion study to the Custom Diary Analysis is the Mechanical Diary Analysis—a succinct summary of data contained in the Arbitron mechanical.

SALES: Complete array of multi-purpose sales promotion tools derived from the latest Arbitron, produced immediately upon release of the market report, synopsis of results for client station and its competitors from book—all produced to show client in best possible light. Specific sales presentation provide complete media plans, concrete justifications for adding radio to TV or newspaper campaign, pre- or post-buy analyses, all produced on an "as needed" basis.

MANAGEMENT: Rate card analyses and recommendations to optimize revenue while providing competitive CPM's Market analyses to pinpoint a formatic "hole" in market if you are considering a format change, or, ascertain economic conditions & formatic opportunities in a prospective market.

PRIMARY RESEARCH: Surveys to profile product & service usage of listeners to specific stations within targeted demographics. Surveys to ascertain opinions & attitudes of advertisers/agency personnel regarding radio stations' sales staffs.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Vary according to services used. Can be arranged on a per project basis, or as a retainer package customized to station's needs.

D DIGITAL MEDIA MARKETING SERVICES

2100 Data Park, Suite 100
Birmingham, AL 35244
(205) 987-7455

EXECUTIVES:

Jim Christian, Pres.
Dave Carlisle, Dir. of Marketing
Barbara Klein, Admin. Exec.

SERVICES:

"Street-Useable" materials designed so sales exec can provide clear, concise understanding of radio ratings to time-buying clients. Computer-based company offers an extensive variety of graphs and tables which will effectively translate the Arbitron into comprehensive one-page pictures. Audience flow graphs, demographic profiles, competitive rankings for markets and stations are all designed for effective communication to direct buyers. Sales and programming information for over 30 daypart/combinations for as many as 41 different demographic categories. Specific packages include the widely-promoted "Tracker" (audience flow charts) and "Bottom Line", a full rate-structure "translation" of the Arbitron. Format exclusively available for markets.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Individual reports from \$20 to \$40. Packages from \$150 to \$1500 (less than \$8 per report). Extensive package flexi-

bility available to address unique needs of individual stations.

E ERA RESEARCH

680 Beach Street, Suite #335
San Francisco, CA 94109
(415) 441-0550

F FMR ASSOCIATES, INC.

120 W. Broadway Boulevard
Tucson, AZ 85701
(602) 622-4727

EXECUTIVES:

Bruce Fohr, Pres. & Partner
Thomas M. McNulty, Exec. VP & Partner
Faye Anne Graham, Office Mgr.

SERVICES:

Custom-designed attitudinal and perceptual research projects on proprietary, market-exclusive basis. FMR Associates specializes in broadcast research only.

FMR's exclusive services include trademarked *Vulnerability Analysis* and *Behaviorographic* audience research techniques, as well as specialized *Target-Market* and *Format Opportunity Analysis*. The principals of FMR have worked for more than 60 stations across the country (both large and small markets) of virtually all format-types. The strategic and positioning research services have been found to be especially useful for broadcasters planning to enter new markets or new formats, as well as market leaders interested in solidifying their strengths and eliminating their vulnerabilities.

FMR does not publish a client list to sell our services. Provides a confidential list of references of the broadcasters familiar with the work.

Written proposals and prices accompany all projects, which generally involve focus group and/or telephone methodologies. Principals, not assistants, design, conduct, and analyze all projects. Final reports, with clear conclusions and recommendations are presented with each written analysis. Our readers may write or call for additional service/company background information and/or specific project proposals.

H HUGH HELLER IMAGE RESEARCH & DEVELOPMENT

10506 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

HEYMANN-APPLE BROADCAST

175 E. Delaware Place, Suite 5212
Chicago, IL 60611
(312) 266-9822

HIBER & HART, LTD.

P.O. Box 1220
Pebble Beach, CA 93953
(301) 776-8855

EXECUTIVES:

Jhan Hiber, Pres.
Lynn Hiber, Exec. VP

Research In *Action* . . .

When the leading **movers** of radio during the past year were moving **in**, **up**, or **over** in these top markets . . .

- Boston
- Chicago
- Cleveland
- Dallas
- Denver
- Houston
- San Francisco
- St. Louis
- Tucson
- Washington

FMR ASSOCIATES, INC. helped them succeed with our **exclusive** focus group and **vulnerability analysis** attitude research.

When **you're** planning a move . . . either **in** (to a new market) **over** (to a new format) or want a clear plan for moving **up** (with your target audience) contact the **movers** research company.

FMR ASSOCIATES, INC.

ATTITUDE RESEARCH AND ANALYSIS

FOR THE
FMR ADIO
OVERS IN

For additional information or a list of confidential references, contact **Bruce Fohr** at:
120 W. Broadway Blvd.; Tucson, Arizona 85701; (602) 622-4727

RESEARCH DIRECTORY

Dr. Richard Lutz, Dir., Market Research
Tom Nelson, Dir., Client Service

SERVICES:

Offers unique insights into the workings of Arbitron, and tips on how to score better ratings. Three of our principal executives are former key Arbitron personnel, as well as experienced broadcasters. Seminars on the Arbitron system and how to succeed under Quarterly Measurement; diary reviews at Laurel (full-time office and staff adjacent to Arbitron), as well as market research studies and sales development assistance. Computerized ratings breakouts available.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Annual retainer based on the number of surveys in the market and whether one or two stations, jointly owned, is involved. Format or demographic exclusivity is guaranteed within each market.

Literature available to our readers.

I INDEX RESEARCH (formerly Radio Index, Inc.) A Division of Todd Wallace/Associates

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082 Toll Free
(602) 242-4050 in Arizona

EXECUTIVES:

Todd Wallace, Pres.
Ron Dennington, Oper. Mgr.
Tracy Massey, Research Dir.

SERVICES:

Audience Measurement services and Programming Research Systems. Radio Index audience measurement (confidential ratings, overnight delivery); Positioning Questions (attitudinal questions with both demographic and psychographic display); Market Positioning System (system of in-house audience research designed to give client the logistical know-how and the computer capability to conduct any research study required); MARS/P.D.C. (the very latest, state-of-the-art system of Callout Music Research, offering exclusive Precision Dayparting Control printouts).

Program Consultation Services: Todd Wallace/Associates (see listing under Consultants Directory).

Complete brochures available upon request.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

\$350 to \$5,000.

J JOINT COMMUNICATIONS CORPORATION

191 John Street
Toronto, ON M5T 1X3, Canada
(416) 593-1136

EXECUTIVES:

Dave Charles, Pres.
John Parikhal, VP
David Oakes, Dir. of Research

SERVICES:

A heavily research-based media consulting company. Provides full-scale market research in the U.S. and Canada for radio, television, film and records. Based on focus groups, telephone surveys, person to person interviews. In addition, pioneering "right brain" research for testing television shows and commercials.

Works on one key assumption: increased media fragmentation is changing the way that people choose "favorites". In the "positioning" battles, proper research will

maximize dollar return on promotion and programming changes.

L LEACH RESEARCH, INC.

327 Sandoval, Suite 302
Santa Fe, NM 87501
(505) 982-1831

M FRANK N. MAGID ASSOCIATES, INC.

One Research Center
Marion, IA 52302
(319) 377-7345

MARKET BUY MARKET (R)

5858 Sunset Boulevard
Los Angeles, CA 90028
(213) 460-5639

EXECUTIVES:

Gil Bond, GM
Denise Herb-Mazzotta, Sales Mgr.
Trish Rotsch, Oper. Mgr.

SERVICES:

Sells computerized terminal access to media research for radio, television, newspapers and magazines. Provides a range of sales and programming reports based on syndicated ratings services. Matches qualitative profiles of radio stations' audiences to quantitative measurements of audience size. Nationwide customers include many of the country's largest advertisers, advertising agencies and radio stations.

MARKETRON

2180 Sand Hill Road
Menlo Park, CA 94025
(415) 854-5301 Collect

MEDIA RESEARCH GRAPHICS, INC.

P.O. Box 5973
Sherman Oaks, CA 91413
(213) 789-4000

MEDIA SERVICE CONCEPTS

1713 N. North Park Ave.
Chicago, IL 60614
(312) 280-0158

R RADIO ADVERTISING BUREAU, INC.

485 Lexington Avenue
New York, NY 10017
(212) 599-6666

EXECUTIVES:

Miles David, Pres.
William Cummings, VP/Nat'l Sales
Richard Montesano, Sr. VP
Joe Vincent, Sr. VP

SERVICES:

RAB is a non-profit organization whose objective is to enlarge the market for Radio by increasing understanding of the characteristics of Radio as a medium. RAB is

Why I Buy BIRCH. . .

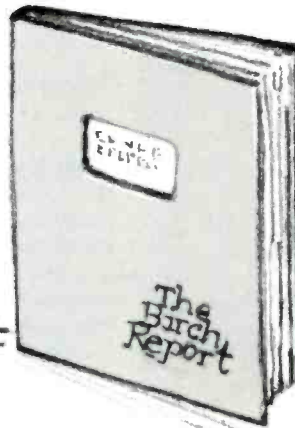
“ . . . The Birch Report is the ONLY service we need at Z93.”

— Bud Polacek
General Manager
WZGC/Atlanta

“In August '81 we made THE BIRCH REPORT our exclusive source for radio audience estimates. Our sales people use it locally at the agency and retail levels and Torbet uses it nationally. Has it worked for us? YES!”

CREDIBILITY WHEN YOU NEED IT

“Z93 sales continue to outpace projections. 4th Quarter '81 is substantially ahead of last year. A majority of the major agencies in Atlanta are factoring THE BIRCH REPORT into their buying decisions. And we've had excellent success with direct accounts. For instance, the Gunter Kausen Group is opening apartment complexes in the Atlanta area and will spend the majority of their radio budget on Z93 during their first year of advertising. THE BIRCH REPORT tipped the scales in our favor.”



“We've established Z93 as a leader in providing agencies with current data on Radio.

THE BIRCH REPORT gives our sales department a chance to present information that they can't get from other sources. Information that really helps us sell Z93.”

...WHILE INCREASING PROFITS

“THE BIRCH REPORT has made an important impact on our bottom line. We're now spending LESS for research and getting MORE. BIRCH gives us today's ratings picture today, unlike other ratings that are out of date even before they are issued.

In fact, if you want to find out more about our success in using THE BIRCH REPORT, call me at (404) 881-0093.

For radio audience estimates, we're pleased that THE BIRCH REPORT is the ONLY service we need at Z93.”

MAKING YOUR STATION AN INFORMATION SOURCE

The Birch Report

America's Fastest Growing Radio Ratings Company
3200 North University Drive, Coral Springs, FL 33065 / (305) 753-6043

RESEARCH DIRECTORY

supported by all elements of the Radio industry—including stations, the national Radio networks, and station representatives.

MINIMUM AND MAXIMUM FEES FOR SERVICES:
\$55 to \$1250.

RADIO INFORMATION CENTER

575 Lexington Ave.
New York, NY 10022
(212) 371-4828

EXECUTIVES:

Maurie Webster, Pres.
Jerry French, Sales Mgr.
Art Salisch, Ops. Mgr.

SERVICES:

Computer-based, customized research company. Big, high-speed computers are used to do the heavy quantity of research analysis on many fields, which only computers can do efficiently. "THE ANALYST" is the first exhaustive analysis of Arbitron audience data designed for station use in both Programming and Sales. In 30 reports, it evaluated dozens of critical factors which are beyond the reach of manual analysis but important to the programming, sales and use of radio. Produce the semiannual "Leading Station" analysis for TV/Radio Age. Produce annually a detailed analysis of the FCC Radio Financial Data, including custom reports of seven pages with both financial and economic data for every reporting market. A number of other products are in the development stage.

RAM RESEARCH COMPANY

10035 Carroll Canyon Road
San Diego, CA 92131
(714) 578-5660

EXECUTIVES:

Douglas P. Herman, Pres.
Michael A. Dirkx, VP, Prog.
Andrew Hangarter, VP, Mktg.

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.
Larry B. Campbell, VP/GM
Dick Springfield, Dir. of Research
Terry Patrick, Research Assoc.

SERVICES:

The Research Group provides a unique service—STRATEGIC RESEARCH for radio stations. Strategic research involves not just providing clients with listening behavior,

or perceptual studies, but a special form of market research focused on developing a long term strategy for the station designed to increase audience share, revenue and profit. Providing strategic research and long-term strategic planning for our clients is the only business of The Research Group.

Each member of The Research Group's professional staff has, in addition to research background, extensive "hands on" experience—in radio station ownership, general management and/or programming with major broadcasting groups. The Research Group professional staff works as a team on each research project.

Each research project is custom-designed for the client's specific needs. A variety of research tools are used in providing the client with reliable, actionable, strategic research information. The Research Group services include: telephone and "in home" Strategic market Studies, Positioning Analyses, Focus Group Discussions, Comprehensive Music Tests, Diagnostic Sales Profiles and the newly developed Promotional Efficiency Test (PET). The PET is designed to test concepts for television commercials, outdoor, and other radio station advertising campaigns to ensure maximum effectiveness in communicating the station's message to its target audience.

In the radio industry, The Research Groups is synonymous with STRATEGIC RESEARCH with excellent follow-up and implementation guidance for strategic planning.

Prices vary depending upon services performed.

REYMER & GERSIN ASSOCIATES, INC.

4000 Town Center, Suite 655
Southfield, MI 48075
(313) 354-4950

EXECUTIVES:

Arnold S. Reymmer, Pres.
Harvey N. Gersin, Exec. VP
Jon Beacher, Sr. VP
Doug Clemensen, Dir. of Research

SERVICES:

Full range of attitudinal, behavioral, motivational and psychographic marketing research studies, covering radio station formats, programming, imagery, talent and advertising. Studies investigate not only listener reactions to competitive radio stations, but also the intellectual and emotional needs that motivate the audience. Objective is to formulate a market positioning strategy, enhancing client station's programming, advertising and promotion. Skilled researchers conduct in-depth focus groups, "case studies", custom-designed statistical surveys, comprehensive reports and data tables. All services are confidential and available exclusively to one station per market.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Prices vary depending upon project design.

SOLAR COMPUTER SYSTEMS CORPORATION

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EXECUTIVES:

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Daniel Johnson, VP

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That's when the trouble can start. Your client quite probably knows his own business. . . but does he know yours? That's another matter. Your 15- or 20-station market introduces such a confusing set of alternatives that it's easier to just back away from radio—and stick with the newspaper.

DMMS can help your salespeople "show" the client your station's—and radio's—story. We produce authoritative, computer-generated reports that illustrate with crystal clarity who's listening and when, how many spots to buy. . . and how good a deal your station really is.

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reports include: Demographic shares for all standard dayparts, market competition monitor. . . . A 1/4 Hr. by 1/4 Hr. 6AM-Midnight listing by call-letter of the station winning each demo, audience flow. . . . A 1/4 Hr. by 1/4 Hr. display of available audience size to listen to one or any combination of stations in the market.

Music Research. Call-out, Mail-out, Panel testing. . . . input, tabulation, and resulting computer reports on specific responses, and accumulated perception of artists and titles.

MINIMUM AND MAXIMUM FEES FOR SERVICES:
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STATION RESEARCH SYSTEMS

14677 Midway Road, Suite 204
Dallas, TX 75234
(214) 239-5331 Collect

EXECUTIVES:

Don Hagen, VP/GM
Carl Barringer, Dir., Software Dev.

STRATEGY RESEARCH CORPORATION

100 NW 37th Avenue
Miami, FL 33125
(304) 649-5400

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
(817) 649-8577

SURREY COMMUNICATIONS RESEARCH, LTD.

3438 N. Country Club Road
Tucson, AZ 85716

(602) 327-9431

EXECUTIVES:

Howard D. Duncan, Pres.
Bob Lowry, VP
Kent Nichols, Sec'y/Treas.

SERVICES:

Proprietary one-station-per-market attitudinal and perceptual research for radio stations—of all formats and market sizes. All services are customized for specific problem/goal-situation of client stations. Principals are owners and executives in Surrey Broadcasting, Inc. Exclusive research analysis techniques include: Radio Image Studies, Competitive Vulnerability Analysis, Product-Parameter Test Research, Target-Market Opportunity Analysis, Consumer Behavioral/Attitudinal Studies and Advertiser Perception Studies. Full service description is available to our readers.

MINIMUM AND MAXIMUM FEES FOR SERVICES:

Fees for customized projects are on a per project basis and vary according to methodology and sample size requirements.

TELMAR MEDIA SYSTEMS

90 Park Avenue
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Best book in history.

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from 17th to 6th Place
overall.

KLQJ

7.0 #1 AOR
Best book in history.

WFBA

11.2 #1 AOR
Best book in history.

WQMF

7.7 #1 AOR
Best book in history.

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(602) 957-2452

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A

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(203) 236-0859

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EXECUTIVE:

Roger Ahrens, Pres.

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Complete advertising, public relations, and marketing services. Sales promotion and corporate design.

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San Rafael, CA 94903
(415) 499-8797

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Weston, CT 06883
(203) 226-3110 Collect

AUDIO STIMULATION, INC.

1680 N. Vine Street, #900
Hollywood, CA 90028
(213) 466-5201 Collect

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3650 Mayfield Rd.
Cleveland, OH 44121
(216) 382-6600

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(716) 688-8456

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New York, NY 10017
(212) 692-2301

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2936 Chain Bridge Road
Oakton, VA 22124
(703) 281-7120

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4596 Mountain Creek Drive
Roswell, GA 30075
(404) 993-8722

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Box 8026
Greenville, NC 27834
(919) 758-4509

BGW ASSOCIATES, INC.

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Riverside, CT 06878
(203) 637-3638 Riverside
(203) 562-2916 New Haven

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3725 Yaqui Drive
Flagstaff, AZ 86001
(602) 779-2631

EXECUTIVE:

Gary J. Bond, Pres.

SERVICES:

Music and/or news research; format structuring; brainstorming sessions (in-depth discussions with station personnel); Arbitron book analysis; reports that explain how Arbitron ratings relate to different subjects. A single in-depth report is available on these subjects: "News and News/Talk Report," "Radio Listening in America," "The Beautiful Music Format," "The Adult Contemporary Format Report," "The Country Radio Report," "Understanding Sampling Error," "Summer Radio Listening".

BOTIK BROADCAST SERVICES, INC.

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

EXECUTIVE:

Bob Botik, Pres.

SERVICES:

Consultation in the area of programming, sales and management of all radio stations (Programming-Adult Contemporary formats). Literature available to readers.

PRICING STRUCTURE:

Varies with market

ROBERT W. BRECKNER

1014 North Bundy Drive

CONSULTANTS DIRECTORY

Los Angeles, CA 90049
(213) 472-2132

THE BROADCAST CENTER

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

EXECUTIVES:

Tom Scott, VP
Leo Blumberg, Promotion/Research/Direct Mail

SERVICES:

Consultant to radio stations in sales, marketing, promotion, contests, and advertising. Producer of audience and sales promotion packages like "The Radio Game" for radio stations. Literature available to our readers.

BROADCAST MARKETING CO.

450 Mission Street
San Francisco, CA 94105
(415) 777-5400 Collect

BROADCAST TECHNICAL SERVICES LTD.

Box 11069
Lansing, MI 48906
(517) 487-0900

BROADERCASTING

9135 North Meridian Street, Suite B4
Indianapolis, IN 46260
(317) 844-6216
(317) 253-7693 (Home)

EXECUTIVE:

Robert D. Kiley, Pres.

SERVICES:

1) Audio Visual Station Presentation Production and instructions for proper utilization; 2) Sales Training Seminars: Selling promotions; selling ideas; tailoring presentations for different retail classifications. Proven selling methods that lead to success. Procedures for sales growth stability.

PRICING STRUCTURE:

Available on a straight fee according to scope of assignment or expenses plus percentage of gross sales increase after typical growth projections.

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(404) 955-1550

EXECUTIVES:

Kent Burkhardt, Pres.
Lee Abrams, Director
Lee Michaels, Associate
Dwight Douglas, Associate
Bob Elliot, Associate
Jon Sinton, Associate

SERVICES:

Customized format consultation for country, adult contemporary, middle-of-the-road, news/talk, album rock (superstars), soft rock, black, urban, ethnic. Also special 2

day market analysis to help position a station's programming.

PRICING STRUCTURE:

Varies for market size from \$1,000 to \$5,000 per month, two year contract. The market analysis also varies by market size from \$1,500 to \$2,500. Normal travel, lodging, and telephone expenses are added to above figures. Literature is available.

BURNS MEDIA CONSULTANTS, INC.

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Studio City, CA 91604
(213) 985-8522

C

CAMROUX ENTERPRISES, INC.

1989 Ontario Street
Windsor, Ontario, Canada
(519) 255-7000

JIM CARNEGIE CONSULTING ENTERPRISE

296-11 Echelon Road
Voorhees, NJ 08043
(609) 772-0259

EXECUTIVES:

Jim Carnegie, President
Sam Spataro, Financial Advisor
Kathy Kalvick, Administrative Assistant
R. David Adams, Technical Advisor

SERVICES:

Personalized Managerial/Programming/Marketing Development firm. Specializing in adult, contemporary, mellow formats; sales/programming/rating seminars; market monitors; technical consultation; ratings critiques for programming with sales. Also, product consultation/sales. All literature customized to client needs.

PRICING STRUCTURE:

Fees based upon individual client specifications. Starting price: \$1,200 to \$5,000 monthly.

CENTER FOR RADIO SALES

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Tallahassee, FL 32303
(904) 385-6161

CENTRAL BROADCAST CORPORATION

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Cincinnati, OH 45201
(606) 581-4950

CENTURY 21 PROGRAMMING, INC.

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

EXECUTIVES:

Dave Scott, VP/GM
Tom McIntyre, Sales Manager
Dan Rau, VP
Tommy Walker, Manager, Consulting Division

SERVICES:

Consults radio stations on profitable programming. Serv-

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"Your ratings must achieve a set goal, or we pay you back!"

For years, too many Program Consultants have adopted the irresponsible attitude of "take the money and run". Unfortunately, this has closed many Owners' and Managers' minds to ever even **considering** the fresh logic and objective input a good Consultant can provide.

At Todd Wallace/Associates, we think Programming is **TOO IMPORTANT A BUSINESS DECISION** for you not to have the same performance protection safeguards that you expect and demand in every other business dealing.

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ices include marketing, positioning, promotions and programming. Music formats are available in 12 different styles for automation or live-assist. Engineering consulting division buys & sells reconditioned automation and studio equipment.

PRICING STRUCTURE:

Varies depending upon exact services and market size. Literature is available.

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Daytona Beach, FL 32018
(904) 255-1154

CHEETAH ASSOCIATES

508 W. Newell Street
Syracuse, NY 13205
(315) 478-2587 (24-hour line)

EXECUTIVE:

Garry G. Luke, owner

SERVICES:

Market study, program formats viability, and recommended improvements. Local media buying, copywriting.

PRICING STRUCTURE:

Base fee depends on market size. Then percentage of sales increase over one year's previous. Literature available upon request.

CHICAGO PROGRAMMING RESOURCES

666 Dundee Road
Northbrook, IL 60062

SERVICES:

(See research directory listing)

CLARK NETWORK PROGRAMMING

Box 3087
Rolling Hills, CA 90028
(213) 541-3309

ROBERT L. COE

11 East 78th Street
New York, NY 10021
(212) 737-4554

COLLINGWOOD ASSOCIATES, INC.

2025 I Street
Washington, DC 20036
(202) 466-7522

COLONY COMMUNICATIONS, INC.

120 Kentucky Avenue
Lexington, KY 40502
(606) 253-3232

COMMUNICATIONS & SYSTEMS ANALYSIS

1208 6th Street, NE
Washington, DC 20002

(202) 547-7877

EXECUTIVE:

David Honig, President

COMMUNICATION SERVICES & RESEARCH

19 Laurel Drive
Danville, IL 61832
(217) 443-1745

EXECUTIVE:

Russell D. Bredholt, Managing Partner

SERVICES:

Management consulting and research for radio. Literature available to our readers.

PRICING STRUCTURE:

Time and expense.

CONNECTICUT CONSULTING GROUP INC.

73 Redding Road
Georgetown, CT 06840
(203) 544-9384

EXECUTIVE:

Thomas L. Greenbaum, Managing Director

BUD W. CONNELL ASSOCIATES

4141 Woodlawn Drive, Suite #6
Nashville, TN 37205
(615) 383-1108

CONSOLIDATED COMMUNICATIONS CONSULTANTS

5125 Briggs Avenue
La Crescenta, CA 91214
(213) 957-0957

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Sacramento, CA 95825
(916) 927-5234

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Washington, DC 20015
(202) 244-7600

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1425 E. Orange Grove, #23
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EXECUTIVE:

Bill Taylor, Owner

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Consulting firm specializing in AM radio. Entire strategy planned from the viewpoint that every market is truly unique. Full-scale consultation agreements feature considerable personal involvement in a hands-on approach and go way beyond the traditional role of playlist development and maintenance. Also offer reduced agreements for both AM and FM operations covering only the news and informational aspects of the programming. Other services include one-time seminars covering such topics as on-air announcer relatability, specific targeting of informational comments, news writing and reporting for target audiences, and effective people management.

While Cramer Communications is not a research firm, it works closely with many of the top research firms in the country. That close but totally independent association enables effective consultation for stations and groups considering using qualitative market research for the first time. Literature available to our readers.

PRICING STRUCTURE:

Varies with market size and specific needs. All full-scale clients are guaranteed market exclusivity. Stations with hotel and airline trades can reduce the overall cost considerably.

D
E. ALVIN DAVIS & ASSOCIATES, INC.
RADIO PROGRAMMING & MARKETING

3515 Bookmark Place
Landen Farms, OH 45039
(513) 683-6500

EXECUTIVE:

Cheryl Swanson, Director of Operations

SERVICES:

Provides consultation on all areas of radio programming and marketing. Services include: Ongoing consultation-offering guidance and leadership in station positioning and marketing, formatic implementation and execution, music selection and programming, talent search and development, Arbitron analysis and research implementation, news scheduling and content, promotional strategy and techniques and all areas relating to on-air sound and presentation.

Station/Market Analysis—for an objective view of the situation or for determining new format direction. Three day analysis used by stations in all sizes of markets to prepare for the upcoming Arbitron. Emphasis is on providing management with detailed, strategic guidance to improve station immediately.

The Advisory—a new service that makes it possible for management to take advantage of our skills and knowledge on a time-to-time basis, rather than the formal contract. The Advisory makes it easy for management to have a question answered, or to obtain a quick review of an idea, concept or piece of work. Doesn't require a formal contract. A call activates the service. Advisory is not available in markets where there are ongoing client relationships.

The Radio Programming Letter—A monthly forum of facts, opinions, and useful information on the current state of the radio programming art. Literature available to readers.

PRICING STRUCTURE:

Varies according to assignment and market size.

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141 East 44th St.

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New York, NY 10017
(212) 599-3303

EXECUTIVE:

Robin B. Martin, Pres./Chief Exec. Officer

SERVICES:

Personalized individual seminars covering acquisition of radio stations. Full and partial-day seminars in New York range in topics from "Introduction to Acquisitions", "Analysis of Potential Acquisitions", "Negotiating the Deal", "Financing the Station", to "Completing the Takeover." Acquisition or start-up consulting tailored to the client's needs. Station inspections also available. Literature available to our readers.

PRICING STRUCTURE:

Fee for personal seminars range from \$425 for six hour session, plus \$50 per additional person in same group. Station inspections range from \$425 per day, plus expenses. Other services determined by nature and extent of services desired.

DIGITAL MEDIA MARKETING SERVICES, INC.

2100 Data Park, Suite 100
Birmingham, AL 35244
(205) 987-7455

EXECUTIVES:

Jim Christian, Pres.
Dave Carlisle, Dir. of Marketing
Barbara Klein, Administrative Exec.

SERVICES:

Sales consultants through graphic analysis of the Arbitron. Literature available to our readers.

DIRIGO MEDIA

638 Congress Street
Portland, ME 04101
(207) 773-9022

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Specialized Consultation
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EXECUTIVES:

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Denny Adkins, Senior VP
Bobby Rich, Dir., Spec. Consultation

SERVICES:

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Starting price: \$1000 month.

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Box 549

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TO
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 Madison, Wisconsin

SPRING 1981 ARBITRON RATINGS

Monday through Sunday	Teens		Adults 18-34		Adults 18-49		Total Persons 12 +	
	1980	1981	1980	1981	1980	1981	1980	1981
6AM-12AM	0	21.1	6.9	14.5	5.0	11.0	3.5	9.7
6AM-10AM	0	19.4	3.7	10.7	2.5	7.5	1.7	6.2
10AM- 3AM	0	18.2	5.4	12.5	4.1	9.2	3.0	8.0
3PM- 7PM	0	17.6	8.9	17.7	6.6	13.9	4.7	11.9
7PM-12AM	0	24.3	8.5	17.1	6.8	14.6	4.6	13.7

After joining Noble Broadcast Consultants in February 1981, WIBA-FM experienced tremendous growth as illustrated in the Spring 1981 Arbitron ratings. WIBA-FM is consulted by Frank Felix, Vice President/AOR Program Manager.



For further information, contact Frank Felix at:

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CONSULTANTS DIRECTORY

Poughkeepsie, NY 12602
(916) 691-7725

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515 Madison Ave.
New York, NY 10022

EXECUTIVE:

John W. Elting, Pres.

SERVICES:

Financial consulting services.

ESSEX COMMUNICATIONS CORP.

10 Lexington Avenue
Greenwich, CT 06830
(203) 622-1776

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4340 Redwood Hwy., Suite F-121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres.
Christopher H. Exline, Secretary-Treasurer

SERVICES:

Advice on creation of new broadcast entities with emphasis on financial structuring and personnel procurement; general appraisal work; consultation to receiverships and/or bankruptcies; overview on total operations *excluding* programming consulting. Literature available to readers.

PRICING STRUCTURE:

Per diem plus out-of-pocket expenses in most activities; contract quotes on long term relationships depending on circumstances.

F

FIRSTCOM BROADCAST SERVICES, INC.

13747 Montfort Drive
Dallas, TX 75240
(214) 934-2222 (Collect)

EXECUTIVES:

Jim Long, Chmn.
Jerry Atchley, Pres.
Ken Justiss, VP
Paul Meachum, VP
Mike Baer, VP

SERVICES:

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PRICING STRUCTURE:

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FIRST MEDIA MANAGEMENT CO.

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Altamonte Springs, FL 32751
(305) 869-5200

NORMAN FISCHER ASSOCIATES, INC.

P.O. Box 5308
Austin, TX 78763
(512) 476-9457

EXECUTIVE:

Norman Fischer, Pres.

RON FISCHMANN RADIO SALES SEMINARS

4050 Kelly Drive
Durham, NC 27707
(919) 493-1370 (Collect)

ROBERT H. FORWARD & ASSOCIATES

550 S. Barrington Ave.
Los Angeles, CA 90049
(213) 476-3605

FRAZIER, GROSS & KADLEC, INC.

4801 Massachusetts Ave., N.W. Suite 390
Washington, D.C. 20016
(202) 966-2280 (Collect)

EXECUTIVES:

Horace W. Gross, Pres.
Charles H. Kadlec, Exec. VP
Susan D. Harrison, Manager/Economic Studies & Evaluations
James R. Bond, Jr., Manager/Asset Appraisal Services

PRICING STRUCTURE:

Per hour basis. Literature available to readers.

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

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1975	WKYS, Washington	Disco
1981	WENS, Indianapolis	AC

1982

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277 Farris Bridge Road
Greenville, SC 29611
(803) 246-3401

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5 Regent Court
Champaign, IL 61820
(217) 359-7527

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2210 Hastings Drive
Belmont, CA 94002
(415) 593-2588

H

HAGUE, CURTIS & CO.

2730 Old Willow Road
Northbrook, IL 60062
(312) 998-1060

HARDWICK COMMUNICATIONS ENTERPRISES

15 Broad Street
Charleston, SC 29402
(803) 722-0260

HUGH HELLER IMAGE RESEARCH & DEVELOPMENT

10506 Riverside Drive
N. Hollywood, CA 91602
(213) 766-4321

BOB HENABERY ASSOCIATES, INC.

136 E. 55th Street
New York, NY 10022
(212) 753-6513

EXECUTIVE:

Bob Henabery, Pres.

SERVICES:

Firm founded in 1974 currently consults stations throughout continental U.S. on all formats. Positioning and designing. Music development. Talent development.

PRICING STRUCTURE:

References and prices upon request.

GIG HENDERSON

P.O. Box 11455
Lexington, KY 40575
(606) 299-8910

SERVICES:

Custom voice/over talents. Demo tapes available to our readers.

PRICING STRUCTURE:

On demo.

R. MILLER HICKS & CO.

1011 West 11th St.
Austin, TX 78703
(512) 477-9696

JAMES C. HIRSCH COMMUNICATIONS SERVICES

447 Westover Road
Stamford, CT 06902
(203) 324-4747

HOFFMAN UNLIMITED

26 Greentree Circle
Westbury, NY 11590
(516) 333-0217

HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVES:

Arthur Holt, Pres.
Gordon A. Holt, VP
Bernhard Furhmann, Sr. Analyst

SERVICES:

Feasibility studies, management consultants.

PRICING STRUCTURE:

Varies by project type.

TOM HOTCHKISS CO.

Box 5124
Boise, ID 83705

THE HUNTER SYSTEM

130 West 42nd Street, Suite 602
New York, NY 10036

DENNIS R. ISRAEL

1 East Main Street
Riverhead, NY 11901

ISRAEL & HILTON, INC.

60 East 42nd St.
New York, NY 10017
(212) 687-2002

EDWARD J. JAEGER

5530 Rab Street
LaMesa, CA 92041
(714) 460-9831

JASON JENNINGS INCORPORATED

106 Redhill Circle
Tiburon, CA 94920
(415) 435-4120 (Collect)

EXECUTIVES:

Jason Jennings, Pres.

I

J

#1

RATINGS FOR SALE

We help your
management team build ratings that last past
the first book. Call us for a confidential programming
audit of your station and your market.

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1330 Millbrae Avenue, Millbrae, California 94030
John C. Lund: San Francisco (415) 692-7777

CONSULTANTS DIRECTORY

Barry Brady, Creative Dir.
Greg Daugherty, Marketing Dir.

SERVICES:

Full service sales, marketing and management consulting group. They conduct in station creative and sales training seminars for retailers on effective use of radio, offer audio cassette and videotape sales training, serve as the marketing and management consultant to Burkhart/Abrams Satellite Music Network and have purchased KSPO News/Talk Radio, Spokane, WA. Literature available to our readers.

PRICING STRUCTURE:

\$1,500 per day in major markets, \$1,000 daily rate in small markets. VideoTape Training Programs start at \$475. Audio Cassette Programs begin at \$150. Hourly consultancy rate for telephone meetings is \$200., with first telephone call free of charge.

JEAVIS PROGRAMMING CONSULTANTS

P.O. Box 4917
St. Louis, MO 63108
1-(800) 458-3491

EXECUTIVES:

Chris Turner, VP/Corp. Mgr.
Barbara J. Rogers, Pres.

SERVICES:

Programming, sales, computer research data.

PRICING STRUCTURE:

Available upon request

C. J. JONES & ASSOC.

1874 Capri Drive
Charleston, SC 29407
(803) 722-7611

MIKE JOSEPH

11 Punchbowl Drive
Westport, CT 06880
(203) 227-8326

K

RAYMOND I. KANDEL

2222 Avenue of the Stars, Suite 2102
Los Angeles, CA 90067
(213) 277-5004

JONATHAN KARAS & ASSOCIATES

Science House
Manchester, MA 09144
(617) 526-1120

A. LEWIS KING

30B Heritage Circle
Southbury, CT 06488
(203) 264-0677

ALLEN S. KLEIN

4615 Rubio Avenue
Encino, CA 91436
(213) 789-9598

DAVID R. KLEMM

Box 264
Washington, CT 06793
(203) 868-7970

PAUL H. LEE

Box 721
Rockledge, FL 32955
(305) 631-0037

JOE M. LEONARD, JR.

2241 Valwood Parkway
Dallas, TX 75234
(214) 241-0254

LOMAR ASSOCIATES

P.O. Box 124
Montvale, NJ 07645
(201) 664-3637

JOHN LONG ENTERPRISES

6730 W. Greens Road
Houston, TX 77066
(713) 444-4839

EXECUTIVES:

John Long, Ops. Dir.
Sharon Kelley, Business Mgr.
Rusty Black, Production Dir.

SERVICES:

Radio Programming Consultation: contemporary music formats, sports programming, recruitment, competitive market studies, "The Art of Programming" seminars (C). Syndication: "Crash Collins Oldies Review". Literature available to readers.

PRICING STRUCTURE:

Negotiable.

MAURY H. LONG & ASSOCIATES

5100 Dorset Avenue
Chevy Chase, MD 20015
(301) 652-6999

JAMES P. LOUPAS

330 E. 1300 N.
Chesterton, IN 46304
(219) 762-9117

EXECUTIVE:

Jim Loupas, Pres.

GARRY G. LUKE

Cheetah Associates Broadcast
Consultants, Advertising
508 W. Newell Street
Syracuse, NY 13205

THE LUND CONSULTANTS TO BROADCAST MANAGEMENT, INC.

San Francisco Headquarters:



E. ALVIN DAVIS
AND ASSOCIATES

Dear Broadcaster:

We are pleased to announce that our firm, E. Alvin Davis & Associates, has established a brand new service for the radio industry—THE ADVISORY.

THE ADVISORY is designed to serve our friends and associates in a new way previously not possible. We have come to realize that many broadcasters would welcome the opportunity to take advantage of our skills and knowledge we usually work under, THE ADVISORY is intended to make it easy for you to have a question answered or to obtain a quick review of an idea, concept or piece of work.

THE ADVISORY will not require a formal contract and is available at any time without prior arrangement. All that's necessary to activate this service is your phone call or question. We regret that this service is not available in markets where we have ongoing retainer clients.

To find out more about THE ADVISORY, your phone call is welcome at (513) 683-6500.

Sincerely,

E. Alvin Davis

Attention group officers and general managers:
If you'd like to receive our free monthly publication, The Radio Programming Letter, simply write or phone us to have your name placed on the mailing list.



E. ALVIN DAVIS
AND ASSOCIATES

CONSULTANTS DIRECTORY

1330 Millbrae Avenue
Millbrae, CA 94030
(415) 692-7777

EXECUTIVES:

John C. Lund, Pres.
June H. Lund, VP
Brian Scott, Assoc. Consultant
Nellene Teubner, Managing Editor
Radio Management Monthly

SERVICES:

(1) Conduct intensive five-day Programming Audit to help determine challenges and opportunities. Analysis details every programming aspect of client station and competition. Short turn-around time is ideal for "second opinion" during crisis situation.

(2) Help management with winning strategy for profit-oriented programming.

(3) Experienced in key adult formats. Actively involved in all areas of programming, promotion, strategy, news, music and team-building.

(4) Emphasis on strong format creation, talent development, researched music, hands-on guidance and involvement, increased ratings, revenue and profit.

(5) Individual seminars for stations, groups and broadcast associations: "The Programming," and "How to Win the Ratings War."

(6) Publish radio management monthly featuring articles on winning management techniques, practical sales information and proven programming and promotion ideas.

Instant information on all services available by calling The Lund Consultants in San Francisco.

PRICING STRUCTURE:

Fees based upon specific project design or annual retainer.

Robert O. Mahlman, Pres.

SERVICES:

Radio Network Consultant. Literature available to our readers.

MANAGEMENT/PROGRAMMING CONSULTANTS

Box 24
Traverse City, MI 49684
(616) 947-1538

MARINA MUSIC PRODUCTIONS

777 Silver Spur Road, Suite 115
Rolling Hill, CA 90274
(213) 541-5559

EXECUTIVES:

Frank Jolle, Program Consultant/VP
Charles Patterson, Traffic/Executive VP
F. Joseph Clark, Jr., Programming
Dani Clark, Treasurer

SERVICES:

Marina Music Productions syndicates the "SH Boom Radio Show". It is a nostalgia-oldies but goodies weekly feature. Three hour countdown spotlights a specific year and fills three hours with the Top 40, the news, and even the trivia of that year in a magazine format. Also provides formats for oldies but goodies stations. Main library consists of 2500 cuts of the great golden oldies.

PRICING STRUCTURE:

Formats begin and are structured as most of the major syndicators depending on population. SH Boom Radio Show has a bottom price of \$200 per week in the top 50 markets. These rates are based on the stations spot rates.

McGLOTHLIN CONSULTING SERVICES

3850 Twenty Third Street
San Francisco, CA 94114
(415) 824-2550 (Collect)

McHUGH AND HOFFMAN, INC.

3970 Chain Bridge Road
Fairfax, VA 22030
(703) 691-0700

DICK McKEE & ASSOCIATES

5308 Knight Road NE
Albuquerque, NM 87109
(505) 881-5333

KENNETH R. MEADES

P.O. Box 3831
Beverly Hills, CA 90212
(213) 771-0636

EXECUTIVE:

Kenneth R. Meades, Owner/Manager

SERVICES:

Audio-Visual consulting. Literature is available to our readers.

MEDIA ASSOCIATES

8220 Elmbrook Drive

M

MADDOX/PATTERSON AND ASSOCIATES, INC.

1550 Almond Court
Downers Grove, IL 60515
(312) 960-3275

EXECUTIVES:

Jim Maddox, Pres.
Jack Patterson, Senior VP

SERVICES:

Complete live/automated consulting service. Specializing in the urban format, full service includes music, formatics, talent, news, promotion (internal and external), sales, etc. Also in-house/out-house research. One-time diagnostic market study, one year, and multi-year contracts available. Literature available to our readers.

PRICING STRUCTURE:

Standard market size rate card available on request.

FRANK N. MAGID ASSOCIATES, INC.

One Research Center
Marion, IA 52302
(319) 377-7345
(817) 265-7121 Dallas Office

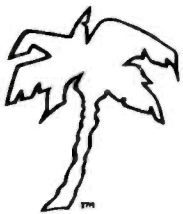
ROBERT O. MAHLMAN, INC.

Six the High Road
Bronxville, NY 10708
(914) 779-7003

EXECUTIVE:

*After rating successes at KRLY,
Houston, and WKTU, New York,
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available on an exclusive basis in a
limited number of markets for pro-
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Program Development

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Dallas, TX 75247
(214) 630-5097

MEDIA DEVELOPMENT DIVISION, MRS DEVELOPMENT, INC.

P.O. Box 1673
Thousand Oaks, CA 91360
(213) 889-1760

METROPLEX COMMUNICATIONS

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

MIDWEST COMMUNICATIONS

Box 278
Beaverton, MI 48612
(517) 435-7797

ROBIN MITCHELL PROGRAMMING/ SOLAR COMPUTER SYSTEMS CORPORATION

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

EXECUTIVES:

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

SERVICES:

Talent acquisition, Operations, Programming, Promotion & Research Consultation, including customized selection-by-selection computer music scheduling which guarantees each researched song's play at proper frequency, while protecting between exposures of songs by the same artists, and insuring subsequent exposures of songs circulate to different time-frames on a successive day, thus protecting listeners with the same daily listening patterns from unwarranted repetition.

PRICING STRUCTURE:

Based on magnitude and duration of project.

DAVID MOORHEAD

5746 Sunset Blvd.
Los Angeles, CA 90028
(213) 851-5964

THE MORGAN COMPANY

Box 39080
Denver, CO 80239
(303) 371-1549

ROBERT R. NATHAN ASSOCIATES, INC.

1200 18th Street
Washington, DC 20036
(202) 833-2200

DON H. NELSON & ASSOCIATES, INC.

3634 Seventh Avenue

San Diego, CA 92102
(714) 295-2435

NEW WORLD COMMUNICATIONS CO., INC.

11489 Alamazon Street
San Diego, CA 92129
(714) 566-7896 (Collect)

EXECUTIVES:

Jerry Clifton, Pres.
Spanky Lane, Marketing

SERVICES:

Program consulting custom tailored to each unique situation. Including research, promotion, music talent and management consultation. New Worlds quality approach is designed for stations who demand the highest possible ratings. Literature available to our readers.

PRICING STRUCTURE:

Based on market size.

NEW WORLD MEDIA

4211 Granada
Tampa, FL 33609

EXECUTIVES:

Michael Spears, Pres.
Bill Bunjereth, Sales

SERVICES:

Album rock, newstalk, Top 40 for programming and sales. Literature is available to our readers.

PRICING STRUCTURE:

By contract term or spot studies.

NOBLE BROADCAST CONSULTANTS

#1 1250 Sixth Avenue, Suite 402
San Diego, CA 92101
(714) 236-0209
211 Bridge Street
Charlevoix, MI 49720
(616) 547-4791

EXECUTIVES:

John T. Lynch, Exec. VP
Bur Franks, VP/GM
Tim Moore, VP
Rich Wood, VP/Program Manager
Frank Felix, Dir. of Contemporary Programming

SERVICES:

Programming and marketing consultants working with radio stations on a weekly-monthly-annual basis. Literature available to our readers.

PRICING STRUCTURE:

All consulting fees are based on radio station market size.

GEORGE NORMAN BROADCASTING

2501 Olympus Drive
Salt Lake City, UT 84117
(801) 277-3905

OPUS PRODUCTIONS, INC.

7011 N. Janmar Drive
Dallas, TX 75230
(214) 691-8846

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CONSULTANTS DIRECTORY

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PALM TREE INC.

1116 Bering Drive
Houston, TX 77057
(713) 977-6545

EXECUTIVE:

Michael Jones, Pres.

SERVICES:

Broadcast Consultant & Programming Development.
Specializing in Adult and Urban Contemporary.

PRICING STRUCTURE:

Depends on Market.

JEFF POLLACK COMMUNICATIONS, INC.

984 Monument St., Suite 204
Pacific Palisades, CA 90272
(213) 459-2783

EXECUTIVES:

Jeff Pollack, Pres.
Marilyn Tallman, Ops. Coordinator/Music Director

SERVICES:

Literature available to our readers.

PRIKRYL MEDIA INVESTMENTS

8340 East Princeton Avenue
Denver, CO 80237
(303) 771-7675

EXECUTIVE:

R. W. Prikryl, Pres.

SERVICES:

Brokerage and appraisals of broadcast properties plus
management, sales, and programming consultation.

PRICING STRUCTURE:

Available upon request.

PROFESSIONAL PROGRAMMING, INC.

7011 North Janmar Drive
Dallas, TX 75230
(214) 691-8846 (Collect)

PROGRAMANAGEMENT SYSTEMS

Box 5973
Washington, DC 20014
(301) 593-3283

WARD L. QUAAL CO.

5725 East River Road
Chicago, IL 60631
(312) 693-5720

RADIOACTIVITY, INC.

711 63rd Avenue Drive West
Bradenton, FL 33507
(813) 753-3533 (Collect)

EXECUTIVES:

Dain Schult, Pres.
Connie Schult, Operations Manager
Kevin O'Connell, Atlanta Representative

SERVICES:

Literature is available to our readers.

PRICING STRUCTURE:

Based on market size and services requested.

RADIO ARTS, INC.

210 N. Pass Ave., Suite 104
Burbank, CA 91505

RPM—RADIO PROGRAMMING/MANAGEMENT

25140 Lahser Rd., Suite 232
Southfield, MI 48034
1-(800) 521-2537
(313) 358-1040

EXECUTIVES:

Thomas Krikorian, Pres.
Richard Graf, General Manager

SERVICES:

Full format syndicator. Formats include contemporary
beautiful music, classic beautiful, progressive middle-of-
the-road adult contemporary, and classic MOR. Special
programming includes RPM Christmas Music Festival and
Big Band New Years Eve. Literature is available to our
readers.

PRICING STRUCTURE:

Formats are priced according to market size and vary for
each format. Special programming is standard priced and
is property of station.

RAYMER ASSOCIATES, INC.

203 Columbus Avenue
San Francisco, CA 94133
(415) 397-7491

RIVERBEND GROUP, INC.

4205 Carew Tower
Cincinnati, OH 45202
(513) 381-3380

PHILIP H. ROBERTS ADVERTISING ASSOCIATES, INC.

420 Lexington Avenue Suite 2803
New York, NY 10170
(212) 953-0446

EXECUTIVE:

Philip H. Roberts, Pres.

WILLIAM A ROBERTS, BROADCAST CONSULTANT

1110 N. Oak Cliff Blvd.
Dallas, TX 75208

JOHN ROOK & ASSOCIATES

19031 Marilla Street
Northridge, CA 91324
(213) 885-7404

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Eutawville, SC 29048
(803) 492-7613

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515 Madison Avenue

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Bill Hennes

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New York, NY 10022
(212) 688-2380

JOHN SEBASTIAN & ASSOCIATES, INC.

5213 N. 24th St., Suite 206
Phoenix, AZ 85016
(602) 957-2452

EXECUTIVES:

John Sebastian, Pres.
David Gariano, Associate
Jima Peterson, Office Manager

SERVICES:

Full service radio consultation firm. Encompasses all facets of radio including promotions, engineering, music programming, etc. Deal with all market sizes. Currently specializing in our successful mass appeal rock and roll format. Literature available to our readers.

PRICING STRUCTURE:

Available upon request.

RICHARD A. SHAHEEN, INC.

435 North Michigan Avenue
Chicago, IL 60611
(312) 467-0040

SHERWOOD, HENNES & ASSOCIATES

3125 Maple Leaf Drive
Glenview, IL 60025
(312) 439-1230

EXECUTIVES:

Burt Sherwood, Pres.
Bill Hennes, VP

SERVICES:

Radio programming—all formats, promotion and sales/marketing.

PRICING STRUCTURE:

Rates available upon request.

BILL SIMS PARTNERS

Box 2407
Santa Fe, NM 87501
(505) 757-6573

EXECUTIVE:

Bill Sims, Pres.

SOUTHWESTERN MEDIA ASSOCIATES

Box 6130
Lubbock, TX 79413
(806) 797-1221

DICK STARR BROADCAST SERVICES

7011 N. Janmar Drive
Dallas, TX 75230
(214) 691-8846

SUNBELT MEDIA

P.O. Box 120383
Arlington, TX 76012
(817) 649-8577

SURREY COMMUNICATIONS RESEARCH

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

TAIT APPRAISAL COMPANY

3663 W. 6th Street
Los Angeles, CA 90020
(213) 385-1663 Collect

TAPE NETWORKS, INC.

819 Eleventh Avenue
Delano, CA 93215
(805) 725-2599

BILL TAYLOR COUNTRY CONSULTANTS

1425 E. Orange Grove, #23
Pasadena, CA 91104
(213) 791-4836

PETER V. TAYLOR/TAYLOR COMMUNICATIONS

2614 Jackson Street
San Francisco, CA 94115
(415) 563-1045

EXECUTIVES:

Peter V. Taylor, Pres.
J. Kristine Kirkebo, Research Director

TM COMPANIES

1349 Regal Row
Dallas, TX 75247
(214) 634-8511 (collect)

EXECUTIVES:

Pat Shaughnessy, Pres./TM Companies

SERVICES:

Full service programming and sales consulting. Consults beautiful music, rock, black, soft rock/adult contemporary, country and middle-of-the-road.

PRICING STRUCTURE:

Available upon request.

EDWIN TORNBERG

P.O. Box 4230
Washington, DC 20012
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, Pres.

JACK TROUT

1212 Avenue of the Americas
New York, NY 10036
(212) 869-8888

JOHN R. ULMER, C.P.A.

2854 N. Thompson Road
Atlanta, GA 30319
(404) 455-0388

**NATIONAL
BROADCASTING
CONSULTANTS
and
LDM Productions
Limited**

Suite F-301
3694 Barham Blvd.
Hollywood, CA 90068
(213) 851-5964

CONSULTANTS DIRECTORY

W

WALKER MEDIA & MANAGEMENT, INC.

1730 Rhode Island Ave., NW
Suite 417
Washington, DC 20036

TODD WALLACE/ASSOCIATES

P.O. Box 11347
Phoenix, AZ 85061
(800) 528-6082
(602) 242-4050

EXECUTIVES:

Todd Wallace, Pres.
Chuck Morgan, VP/Director of Consultation
Ron Dennington, Operations Manager
Bill Clemens, Director/International Sales
Tracey Massey, Research Director

SERVICES:

Full service programming with holistic approach: Music research, format dynamics, promotional planning, news programming, sales liaison, positioning strategy. Specialty: immediate impact programming (rating increases within 6 months). Research division is "Index Research" (see listing under Research Directory). "Todd Wallace Money Back Guarantee" guarantees your ratings must achieve a set goal, or pro-rata portion of fees is refunded. Literature is available to our readers.

PRICING STRUCTURE:

Rate Card structured to market size and work involved.

PAUL WARD FARWEST COMMUNICATIONS

1680 Vine Street, #900
Los Angeles, CA 90028
(213) 466-5201 (collect)

EXECUTIVES:

Paul Ward, Pres.
Otis Merry, General Sales Manager

SERVICES:

Consults the GOLD PLUS programming concept, an oldies-oriented hit music format, targeting toward contemporary adult listeners 25-44. Clients include WGNG/Providence, WFBC-AM/Greenville, WKRZ/Wilkes Barre. Literature is available to our readers.

CHARLES WARNER

604 S. Dixon Street
Carbondale, IL 62901
(618) 529-1691

THE WARREN/VAN PELT ASSOCIATION

4152 Mill Stream Road
Virginia Beach, VA 23452
(804) 463-0746

WATERS & CO.

Security Mutual Bldg., Suite 322
Binghamton, NY 13901
(607) 722-8450

THE WEBSTER GROUP

575 Lexington Avenue
New York, NY 10022
(212) 371-4828

NEAL T. WEINRAUB

333 N. Michigan - 932
Chicago, IL 60601
(312) 372-6582

SERVICES:

Broadcast research with emphasis on marketing plans. New format ideas including video radio. Literature available to our readers.

PRICING STRUCTURE:

On a per project basis.

J. N. WELLS & COMPANY

210 W. 22nd Street, Suite 125
Oak Brook, IL 60521
(312) 325-0901

EXECUTIVES:

Joseph Wells, Pres.
Charles Wells, Executive VP
Jonathon "Scott" Wells, VP

SERVICES:

Brokers and consultants to broadcasters, publishers, and financial institutions.

RON WHITE

P.O. Box 4189
Little Rock, AR 72214
(501) 661-7570

WYCOM CORPORATION

Box 2407
Santa Fe, NM 87501

YANCY CORPORATION

1010 E. 86th St., Bldg. 1070, Suite 72
Indianapolis, IN 46240
(317) 844-5009

EXECUTIVES:

Robert Christy, VP
Jacqueline Doherty, National Coordinator

SERVICES:

Custom consultation, specializing in all adult formats. Research music systems, headhunting, and promotional services available.

PRICING STRUCTURE:

Available upon request.

YOUNG ADULT MARKETING, INC.

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Programming: Test-marketed for two years in multiple markets, our **Music Connection** is a 24-hour live stereo format fed via satellite for use up to 24 hours per day. Researched, designed and proven to give strong young adult **dominance**. Special features and weekend spectaculars.

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Also — **the** definitive major national study on 25 to 34 year olds. This landmark project un-

covers the secret keys to young adult programming, sales and promotion success.

Promotion: The most successful TV-outdoor-print campaigns in America, made available at low cost to build high cume and quarter hour. All campaigns pretested.

The logo for Transtar features the word "TRANSTAR" in a bold, metallic, three-dimensional font. The letters are filled with horizontal lines, giving them a textured, reflective appearance. A large, five-pointed star is positioned to the right of the word, partially overlapping the letter "R". The star is also metallic and three-dimensional, with a bright highlight on its top point. The entire logo is set against a dark background with several bright, diagonal light streaks that create a sense of motion and focus.

Available on an exclusive market basis through The Transtar Radio Network,
Menlo Park, California (415) 321-0953. Dwight Case, President.

A SUNBELT COMPANY

SATELLITE DIRECTORY

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, Market Development
William J. Battison, VP, Planning, Finance, Administration
and Satellite Development
Louis A. Severine, VP, Director of Sales
P. Kent Coughlin, VP and Director, Engineering
and Program Operations
Frank Atkinson, Dir., Station Admin.
Linda Stern, Dir., Admin.

ABC CONTEMPORARY NETWORK EXECUTIVES:

Willard Lochridge, VP
Darryl Brown, Dir.
Corinne Baldasanno, Dir. of Programming
Julie Eisenberg, Mgr., Station Relations

ABC DIRECTION NETWORK EXECUTIVES:

Charles A. King, VP
Vincent Gardino, Dir.
Ruth Meyer, Dir. of Programming

ABC ENTERTAINMENT NETWORK EXECUTIVES:

Charles A. King, VP
Leslie Benson, Dir.
Ruth Meyer, Dir. of Programming
Maria LaPorta, Mgr., Station Relations

ABC INFORMATION NETWORK EXECUTIVES:

John Axten, VP
Stuart G. Krane, Dir.
Tina Press, Dir. of Programming
Debbie Bernstein, Mgr., Station Relations

ABC FM NETWORK EXECUTIVES:

A. Thomas Plant, VP
Jim Keating, Dir.
Sandy Sanderson, Dir. of Programming
Edward Ockenden, Mgr., Station Relations

ABC ROCK NETWORK EXECUTIVES:

A. Thomas Plant, VP
Virginia Westphal, Dir.
Denise Oliver, Dir. of Programming
Louise Callahan, Mgr., Station Relations

ABC TALKRADIO EXECUTIVE:

Robert Chaisson, Managing Dir.

SALES:

Louis A. Severine, VP, Dir. of Sales
Arthur L. Sulzburgh, VP/National Sales Mgr.
Francis G. Boehm, VP/Western Sales Mgr.
Joseph F. Kelly, VP/Detroit Sales Mgr.
Robert Watson, VP/Eastern Sales Mgr.
Dennis Glynn, VP/Central Sales Mgr.
Rhonda Hack, Mgr., Southwest Sales Office
Linda Meilan, Dir., Sales Admin.
Tom Rocco, Dir., Special Program Sales
David Logan, Sales Mgr., Market Development
Blaise Leonardi, Mgr., Youth Networks
Frank Leoce, Sales Mgr., Adult Networks

CREATIVE SERVICES:

Michael A. Winter, Dir.
Leo Collins, Dir., Marketing Services
Sam Patterson, Dir., Advertising and Promotion
Suzanne A. Banks, Mgr., Publicity and Promotion

ENGINEERING:

P. Kent Coughlin, VP and Dir., Engineering
and Program Operations

Harry Curtis, Dir., Program Operations
Richard Martinez, Dir., Technical Operations
Robert Donnelly, Asst. Dir., Satellite Operations
Brenda Morgan, Mgr., Broadcast Services
Pam Trester, Mgr., Program and Affiliate Services
Lorraine Gordon, Mgr., Commercial Operations
Susan Redmond, Coordinator, Affiliate Services

RESEARCH:

Bill McClenaghan, Dir. of Research
Sandra Kennedy, Mgr., Research and Media Planning

ABC NEWS:

Robert Benson, VP, ABC News, Radio
Joseph F. Keating, Dir., Radio News Operations & Exec.
Producer, Radio Special Events
Peter M. Flannery, Asst. Dir., ABC Radio News
George T. Phillips, Mgr., Radio News Programming
Jeff Sprung, FM Network News Mgr.
Dick Rosenbaum, Information Network News Mgr.
Richard Dressel, Contemporary Network News Mgr.
Kathy Lavinder, Entertainment Network News Mgr.
Fred Davis, Direction Network News Mgr.
Mark Richards, Assignment Mgr., Radio News
Kenneth Scott, Mgr., Radio News, Washington Bureau Chief

ABC CONTEMPORARY NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Howard Cosell—with Speaking of Sports and Speaking of
Everything
Snapshot with Mary Margaret Myers
Breakthrough with Bill Stoller
American Top 40
Spotlight Specials—Will air: 2/21, 4/18, 6/20, 8/22, 10/24,
12/19

ABC DIRECTION NETWORK PROGRAMMING:

Hourly News
10 Daily Newscalls
3 Daily Sportscalls
Bob Buck and Don Chevrier Commentaries
To Your Good Health featuring Dr. Paul Donohue

ABC ENTERTAINMENT NETWORK PROGRAMMING:

News On The ½ Hour
11 Daily Newscalls
3 Daily Sportscalls
Agri-Answers by John Deignan
Economic Commentary by Dan Cordtz
Public Affairs Program: Meet the Author
Paul Harvey
Daily News Commentary by ABC Correspondents on top
stories from around the world.
Silver Eagle Cross Country Music Show—features top
country singers and bands from key country venues.
Spotlight with Bill Diehl
Rudd Awakening
Words and Music—six shows this year. Each special
features two hours of music and interviews.

ABC INFORMATION NETWORK PROGRAMMING:

News On The Hour
11 Daily Newscalls
3 Daily Sportscalls
World News This Morning with Joe Templeton
This Week With David Brinkley—all new for 1982
Daily Weather by John Coleman
Philip Greer with On Business and Down To Business
Daily Commentary with Steve Bell or Bob Clark
Lou Boda Sports

SATELLITE DIRECTORY

9 Daily Gordon Williams Business Reports
World News This Week
Fred Manfra Sports Feature
And More Features: Perspective I and II, Speaking of Music, FBI Washington, The Living World with Roger Caras.

ABC FM NETWORK PROGRAMMING:

Hourly News
11 Daily Newscalls
3 Daily Sportscalls
Public Affairs Program: Listen Closely
Star Sessions—New for 1982. Ninety minutes of top music and interviews in 12 shows. Will air: 3/20, 4/3, 4/17, 5/1, 5/22, 6/5, 7/3, 8/7, 9/4, 10/2, 10/16, 11/6.

ABC ROCK NETWORK PROGRAMMING:

Hourly News
11 Daily Sportscalls
Sports Shorts with Steve McPartlin
Rock and Roll Legends—reveals the story behind the song or group.
Comedy
Rocknotes—rock news including special reports from London.
On Location with Gayl Murphy
Lifelines—lifestyle feature reports.
The Steve Dahl Supper Club—two hours of zaniness recorded before a live studio audience.
King Biscuit Flower Hour—52 one-hour shows featuring top singers and bands, including the Rock Radio Awards.
Supergroups In Concert—a continuation of the widely acclaimed concert series.

ASSOCIATED PRESS RADIO NETWORK

1825 K Street, NW
Washington, DC 20006
(800) 424-8804 Toll Free

EXECUTIVES:

Edward J. De Fontaine, Mgr. Editor
William McCloskey, Asst. Mgr. Editor
George Mayo, Chief Engineer
Jerry Smith, Affiliate Relations Dir.

BROADCAST FACILITIES:

Transponder 1, Westar III

SERVICES:

Newscasts on the hour, business programming during the stock market day, five agriculture programs during morning hours, 13 sportscasts a day (24 each Saturday and Sunday) and news feeds hourly. Three public affairs programs per week and special sports coverage of major events.

B

BONNEVILLE BROADCASTING SYSTEM

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

EXECUTIVES:

Satellite East—New York
Marlin Taylor, Pres./Creative Dir.
John Patton, VP/GM
Gary Donohue, Marketing Mgr.
Dave Verdery, Client Services Mgr.
Jeff Mathieu, Station Sales Mgr.
Cindy Friedman, Station Sales Rep.
Walt Powers, Operations Mgr.

Jim Stagnito, Production Dir.
Roger Ahrens, Advertising Mgr.
(212) 580-8814

Satellite Central—Chicagoland
(312) 479-1717

Chris Sites, Uplink Master Control Mgr.
Eric Small, Satellite Electronic Consultant

DESCRIPTION OF PROGRAMMING:

Live 24 hours easy listening/beautiful music. 1200 individually programmed quarter hours scheduled by the day. Live network news around the clock. New music included to keep pace with industry releases. "Daybreak" is a unique morning drivetime music and breaks format pre-fed via satellite developed at KBIG, Los Angeles.

DESCRIPTION OF SALES:

Downlink technical team on staff. Sales marketing service for local sales staff training. Assistance in format execution from on-staff professionals. Electronic/equipment technical assistance.

BROADCAST FACILITIES:

Satcom III R

C

CHRISTIAN BROADCASTING NETWORK, INC.

International Communications Center
Virginia Beach, VA 23463
1-(800) 424-7777 Toll Free

EXECUTIVES:

Pat Robertson, Pres.
Bob Slosser, VP
Tom Rogeberg, Dir. Satellite Network
Clay Boudreaux, Mgr., Mktg.
Mel Parker, Commercial Coord.
Jack Norman, Promotions

SERVICES:

"700 Club" radio broadcast on tape, available one to five times per week.

CONTINENTAL RADIO

1318 Spratley Street
Portsmouth, VA 23704
(804) 393-2501

EXECUTIVES:

Craig R. Hodgson, Exec. Dir.
Craig R. Sherwood, Affiliate Relations Dir.

BROADCAST FACILITIES:

Satcom I

SERVICES:

24 hour music and news; pop adult with contemporary gospel. Price range \$400-\$1,000 per month depending on market and station facility, plus 2 minutes for network sale each hour.

DRAKE-CHENAULT ENTERPRISES, INC.

8399 Topanga Canyon Blvd.
P.O. Box 1629
Canoga Park, CA 91304
(213) 883-7400

EXECUTIVES:

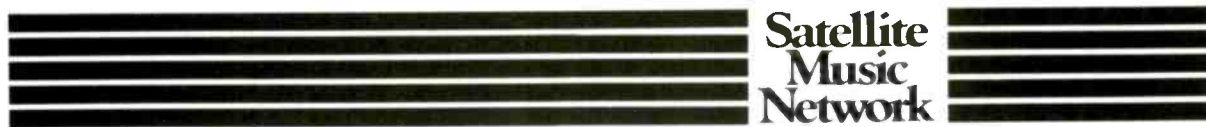
James Kefford, Pres.
Denny Adkins, Senior VP
B. J. Anderson, Dir. of Mktg.
Bob Ardrey, VP Sales

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SATELLITE DIRECTORY

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Modern Country—AM stations in Harrisburg, Billings, Waco, Honolulu and more have increased their market share with this clean, uncluttered approach to country music. And FM stations in markets like Winston-Salem, Louisville and Topeka have become #1 total persons 12+.

Adult Contemporary—For nearly 15 years Drake-Chenault's adult contemporary format, Contempo-300, has been helping stations achieve a unique market position. Designed for a core audience of 25-34, Contempo-300 can capture the marketplace. In fact, in Raleigh, Allentown, Kalamazoo, Grand Junction and Asbury Park, Contempo-300 is #1 total persons 12+.

Rock—The hits. Totally flexible, Drake-Chenault's XT-40 format can be dayparted to meet individual market needs. Using our exclusive in-house computer to project music trends, we can guarantee your station will always have the industry's most competitive playlist. XT-40 is designed to reach the 18-34 demographic.

MOR—For AM radio. Drake-Chenault's Contemporary MOR targets to the 30 plus audience. Contemporary MOR is designed to complement a community-oriented station. The Drake-Chenault program team works with you to design the entire broadcast day.

Black—Hip, on target for the 12-34 black audience is Drake-Chenault's SuperSoul. This totally hit-oriented format adds control and discipline to black radio. In Raleigh, Greenville and Columbus, SuperSoul has scored #1 ratings. Plus, there's exclusive dayparting options to insure total flexibility in your market.

SPECIAL FEATURE PROGRAMMING:

The History of Rock N Roll, Elvis: A 3 hour special, The Golden Years of Country, The Golden Years, The #1 Radio Show, The Top 100 of the Seventies, Christmas at Our House, Country Christmas, Top 30, The History of Country Music.

G

GLOBAL SATELLITE NETWORK

19456 Ventura Blvd.
Tarzana, CA 91356
(213) 344-5651

EXECUTIVES:

Howard Gillman, Exec. Prod.
Dennis Lavinthal, Exec. Prod.
Eddie Kritzer, Prod./Pres.
Cindy Tollin, Assoc. Prod./GM

BROADCAST FACILITIES:

Westar I

SERVICES:

Weekly live-by-satellite radio show called "Rockline" featuring music and interviews with today's hottest rock stars and a toll-free number for listeners to call in from around the world and talk to the stars live on the air.

M

MUTUAL BROADCASTING SYSTEM

1755 S. Jefferson Davis Highway
Arlington, VA 22202
(703) 685-2000

EXECUTIVES:

Martin Rubenstein, Pres./CEO
Jerry M. Wallace, Sr. VP, Corporate Services
Tom O'Brien, VP, News & Special Programs
Gene Swanzy, VP, Broadcast Services

BROADCAST FACILITIES:

Westar I

SERVICES:

Mutual Broadcasting System offers to its over 900 affiliates, extensive news coverage on a 24-hour basis, entertainment programming, including the highly recognized "The Larry King Show", and the best of professional and college sports events.

N

NATIONAL CHRISTIAN NETWORK

1150 West King Street
Cocoa, FL 32922
(305) 632-1000 Collect

EXECUTIVES:

Raymond Kassis, Pres./GM
J. Dale Wright, Oper. Mgr./Program Dir.
Arnold, J. Fox, Compt./Business Mgr.

BROADCAST FACILITIES:

Comstar D2

SERVICES:

Fourteen hours a day, seven days a week of religious programming. 11,000 square foot studio. \$210.00 per hour production studio time rate. Air time rates \$600.00 per hour—\$350 per half hour.

NATIONAL PUBLIC RADIO

2025 M Street, NW
Washington, DC 20036
(202) 822-2000

EXECUTIVES:

Frank Mankiewicz, Pres.
Thomas C. Warnock, Exec. VP
Samuel C. O. Holt, Sr. VP, Programming
Bill B. Oxley, Sr. VP, Distribution
Clyde Robinson, Sr. VP, Representation
Walda Roseman, Sr. VP, Nat'l Affairs
Joe Gwathmey, Dir., Programming
John Bos, Dir., Performance Programming
Richard Cassidy, Dir., Eng./Ops.
Linda Devillier, Dr., Public Info.

BROADCAST FACILITIES:

Westar I, transponder 2

SERVICES:

NPR is a fulltime, full service system. Transmits from 17 uplinks, with over 230 interconnected downlinks. NPR satellite system is available to radio producers, syndicators, etc., of commercial, public and independent radio.

P

PUBLIC SERVICE SATELLITE CONSORTIUM

1660 L. Street, NW, Suite 907
Washington, DC 20036
(202) 331-1154

EXECUTIVES:

Elizabeth L. Young, Pres.
Robert A. Mott, Exec. VP
Louis A. Bransford, VP, Planning and Dev.
Dail Ogden, VP, Operations

BROADCAST FACILITIES:

Can access all of them—most frequently use RCA, Westar, Satcom D-2.

SERVICES:

PSSC arranges networks for video and audio distribution of programming; transmits non-broadcast programs through its National Satellite Network; operates a satellite uplink, live origination studio and portable uplink facilities. Provides consultation, performs studios and offers workshops.

ADVERTISERS BELIEVE IT!

"Continental Satellite Radio programming really works," says Carson Pearce, General Sales Manager of radio station KBCN. He reports, "our TFN contracts jumped from 5,000 to 15,000 a month and our monthly billing doubled in just the first 30 days of running the Continental format!"

Unbelievable? Not at all. It's happening wherever Continental Radio's "live" pop adult format with contemporary gospel programming is tuned in! A Continental contract gets you complete turnkey satellite programming, including national personalities, news, station jingles and a start-to-finish downlink package.

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Hearing is believing! Visit our suite at the Dallas Hilton during the NAB April 4-7.



CONTINENTAL RADIO

1318 Spratley Street
Portsmouth, Virginia 23704
(804) 393-2501



SATELLITE DIRECTORY

R RKO RADIO NETWORK

1440 Broadway
New York, NY 10018
(212) 575-6100

EXECUTIVES:

Tom Burchill, Pres.
Ken Harris, VP/Dir., Affiliate Services
Joe Maguire, VP/Dir., Eng.

BROADCAST FACILITIES:

Westar III, transponder 1

SERVICES:

RKO Radio Network consists of RKO I: programs for young adults in 25-34 demographics. Provides news, life sound features, entertainment specials and "Night Time America"—live five-hour nightly music show.

RKO II: designed for music and information stations with programming appealing to 35-44 lifestyle, 25-54 market. Provides news, short feature programs, weekly music specials and "America Overnight"—a six-hour live talk interview program.

RKO RADIOSHOWS: provides demographic programs and format blocks for all radio stations. Also offers "Night Time America" and long term entertainment and information shows, weekly countdowns, sports talk shows, midday magazines, live concerts and daily formatic music blocks.

S SATELLITE MUSIC NETWORK

6500 River Chase Circle, E.
Atlanta, GA 30328
(800) 554-1250 Toll Free

EXECUTIVES:

Kent Burkhart, Founder/Pres.
James M. Rupp, Chief Operation Officer
Roy Bliss, Exec. VP
John Tyler, Management Partner
George Williams, Network Mgr.

BROADCAST FACILITIES:

RCA Satcom I, transponder 3

SERVICES:

Satellite Music Network offers 24 hours, 7 day service in stereo. Our two live formats are Pop Adult and Country Western with entertaining features provided. National news is included in the service. The signal is received by satellite dish antenna and Satellite Music Network transmits signal cues for station ID's, local commercials and allows stations up to 12 minutes for local commercials.

SOUTHERN SATELLITE SYSTEMS, INC.

P.O. Box 45684
Tulsa, OK 74145
(918) 481-0881

EXECUTIVES:

Edward L. Taylor, Pres.
R. B. Smith, Exec. VP
Selman M. Kremer, VP, Sales & Mktg.
Shaun Johnson, Asst. VP, Specialized Systems
John Roberts, Dir. of Specialized Services
Reuben Gant, Specialized Services Coord.

STARFLEET BLAIR

535 Boylston Street
Boston, MA 02116
(617) 262-0220

EXECUTIVES:

Sam Kopper, Pres.
Harriet Billush, Exec. Dir.

BROADCAST FACILITIES:

Westar III

TRANSTAR

545 Middlefield Road, Suite 170
Menlo Park, CA 94025
(415) 321-0953

EXECUTIVES:

Dwight L. Case, Pres.
E. Karl Foulk, Sr. VP
Ron L. Ruth, Affiliates Dir.

BROADCAST FACILITIES:

Westar I

SERVICES:

Live 24 hour music and personality program complete with news inserts targeted for the 25-34 year old adult contemporary audience. Full network services including proven programming, music research, sales training and tested promotional campaigns.

TUESDAY PRODUCTIONS, INC.

4429 Morena Blvd.
San Diego, CA 92117
(714) 272-7660

EXECUTIVE:

Bo Donovan, VP, Broadcast Div.

BROADCAST FACILITIES:

Satellite live, Westar I, transponder 2

THE ROBERT WOLD COMPANY, INC.

10880 Wilshire Boulevard
Los Angeles, CA 90024
(213) 474-3500 Collect

EXECUTIVES:

Robert N. Wold, Founder/Chmn.
Gary Worth, Pres., Wold Commun.
Wayne Baruch, Pres., Wold Commun.
Robert E. Wold, VP, Western Sales, Wold Commun.

SERVICES:

Point-to-point or point-to-multipoint radio program transmission and network interconnection via the World Satellite Network—a live, nationwide program distribution system providing monaural or high-fidelity stereo audio. Facilities include transportable satellite earth stations. Fixed satellite uplinks in New York, Los Angeles, and Washington, DC area, each interconnected via microwave to a technical operating center equipped with playback facilities. More than 40,000 hours of satellite transponder capacity annually on the RCA Satcom, Western Union Westar and AT&T Comstar systems.

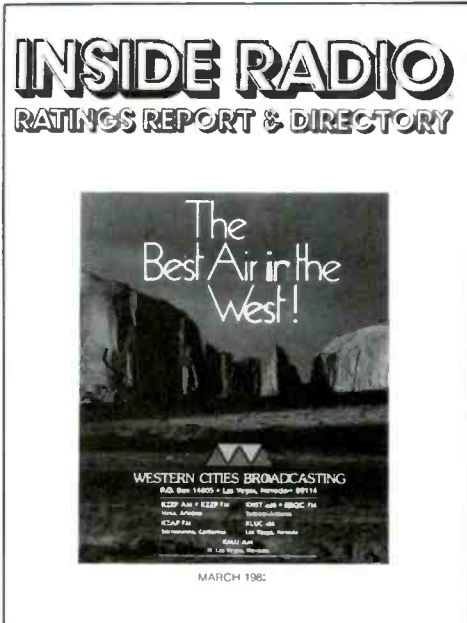

THE NEXT ISSUE OF

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RATINGS REPORT & DIRECTORY

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Suite 1025
Washington, DC 20036
(202) 331-9270

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Richard F. Blackburn
Jack V. Harvey
Tony Rizzo
Joseph M. Sitrick
Charles Kurtz
Jay C. Bowles
Howard Stasen
Roy Rowan
Alan C. Tindal
Wendell W. Doss
H. W. Jackson

BUSINESS BROKER ASSOC.

3306 Glenview Place
Chattanooga, TN 37408
(615) 756-7635

EXECUTIVE:

C. Alfred Dick, Owner

C**CAROLINA MEDIA BROKERS**

516 Fenton Place
Charlotte, NC 28207
(704) 376-1161

EXECUTIVE:

Donald S. Capozolli, GM

CHAPMAN ASSOCIATES

1835 Savoy Drive
Atlanta, GA 30341
(404) 458-9226

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Paul H. Chapman, Pres.
J. William Chapman, VP
Frances H. Chapman, Sec'y/Treas.

COMMUNICATIONS CAPITAL CORP.

960 Time Life Bldg.
New York, NY 10020
(212) 245-2870

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Blair Walliser, Pres.
William Quivey, VP

R. C. CRISLER & CO., INC.

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Cincinnati, OH 45202
(513) 381-7775

EXECUTIVES:

Richard C. Crisler, Pres.
Clyde G. Haehnle, VP
Alex Howard, VP
Larry C. Wood, Spec. Rep

E**WILLIAM A. EXLINE, INC.**

4340 Redwood Highway
Suite F121
San Rafael, CA 94903
(415) 479-3484

EXECUTIVES:

William A. Exline, Pres.
Christopher H. Exline, Sec'y/Treas.

F**FAIRFIELD CAPITAL, INC.**

230 Park Avenue
New York, NY 10017
(212) 687-8250

G**EXECUTIVE:**

F. Reese Brown, Pres.

MILTON Q. FORD & ASSOC.

5050 Poplar Avenue
Suite 816
Memphis, TN 38157
(901) 767-7980

EXECUTIVE:

Milton Q. Ford, Pres.

FRAZIER, GROSS & KADLEC, INC.

5028 Wisconsin Avenue, NW
Washington, DC 20016
(202) 966-2280

EXECUTIVES:

Horace W. Gross, Pres.
Charles H. Kadlec, Sr. VP

H**W. JOHN GRANDY**

1029 Pacific Street
San Luis, Obispo, CA 93401
(805) 541-1900

EXECUTIVE:

W. John Grandy, Pres.

R. D. HANNA CO.

5944 Luther Lane
Dallas, TX 75225
(214) 696-1022

EXECUTIVES:

Robert Hanna, Pres.
John Ryman, Associate

DAN HAYSLETT & ASSOC., INC.

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11311 No. Central Expressway
Dallas, TX 75243
(214) 691-2076

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Mary B. Hayslett, VP
Dan Hayslett, Jr., Associate

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P.O. Box 42401
Cincinnati, OH 45242
(513) 791-8730

EXECUTIVES:

Ted Hepburn, Pres.
Todd Hepburn, VP/CATV Div.

HOLT CORPORATION

Suite 205, Westgate Mall
Bethlehem, PA 18017
(215) 865-3775

EXECUTIVES:

Arthur H. Holt, Pres.
Gordon A. Holt, VP
Bernard Furhmann, Sr. Analyst

HUDSON INVESTMENT CORP.

1150 17th St. NW
Washington, DC 20036
(202) 296-8995

EXECUTIVE:

Edward R. McKenna, VP

K**PAUL KAGAN ASSOCIATES, INC.**

26356 Carmel Rancho Blvd.
Carmel, CA 93923
(408) 624-1536

LARSON/WALKER & CO.

1730 Rhode Island Avenue, NW

M

Suite 417
Washington, DC 20036
(202) 223-1553

EXECUTIVES:

G. Bennett Larson, Pres.
William L. Walker, VP

H. B. LaRUE, MEDIA BROKER

44 Montgomery St. 5th Flr.
San Francisco, CA 94104
(415) 434-1750

EXECUTIVES:

Hugh Ben LaRue, Pres.
Joy Thomas, Sec'y-Treas.

N**ROBERT O. MAHLMAN, INC.**

Six The High Road
Bronxville, NY 10708
(914) 779-7003

EXECUTIVE:

Robert O. Mahlman, Pres.

DON NELSON & ASSOCIATES, INC.

3634 Seventh Avenue
San Diego, CA 92103
(714) 295-2435

R**CECIL L. RICHARDS, INC.**

7700 Leesburg Pike, Suite 408
Falls Church, VA 22043
(703) 821-2552

EXECUTIVES:

Cecil L. Richards, Pres.
Bruce Houston, Associate

RICHTER-KALIL & CO., INC.

3438 N. Country Club
Tucson, AZ 85716
(602) 795-1050

EXECUTIVES:

Edwin G. Richter, Jr., Pres.
Frank Kalil, VP

RIVERBEND GROUP, INC.

4205 Carew Tower
Cincinnati, OH 45202
(513) 381-3380

EXECUTIVES:

Leon Lowenthal, Pres.
Herbert Shaffer, Jr., Exec. VP

S**RICHARD A. SHAHEEN, INC.**

435 N. Michigan Avenue
Chicago, IL 60611
(312) 467-0040

HOWARD E. STARK, MEDIA BROKER

575 Madison Avenue
New York, NY 10022
(212) 355-0405

EXECUTIVE:

Howard E. Stark, Mgr.

T**EDWIN TORNBURG & CO., INC.**

P.O. Box 4230
Washington, DC 20012
(202) 291-8700

EXECUTIVE:

Edwin Tornberg, Pres.

FCC DIRECTORY

Federal Communications Commission

1919 M Street, NW
Washington, DC 20554

THE COMMISSION

Mark Fowler—Chairman, Republican, assumed office May 18, 1981, term expires June 30, 1987.
Mary Weyforth Dawson—MO Republican, assumed office July 6, 1981, term expires June 30, 1988.
Anne P. Jones—MA Republican, assumed office April 2, 1979, term expires June 30, 1985.
Henry Rivera—NM Democrat, assumed office 1981, term expires June 30, 1987.
Abbott Washburn—MN Republican, assumed office July 10, 1974, term expires June 30, 1982.
Joseph R. Fogarty—RI Democrat, assumed office Sept. 17, 1976, term expires June 30, 1983.

COMMISSION STAFF

Office of Plans and Policy:
Peter K. Pitsch, Chief

Office of Public Affairs:
William Russell, Jr., Director
Maureen P. Peratino, Acting Chief,
Press and News Media Division

Office of Opinions and Review:
Vacant, (Proposed combination with
General Counsel).

Review Board:
Joseph Marino, Chairman

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Lenore G. Ehrig, Chief Judge
Thomas B. Fitzpatrick, Asst. Chief
Judge

Office of General Counsel:
Stephen A. Sharp, General Counsel

Office of Science and Technology:
Stephen J. Lukasik, Chief Scientist

Office of the Managing Director:
Edward Mickel, Managing Director

Broadcast Bureau:
Lawrence Harris, Chief

AM-FM Branch:
Barbara F. Forbes, Chief

Field Operations Bureau:
Richard Smith, Chief

FCC FIELD OFFICES

SOUTH CENTRAL REGION

BEAUMONT

Room 323 Federal Building
300 Willow Street
Beaumont, TX 77701
(713) 838-0271, Ext. 317

DALLAS

Earle Cabell Federal Building
Room 13E7, 1100 Commerce Street
Dallas, TX 75242
(214) 767-0761

DENVER

12477 West Cedar Drive
Denver, CO 80228
(303) 234-6977

HOUSTON

5636 Federal Building
515 Rusk Avenue
Houston, TX 77002
(713) 226-5624

KANSAS CITY

Brywood Office Tower, Room 320
8800 East 63rd Street
Kansas City, MO 64133
(816) 926-5111

NEW ORLEANS

1009 F. Edward Hebert Federal Building
600 South Street
New Orleans, LA 70130
(504) 589-2095

NORTH CENTRAL REGION

CHICAGO

3940 Federal Building
230 South Dearborn Street
Chicago, IL 60604
(312) 353-0195
(312) 353-0197 (recording)

DETROIT

1054 Federal Building &
U.S. Customhouse
231 W. Lafayette Street
Detroit, MI 48226
(313) 266 6078
(313) 226-6077 (recording)

ST. PAUL

691 Federal Building
316 N. Robert Street
St. Paul, MN 55101
(612) 725-7810
(612) 725-7819 (recording)

SOUTHEAST REGION

ATLANTA

Room 440, Massell Building
1365 Peachtree Street, N.E.
Atlanta, GA 30309
(404) 881-3084

HATO RAY (San Juan)

Federal Building & Courthouse,
Room 747
Avenida Carlos Chardon
Hato Rey, Puerto Rico 00918
(809) 753-4567 or 753-4008

MIAMI

919 Federal Building
51 S.W. First Avenue
Miami, FL 33130
(305) 350-5542

NORFOLK

Military Circle
870 North Military Highway
Norfolk, VA 23502
(804) 441-6472

SAVANNAH

238 Federal Office Building
& Courthouse
125 Bull Street, P.O. Box 8004

Savannah, GA 31412
(912) 944-4320

TAMPA

A.D.P. Building, Suite 601
1211 N. Westshore Blvd.
Tampa, FL 33607
(813) 228-2872

SOUTHWEST REGION

LeMESA (San Diego)

7840 El Cajon Blvd.
Suite 405
LeMesa, CA 92041
(714) 293-5478

LONG BEACH

3711 Long Beach Blvd.
Suite 501
Long Beach, CA 90807
(213) 426-4451

SAN FRANCISCO

423 Customhouse
555 Battery Street
San Francisco, CA 94111
(415) 556-7701

NORTHWEST REGION

ANCHORAGE

1011 East Tudor Road,
Room 240
P.O. Box 2955
Anchorage, AK 99510
(907) 276-7455

HONOLULU

7304 Prince Kuhio
Federal Building
300 Ala Moana Blvd.
P.O. Box 55023
Honolulu, HI 96850
(808) 546-5640

PORTLAND

1782 Federal Office Bldg.
1220 S.W. 3rd Ave.
Portland, OR 97204
(503) 221-4114

SEATTLE

3256 Federal Bldg.
915 Second Avenue
Seattle, WA 98174
(206) 442-7653

NORTHEAST REGION

BALTIMORE

George M. Fallon Federal Bldg.
Room 1017, 31 Hopkins Plaza
Baltimore, MD 21201
(301) 962-2728

BOSTON

1600 Customhouse
165 State Street
Boston, MA 02109
(617) 223-6609

BUFFALO

1307 Federal Bldg.
111 W. Huron Street
at Delaware Ave.
Buffalo, NY 14202
(716) 846-4511

NEW YORK

201 Varick Street
New York, NY 10014
(212) 620-3437

PHILADELPHIA

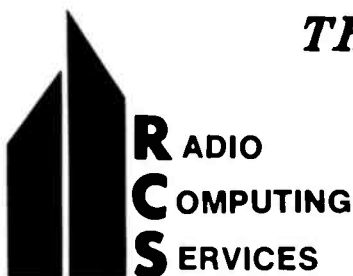
11425 James A. Byrne
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WIL-AM	St. Louis	KGW	Portland, OR
WYNY	New York	KNBR	San Francisco
WBEZ	New Orleans	KILT-AM	Houston
WSGN	Birmingham	KING	Seattle
WIL-FM	St. Louis	KYA-FM	San Francisco
Q101	Chicago	KFI	Los Angeles
WFIL	Philadelphia	KENR	Houston
WGAN	Portland, ME	KRBE	Houston
WCOZ	Boston	WROR	Boston
Q105	Tampa	<i>WLS - Chicago</i>	
WCLR,	Chicago	KASE/KVET	Austin
WRVQ,	Richmond		

-ALL USING *Selector*

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AMPRO/SCULLY

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Huntingdon Valley, PA 19006
(215) 947-7000

EXECUTIVES:

Alex Meyer, Pres.
Dick Grochosky, VP

SERVICES:

Manufacture of Scully Reel to Reel tape recorders, Ampro Broadcast audio consoles and cartridge machines.

AUDITRONICS, INC.

3750 Old Getwell Rd.
Memphis, TN 38118
(901) 362-1350

EXECUTIVES:

Welton H. Jetton, Pres.
Steve Sage, Exec. VP
James Woodworth, VP Broadcast Products
Bill Porter, Mktg. Dir.

SERVICES:

Manufacturers of Audio Control Consoles for Broadcast and Professional Recording industries. Consoles are available from 6-36 In and 2, 4, 8, 16, and 24 Out. Also manufacturers of line of Distribution Amplifiers.

AUTOGRAM CORPORATION

P.O. Box 456
631 J. Place
Plano, TX 75074
(214) 424-8585

EXECUTIVE:

Ernest T. Ankele, Jr., Pres.

SERVICES:

Audio Consoles, 6, 8, and 10 Channels.

AUTOMATED BROADCAST CONTROLS

9155 Brookville Road
Silver Spring, MD 20910
(301) 587-3505

B**BELAR ELECTRONICS LABORATORY, INC.**

Box 826
Lancaster Avenue at Dorset
Devon, PA 19333
(215) 687-5550

BROADCAST AUDIO CORPORATION

11355 Pyrites Way
Rancho Cordova, CA 95670
(916) 635-1048

EXECUTIVES:

Dale A. Tucker, Mktg. Mgr.
David W. Evans, Pres.
John M. Fernandez, Mechanical Eng.
Richard A. Majestic, Electronic Eng.

SERVICES:

Broadcaster Audio Corp. manufacturers five lines of audio consoles, including the rotary fader SYSTEM 5 in mono or stereo; the Slide Fader Stereo SYSTEM 8, SYSTEM 12 and SYSTEM 16, plus the professional's first choice, the SYSTEM 20.

BROADCAST ELECTRONICS, INC.

4100 N. 24th Street
Quincy, IL 62301
(217) 224-9600

EXECUTIVES:

L. J. Cervon, Pres.
C. I. Kring, VP Mktg.

SERVICES:

Manufacturing: Audio Consoles, single & multideck cartridge record/playback equipment, Audio processor amplifiers, FM exciters & transmitters, Program Automation systems, stereo & SCA Generators, telephone answering systems, turntables, tone arms, phono preamps.

C**CAPITOL MAGNETIC PRODUCTS**

1750 North Vine Street
Los Angeles, CA 90028
(213) 462-6252

CAVOX STEREO PROD./TAPE-ATHON CORP.

502 S. Isis
Inglewood, CA 90301
(800) 421-1029
(213) 776-6933

EXECUTIVES:

Lee Tate, Pres.
Robert Mayfield, National Sales/Prog. Dir.

SERVICES:

CaVox Stereo Productions produces Radio Program Formats and a huge Music Library Service for automated, semi-automated and live radio stations, both AM and FM from coast to coast plus Europe and the Far East. Tape-Athon Corporation is the manufacturer of a complete line of Audio Playback Systems for on-premise, Central Studio and S.C.A. Reel-to-Reel cartridge and cassette.

CCA ELECTRONICS CORP.

P.O. Box 5500
Broadcast Plaza
Cherry Hill, NJ 08034
(609) 424-1500

CECO COMMUNICATIONS INC.

2115 Avenue X
Brooklyn, NY 11235
(212) 646-6300

CETEC BROADCAST GROUP

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

EXECUTIVES:

Hugh T. Wilcox, Div. Mgr.
Jerry R. Clements, Nat'l Sales Mgr.
Frank Crane, MAPS Mktg. Mgr.

CETEC VEGA

9900 Baldwin Street
El Monte, CA 91731
(213) 442-0782

CIRCUIT RESEARCH LABS, INC.

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

EXECUTIVES:

Ron Jones, Pres.
Gary Clarkson, VP
C. A. DiMaggio, VP

Jack Stuart, Mktg.

SERVICES:

AM & FM Audio Processors, Electronic Modulation Controllers for AM-FM transmitters.

COLUMBINE SYSTEMS, INC.

1301 Arapahoe Street
Golden, CO 80401
(303) 279-4000

EXECUTIVES:

William S. Cole, Pres.
Catherine P. Cole, Sec'y/Treas.
Susan B. Thompson, VP/Mktg.
Dave B. Weidner, VP/Systems

SERVICES:

Columbine offers a total sales, traffic, and accounting system to radio stations. The system is self-customizing which means that each station can implement the system in a different way. Columbine uses IBM's in-house computers.

COMPUTER CONCEPTS CORPORATION

8001 West 63rd Street
Shawnee Mission, KS 66202
(800) 255-6350

EXECUTIVES:

Greg L. Dean, Pres.
John Clark, Sales Eng.
Klofer Schafer, Regional Sales Mgr.

SERVICES:

As an add-on to the Broadcast System or available in a stand alone version, the Music Management System will manage your station's music inventory and create playlists according to your program director's exacting specifications. The Music Management System allows your program director more time to apply his special talents to creative programming projects.

COMPUTER MANAGEMENT SYSTEMS, INC.

6610 N. Shadeland Avenue
Indianapolis, IN 46220
(800) 428-9281

EXECUTIVE:

Myron L. Keeney, VP

SERVICES:

The Broadcast Management Information System, BMIS, is an automated business system for radio, TV and radio networks, capable of automating sales, traffic, billing, general accounting and music rotation. In the case of radio networks, BMIS is also able to automate affiliate and clearance information.

CUSTOM BUSINESS SYSTEMS, INC.

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

EXECUTIVES:

I. Jerome Kenagy, Pres.
Steve Kenagy, VP, Mktg.
Wes Lockard, VP, Systems Dev.
John Kenagy, VP, Customer Relations

SERVICES:

CBSI offers to radio broadcasters a highly

HARDWARE/SOFTWARE DIRECTORY

efficient, cost effective broadcast business computer system. The system combines highly reliable Wang hardware (either floppy or fixed disk) with software.

The system offers traffic co-op, accounts receivable, general ledger, accounts payable, payroll, word processing, and a music library.

D DATA COMMUNICATIONS CORP.

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

EXECUTIVES:

F. Scott Pierce, Pres., Broadcast Div.
Bill Boyce, VP, Sales
Dick Bruce, VP, Broadcast Services

SERVICES:

BIAS, a comprehensive computer service for television and radio stations, including: traffic, sales, Accounts Receivable, Accounts Payable/General Ledger, Automatic Switching, Commercial Film Inventory, Buy Line, Master Control Automation, Feature Film and Network Control System.

DELTA ELECTRONICS

Box 11268
5730 Gen. Washington Drive
Alexandria, VA 22312
(703) 354-3350

DE WOLFE MUSIC LIBRARY, INC.

25 W. 45th Street
New York, NY 10036
(212) 586-6673

EXECUTIVES:

Fred Jacobs, Pres.
Andy Jacobs, VP
Larry Kessler, VP

SERVICES:

Production music and sound effects libraries for every radio commercial, program. Over 600 LP albums of music including ID's, bridges, themes with reasonable royalties. 18 album sound effects library with over 650 cataloged effects.

DOLBY LABORATORIES INC.

731 Sansome Street
San Francisco, CA 94111

EXECUTIVES:

Ioan Allen, VP, Mktg.
Tim Prouty, Broadcast Products Mgr.

SERVICES:

Manufacturers of audio noise reduction equipment for professional recording, radio and television production, and FM transmission.

E EASTERN BROADCAST SUPPLY

46 Mechanic Street
Leominster, MA 01453
(617) 537-4706

F FIDELIPAC CORPORATION

P.O. Box 808
Moorestown, NJ 08057
(609) 235-3511

EXECUTIVES:

Robert S. Thanhauser, Jr., Pres.
Daniel McCloskey, VP/GM
Arthur Constantine, VP/Sales

SERVICES:

Fidelipac manufactures NAB Broadcast tape

cartridges, cartridge racks, studio warning lights, wow and flutter meter, alignment and calibration tapes, blank-it bulk tape eraser, H.O.T. tape, delay cartridges and cart labels. Distributes audio-technica professional phonograph cartridges. Supplies audio-technica professional microphones and accessories.

G GREGG LABORATORIES

2120 East Howell Avenue
Suite 504-505
Anaheim, CA 92806
(714) 937-1100

SERVICES:

AM/FM Audio Broadcast Processing Systems, Broadcast Control Console, Telephone Interface Unit.

GROTON COMPUTER, INC.

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

EXECUTIVE:

Richard H. Sales, Systems Mgr.

SERVICES:

High speed communications and business processing. In-house remote equipment available. Complete logging, accounting, and reporting for radio stations. Loading for automation equipment.

H HARRIS CORPORATION, BROADCAST PRODUCTS DIV.

P.O. Box 4290
Quincy, IL 62305-4290

EXECUTIVES:

G. T. Whicker, VP/GM
E. O. Edwards, VP/Mktg.
A. V. Juettner, VP/Engineering
K. R. Schwenk, Director of Domestic Sales

SERVICES:

AM, FM, TV transmitters, satellite products, plus all equipment for radio and TV broadcasting, including audio equipment and antennas.

IGM

4041 Home Road
Bellingham, WA 98225
(206) 733-4567

JEFFERSON DATA SYSTEMS

Executive Plaza
501 Archdale Drive
Charlotte, NC 28210
(704) 374-3631

KAHN COMMUNICATIONS, INC.

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

EXECUTIVE:

Leonard R. Kahn, Pres.

SERVICES:

Lines-plus audio system; non-symmetramod enhancement system, AM stereo. Sound off squelch, symmetra-peak.

LPB INC.

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

EXECUTIVES:

Richard H. Crompton, Pres.
Harry N. Larkin, VP/Marketing

SERVICES:

Manufacturers and dealers of broadcast equipment; products manufactured are audio consoles, AM transmitters, phono preamps, distribution amplifiers, compressors/limiters, control room furniture.

M MOSELEY ASSOCIATES, INC.

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

EXECUTIVES:

Chuck Rockhill, Mktg. Mgr.
Fred Barbaria, Sales Engineer
Bill Tiren, Sales Engineer

SERVICES:

Manufacture and sell aural studio transmitter links, radio remote control equipment, remote pickup line units, audio processing equipment, telemetry return link systems, provide systems design and applications assistance to customers.

N NETWORK PRODUCTION MUSIC LIBRARY

4429 Morena Blvd.
San Diego, CA 92117
(714) 272-2011

EXECUTIVES:

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

SERVICES:

Contemporary production music with :60 and :30 broadcast length edits.

NIDUS BROADCAST BUSINESS SYSTEMS

11465 W. 48th Ave.
Wheat Ridge, CO 80033
1-(800) 525-0331

EXECUTIVES:

Dennis Reinhard, Pres.
Mike Shafer, National Sales Mgr.
Bill Myers, VP/Mktg.
Paul Adams, VP/Engineering

SERVICES:

An automated broadcast business system, designed for radio and television stations. Nidus handles spot and program orders, rotation schedules, sales reports, billing, accounts payable, and receivable.

ORBAN ASSOCIATES

645 Bryant Street
San Francisco, CA 94107
(415) 957-1067

EXECUTIVES:

John Delantoni, Pres.
Robert Orban, Chief Engineer
Jesse Maxenchs, Mgr., Broadcast Products
Sid Goldstein, Mgr., Pro-Audio Products

SERVICES:

Complete over the air audio processing systems for AM, FM broadcast. Also production studio and on-air equipment including equalizers, de-essers, compressor/limiters, stereo synthesizer and spring reverb.

R RADIO COMPUTING SERVICES, INC.

Two Dean Drive
Tenafly, NJ 07670

HARDWARE/SOFTWARE DIRECTORY

(201) 567-3263

EXECUTIVES:

Dr. Andrew Economos, Pres.
Dimitri Cotomatas, Chmn.
James Forges, VP/Software Dev.
Dr. Nelson DuBois, VP/System
Design

SERVICES:

Selector—selects music based upon PD criteria; *Sampler*—survey analysis; *Traffic System*—interbreaks commercials and music; *Full Accounting System*—includes general ledger, accounts payable, and barter; *News Machine*—captures wire services, allows editing of stories.

RAH RAH UNLIMITED

P.O. Box 4917
St. Louis, MO 63108
1-(800) 458-3491

EXECUTIVES:

Chris Turner, Corp. Mgr.
Rashida Kamilah, Pres.

SAKI MAGNETICS, INC.

8650 Hayden Place
Culver City, CA 90230

EXECUTIVES:

Eugene Sakasegawa, Pres.
Trevor J. Boyer, Dir./Mktg., Sales

SERVICES:

Manufacture long life ferrite heads for all major high speed duplicators and most professional studio machines such as Ampex, Scully, Revox, etc. We also make a new line of higher quality metal posts for 2" Ampex and RCA VTR's and 1" Sony.

SHIVELY LABORATORIES

Division of Howell Laboratories, Inc.
32 Harrison Road

Bridgton, ME 04009

(207) 647-3327

EXECUTIVES:

P. A. Wescott, Pres.
E. H. Shively, Dir. of Broadcast
Products
C. W. Peabody, VP/Mktg.
R. A. Surette, Mgr. of RF Products

SERVICES:

Manufacturers of FM antenna systems and related broadcast equipment; including transmission line, patch panel, combiners, reflectometers, filter couplers, pressurization equipment, dummy loads, and coaxial switches.

SHURE BROTHERS, INC.

222 Hartrey Avenue
Evanston, IL 60204
(312) 866-2200

EXECUTIVES:

J. Kogen, Pres./GM
R. Ward, Exec. VP
W. Finnigan, VP/Mktg. & Sales
S. N. Shure, Chmn. of the Board

SERVICES:

Manufacturers of high fidelity components, microphone, sound systems, and related circuitry.

SINTRONIC CORPORATION

212 Welsh Pool Road
Lionville, PA 19353
(215) 363-0444

STATION BUSINESS SYSTEMS

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

EXECUTIVES:

J. Neil Smith, Pres.

William P. O'Toole, VP/Sales

SERVICES:

Station Business Systems provides in-house, mini computer based business systems. The BATR systems offer billing, accounting, and traffic capabilities from order entry through general ledger. Also available: Music playlist inventory, and NEWSCOMR, the computerized broadcast newsroom system which assists in writing, editing, assignment desk, wire service, program rundown, archiving, and prompting functions.

STUDOR REVOX AMERICA, INC.

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

EXECUTIVES:

Bruno Hochstrasser, Pres.
Barry Evans, Revox National Sales Mgr.

SERVICES:

Supplier of a full line of audio tape recorders, mono through 24-track; broadcast production consoles; telephone links; amplifiers; cassette decks; and related audio accessories.

WILKINSON ELECTRONICS, INC.

P.O. Box 738
Trainer, PA 19013
(215) 497-5100

EXECUTIVES:

Jack Neff, VP/GM
Bill Johnson, VP/Engineering
Rosemary Jukes, Sales

SERVICES:

AM/FM Transmitters, Line surge protectors, Silicon rectifiers, dummy loads, audio consoles, STL-studio transmitter link.

S

W

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		

Where To Look—The following pages contain Arbitron ratings for most of the surveyed cities in the most recent rating period. Ratings are listed by city although not always in alphabetical order. This facilitates early publication of the directory despite Arbitron's mailing schedule. There is a quick reference index at the back of the book for your convenience.

What To Expect—Some cities are featured markets. They are usually the cities that interest buyers and agencies the most. In some cases, smaller markets may be featured markets if broadcasters there show sufficient interest in reaching the buyer and planner. Featured markets list the top 20 stations by 12+ average quarter hour showing trend and cume information. Also ownership, reach and frequency (based on 48 announcements on a 12-plan for four weeks), highest rate, rep firm and dial position. Additional demographic breakouts by age and day-part are also listed. Special analyses are offered to find out more about the ups and downs of various radio stations. The remaining cities are listed in "short form" for handy reference. These listings include trend and cume information for 15 stations. All estimates are Monday-Sunday, 6am-12mid metro average quarter hour unless otherwise stated. All estimates and calculations are subject to limita-

tions stated in individual Arbitron reports. Contents of these analyses remain a closely-guarded secret until publication.

Revenue & Income Data—Information is courtesy of Maurie Webster's Radio Information Center analysis of FCC financial data. Radio Performance Index compares radio and local TV revenues after adjusting for difference in market size (metro vs ADI households). An index of 110 means radio outperforms TVs by 10%.

Liability—Every attempt is made to use and gather accurate information about ratings, stations and their activities during rating periods and other factors. This guide is meant for reference and the editors suggest that media buyers and planners check the viability of an individual radio station's appeal with other research sources. The Buyers Guide is based on information available in this publication.

Advertising—Numerous radio stations have purchased informational advertising opposite their city's ratings page. All advertisers agree in advance to not attempt to influence the writing of the analyses. Advertisers are prohibited from seeing or hearing the analyses until the publication is distributed via mail.

(See index in back of book for complete list of cities)

ATLANTA

WZGC, WVEE show maximum growth

FASTEST MOVER—First Media's WZGC-FM rocker jumps 2 full shares for highest increase in several years. Ranks third 18-34, second 25-54, second women 18-34. Station conducts on-air contests, but does not go in for extravagant spending on promotion.

BIGGEST DECREASE—Gulf United's WKLS-FM album rocker off two shares. Still ranks fourth among 18-34 adults, first 18-34 men. Manager Dick Meeder uses Burkhart/Abrams as consultants. Did Pacman video game promotion giving away two electronic games. Gave away Rolling Stones tickets as part of Stone's national tour. Used heavy transit advertising, some TV, billboards, airplane fly-bys. Station was owned by SJR when rating period started.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WQXI-FM does homegrown album rock

format popular with 18-34s. Also first 25-54 men, 18-34 women. Plough's WVEE is strong second 12+, second 18-34, 18-34 men. Also uses on-air promotion to attract audience. WKLS-FM still delivering prime demographics despite several share loss.

25-54 ADULTS—Susquehanna's WLTA runs adult contemporary station which carries some on-air contesting. Uses heavy TV blitz. WZGC is able to pull in older adults as well as 18-34. Cox's WSB-AM is third overall 12+, fourth 25-54.

FACTS & FIGURES—Plough country WPLO is seventh 12+, sixth 25-54. . . . Capital Cities' country WKHX did remarkably well with 3.5 to 5.3 increase 12+. Ranks sixth 18-34. . . . Black-formatted WAOK rebounds (2.2 to 3.0). . . . Meredith news WGST up 4.4-5.0.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE- QUENCY	OWNER	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid		
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81							RANK		
1	WZGC	R	11.1	10.5	10.4	10.6	12.6	Torbet	92.9	210	19.8	4.66	First Media	1	WZGC	433,000
2	WVEE	B	7.6	11.9	8.0	8.9	10.3	McGavren	103.3	N/A	13.4	5.62	Plough	2	WSB	409,200
3	WSB	AC	11.7	12.1	10.2	10.5	10.2	Christal	750	N/A	18.0	4.13	Cox	3	WQXI-FM	338,600
4	WKLS-FM	A	8.2	8.8	6.6	10.7	8.7	Jack Masla	96.1	N/A	11.9	5.33	Gulf	4	WVEE	282,800
5	WQXI-FM	A	10.5	8.2	10.4	8.9	8.6	Blair	94.1	N/A	14.9	4.21	Jefferson Pilot	5	WKLS-FM	253,200
6	WLTA	AC	5.0	4.2	6.7	7.4	7.0	Eastman	99.7	N/A	8.5	5.97	Susquehanna	6	WGST	227,100
7	WPLO	C	5.1	4.5	5.1	6.5	5.5	McGavren	590	N/A	8.8	4.57	Plough	7	WPCH	213,400
8	WKHX	C	2.2	3.0	2.7	3.5	5.3	Selcom	101.5	N/A	8.3	4.67	Capital Cities	8	WPLO	194,900
9	WPCH	BM	7.3	7.1	6.8	6.1	5.3	Katz	94.9	110	9.4	4.14	Meredith	9	WKHX	183,000
10	WGST	N	5.3	3.8	5.0	4.4	5.0	Katz	920	205	9.4	3.84	Meredith	10	WLTA	177,500
11	WSB-FM	BM	5.7	4.1	6.0	4.3	3.8	Christal	98.5	N/A	6.6	4.18	Cox	11	WAOK	155,600
12	WAOK	B	3.4	3.6	3.7	2.2	3.0	Selcom	1380	N/A	6.2	3.49	Atlanta OK	12	WSB-FM	152,100
13	WQXI	O	2.8	2.2	2.8	2.0	1.8	Blair	790	N/A	4.5	2.99	Jefferson Pilot	13	WQXI	122,200
14	WRNG	T	2.5	3.6	2.7	3.0	1.8	Major Market	680	N/A	3.8	3.44	Ring Radio	14	WRNG	97,800
15	WYZE	AC	1.0	0.6	0.8	0.8	1.2	Dora Clayton	1480	20	1.9	4.71	WYZE	15	WYZE	41,800
16	WGKA	CL	1.1	1.4	1.3	0.6	0.8	Concert Music	1190	40x6	1.2	5.05	WGKA, Inc.	16	WIGO	31,700
17	WJYI	C	0.6	0.8	0.5	0.4	0.8	N/A	1080	N/A	0.9	6.08	Marietta	17	WKLS	31,000
18	WCHK-FM	B	0.3	0.5	0.3	**	0.6	N/A	105.5	8.50	0.8	5.07	Cherokee	18	WGKA	26,400
19	WIGO	B	0.7	0.5	0.6	0.4	0.4	N/A	1340	N/A	1.1	2.61	WIGO, Inc.	19	WJYI	19,000
20														20	WCHK-FM	18,000

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	WQXI-FM	WLTA	WKLS-FM	WQXI-FM	WQXI-FM	WLTA	WQXI-A/F	WQXI-A/F	WVEE	WLTA	WQXI-FM	WLTA	WVEE	WKHX
2	WVEE	WZGC	WVEE	WLTA	WZGC	WZGC	WZGC	WSB	WZGC	WPCH	WVEE	WZGC	WKLS-FM	WLTA
3	WZGC	WQXI-FM	WQXI-FM	WVEE	WVEE	WSB	WVEE	WZGC	WQXI-FM	WZGC	WZGC	WQXI-FM	WQXI-FM	WVEE
4	WKLS-FM	WSB	WZGC	WZGC	WLTA	WPCH	WKLS-A/F	WLTA	WKLS-FM	WVEE	WKLS-FM	WPLO	WZGC	WZGC
5	WLTA	WVEE	WLTA	WGST	WKLS-FM	WQXI-FM	WLTA	WPLO	WLTA	WPLO	WLTA	WLTA	WLTA	WQXI-FM

Market Rank: 17
Total Persons 12+: 1,706,600
Stations: 22
MSA Diaries: 1,705

Revenue Rank: 11
Revenue: \$42,385,442
Income Rank: 4
Income: \$9,857,490

Local Revenue: \$31,693,102
National/Regional Revenue: \$9,637,064
Network Compensation: \$792,913
Other: \$262,363

Commissions/Discounts: \$6,002,103
Total Expenses: \$26,525,849
Local TV Revenue: \$42,371,374
Radio Performance Index: 149

BALTIMORE

WIYY wins 18-34; WCBM squeaks past WBAL for 25-54

FASTEST MOVER—Hearst's adult contemporary WBAL-AM gains 3.1 shares this book propelling it to bigger number one (12.6 shares 12+). Second 25-54 but only by a handful of listeners. Marathon Sweepstakes offered cars, dinners, gift certificates. WBAL is into heavy billboard, transit saturation. Medium TV, newspaper campaign.

BIGGEST DECREASE—Plough's black-formatted WXYV off 1.9 shares. Adult contemporary WFBR also lost 1.7 shares this time probably due somewhat to loss of baseball season.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Burkhart/Abrams "Superstars" album rock WIYY second 12+, first men 18-34, third women 18-34. "Tattoo You" contest ties in to Rolling Stones tour with New

York, Los Angeles ticket giveaways with transportation and airfare. WXYV is off, but still second 18-34. Scripps-Howard WBSB rocker programmed by Jan Jeffries gains almost one full share for third straight rating book increase. Metro-media's WCBM is off slightly but still delivers fourth highest total of 18-34s.

25-54 ADULTS—WCBM inches by WBAL using on-air contests, TV promotion. First 25-54 in morning drive. WBAL comes in second. Nationwide's WPOC country station ranks fourth 12+ consistently pulling six shares (6.1 this time). Cox's WLIF is one of the most successful Schulke-programmed beautiful music stations ranking as high as third 12+, fourth in prime adults 25-54.

FACTS & FIGURES—Four of top five stations showed increases in audience. Each one of the top five have a different format from country to rock.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 80	Wntr 81	Sprg 81	Sunr 81	Fall 81									
1	WBAL	AC	11.0	11.2	9.5	**	12.6	Blair	1090	190x6	18.4	5.48	Hearst	1	WBAL	417,500
2	WIYY	A	9.9	8.7	8.3	**	9.7	Blair	97.9	150	14.2	5.48	Hearst	2	WIYY	326,200
3	WLIF	BM	8.9	6.7	7.8	**	8.5	Christal	101.9	105	13.1	5.16	Cox	3	WLIF	301,300
4	WPOC	C	6.0	7.7	6.3	**	6.1	Eastman	93.1	135x6	9.6	5.04	Nationwide	4	WCBM	296,600
5	WBSB	R	3.9	4.7	4.9	**	5.8	Torbet	104.3	N/A	11.4	4.06	Scripps-Howard	5	WBSB	281,500
6	WXYV	B	6.2	6.2	7.7	**	5.8	McGavren	102.7	N/A	10.2	4.59	Plough	6	WFBR	261,600
7	WCBM	AC	5.9	5.5	6.6	**	5.3	Katz	680	150	11.3	3.72	Metro-media	7	WXYV	241,900
8	WFBR	AC	4.0	3.8	5.6	**	3.9	Major Market	1300	104	9.4	3.28	Baltimore Radio	8	WCAO	224,200
9	WMAR	BM	4.6	5.3	4.8	**	3.9	Katz	106.5	70x6	6.7	4.63	Abell	9	WPOC	224,100
10	WITH	BB	1.2	0.9	2.4	**	3.4	Lotus	1230	49	5.9	4.64	BENI	10	WMAR	160,200
11	WWIN	B	3.9	3.6	3.8	**	3.2	Bernard Howard	1400	45x6	6.2	4.18	Waverly	11	WWIN	151,500
12	WCAO	AC	4.2	4.0	3.4	**	3.1	McGavren	600	155	7.8	3.14	Plough	12	WITH	139,800
13	WWDC-FM	A	0.5	1.4	1.3	**	2.0	Christal	101.1	N/A	4.1	3.86	Capital	13	WWDC-FM	105,300
14	WYST	AC	2.0	1.9	1.7	**	1.9	Jack Masla	92.3	N/A	4.0	3.76	UBC	14	WYST	104,200
15	WSID	B	2.4	1.6	0.6	**	1.7	Jack Masla	1010	N/A	2.7	5.03	UBC	15	WTOP	82,200
16	WRBS	REL	0.8	1.1	1.1	**	1.5	None	95.1	11	2.3	5.40	Peter & John	16	WRQX	73,400
17	WTOP	N/T	1.1	1.2	0.9	**	1.5	CBS	1500	1350x12	3.2	3.70	Outlet	17	WEBB	66,300
18	WEBB	B	0.4	0.7	0.7	**	1.3	None	1360	40x6	2.6	3.92	Brunson	18	WBKZ	64,400
19	WMAL	AC	0.6	0.9	**	**	1.2	McGavren	630	N/A	1.6	5.88	ABC	19	WKTK	64,200
20	WRQX	A	1.1	1.5	1.1	**	1.2	Blair	107.3	N/A	2.8	3.51	ABC	20	WPGC-A/F	63,300

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	WCBM	WIYY	WBAL	WBSB	WCBM	WIYY	WCBM	WIYY	WLIF	WIYY	WLIF	WIYY	WBAL
2	WXYV	WBAL	WXYV	WPOC	WXYV	WLIF	WCBM	WBAL	WXYV	WPOC	WXYV	WBAL	WXYV	WLIF
3	WBSB	WPOC	WBSB	WIYY	WIYY	WBAL	WFBR	WFBR	WBSB	WIYY	WBSB	WXYV	WBSB	WXYV
4	WCBM	WLIF	WCBM	WCBM	WCBM	WPOC	WXYV	WPOC	WCBM	WCBM	WCBM	WPOC	WCAO	WPOC
5	WPOC	WXYV	WWDC-FM	WXYV	WPOC	WXYV	WBSB	WLIF	WLIF	WBAL	WCAO	WCBM	WWDC-FM	WIYY

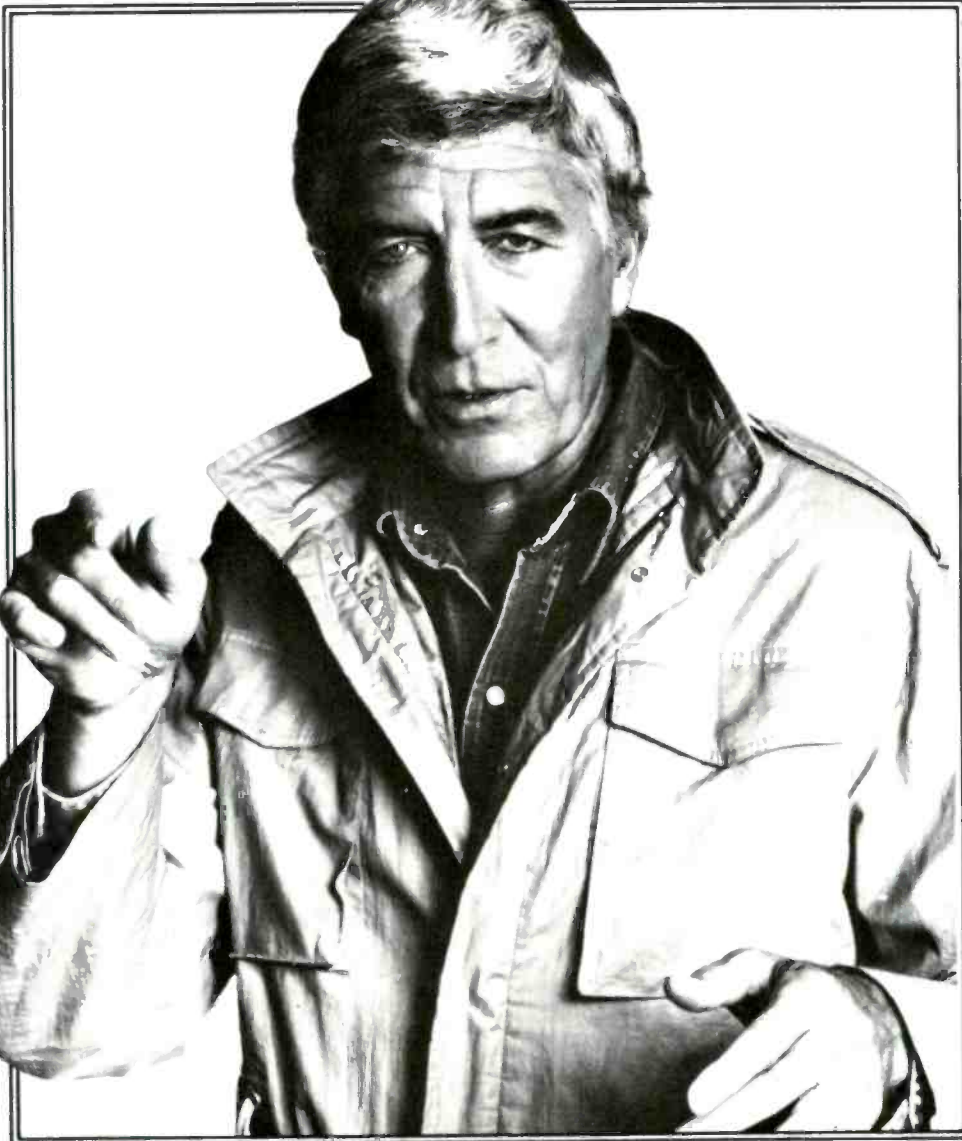
Market Rank: 14
Total Persons 12+: 1,835,200
Stations: 22
MSA Diaries: 1,786

Revenue Rank: 19
Revenue: \$30,981,587
Income Rank: 9
Income: \$4,438,418

Local Revenue: \$22,748,862
National/Regional Revenue: \$7,539,232
Network Compensation: \$588,537
Other: \$104,956

Commissions/Discounts: \$4,153,239
Total Expenses: \$22,389,930
Local TV Revenue: \$28,879,934
Radio Performance Index: 97

RELAX. WE'RE STILL NUMBER ONE.



The latest ratings are out. And in the face of some pretty stiff competition we retained, for the tenth year running, our position as the number one* Adult FM station in Baltimore.

In fact, while our competition's share of the market was going down to a 4.3, we increased

ours from an 8.5 right up to a 9.3**. To us, that shows a beautiful vote of confidence. And one that we're not about to let slide.

These days, when every buy you make has to pay off — isn't it nice to know there's a station that lets you take it easy?

WLIF FM102

The Place To Relax.

*Source: Arbitron, Adults 18+ Mon-Sun 6 AM-12 Midnight

**Source: Arbitron, Fall '81 Adults 18+ Mon-Sun 6 AM-12 Midnight

Nationally represented by the Christal Company, Inc. A Cox Broadcasting Corporation station

BOSTON

WBCN beats WCOZ 18-34 in Album Rock battle

FASTEST MOVER—Westinghouse's WBZ-AM, Boston up 1.4 shares. Bill Hartman's adult contemporary station rebounds to near levels of winter, 1981. Third 12+. Second adult 25-54. Second in women 25-54. Featured "60th Anniversary" contest with boat cruise prizes. Heavy TV campaign features morning man and helicopter traffic.

BIGGEST DECREASE—Blair's WCOZ-FM album rocker down 3.3 shares from summer book. But numbers are deceiving. Sebastian-Casey consulted station is still strong enough to be first 12+, second adults 18-34, men 18-34. Used "Rocktober" music festival as opportunity to give-away vans, albums, dinners. Some TV advertising.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Infinity's WBCN is first. WCOZ is close second. Both are album rockers. Heftel's WXKS-FM is third.

Tony Berardini's WBCN is locally programmed. Promotions included bumper stickers. Heavy newspaper, billboard, promotional events such as buttons, coupons, marquees, retail in-store displays. Medium TV. WCOZ based activities on "Rocktober" theme giving away albums, dinners and vans. Richard Balsbaugh's WXKS-FM also heavy into promotion with cash and gold giveaways. Some small prizes and albums. Medium TV. Some newspaper and magazine advertising.

25-54 ADULTS—Adult contemporary WHDH takes clear lead over second place WBZ. RKO'S WROR, CBS' WEEI-FM virtually tied for third place. GM Dave Croninger refuses to buy Arbitron book which shows station on top. Continues "Cash Call" contest. Gives away Disney World trips. WBZ-AM rebounds from recent losses. WROR employed "Easy Money Call". WEEI-FM turns in best book in over one year.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WCOZ	A	9.1	11.0	11.1	12.6	9.3	Blair	94.5	300	16.8	4.73	Blair	1	WBZ	707,000
2	WHDH	AC	9.8	10.3	8.5	9.7	8.7	Blair	850	450	17.7	4.24	Blair	2	WHDH	678,200
3	WBZ	AC	7.9	8.4	6.7	6.8	8.2	RAR	1030	500	17.9	3.92	Westinghouse	3	WCOZ	620,000
4	WEEI	N	7.1	6.5	7.0	6.0	6.6	CBS	590	325	14.2	3.96	CBS	4	WEEI	559,900
5	WXKS-FM	AC	4.4	5.0	7.1	5.0	6.1	Major Market	107.9	160	10.2	5.14	Heftel	5	WROR	393,400
6	WBCN	A	4.2	4.8	3.9	4.6	5.9	Torbet	104.1	300x6	9.7	5.25	Infinity	6	WEEI-FM	374,500
7	WJIB	BM	7.4	5.3	6.3	4.9	5.3	Christal	96.9	170	9.7	4.66	G.E.	7	WXKS-FM	370,100
8	WROR	AC	4.4	4.5	5.8	5.4	5.0	RKO	98.5	N/A	10.2	4.15	RKO	8	WVBF	368,400
9	WVBF	AC	4.1	3.5	3.7	3.9	4.1	McGavren	105.7	185	9.2	3.82	Fairbanks	9	WJIB	359,400
10	WEEI-FM	MM	4.7	3.7	3.7	3.5	4.0	CBS/FM	103.3	145x12	9.2	3.75	CBS	10	WBCN	349,600
11	WXKS	BB	3.4	3.0	3.7	4.0	3.2	Major Market	1430	70	4.2	6.46	Heftel	11	WRKO	332,700
12	WRKO	T	2.7	2.4	3.2	2.5	2.8	RKO	680	N/A	7.5	3.15	RKO	12	WITS	205,500
13	WHUE	BM	2.2	2.2	2.2	2.5	2.7	Eastman	100.7	N/A	5.2	4.36	GCC	13	WHUE	198,300
14	WSSH	BM	2.4	2.0	1.7	3.0	2.6	Hillier	99.5	N/A	4.3	5.09	WLLH, Inc.	14	WAAF	192,300
15	WITS	N/T	2.4	3.1	2.6	2.0	2.2	Katz	1510	90	5.1	3.78	Mariner	15	WSSH	157,700
16	WDLW	C	0.4	1.0	1.3	0.6	1.7	Savalli&Schutz	1330	35	2.7	5.46	WHET, Inc.	16	WXKS	143,400
17	WAAF	A	1.4	1.4	1.4	1.5	1.6	Katz	107.3	120	4.3	3.15	Park City	17	WCRB	138,800
18	WCRB	CL	1.3	1.8	1.4	1.0	1.4	John Donofrio	102.5	55	3.3	3.61	Charles River	18	WROL	113,300
19	WILD	B	1.1	1.7	1.5	1.2	1.2	N/A	1090	45	1.7	5.98	Nash Comm.	19	WBOS	113,200
20	WBOS	A	0.8	1.1	1.0	1.1	1.1	Bernard Howard	92.9	60x6	2.7	3.50	Champion	20	WCGY	104,400

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	WBCN	WHDH	WBCN	WHDH	WXKS-FM	WHDH	WBCN	WHDH	WBCN	WHDH	WBCN	WHDH	WCOZ	WBZ
2	WCOZ	WBZ	WCOZ	WBCN	WROR	WBZ	WXKS-FM	WBZ	WCOZ	WROR	WCOZ	WBZ	WXKS-FM	WROR
3	WXKS-FM	WROR	WXKS-FM	WEEI	WVBF	WROR	WCOZ	WEEI	WXKS-FM	WJIB	WXKS-FM	WEEI-FM	WBCN	WEEI-FM
4	WROR	WEEI-FM	WROR	WBZ	WCOZ	WEEI-FM	WHDH	WBCN	WROR	WEEI-FM	WROR	WROR	WROR	WHDH
5	WEEI-FM	WEEI	WEEI-FM	WEEI-FM	WBCN	WVBF	WBZ	WROR	WVBF	WBCN	WVBF	WBCN	WEEI-FM	WXKS-FM

Market Rank: 7	Revenue Rank: 8	Local Revenue: \$40,998,042	Commissions/Discounts: \$9,791,582
Total Persons 12+: 2,880,600	Revenue: \$61,829,125	National/Regional Revenue: \$18,893,536	Total Expenses: \$51,359,233
Stations: 31	Income Rank: 363	Network Compensation: \$1,346,646	Local TV Revenue: \$53,551,188
MSA Diaries: 2,303	Income: \$-678,310	Other: \$590,901	Radio Performance Index: 148

1979, DETROIT. . .

Greater Media's WMJC-FM shifts to the "Magic" adult contemporary format and moves to No. 1 Women 18-49.

1980, PHILADELPHIA. . .

Greater Media's WMGK-FM ranks No. 1 Adults 18-49 after altering format to "Magic" adult contemporary.

1981, LOS ANGELES. . .

Greater Media's newly-acquired KHTZ-FM adopts the "Magic" adult contemporary format and quickly moves to No. 1 Women 18-49.

1982, BOSTON. . .

wmjx fm 106

The magic is the music.[®]



Greater Media Radio for Boston

SOURCE: Arbitron, Avg. ¼-hr. persons; Mon-Sun, 6 am-mid.;
DETROIT MSA, Apr/May, Jul/Aug, Oct/Nov 1979;
PHILADELPHIA MSA, Jan/Feb, Apr/May, Jul/Aug, Fall 1980;
LOS ANGELES MSA, Winter, Spring, Summer, Fall 1981.

(Multiple book averages.)

BUFFALO

WECK's nostalgia format takes town by storm

FASTEST MOVER—WECK's Al Ham programmed "Music of Your Life" nostalgia format skyrockets into contention with 3.5 share increase taking it from 1.6 to 5.1 overall. Ranks sixth in 25-54 adults, tied for fifth in 25-54 men.

BIGGEST DECREASE—WJYE's Schulke-programmed beautiful music station down 3.9 shares, but still very solid with double figures 12+ overall (11.6). Tied for number one 25-54, first in men 25-54, second women 25-54. This is a case where looks are deceiving. WJYE may have taken the biggest decrease in the market this book, but what the station was left with was number one in prime demographics.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Burkhart/Abrams helped WGRQ become first 18-34, first men 18-34. WBEN-FM airs TMs Stereo Rock which is almost number one 18-34. Larry Levite's

rocker reports no on-air promotion. WKBW still survives the FM blitz. Ranks third 18-34. Drops to fifth overall. Station's 12+ audience has been eroding over past few books.

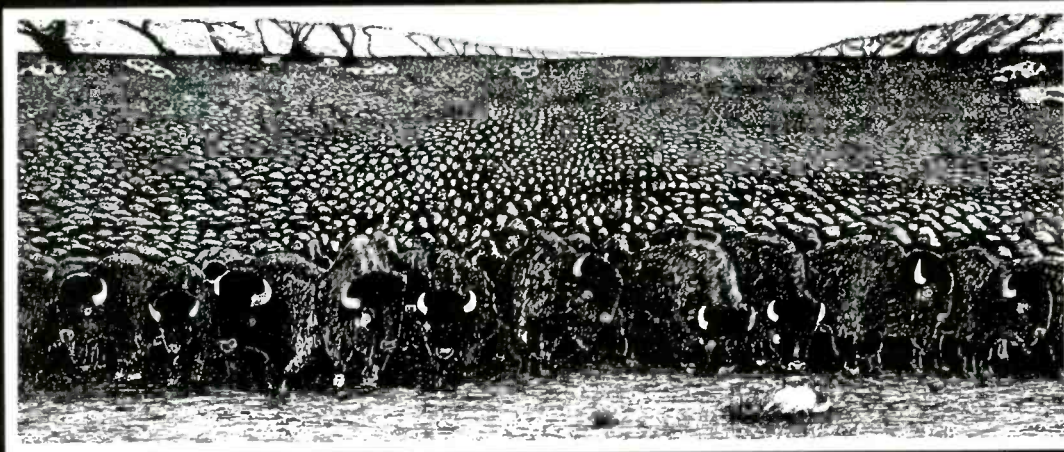
25-54 ADULTS—WBEN-AM, WJYE tie for lead. Larry Levite's AM is also first 12+, second 25-54. Conducted "Radio Discount Card" on-air for multiple prizes and discounts. Taft's adult contemporary WGR ranks sixth overall and third 25-54. GM Bill Irwin's station carried Sabres NHL hockey. Gives away cash and merchandise through Great Numbers promotion. WKBW is fourth. WBEN-FM ranks fifth showing strength in both 18-34 and prime 25-54 demographics.

FACTS & FIGURES—WACJ switched from oldies to beautiful music (1.7 to 2.2). . . . WZIR's free form progressive rock format is now more structured album rock. Ratings show 0.5 to 2.2.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	WEEKLY METRO CUME		
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid		
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81									
1	WBEN	AC	14.3	12.2	14.3	13.4	13.1	Eastman	930	N/A	24.9	4.02	Algonquin	1	WBEN	348,300
2	WJYE	BM	15.6	13.3	14.0	15.5	11.6	Torbet	96.1	127.0	17.5	5.07	McCormick	2	WKBW	265,800
3	WGRQ	A	3.6	6.7	6.0	7.6	9.7	Katz	96.9	N/A	15.1	4.92	Taft	3	WGR	247,200
4	WBEN-FM	R	7.7	9.1	7.8	7.1	8.8	Eastman	102.5	N/A	17.0	3.95	Algonquin	4	WBEN-FM	238,200
5	WKBW	R	10.9	9.2	10.1	9.7	8.4	Blair	1520	N/A	18.0	3.56	Capital Cities	5	WJYE	226,500
6	WGR	AC	11.0	9.0	9.5	7.0	7.6	Katz	550	N/A	16.5	3.51	Taft	6	WGRQ	195,300
7	WECK	BB	0.6	0.9	**	1.6	5.1	Jack Masla	1230	25x6	8.4	4.64	Quid Me	7	WPHD	128,400
8	WBLK	B	5.6	5.4	5.9	6.2	5.0	PRO	93.7	38x6	7.1	5.35	WBLK	8	WECK	110,100
9	WPHD	A	4.0	5.0	4.1	6.4	4.3	Major Market	103.3	N/A	8.8	3.74	Howard	9	WBLK	90,900
10	WWOL	C	3.0	2.5	2.8	3.5	3.3	RKO	1120	26	3.9	6.42	Assoc. Comm.	10	WZIR	58,500
11	WYRK	C	3.6	5.0	3.5	2.6	2.8	Savalli&Schutz	106.5	N/A	4.4	4.95	Stoner	11	WYRK	56,500
12	WACJ	O	1.3	1.8	1.8	1.7	2.2	RKO	104.1	N/A	4.1	4.03	Assoc. Comm.	12	WACJ	56,400
13	WZIR	A	0.5	0.5	1.3	0.5	2.2	Christal	98.5	40x12	4.2	4.05	Butler	13	WBUF	54,500
14	WBUF	B	2.3	1.4	1.6	2.2	1.5	McGavren	92.9	35	3.5	3.33	Liggett	14	WYSL	47,300
15	WUFO	B	1.6	1.9	1.2	1.0	1.4	Selcom	1080	18	3.0	3.45	Sheridan	15	WWOL	46,600
16	WDCX	REL	0.8	**	1.0	1.1	1.1	N/A	99.5	18	1.6	5.20	Crawford	16	WUFO	45,600
17	WYSL	AC	1.6	2.2	2.6	1.4	1.1	Jack Masla	1400	N/A	2.9	2.95	Howard	17	WXRL	30,200
18	WLVL	AC	0.6	**	0.7	**	0.9	N/A	1340	22	1.8	3.57	Culver	18	WLVL	27,200
19	WJL	R	0.9	0.4	1.1	0.6	0.7	None	1440	10.50	1.2	4.29	Niagara	19	WDCX	20,800
20	WXRL	C	1.3	1.2	0.9	0.5	0.6	Pates/Walton	1300	21	1.7	2.70	Dome	20	WJL	16,200

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	WGRQ	WBEN	WGRQ	WJYE	WBEN-FM	WBEN	WKBW	WBEN	WBEN-FM	WJYE	WGRQ	WJYE	WGRQ	WBEN
2	WBEN-FM	WJYE	WBEN-FM	WBEN	WKBW	WJYE	WPHD	WKBW	WGRQ	WBEN-FM	WBEN-FM	WBEN	WBEN-FM	WGR
3	WKBW	WGR	WPHD	WGR	WBLK	WKBW	WGRQ	WGR	WPHD	WGR	WBLK	WGR	WBLK	WJYE
4	WPHD	WKBW	WZIR	WBEN-FM	WGRQ	WGR	WBEN-FM	WJYE	WGR	WBEN	WPHD	WBEN-FM	WPHD	WBLK
5	WBLK	WBEN-FM	WGR			WBEN-FM	WBEN	WPHD	WKBW	WKBW	WKBW	WKBW	WGR	WGRQ

Market Rank: 31	Revenue Rank: 33	Local Revenue: \$13,299,042	Commissions/Discounts: \$2,307,747
Total Persons 12+: 1,021,200	Revenue: \$18,435,619	National/Regional Revenue: \$4,711,702	Total Expenses: \$14,125,398
Stations: 20	Income Rank: 17	Network Compensation: \$346,994	Local TV Revenue: \$16,553,915
MSA Diaries: 1,353	Income: \$2,002,474	Other: \$77,881	Radio Performance Index: 92



BUY BUFFALO.

WBEN RADIO 930 is a rare radio station... consistently delivering one of the largest major market audience shares in the country. Our adult-contemporary, full service information and entertainment stand alone in Western New York as prime audience magnets.

WBEN-FM, ROCK 102, is one of the most powerful radio stations in New York State, with our signal reaching Erie, Rochester, and Toronto. Designed specifically for the Western New York contemporary music listener, ROCK 102 continues to deliver its promise of music, as other stations change formats repeatedly. And the audience migration continues... to ROCK 102.

NUMBER ONE COMBO*

TSA	METRO
18+	18+
16-34	18-49
18-49	25-49
25-49	25-54
25-54	35-64
35-64	

*Fall 1981 Arbitron TSA & Metro rankings. AQH estimates 6 AM-midnight, Monday-Sunday. Estimates subject to limitations of said report.

HUGE 21.9 SHARE OF AUDIENCE

TSA CUME
 #1 WBEN-AM
 #2 WBEN-FM

Represented nationally by

EASTMAN  RADIO, INC.

WBEN RADIO

CHICAGO

Gannett's WGCI equals recent gains

FASTEST MOVER—General Manager Marv Dyson's Gannett-owned black-formatted station retains its recent six share from summer book (6.3 to 6.9 now). First in 18-34 adults, third 25-54. Also first in women 18-34, second women 25-54. Carried pro basketball.

BIGGEST DECREASE—ABC-owned rocker WLS-FM down 0.9 shares to rank tenth overall 12+. Station simulcasts with WLS-AM in some time periods. WLS-AM off slightly, but second in adults 18-34, 25-54. WLS-AM did "Fantastic Plastics" contest offering store discounts, vacations.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Gannett's WGCI is first. ABC's WLS second. Heftel's WLUP album rocker is third with competitor WMET fourth. WGCI owns prime demographics. Battle

between album rockers WMET, WLUP gets interesting. Sebastian-Casey consulted WLUP up 3.5 to 4.2 12+. WMET is off 0.6 shares. Both stations conduct on-air contests. WMET did "Rocktober" festival, world tour, usual ticket giveaways.

25-54 ADULTS—WGN still the leader. WLS solid second. WGCI third. Beautiful music WLOO is fourth. WGN is talk station which pulls in some sort of nine share in every book. Carries baseball in summer, football in fall. WGCI pulling not only youth, but older adult demographics. Century's beautiful music WLOO ranks third 12+, but delivers fourth place among 25-54 demographic target.

FACTS & FIGURES—CBS-owned WBBM-AM fourth 12+, fifth 25-54. WBBM-FM didn't make top 15 which is why consultant Mike Joseph is getting ready to engineer format switch in this market.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WGN	T	9.7	10.5	9.6	9.4	9.6	Christal	720	N/A	16.7	4.44	Continental	1	WGN	1,376,300
2	WGCI	B	6.0	4.9	4.1	6.3	6.9	Selcom	107.5	N/A	9.9	5.41	Gannett	2	WBBM	1,144,500
3	WLOO	BM	6.9	6.9	6.7	6.1	6.5	Katz	100.3	350	9.0	5.61	Century	3	WLS	1,044,100
4	WBBM	N	5.8	6.1	7.2	6.1	6.0	CBS	780	N/A	12.6	3.68	CBS	4	WLS-FM	798,800
5	WIND	T	4.6	3.2	3.8	4.8	4.7	RAR	560	N/A	7.5	4.93	Westinghouse	5	WGCI	782,200
6	WLS	R	5.7	5.3	5.0	5.0	4.7	Blair	890	380x6	19.2	3.32	ABC	6	WMAQ	776,300
7	WLUP	A	3.8	3.4	3.1	3.5	4.2	Major Market	97.9	235	8.4	3.82	Heftel	7	WLUP	744,000
8	WMAQ	C	4.9	5.1	5.1	4.8	4.2	Eastman	670	N/A	8.7	3.71	NBC	8	WLOO	701,800
9	WLAK	BM	4.6	4.4	3.3	4.0	3.7	McGavren	93.9	200	6.5	4.43	Storer	9	WCLR	694,700
10	WLS-FM	R	1.2	3.5	4.3	4.4	3.5	Blair	94.7	105x6			ABC	10	WMET	679,700
11	WCLR	AC	3.3	3.2	3.3	2.9	3.4	Torbet	101.9	165	7.4	3.55	Bonneville	11	WBBM-FM	602,400
12	WMET	A	3.5	4.0	3.5	4.0	3.4	Katz	95.5	225	7.4	3.57	Metromedia	12	WIND	600,100
13	WKQX	R	3.2	3.0	3.7	3.8	3.3	Eastman	101.1	150	6.6	3.94	NBC	13	WFYR	589,400
14	WFYR	AC	3.1	3.3	2.8	2.6	3.1	RKO	103.5	N/A	6.5	3.72	RKO	14	WKQX	578,200
15	WJEZ	C	3.3	2.5	3.1	3.1	3.0	Major Market	104.3	136	5.7	4.10	Plough	15	WLAK	542,100
16	WBBM-FM	AC	2.5	2.6	2.4	2.2	2.7	CBS	96.3	120	6.4	3.33	CBS	16	WJEZ	485,100
17	WAIT	MM	1.3	1.9	3.0	2.1	2.5	Katz	820	100	3.6	5.46	Century	17	WBMX	479,300
18	WJPC	B	2.3	2.6	3.1	2.7	2.5	None	950	100	4.9	3.90	Atlass	18	WJPC	425,000
19	WFMT	CL	1.8	1.9	1.9	1.4	2.2	Concert Music	98.7	260x132	3.8	4.47	WFMT, Inc.	19	WCFL	349,500
20	WBMX	B	2.9	3.1	2.6	2.7	2.1	Masla	102.7	200	5.0	3.26	Sonderling	20	WVON	346,500

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	WGCI	WGN	WLS	WGN	WGCI	WGN	WLS	WGN	WGCI	WLOO	WLS	WLS	WGCI	WGCI
2	WLS	WLS	WLUP	WLS	WLS	WGCI	WGCI	WLS	WLS	WLS	WGCI	WGN	WLUP	WBBM
3	WLUP	WGCI	WGCI	WBBM	WKQX	WLS	WGN	WBBM	WMET	WGN	WLUP	WLOO	WLS	WLS
4	WMET	WLOO	WMET	WLOO	WCLR	WLOO	WLUP	WGCI	WKQX	WLAK	WMET	WGCI	WMET	WCLR
5	WFYR	WBBM	WFYR	WGCI	WFYR	WCLR	WMET	WLOO	WLUP	WGCI	WFYR	WCLR	WXRT	WLOO

Market Rank: 3	Revenue Rank: 3	Local Revenue: \$85,689,655	Commissions/Discounts: \$17,127,850
Total Persons 12+: 6,344,900	Revenue: \$121,503,590	National/Regional Revenue: \$33,060,209	Total Expenses: \$101,827,891
Stations: 31	Income Rank: 13	Network Compensation: \$1,385,625	Local TV Revenue: \$84,340,371
MSA Diaries: 3,138	Income: \$2,547,849	Other: \$1,368,101	Radio Performance Index: 89

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CLEVELAND

WMMS, WZZP lead 18-34, 25-54

FASTEST MOVER—Al Ham's "Music of Your Life" nostalgia/big band format on WBBG is responsible for 2.4 share point increase this book.

BIGGEST DECREASE—Gannett's WDOK off 2.3 shares, but Churchill programmed station pulls in enough prime 25-54 demographics to finish second 12+. Station featured Roger Whittaker contests, WDOK coffee mug contest. Medium exposure transit ad campaign, light TV.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Malrite's WMMS easily wins this category with double the numbers its nearest competitor has. Station uses the standard album rock album giveaways. Station very image conscious, community-minded. Adult contemporary WZZP ranks second. Uses Cash Call for various

cash prizes. Backs up on-air effort with medium exposure, TV, transit and bus shelter advertising. WDMT's Burkhart/Abrams-consulted station is fourth.

25-54 ADULTS—WZZP wins this (also fifth overall). Station pulls in some excellent demographics in both 18-34, 25-54. Malrite's country WHK is solid second (third overall 12+). Carries Cleveland Browns pro football. Giveaway albums, football tickets, cash on-air. Conducted heavy direct mail campaign and some TV, newspaper and transit advertising. WDOK's beautiful music station is third. Nationwide's adult contemporary WGAR fourth with on-air contests, TV and billboards to bolster their efforts.

FACTS & FIGURES—Bonneville's beautiful music WQAL ranks fifth 25-54, fourth overall. . . . News/talk WERE steady for sixth place, but demographics are on the older side.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	WEEKLY METRO CUME		
			Total persons 12+ 6 AM - 12 Mid											RANK	Monday-Sunday 6 AM - 12 Mid	
			O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WMMS	A	8.5	10.5	10.5	8.3	9.0	Katz	100.7	N/A	13.2	5.12	Malrite	1	WHK	267,700
2	WDOK	BM	9.1	10.1	8.4	10.4	8.1	Eastman	102.1	N/A	12.5	4.90	Gannett	2	WGCL	262,200
3	WHK	C	8.5	5.3	7.6	6.2	6.7	Katz	1420	N/A	12.5	4.05	Malrite	3	WMMS	260,900
4	WQAL	BM	9.4	9.1	8.0	7.3	6.6	McGavren	104.1	175	11.3	4.41	Gulf	4	WDOK	248,900
5	WZZP	AC	5.2	6.9	6.2	5.6	6.1	Christal	106.5	102	11.3	4.07	Booth	5	WZZP	238,900
6	WERE	N/T	6.7	5.8	6.1	5.4	5.8	Major Market	1300	122	10.8	4.04	Oliva-Neuhoff	6	WERE	231,300
7	WGCL	R	6.6	7.3	6.3	6.2	5.6	Major Market	98.5	122	11.6	3.64	Oliva-Neuhoff	7	WQAL	230,600
8	WDMT	B	5.3	5.8	2.8	5.3	4.9	Bernard Howard	107.9	70x6	7.8	4.81	Beasley	8	WGAR	208,900
9	WGAR	AC	4.8	4.5	5.1	5.1	4.7	Blair	1220	110	9.5	3.69	Nationwide	9	WLYT	170,500
10	WJW	AC	5.1	3.4	3.6	5.1	4.4	Christal	850	70x6	6.9	4.81	Lake Erie	10	WWWM	166,200
11	WWWM	R	3.0	3.0	3.1	3.4	4.0	Torbet	105.7	105x6	7.7	3.93	M105	11	WWWE	155,000
12	WLYT	R	2.4	3.2	3.6	4.2	3.9	Jack Masla	92.3	N/A	7.8	3.77	United	12	WDMT	154,900
13	WKSW	C	3.8	3.8	3.4	3.7	3.7	Blair	99.5	60x6	6.1	4.53	Nationwide	13	WJW	136,900
14	WBBG	BB	1.8	0.7	0.4	1.0	3.4	Torbet	1260	N/A	6.0	4.22	Embrescia	14	WBBG	124,400
15	WWWE	C	3.2	3.8	5.7	4.2	3.2	Eastman	1100	N/A	6.9	3.54	Gannett	15	WKSW	123,900
16	WCLV	CL	2.0	2.0	2.2	2.1	3.0	Concert Music	95.5	50x6	4.7	4.78	Radio Seaway	16	WJMO	103,200
17	WJMO	B	2.7	3.2	2.4	3.0	2.7	Jack Masla	1490	N/A	4.9	4.15	United	17	WZAK	95,300
18	WZAK	B	1.0	0.9	2.9	2.3	2.2	Selcom	93.1	45	4.3	3.76	Trans-World	18	WCLV	94,000
19	WPVL	AC	0.4	**	**	0.8	1.4	None	1460	19x6	1.3	8.20	WPVL Assoc.	19	WKDD	38,500
20	WABQ	B	1.5	1.3	1.5	1.8	1.2	Lotus	1540	34x6	1.8	5.03	WABQ	20	WDBN	38,300

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	WMMS	WZZP	WMMS	WHK	WMMS	WZZP	WMMS	WGAR	WMMS	WZZP	WMMS	WZZP	WMMS	WWWE
2	WZZP	WHK	WWWM	WGAR	WZZP	WDOK	WZZP	WHK	WZZP	WHK	WZZP	WDOK	WWWM	WZZP
3	WWWM	WDOK	WDMT	WZZP	WDMT	WHK	WGAR	WDOK	WWWM	WDOK	WWWM	WHK	WZZP	WQAL
4	WDMT	WGAR	WZZP	WKSW	WWWM	WGAR	WDMT	WZZP	WDMT	WKSW	WDMT	WGAR	WDMT	WMMS
5	WGCL	WQAL	WGCL	WMMS	WGCL	WQAL	WWWM	WERE	WGCL	WQAL	WGAR	WMMS	WWWE	WDOK

Market Rank: 19	Revenue Rank: 17	Local Revenue: \$25,754,105	Commissions/Discounts: \$5,026,180
Total Persons 12+: 1,558,000	Revenue: \$35,492,750	National/Regional Revenue: \$8,599,785	Total Expenses: \$28,316,640
Stations: 22	Income Rank: 16	Network Compensation: \$695,722	Local TV Revenue: \$35,872,546
MSA Diaries: 1,554	Income: \$2,149,930	Other: \$443,138	Radio Performance Index: 150



**Cleveland's
TOP
AM station**

*Fall 1981 total persons 12+ Metro
Mon.-Sun. 6AM-MID.

 Represented by
Katz Radio

 A MALRITE STATION

COLUMBIA, SC

WNOK-FM, WCOS continue to dominate

FASTEST MOVER—Black-formatted WOIC up 4.6 shares this book for fourth ranking 12+, fourth in both 18-34, 25-54 demographics. Jesse Bowers station carries some college football. Contests during rating period. Light TV campaign.

BIGGEST DECREASE—Country WCOS-FM off 3.5 shares 12+, first in prime 25-54 demos. Used Superstar Sweepstakes for various cash prizes and Payroll Game for payoff of \$9.80 per hour to winners. Billboards backing up the Center of Everything TV spot ran during the rating period.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WNOK-FM is first. Uses Century 21 consultants. Conducts many on-air contests giving away money to merchandise. Newspaper and TV advertising off-air based on WNOK theme "WNOK Turns Me On". Black

WWDM ranks second. Stereo giveaways, bumper sticker contests highlight on-air effort. Heavy billboard showing. Adult contemporary WZLD consulted by Paul Christy is third. Heavy TV campaign featuring Gordon Jump of WKRP fame. WOIC is fourth.

25-54 ADULTS—WCOS-FM still maintains top rank in this prime demographic breakout. Cosmos adult contemporary WIS is second. Carries lots of sports including Atlanta Braves, Atlanta Falcons, University of South Carolina football. Used Gold Card contest offering small daily prizes. Heavy TV campaign, some newspaper and billboards. WNOK-FM is third. WOIC fourth.

FACTS & FIGURES—Bonneville's WXRY is up 1.8 shares for sixth place 12+. Fifth 25-54 adults. Fifth men 25-54; women 25-54.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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	A:M 80	O:N 80	Sprg 81	Fall 81									
1	WNOK-FM	R	13.6	17.5	19.7	20.9	20.0	Blair	104.7	N/A	26.5	5.34	Audubon	1	WNOK-FM	114,600
2	WCOS-FM	C	11.4	12.3	16.1	19.2	15.7	McGavren	97.9	N/A	20.4	5.44	WCOS	2	WIS	95,800
3	WIS	AC	15.9	10.4	15.2	12.4	12.0	Christal	560	N/A	20.5	4.13	Cosmos	3	WCOS-FM	88,300
4	WOIC	B	11.9	14.6	10.7	7.2	11.8	Eastman	1320	35x6	15.3	5.45	Nuance Corp.	4	WZLD	70,500
5	WZLD	AC	5.6	7.5	6.6	8.9	7.9	Selcom	96.7	30x6	14.5	3.83	Suncom	5	WOIC	66,000
6	WXRY	BM	9.2	6.7	7.8	5.9	7.7	Major Market	93.5	26x6	9.3	5.85	Limetree Bay	6	WWDM	54,900
7	WWDM	B	5.4	7.7	6.6	7.4	7.7	Bernard Howard	101.3	30x6	12.2	4.43	Gamecock City	7	WXRY	39,000
8	WSCQ	AC	6.9	6.1	5.9	4.4	4.7	McGavren	100.1	34	7.4	4.52	Congaree	8	WSCQ	33,100
9	WQXL	REL	0.9	1.7	0.9	1.1	1.8	N/A	1470	7.25	2.7	4.70	Metro Comm.	9	WNOK	17,100
10	WLFF	BB	2.2	3.8	1.4	1.7	1.2	None	620	15	1.9	4.50	Southcom Inc.	10	WCOS	13,900
11	WNOK	R	2.5	1.0	0.5	0.6	1.2	Blair	1230	N/A	3.0	2.80	Audubon	11	WQXL	11,800
12	WPJS	REL	1.1	0.6	0.9	1.1	1.2	Southern	106.7	7.10	2.1	3.89	Smiles of S.C.	12	WPJS	10,300
13	WCOS	C	6.3	3.3	1.4	3.0	0.6	McGavren	1400	N/A	2.0	2.06	WCOS	13	WLFF	8,300
14	WDWQ	R	**	**	**	**	0.4	Selcom	107.5	10x15	1.0	2.91	Trident	14	WDWQ	5,400

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	WNOK-FM	WCOS-FM	WNOK-FM	WCOS-FM	WNOK-FM	WCOS-FM	WNOK A/F	WCOS A/F	WNOK-FM	WCOS-FM	WNOK A/F	WCOS A/F	WWDM	WCOS-FM
2	WWDM	WIS	WWOM	WIS	WOIC	WNOK-FM	WZLD	WNOK A/F	WZLD	WNOK-FM	WZLD	WIS	WNOK-FM	WOIC
3	WZLD	WNOK-FM	WZLD	WNOK-FM	WZLD	WIS	WCOS A/F	WIS	WWDM	WIS	WOIC	WNOK A/F	WZLD	WWDM
4	WOIC	WOIC	WCOS-FM	WZLD	WCOS-FM	WOIC	WWDM	WZLD	WOIC	WXRY	WWDM	WZLD	WOIC	WIS
5	WCOS-FM	WXRY	WOIC	WXRY	WWDM	WXRY	WOIC	WOIC	WCOS-FM	WOIC	WCOS A/F	WXRY	WCOS-FM	

Market Rank: 91
Total Persons 12+: 345,500
Stations: 11
MSA Diaries: 756

Revenue Rank: 80
Revenue: \$7,144,244
Income Rank: 57
Income: \$464,076

Local Revenue: \$5,487,380
National/Regional Revenue: \$1,410,725
Network Compensation: \$65,246
Other: \$180,893

Commissions/Discounts: \$616,248
Total Expenses: \$6,063,920
Local TV Revenue: \$6,231,477
Radio Performance Index: 122

TURN THAT *%★#* THING DOWN!

In many cities, teenagers are forced to listen to the radio without adult supervision.

But in Columbia, a surprising number of parents and other young adults are tuned in to the same station the teenagers are: WNOK-FM. Which may explain why we're the top rated station in town.

In a 14-station market, we deliver 20 percent of the total listening audience, and our figures for both men and women 18-34 are nearly double the numbers for our closest competitor.

So, if you want to talk to teenagers or their parents, now you know where to find them.

DAYPART	6AM-12MID	6AM-10AM	10AM-3PM	3PM-7PM	7PM-12MID
SHARE	20.0	23.8	21.0	21.0	17.2
RANK	#1	#1	#1	#1	#2

WNOK-FM

Post Office Drawer 50568 • Columbia, South Carolina 29250
Telephone 803-771-0105 • Represented Nationally By Blair Radio

Source: Fall 1981 Arbitron, Total Persons 12+, Adults 18-34, M.S.A., A.Q.H., MON-SUN, 6 AM-12 MID, Subject To Limitations Given In The Report.

DALLAS-FT. WORTH

Fairbanks KVIL regains top rank

FASTEST MOVER—Shamrock's KMGC TM-produced beautiful rock up 1.6 shares (2.8 to 4.4). Ranks third 18-34.

BIGGEST DECREASE—Susquehanna's country-formatted KPLX down 1.7 shares. Cash giveaways were offered on-air. Outside promotional activity ranged from medium billboard showing to transit and TV advertising. Station ranks tenth in 25-54 audience.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Belo's album rock KZEW is first. Consultant Jeff Pollack is at the helm. Station also ranks first in 18-34 men. Number one in all time periods for this age group except morning drive. On-air contests considered part of promotion effort. Fairbanks' KVIL-FM adult contemporary station bounces back up again for second place, first in 18-34 women, morning drive. KVIL is very promotion-minded

station which builds its day on strong morning personality. Shamrock's KMGC programming TM-produced beautiful rock ranks third.

25-54 ADULTS—KVIL-FM wins here making it a total sweep from 18-54 year olds. Country KSCS is next. Also wins total overall 12+ audience. Capital Cities not only owns KSCS, but also WBAP which ranks third 25-54 and third 12+. Metromedia's Carl Brazell-run KRLD is fourth with good demographics. Station airs news by day, MOR music at night. Carries Dallas Cowboys football and conducts contests involving Dallas Cowboys events with football type prizes.

FACTS & FIGURES—Al Ham (KFJZ-AM), Jeff Pollack (KZEW), KMEZ (Bonneville), Burkhart/Abrams (KXTQ), Shulke (KOAX) all consult this market.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A/M 80	O/N 80	Sprg81	Fall 81								RANK	CUME
1	KSCS	C	8.2	7.9	8.7	8.9	8.3	Eastman	96.3	N/A	14.9	4.29	Capital Cities	1	KSCS	492,900
2	KVIL-FM	AC	9.9	9.8	8.0	7.9	8.2	Blair	103.7	360	13.9	4.51	Fairbanks	2	KRLD	459,000
3	WBAP	C	7.6	9.2	6.4	6.5	6.8	Eastman	820	215	12.4	4.17	Capital Cities	3	KVIL-FM	455,100
4	KKDA-FM	B	5.8	5.1	5.5	6.9	6.5	Selcom	104.5	145	10.7	4.63	Service	4	WBAP	417,000
5	KZEW	A	3.8	4.9	4.7	5.0	6.5	Major Market	97.9	N/A	10.2	4.88	Belo	5	KKDA-FM	350,000
6	KRLD	AC	7.3	6.7	7.7	5.6	6.4	Katz	1080	350	13.0	3.81	Metromedia	6	KTXQ	343,500
7	KEGL	R	3.8	3.8	3.5	4.9	5.0	Christal	97.1	N/A	9.6	4.03	Sandusky	7	KZEW	328,800
8	KMEZ	BM	4.8	5.5	7.0	5.9	5.0	McGavren	100.3	N/A	8.3	4.67	Group One	8	KEGL	326,700
9	KTXQ	A	5.1	4.5	4.0	4.6	4.6	CBS/FM	102.1	N/A	9.6	3.73	Gulf	9	WFAA	274,200
10	KMGC	AC	3.3	3.8	3.2	2.8	4.4	Selcom	102.9	120x6	7.5	4.48	Shamrock	10	KMEZ	266,300
11	KNOK-FM	B	4.2	3.9	4.4	4.7	4.3	Bernard Howard	107.5	N/A	6.4	5.21	EGG Dallas	11	KMGC	244,700
12	WFAA	N/T	4.4	4.3	3.7	2.7	4.1	Major Market	570	N/A	8.0	3.93	Belo	12	KOAX	233,100
13	KOAX	BM	5.1	6.4	3.8	4.7	4.0	RAR	105.3	130	7.1	4.33	Westinghouse	13	KPLX	227,500
14	KPLX	C	1.6	2.7	5.8	5.1	3.4	RKO	99.5	N/A	6.6	3.93	Susquehanna	14	KNOK-FM	200,500
15	KBOX	C	4.0	3.3	3.0	2.7	2.4	McGavren	1480	N/A	4.0	4.74	Group One	15	KLIF	160,200
16	KFJZ	BB	1.0	**	1.8	2.2	2.3	Christal	1270	N/A	4.2	4.15	Swanson	16	KLVU	145,400
17	KLVU	AC	3.3	2.5	2.2	3.4	1.8	Jack Masla	98.7	65x6	3.9	3.49	SJR	17	KFJZ	142,300
18	KIXK	C	**	0.3	0.6	0.9	1.6	N/A	106.1	60	2.8	4.31	KIX Radio	18	KBOX	127,300
19	WRR	CL	1.4	1.6	1.0	1.2	1.5	Concert Music	101.1	60	3.1	3.68	City of Dallas	19	KAFM	124,500
20	KESS	SP	0.8	**	1.1	1.0	1.3	Cabellero	93.9	58x12	1.6	6.63	Latin American	20	WRR	109,900

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	KZEW	KVIL FM	KZEW	KSCS	KVIL FM	KVIL FM	KVIL A/F	KVIL A/F	KZEW	KVIL FM	KZEW	KVIL A/F	KZEW	KSCS
2	KVIL FM	KSCS	KTXQ	WBAP	KKDA FM	KSCS	KZEW	WBAP	KVIL FM	KSCS	KVIL A/F	KSCS	KTXQ	KKDA FM
3	KMGC	WBAP	KSCS	KRLD	KMGC	KKDA FM	KMGC	KRLD	KMGC	KMEZ	KMGC	KRLD	KKDA FM	WFAA
4	KSCS	KRLD	KVIL FM	KVIL FM	KSCS	KMEZ	KSCS	KSCS	KKDA FM	WBAP	KKDA FM	WBAP	KNOK FM	KMEZ
5	KKDA FM	KMEZ	KMGC	WFAA	KZEW		WFAA	KSCS	KOAX	KTXQ	KMEZ	KMGC	KVIL FM	

Market Rank: 10	Revenue Rank: 7	Local Revenue: \$44,108,106	Commissions/Discounts: \$8,776,624
Total Persons 12+: 2,513,300	Revenue: \$61,478,254	National/Regional Revenue: \$16,503,501	Total Expenses: \$47,841,130
Stations: 29	Income Rank: 8	Network Compensation: \$630,923	Local TV Revenue: \$57,739,300
MSA Diaries: 2,303	Income: \$4,860,500	Other: \$235,724	Radio Performance Index: 109

Sandusky Radio

has acquired



**KEGL FM
EAGLE 97**

from Swanson Broadcasting

**Eagle 97 will show Dallas
the same great young
adult numbers that
Sandusky has built their
reputation on!**

The Radio Division/Sandusky Newspapers, Incorporated

DENVER-BOULDER

Doubleday's "peak" climbs new heights

FASTEST MOVER—Doubleday's album rock KPKE-FM (formerly KHOW-FM) jumps 1.8 to 5.9 for 4.1 share point increase 12+. Ranks second 18-34. Uses Doubleday's "fusion rock" tight-formatted music list. Number one in all dayparts except morning drive among 18-34. Contests included \$1,000 a day giveaway, television advertising.

BIGGEST DECREASE—Sandusky's Jeff Pollack-consulted KBPI-FM apparently felt the brunt of KPKE's head-to-head competition. Still outdistances every other station 18-34, ranks second total 12+.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—KBPI is first. KPKE second. General Electric's KOAQ rocker ranks third. Did Sunkist Car Giveaway during rating period. Album rock KBCO-FM licensed

to Boulder/Denver is fourth. Conducted Boulder Music Awards. Group One's Noble-consulted album rock station is fifth. No on-air contesting.

25-54 ADULTS—Westinghouse's Bonneville-consulted beautiful music station is top adult outlet here. Also ranks third 12+ (up 1.2 shares). Featured "Mystery Song-Bingo Game" for trips, stereo equipment, movie outfits. GE's news/talk KOA is second based in part on strength of NFL Broncos football, pro basketball, Rockies NHL hockey. Ranks first overall 12+. Metromedia's newly-acquired KHOW-AM is third, but number one in morning drive.

FACTS & FIGURES—Three album rock consultants battled it out this book. Frank Felix at KAZY-FM (5.4), Jeff Pollack at KBPI-FM (7.1) and Doubleday national programmer Bobby Hatrick at KPKE (5.9). . . . Al Ham's "Music of Your Life" pulled 5.2 again on KEZW.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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	A/M 80	O/N 80	Sprg	Fall									
1	KOA	N/T	9.9	6.5	7.8	7.4	8.2	Katz	850	200	17.0	4.12	GE	1	KOA	319,700
2	KBPI	A	4.9	9.0	8.6	9.9	7.1	Selcom	105.9	N/A	15.7	3.86	Sandusky	2	KBPI	304,300
3	KOSI	BM	6.9	5.7	6.7	5.7	6.9	RAR	101.1	140	11.3	5.24	Westinghouse	3	KIMN	247,300
4	KOAQ	R	2.6	2.7	6.0	5.2	6.5	Katz	103.5	80x6	12.5	4.41	GE	4	KAZY	231,800
5	KPKE	A	2.0	1.5	1.1	1.8	5.9	CBS/FM	95.7	N/A	9.4	5.40	Doubleday	5	KOAQ	229,200
6	KAZY	A	6.1	5.2	4.2	5.7	5.4	McGavren	106.7	N/A	12.0	3.85	Group One	6	KHOW	212,800
7	KEZW	BB	2.1	3.2	3.2	5.2	5.2	Torbet	1430	N/A	8.7	5.17	Republic Media	7	KOSI	196,900
8	KHOW	AC	7.7	7.6	5.8	4.3	5.2	Eastman	630	N/A	11.2	4.02	Metromedia	8	KPKE	163,400
9	KYGO	C	3.1	2.8	3.5	5.7	5.2	Blair	98.5	N/A	9.2	4.86	Jefferson-Pilot	9	KPPL	162,400
10	KIMN	R	6.8	7.7	5.4	5.4	4.9	Blair	950	N/A	12.1	3.45	Jefferson-Pilot	10	KYGO	161,400
11	KPPL	AC	3.6	4.9	5.1	4.1	4.5	Major Market	107.5	110	8.9	4.36	Register	11	KLZ	154,400
12	KLIR	BM	6.5	7.3	6.1	5.9	4.2	Christal	100.3	N/A	7.8	4.58	KLIR	12	KEZW	150,900
13	KLZ	C	5.4	6.7	4.7	5.5	3.8	McGavren	560	N/A	8.1	3.96	Group One	13	KLIR	141,600
14	KVOD	CL	4.1	3.8	4.8	3.4	3.8	Concert Music	99.5	75x6	7.1	4.54	Capital City	14	KVOD	128,900
15	KBCO	A	1.3	1.6	2.4	3.1	3.5	Jack Masla	97.3	52x12	6.2	4.82	Centennial	15	KBCO	109,800
16	KDKO	B	1.6	0.9	2.5	2.8	1.7	Roslin	1510	50x12	3.1	4.61	Sterling	16	KDEN	87,400
17	KFML	J	1.7	1.8	0.9	1.0	1.6	Lotus	1390	26x12	2.5	5.50	Radio Denver	17	KLAK	85,300
18	KLAK	C	2.6	3.5	2.3	1.0	1.6	Major Market	1600	33	4.1	3.36	Western Sun	18	KADX	66,600
19	KADX	C	1.7	2.6	1.9	1.8	1.5	Torbet	105.1	N/A	3.4	3.80	Great Empire	19	KERE	64,100
20	KDEN	N	1.7	2.4	1.8	1.9	1.4	Savalli&Schutz	1340	N/A	3.9	3.01	KDEN Broad.	20	KDKO	55,400

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	KOSI	KBPI	KOA	KOAQ	KOSI	KBPI	KHOW	KPKE	KOSI	KPKE	KOSI	KPKE	KOA
2	KPKE	KOA	KPKE	KYGO	KBPI	KHOW	KHOW	KOA	KBPI	KYGO	KOAQ	KYGO	KBPI	KVOD
3	KOAQ	KHOW	KBCO	KBPI	KPPL	KOAQ	KPKE	KIMN	KOAQ	KPPL	KBPI	KHOW	KBCO	KOSI
4	KBCO	KYGO	KAZY	KOSI	KPKE	KPPL	KIMN	KVOD	KAZY	KEZW	KAZY	KPPL	KOAQ	KHOW
5	KAZY	KIMN	KYGO	KHOW	KIMN	KYGO	KOAQ	KOSI	KPPL	KHOW	KBCO	KLAK	KAZY	KYGO

Market Rank: 23	Revenue Rank: 16	Local Revenue: \$27,736,685	Commissions/Discounts: \$5,512,236
Total Persons 12+: 1,391,800	Revenue: \$37,690,800	National/Regional Revenue: \$9,123,153	Total Expenses: \$30,522,852
Stations: 27	Income Rank: 19	Network Compensation: \$432,668	Local TV Revenue: \$41,868,471
MSA Diaries: 1,620	Income: \$1,655,712	Other: \$398,294	Radio Performance Index: 134

THE BEST HAS JUST BEGUN!

- #1 10am-3pm Mon.-Fri.*
- #1 3pm-7pm Mon.-Fri.*
- #1 7pm-Mid. Mon.-Fri.*
- #2 Total Week*



DENVER'S NEW PEAK

September 1, 1981, sign on.
From nowhere to now...the best has just begun!

db DOUBLEDAY BROADCASTING

Represented nationally by:
CBS FM National Sales

*Source: FALL 1981 ARB/
Adults 18-49, 18-34/AQH/MSA

DETROIT

"Wheels" rolls up 18-34; WJR takes 25-54

FASTEST MOVER—Schulke-programmed WJR-FM up 1.1 to score biggest book in at least one year (3.6 to 4.7). Ranks fifth 25-54. Capital Cities station ranks fourth in men 25-54.

BIGGEST DECREASE—Golden West's country WCXI off 1.1 shares dropping station to 16th overall 12+. Some on-air as well as off-air contesting.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Doubledays' WLLZ just as strong as ever with second seven share book (7.7 to 7.0 12+). Real story is in demographics which shows WLLZ album rocker (known as "Wheels") with first place demos 18-34, second men 18-34, third women 18-34. Album rock WRIF is very close second. Also ranks fourth 12+. Conducted bumper sticker contest, free concerts, ticket giveaways. WNIC-FM is off

12+ (5.1 to 4.5) but ranks third 18-34. Station consulted by E. Alvin Davis also ranks sixth 25-54. Century album rocker WABX is eleventh overall, but fourth 18-34. Did concert ticket giveaways on-air, some TV. Inner City's WLBS is up for second book in a row (2.5 to 3.3 and 3.7).

25-54 ADULTS—Ron Pancratz's WJR-AM carried Detroit Lions football, Red Wings NHL Hockey as well as Detroit Pistons NBA basketball. Shamrock's WWWW programmed by Dene Hallam is up for second straight book (4.1, 4.6, 5.1). Ranks second in 25-54 adults closely behind WJR. Gannett's WCZY adult contemporary format up slightly overall (3.0 to 3.5).

FACTS & FIGURES—ABC-owned WXYZ continues its audience increase this time up to 6.0 (from 5.4) for third overall. But demographics are somewhat older. Station ranks ninth 25-54. . . . Black WGPR continues to increase with fourth straight up book (now 3.9).

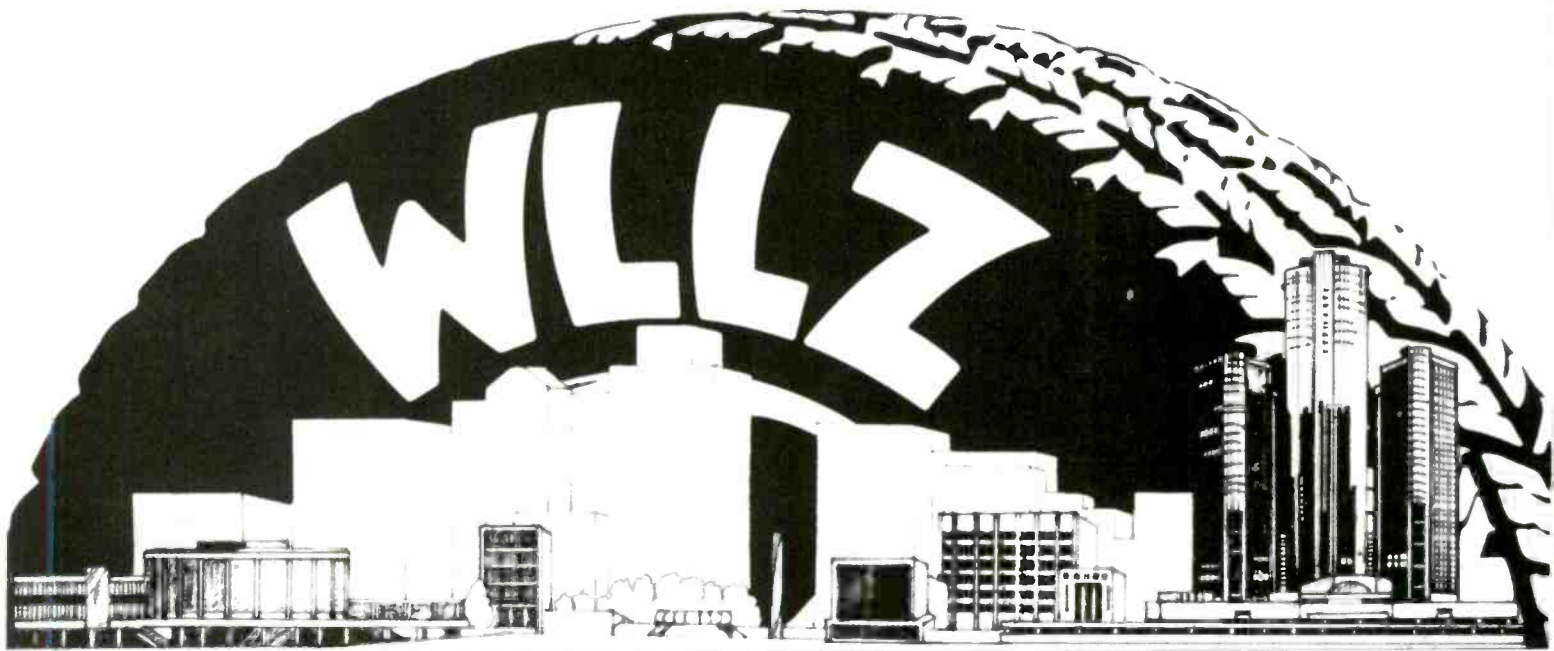
RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	WEEKLY METRO CUME		
			Total persons 12+ 6 AM - 12 Mid											Monday-Sunday 6 AM - 12 Mid		
			O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WJR	AC	8.7	10.6	11.0	8.8	9.7	Eastman	760	261x6	18.5	4.36	Capital Cities	1	WJR	861,100
2	WLLZ	A	7.9	9.2	8.0	7.7	7.0	McGavren	98.7	N/A	13.9	4.22	Doubleday	2	WLLZ	657,300
3	WXYZ	N/T	3.4	3.6	4.1	5.4	6.0	Blair	1270	N/A	9.0	5.62	ABC	3	WRIF	627,400
4	WRIF	A	5.1	4.3	4.8	5.2	5.3	Blair	101.1	170	12.2	3.63	ABC	4	WWJ	572,400
5	WWJ	N	6.5	6.7	4.9	5.4	5.3	CBS	950	N/A	11.5	3.84	Evening News	5	WNIC-FM	571,400
6	WWWW	C	1.6	1.9	4.1	4.6	5.1	Christal	106.7	115x12	8.7	4.86	Shamrock	6	WABX	545,400
7	WJR-FM	BM	4.5	5.1	4.6	3.6	4.7	Eastman	96.3	72.50x6	9.2	4.28	Capital Cities	7	CKLW	436,900
8	WNIC-FM	AC	5.3	4.0	4.7	5.1	4.5	RKO	100.3	N/A	11.0	3.46	Josephson	8	WJR-FM	435,300
9	WGPR	B	1.6	1.8	2.3	3.0	3.9	R. A. Lazar	107.5	90	6.9	4.73	WGPR, Inc.	9	WMJC	409,100
10	WLBS	B	3.2	2.8	2.5	3.3	3.7	Unirep	102.7	80x10	6.5	4.74	Inner City	10	WXYZ	391,500
11	WABX	A	2.7	3.1	3.9	4.1	3.6	Katz	99.5	120	9.7	3.07	Century	11	WWWW	389,800
12	WCZY	AC	4.2	4.1	3.8	3.0	3.5	CBS/FM	95.5	150	6.5	4.49	Gannett	12	WDRQ	318,900
13	WWJ-FM	BM	3.0	3.8	2.7	3.0	3.5	CBS	97.1	N/A	6.4	4.60	Evening News	13	WJLB	318,200
14	WMJC	AC	5.0	4.5	4.4	3.7	3.4	Major Market	94.7	N/A	8.0	3.59	Greater Media	14	WGPR	314,900
15	CKLW	AC	3.6	3.7	3.5	3.8	3.0	Christal	800	N/A	7.9	3.18	CKLW, Inc.	15	WCZY	299,800
16	WCXI	C	5.5	4.6	3.4	3.9	2.8	Torbet	1130	270x6	5.8	3.99	Golden West	16	WTWR	293,800
17	WJZZ	J	3.2	2.7	1.8	2.4	2.8	Bernard Howard	105.9	N/A	5.7	4.05	Bell	17	WLBS	293,300
18	WJLB	B	0.5	3.0	2.6	2.1	2.7	Jack Masla	97.9	95x6	6.3	3.60	Booth	18	WWJ-FM	292,900
19	WTWR	O	2.9	2.4	2.9	2.4	2.5	Katz	92.3	265x6	5.8	3.66	Golden West	19	WOMC	292,300
20	WOMC	AC	3.9	3.5	4.0	3.2	2.4	Katz	104.3	150	5.7	3.57	Metromedia	20	WCXI	281,900

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	WLLZ	WJR	WRIF	WJR	WNIC-FM	WJR	WNIC A/F	WJR	WRIF	WWWW	WLLZ	WWWW	WLLZ	WJR
2	WRIF	WWWW	WLLZ	WWWW	WMJC	WWWW	WRIF	CKLW	WLLZ	WJR	WRIF	WJR	WRIF	WWWW
3	WNIC-FM	WCZY	WABX	WWJ	WLLZ	CKLW	WLLZ	WWJ	WNIC-FM	WCZY	WNIC-FM	WJR-FM	WABX	WWJ
4	WABX	CKLW	WLBS	WJR-FM	WRIF	WNIC-FM	CKLW	WWWW	WMJC	WJR-FM	WMJC	WCZY	WLBS	WJZZ
5	WLBS	WJR-FM	WJZZ	WLLZ		WCZY	WMJC	WNIC A/F	WABX	WXYZ	WABX	WNIC-FM	WJZZ	WLLZ

Market Rank: 6	Revenue Rank: 10	Local Revenue: \$41,812,821	Commissions/Discounts: \$8,249,225
Total Persons 12+: 3,543,200	Revenue: \$59,296,309	National/Regional Revenue: \$16,190,041	Total Expenses: \$52,101,394
Stations: 26	Income Rank: 378	Network Compensation: \$1,006,889	Local TV Revenue: \$49,915,670
MSA Diaries: 2,288	Income: \$-1,654,310	Other: \$286,558	Radio Performance Index: 184

Detroit's Wheels

FM 98.7



DETROIT'S
NUMBER 1
MUSIC STATION!

HARTFORD

WTIC AM/FM tops the market

FASTEST MOVER—Ten Eighty Corporation's WTIC-FM rocker. Perry Ury's top 40 station gains 2.3 shares for most growth. Nets second 12+, second adults 18-34, fifth 25-54. Number one in women 18-34. PD Arnold Chase uses "Daily Number" giveaway to award \$1,000 prize.

BIGGEST DECREASE—Sturgeon Corporations WKSS Bonneville-programmed beautiful music and black-formatted WKND (both off 2.1 shares this book). But WKSS still delivers third highest number of 25-54 adults. WKND ranks ninth 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WHCN ranks first in men 18-34. Number one from 3pm-12mid among 18-34s. WTIC-FM's rock format rebounds from previous losses. WCCC-FM shows highest shares in at least two years. Ranks seventh overall 12+, second men 18-34. Buckley Broadcasting's WDRC-FM

gains 1.3 shares.

25-54 ADULTS—WTIC outdistances competitors by three to one. Perry Ury also manages WTIC-AM which still in this day and age rates shares in the twenties (23.8 this book). Station firmly entrenched in marketplace. Ury uses ongoing research to stay ahead of competitors. Carried Hartford Whalers NFL Hockey but teams disappointing performance this year may not exactly be ratings builder. Offers trips to Disney World on-air. Uses medium TV to promote station's strong news and information image. Light newspaper to promote talk shows and contests. WRCH's Schulke-programmed beautiful music format is off 1.4 shares but still ranks second in prime 25-54 adults. Competitor WKSS is third in 25-54 making number two and three among that age group beautiful music stations.

FACTS & FIGURES—Adult contemporary WIOF rebounds to four shares ranking sixth 18-34, 25-54.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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 79	A/M 80	O/N 80	Sprg 81	Fall 81									
1	WTIC	AC	24.8	24.2	23.0	23.4	23.8	Katz	1080	365x12	34.7	5.76	Ten Eighty	1	WTIC	340,400
2	WTIC-FM	R	4.0	7.9	6.2	4.7	7.0	Katz	96.5	100x12	15.6	3.77	Ten Eighty	2	WTIC-FM	174,100
3	WHCN	A	3.9	4.3	5.1	6.2	6.5	Jack Masla	105.9	60x7	12.4	4.39	Beck Ross	3	WDRC-FM	150,600
4	WRCH	BM	9.4	11.5	9.2	7.7	6.3	Christal	100.5	N/A	11.3	4.67	Radio Corp.	4	WCCC-FM	131,300
5	WKSS	BM	6.6	5.1	6.3	7.9	5.8	Blair	95.7	70	10.6	4.63	Sturgeon	5	WHCN	129,300
6	WDRC-FM	R	2.4	3.8	3.4	4.0	5.3	McGavren	102.9	N/A	12.9	3.42	Buckley	6	WDRC	119,800
7	WCCC-FM	A	3.8	4.1	3.6	3.6	4.9	Selcom	106.9	45x6	11.4	3.60	Greater Hartford	7	WPOP	115,700
8	WIOF	AC	2.3	3.7	4.3	3.7	4.0	Torbet	104.1	54x6	8.7	3.83	Merv Griffin	8	WRCH	114,800
9	WWYZ	AC	3.9	3.1	3.4	4.0	3.7	CBS/FM	92.5	N/A	8.3	3.70	WNAB, Inc.	9	WKSS	109,000
10	WDRC	AC	5.4	3.3	5.3	4.2	3.6	McGavren	1360	N/A	9.7	3.13	Buckley	10	WIOF	95,900
11	WPOP	N	4.1	4.4	5.6	3.7	3.6	Torbet	1410	54x6	9.5	3.19	Merv Griffin	11	WWYZ	94,400
12	WKND	B	2.8	2.4	2.2	5.1	3.0	R. A. Lazar	1480	50x6	3.6	6.93	Hartcom	12	WAQY	59,700
13	WRCQ	AC	4.0	3.8	2.7	1.7	2.0	Christal	910	N/A	3.8	4.45	Radio Corp.	13	WKCI	54,800
14	WKCI	R	1.4	1.2	2.0	1.2	1.8	McGavren	101.3	105	4.6	3.31	Kops-Monahan	14	WRCQ	39,200
15	WMLB	C	3.1	1.5	1.4	0.8	1.7	New England	1550	24	2.0	6.90	1550 Radio	15	WPLR	37,600
16	WAQY	A	2.4	2.3	1.9	1.9	1.7	McGavren	102.1	N/A	4.7	3.06	Springfield FM	16	WKND	32,700
17	WPLR	R	1.9	2.5	1.1	1.5	1.3	Eastman	99.1	90x6	3.2	3.43	General	17	WCCC	28,400
18	WHYN-FM	BM	1.4	**	0.5	1.0	0.9	Blair	93.1	78x12	2.1	3.74	Affiliated	18	WNBC	26,400
19	WNBC	AC	0.4	**	0.4	1.0	0.8	Hillier	660	600	2.1	3.12	NBC	19	WHYN-FM	23,500

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	WHCN	WTIC	WHCN	WTIC	WTIC-FM	WTIC	WDRC A/F	WTIC	WCCC-FM	WTIC	WHCN	WTIC	WHCN	WTIC
2	WTIC-FM	WRCH	WCCC-FM	WDRC	WIOF	WRCH	WTIC	WDRC A/F	WTIC-FM	WRCH	WTIC-FM	WRCH	WCCC-FM	WDRC-FM
3	WCCC-FM	WKSS	WDRC	WHCN	WDRC-FM	WKSS	WHCN	WKSS	WHCN	WKSS	WCCC-FM	WTIC-FM	WTIC-FM	WWYZ
4	WDRC-FM	WWYZ	WTIC	WRCH	WHCN	WTIC-FM	WTIC-FM	WRCH	WIOF	WWYZ	WIOF	WWYZ	WWYZ	WTIC-FM
5	WWYZ	WTIC-FM	WWYZ	WWYZ	WWYZ	WWYZ	WCCC A/F	WTIC-FM	WWYZ	WTIC-FM	WWYZ	WKSS	WIOF	WHCN

Market Rank: 41	Revenue Rank: 46	Local Revenue: \$9,103,425	Commissions/Discounts: \$2,072,720
Total Persons 12+: 794,400	Revenue: \$13,652,829	National/Regional Revenue: \$4,245,824	Total Expenses: \$10,545,848
Stations: 14	Income Rank: 28	Network Compensation: \$241,176	Local TV Revenue: \$16,222,765
MSA Diaries: 1,267	Income: \$1,034,261	Other: \$62,404	Radio Performance Index: 111

30.8

share in

HARTFORD!

(#1 AM)

WTIC-AM (23.8)

(#1 FM)

WTIC-FM (7.0)

delivering a greater share
of audience than the next
five stations combined.*



Represented by
Katz Radio

* ARBITRON, MSA, Total Persons 12+, Mon-Sun, 6am-Mid, Oct-Dec 1981

HOUSTON-GALVESTON

KFMK, KRBE come of age

FASTEST MOVER—First Media's rock station KFMK gains two full shares 12+ for total ranking of eighth place. Places second 18-34, third 25-54. Excellent demographics. Second 18-34 men, first 25-54 men. Second 18-34 women. Conducted "Radio Rebate" contest on-air offering cash prizes of \$1 to \$1,000. Some outside TV advertising.

BIGGEST DECREASE—Amaturo's black-formatted KMJQ off 3.5 shares, but still first 12+. Lowest book in several years. Ranks third 18-34, third men 18-34, tied for second in women 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Rusk's Sebastian-Casey consulted album rock KLOL pulls in more 18-34 listeners than any other Houston station. Also first in men 18-34. Manager Hal Kemp goes with Rocktober promotion which many album rockers

carry in various other cities. KFMK's format gathers a head of steam for this book with its best outing ever since First Media took over. Gulf's KRLY rocker is up dramatically for third place 12+.

25-54 ADULTS—KIKK-FM's country format leads this category with competitor KILT-FM closely behind. KFMK third. KODA next. Viacom's KIKK-FM rebounds from recent down book for second place 12+, first 25-54, second men 25-54, first women 25-54. TV campaign featuring "Don't Mess Around with My Radio Station" theme.

FACTS & FIGURES—KRBE's first book under FairWest's "Program One" rock format shows increase from 4.8 to 6.3. George Johns consults. Format resembles highly successful KVIL, Dallas offering. . . . Burns-Somerset consulted KILT-FM off 8.8 to 6.7 after two books with 8 shares.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	KMJQ	B	10.8	11.0	13.2	11.2	7.7	McGavren	102.1	N/A	11.0	5.31	Amaturo Group	1	KIKK-FM	423,400
2	KIKK-FM	C	10.5	9.0	6.2	5.9	7.4	Torbet	95.7	N/A	12.5	4.51	Viacom	2	KILT-FM	387,500
3	KRLY	R	4.6	4.0	4.3	5.8	7.3	Jack Masla	93.7	N/A	10.7	5.12	Gulf	3	KLOL	381,900
4	KLOL	A	4.7	5.7	6.2	6.6	7.0	Christal	101.1	N/A	11.4	4.66	Rusk	4	KRBE	381,800
5	KILT-FM	C	3.0	2.9	8.6	8.8	6.7	Blair	100.3	N/A	11.5	4.42	LIN	5	KTRH	380,200
6	KRBE	R	5.6	6.9	5.5	4.8	6.3	Katz	104.1	N/A	11.0	4.31	Lake Huron	6	KMJQ	357,100
7	KTRH	N/T	5.0	6.2	5.7	6.4	6.1	Christal	740	N/A	11.0	4.22	Rusk	7	KRLY	353,800
8	KFMK	R	3.5	2.8	3.7	4.0	6.0	RKO	97.9	N/A	9.4	4.85	First Media	8	KFMK	309,300
9	KODA	BM	5.3	4.6	5.3	5.2	5.6	RAR	99.1	N/A	8.8	4.82	Westinghouse	9	KODA	292,500
10	KPRC	N/T	5.3	5.3	5.2	6.5	5.5	CBS	950	N/A	8.7	4.75	Houston Post	10	KPRC	290,100
11	KYND	BM	5.4	5.6	6.2	4.9	4.1	Eastman	92.5	320x6	7.4	4.15	Harte-Hankes	11	KYND	257,400
12	KQUE	AC	2.5	3.8	3.0	2.9	3.4	Major Market	102.9	175	4.2	6.14	Texas Coast	12	KSRR	241,400
13	KSRR	A	2.8	2.3	1.9	2.0	2.8	Selcom	96.5	N/A	6.2	3.41	ABC	13	KILT	227,100
14	KILT	C	2.8	2.7	2.5	2.3	2.2	Blair	610	N/A	5.5	3.02	LIN	14	KENR	216,500
15	KENR	C	3.2	3.1	3.3	2.8	2.0	Katz	1070	N/A	5.2	2.97	Lake Huron	15	KULF	188,800
16	KEYH	SP	4.3	1.9	1.8	1.5	1.9	Lotus	850	46x6	2.4	6.04	Artlite	16	KQUE	132,800
17	KLAT	SP	2.6	2.4	1.3	1.9	1.9	Caballero	1010	78x12	2.4	6.10	Spanish Brdcstg	17	KLEF	105,000
18	KLEF	CL	1.6	1.3	1.4	1.9	1.8	Concert Music	94.5	90x6	3.1	4.45	Entertainment	18	KIKK	79,000
19	KULF	AC	2.6	2.7	1.9	2.1	1.6	Eastman	790	320x6	4.4	2.84	Harte-Hankes	19	KNUZ	76,900
20	KLVL	SP	1.0	1.1	1.3	1.5	1.4	National Time	1480	24	2.0	5.43	Felix Morales	20	KEYH	

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	KLOL	KIKK-FM	KLOL	KFMK	KRLY	KIKK-FM	KFMK	KIKK-FM	KFMK	KIKK-FM	KLOL	KIKK-FM	KLOL	KIKK-FM	
2	KFMK	KILT-FM	KFMK	KIKK-FM	KFMK	KODA	KIKK-FM	KILT-FM	KRLY	KODA	KFMK	KODA	KMJQ	KFMK	
3	KMJQ	KFMK	KMJQ	KILT-FM	KMJQ	KILT-FM	KLOL	KFMK	KIKK-FM	KILT-FM	KMJQ	KILT-FM	KRLY	KMJQ	
4	KRLY	KODA	KIKK-FM	KTRH	KRBE	KFMK	KILT-FM	KTRH	KLOL	KFMK	KIKK-FM	KFMK	KFMK	KILT-FM	
5	KIKK-FM	KMJQ	KILT-FM	KMJQ	KIKK-FM	KMJQ	KRBE	KODA	KMJQ	KMJQ	KRLY	KMJQ	KIKK-FM	KRLY	

Market Rank: 9	Revenue Rank: 9	Local Revenue: \$42,077,044	Commissions/Discounts: \$9,201,281
Total Persons 12+: 2,603,500	Revenue: \$60,350,329	National/Regional Revenue: \$15,561,697	Total Expenses: \$39,983,603
Stations: 30	Income Rank: 3	Network Compensation: \$450,880	Local TV Revenue: \$47,503,648
MSA Diaries: 1,961	Income: \$11,165,445	Other: \$2,260,708	Radio Performance Index: 98

REDISCOVER AM RADIO

Tune your radio to the AM dial, and re-discover KULF 790 and the real radio you grew up with...music, news, sports, weather...KULF 790 has brought entertainment back to radio.

Switch to 790 AM and find out how entertaining radio can be. The most important letter in our name is you...KULF 790 AM.

JOIN THE FAMILY



LOS ANGELES

KABC dominates adults; KLOS gains in 18-34

FASTEST MOVER—George Green's ABC-owned talk station up 1.4 shares to pull 8.0 (best outing since spring, 1981). Carried Dodgers baseball, playoffs, World Series. USC college football. Various on-air promotions including "Lover of the Year" contest with free trip to Hawaii.

BIGGEST DECREASE—Metromedia's album rock KMET-FM is down 1.2 shares as battle with ABC-owned KLOS heats up. KMET had been gaining 12+ audience in past few books. Still number one (just ahead of KLOS) in 18-34 adults.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Battle is between Metromedia's album rock KMET and Jeff Pollack-consulted KLOS. KLOS squeezed past KMET 12+. KMET still holds on to lead 18-34. Close race in all dayparts except 7pm-12mid where KMET

dominates. RKO's KRTH is third 18-34 using "Listen & Win" contests to giveaway albums, concert tickets. Greater Media's KHTZ, CBS's KNX-FM are essentially tied for fourth. GM Bob Moore uses consultant Bob Henabery.

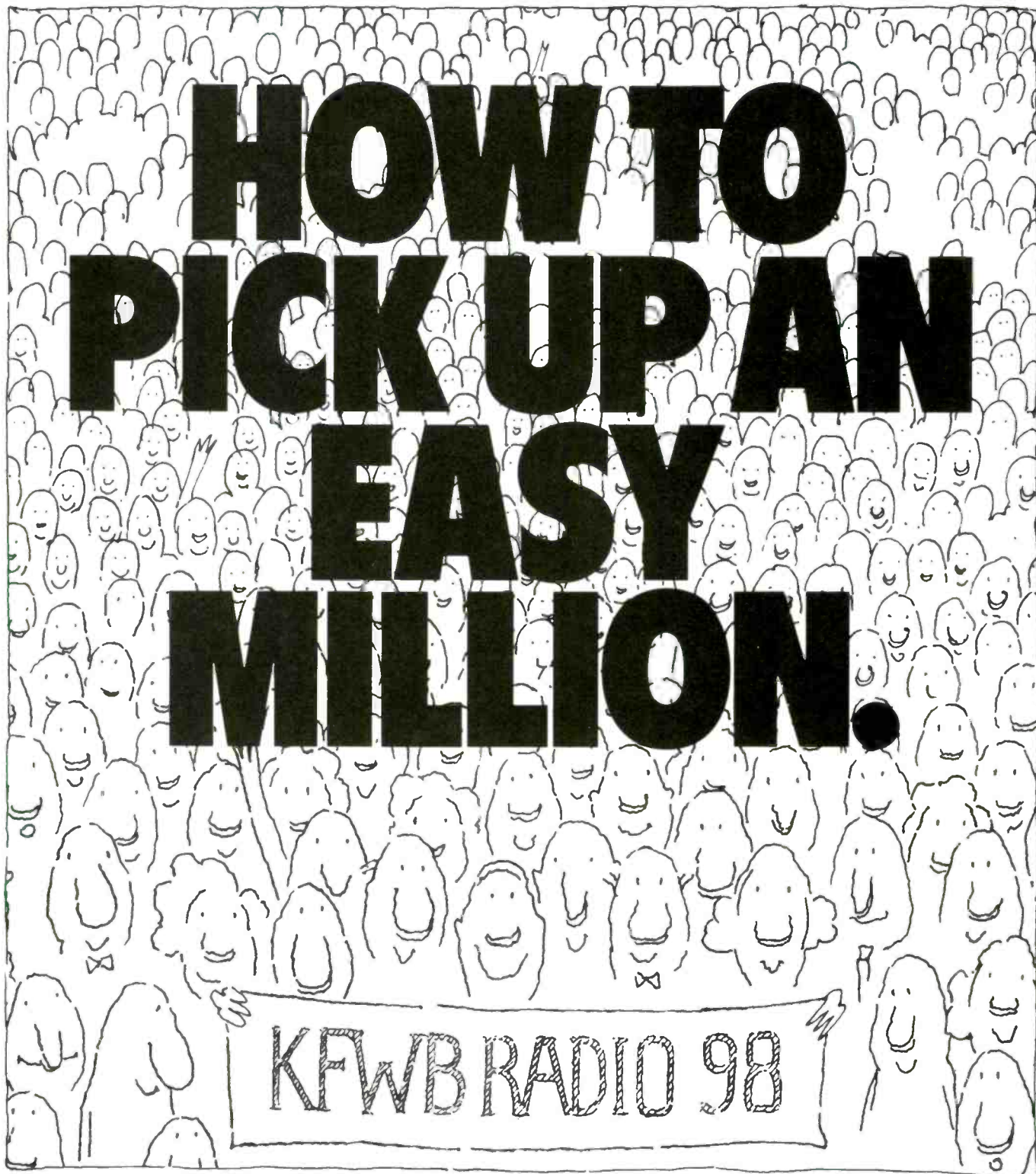
25-54 ADULTS—ABC's KABC really rolled up a big victory this book thanks in part to heavy listener interest in Los Angeles Dodgers World Series victory. Bonneville's KBIG-FM ran no contests, but did a medium TV, transit advertising campaign to wind up in second place 12+, 25-54. Interesting note: KBIG's strings format features vocals by Linda Ronstadt, Judy Collins, Don McLean, Elvis Presley. Morning drive is loaded with news, service unlike most beautiful music stations. All news KFVB is third.

FACTS & FIGURES—CBS news station KNX-AM held on to its 3 share for fourth straight book... Competitor KNTQ off.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	KABC	T	6.9	6.9	8.5	6.6	8.0	Katz	790	450x12	13.0	4.86	ABC	1	KABC	1,323,600
2	KBIG	BM	5.1	6.5	5.5	6.0	5.0	Torbet	104.3	N/A	8.7	4.54	Bonneville	2	KFVB	1,043,400
3	KLOS	A	2.7	2.9	3.6	4.5	4.7	Katz	95.5	N/A	8.8	4.16	ABC	3	KMET	954,900
4	KMET	A	3.6	3.9	4.6	5.7	4.5	Eastman	94.7	510	8.8	4.06	Metromedia	4	KLOS	948,800
5	KFVB	N	5.0	4.8	3.8	3.7	4.4	RAR	980	N/A	9.3	3.75	Westinghouse	5	KNX	925,700
6	KJOI	BM	4.3	4.3	3.8	4.5	3.7	Selcom	98.7	275	6.8	4.35	CCLA	6	KBIG	902,600
7	KNX	N	4.2	3.5	3.8	3.2	3.2	CBS	1070	500	7.7	3.24	CBS	7	KRTH	708,600
8	KRTH	AC	3.2	3.9	3.1	3.5	3.1	RKO	101.1	N/A	6.4	3.87	RKO	8	KJOI	708,400
9	KHTZ	AC	3.0	3.6	3.0	3.1	3.0	Selcom	97.1	N/A	6.2	3.75	Greater Media	9	KHTZ	699,800
10	KRLA	AC	4.1	2.9	3.7	2.6	2.8	P/W	1110	260	5.4	4.04	KRLA, Inc.	10	KIQQ	674,600
11	KLAC	C	3.7	3.2	2.9	2.9	2.7	Eastman	570	280	5.5	3.93	Metromedia	11	KFI	654,500
12	KNX-FM	MM	2.8	4.3	2.8	3.0	2.6	CBS/FM	93.1	N/A	5.3	3.94	CBS	12	KIIS	632,600
13	KOST	BM	2.5	2.9	2.5	2.1	2.6	Christal	103.5	N/A	5.1	4.10	Cox	13	KMPC	598,700
14	KALI	SP	2.4	2.0	1.1	1.7	2.5	Jack Masla	1430	N/A	3.0	6.47	UBC	14	KLAC	594,700
15	KIQQ	R	3.1	2.7	2.6	2.9	2.5	Jack Masla	100.3	N/A	5.8	3.45	Outlet	15	KRLA	592,600
16	KZLA-FM	C	1.6	2.5	1.7	2.0	2.5	Blair	93.9	N/A	5.2	4.49	Capital Cities	16	KNX-FM	583,700
17	KGFJ	B	0.8	0.8	1.4	2.1	2.4	Jack Masla	1230	N/A	3.9	4.76	Inner City	17	XTRA	568,000
18	KROQ-FM	SP	1.8	1.6	1.7	1.8	2.4	Roslin	106.7	N/A	4.3	4.40	Cameron	18	KOST	545,700
19	KTNQ	SP	1.7	1.5	1.9	2.7	2.4	Caballero	1020	96x12	3.1	6.20	K-Love	19	KROQ	453,700
20	XTRA	AC	1.0	2.0	1.6	1.8	2.4	Major Market	690	N/A	5.1	3.69	Noble	20	KZLA-FM	443,700

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	KMET	KABC	KMET	KABC	KHTZ	KABC	KLOS	KABC	KMET	KBIG	KMET	KBIG	KMET	KABC
2	KLOS	KBIG	KLOS	KFVB	KRTH	KBIG	KMET	KFVB	KLOS	KABC	KLOS	KABC	KLOS	KMET
3	KRTH	KFVB	KRTH	KBIG	KMET	KALI	KTNQ	KTNQ	KRTH	KRTH	KNX-FM	KFVB	KROQ-FM	KBIG
4	KHTZ	KZLA	KNX-FM	KLOS	KNX-FM	KHTZ	KRTH	KFI	KNX-FM	KRLA	KRTH	KRLA	KRTH	KZLA
5	KNX-FM	KRTH	KROQ-FM	KRTH	KLOS	KRLA	KHTZ	KNX	KRLA	KFVB	KHTZ	KZLA	KHTZ	KNX

Market Rank: 2	Revenue Rank: 1	Local Revenue: \$106,162,156	Commissions/Discounts: \$28,046,444
Total Persons 12+: 7,965,500	Revenue: \$175,281,253	National/Regional Revenue: \$66,819,658	Total Expenses: \$108,651,153
Stations: 43	Income Rank: 1	Network Compensation: \$1,529,043	Local TV Revenue: \$192,559,405
MSA Diaries: 4,086	Income: \$38,583,656	Other: \$770,396	Radio Performance Index: 99



HOW TO PICKUP AN EASY MILLION.

KFWB RADIO 98

Every week for over 14 years, over one million adult listeners have tuned to KFWB. Ever since we became L.A. and Orange Counties' first all-news radio station in March of 1968.*

If you've got a client that could use a million a week, call KFWB. We're the only station in town that's been delivering it for over 14 years.

*Source: ARB, Total Week Cume, Adults 18+, Winter, Spring and Fall rating reports. Spring 1968 through present.

KFWB ALL NEWS 98

LOUISVILLE

WRKA becomes Louisville's young adult slugger

FASTEST MOVER—Capitol's Ray Quinn-run WRKA-FM adult contemporary format has been on the increase for the past two books (3.6-6.8-9.2). Uses Gold Card promotion so listeners can win car, cash and TV appliances. Ran with medium exposure TV campaign. Some magazine ads. Station ranks first 18-34.

BIGGEST DECREASE—Drake-Chenault programmed country WAMZ is off 2.7 shares overall. Still strong enough to rank fourth 25-54.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WRKA wins with almost double what its nearest competitor has. WLOU's black format is second (fifth overall jumping from 6.3 to 8.0). Sebastian-Casey consulted album rocker WQMF is up for third straight book ranking third 18-34, first men 18-34. John Page Otting's

station conducted on-air contests. Used outside TV advertising. Multimedia's WAKY pulled in fourth. On-air contests, TV, billboards.

25-54 ADULTS—Great Trails WCII country station wins most in this category (third in overall audience). Consulted by E. Alvin Davis. On-air contesting during rating period. WRKA is second in 25-54 making its total 18-34 spread very impressive. Schulke-programmed beautiful music WVEZ gives Multimedia the third highest rated station (number one overall 12+). Country WAMZ is next. Station conducted outside advertising campaign.

FACTS & FIGURES—Consultants John Sebastian (WQMF) battles Burkhart/Abrams (WLRS) in album rock competition. . . . Al Ham's Big Band/nostalgia format is on WXVW (2.1 to 0.9 first book).

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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	A/M 80	O/N 80	Sprg 81	Fall 81									
1	WVEZ	BM	12.9	10.7	9.9	10.4	9.3	Eastman	106.9	N/A	12.0	5.56	Multimedia	1	WHAS	196,000
2	WRKA	AC	1.6	3.1	3.6	6.8	9.2	Christal	103.1	60	14.3	4.59	Capitol	2	WAKY	152,900
3	WCII	C	4.7	4.5	4.7	6.7	8.4	Torbet	1080	N/A	14.3	4.20	Great Trails	3	WCII	141,600
4	WHAS	AC	10.8	8.9	7.8	9.7	8.4	Blair	840	180	17.7	3.40	WHAS, Inc.	4	WRKA	138,400
5	WLOU	B	4.7	9.4	5.7	6.3	8.0	Bernard Howard	1350	40x6	7.6	7.55	Summers	5	WAVG	137,100
6	WAMZ	C	6.9	8.8	11.7	10.6	7.9	Blair	97.5	80	13.6	4.15	WAMZ, Inc.	6	WKJJ	134,400
7	WQMF	A	4.7	3.7	3.9	6.1	7.7	Selcom	95.7	45x12	12.6	4.37	The Other Corp.	7	WAMZ	134,300
8	WAVG	AC	8.2	7.7	6.8	8.2	7.2	Katz	970	65x6	13.3	3.89	ORIN	8	WQMF	122,700
9	WKJJ	R	10.2	7.8	10.5	8.7	6.9	Torbet	99.7	N/A	13.0	3.82	Great Trails	9	WLRS	113,000
10	WAKY	O	5.7	9.8	9.5	5.0	6.2	Eastman	790	N/A	13.6	3.28	Multimedia	10	WVEZ	109,800
11	WLRS	A	10.1	5.7	8.5	6.0	5.1	Katz	102.3	60x6	10.3	3.50	Kentucky Tech	11	WLOU	65,100
12	WINN	BB	8.0	5.9	5.0	3.6	3.3	McGavren	1240	40	5.9	4.05	Whatever's Fair	12	WINN	60,200
13	WFIA	REL	1.5	1.4	1.1	1.3	2.2	None	900	10x10	3.1	5.03	Radio 900	13	WXLN	31,000
14	WTMT	C	2.0	2.8	2.9	2.3	1.7	Jack Masla	620	18	2.0	6.29	Jefferson	14	WFIA	29,000
15	WXLN	REL	0.7	1.1	1.1	1.2	1.7	Radio Spot	103.9	20x10	3.0	4.04	Radio 900	15	WJYL	25,600
16	WJYL	AC	1.6	3.5	1.9	0.4	0.9	CBS/FM	101.7	40	2.2	2.98	Publicast Comm.	16	WXVW	22,400
17	WXVW	BB	1.2	1.1	0.9	2.1	0.9	Savelli & Schutz	1450	35x6	2.0	3.24	Sunnyside	17	WTMT	17,000

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	WRKA	WCII	WQMF	WCII	WRKA	WRKA	WRKA	WCII	WRKA	WRKA	WRKA	WVEZ	WRKA	WVEZ
2	WLOU	WRKA	WRKA	WHAS	WAKY	WVEZ	WAKY	WHAS	WAKY	WVEZ	WQMF	WAMZ	WQMF	WRKA
3	WQMF	WVEZ	WLOU	WRKA	WKJJ	WCII	WCII	WAKY	WLOU	WCII	WAKY	WRKA	WLRS	WAMZ
4	WAKY	WAMZ	WLRS	WAMZ	WAMZ	WAMZ	WHAS	WAMZ	WCII	WLOU	WLRS	WCII	WKJJ	WCII
5		WHAS	WAKY	WAKY	WLOU		WQMF	WRKA	WKJJ		WKJJ	WHAS	WAMZ	

Market Rank: 42
Total Persons 12+: 743,200
Stations: 17
MSA Diaries: 1,372

Revenue Rank: 47
Revenue: \$13,229,078
Income Rank: 371
Income: \$-1,137,721

Local Revenue: \$10,048,590
National/Regional Revenue: \$2,778,035
Network Compensation: \$194,653
Other: \$207,800

Commissions/Discounts: \$1,664,551
Total Expenses: \$12,702,248
Local TV Revenue: \$15,690,144
Radio Performance Index: 97

WRKA FM 103 is programmed for success!

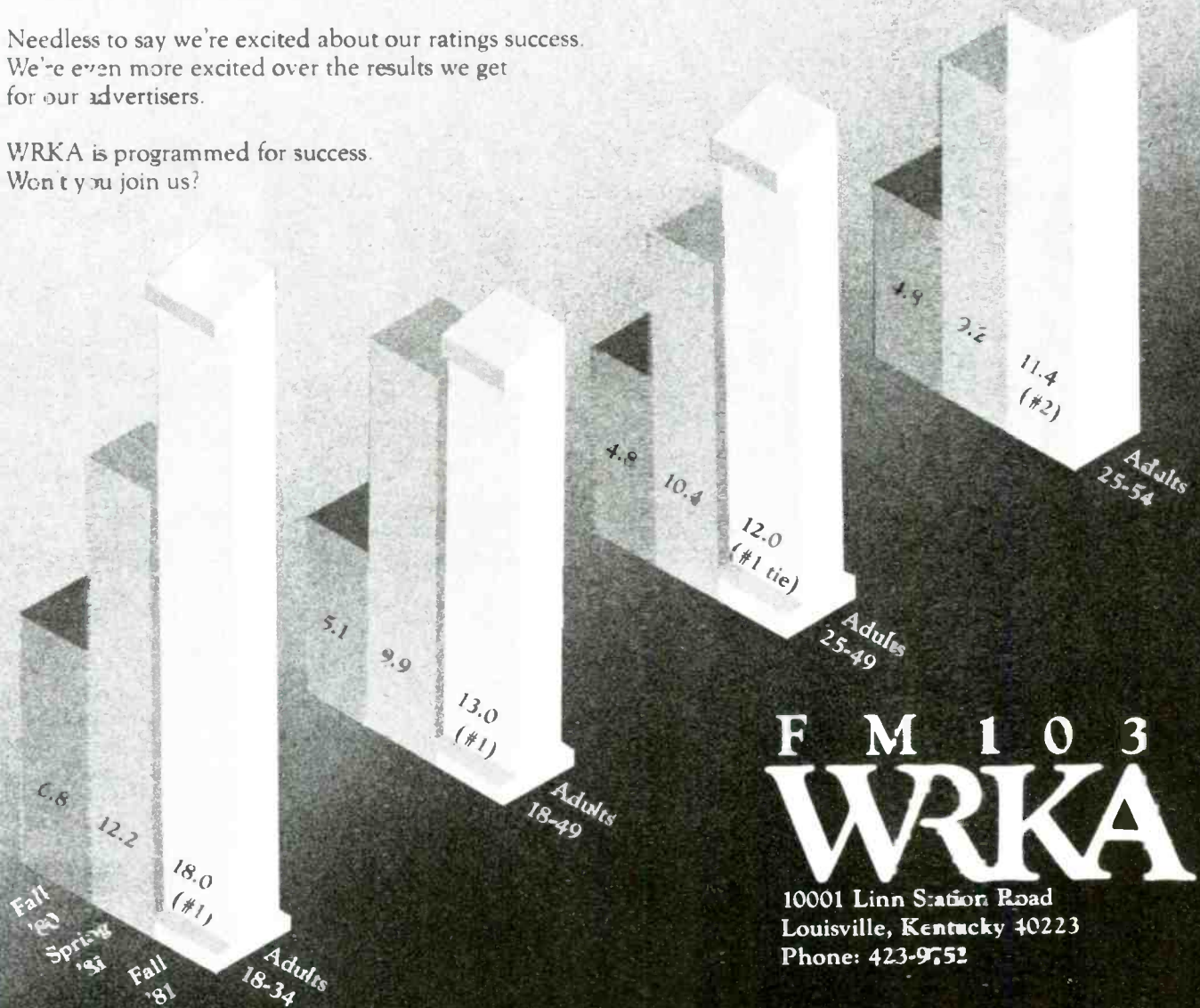
In January of 1981, WRKA promised Kentuckiana a great new FM radio station. We honestly felt a need for a Louisville radio station geared toward the 25 to 44 year old who wanted to hear the popular music of the last twenty years, and desired news and information to fit their lifestyle. No screaming disc jockeys. No million dollar giveaways. Just an honest radio station that could compete in a market full of top flight managers, programmers, and consultants.

By August of 1981, WRKA had become the fastest growing radio station in Kentuckiana up an average of 76% in the four key adult demographics.

However, when the Arbitron dust had settled, The Birch Report continued to trend our upward growth. Now we're happy to report yet another huge audience increase for WRKA. This time our growth in the four adult demographics averages over 42%.

Needless to say we're excited about our ratings success. We're even more excited over the results we get for our advertisers.

WRKA is programmed for success.
Won't you join us?



F M 1 0 3
WRKA

10001 Linn Station Road
Louisville, Kentucky 40223
Phone: 423-9752

MEMPHIS

Plough's WHRK almost doubles

FASTEST MOVER—Plough black-formatted WHRK jumps from 9.6 to 16.7 in total audience 12+. First in 18-34, 25-54 adults. Used window sticker game for cash prizes to audience. Did 5 outdoor billboards.

BIGGEST DECREASE—Scripps-Howard country formatted WMC-AM off 3.9 shares overall. Still third 25-54. Conducted Las Vegas jackpot on-air during rating period for trip to Las Vegas. Also cash contest. Some TV and billboards.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WHRK wins here. WZXR is second with Burkhart/Abrams album rock format. Used medium expo-

sure TV campaign, magazine ads, some transit advertising. WMC-FM is third with its rock format.

25-54 ADULTS—WHRK is first beating out WEZI's Schulke-programmed beautiful music format which is delivering excellent demographics. WMC third. WRVR adult contemporary station ranks fourth. Used WRVR Key Kaper promotion for \$1004 savings certificate and a trip to Bermuda. WLVS ranks 6th 25-54; ninth overall. Contests offered stereo prize. Used TV, magazine ads. Some billboards.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid											RANK	Monday-Sunday 6 AM - 12 Mid
			O N 79	A M 80	O N 80	Sprg 81	Fall 81								
1	WHRK	B	9.2	12.6	11.1	9.6	16.7	Eastman	97.1	N/A	17.2	6.09	Plough	1	WMC-FM 159,500
2	WEZI	BM	10.9	10.5	12.1	10.8	11.2	Katz	105.9	101x6	14.7	4.78	Harte-Hankes	2	WHRK 153,900
3	WMC-FM	R	10.5	9.4	7.4	10.3	9.1	Blair	99.7	N/A	15.2	3.73	Scripps-Howard	3	WEZI 140,400
4	WZXR	A	8.6	10.2	13.4	11.5	8.8	McGavren	102.7	N/A	11.8	4.70	Summit	4	WMC 117,400
5	WMC	C	8.8	9.7	10.9	11.8	7.9	Blair	790	N/A	11.9	4.20	Scripps-Howard	5	WDIA 117,100
6	WDIA	B	7.9	8.7	5.9	5.4	7.6	Bernard Howard	1070	76x6	11.7	4.10	Viacom	6	WZXR 112,700
7	WRVR	AC	5.8	5.6	5.4	6.6	6.6	Bernard Howard	104.5	90x6	9.9	4.16	Viacom	7	WRVR 99,700
8	WLOK	B	5.8	6.7	4.7	5.1	5.1	Jack Masia	1340	45x6	8.8	3.69	Gilliam	8	WHBQ 92,600
9	WLVS	C	2.3	3.5	5.0	5.2	4.2	Selcom	94.3	42x6	6.7	3.94	Omni	9	WLOK 91,600
10	WMPS	C	6.3	3.5	4.2	6.9	4.0	Eastman	680	N/A	7.2	3.50	Plough	10	WREC 85,600
11	WHBQ	O	6.6	3.8	4.8	4.4	3.8	RKO	560	N/A	7.8	3.05	RKO	11	WMPS 78,700
12	WREC	BB	4.1	4.5	4.2	2.9	3.7	McGavren	600	N/A	7.4	3.15	Summit	12	WLVS 69,500
13	KWAM-FM	B	2.5	2.3	1.0	0.8	2.4	Dora Clayton	101.1	N/A	3.8	3.91	KWAN, Inc.	13	KWAM-FM 39,200
14	WWEE	N/T	3.3	2.6	2.3	1.4	2.0	Selcom	1430	N/A	2.0	6.00	Big River	14	WWEE 18,500
15	WMSO	REL	**	**	**	**	1.2	N/A	630	N/A	1.3	5.76	Victory	15	WMSO 12,400
16	KSUD	REL	1.4	**	0.5	1.3	0.7	N/A	730	8.55	1.0	4.36	Newport	16	KWAM 12,700
17	KWAM	REL	2.5	2.7	1.6	2.1	0.7	ton	990	N/A	1.2	3.73	KWAM, Inc.	17	KSUD 10,100

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT							
	Average Quarter Hour Monday-Sunday 6 AM-12 Mid						Average Quarter Hour Metro Monday-Friday Adults							
	Adults		Men		Wcmen		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	WHRK	WHRK	WHRK	WHRK	WHRK	WEZI	WHRK	WMC	WHRK	WEZI	WHRK	WEZI	WHRK	WHRK
2	WZXR	WEZI	WZXR	WEZI	WRVR	WHRK	WRVR	WEZI	WZXR	WHRK	WMC-FM	WRVR	WZXR	WEZI
3	WMC-FM	WMC	WMC-FM	WMC	WMC-FM	WRVR	WZXR	WHRK	WRVR	WRVR	WHRK	WMC-FM	WRVR	WRVR
4	WRVR	WRVR	WRVR	WLVS	WZXR	WMC	WMC-FM	WRVR	WMC-FM	WMC	WZXR	WMC	WEZI	WLVS
5		WMC-FM		WRVR		WMC-FM	WHBQ	WMC-FM	WEZI	WMC-FM	WLVS	WMC-FM	WRVR	WMC

Market Rank: 43
Total Persons 12+: 742,800
Stations: 17
MSA Diaries: 1,317

Revenue Rank: 39
Revenue: \$15,315,593
Income Rank: 153
Income: \$99,655

Local Revenue: \$10,236,401
National/Regional Revenue: \$4,696,674
Network Compensation: \$278,049
Other: \$104,469

Commissions/Discounts: \$2,227,700
Total Expenses: \$12,988,238
Local TV Revenue: \$15,290,952
Radio Performance Index: 97

What's 56 WHBQ Doing In Drives Times With Adults 25-34?

Delivering Biggest Audience In Memphis!

STATION

1. WHBQ
2. WHRK
3. WMC-FM
4. WRVR
5. WZXR
6. WEZI
7. WLVS
8. WLOK
9. WMC-AM
10. WMPS
11. WDIA
12. WREC

FORMAT

- ADULT/CONTEMPORARY/OLDIES
- URBAN CONTEMPORARY/ETHNIC
- TOP 40/ROCK
- SOFT ROCK
- ALBUM ROCK
- BEAUTIFUL MUSIC
- COUNTRY
- BLACK COUNTRY
- COUNTRY
- BLACK NEWS/BIG BAND

No. of Different Adults 25-34

- 34,600
- 34,500
- 29,100
- 28,800
- 17,100
- 17,100
- 16,900
- 15,500
- 15,400
- 14,600
- 12,800
- 8,200

SOURCE:

Memphis ARB, Fall '81
 Mon.- Fri., 6 a.m.-10 a.m.
 & 3 p.m. - 7 p.m. Metro.
 Cume estimates subject to
 qualifications issued by these
 services. Copies of such
 qualifications available on
 request.

56 WHBQ

WHBQ Memphis/KFRC San Francisco/WRKO • WROR Boston/WAXY Fort Lauderdale-Miami/KHJ
 KRTH Los Angeles/WFYR Chicago/WOR • WXLO New York/WGMS AM-FM Washington, D.C.

Represented Nationally by RKO Radio Sales, Inc.

MILWAUKEE-RACINE

Three stations battle for 18-34; WBCS wins 25-54

FASTEST MOVER—LIN's Schulke II adult contemporary format on WEMP up from 0.9 to 2.8. Ranks eleventh 25-54. Outside advertising included bus cards and TV.

BIGGEST DECREASE—Tie between Schulke-programmed WEZW beautiful music and Hearst adult contemporary WISN. WEZW still third 25-54. WISN second.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Malrite's WZUU-FM inches ahead of Hearst's WLPX Burkhart/Abrams consulted album rocker which is tied with WQFM album rocker. WZUU-FM offered vacations as part of its on-air promotion. Did heavy transit advertising and 100 taxitops. Very promotion-minded station. WLPX is number one at night 18-34 and no worse than fourth in any other 18-34 daypart. Country WBCS is fourth.

25-54 ADULTS—Great Trails' country station WBCS is up almost one full sharepoint for first 25-54 and third overall 12+. Carried baseball. Ran "Money Man," "Secret Sound" contests. Also gave away Nashville trip. Other on-air promotions. Light TV. WISN is solid number two 25-54. WEZW is third conducting "Win An Easy Day" contest with 104 various prizes. Some transit advertising. WZUU-FM comes in fourth.

FACTS & FIGURES—WZUU-AM switched to oldies. Held "Great America Theme Park" concert promo. Ratings about the same 1.9 to 2.0. . . . FM 100 (WXJY), Burkhart/Abrams (WLPX), John Lund (WISN), Schulke (WEZW, WEMP) consult in this market. . . . Five of the top seven stations showed decreases in 12+ audience.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81									
1	WTMJ	AC	15.3	15.0	12.3	10.7	9.8	Christal	620	215	18.8	3.93	WTMJ	1	WTMJ	334,500
2	WEZW	BM	10.3	12.0	11.8	11.4	9.4	McGavren	103.7	109	13.9	5.08	Multimedia	2	WISN	309,100
3	WBCS	C	7.1	8.7	8.2	8.3	9.2	Torbet	102.9	124	14.0	4.96	Great Trails	3	WBCS	229,200
4	WISN	AC	10.7	10.3	11.0	10.1	8.1	Katz	1130	150x6	16.7	3.66	Hearst	4	WEZW	228,300
5	WZUU-FM	AC	5.1	4.0	4.8	5.3	6.6	Eastman	95.7	112	12.4	4.00	Malrite	5	WZUU-FM	220,300
6	WLPX	A	8.1	7.2	6.0	6.3	5.8	Katz	97.3	100	11.5	3.81	Hearst	6	WLPX	209,500
7	WQFM	A	4.4	3.7	4.3	6.0	5.5	Selcom	93.3	N/A	9.8	4.20	Shamrock	7	WQFM	169,200
8	WLUM	B	1.8	2.7	3.2	2.6	4.0	Bernard Howard	102.1	N/A	6.5	4.63	Suburbanaire	8	WOKY	167,600
9	WMYX	AC	0.6	1.3	1.5	3.6	3.8	Blair	99.1	N/A	8.0	3.60	LIN	9	WKTJ	162,900
10	WKTJ	R	3.8	3.3	2.5	3.9	3.4	Christal	94.5	39	8.2	3.17	WTMJ	10	WMYX	150,800
11	WFMR	CL	2.3	2.9	5.0	2.3	2.9	Roslin	96.5	50	5.3	4.08	WFMR	11	WLUM	107,600
12	WEMP	AC	1.5	1.2	0.7	0.9	2.8	Blair	1250	N/A	5.0	4.24	LIN	12	WRKR	101,800
13	WOKY	AC	7.2	3.4	3.0	4.0	2.7	Hillier	920	75	7.5	2.67	Charter	13	WZUU	93,200
14	WMKE	C	2.0	2.3	2.2	2.0	2.0	Torbet	1340	45	4.2	3.54	Great Trails	14	WFMR	92,200
15	WXJY	BM	2.3	1.9	0.8	1.8	2.0	P/W	98.3	N/A	2.6	5.81	Darrell Peters	15	WMKE	78,600
16	WZUU	O	1.9	0.9	0.6	1.9	2.0	Eastman	1290	62	4.7	3.17	Malrite	16	WEMP	86,100
17	WRKR	R	0.9	2.2	2.3	2.8	1.7	N/A	100.7	40x6	4.6	2.72	Brdcst. Mgmt.	17	WBBM	61,400
18	WBKV-FM	BM	1.2	1.1	1.0	0.8	1.5	N/A	92.5	18	2.9	3.98	West Bend	18	WMAQ	60,300
19	WMAQ	C	1.3	1.7	2.1	1.3	1.4	Eastman	670	N/A	3.1	3.33	NBC	19	WBKV-FM	51,200
20	WIND	T	1.0	0.6	1.0	1.8	1.3	RAR	560	N/A	2.2	4.45	Westinghouse	20	WXJY	41,800

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	WZUU-FM	WBCS	WQFM	WBCS	WZUU-FM	WEZW	WZUU A/F	WBCS	WZUU-FM	WEZW	WZUU-FM	WZUU-FM	WLPX	WBCS
2	WLPX	WISN	WLPX	WISN	WISN	WBCS	WISN	WZUU A/F	WLPX	WBCS	WQFM	WBCS	WLUM	WISN
3	WQFM	WEZW	WZUU-FM	WZUU-FM	WMYX	WISN	WBCS	WISN	WQFM	WISN	WLPX	WEZW	WQFM	WEZW
4	WBCS	WZUU-FM	WBCS	WTMJ	WLUM	WTMJ	WLPX	WTMJ	WISN	WZUU-FM	WMYX	WISN	WMYX	
5	WISN	WTMJ	WLUM	WEZW	WBCS	WZUU-FM	WQFM	WEZW	WBCS	WZUU	WBCS	WTMJ	WBCS	

Market Rank: 24	Revenue Rank: 23	Local Revenue: \$20,894,804	Commissions/Discounts: \$3,670,391
Total Persons 12+: 1,296,300	Revenue: \$26,579,626	National/Regional Revenue: \$5,212,847	Total Expenses: \$20,513,830
Stations: 25	Income Rank: 14	Network Compensation: \$342,362	Local TV Revenue: \$23,952,111
MSA Diaries: 1,415	Income: \$2,395,405	Other: \$129,613	Radio Performance Index: 129

TO REACH YOUR TARGET GROUPS IN MILWAUKEE...

ADULTS 25-plus

ADULTS 18-34

radi**11 97 fm**
WISN WLPX
WISN WLPX
WISN WLPX

BREWER RADIO

HOME OF THE MILWAUKEE BREWERS

 Represented by
Katz Radio

MINNEAPOLIS-ST. PAUL

KSTP-FM, KDWB-FM, KQRS-FM among top stations

FASTEST MOVER—WCCO-AM gains 2.7 shares. Conducts contests and promotions, but station is so heavily into weather and service that listeners rely on it. First 25-54, third 18-34, first in men and women 25-54.

BIGGEST DECREASE—Malrite's Bonneville-programmed beautiful music station off 1.7 shares for seventh overall ranking. KEEY-FM is also sixth 25-54. Tried various "Night Out" promotions where hundreds of listeners are taken to events such as river cruises, hockey games, movies, plays.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Hubbard's KSTP-FM continues its phenomenal growth with first place 18-34, second overall 12+ (up 2.4 shares from previous book). Number one with both men and women 18-34. Did Cash Call. Burkhart/Abrams-

consulted KQRS AM/FM ranks second, fifth overall 12+. WCCO is third pulling young adults as well as prime adults 25-54. Doubleday's KDWB-FM is up for third straight book 12+ for number four ranking. Fourth 18-34. Uses \$63 Cash Music Test giving away \$63 for 100 days and grand prizes of microwave oven, Mexican vacation or a new van.

25-54 ADULTS—After first placed WCCO-AM is KSTP-FM which has carved a pretty solid niche for itself demographically in this market. Storz country WDGY is off 12+ (7.1 to 6.4) but still ranks fifth overall, third 25-54. Manager Dale Weber uses lifestyle prizes, money and home video lures to listeners. Heavy billboard showing, medium exposure TV campaign, light newspaper. Bob Henabery-consulted WCCO-FM ranks fourth with its adult contemporary format.

FACTS & FIGURES—TM Country programmed KTCR off 1.2 shares. . . . Competitor KJJO up slightly.

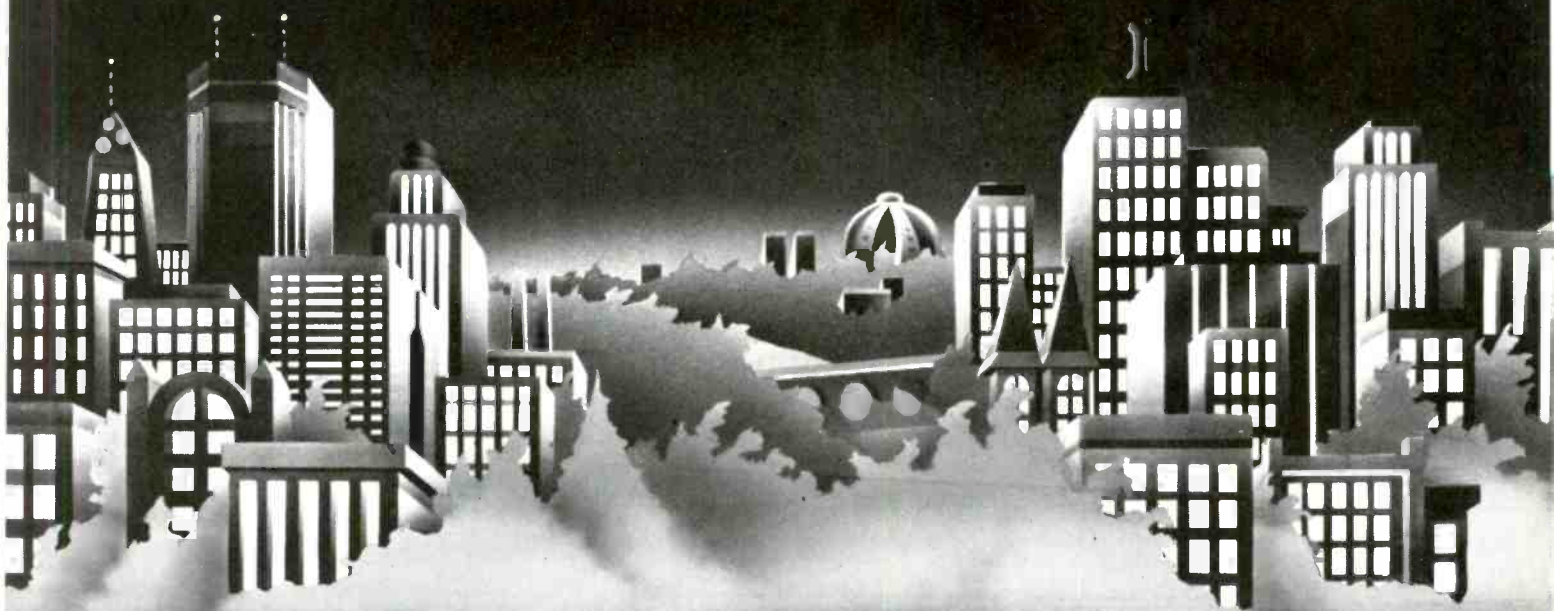
RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid		
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81							1	2	
1	WCCO	AC	22.4	22.5	24.5	20.2	22.9	CBS	830	400	36.2	5.16	Midwest	1	WCCO	804,800
2	KSTP-FM	AC	10.4	9.5	10.1	12.4	14.8	Christal	94.5	N/A	23.5	5.16	Hubbard	2	KSTP-FM	515,300
3	KQRS A/F	A	10.0	8.5	5.5	6.4	6.8	Torbet	1440/92.5	135	13.4	4.13	McKenna	3	WDGY	321,400
4	KDWB-FM	A	2.6	2.8	5.7	6.3	6.6	McGavren	101.3	130	12.9	4.15	Doubleday	4	KQRS A/F	318,900
5	WDGY	C	6.6	7.1	5.3	7.1	6.4	Blair	1130	140	13.4	3.93	Storz	5	KDWB-FM	306,100
6	WCCO-FM	AC	4.9	4.4	4.3	3.8	4.4	Eastman	102.9	85	10.4	3.43	Midwest	6	WCCO-FM	271,700
7	KEEY-FM	BM	7.1	4.3	6.0	5.9	4.2	Katz	102.1	N/A	8.5	4.06	Malrite	7	WLOL	252,000
8	WLOL	AC	1.9	4.9	5.8	4.4	4.2	Selcom	99.5	10x65	9.8	3.50	Liggett	8	KSTP	237,700
9	WAYL-FM	BM	4.9	4.9	4.5	4.8	4.1	Major Market	93.7	12x65	8.2	4.04	Entercom	9	KDWB	223,400
10	KSTP	N	4.2	4.5	3.2	3.5	3.3	Christal	1500	80	8.7	3.09	Hubbard	10	KEEY-FM	201,300
11	WWTC	AC	2.6	3.9	3.5	3.2	2.5	Jack Masla	1280	60	5.9	3.45	Metropolitan	11	WAYL-FM	198,500
12	KDWB	AC	3.5	3.7	3.0	2.6	1.8	McGavren	630	130	6.6	2.19	Doubleday	12	WWTC	153,200
13	KJJO	C	1.1	1.3	1.2	1.2	1.8	Hillier	104.1	N/A	4.1	3.53	Roy H. Park	13	KJJO	105,900
14	KTCR-FM	C	1.6	1.8	1.6	2.8	1.6	Jack Masla	97.1	N/A	3.7	3.43	Hennepin	14	WAYL	104,700
15	WAYL	BM	1.8	1.5	1.6	1.0	1.6	Major Market	980	N/A	3.9	3.33	Entercom	15	KTCR-FM	98,100
16	KRSI	BB	0.8	1.6	1.0	1.0	1.0	Hillier	950	N/A	2.7	3.19	Roy H. Park	16	KRSI	71,800
17	WMIN	C	1.2	0.7	0.8	0.5	0.9	Walton	1010	18	1.1	6.37	Voyageur's	17	KTWN-FM	48,600
18	KTWN-FM	J	0.9	1.0	1.1	1.0	0.8	None	107.9	30	1.9	3.49	No. Suburban	18	KEEY	44,500
19	KEEY	BM	0.6	0.4	0.9	0.5	0.3	Katz	1400	N/A	1.3	2.11	Malrite	19	WMIN	23,000

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	KSTP-FM	WCCO	KSTP-FM	WCCO	KSTP-FM	WCCO	KSTP-FM	WCCO	KSTP-FM	KSTP-FM	KSTP-FM	WCCO	KSTP-FM	WCCO
2	KQRS A/F	KSTP-FM	KQRS A/F	KSTP-FM	WCCO-FM	KSTP-FM	WCCO	KSTP-FM	KQRS A/F	WCCO	KQRS A/F	KSTP-FM	KQRS A/F	KSTP-FM
3	WCCO	WDGY	WCCO	WDGY	KQRS A/F	WDGY	KQRS A/F	WDGY	KDWB-FM	WDGY	KDWB-FM	WDGY	KDWB-FM	KQRS A/F
4	KDWB-FM	WCCO-FM	KDWB-FM	KQRS A/F	KDWB-FM	KEEY-FM	WCCO-FM	WCCO-FM	WCCO-FM	WCCO-FM	WCCO	KQRS A/F	WCCO	WDGY
5	WCCO-FM	KQRS A/F	WLOL	WCCO-FM	WCCO	WCCO-FM	KDWB-FM	WWTC	WCCO			WCCO-FM	WCCO-FM	WCCO-FM

Market Rank: 16	Revenue Rank: 13	Local Revenue: \$29,394,681	Commissions/Discounts: \$6,128,574
Total Persons 12+: 1,756,900	Revenue: \$40,437,895	National/Regional Revenue: \$7,718,396	Total Expenses: \$26,070,278
Stations: 20	Income Rank: 5	Network Compensation: \$441,123	Local TV Revenue: \$36,033,004
MSA Diaries: 1,666	Income: \$8,239,043	Other: \$2,883,695	Radio Performance Index: 115

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 RADIO ADVERTISING REPRESENTATIVES, INC.

MODESTO

KOSO, KBEE-FM capture target audience

FASTEST MOVER—McClatchy's Bonneville-programmed beautiful music station is up nearly five full share points 12+ for a first place finish. Also number one in prime 25-54 demographics which is unusual for beautiful music formats in the majority of markets where they run. Station also captures men, women 25-54.

BIGGEST DECREASE—Album rocker KFIV-FM off 3.2 shares. Station consultant Kurt Hanson did managed to bring it in second 18-34 for good positioning in that demographic group. Claim no on-air contests during rating period. Heaviest advertising was billboards with some TV, newspapers, transit cards.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Rocker KOSO first (also second overall 12+). Featured "Thousand Dollar Countdown" asking

listeners to keep track of the songs for possible \$1,000 cash prize. Also usual album and movie ticket giveaways. Medium newspaper campaign and some television backed up on-air efforts. KFIV-FM pulled in enough listeners to rank second. Third men 18-34, second women 18-34 with their album rock format. Rocker KHOP remains strong. Thir 18-34, 12+. KBEE-FM beautiful music format attracts enough younger listeners to rank fourth 18-34.

25-54 ADULTS—KBEE-FM wins. Newspaper and transit advertising evident during the rating period. Rocker KOSO comes in second giving it full spectrum numbers for 18-54. NBC-owned KNBR is up one full share from San Francisco. Ranks third in prime adults. KCEY's country format used consultant Bob Goode. Contests featured newspaper solicitation and mail-ins giving away \$139 dollars per person at random.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81									
1	KBEE-FM	BM	**	10.5	**	10.3	15.1	Katz	103.3	21	17.3	6.46	McClatchy	1	KOSO	47,200
2	KOSO	R	**	6.2	**	8.8	10.0	Selcom	93.1	24	16.0	4.63	Koso, Inc	2	KBEE-FM	45,800
3	KHOP	R	**	6.9	**	8.3	8.0	Torbet	104.1	33	12.2	4.83	Pete Pappas	3	KHOP	35,700
4	KTRB	C	**	8.0	**	5.9	6.6	Torbet	860	33	11.6	4.18	Pete Pappas	4	KTRB	35,200
5	KNBR	AC	**	5.8	**	4.4	5.4	McGavren	680	300	10.7	3.74	NBC	5	KNBR	34,300
6	KCEY	C	**	5.8	**	5.0	5.1	Christal	1390	23	9.2	4.15	Behan	6	KFIV-FM	31,300
7	KFIV-FM	AC	**	7.2	**	8.3	5.1	McGavren	102.3	12x34	9.9	3.84	Kilibro	7	KFIV	30,200
8	KCBS	N	**	6.9	**	5.6	4.3	CBS	740	450	8.8	3.62	CBS	8	KCBS	28,800
9	KMYT	BM	**	5.8	**	4.4	4.3	Torbet	97.5	13.50x5	4.8	6.67	Radio One, Inc	9	KCEY	28,100
10	KRAK	C	**	3.3	**	5.0	3.4	Eastman	1140	204x6	6.2	4.06	Affiliated	10	KFYE	19,900
11	KLOC	SP	**	1.4	**	3.8	3.1	Lotus	920	16	4.3	5.39	Clock	11	KRAK	19,500
12	KAMB	REL	**	2.9	**	2.7	3.1	N/A	101.5	N/A	5.0	4.63	Central Valley	12	KFRC	19,400
13	KFYE	R	**	1.1	**	1.5	2.9	Selcom	93.7	N/A	5.9	3.56	KFYE-FM	13	KBEE	17,300
14	KFIV	AC	**	5.1	**	2.1	2.3	McGavren	1360	34x12	7.2	2.36	Kilibro	14	KMIX	15,800
15	KMIX	C	**	4.3	**	4.1	2.3	Christal	98.3	33	4.8	3.52	Behan	15	KAMB	14,800
16	KQKK	C	**	0.7	**	2.9	2.3	Christal	96.7	14.50	4.2	4.04	McFadden	16	KQKK	13,000
17	KFRC	R	**	2.2	**	1.2	2.0	RKO	610	N/A	5.2	2.85	RKO	17	KMYT	12,400
18	KSTN-FM	SP	**	1.1	**	1.2	2.0	N/A	107.3	8	3.0	4.87	Valley Brdcstrs.	18	KLOC	12,200
19	KBEE	AC	**	1.4	**	3.5	1.7	Katz	970	N/A	4.6	2.77	McClatchy	19	KSTN-FM	8,800
20	KFBK	N/T	**	**	**	**	1.1	Katz	1530	75	2.2	3.84	McClatchy	20	KWGF	8,100

RANK	DEMOGRAPHIC BREAKOUT						DAYPART BREAKOUT									
	Average Quarter Hour			Monday-Sunday			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	18-34	25-54
1	KOSO	KBEE-FM	KHOP	KBEE-FM	KOSO	KBEE-FM	KOSO	KBEE-FM	KOSO	KBEE-FM	KHOP	KBEE-FM	KHOP	KBEE-FM		
2	KFIV-FM	KOSO	KOSO	KNBR	KFIV-FM	KOSO	KHOP	KNBR	KBEE-FM	KOSO	KFIV-FM	KOSO	KOSO	KMIX		
3	KHOP	KNBR	KFIV-FM	KOSO	KBEE-FM	KAMB	KFIV-FM	KOSO	KFIV-FM	KNBR	KOSO	KCEY	KFIV-FM	KFIV-FM		
4	KBEE-FM	KCEY	KNBR	KCEY	KLOC		KFYE	KCEY	KAMB	KCEY	KBEE-FM	KFIV-FM	KSTN	KOSO		
5		KHOP			KSTN			KHOP	KHOP			KNBR				

Market Rank: 132
Total Persons 12+: 227,300
Stations: 10
MSA Diaries: 683

Revenue Rank: 99
Revenue: \$5,704,574
Income Rank: 275
Income: \$-114,710

Local Revenue: \$3,128,470
National/Regional Revenue: \$2,435,923
Network Compensation: \$11,021
Other: \$129,160

Commissions/Discounts: \$425,659
Total Expenses: \$5,393,625
Local TV Revenue: N/A
Radio Performance Index: 93

They've already found us...

How about you?

Just two years ago, California's great central valley started listening to KOSO. Today they're listening to us more than to anybody else! *

STEREO
KO93
THE VALLEY'S MUSIC STATION



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KO93

KO93 FM 93.1 PATTERSON, CALIFORNIA

2121 Lancey Dr., Suite 1, Modesto, CA 95355
(209) 578-1306

**REPRESENTED NATIONALLY BY
SELCOM; #1 IN OUR BOOK.**

* SOURCE: ARBITRON, FALL 1981
ADULTS 18-34 #1 METRO, #1 TSA
ADULTS 18-49 #1 METRO, #1 TSA
ADULTS 25-49 #2 METRO, #1 TSA
TOTAL WEEK CUME FIGURES SUBJECT TO QUALIFICATIONS OF REPORT

NEW YORK

WOR regains first; WRKS turns it around

FASTEST MOVER—RKO's WRKS known as "Kiss" gains 2.3 shares doing black music-type format. Station very sensitive to being called "Black formatted" preferring "Urban Contemporary" instead. General Manager Lee Simonson rejuvenates once-floundering WXLO-FM. Ranks third in adults 18-34, fourth 25-54. Burkhart/Abrams consults.

BIGGEST DECREASE—WKTU-FM's disco format off 1.4 shares, but still very strong demographically. Just one tenth away from WOR 12+. Second to WBLS for adults 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Black influenced stations rank highest. WBLS first. WKTU second. WRKS third. NBC-owned WYNY-FM is fourth with ABC-owned album rock WPLJ fifth. Former SJR WKTU-FM is now owned by Infinity. Strategy

included \$92,000 Giveaway offering cash, cars as prizes.

25-54 ADULTS—WBLS wins in this department, too. But WYNY is solid second. WNBC ranks third with WRKS close behind. WYNY's secret to success apparently warm personalities, well-researched music, jingles, contests. Used TV, bus posters to bolster on-air efforts. Dom Fioravanti's WNBC-AM rebounds from last book's wobble (3.9 to 4.5). Replaces WABC as number one AM music station.

FACTS & FIGURES—WOR celebrated its 60th anniversary winding up on top of ratings heap. Bonneville owned and programmed WRFM holds its 4 share (actually 4.4) for fifth straight book. Schulke-programmed WPAT-FM up 2.7 to 3.8 regaining past levels of performance. Metromedia's WNEW-AM big band format pulled lowest numbers in past three books (3.0).

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WOR	T	6.2	6.5	5.9	6.2	6.2	RKO	710	N/A	10.9	4.81	RKO	1	WINS	2,540,600
2	WKTU	D	8.3	6.5	6.4	7.5	6.1	Torbet	92.3	400x10	11.5	4.46	Infinity	2	WNBC	2,204,500
3	WBLS	B	7.1	6.4	7.4	6.1	5.9	McGavren	107.5	395	10.0	5.04	Inner City	3	WCBS	2,102,600
4	WINS	N	4.9	5.3	4.3	4.4	5.6	RAR	1010	N/A	13.0	3.62	Westinghouse	4	WABC	2,067,700
5	WRKS	D	1.1	1.8	1.6	3.3	5.6	RKO	98.7	N/A	9.7	4.94	RKO	5	WKTU	2,017,700
6	WNBC	AC	4.7	4.8	4.6	3.9	4.5	Hillier	660	600	11.1	3.45	NBC	6	WOR	1,891,800
7	WPLJ	A	3.7	4.1	4.5	4.1	4.5	Blair	95.5	300	9.1	4.22	ABC	7	WYNY	1,788,200
8	WRFM	BM	4.3	4.4	4.9	4.5	4.4	Torbet	105.1	200	6.8	5.45	Bonneville	8	WBLS	1,710,200
9	WYNY	AC	3.2	3.7	3.6	4.1	4.4	Hillier	97.1	N/A	9.5	3.87	NBC	9	WRKS	1,649,100
10	WCBS	N	4.8	4.7	4.8	4.5	4.2	CBS	880	600	10.4	3.39	CBS	10	WPLJ	1,644,300
11	WPAT-FM	BM	3.9	3.7	3.6	2.7	3.8	Eastman	93.1	125	7.4	4.31	Capital Cities	11	WPAT-FM	1,312,800
12	WABC	AC	3.6	3.5	4.6	3.7	3.1	Blair	770	N/A	9.4	2.85	ABC	12	WCBS-FM	1,182,900
13	WNEW	BB	2.7	2.9	3.7	4.0	3.0	Katz	1130	350	5.6	4.48	Metromedia	13	WRFM	1,145,900
14	WCBS-FM	O	2.9	2.5	2.2	3.7	2.7	CBS/FM	101.1	250	6.1	3.71	CBS	14	WNEW-FM	995,900
15	WJIT	SP	1.9	1.6	1.6	1.9	2.5	Caballero	1480	138	2.8	7.69	Infinity	15	WNEW	985,000
16	WNEW-FM	A	2.8	3.0	2.8	2.5	2.4	Katz	102.7	300	5.2	3.83	Metromedia	16	WHN	940,100
17	WMCA	N/T	2.3	2.4	2.2	3.0	2.2	McGavren	570	N/A	4.4	4.12	Straus	17	WPAT	888,700
18	WADO	SP	1.7	2.0	2.0	1.9	2.1		1280	140	2.5	7.13	Command Bdcst	18	WMCA	808,900
19	WHN	C	2.6	2.2	2.4	2.8	2.1	Christal	1050	350	4.9	3.65	Mutual	19	WPIX	630,300
20														20	WQXR A/F	590,200

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	WBLS	WBLS	WPLJ	WBLS	WBLS	WBLS	WBLS	WINS	WRKS	WYNY	WKTU	WYNY	WBLS	WBLS
2	WKTU	WYNY	WBLS	WYNY	WKTU	WYNY	WNBC	WNBC	WKTU	WBLS	WBLS	WBLS	WKTU	WRKS
3	WRKS	WNBC	WKTU	WCBS	WRKS	WRKS	WYNY	WCBS	WYNY	WRKS	WRKS	WKTU	WRKS	WKTU
4	WYNY	WRKS	WRKS	WNBC	WYNY	WKTU	WRKS	WOR	WBLS	WCBS-FM	WYNY	WRKS	WPLJ	WYNY
5	WPLJ	WINS	WNEW-FM	WINS	WPLJ	WNBC	WPLJ	WBLS	WPLJ	WKTU	WPLJ	WCBS-FM	WYNY	WOR

Market Rank: 1	Revenue Rank: 2	Local Revenue: \$113,558,058	Commissions/Discounts: \$19,709,966
Total Persons 12+: 13,483,800	Revenue: \$151,140,042	National/Regional Revenue: \$34,033,692	Total Expenses: \$112,059,813
Stations: 42	Income Rank: 2	Network Compensation: \$2,919,914	Local TV Revenue: \$200,290,615
MSA Diaries: 4,587	Income: \$19,370,263	Other: \$628,378	Radio Performance Index: 111

**JOHN GAMBLING
HAS SOME GREAT NEWS
FOR MORNING
RADIO LISTENERS...**

LOU ADLER.



Lou Adler, WCBS Newsradio's No. 1 newsmen, is joining John Gambling, New York radio's No. 1 morning personality.

John Gambling starts your day with easy-going conversation, candid observations, and topical commentary that have long earned him a special place in the hearts of New Yorkers.

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Lou joins a proven team, dedicated to keeping you on top of your world. George Meade keeps an eye on traffic from Helicopter 710. Nationally-known sports commentator Don Criqui uncovers the inside sports news. Staff meteorol-

ogist Bill Korbel brings you accurate, up-to-the-minute weather forecasts. Consumer advocate Joan Hamburg shares tips on "How to Cope."

Altogether, we're bringing you more information than ever. And that's great news for every morning radio listener.

WOR RADIO
710 THE HEART OF NEW YORK

NORFOLK-PORTSMOUTH-NEWPORT NEWS

Bonneville's WFOG rebounds again

FASTEST MOVER—Bonneville-programmed beautiful music on WFOG. Bill McCormick's station rebounds from big loss last book as it did from previous large loss in October/November 1979. Station also pulls in second highest ratings in 25-54 category.

BIGGEST DECREASE—Three stations have losses of two shares or more. WWDE's adult contemporary format is off 2.2 shares (5.9 to 3.7). Ranks seventh 25-54. Black-formatted WRAP off 2.1 shares (5.9 to 3.8). Ranks eighth 18-34. Adult contemporary WTAR off 2.0 shares although it remains fifth in 25-54.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Jeff Pollack-consulted WNOR-FM ranks first with album rock format. Station does some contesting

on-air in usual album rock manner. Station ranks fourth overall and has been on steady upward trend with Pollack at helm. WNOR-FM off 0.5 shares 12+. WLTY's adult contemporary format ranks second. Second in men 18-34, first in women. Does no worse than second in all 18-34 dayparts. Number one in morning drive, midday. Country WCMS-FM is third 18-34 and first 12+. Black WOWI is fourth 18-34 and ranks as high as third in this category at night.

25-54 ADULTS—WCMS-FM first here making its overall 18-54 figures very significant. WFOG-FM's beautiful music station ranks second. WLTY third. Longtime rocker WGH is fourth and is fourth in everything except 7pm to mid. WTAR next.

FACTS & FIGURES—Burkhart/Abrams-consulted WQRK is off. Ranks seventh 18-34.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	WEEKLY METRO CUME		
			Total persons 12+ 6 AM - 12 Mid											RANK	Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A M 80	O/N 80	Sprg 81	Fall 81									
1	WCMS-FM	C	10.9	8.2	8.0	9.8	10.8	Katz	100.5	N/A	13.6	5.97	WCMS FM, Inc.	1	WFOG	183,400
2	WFOG	BM	5.1	9.2	7.6	6.5	10.0	Torbet	92.9	85x12	15.0	5.04	McCormick	2	WGH	163,800
3	WLTY	AC	6.6	4.3	3.9	4.6	7.8	Christal	95.7	N/A	12.6	4.66	Landmark	3	WCMS-FM	159,900
4	WNOR-FM	A	7.6	6.9	6.8	7.6	7.1	RKO	98.7	N/A	12.2	4.41	Josephson	4	WLTY	155,800
5	WGH	R	5.5	7.1	5.5	5.5	5.9	Blair	1310	40	11.9	3.72	Hampton Road	5	WNOR-FM	154,600
6	WOWI	B	6.8	6.8	9.8	5.2	5.9	N/A	102.9	N/A	10.6	4.19	Willis	6	WTAR	152,800
7	WTAR	AC	6.0	6.1	6.6	7.4	5.4	Christal	790	N/A	11.1	3.68	Landmark	7	WOWI	136,000
8	WRAP	B	6.2	5.3	5.0	5.9	3.8	Bernard Howard	850	45x6	8.2	3.44	Rollins	8	WRAP	118,700
9	WWDE	AC	4.1	5.7	5.5	5.9	3.7	CBS/FM	101.3	65	6.7	4.14	Golden East	9	WQRK	102,800
10	WNIS	N	1.7	2.7	2.9	2.5	3.5	Hillier	1350	N/A	5.5	4.79	WNIS, Inc.	10	WWDE	86,600
11	WPCE	REL	3.6	3.6	3.2	4.2	3.4	N/A	1400	N/A	5.0	5.05	Tidewater	11	WNOR	78,400
12	WQRK	R	5.2	3.2	4.5	4.6	3.1	Selcom	104.5	N/A	7.0	3.33	Bay City	12	WNIS	68,100
13	WNOR	B	1.2	2.6	1.3	1.4	2.6	RKO	1230	N/A	5.5	3.51	Josephson	13	WHG-FM	67,400
14	WCMS	C	4.5	2.5	3.1	2.7	2.3	Katz	1050	N/A	4.1	4.29	WCMS, Inc.	14	WXRI	66,200
15	WGH-FM	CL	3.3	2.6	3.1	1.8	2.1	Blair	97.3	16	4.7	3.40	Hampton Road	15	WPCE	61,400
16	WXRI	AC	1.1	1.0	1.3	2.2	1.8	Hillier	105.3	N/A	4.4	3.17	CBN Continental	16	WCMS	52,300
17	WCPK	BM	1.5	0.9	1.8	0.8	1.4	Southern	1600	13	1.8	5.89	Payne	17	WBCI	37,300
18	WYVA	C	1.4	1.2	1.6	0.7	1.3	N/A	94.1	16	1.9	4.96	Cradle of Dem.	18	WYVA	23,300
19	WBCI	R	1.7	2.5	2.0	1.4	0.9	None	96.5	24	2.3	2.79	Colonial	19	WCPK	20,900
20	WTJZ	J	1.2	0.9	0.7	0.6	0.7	Selcom	12.70	N/A	1.0	5.50	Bay City	20	WPEX	20,600

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	WNOR-FM	WCMS-FM	WNOR-FM	WCMS-FM	WLTY	WCMS-FM	WLTY	WCMS-FM	WLTY	WCMS-FM	WNOR-FM	WCMS-FM	WNOR-FM	WFOG-FM
2	WLTY	WFOG-FM	WLTY	WFOG-FM	WCMS-FM	WFOG-FM	WNOR-FM	WFOG-FM	WNOR-FM	WLTY	WLTY	WFOG-FM	WLTY	WCMS-FM
3	WCMS-FM	WLTY	WCMS-FM	WLTY	WNOR-FM	WLTY	WCMS-FM	WLTY	WCMS-FM	WFOG-FM	WOWI	WLTY	WOWI	WLTY
4	WOWI	WGH	WOWI	WGH	WOWI	WGH	WGH	WOWI	WGH	WOWI	WGH	WGH	WWDE	WWDE
5	WGH	WTAR	WGH	WTAR	WGH	WTAR	WOWI	WTAR	WRAP	WNIS	WCMS-FM	WTAR		WOWI

Market Rank: 34
Total Persons 12+: 966,500
Stations: 22
MSA Diaries: 1,281

Revenue Rank: 41
Revenue: \$14,750,472
Income Rank: 366
Income: \$-768,254

Local Revenue: \$11,138,762
National/Regional Revenue: \$3,208,703
Network Compensation: \$192,844
Other: \$210,163

Commissions/Discounts: \$1,826,115
Total Expenses: \$13,692,611
Local TV Revenue: \$16,005,006
Radio Performance Index: 61



"NORFOLK'S MISSING MORE THAN 15 SHARES?!"

Where has everybody gone? Actually, nothing has changed! According to the Birch Report, the only service rating *all* of Norfolk radio, WMYK/WZAM continues to be number one, with a 13.7 share.*

We believe we are being unfairly penalized in the Fall 1981 ARB through delisting.

We have not distorted the ratings
We're proud to once again offer you the number one station in Norfolk.

For the rest of the story, call your rep today at 804/461-1194.

*Source: Dec/Jan 1982 Birch Report Metro Mon-Sun 6A-2M total persons 12+.

K-94 Zam-11

PHILADELPHIA

Hottest hit: WCAU-FM

FASTEST MOVER—CBS-owned WCAU-FM gains 1.9 shares using Mike Joseph-consulted "Hot Hits" rock format. Moves up to fourth 12+, fifth 18-34. Up to top 5 18-34 in all major time periods except morning drive. New station features short playlist. No oldies. Sprinkling of recurrent. Lots of jingles. "Family Fortune" contest with cash giveaways. TV advertising featuring blazing "Hot Hits" artwork and radio jingle.

BIGGEST DECREASE—General Cinema's WIFI rocker off 1.9 shares dropping 4.4 to 2.5. Continues "Secret Sounds" contest on-air. Very little off-air advertising. Ratings may have been affected by advent of WCAU-FM. Ranks 15th 12+.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Greater Media's adult contemporary

WMGK still owns this category. Takes most major demographics. Album rock WMMR is second 18-34, first men 18-34. Unity's WDAS-FM slips 7.1 to 5.4 12+ but holds on to third place 18-34. Outlet's album rock WIOQ does on-air promotion, but no extensive off-air effort. WCAU-FM's debut book is good for fifth 18-34.

25-54 ADULTS—WMGK wins here, too. Metromedia's WIP comes in second, but fifth overall. Carries Eagles NFL Football and Flyers NHL hockey during rating period. On-air contesting and TV, billboards. Westinghouse all-news KYW is third (first 12+). Surprise of this book is LIN's WUSL-FM which switched to Burns-Somerset "Continuous Country," (2.8 to 4.0).

FACTS & FIGURES—Schulke-programmed WWSH up 4.8 to 5.4. . . . Talk WWDB increases its lead of CBS-owned WCAU-AM, 5.0 compared to 3.4.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	KYW	N	11.6	9.4	12.3	9.3	9.3	RAR	1060	470	20.8	3.69	Westinghouse	1	KYW	1,163,000
2	WMGK	AC	9.0	7.2	7.7	8.8	8.0	Major Market	102.9	N/A	14.2	4.67	Greater Media	2	WMGK	710,900
3	WMMR	A	5.3	5.9	5.2	5.7	6.2	Katz	93.3	200	11.4	4.46	Metromedia	3	WCAU-FM	628,500
4	WCAU-FM	R	3.6	2.6	3.4	4.1	6.0	CBS/FM	98.1	125	11.9	4.16	CBS	4	WIP	616,700
5	WIP	AC	6.6	6.0	5.5	5.5	5.8	Katz	610	350	11.7	4.10	Metromedia	5	WMMR	588,200
6	WDAS-FM	B	5.3	6.2	6.8	7.1	5.4	Bernard Howard	105.3	136	8.6	5.18	Unity	6	WEAZ	467,700
7	WWSH	BM	6.1	6.1	5.3	4.8	5.4	Christal	106.1	140	8.2	5.40	Cox	7	WCAU	467,200
8	WEAZ	BM	5.9	6.2	6.5	5.7	5.3	Eastman	101.1	12x130	9.3	4.66	WDVR	8	WDAS-FM	428,500
9	WWDB	T	4.2	4.4	4.2	4.7	5.0	Hillier	96.5	100	7.5	5.46	Banks	9	WYSP	420,500
10	WIOQ	A	3.4	4.0	3.6	3.4	4.3	McGavren	102.1	N/A	7.6	4.63	Outlet	10	WWSH	403,500
11	WPEN	BB	3.8	4.6	4.0	4.7	4.1	Major Market	950	N/A	7.5	4.53	Greater Media	11	WIOQ	385,100
12	WUSL	C	2.7	3.1	1.9	2.8	4.0	Blair	98.9	N/A	6.4	5.19	LIN	12	WPEN	380,900
13	WYSP	A	4.1	4.8	3.2	3.7	3.5	Torbet	94.1	130	7.6	3.83	Infinity	13	WWDB	367,900
14	WCAU	N/T	4.4	4.2	2.9	3.5	3.4	CBS	1210	200	8.1	3.43	CBS	14	WIFI	327,300
15	WIFI	R	2.7	3.0	4.4	4.4	2.5	Eastman	92.5	N/A	5.8	3.51	GCC	15	WUSL	311,900
16	WFIL	C	3.1	3.1	2.6	2.3	2.1	Blair	560	N/A	5.2	3.30	LIN	16	WFIL	311,000
17	WSNI	AC	2.4	2.0	2.9	2.7	2.0	RKO	104.5	N/A	4.3	3.69	Assoc. Comm.	17	WSNI	243,300
18	WFLN A/F	CL	2.2	2.2	1.7	1.8	1.9	Concert Music	900/95.7	65x6	4.1	3.80	Franklin	18	WFLN A/F	226,200
19	WDAS	B	1.4	1.2	1.3	1.3	1.8	Bernard Howard	1480	96	3.8	3.95	Unity	19	WDAS	204,500
20														20	WHAT	157,100

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	WMGK	WMGK	WMGK	WMGK	KYW	WMGK	WMGK	WMGK	WMGK	WMGK	WDAS-FM	WMGK
2	WMMR	WIP	WMGK	KYW	WDAS-FM	WIP	WIOQ	WMGK	WMMR	WIP	WMMR	WIP	WMMR	WIP	WMMR
3	WDAS-FM	KYW	WIOQ	WIOQ	WCAU-FM	KYW	WMMR	WIP	WIOQ	WEAZ	WDAS-FM	WIOQ	WMGK	WDAS-FM	WMMR
4	WIOQ	WUSL	WYSP	WIP	WMMR	WDAS-FM	KYW	WIOQ	WDAS-FM	WWSH	WIOQ	WUSL	WCAU-FM	WWSH	WMMR
5	WCAU-FM	WIOQ	WDAS-FM	WMMR	WIOQ	WUSL	WDAS-FM	WWDB	WCAU-FM		WCAU-FM	WDAS-FM	WYSP	WWDB	WMMR

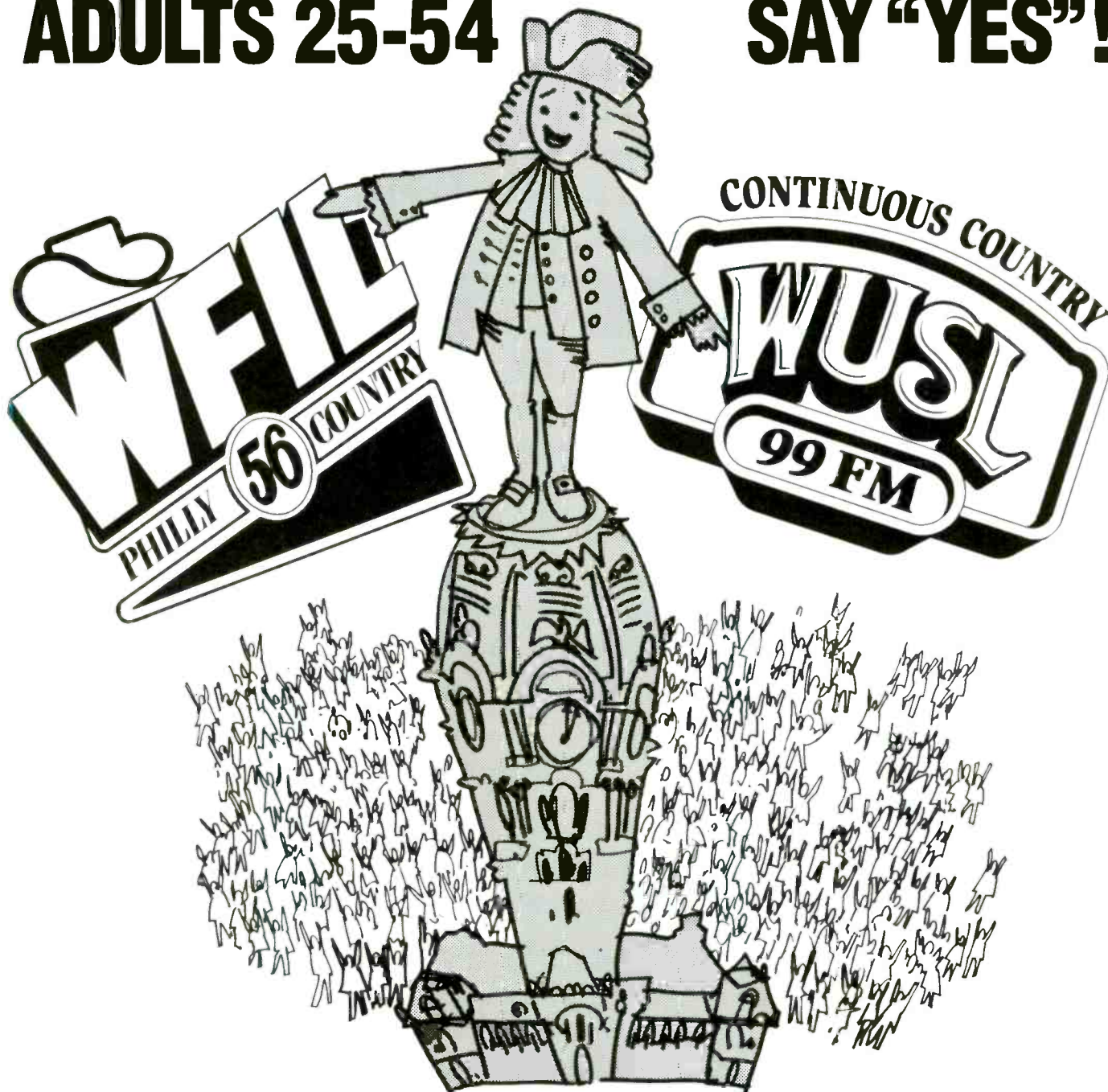
Market Rank: 5
Total Persons 12+: 3,915,600
Stations: 23
MSA Diaries: 2,458

Revenue Rank: 6
Revenue: \$62,794,286
Income Rank: 6
Income: \$6,127,744

Local Revenue: \$41,590,993
National/Regional Revenue: \$19,178,545
Network Compensation: \$980,065
Other: \$1,044,683

Commissions/Discounts: \$9,581,891
Total Expenses: \$47,084,651
Local TV Revenue: \$58,792,870
Radio Performance Index: 90

COUNTRY IN PHILADELPHIA? ADULTS 25-54 SAY "YES"!



THE WFIL/WUSL COUNTRY MUSIC COMBO DELIVERS IN JUST 6 MONTHS!

Saturday
6AM-10AM #4
10AM-3PM #2
3PM-7PM #1

Monday through Friday
6AM-10AM #4
10AM-3PM #2
3PM-7PM #2

Sunday
6AM-10AM #4
10AM-3PM #1
3PM-7PM #1

WUSL changed format July 3, 1981—WFIL changed format September 4, 1981.

Fall 1981 Arbitron. AQH Adults 25-54. Combined WFIL/WUSL audience against all other individual stations. Figures are estimates only. Subject to limitation of source material.

PHOENIX

Sandusky's KDKB overtakes number one

FASTEST MOVER—Jeff Pollack-consulted album rocker KDKB up 2.0 full shares 12+. Becomes number one 18-34 by far. Tied in with nationwide Rolling Stones tour to giveaway concert tickets, albums. Heavy TV campaign and some print.

BIGGEST DECREASE—KZZP-AM/FM down 1.4 shares overall, but still solidly number two 18-34. On-air promotion during rating period plus television advertising.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—KDKB, KZZP AM/FM lead followed by KUPD album rocker making the first three 18-34 stations album rockers or rockers. KUPD is also third in men 18-34 and second 18-34 from 3pm-12 midnight. First Media's KOPA rocker ranks fourth using "Count the Numbers on Your Dollar Bill" contest for various cash prizes, as well as

some TV advertising.

25-54 ADULTS—Buck Owens country KNIX-FM ranks first after using "Sticker On" campaign offering cash prizes from \$100 to \$1,000. Off-air featured TV, newspapers, magazines, billboards. KOY's adult contemporary station follows closely behind. "Magic Ticket" contest used with TV, billboard backup campaign. Also number one 25-54 in morning drive. KTAR's talk station is next carrying Dodger baseball, Cowboys football, college games, Phoenix Suns basketball. Did "Cash Call" on-air for amount of \$200 or up. Newspaper, TV, billboards, taxi tops highlighted off-air promotion. KDKB is four ranked adult station as well as top ranked 18-34.

FACTS & FIGURES—Beautiful music competitors KQYT (Churchill), KMEO (Bonneville) rank in markets top 5. . . . Sherwood-Hennes consulted country KJJJ up 2.0 to 2.6.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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	A/M 80	O/N 80	Sprg 81	Fall 81									
1	KDKB	A	4.2	6.4	6.2	6.5	8.5	Selcom	93.3	N/A	13.7	4.86	Sandusky	1	KTAR	233,400
2	KTAR	N/T	6.5	8.4	6.4	9.2	8.2	Blair	620	N/A	13.7	4.67	Pulitzer	2	KDKB	230,100
3	KMEO-FM	BM	7.6	6.7	8.8	9.0	7.7	McGavren	96.9	68.40	11.7	5.16	Scrapps-Howard	3	KNIX-FM	224,900
4	KNIX-FM	C	7.7	9.2	9.1	7.5	7.7	Christal	102.5	N/A	13.0	4.63	Buck Owens	4	KZZP A/F	211,900
5	KQYT	BM	10.6	7.8	7.5	6.8	6.7	Eastman	95.5	N/A	10.7	4.87	Harte-Hanks	5	KOY	201,500
6	KOY	AC	8.1	8.2	8.4	6.4	5.5	Eastman	550	N/A	11.1	3.92	Harte-Hanks	6	KMEO-FM	196,400
7	KOPA	R	4.3	7.6	5.8	5.9	5.4	Torbet	100.7	N/A	10.1	4.13	First Media	7	KOPA	182,100
8	KZZP A/F	R	2.1	2.9	3.9	6.8	5.4	McGavren	1310-104.7	N/A	11.3	3.70	Western Cities	8	KQYT	182,000
9	KUPD	A	4.7	4.2	5.2	4.4	5.2	Jack Masla	97.9	58	9.1	4.44	Tri-State	9	KUPD	159,500
10	KUKQ	B	3.1	2.3	2.1	3.0	4.6	Jack Masla	1060	48	6.2	5.78	Tri-State	10	KOOL	126,900
11	KOOL	AC	5.9	4.3	4.4	4.2	4.2	Katz	94.5	80	7.4	4.47	Kool Radio TV	11	KBBC	109,200
12	KBBC	MM	3.5	2.4	3.4	3.3	3.0	CBS	98.7	N/A	6.0	3.97	Pulitzer	12	KUKQ	101,500
13	KJJJ-FM	C	3.5	0.5	1.1	1.0	2.9	N/A	92.3	N/A	5.2	4.30	ITC Com.	13	KJJJ	100,300
14	KPHX	SP	1.1	1.5	2.4	2.7	2.9	Caballero	1480	30x12	2.9	7.98	Continental	14	KARZ	99,000
15	KJJJ	C	5.4	4.3	3.1	2.0	2.6	N/A	910	N/A	5.4	3.78	ITC Com.	15	KJJJ-FM	92,300
16	KLFF	BB	1.7	2.5	1.1	3.2	2.4	Lotus	1360	50x12	3.7	5.13	Canyon Comm	16	KNIX	80,400
17	KARZ	C	4.1	2.8	1.8	2.6	2.1	Katz	960	44x12	4.9	3.31	Stauffer	17	KLFF	61,600
18	KIFN	SP	2.5	2.3	0.8	1.5	2.1	Caballero	860	40	1.6	10.67	KIFN Radio	18	KHEP-FM	54,200
19	KNIX	C	2.0	2.9	2.4	2.7	1.8	Christal	1580	N/A	4.1	3.42	Buck Owens	19	KPHX	43,100
20	KSTM	A	**	**	**	**	1.8	N/A	107.1	42x6	2.2	6.38	Beta Comm	20	KSTM	34,100

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	KTAR	KDKB	KNIX-FM	KZZP A/F	KOY	KDKB	KNIX-FM	KDKB	KNIX-FM	KDKB	KTAR
2	KZZP A/F	KOY	KZZP A/F	KDKB	KOPA	KOY	KDKB	KTAR	KOPA	KQYT	KUPD	KQYT	KUPD	KBBC
3	KUPD	KTAR	KUPD	KOY	KBBC	KMEO-FM	KOOL	KZZP A/F	KZZP A/F	KMEO-FM	KBBC	KOY	KOOL	KOOL
4	KOPA	KDKB	KSTM	KNIX-FM	KOOL	KQYT	KOPA	KNIX-FM	KOOL	KDKB	KOOL	KDKB	KBBC	KDKB
5	KOOL	KQYT	KODL	KQYT	KZZP A/F	KOPA	KOY	KDKB	KNIX-FM	KTAR		KOOL	KZZP A/F	KQYT

Market Rank: 25	Revenue Rank: 21	Local Revenue: \$18,806,009	Commissions/Discounts: \$3,234,243
Total Persons 12+: 1,329,100	Revenue: \$27,744,770	National/Regional Revenue: \$8,271,361	Total Expenses: \$24,067,574
Stations: 29	Income Rank: 60	Network Compensation: \$249,934	Local TV Revenue: \$27,593,161
MSA Diaries: 1,440	Income: \$442,953	Other: \$417,466	Radio Performance Index: 104

The last thing we want to talk about is our ratings...
We prefer talking about our audience, understanding our advertisers' objectives, and providing effective results.

Our Audience...

We've spent over ten years researching and learning about the interests of Phoenix's young adults. They're bright, energetic, and active with careers as professionals, highly skilled technicians, and specialists in sales, service and building industries. Most are double income families. They're looking for growth and opportunity. They're 18-44 year-old super-consumers.

Understanding our advertisers...

We think it's important to understand the advertiser's business, concerns, and goals. We'll listen and develop a plan designed for your needs. The better our understanding, the better our service, and the longer we'll be friends.

Getting effective results...

That's what it's all about. We've built a ten year reputation on providing results.

For those who still want to talk ratings...

Fall 1981 Arbitron - Monday-Sunday 6:00AM to Midnight
#1 Total Persons 12+ (8.5 Share)
#1 Adults 18-34, 18-49, 25-44
#1 Men and Women 18-34
#1 TSA Cume 271,000

Represented Nationally by Blair Radic

(602) 897-9300

KDWB
93 FM ROCKS ARIZONA

PITTSBURGH

Nostalgia propels WJAS to ratings victory

FASTEST MOVER—Al Ham's "Music of Your Life" nostalgia format on WJAS shoots up from 1.6 to 5.5 for fourth place finish 12+. Station also does remarkably well in prime 25-54 demographics ranking fifth. On- and off-air advertising including some billboards evident during rating period.

BIGGEST DECREASE—Westinghouse kingpin KDKA drops 2.5 points, but it virtually means nothing significant when you have 19.8 shares left and you're still number one by far 12+ and in prime 25-54 demographics.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Taft-owned WDVE takes this youth category thanks to Burkhart/Abrams "Superstars" album rock format. Station did "Quickies" contest on-air for cash and some off-air advertising including bus cards. Second place goes to WTAE adult contemporary AMer. Ran Family Fun

Fantasy for trips to Disney World. Medium exposure TV campaign to back up promotion. Some newspaper and billboards. Black-formatted WAMO is third. Conducted "Jingle Fever" contest on-air for various prizes. Heavy transit ad campaign. Some TV. WWSW-FM's adult contemporary format ranks fourth using trivia quizzes, football related contests (tied in to Pittsburgh Steelers), trips. TV, magazine, billboards and transit advertising made up off-air campaign.


25-54 ADULTS—KDKA is first followed by WTAE. WWSW-FM is third. Country-formatted WEEP places fourth using various prizes as promotional bait tied to "Good Word About Pittsburgh" contest. Heavy use of billboards and transit advertising. Some TV.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	FREQUENCY	REACH	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A/M 80	O/N 80	M/J 81	S/D 81									
1	KDKA	AC	22.2	25.3	22.2	22.3	19.8	RAR	1020	N/A	33.3	4.86	Westinghouse	1	KDKA	805,100
2	WTAE	AC	6.7	6.6	6.6	6.6	8.2	Katz	1250	N/A	17.1	3.91	Hearst	2	WTAE	453,300
3	WDVE	A	7.5	5.4	6.4	7.9	6.1	Eastman	102.5	N/A	11.8	4.20	Taft	3	WDVE	299,800
4	WJAS	BB	2.5	2.7	2.0	1.6	5.5	Christal	1320	50	9.5	4.72	Beni Broad	4	WXXK	295,100
5	WSHH	BM	6.8	7.3	7.2	7.0	5.3	Christal	99.7	94	10.8	4.01	Nationwide	5	WSHH	281,800
6	WAMO-FM	B	5.3	4.6	3.7	5.8	5.1	Selcom	105.9	60	7.7	5.42	Sheridan	6	WWSW-FM	234,500
7	WWSW-FM	AC	2.3	3.3	2.7	3.9	4.9	Blair	94.5	88	9.2	4.31	WWSW Radio	7	WJAS	232,300
8	WEEP	C	3.4	3.6	6.1	4.2	4.7	Major Market	1080	90	5.5	6.96	Entercom	8	WYDD	225,300
9	WXXK	R	5.6	5.2	6.8	6.1	4.6	Katz	96.1	132	10.7	3.54	Hearst	9	WBZZ	222,500
10	WYDD	A	1.7	2.2	1.0	2.2	3.9	Jack Masla	104.7	45x12	8.5	3.79	Gateway	10	KQV	211,800
11	WBZZ	R	4.0	3.5	2.2	1.7	3.8	Torbet	93.7	N/A	8.3	3.74	EZ Comm.	11	WAMO-FM	183,600
12	KQV	N	3.8	4.4	4.1	3.3	3.4	Eastman	1410	N/A	7.7	3.58	Taft	12	WWSW	165,100
13	WPNT	BM	3.5	3.4	2.7	3.8	3.0	RAR	92.9	60	6.1	4.11	Westinghouse	13	WPNT	156,100
14	WFFM	AC	3.9	3.6	2.8	2.7	2.6	Hillier	96.9	74	5.2	4.03	Matta	14	WFFM	135,500
15	WDSY	C	2.4	3.1	3.4	2.5	2.2	Major Market	107.9	90	4.2	4.27	Entercom	15	WEEP	120,500
16	WWSW	AC	3.3	2.3	3.5	1.7	1.9	Blair	970	N/A	5.3	2.91	WWSW Radio	16	WDSY	106,600
17	WIXZ	C	1.0	0.9	1.1	0.6	1.3	Savelli & Schutz	1360	40	2.4	4.37	Renda Broad	17	WPIT-FM	62,300
18	WBVP	AC	0.6	0.5	0.6	1.2	0.9	Market 4 Radio	1230	15x12	1.8	3.81	Beaver Falls	18	WHJB	62,000
19	WPIT	REL	0.6	0.9	0.7	0.9	0.9	N/A	730	25	1.7	4.34	Rust Craft	19	WIXZ	60,600
20														20	WNUF	51,300

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	WDVE	KDKA	WDVE	WTAE	WWSW-FM	KDKA	WTAE	KDKA	WDVE	KDKA	WDVE	KDKA	WAMO-FM	KDKA
2	WTAE	WTAE	WTAE	KDKA	WDVE	WTAE	KDKA	WTAE	WWSW-FM	WTAE	WAMO A/F	WWSW A/F	WDVE	WTAE
3	WAMO-FM	WWSW-FM	WAMO-FM	WDVE	WAMO-FM	WEEP	WDVE	WWSW A/F	WTAE	WWSW-FM	WWSW A/F	WTAE	WTAE	WAMO-FM
4	WWSW-FM	WEEP	WYDD	WJAS	WTAE	WWSW-FM	WWSW A/F	WEEP	WAMO-FM	WJAS	WTAE	WDVE	WWSW-FM	WWSW-FM
5	WXXK	WJAS	WXXK	WWSW-FM	WXXK	WSHH	WXXK	WJAS	WXXK	WSHH	WXXK	WJAS	WYDD	WDVE

Market Rank: 13	Revenue Rank: 18	Local Revenue: \$21,531,710	Commissions/Discounts: \$4,450,385
Total Persons 12+: 1,909,000	Revenue: \$31,935,771	National/Regional Revenue: \$9,746,785	Total Expenses: \$27,379,100
Stations: 26	Income Rank: 147	Network Compensation: \$450,245	Local TV Revenue: \$30,934,513
MSA Diaries: 1,692	Income: \$106,286	Other: \$207,031	Radio Performance Index: 90

Pittsburgh's Best Adult Combo Buy



WWSW

The numbers on the opposite page only begin to tell the story. A totally involved Adult Contemporary format delivering the vital 25-49 and 25-54 audience. Reach your target groups with Pittsburgh's fastest growing station.

WWSW
94.5 FM • 970 AM

ST. LOUIS

Gannett's KSD AM/FM two fastest gainers

FASTEST MOVER—Gannett's KSD-FM managed by Jay Cook. Adult contemporary format jumps 3.8 to 6.0 after debuting last fall with 5.1 share. Ranks second in adults 18-34, 25-54. First in women 18-34.

BIGGEST DECREASE—Storz rocker KXOK off 2 full shares 12+. Station ranks 11th 12+, tenth in adults 18-34. Used Payroll contest to offer cash prizes.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Century's KSHE is first. KSD-FM second with Amatur's KMJM third. CBS-owned KMOX fourth. Nancy Pool-Leffler's KSHE album rocker featured 14th annual birthday party tied in with major Moody Blues concert. KMJM GM Barry Baker's black format is consulted by New World Communication's Steve Weed. On-air featured "Majic Music Test Phase 2" with choice of 20 prize packages

worth of \$20,000. Heavy billboard concentration. Medium exposure TV campaign highlighting station personalities. Doubleday's KWK-FM is fourth overall 12+, 6th 18-34.

25-54 ADULTS—Bob Hyland's CBS-owned KMOX still pulls commanding shares. News/information/sports/entertainment. Carries Cardinals football. College football. Craig Magee's WIL-FM country format is third. Medium exposure TV campaign. Metroplex's KEZK Bonneville-programmed beautiful music station is fourth. Gave away money with "Mystery Song" contest. Medium TV campaign. KSD-AM's country-format is very close behind. Did "Country Millionaire" contest where money and prizes are given out in listening area.

FACTS & FIGURES—Black WZEN gained 1.2 shares. . . . Adult contemporary KADI-FM has best book in two years (2.5 share).

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	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	A/M 80	O/N 80	Sprg 81	Fall 81									
1	KMOX	N/T	24.4	21.6	23.4	23.6	21.8	CBS	1120	350	32.6	5.35	CBS	1	KMOX	786,700
2	KEZK	BM	7.4	6.4	7.2	5.9	6.7	Torbet	102.5	105	10.4	5.16	Metroplex	2	KWK-FM	299,700
3	KSHE	A	8.9	7.6	5.1	7.8	6.5	Katz	94.7	145x6	10.6	4.91	Century	3	KSLQ	296,700
4	KWK-FM	A	8.1	7.8	4.8	7.9	6.5	Hillier	106.5	135	11.8	4.40	Doubleday	4	WIL-FM	285,800
5	WIL-FM	C	5.6	5.7	8.7	5.3	6.3	Christal	92.3	N/A	11.2	4.46	LIN	5	KSD-FM	284,600
6	KMJM	B	3.2	3.6	5.0	6.7	6.1	McGavren	107.7	N/A	10.4	4.71	Amaturo	6	KSD	275,400
7	KSD-FM	AC	1.0	1.6	5.1	3.8	6.0	Eastman	93.7	156.80	11.2	4.31	Gannett	7	KSHE	258,800
8	KSD	C	2.6	2.3	2.5	3.7	5.2	Eastman	550	156.80	10.4	4.01	Gannett	8	KMJM	258,700
9	KSLQ	R	3.2	5.1	6.2	4.6	4.8	RKO	98.1	90	10.6	3.63	Charter	9	KEZK	253,300
10	WRTH	AC	3.9	5.5	4.4	4.2	3.6	Blair	590	75	7.4	3.94	King	10	KXOK	246,000
11	KXOK	R	6.2	5.0	4.9	5.1	3.1	Katz	630	125x6	8.2	3.08	Storz	11	KMOX-FM	205,300
12	KMOX-FM	MM	3.5	3.5	3.6	3.0	2.8	CBS/FM	103.3	75	6.9	3.20	CBS	12	WRTH	195,400
13	WIL	C	3.4	3.3	3.5	2.5	2.8	Christal	1430	N/A	6.0	3.76	LIN	13	KADI-FM	190,900
14	KADI-FM	AC	1.6	2.4	1.6	1.9	2.5	Jack Masla	96.3	N/A	6.3	3.18	Comm Fund	14	WIL	163,600
15	WZEN	B	0.5	1.0	1.0	1.2	2.4	None	100.3	46x6	3.7	5.12	Laclede Radio	15	KATZ	116,200
16	KATZ	B	2.7	2.6	1.4	1.1	1.6	Bernard Howard	1600	46x6	3.9	3.24	Laclede Radio	16	KWK	113,600
17	WESL	B	1.7	2.6	1.8	1.4	1.6	R. A. Lazar	1490	36	3.2	3.84	WESL, Inc.	17	WZEN	91,400
18	KWK	A	2.9	2.2	1.4	1.1	1.4	Hillier	1380	135	3.7	3.08	Doubleday	18	WESL	86,800
19	WEW	BB	0.9	0.7	0.5	1.0	0.7	None	770	48	1.3	4.45	WEW Radio	19	WIBV	39,200

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	KSHE	KMOX	KSD-FM	KMOX	KSD-FM	KMOX	KSHE	KMOX
2	KSD-FM	KSD-FM	KMOX	WIL-FM	KMJM	KEZK	KMOX	KSD	KSHE	KSD-FM	KWK A/F	KSD-FM	KMJM	KMJM
3	KMJM	WIL-FM	KWK-FM	KSD-FM	KSHE	KSD-FM	KSD-FM	WIL-FM	KMJM	KEZK	KSHE	KSD	KMOX	KEZK
4	KMOX	KEZK	KSD-FM	KSD	KSLQ	WIL-FM	KSLQ	KSD-FM	KSLQ	KSD	KMJM	WIL-FM	KWK-FM	KSD-FM
5	KSLQ	KSD		KSLQ	KMOX	KSD	KWK A/F	KSLQ		WIL-FM	KSLQ	KEZK	WZEN	WIL-FM

Market Rank: 12
Total Persons 12+: 1,931,300
Stations: 25
MSA Diaries: 1,974

Revenue Rank: 15
Revenue: \$38,603,021
Income Rank: 45
Income: \$596,654

Local Revenue: \$27,596,511
National/Regional Revenue: \$10,235,435
Network Compensation: \$430,628
Other: \$340,447

Commissions/Discounts: \$5,683,771
Total Expenses: \$32,322,596
Local TV Revenue: \$37,008,099
Radio Performance Index: 104

FM 106 **KWK** **AM 13.8**

**ONCE AGAIN,
ST. LOUIS' FAVORITE
YOUNG ADULT
STATIONS!**

**KWK AM/FM+I TEENS,
PERSONS 12-24, PERSONS 12-34**

* Source: Arbitron, October/November 1981. Metro AQH Mon.-Sun. 6A-12M. Subject to limitations stated therein. KWK-FM Granite City/St. Louis.

Represented Nationally by Hillier, Newmark & Wechsler.

SAN DIEGO

Two album rockers show most growth

FASTEST MOVER—Album rock KGB-FM joins competitor XTRA-FM for biggest increase in audience. KGB-FM ranks first in total persons 12+ as well as first in an album rock's expected strong area 18-34 adults. Station also wins every 18-34 time period across the board except women. Noble's XTRA-FM also increase 1.6 shares this book and ranks second in 18-34 adults, third in women and men 18-34.

BIGGEST DECREASE—Adult contemporary KYXY is off 1.7 shares (down 4.4 to 2.7) since last book. The previous four share was the highest station had received in several years and had been averaging in the threes. Best performance women 18-34 where it ranked 7th.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—KGB-FM is a strong number one. Station

wins also in 18-34 men although fifth in 18-34 women. Station giveaway concerts trips and tickets on the air during the rating period. (See Fastest Mover above). Competitor XTRA-FM did equally as well in growth. Station ranks second 18-34. Station reports to Arbitron that it does not conduct on-air contests and promotions during rating period. Burkhart/Abrams-consulted album rocker KPRI is third 18-34.

25-54 ADULTS—Westinghouse-owned KJQY programmed by FM 100 is one of rare beautiful music stations which wins total persons and prime demographics. Used Mystery Song for Hawaii vacation prizes. TV, transit, magazine and billboard promotion. KBZT's adult contemporary is up for second straight book. Ranks 7th overall, second 25-54.

FACTS & FIGURES—George Johns-consulted KOGO is up 1.5 shares 12+.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	KGB-FM	A	7.0	6.6	6.7	6.6	8.2	Katz	101.5	N/A	14.5	4.41	KGB, Inc.	1	KGB-FM	306,300
2	KJQY	BM	9.3	9.0	9.0	7.6	7.9	RAR	103.7	150	11.5	5.28	Westinghouse	2	XTRA-FM	295,600
3	KSDO	N/T	5.3	4.6	5.4	6.4	5.9	CBS	1130	N/A	11.9	3.80	Gannett	3	KSDO	270,500
4	XTRA-FM	A	5.4	5.3	4.3	4.1	5.7	Major Market	91.1	N/A	12.5	3.51	Noble	4	KJQY	231,600
5	KPRI	A	5.8	4.0	4.8	5.1	4.7	Eastman	106.5	120	9.9	3.65	SBI	5	KPRI	227,600
6	KFMB-FM	AC	5.1	4.7	3.9	3.1	4.5	McGavren	100.7	N/A	9.7	3.61	Midwest TV	6	KFMB-FM	225,700
7	KBZT	AC	2.2	2.2	2.2	3.8	4.4	Christal	94.9	N/A	7.9	1.31	Force Comm.	7	KOGO	206,100
8	KCBQ	C	2.5	2.5	3.4	3.2	3.9	RKO	1170	N/A	7.4	4.01	Charter	8	XTRA	200,900
9	KFSD	CL	3.0	3.3	3.9	2.6	3.9	Lotus	94.1	70	6.0	5.06	Lotus	9	KFMB	190,400
10	XHRM	B	0.8	1.7	3.4	4.1	3.8	N/A	92.5	N/A	5.4	5.50	Morrow	10	KBZT	167,300
11	KFMB	AC	4.0	5.0	5.9	3.9	3.7	McGavren	760	N/A	8.2	3.54	Midwest TV	11	KCBQ	163,800
12	KOGO	AC	2.9	2.3	2.2	2.2	3.7	Eastman	600	85	8.6	3.34	SBI	12	KGB	162,500
13	KEZL	MM	4.7	3.4	3.3	2.7	3.4	CBS	102.9	N/A	6.0	4.32	Gannett	13	KYXY	149,800
14	KIFM	MM	4.0	4.0	3.2	2.3	3.0	Selcom	98.1	80x6	5.7	4.03	West Coast	14	KSON	147,300
15	XTRA	AC	4.7	3.9	3.8	4.2	3.0	Major Market	690	N/A	7.7	3.00	Noble	15	KEZL	128,900
16	KSON-FM	C	2.3	2.4	2.6	2.7	2.7	Blair	97.3	N/A	5.2	3.94	Broadmoor	16	KIFM	125,600
17	KYXY	AC	2.9	3.1	2.2	4.4	2.7	CBS/FM	96.5	80x12	6.2	3.39	Parker	17	KNX	124,000
18	KMLO	BB	**	1.6	3.3	3.9	2.5	Roslin	1000	42x6	3.8	5.13	North County	18	KFSD	121,300
19	KSON	C	3.2	2.7	2.7	3.4	2.5	Blair	1240	N/A	6.0	3.26	Broadmoor	19	KSON-FM	115,000
20	KNX	N	2.1	3.5	2.0	2.3	2.0	CBS	1070	500	4.9	3.08	CBS	20	KCBQ-FM	107,300

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	KGB-FM	KJQY	KGB-FM	KSDO	KFMB-FM	KJQY	KGB-FM	KFMB	KGB-FM	KBZT	KGB-FM	KJQY	KGB-FM	KFSD
2	XTRA-FM	KBZT	KPRI	KFSD	KBZT	KBZT	KFMB-FM	KOGO	KPRI	KJQY	KFMB-FM	KBZT	KPRI	KJQY
3	KPRI	KFSD	XTRA-FM	KPRI	XTRA-FM	KOGO	KPRI	KSDO	KBZT	KEZL	KPRI	KSDO	XTRA-FM	XHRM
4	KFMB-FM	KFMB	KFMB-FM	KFMB	KIFM	KCBQ	XTRA-FM	KJQY	XTRA-FM	KFSD	KBZT	KCBQ	KFMB-FM	KIFM
5	KBZT	KCBQ	KBZT	KBZT	KGB-FM		KIFM	KCBQ	KIFM	KFMB	XTRA-FM	KOGO	KFSD	

Market Rank: 20 Revenue Rank: 20 Local Revenue: \$20,421,661 Commissions/Discounts: \$4,739,697
 Total Persons 12+: 1,608,500 Revenue: \$30,383,051 National/Regional Revenue: \$9,579,878 Total Expenses: \$27,856,624
 Stations: 22 Income Rank: 382 Network Compensation: \$215,852 Local TV Revenue: \$22,880,050
 MSA Diaries: 1,504 Income: \$-2,213,270 Other: \$165,660 Radio Performance Index: 94

There's strength in number.



San Diego's #1 Adult Radio Station for nine consecutive Arbitron reports.*

GROUP W
WESTINGHOUSE BROADCASTING COMPANY

*Source: ARB, Adults 18+, AQH, Oct./Nov. '79-Fall '81

RA Represented Nationally By
RADIO ADVERTISING REPRESENTATIVES, INC.

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SAN FRANCISCO

KMEL takes 18-34; KGO still tops 25-54

FASTEST MOVER—KBAY's beautiful music format is up from 1.2 to 2.4 for 1.2 overall 12+ increase, but does not deliver top ranking prime demographics. Stations ranks 15th 25-54. CBS all-news KCBS gained full share point (5.5 to 6.5) for second place overall, second 25-54.

BIGGEST DECREASE—Black-formatted KSOL off 0.7 shares. Still remains third overall 12+, solid second 18-34, second men 18-34, first women 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Century's album rock KMEL is locally programmed. Used TV and billboards. KSOL is close second even though overall numbers are off. RKO's KFRC-AM rocker third. Used "Guaranteed Winner" contest for cash and prizes. KBLX Inner City black-formatted station is fourth 18-34 even though it is down 12+ (3.0 to 2.6).

25-54 ADULTS—ABC's KGO maintains its top ranking followed by KCBS, KNBR, KFRC. Mike Luckoff's talk station is also first 12+, first men and women 25-54. Carried NFL football during rating period (Oakland Raiders) plus college football. NBC-owned KNBR ranks third with adult contemporary format including NBA Warriors basketball, college football. Some billboards. RKO's KFRC ranks fourth in this category. Station is one of few remaining AM giants to consistently deliver prime demographics.

FACTS & FIGURES—King-owned KYA-AM changed from adult contemporary to oldies. First book 2.6 to 2.0. KYA-FM changed call letters to KLHT using adult contemporary. . . . KCBS-FM showed 1.7 (from 1.3) but switch to album rock was made after rating period ended.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			Fall 80	Wntr 81	Sprrg 81	Sumr 81	Fall 81									
1	KGO	N/T	9.3	9.5	9.4	9.0	8.4	Blair	810	360x6	14.5	4.44	ABC	1	KCBS	894,600
2	KCBS	N	7.0	6.0	5.1	5.5	6.5	CBS	740	450	13.8	3.62	CBS	2	KGO	844,800
3	KSOL	B	5.1	5.7	5.6	6.5	5.8	Jack Masla	107.7	N/A	8.5	5.20	UBC	3	KFRC	835,200
4	KFRC	R	5.1	4.5	4.8	5.4	5.4	RKO	610	N/A	12.5	3.32	RKO	4	KMEL	492,500
5	KMEL	A	3.2	3.9	4.0	4.2	4.7	Christal	106.1	200	8.4	4.27	Century	5	KSOL	474,100
6	KNBR	AC	3.4	2.9	4.1	3.0	3.5	McGavren	680	300	7.3	3.68	NBC	6	KNBR	464,600
7	KFOG	BM	3.5	3.6	2.2	3.7	3.1	Silcom	104.5	80	5.0	4.77	GE	7	KIOI	448,700
8	KNEW	C	3.0	3.7	3.1	3.0	2.9	Katz	910	N/A	5.4	4.17	Malrite	8	KSFO	428,700
9	KSFO	AC	3.2	2.8	5.0	3.2	2.9	Major Market	560	225	6.5	3.44	Golden West	9	KYUU	382,600
10	KABL	BM	3.0	3.4	2.2	3.0	2.8	Christal	960	140x12	5.3	4.06	Shamrock	10	KSFX	344,300
11	KABL-FM	BM	2.7	2.7	3.6	2.2	2.7	Christal	98.1	140x12	5.3	3.85	Shamrock	11	KABL-FM	326,900
12	KIOI	AC	2.5	2.5	3.3	3.1	2.7	Jack Masla	101.3	130	6.5	3.16	Charter	12	KNEW	325,100
13	KBLX	B	2.6	2.8	2.6	3.0	2.6	P/W	102.9	95x6	4.5	4.49	Inner City	13	KABL	322,400
14	KYUU	AC	2.9	3.2	4.0	2.6	2.5	McGavren	99.7	N/A	5.6	3.36	NBC	14	KYA	291,000
15	KBAY	BM	1.9	1.9	1.8	1.2	2.4	Major Market	100.3	N/A	3.7	4.90	Golden Pacific	15	KFOG	287,600
16	KSFX	A	3.1	2.8	2.1	1.8	2.1	Blair	103.7	185	5.0	3.26	ABC	16	KLOK	272,500
17	KOIT	BM	2.3	2.6	2.3	2.5	2.0	Torbet	96.5	N/A	4.2	3.66	Bonneville	17	KCBS-FM	269,500
18	KOME	A	2.5	2.8	2.6	1.9	2.0	Torbet	98.5	200	4.0	3.88	Audio House	18	KDIA	268,300
19	KSAN	C	1.9	2.1	2.1	1.9	2.0	Katz	94.9	105	3.8	4.00	Metromedia	19	KOIT	265,700
20	KYA	O	1.4	1.2	1.0	2.6	2.0	Eastman	1260	N/A	4.4	3.42	King	20	KBLX	261,300

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	KMEL	KGO	KMEL	KGO	KSOL	KGO	KFRC	KGO	KMEL	KGO	KMEL	KGO	KSOL	KGO
2	KSOL	KCBS	KSOL	KCBS	KMEL	KNBR	KMEL	KCBS	KSOL	KNBR	KSOL	KCBS	KMEL	KBLX
3	KFRC	KNBR	KFRC	KNBR	KFRC	KCBS	KSOL	KNBR	KFRC	KYUU	KFRC	KNEW	KBLX	KSOL
4	KBLX	KFRC	KOME	KFRC	KIOI	KYUU	KNBR	KFRC	KYUU	KCBS	KYUU	KNBR	KOME	KSFO
5	KSFX		KMEL	KBLX	KFRC	KGO	KABL A/F	KBLX	KIOI	KSFX	KFRC	KFRC	KNBR	

Market Rank: 4	Revenue Rank: 4	Local Revenue: \$55,468,680	Commissions/Discounts: \$13,574,098
Total Persons 12+: 4,475,900	Revenue: \$84,580,064	National/Regional Revenue: \$28,164,197	Total Expenses: \$71,789,333
Stations: 44	Income Rank: 368	Network Compensation: \$1,041,792	Local TV Revenue: \$86,659,600
MSA Diaries: 3,621	Income: \$-783,367	Other: \$94,605	Radio Performance Index: 138

610 KFRC

SAN FRANCISCO

THE BAY AREA'S BIGGEST AUDIENCE

Arbitron Total Area Cume
Summer, 1981

MON—SUN, 6AM—MIDNIGHT

KFRC	1,039,800
KGO	1,005,700

MON—SUN, 6AM—7PM

KFRC	873,400
KGO	865,700

SAT & SUN, 6AM—MIDNIGHT

KFRC	573,800
KGO	566,200

AUDIENCE ESTIMATES FROM SUMMER 1981 ARBITRON.
SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

SEATTLE-EVERETT-TACOMA

KBLE-FM posts biggest increase

FASTEST MOVER—First Media's KBLE-FM rocker jumps 1.9 to 5.3 for fifth overall 12+, fourth in 18-34. Station offers guarantee to listeners that they will get at least 51 minutes of music each hour or they will pay \$10,000.

BIGGEST DECREASE—Mellow music KYYX off 2.1 shares. Now ranks 19th overall.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—KISW has a pretty strong lead with its Burkhart/Abrams album rock format. GM Steve West does Rolling Stones related on-air fare. No off-air advertising reported. Station number one in men 18-34, third in women 18-34. Jeff Pollack-consulted Sandusky station KZAM is up 2.8 to 3.7, second 18-34. Some television advertising. Sterling Recreation's KZOK-FM is consulted by album rock specialists Sebastian & Casey. Jumps 2.3 to 4.1 12+, second

in men 18-34.

25-54 ADULTS—Bonneville-owned news/talk KIRO is first 12+ as well (8.1 to 9.5). Carries football and basketball. Uses TV and billboard advertising. Adult contemporary KOMO is second in this prime demographic breakout, but third 12+ overall. Classical music KING-FM is third. Second 25-54 from 10am through midnight. KZAM is fourth.

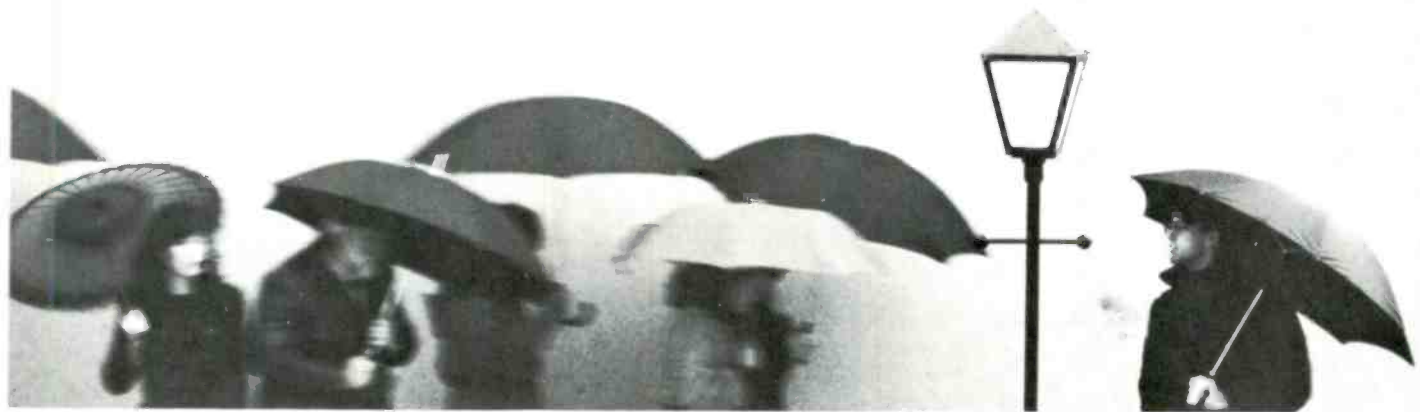
FACTS & FIGURES—KAYO switches from news/talk to country pulling a 0.8 share. . . . Bonneville-programmed beautiful music station KSEA is up 5.2 to 6.1 with fourth place 12+ ranking. . . . Seattle market not only has three well-known album rock consultants doing battle as mentioned above, but also major syndicators such as Churchill (KBRD up 2.4 to 3.0), Al Ham. Burkhart/Abrams consults KJR-AM as well. . . . Golden West talker KVI is off 4.8 to 3.1, but ranks sixth 25-54.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												RANK	Metro-Sunday 6 AM - 12 Mid
			Fall 79	Sprg 80	Fall 80	Sprg 81	Fall 81									
1	KIRO	N/T	10.2	8.9	10.6	8.1	9.5	Torbet	710	N/A	18.8	3.98	Bonneville	1	KIRO	462,700
2	KISW	A	5.7	5.7	7.3	8.7	7.9	McGavren	99.9	N/A	11.2	5.51	Kaye-Smith	2	KOMO	357,200
3	KOMO	AC	9.8	7.8	8.3	6.3	6.7	Katz	1000	185x12	14.1	3.75	Fisher	3	KISW	248,300
4	KSEA	BM	6.2	5.9	4.8	5.2	6.1	Torbet	100.7	N/A	8.8	5.47	Bonneville	4	KJR	242,200
5	KBLE-FM	R	**	**	**	1.9	5.3	RKD	93.3	N/A	9.8	4.23	First Media	5	KBLE-FM	234,300
6	KZOK-FM	A	4.7	3.7	2.9	2.3	4.1	CBS/FM	102.5	80x12	7.6	4.18	Sterling	6	KVI	197,700
7	KZAM	A	3.0	4.6	3.6	2.8	3.7	Selcom	92.5	53			Sandusky	7	KING	196,900
8	KING-FM	CL	3.2	2.1	2.5	2.3	3.6	Blair	98.1	32	6.4	4.45	King	8	KSEA	194,000
9	KPLZ	AC	3.0	4.6	3.9	3.1	3.3	Major Market	101.5	N/A	5.7	4.58	Golden West	9	KZOK-FM	182,200
10	KVI	N/T	4.4	4.0	2.4	4.8	3.1	Major Market	570	150	7.4	3.33	Golden West	10	KZAM	174,100
11	KBRD	BM	2.1	3.8	2.2	2.4	3.0	Jack Masla	103.7	64	5.2	4.44	Entercom	11	KIXI-FM	153,000
12	KIXI	BB	1.2	2.6	3.4	3.3	3.0	Christal	910	90x6	4.7	5.05	KIKI, Inc.	12	KING-FM	149,900
13	KMPS	C	2.0	2.5	2.9	2.6	2.9	Eastman	1300	100x6	5.0	4.45	Affiliated	13	KYYX	146,900
14	KJR	AC	6.0	4.9	5.2	4.7	2.8	McGavren	950	110	8.0	2.72	Metromedia	14	KPLZ	132,000
15	KNBQ	R	1.2	2.7	2.9	4.2	2.8	Bernard Howard	97.3	50x12	4.8	4.47	Tribune	15	KBRD	122,100
16	KING	AC	3.0	3.4	3.5	4.1	2.7	Blair	1090	71x6	6.9	3.10	King	16	KMPS	117,700
17	KMPS-FM	C	2.5	3.1	2.5	2.6	2.7	Eastman	94.1	100x6	4.5	4.61	Affiliated	17	KNBQ	114,300
18	KIXI-FM	AC	3.9	2.5	2.9	4.0	2.5	Christal	95.7	90x6	5.8	3.42	KIKI, Inc.	18	KIXI	107,100
19	KYYX	R	4.9	3.7	4.3	4.5	2.4	Christal	96.5	55	5.5	3.41	O'Day	19	KMPS-FM	105,400
20	KRPM-FM	C	0.6	0.4	1.0	1.7	2.2	None	106.1	30	2.7	6.39	RPM Broad.	20	KEZX	101,500

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	KISW	KIRO	KISW	KIRO	KZAM	KIRO	KISW	KIRO	KISW	KIRO	KISW	KIRO	KISW	KIRO
2	KZAM	KOMO	KZOK-FM	KING-FM	KBLE-FM	KOMO	KBLE-FM	KMPS A/F	KZAM	KING-FM	KZOK A/F	KING-FM	KZOK-FM	KING-FM
3	KZOK-FM	KING-FM	KIRO	KOMO	KISW	KING-FM	KZOK A/F	KOMO	KZOK-FM	KVI	KZAM	KZAM	KBLE-FM	KZAM
4	KBLE-FM	KZAM	KZAM	KZAM	KNBQ	KZAM	KZAM	KJR	KPLZ	KZAM	KBLE-FM	KPLZ	KIRO	KBRD
5	KPLZ	KPLZ	KBLE-FM	KPLZ	KPLZ	KPLZ	KIRO	KING	KBLE-FM	KOMO	KPLZ	KVI	KZAM	KEZX

Market Rank: 15	Revenue Rank: 12	Local Revenue: \$29,430,606	Commissions/Discounts: \$6,109,134
Total Persons 12+: 1,794,300	Revenue: \$41,668,135	National/Regional Revenue: \$11,687,453	Total Expenses: \$31,472,279
Stations: 32	Income Rank: 11	Network Compensation: \$377,933	Local TV Revenue: \$35,982,823
MSA Diaries: 1,481	Income: \$4,086,722	Other: \$172,143	Radio Performance Index: 141

KZAM &
KJZZ



THE SEATTLE COMBO. PERIOD.

* #1 Women 18 - 34 #1 Men 25 - 34
#1 Women 18 - 49 #1 Adults 18 - 49
#1 Women 25 - 34 #1 Adults 25 - 34

**The most powerful Combo buy this city's ever seen.
Period!**

Source: Arbitron, Fall 81
Metro, 6am - Mid., M - F
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KZAM **KJZZ**
FM92 1540AM

* Audience measurement data are estimates only and are subject to qualifications available on request.

(206) 454-1540

TAMPA-ST. PETERSBURG

WRBQ number one in all categories

FASTEST MOVER—Big Band WDAE jumps 2.3 shares (2.3 to 4.6 in audience 12+). Station switched to oldies-type format. Conducts on-air contests during rating period.

BIGGEST DECREASE—Two stations lost two full share points. Metromedia's newly-acquired WWBA-FM is off 10.5 to 8.4. Station programmed by former owner Ed Winton. But it still ranks third 12+, sixth 25-54. Burkhart/Abrams album rocker WQXM is also off two shares 6.9 to 4.9 12+, but maintains third place ranking 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Harte-Hanks WRBQ rocker is first. Station conducted various call in contests for cash prizes. Sebastian-Casey consulted album rocker WYNF ranks

second (up 3.6 to 5.0 in 12 audience as well). On-air giveaways were concert ticket prizes. Medium TV campaign and light billboard showing highlighted the off-air promotional activity. Burkhart/Abrams consulted WQXM is third. Does no worse than third in all measured dayparts.

25-54 ADULTS—WRBQ does it again here as well. All around solid demographically. Country WQYK is second and also second in 12+ audience (9.3 to 8.4 12+). Plough country competitor WSUN is next. Overall 12+ share is up slightly 6.9 to 7.3 Bonneville-programmed WJYW beautiful music station is fourth.

FACTS & FIGURES—Al Ham's "Music of Your Life" nostalgia format started on WGUL. . . . Metroplex rocker WCKX is off 1.4 shares. . . . The city's best performing black station is WTMP with 3.4 share.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FREQUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WRBQ	R	5.5	6.1	8.8	**	9.7	Eastman	104.7	N/A	16.1	5 11	Harte-Hanks	1	WRBQ	292,300
2	WQYK	C	9.7	8.1	9.3	**	8.4	Torbet	99.5	N/A	11.9	5 99	Suncoast Stereo	2	WSUN	239,400
3	WWBA	BM	10.6	9.6	10.5	**	8.4	Major Market	107.3	N/A	11.6	6 13	Metromedia	3	WFLA	218,100
4	WSUN	C	6.5	6.3	6.9	**	7.3	McGavren	620	N/A	13.0	4 76	Plough	4	WJYW	211,400
5	WJYW	BM	7.3	9.1	7.8	**	7.2	Christal	100.7	N/A	11.8	5 19	Gannett	5	WQYK	208,000
6	WFLA-FM	BM	6.0	5.0	5.1	**	5.7	Blair	93.3	82.50	11.0	4 37	WFLA, Inc.	6	WFLA-FM	207,900
7	WFLA	AC	5.7	5.5	4.1	**	5.1	Blair	970	82.50	10.9	3 91	WFLA, Inc.	7	WWBA	201,100
8	WYNF	A	3.9	3.7	3.6	**	5.0	Katz	94.9	N/A	8.6	4 88	Taft	8	WCKX	188,500
9	WQXM	A	4.6	5.9	6.9	**	4.9	McGavren	97.9	N/A	9.5	4 40	Plough	9	WDAE	180,100
10	WCKX	R	5.9	8.2	6.0	**	4.6	Selcom	95.7	115	9.7	4 03	Metroplex	10	WQXM	179,300
11	WDAE	BB	4.1	2.8	2.3	**	4.6	Katz	1250	N/A	9.3	4 18	Taft	11	WYNF	158,800
12	WTMP	B	2.1	2.0	3.3	**	3.4	Bernard Howard	1150	45	5.6	5 16	Gulf South	12	WTMP	102,400
13	WGUL	BB	1.8	2.1	1.2	**	2.9	Southern	1500	18.90	2.2	11 35	Richey Airwaves	13	WNSI	91,700
14	WSRZ	AC	2.4	2.2	2.0	**	2.8	CBS/FM	102.5	50	4.9	4 75	Cosmos	14	WSRZ	90,700
15	WPLP	N/T	2.7	3.3	2.8	**	2.3	RKO	570	36	4.2	4 68	International	15	WPLP	77,600
16	WRXB	B	0.7	1.0	1.5	**	1.7	R. A. Lazar	1590	N/A	1.8	8 06	WRXB	16	WWLF	60,500
17	WWLF	BM	4.2	4.4	1.7	**	1.6	Major Market	680	N/A	3.2	4 23	WWBA, Inc.	17	WDOUV	45,300
18	WNSI	N/T	2.7	2.1	2.3	**	1.5	Eastman	1380	N/A	4.1	3 11	Harte-Hanks	18	WTAN	38,000
19	WAZE	AC	0.4	**	0.4	**	1.1	N/A	860	20	1.0	9 08	3 Rivers	19	WGUL	32,900
20														20	WRXB	29,100

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	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WRBQ	WYNF	WRBQ
2	WYNF	WQYK	WYNF	WQYK	WCKX	WQYK	WYNF	WQYK	WYNF	WQYK	WYNF	WQYK	WYNF	WSRZ	WQYK
3	WQXM	WSUN	WQXM	WSUN	WYNF	WJYW	WQXM	WFLA	WQXM	WJYW	WQXM	WSUN	WRBQ	WSRZ	
4	WCKX	WJYW	WSRZ	WSRZ	WQYK	WFLA	WTMP	WSUN	WCKX	WSUN	WCKX	WJYW	WQXM	WCKX	
5	WSRZ	WFLA	WCKX	WWBA	WTMP	WCKX	WCKX	WDAE	WQYK	WWBA	WSRZ	WWBA	WCKX	WJYW	

Market Rank: 21
Total Persons 12+: 1,438,200
Stations: 24
MSA Diaries: 1,350

Revenue Rank: 27
Revenue: \$22,549,711
Income Rank: 79
Income: \$344,685

Local Revenue: \$16,131,639
National/Regional Revenue: \$6,026,374
Network Compensation: \$311,965
Other: \$79,733

Commissions/Discounts: \$2,995,229
Total Expenses: \$19,209,797
Local TV Revenue: \$31,076,976
Radio Performance Index: 80

There's Only One Way to Buy the Tampa/St. Pete Market...

The Q105 and News1 Radio Combo



The "Q"...

The Radio Station with the Super Numbers.*

#1	men	18-34	#1	women	18-34
#1	men	18-49	#1	women	18-49
#1	men	25-49	#1	women	25-49
#1	men	25-54	#1	women	25-54

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The All News, Sports, and Information Station.

- Exclusive CBS Radio News
- NFL Football ■ World Series ■ Super Bowl
- Largest Radio News Staff in the Market



HARTE-HANKS RADIO

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* Arbitron Fall '81 AQH MSA

TUCSON, AZ

Spanish formatted KXEW explodes

FASTEST MOVER—Spanish-formatted KXEW rebounds from previously low 1.8 share to place third overall, first in 18-34 adults, second 25-54. A five share had been the highest this station had seen in the past few years until now. Station used on-air contests during rating periods.

BIGGEST DECREASE—Two stations are off 2.3 shares and another one off 2.2. Schulke-programmed beautiful music KJYK is off 2.3 although second overall 12+ and third in prime 25-54 year olds. KRQQ rocker is off 2.3 shares. Burkhart/Abrams consulted album rock KLPX off 2.2 shares although it ranks fourth 18-34.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—Spanish KXEW is first. Also first in men 18-34, first 18-34 in morning drive and middays. No lower

than third 18-34 in the rest of the time periods. Jeff Pollack-consulted KWFM album rocker is up 5.4 to 6.7 12+ and is second in this category. Also first in men 18-34. Rocker KRQQ is third despite loss of overall 12+ ratings. KLPX album rocker fourth.

25-54 ADULTS—Country KCUB leads in prime demographics. Also first 12+. Number one in men and women 25-54. First in all 25-54 time periods. Spanish KXEW ranks close second making that stations 18-54 total spread very impressive. KJYK Schulke-programmed beautiful music station is next. Adult contemporary KCEE follows. KCEE is third 25-54 in morning and middays.

FACTS & FIGURES—Musicworks country format on KNDE is 3.7 from 4.8 and eighth in 25-54 . . . Burkhart/Abrams-consulted KTKT up dramatically with rock format 3.9 to 6.2.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME	
			Total persons 12+ 6 AM - 12 Mid												Monday-Sunday 6 AM - 12 Mid	
			O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81									
1	KCUB	C	9.5	13.6	11.7	10.6	12.4	Eastman	1290	36	19.1	5.36	Rex	1	KCUB	100,600
2	KJYK	BM	9.1	8.3	11.7	12.7	10.4	Blair	94.9	N/A	15.8	5.44	Surrey	2	KTKT	99,300
3	KXEW	SP	3.4	5.1	3.5	1.8	9.0	Caballero	1600	N/A	9.6	7.77	R.F.C. Partners	3	KRQQ	92,700
4	KWFM	A	9.0	9.4	8.5	5.4	6.7	Selcom	92.9	N/A	11.8	4.68	Sandusky	4	KJYK	82,400
5	KCEE	AC	5.4	2.3	9.2	5.4	6.3	Christal	790	40	13.5	3.86	790 Inc.	5	KCEE	74,700
6	KLPX	A	6.3	5.5	5.1	8.5	6.3	Lotus	96.1	24	13.2	3.96	Lotus	6	KLPX	71,800
7	KTKT	R	8.8	7.6	6.5	3.9	6.2	Lotus	990	33	16.5	3.10	Lotus	7	KAIR	66,800
8	KAIR	BM	9.8	6.5	6.3	8.0	6.1	Blair	1490	N/A	12.3	4.09	Surrey	8	KWFM	63,000
9	KRQQ	R	5.7	8.2	7.0	8.2	5.9	McGavren	93.7	N/A	15.6	3.15	Western Cities	9	KTUC	59,900
10	KHYT	R	5.1	6.0	7.0	6.0	4.9	RKO	1330	55	9.8	4.17	Golden State	10	KHYT	53,600
11	KTUC	N	4.1	4.5	5.2	4.2	4.4	Bernard Howard	1400	18.50x6	10.6	3.48	KTUC, Inc.	11	KXEW	48,000
12	KNDE	C	**	**	**	4.8	3.7	Bernard Howard	99.5	19.50	7.8	3.96	KTUC, Inc.	12	KNDE	42,300
13	KFLT	REL	2.2	3.9	1.9	1.8	2.1	N/A	1450	N/A	4.3	4.05	Family Life	13	KNST	37,800
14	KGvy	BB	**	**	**	**	2.1	N/A	1080	12x6	3.4	5.09	Christal Sets	14	KIKX	28,000
15	KIKX	C	4.9	1.4	1.9	0.9	1.9	N/A	580	14	4.8	3.21	John Walton	15	KFLT	23,400
16	KNST	N/T	4.6	3.5	2.2	3.0	1.4	McGavren	940	26	5.2	2.15	Western Cities	16	KGvy	18,000
17	KUKQ	B	**	**	**	**	0.5	Jack Masla	1060	48	1.0	4.16	Tri-State	17	KOPA	5,300
18	KOPA	R	**	**	0.5	**	0.4	Torbet	100.7	N/A	0.9	3.35	First Media	18	KUKQ	5,300

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	KXEW	KCUB	KWFM	KCUB	KXEW	KCUB	KXEW	KCUB	KXEW	KCUB	KRQQ	KCUB	KWFM	KCUB
2	KWFM	KXEW	KXEW	KXEW	KCUB	KXEW	KWFM	KXEW	KWFM	KXEW	KWFM	KXEW	KXEW	KJYK
3	KRQQ	KJYK	KLPX	KCEE	KRQQ	KJYK	KCUB	KCEE	KRQQ	KCEE	KXEW	KJYK	KLPX	KXEW
4	KLPX	KCEE	KRQQ	KJYK	KWFM	KCEE	KTKT	KJYK	KCEE	KJYK	KCEE	KCEE	KTKT	KTKT
5	KCUB	KTKT	KCEE	KWFM	KTKT	KAIR	KRQQ	KTKT	KCUB	KAIR	KLPX	KAIR	KRQQ	KCEE

Market Rank: 68
Total Persons 12+: 468,900
Stations: 16
MSA Diaries: 898

Revenue Rank: 68
Revenue: \$8,828,642
Income Rank: 349
Income: \$-434,956

Local Revenue: \$5,570,900
National/Regional Revenue: \$2,975,472
Network Compensation: \$23,401
Other: \$258,869

Commissions/Discounts: \$1,015,898
Total Expenses: \$8,247,700
Local TV Revenue: \$9,681,653
Radio Performance Index: 86

92.2



KWFM

Rocks Tucson.

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SELCOM
National Representative

WASHINGTON, DC

NBC's WKYS is DC's rising star

FASTEST MOVER—ABC-owned WMAL-AM up 1.8 shares this book. Carries Redskins NFL football, Maryland Terrapins college games. TV, newspaper, billboards, transit. WMAL first 12+, first 25-54, 25-54 men and women. Number one in morning drive and afternoon drive 25-54.

BIGGEST DECREASE—ABC-owned WRQX rocker off 1.4 shares. Twelfth 12+, ninth 18-34. Uses "Winning Ticket" contest for assorted cash, trips, houses, etc. Some TV.

BUYERS GUIDE—Based on the statistics available in this publication, buyers should note the following:

18-34 ADULTS—WKYS ranks first and second 12+. WHUR's black format is up for second straight book. No on-air contests during fall rating period. Gulf Broadcasting took over third place WJMD (adult contemporary).

25-54 ADULTS—WMAL clearly the winner here. NBC-

owned WKYS pulls in second place making it a remarkably broad ranged radio station able to pull not only 18-34s but 25-54 prime adults as well. Greater Media's WGAY-FM ranks third, second with women. Ted Dorf's beautiful music station defies problems facing many beautiful music stations in that it is pulling prime demographics rather than predominantly older ones. Station ranks third overall 12+. WHUR is fourth, WJMD is fifth in 25-54.

FACTS & FIGURES—Burkhart/Abrams "Superstars" album rocker is fifth 18-34. . . . WAVA is 15th overall, tie sixth 18-34. Doubleday took over after rating period and is installing improvements (fusion rock format blends album rock and rock) which may make station more competitive in months ahead.

RANK	STATION	FORMAT	ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid					REP	DIAL POSITION	HIGHEST RATE	REACH	FRE-QUENCY	OWNER	RANK	WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid	
			O/N 80	Wntr 81	Sprg 81	Sumr 81	Fall 81									
1	WMAL	AC	10.9	11.1	8.6	8.8	10.6	McGavren	630	N/A	17.3	4.56	ABC	1	WMAL	576,500
2	WKYS	B	7.0	6.9	6.0	7.9	8.1	Eastman	93.9	90	12.8	4.71	NBC	2	WKYS	421,800
3	WGAY-FM	BM	8.2	8.0	7.1	7.9	7.8	Major Market	99.5	N/A	10.9	5.30	Greater Media	3	WHUR	385,100
4	WHUR	B	4.7	5.1	4.6	5.7	6.2	N/A	96.3	80	11.1	4.16	Howard Univ.	4	WPGC A/F	369,700
5	WPGC A/F	R	7.7	5.5	7.3	4.9	5.2	Torbet	1580/95.5	N/A	10.2	3.77	First Media	5	WRQX	366,900
6	WWDC-FM	A	2.7	3.1	6.0	6.0	5.1	Christal	101.1	N/A	9.8	3.87	Capitol	6	WGAY-FM	350,100
7	WASH	AC	6.2	6.3	5.0	5.4	4.6	Katz	97.1	250	8.8	3.92	Metromedia	7	WWDC-FM	349,500
8	WJMD	AC	2.3	2.4	3.6	4.4	4.4	Christal	94.7	N/A	8.2	4.02	Gulf	8	WASH	313,000
9	WGMS A/F	CL	2.7	2.9	3.0	3.5	4.2	RKO	570/103.5	N/A	7.8	4.00	RKO	9	WTOP	303,200
10	WTOP	N	3.6	3.0	3.1	2.3	4.0	CBS	1500	1350x12	8.3	3.62	Outlet	10	WOOK	301,800
11	WPXX/WVKX	C	3.8	4.2	4.2	4.2	3.8	Selcom	730/105.9	N/A	5.3	4.43	Metroplex	11	WJMD	289,700
12	WRQX	R	7.2	8.6	6.6	5.2	3.8	Blair	107.3	N/A	9.2	3.11	ABC	12	WGMS A/F	273,100
13	WOOK	B	3.5	3.2	3.7	4.2	3.5	Jack Masla	100.3	N/A	7.8	3.33	United	13	WAVA	228,000
14	WRC	N/T	5.8	4.1	4.4	3.2	3.4	Eastman	980	145	6.3	4.09	NBC	14	WRC	217,100
15	WAVA	A	3.5	3.5	4.5	3.7	3.3	CBS/FM	105.1	N/A	6.4	3.89	Doubleday	15	WMZQ	206,500
16	WMZQ	C	2.6	3.6	4.1	3.1	3.3	Bernard Howard	98.7	150	6.0	4.18	Viacom	16	WVKX	177,200
17	WEZR	BM	1.8	2.8	2.4	3.1	3.2	Herbert Groskin	106.7	50	4.6	5.19	EZ Comm	17	WEZR	148,000
18	WHFS	R	1.2	1.1	0.8	0.8	1.4	P/W	102.3	45x12	2.4	4.29	High Fidelity	18	WWDC	90,600
19	WOL	B	1.0	0.8	0.7	0.6	1.4	Savalli & Schutz	1450	65	2.3	4.44	Sonderling	19	WEAM	87,400
20	WEAM	BB	0.5	0.7	0.9	1.1	1.3	N/A	1390	32	2.5	3.91	Thom Radio	20	WYCB	84,300

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	WKYS	WMAL	WKYS	WMAL	WKYS	WMAL	WWDC A/F	WMAL	WKYS	WGAY A/F	WKYS	WMAL	WHUR	WHUR
2	WHUR	WKYS	WHUR	WKYS	WHUR	WGAY-FM	WKYS	WASH	WASH	WKYS	WJMD	WKYS	WKYS	WKYS
3	WJMD	WGAY-FM	WWDC-FM	WJMD	WASH	WKYS	WASH	WKYS	WJMD	WMAL	WASH	WJMD	WJMD	WGAY-FM
4	WASH	WHUR	WJMD	WGMS A/F	WPGC A/F	WHUR	WPGC A/F	WGAY A/F	WHUR	WJMD	WAVA	WGAY A/F	WAVA	WMAL
5	WWDC-FM	WJMD	WAVA	WGAY-FM	WJMD	WASH	WRQX	WTOP	WAVA	WGMS A/F	WHUR	WASH	WWDC-FM	WJMD

Market Rank: 8	Revenue Rank: 5	Local Revenue: \$46,941,745	Commissions/Discounts: \$9,222,194
Total Persons 12+: 2,565,200	Revenue: \$65,818,724	National/Regional Revenue: \$17,859,122	Total Expenses: \$52,327,627
Stations: 29	Income Rank: 10	Network Compensation: \$661,556	Local TV Revenue: \$44,582,289
MSA Diaries: 2,066	Income: \$4,268,903	Other: \$356,301	Radio Performance Index: 121

Washington's radio station.



W COUNTRY FM
98 WAZQ

5513 Connecticut Ave. N.W.
Washington, D.C. 20015
202-362-8330

ABERDEEN, WA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KGHO A/F	R	**	**	**	30.5	25.3	19,300
KXRO	AC	**	**	**	20.7	22.4	22,700
KBKW-KJMD	C	**	**	**	17.1	14.9	17,100
KDUX	R	**	**	**	7.3	13.4	14,300
KBRD	BM	**	**	**	**	6.0	3,100
KIRO	N/T	**	**	**	1.2	3.0	5,200

ALBUQUERQUE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KKJY	BM	10.4	12.7	15.2	11.9	10.6	66,900
KRST	C	6.9	4.5	5.4	7.5	10.1	67,800
KOB-FM	AC	6.2	5.9	2.9	3.9	9.5	85,700
KWXL	A	2.8	4.7	5.7	9.5	9.0	55,000
KOB	AC	11.8	10.4	8.8	9.2	8.1	88,200
KFMG	A	9.5	8.3	9.7	8.0	7.5	79,700
KZIA	T	6.7	5.0	4.1	4.2	5.8	29,100
KRZY	C	7.3	7.9	4.8	4.7	5.0	54,500
KQEO	O	4.7	3.6	6.5	5.1	4.8	58,400
KZZX	R	4.5	5.6	5.6	7.5	4.8	65,000
KABQ	SP	7.6	4.3	6.1	5.4	4.5	31,500
KRKE	C	3.9	3.4	2.3	2.5	3.7	47,500
KAMX	R	3.0	4.3	3.4	3.9	3.3	32,200
KHFM	CL	1.9	2.9	4.3	2.2	2.3	25,600
KDRM	AC	0.9	2.3	0.5	0.8	0.8	12,100

AKRON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WMMS	A	11.4	12.3	12.5	12.7	12.5	142,800
WAKR	AC	14.5	14.9	13.7	10.7	10.7	154,700
WSLR	C	6.5	5.6	5.7	6.9	7.1	89,300
WAEZ	BM	6.5	5.9	7.4	6.8	6.2	59,200
WGCL	R	5.2	5.7	6.3	8.1	6.0	87,600
WWWM	R	4.2	2.8	4.7	4.1	5.6	85,500
WGAR	AC	5.5	4.8	4.0	4.2	4.9	93,600
WZZP	AC	5.3	4.6	5.2	5.2	4.6	75,800
WDBN	BM	5.0	5.2	3.4	2.0	4.0	41,700
WNIR	C	2.0	2.4	3.4	3.0	3.5	43,700
WDOK	BM	2.6	3.6	3.5	3.6	3.5	45,000
WKSU	C	1.0	**	1.2	1.2	3.2	35,900
WDMT	B	1.8	3.0	3.6	2.3	2.9	27,500
WCUE	BB	0.7	1.9	0.6	3.5	2.6	32,100
WHLO	BB	4.2	2.2	2.7	1.6	2.2	30,700

ALLENTOWN-BETHLEHEM

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
WLEV	AC	7.0	11.7	7.7	13.2	12.1	154,700
WZZO	A	12.4	8.1	8.5	10.1	9.5	125,600
WQQQ	BM	12.1	12.5	10.5	8.8	9.0	110,200
WFMZ	BM	4.8	7.7	10.8	7.6	8.9	89,000
WKKW	C	10.8	9.1	10.8	9.9	8.5	94,700
WAEB	R	8.2	9.8	9.1	8.6	7.1	116,300
WSAN	C	2.7	0.6	2.4	3.4	3.8	70,300
KYW	N	3.4	4.6	3.6	3.1	3.5	68,200
WEST	BB	4.5	4.6	5.4	3.6	3.1	47,900
WOR	T	1.2	2.0	1.3	1.7	3.0	24,800
WEEX	AC	3.6	3.1	4.7	2.8	2.8	49,700
WKAP	AC	2.7	3.0	3.6	3.0	2.6	56,800
WIFI	R	0.7	0.7	0.7	1.5	2.3	35,000
WYSP	A	1.1	0.9	2.0	1.0	2.2	32,600
WLSH	AC	2.7	1.1	**	0.5	1.8	13,700

ALBANY-SCHENECTADY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WGY	AC	17.9	19.6	16.7	16.4	15.8	256,600
WPYX	A	5.9	5.2	6.2	10.7	9.9	130,100
WROW	BM	11.1	9.7	10.2	8.3	9.6	148,200
WTRY	R	7.4	6.8	8.4	8.3	8.9	176,000
WQBK	T	8.9	5.9	6.2	6.2	7.5	58,600
WROW-FM	BM	4.7	7.1	10.0	7.4	7.0	102,900
WFLY	R	8.4	10.2	7.1	6.3	6.5	127,100
WGFM	R	4.8	4.1	3.8	3.6	5.2	111,800
WWOM	AC	2.5	3.1	3.9	4.5	5.0	98,000
WGNA	C	4.1	4.7	4.3	5.3	3.9	58,700
WPTR	AC	5.2	4.9	3.1	3.6	2.8	73,500
WOKO	C	1.2	0.8	1.5	2.4	2.1	35,800
WQBK-FM	A	3.3	4.7	2.4	2.8	1.8	39,500
WCSS	AC	1.5	1.5	2.3	1.1	1.4	16,300
WHRL	BM	2.0	1.9	2.6	1.8	1.4	27,900

ANAHEIM-SANTA ANA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
KBIG	BM	7.1	7.9	7.3	5.8	7.1	222,200
KABC	T	6.3	5.8	4.7	7.3	6.1	244,600
KLOS	A	2.9	3.3	3.7	4.5	6.1	277,200
KMET	A	8.1	7.2	4.2	7.5	5.8	258,700
KRTH	AC	5.0	5.1	4.7	3.7	4.4	193,400
KHTZ	AC	2.5	2.8	2.2	3.1	3.8	161,300
KFI	R	5.1	4.3	5.1	4.0	3.6	172,200
KNX-FM	MM	3.9	4.1	4.0	3.8	3.6	167,700
KLAC	C	4.1	5.1	5.4	3.3	3.4	155,400
KOST	BM	2.8	2.6	2.2	3.0	3.4	141,100
KROQ-FM	A	0.4	2.2	2.1	2.6	3.2	109,800
KNX	N	3.8	3.5	4.0	3.3	3.0	203,600
XTRA	AC	2.4	1.9	1.9	2.3	2.8	153,700
KIQQ	R	0.9	2.1	3.1	2.0	2.7	128,500
KJOI	BM	3.8	3.7	5.0	3.1	2.7	123,500

ANCHORAGE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KFQD	AC	18.6	19.4	19.7	19.8	17.3	45,800
KHAR	BM	14.4	13.8	10.5	12.3	12.3	30,600
KGOT	A	14.0	3.9	7.0	8.5	10.0	26,900
KNIK	BM	5.1	5.6	8.8	6.1	9.5	23,000
KKLV	R	5.9	12.5	12.3	10.4	8.6	30,000
KBCN	REL	5.1	3.9	1.8	1.9	8.2	18,700
KRKN	A	1.7	3.0	3.5	8.5	7.3	19,300
KENI	R	14.8	14.2	11.0	10.8	6.8	34,600
KYAK	C	6.8	6.5	7.5	8.0	5.9	20,200
KANC	AC	5.1	5.2	6.1	3.8	4.1	16,200
KBYR	AC	5.5	4.3	7.0	4.7	3.6	19,800

BAKERSFIELD

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
KUZZ	C	**	15.6	16.9	17.8	14.1	77,900
KKXX	R	**	13.4	11.4	10.6	10.5	71,000
KWAC	SP	**	2.9	5.1	5.9	9.6	38,600
KXEM	SP	**	2.4	**	1.6	5.9	16,200
KERN	R	**	9.3	9.2	6.1	5.2	54,000
KGFM	BM	**	5.1	9.0	7.0	5.2	40,900
KGEO	O	**	4.1	2.7	2.0	5.0	40,600
KLYD	AC	**	4.1	5.8	4.7	3.3	21,600
KAFY	O	**	3.9	5.1	5.2	2.8	34,000
KLOS	A	**	1.0	2.4	1.3	2.8	15,600
KLOA	AC	**	1.2	1.7	**	2.6	17,700
KMGN	A	**	**	2.2	1.4	2.2	16,500
KPMC	AC	**	2.0	1.9	2.9	1.9	26,100
KNTB	N/T	**	0.7	0.5	2.3	1.5	16,000

APPLETON-OSHKOSH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHBY	AC	**	10.2	**	8.8	11.6	54,300
WIXX	R	**	8.6	**	8.5	10.2	69,300
WYTL	C	**	9.6	**	9.3	9.4	39,500
WNAM	R	**	12.3	**	10.6	9.2	68,300
WAPL	A	**	5.9	**	9.0	9.2	48,400
WROE	BM	**	10.2	**	11.6	7.5	35,200
WYNE	C	**	5.1	**	3.6	5.7	33,500
WOSH	R	**	4.0	**	5.9	5.4	39,200
WGEE	C	**	2.9	**	3.4	4.3	28,300
WKAU-FM	R	**	4.3	**	4.4	4.0	31,700
WVMS	BB	**	3.7	**	2.8	3.2	14,000
WDUZ-FM	BM	**	4.0	**	1.8	2.2	13,400
WKAU	R	**	2.7	**	4.1	2.2	24,500
WNBK	C	**	1.1	**	1.0	1.9	9,900
WAHC	A	**	1.3	**	1.6	1.9	18,800

BATON ROUGE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WFMF	R	14.1	20.6	18.1	19.0	16.5	115,400
WYNK-FM	C	12.8	14.5	11.1	13.0	14.3	91,200
WXOK	B	21.2	9.4	11.8	10.8	13.5	88,200
WQXY	BM	11.5	11.6	11.1	10.8	10.4	70,500
WAFB	AC	4.8	6.4	6.3	5.5	7.4	82,700
WTKL	B	**	**	5.5	5.5	5.3	34,100
WJBO	AC	8.2	7.6	7.7	4.2	5.1	66,300
WIBR	C	6.3	5.4	5.8	4.5	4.8	49,000
WLCS	R	7.6	8.3	9.9	6.6	4.8	56,800
WYNK	C	4.1	4.1	2.2	5.2	4.5	33,700
WWL	N/T	2.2	1.2	**	1.4	1.9	21,700
WSLG	C	0.9	1.7	2.4	2.1	1.1	11,100
WAIL	B	**	**	**	**	0.8	7,200
WAJY	AC	**	**	**	**	0.6	9,500
WTIX	AC	**	**	0.5	**	0.6	6,900

AUSTIN, TX

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KHFI	R	8.2	16.7	12.7	15.7	17.8	134,700
KASE	BM	17.1	10.6	13.5	10.9	11.8	98,300
KLBJ-FM	A	11.2	7.8	6.8	11.2	9.8	88,000
KVET	C	12.0	11.6	11.8	11.4	7.7	90,800
KLBJ	AC	5.7	3.0	6.6	4.4	6.3	84,500
KOKE-FM	C	7.6	8.8	9.2	11.0	5.9	70,300
KCSW	AC	5.9	7.4	5.2	5.2	5.3	57,800
KMXX	SP	1.4	4.0	1.7	3.6	4.9	36,100
KNOW	R	2.7	1.0	2.9	2.2	3.1	38,300
KTSA	AC	4.3	3.7	4.7	3.8	2.0	44,600
KOKE	C	1.4	2.4	3.1	2.7	1.3	22,900
KTAE	C	1.9	1.9	1.6	1.4	1.3	16,200
KIXL	REL	2.4	3.0	1.9	2.2	1.3	15,000
KIXS	A	**	**	**	1.0	1.1	8,600
WOAI	N/T	0.9	1.3	1.9	0.9	1.1	15,800

BEAUMONT-PORT ARTHUR

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KYKR	C	8.2	13.2	12.3	9.6	13.0	71,800
KIOC	AC	4.5	5.5	4.5	6.3	10.0	60,400
KQXY	BM	9.6	10.9	8.7	11.0	8.0	42,100
KHYS	B	5.1	3.7	4.0	5.6	7.4	39,000
KLVI	C	9.4	8.9	13.5	8.7	7.2	56,700
KZOM	A	3.3	6.7	6.3	4.3	7.2	33,400
KZZB	R	10.7	6.5	6.7	2.5	7.2	34,900
KAYD	C	4.9	4.0	10.8	10.1	7.0	45,500
KWIC	R	5.3	5.0	1.8	6.7	6.1	45,100
KALO	B	6.2	5.5	2.5	8.7	6.1	29,100
KTRH	N/T	4.2	4.2	6.1	4.0	5.2	28,900
KDLF	REL	0.7	1.7	**	1.1	2.0	5,700
KOGT	C	3.6	1.5	3.1	2.5	1.5	10,300
KJET	N/T	5.8	5.0	2.5	4.3	1.3	10,700
KTXC	C	3.3	3.0	1.6	2.7	1.3	17,800

BIRMINGHAM

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WZZK	C	3.8	5.5	7.7	13.6	17.7	184,600
WKXX	R	13.8	11.0	11.1	12.3	10.5	168,500
WENN-FM	B	9.7	12.4	11.1	9.1	7.0	95,100
WQEZ	BM	6.4	3.5	6.1	3.8	6.7	86,500
WSGN	AC	6.6	8.3	8.3	6.4	6.0	128,200
WAPI-FM	A	4.3	6.3	6.1	4.7	5.5	104,200
WVOK	C	3.3	5.3	5.6	5.5	4.9	75,300
WILD	B	3.9	4.5	2.4	3.2	4.9	74,300
WATV	B	5.0	5.0	5.7	4.8	4.6	50,000
WAPI	AC	2.9	2.4	3.4	4.1	4.5	85,400
WERC	AC	7.9	4.8	5.1	4.5	4.3	134,600
WDJC	REL	3.4	5.0	4.5	2.3	3.7	54,700
WENN	B	3.5	4.8	2.4	3.8	3.3	55,500
WRKK	A	5.7	4.4	6.6	4.8	2.8	65,800
WYDE	C	4.2	3.9	2.9	4.6	2.3	56,900

BLOOMINGTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WJBC	AC	**	37.0	37.3	39.0	40.7	58,600
WBNQ	R	**	16.0	18.9	18.2	15.9	40,700
WMLA	C	**	8.3	7.1	8.4	9.0	17,500
WLS	R	**	7.2	5.3	5.8	6.2	21,400
WMAQ	C	**	7.2	4.1	5.2	5.5	16,800
WWCT	A	**	7.2	6.5	5.2	5.5	12,500
WIHN	BM	**	3.9	6.5	4.5	4.8	8,900
WGN	N/T	**	1.7	1.2	3.2	4.8	9,300
WKZW	R	**	1.7	1.8	1.3	2.8	7,500
WRBA	AC	**	0.6	0.6	**	0.7	3,500
WSOY-FM	R	**	**	**	**	0.7	2,400
WSWT	BM	**	1.7	1.2	1.9	0.7	5,100

BRIDGEPORT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WEZN	BM	**	16.2	14.8	16.0	15.9	100,500
WICC	R	**	15.1	14.8	15.7	13.9	135,100
WNAB	AC	**	8.3	7.2	7.4	7.5	60,200
WNBC	AC	**	9.2	7.3	7.4	7.2	81,500
WDJZ	R	**	7.1	4.2	4.6	4.9	21,800
WKCI	R	**	3.6	7.3	5.5	4.9	55,900
WCBS	N	**	5.3	5.7	3.4	4.3	52,000
WPLR	R	**	6.2	7.0	5.4	4.1	46,300
WRKI	A	**	2.8	1.8	3.7	3.2	33,800
WADS	AC	**	1.8	1.3	2.3	2.5	13,000
WBLB	B	**	1.9	2.2	1.8	2.5	20,600
WOR	T	**	2.4	1.7	2.2	1.9	14,500
WPLJ	A	**	0.5	1.0	0.6	1.8	21,300
WRKS	D	**	**	**	**	1.8	18,000
WHN	C	**	2.1	1.0	2.3	1.4	24,300

BURLINGTON, VT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WQCR	R	**	**	**	23.7	25.5	43,000
WVMT	AC	**	**	**	11.8	11.5	34,900
WGFB	R	**	**	**	5.3	9.7	29,800
WEZF	BM	**	**	**	10.5	9.1	14,900
WDOT	R	**	**	**	2.0	6.7	21,400
CHOM	A	**	**	**	5.9	6.7	16,000
WJOY	AC	**	**	**	7.9	6.1	21,200
WKDR	C	**	**	**	17.2	4.2	10,700
WLFE	C	**	**	**	3.9	4.2	6,700

CANTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHBC	AC	**	19.6	20.9	16.9	16.4	135,000
WHBC-FM	BM	**	12.7	10.1	14.6	11.6	76,200
WDJQ	R	**	4.4	5.6	8.4	9.4	61,300
WMMS	A	**	9.2	9.5	6.1	7.5	54,900
WOOS	AC	**	9.0	9.0	7.3	5.4	52,600
WGAR	AC	**	5.1	6.5	4.6	5.0	66,500
WSLR	C	**	5.0	2.9	5.6	3.9	33,500
WQXK	C	**	2.6	4.7	1.9	3.9	23,400
WDBN	BM	**	1.8	1.1	1.5	3.5	27,300
WNYN	C	**	2.2	4.0	1.5	2.3	19,600
WTOF	REL	**	0.4	0.5	1.5	2.3	15,900
WGCL	R	**	0.9	2.0	1.3	2.3	22,000
WQIO	R	**	2.9	2.3	2.9	2.1	17,000
WWWM	A	**	1.7	0.7	2.1	2.1	26,700
WZAK	B	**	**	**	0.8	1.5	11,700

CHARLESTON, SC

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WSSX	A	**	8.2	11.1	15.5	12.7	88,700
WEZL	C	**	10.0	10.7	10.5	11.5	69,400
WXTC	BM	**	13.1	15.4	9.1	11.5	66,900
WCSC	AC	**	10.0	8.9	11.0	10.8	90,600
WWWZ	B	**	2.9	1.1	9.9	9.0	56,800
WQIZ	REL	**	3.5	5.7	8.7	8.1	24,200
WPAL	B	**	10.2	9.8	9.1	7.1	52,500
WKTM	R	**	8.2	6.5	5.0	5.4	56,300
WDWQ	R	**	9.0	7.6	5.2	5.2	47,600
WTMA	AC	**	8.8	5.9	4.7	4.4	58,500
WGCA	AC	**	4.5	2.2	2.3	2.7	25,800
WKXZ	C	**	1.4	4.8	1.6	1.9	13,700
Woke	AC	**	2.1	1.7	1.2	1.3	28,400
WBER	C	**	0.6	1.1	**	1.2	11,200

CHARLOTTE-GASTONIA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WSOC-FM	C	12.6	10.9	12.6	15.3	17.3	136,900
WBT	AC	17.2	15.6	15.9	14.8	11.1	148,300
WBCY	R	7.2	6.9	8.7	9.2	9.0	101,100
WEZC	BM	6.8	8.8	9.9	8.8	8.9	80,900
WROQ	A	11.1	9.2	10.5	8.9	8.5	93,200
WPEG	B	4.9	6.3	7.3	7.4	8.3	82,300
WGIV	B	5.4	6.4	4.4	4.7	6.6	62,700
WAYS	AC	10.4	9.7	8.5	8.7	5.9	94,800
WZXI	AC	2.6	2.9	3.0	3.3	3.4	50,200
WSOC	BB	4.7	6.1	3.8	4.5	2.7	39,700
WIXE	C	1.3	1.9	2.0	0.8	1.9	11,300
WLVV	BM	**	**	**	**	1.9	26,200
WGNC	BM	0.7	1.3	1.2	1.9	1.6	17,600
WQCC	REL	0.4	**	**	**	1.5	13,200
WAME	REL	1.7	2.3	2.2	0.8	1.2	19,000

CHATTANOOGA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WSKZ	R	17.8	15.1	14.8	13.5	15.5	107,900
WDEF-FM	BM	14.9	12.5	11.4	11.2	10.3	69,000
WDOD-FM	AC	4.0	2.6	0.6	7.0	9.2	72,600
WDEF	AC	14.3	14.6	16.8	13.5	8.5	79,900
WDOD	C	8.2	13.5	9.2	8.9	6.2	67,600
WGOW	AC	6.7	5.6	4.2	6.4	3.8	55,400
WKXC	R	2.2	0.9	1.7	1.4	2.7	26,500
WNOO	B	8.0	11.2	2.8	2.9	2.7	20,200
WDXB	C	3.8	3.7	1.5	0.4	2.2	19,500
WMOC	REL	1.6	2.4	2.4	1.9	1.7	11,600
WEPG	C	0.4	1.1	0.7	1.2	1.5	8,100
WLFA	AC	2.4	**	0.7	1.2	1.5	9,000
WJSQ	AC	**	**	**	2.5	0.8	14,600
WEDG	C	**	**	**	**	0.7	4,500
WOWE	REL	0.4	**	0.6	**	0.5	5,100

CINCINNATI

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WEBN	A	9.1	9.7	8.6	9.6	11.8	238,700
WWEZ	BM	7.6	6.3	9.7	9.8	8.9	190,800
WKRO	R	11.8	10.7	10.5	9.6	8.3	222,800
WLW	AC	9.9	14.5	8.5	11.0	8.1	275,000
WKRC	AC	9.6	8.0	10.4	9.2	7.8	222,700
WCKY	N/T	11.1	8.0	6.4	7.9	6.4	159,200
WRRM	AC	5.0	3.1	3.4	7.1	6.3	151,800
WMLX	BB	1.6	1.7	1.7	0.7	6.1	117,100
WUBE	C	5.4	5.8	5.7	4.2	5.9	135,600
WYYS	AC	1.8	1.6	4.1	2.5	5.5	155,300
WCIN	AC	3.2	4.3	4.6	5.8	2.6	76,100
WSAI	C	3.0	3.9	2.6	2.9	2.6	92,200
WBLZ	B	2.2	1.2	**	2.2	2.4	65,400
WSAI-FM	C	4.4	5.5	3.4	2.0	1.9	78,700

COLORADO SPRINGS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KILO	A	12.5	9.6	11.0	11.2	14.0	58,000
KSPZ	AC	8.8	11.1	16.4	13.6	12.4	75,700
KKFM	A	4.5	1.8	2.8	3.4	9.3	53,700
KSSS	C	9.8	8.0	7.6	9.4	9.0	38,900
KRDO-FM	BM	10.6	11.1	9.9	8.9	8.3	40,200
KVOF	AC	9.3	7.5	7.3	7.6	7.1	49,600
KKCS-FM	C	0.8	4.7	3.4	4.0	6.2	33,700
KOA	N/T	4.0	4.9	6.2	4.9	4.8	30,700
KYSN	R	7.7	8.8	9.0	7.8	4.3	41,900
KYNR	BM	6.4	4.7	4.5	5.4	3.8	26,100
KIIQ	R	5.3	3.9	2.5	2.0	3.1	25,500
KRDO	AC	3.2	4.1	4.5	4.5	2.9	36,600
KLZ	C	1.6	4.1	5.1	1.8	1.9	13,200
KRTS	R	2.1	0.5	1.1	0.4	1.7	13,600

COLUMBUS, OH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WTVN	AC	14.1	10.0	12.3	7.3	13.0	287,900
WLWQ	A	12.7	12.5	14.0	15.9	12.6	189,500
WXGT	R	7.3	8.2	9.1	10.8	10.9	242,500
WNCI	R	10.1	11.6	11.1	10.0	8.6	223,600
WCOL	BB	4.7	6.8	5.2	7.9	7.2	138,700
WBNS-FM	BM	12.2	10.7	9.1	7.8	6.7	150,100
WBNS	AC	8.0	6.4	5.5	6.3	6.3	187,200
WMNI	C	6.1	7.0	6.1	6.7	6.2	128,100
WVQI-FM	B	2.7	2.9	2.2	3.4	4.7	79,100
WHCK	C	3.7	2.9	3.7	4.6	3.7	57,000
WVCO	B	2.5	3.2	3.7	2.2	3.1	63,900
WRMZ	BM	1.8	2.6	2.9	3.4	2.6	51,100
WLOH	C	1.2	0.4	1.5	1.1	1.4	25,700
WLW	AC	0.6	1.4	0.8	1.1	1.0	54,300

CORPUS CHRISTI

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KZFM	R	**	11.4	**	12.8	17.7	74,800
KCCT	SP	**	7.2	**	5.5	11.1	40,000
KEYS	AC	**	16.8	**	8.3	10.1	70,300
KOLL	C	**	8.8	**	13.5	9.1	47,200
KUNO	SP	**	12.5	**	10.9	9.1	38,100
KNCN	A	**	7.4	**	6.5	8.9	39,100
KIOUJ	BM	**	8.2	**	11.7	7.3	29,500
KRYS	AC	**	7.7	**	5.5	5.6	52,800
KEXX	AC	**	2.9	**	2.3	3.5	20,700
KIKN	C	**	4.3	**	4.4	2.5	21,100
KFLZ	SP	**	**	**	**	2.3	10,500
KROB-FM	C	**	1.3	**	1.0	1.8	14,700
KITE	BM	**	0.5	**	3.6	1.5	11,800
KROB	C	**	1.1	**	1.6	1.5	7,400
KTSA	AC	**	1.1	**	2.1	1.5	18,900

DALLAS TRADING AREA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KKDA-FM	B	8.3	7.2	7.2	9.4	8.6	290,600
KVIL-FM	AC	9.7	10.4	8.0	8.3	8.3	309,900
KRLD	N	8.6	7.7	9.7	6.7	7.5	351,500
KZEW	A	3.2	4.6	4.1	4.5	6.9	227,200
KSCS	C	7.1	7.3	7.8	7.1	5.4	247,000
KMEZ	BM	4.7	5.9	7.4	5.8	5.1	181,100
KTXQ	A	4.9	4.5	4.2	4.9	4.9	231,300
KNOK-FM	B	2.8	3.2	4.0	4.5	4.6	144,500
WFAA	N/T	4.7	3.6	3.6	2.5	4.3	204,200
KMGC	AC	3.6	4.2	3.4	3.3	4.1	165,100
KOAX	BM	5.5	6.3	3.3	4.7	4.1	167,100
KEGL	R	3.3	3.6	3.0	4.4	4.1	194,000
WBAP	C	4.9	6.5	3.9	4.8	3.8	192,600
KBOX	C	5.9	4.7	4.2	4.1	3.6	116,200
KPLX	C	1.3	2.2	5.0	3.1	3.2	144,600

DANBURY, CT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
WLAD	AC	**	**	19.6	7.5	13.1	24,900
WNBC	AC	**	**	10.1	9.0	10.9	27,600
WDAQ	BM	**	**	8.1	11.9	8.8	15,900
WEZN	AC	**	**	9.5	9.0	8.8	18,800
WINE	AC	**	**	4.7	4.5	8.0	16,800
WRKI	R	**	**	14.9	11.2	8.0	16,900
WKCI	R	**	**	2.0	3.7	5.8	13,200
WCBS	N	**	**	6.8	6.0	5.1	17,800
WHN	C	**	**	2.0	3.0	4.4	11,800
WOR	T	**	**	2.0	6.7	3.6	6,900
WTIC	AC	**	**	1.4	**	2.9	5,600
WWYZ	AC	**	**	**	1.5	2.9	5,500
WQXR-FM	CL	**	**	**	**	2.2	2,100
WABC	AC	**	**	2.0	2.2	1.5	11,800

DAYTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHIO-FM	BM	15.4	17.0	15.1	19.6	15.2	183,700
WHIO	AC	15.4	12.6	11.9	14.2	10.2	160,700
WTUE	A	8.1	9.9	11.4	9.7	10.1	124,000
WDAO	B	5.6	7.5	8.8	7.4	9.7	87,000
WING	AC	8.9	6.7	9.6	8.7	8.3	167,600
WONE	C	6.6	9.2	9.8	5.8	8.2	109,800
WDJX	R	6.8	6.2	7.2	8.8	7.7	116,000
WAVI	N/T	6.8	5.8	6.0	3.1	4.9	30,000
WVUD	R	6.4	7.0	3.3	3.3	4.0	85,100
WJAI	C	0.6	0.4	**	1.6	2.7	40,400
WPBF	AC	0.7	**	0.7	1.3	2.7	39,500
WBLZ	B	**	**	**	1.0	1.7	34,800
WLW	AC	2.3	2.2	1.3	2.3	1.7	49,900
WBZI	C	0.6	0.9	0.7	1.0	1.3	22,000
WPTW-FM	BM	1.5	1.3	1.5	0.5	1.0	19,200

DAYTONA BEACH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WDOQ	R	8.0	11.7	15.4	17.7	14.3	65,500
WWLV	BM	16.8	19.0	15.7	17.1	13.3	55,000
WELE	C	8.8	12.0	10.4	9.8	12.0	57,800
WDBO-FM	BM	11.8	11.7	14.7	9.8	11.5	42,900
WDIZ	A	8.0	5.1	7.7	11.2	8.9	35,900
WROD	R	6.1	2.9	4.0	2.5	7.4	45,500
WNDB	AC	7.3	7.7	6.7	6.5	5.6	35,600
WSBB	BB	8.4	7.3	5.0	4.5	4.1	21,700
WDAT	AC	4.2	2.2	1.0	2.2	3.1	24,300
WMFJ	R	2.3	2.6	1.7	2.5	2.3	22,100
WJYO	AC	2.3	1.8	0.7	0.6	2.3	11,800
WDBO	AC	1.5	1.5	**	0.8	1.8	12,900
WZIP	C	3.8	1.8	4.3	3.1	1.5	15,000
WHOO-FM	BM	1.5	1.1	1.7	0.6	1.3	9,700

DES MOINES

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHO	N/T	16.4	16.9	15.1	10.4	16.4	89,200
KSO	C	10.5	14.6	10.3	14.9	15.0	74,400
KRNT	AC	10.8	11.9	13.1	12.5	10.3	67,700
KGGO	A	7.4	11.1	8.8	13.0	9.8	48,800
KRNQ	R	9.5	9.8	11.6	10.1	9.3	57,500
KLYF	BM	11.0	12.4	13.3	11.3	8.3	47,800
KIOA	AC	10.3	6.9	8.3	7.5	7.6	78,000
KJJY	C	0.8	1.6	1.0	1.9	6.9	36,600
KMGK	R	9.7	6.6	11.3	6.7	6.1	44,900
KWKY	REL	1.5	1.1	1.8	1.4	1.0	16,200
KEZT	AC	2.8	0.8	**	1.9	1.0	7,900
KCBC	AC	1.5	0.8	**	1.4	0.5	9,200

EL PASO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KLAQ	A	5.2	3.1	4.0	14.1	14.5	74,800
KSET	AC	2.9	6.7	5.5	6.0	8.6	53,600
KINT	R	11.7	7.9	7.5	5.4	8.4	77,700
KLOZ	C	5.4	9.4	10.4	8.9	7.1	49,300
KAMA	SP	9.2	4.2	8.1	7.6	6.1	36,500
KHEY	C	11.3	10.4	7.3	7.0	5.6	45,200
KTSM-FM	BM	1.9	2.5	2.6	3.4	5.6	38,400
KROD	R	2.9	1.5	1.9	5.9	5.3	59,300
KHEY-FM	C	8.6	7.5	7.2	6.5	5.1	47,400
KTSM	N/T	2.3	4.0	5.1	3.9	4.6	41,400
KROK	SP	0.6	6.7	7.5	2.3	3.8	31,400
KSET-FM	R	5.6	8.3	6.4	5.9	3.5	38,600
KEZB	BM	4.0	3.1	2.3	1.7	2.6	23,000
KFIM	AC	5.6	5.4	4.9	4.2	2.6	34,300
KELP	AC	7.9	6.0	4.9	3.2	2.5	33,900

EUGENE-SPRINGFIELD

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KSND	A	8.0	9.5	10.5	13.9	12.5	59,200
KUGN	AC	11.6	14.6	14.2	9.8	12.3	76,400
KPNW-FM	BM	14.5	13.3	13.9	14.1	11.7	41,900
KZEL	A	11.1	11.4	9.9	7.6	10.6	47,100
KUGN-FM	C	2.8	5.4	3.7	6.0	8.9	42,800
KEED	C	9.1	9.5	9.3	7.9	7.8	42,500
KPNW	AC	8.5	9.5	9.6	7.6	7.2	42,400
KODQ	BB	6.8	1.9	**	6.3	5.8	11,800
KBDF	O	6.5	7.0	5.1	4.1	4.2	41,300
KORE	AC	2.0	2.9	2.3	3.3	3.9	18,700
KASH	AC	4.3	1.9	2.8	0.8	1.1	15,500
KNND	A	0.6	0.6	**	**	1.1	7,700
KBMC	REL	0.9	**	1.7	3.8	0.8	10,800

FLINT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WWCK	A	**	10.3	13.8	10.5	13.2	99,600
WDZZ	B	**	11.5	12.9	10.3	11.9	76,500
WGMZ	BM	**	6.9	12.4	11.1	6.5	54,000
WTRX	AC	**	6.9	6.6	7.8	6.4	80,700
WFDF	AC	**	8.0	5.2	6.5	5.6	68,300
WJR	AC	**	8.5	6.3	8.0	5.6	68,200
WFLT	BB	**	1.6	3.3	1.9	5.4	30,100
WKMF	C	**	5.8	5.9	6.8	5.1	50,000
WFMK	AC	**	7.1	4.5	7.5	4.9	64,200
WGER	BM	**	4.7	2.1	2.9	4.2	29,600
WTAC	C	**	4.4	3.1	3.4	4.1	47,400
WHNN	AC	**	3.3	1.9	1.9	2.5	39,400
WRIF	A	**	1.6	**	0.4	1.6	20,400
WOAP	AC	**	1.7	1.2	1.2	1.4	15,600
WJXQ	R	**	**	**	**	1.4	16,900

FT. LAUDERDALE-HOLLYWOOD

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WLYF	BM	16.1	10.1	7.8	7.7	12.8	208,400
WNWS	N/T	3.2	7.0	6.5	5.8	6.9	130,400
WKQS	C	6.8	7.2	9.7	7.2	6.6	108,900
WINZ	N	6.5	5.3	5.1	5.4	5.9	158,400
WAXY	O	3.5	6.9	5.4	5.2	5.7	137,500
WHYI	R	7.6	7.7	6.2	7.3	5.4	160,100
WLQY	BB	**	0.7	5.1	4.5	4.9	85,900
WSHE	A	1.8	4.4	4.6	5.8	4.8	100,500
WAIA	MM	6.2	5.0	5.1	4.4	4.3	105,700
WIOD	AC	5.0	4.3	4.7	4.9	3.9	125,500
WRBD	B	3.0	5.7	4.0	5.7	3.8	58,500
WWJF	AC	1.1	1.5	1.4	1.9	3.8	81,300
WWWL	AC	3.7	2.8	3.8	3.6	3.3	65,800
WFTL	AC	4.5	3.1	2.7	5.2	3.0	56,700
WQAM	C	1.0	2.4	3.2	3.7	3.0	69,700

FT. WAYNE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WOWO	AC	26.7	26.0	17.8	21.9	20.5	144,800
WMEE	R	13.9	14.7	14.3	12.5	17.3	110,700
WEZV	BM	17.1	16.9	12.0	11.1	13.5	62,300
WQHK	C	7.1	7.9	11.3	14.1	13.5	83,600
WXKE	A	6.4	9.3	11.3	9.5	8.4	43,700
WPTH	R	8.0	9.7	9.6	9.1	8.2	78,800
WLYV	C	2.1	3.3	4.6	2.2	2.2	31,400
WKSJ	BM	**	**	1.5	3.8	1.8	11,100
WFCV	REL	**	**	2.4	0.8	1.6	5,600
WGL	AC	3.6	2.5	1.3	1.6	1.2	21,000
WIFF	C	1.6	0.6	1.5	2.2	1.0	7,600
WHUZ	R	**	**	**	**	1.0	7,800
WIFF-FM	C	**	**	**	**	0.4	6,800
WJR	AC	1.4	0.4	0.7	0.6	0.4	9,400

FT. WORTH TRADING AREA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KSCS	C	10.4	9.1	10.4	12.1	14.0	245,900
WBAP	C	12.4	15.1	11.4	9.7	12.6	224,700
KVIL-FM	AC	10.3	8.6	7.7	7.2	8.0	145,500
KEGL	R	4.7	4.2	4.6	5.7	6.9	132,900
KZEW	A	5.1	5.6	6.0	5.7	5.7	101,500
KMEZ	BM	5.1	4.9	6.2	6.2	4.9	85,300
KMGC	AC	2.9	2.7	2.7	1.9	4.6	79,700
KRLD	N	4.7	4.9	3.9	3.6	4.4	107,900
KTXQ	A	5.6	4.4	3.7	4.3	4.3	112,000
KOAX	BM	4.5	6.4	4.7	4.7	3.8	65,700
KPLX	C	2.0	3.8	7.5	8.7	3.7	83,400
KNOK-FM	B	6.8	5.3	5.3	4.9	3.5	55,700
WFAA	N/T	3.9	5.8	4.0	3.2	3.4	70,200
KFJZ	BB	1.9	0.9	3.1	2.3	2.8	67,700
KKDA-FM	B	1.5	1.1	2.3	2.6	2.3	59,400

FRESNO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KYNO-FM	R	9.4	9.0	7.0	11.0	9.7	98,900
KKNU	BM	10.6	9.5	9.6	11.4	9.5	70,000
KFYE	AC	7.5	7.4	9.3	7.4	9.3	93,900
KMJ	N/T	8.4	8.5	8.6	8.8	8.8	86,300
KMAK	C	8.1	6.9	5.8	5.1	5.0	47,100
KGST	SP	4.0	3.9	3.3	4.8	4.7	34,200
KARM	O	4.0	4.6	2.6	3.6	4.3	58,600
KFIG	AC	2.9	3.9	7.7	5.5	4.2	56,200
KFRE	AC	4.9	4.8	3.6	1.2	3.9	54,000
KXEX	SP	4.8	3.6	8.0	4.7	3.9	26,900
KDJ	A	**	6.1	3.8	4.6	3.8	37,800
KBOS	R	4.4	3.1	2.6	4.3	3.8	33,100
KFRY	C	1.3	2.0	3.6	2.9	2.3	27,000
KXQR	BM	2.9	2.0	2.6	1.6	2.2	19,300

GAINESVILLE, FL

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
					Fall 81		
WYKS	R	**	**	**	**	19.3	46,500
WDVH	C	**	**	**	**	18.7	27,600
WRUF-FM	BM	**	**	**	**	12.8	49,700
WRUF	AC	**	**	**	**	10.2	52,300
WGGG	AC	**	**	**	**	8.6	33,900
WKGR	R	**	**	**	**	2.7	9,700
WKTZ-FM	BM	**	**	**	**	2.7	8,200
WIVY	R	**	**	**	**	2.1	8,000
WJAX-FM	B	**	**	**	**	2.1	4,300
WAPE	C	**	**	**	**	1.6	8,600
WAIV	AC	**	**	**	**	1.1	4,400
WFYV	A	**	**	**	**	1.1	4,000
WNFY	C	**	**	**	**	1.1	3,000

GRAND RAPIDS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WLAV	A	9.1	9.1	13.3	14.1	13.3	120,500
WOOD-FM	BM	14.9	15.1	12.9	12.8	12.7	151,700
WCUZ-FM	C	3.4	4.5	5.0	7.6	10.9	100,200
WOOD	AC	11.4	14.0	12.2	8.3	8.2	120,900
WGRD	AC	5.2	7.7	7.2	8.2	6.5	105,200
WZZR	AC	4.7	6.0	8.3	4.3	6.3	79,700
WJFM	AC	6.1	5.8	6.4	6.3	5.2	68,600
WXQT	BB	2.1	1.5	1.9	2.5	5.2	44,000
WFUR-FM	BM	4.3	2.9	3.7	4.5	4.4	51,300
WCUZ	C	7.3	5.9	3.7	5.3	4.3	56,900
WZND	C	1.0	0.6	0.9	1.3	1.6	20,500
WQWQ	BM	1.7	2.4	1.7	1.6	1.6	27,500
WJPW	AC	0.6	0.8	**	0.8	1.5	4,900
WHTC	AC	1.7	1.4	1.3	1.8	1.4	17,700
WTWN	AC	1.8	1.8	2.7	3.1	1.3	30,100

GREENSBORO-HIGH POINT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WTQR	C	**	12.6	11.2	16.6	15.8	176,700
WKZL	A	**	9.3	10.4	7.4	8.9	107,600
WGLD	BM	**	10.1	7.4	9.5	8.4	103,800
WSEQ	R	**	7.3	3.3	9.2	8.3	114,300
WRQK	R	**	6.2	8.1	6.2	7.0	102,700
WSJS	AC	**	8.0	8.0	7.4	6.8	111,100
WQMG	B	**	5.7	5.7	6.6	5.5	60,600
WBIG	AC	**	3.7	3.6	3.2	3.8	73,500
WAIR	B	**	2.7	2.3	2.4	3.6	49,200
WAAA	B	**	3.4	5.2	2.5	3.5	45,400
WEAL	B	**	1.7	1.0	2.4	1.7	25,900
WMFR	AC	**	2.7	1.9	2.2	1.6	35,100
WWMO	REL	**	**	**	1.1	1.6	25,400
WSLO	A	**	**	1.1	0.9	1.4	10,100

GREENVILLE, SC

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WESC-FM	C	**	11.4	12.3	12.4	12.7	111,000
WFBC-FM	AC	**	11.7	12.7	9.1	11.3	126,900
WSPA-FM	BM	**	10.8	9.5	9.2	9.2	89,300
WANS-FM	AC	**	9.7	6.3	12.4	8.2	87,000
WHYZ	B	**	6.6	10.5	7.2	7.9	48,400
WSPA	AC	**	5.1	3.8	5.0	5.5	63,600
WORD	AC	**	4.1	3.9	4.2	4.5	57,200
WASC	B	**	5.6	**	2.9	4.2	16,000
WSSL	C	**	5.5	5.3	3.7	4.1	39,500
WAIM-FM	AC	**	0.6	2.2	1.6	3.8	54,500
WQOK	R	**	5.5	5.6	4.6	3.7	53,900
WFBC	AC	**	4.8	5.0	4.2	3.5	64,100
WESC	C	**	6.2	2.2	5.8	3.1	42,800
WMRB	BB	**	0.6	0.8	1.5	2.0	17,200
WLOS	AC	**	2.4	**	1.2	1.7	19,800

HARRISBURG

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHP	AC	**	16.4	17.6	15.7	16.4	117,800
WHP-FM	BM	**	14.5	12.1	13.2	11.6	82,500
WTPA	A	**	2.9	7.3	10.7	10.4	68,000
WRKZ	C	**	4.8	8.5	8.4	9.4	63,500
WKBO	AC	**	5.0	5.9	7.6	6.3	71,000
WHYL	C	**	7.0	5.8	3.4	5.4	27,400
WQXA	R	**	6.6	5.0	4.7	5.1	57,600
WSFM	AC	**	4.6	5.9	5.6	4.7	55,300
WCMB	C	**	2.8	3.2	5.4	4.4	48,600
WQVE	R	**	2.1	3.5	2.6	3.4	29,800
WRHY	BB	**	5.3	0.8	1.6	2.7	17,500
WHYL-FM	C	**	1.5	0.8	0.6	2.6	27,100
WIOO	AC	**	2.2	1.5	1.6	2.3	18,400
WFEC	AC	**	3.1	2.3	1.9	1.9	21,300
WNCE	BM	**	2.6	2.0	1.8	1.6	18,100

HONOLULU

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KSSK	AC	16.3	18.7	15.7	10.0	12.0	208,200
KDUK	A	2.2	3.3	6.4	11.5	11.2	138,900
KIKI	R	12.2	9.8	14.2	12.2	9.1	156,700
KKUA	AC	7.4	6.3	10.7	10.7	8.6	169,000
KULA	R	2.5	2.1	3.7	4.1	6.6	102,300
KCCN	AC	4.3	5.2	5.6	3.0	6.3	85,200
KDEO	C	0.4	0.7	0.6	4.4	6.3	67,100
KUMU-FM	BM	7.5	8.1	6.9	4.2	5.7	80,200
KHVV	N	6.8	5.3	4.4	8.1	4.8	109,300
KPOI	AC	5.0	4.8	5.3	4.9	4.4	68,000
KIOE	R	5.1	3.9	3.6	3.7	3.5	38,800
KORL	BB	5.7	7.4	4.8	3.3	3.5	52,500
KQMQ	A	3.1	3.1	2.2	1.8	3.4	67,600
KGU	AC	4.7	2.7	3.6	4.0	3.0	79,200
KUMU	BM	4.6	3.1	2.3	2.2	1.9	39,100

HUNTINGTON-ASHLAND

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WKEE	AC	17.2	19.9	18.9	24.3	24.2	100,600
WGNT	AC	16.9	11.0	11.8	11.5	12.6	70,800
WHEZ	BM	11.7	11.6	12.3	9.3	11.5	46,400
WTCR	C	15.3	15.3	10.7	9.8	11.2	58,500
WHTN	C	7.1	8.1	6.3	9.6	9.3	37,600
WAMX	R	8.6	9.0	16.7	8.1	8.1	60,000
WEMM	REL	4.3	3.8	3.8	5.9	7.3	38,200
WKLC	A	**	1.2	1.6	2.2	3.9	13,900
WCMJ	C	1.8	3.2	1.4	2.5	1.7	16,500
WIO	AC	2.1	4.3	1.9	2.5	1.7	21,500
WPAY-FM	C	**	1.7	0.5	1.2	1.4	18,200
WNST-FM	C	**	**	1.9	2.2	1.1	18,500
WCAK	C	**	1.2	0.5	1.5	0.6	12,900
WITO	C	2.5	**	1.4	1.2	0.6	10,500
WNST	C	2.5	0.6	**	1.0	0.6	5,400

INDIANAPOLIS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		Fall 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WIBC	AC	15.9	15.7	15.6	15.6	13.5	280,900
WFBO	A	9.9	6.7	7.4	10.3	11.2	186,600
WXTZ	BM	13.5	12.5	10.3	12.8	11.1	190,600
WIRE	C	9.5	8.8	9.3	8.1	9.8	21,800
WTLC	B	9.8	9.2	9.3	9.6	9.3	133,000
WFMS	C	8.4	7.4	9.0	8.6	8.8	144,200
WNAP	R	8.1	7.1	9.9	10.0	7.6	188,100
WENS	AC	0.5	**	0.4	0.5	7.0	158,500
WIKS	R	4.6	9.0	8.1	6.2	4.6	146,400
WATI	BM	2.5	2.9	3.7	2.6	2.9	45,800
WIFE	N/T	3.4	2.9	1.8	1.2	2.7	78,300
WNDE	AC	5.4	5.3	5.0	3.3	2.2	87,300
WGTC	C	0.5	0.8	1.8	1.8	1.3	39,200
WBRI	REL	0.8	1.2	1.0	0.8	0.9	22,700
WCBK-FM	AC	0.3	1.2	0.6	0.3	0.6	13,900

JACKSONVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WQIK	C	9.8	11.0	12.8	12.2	13.3	133,000
WIVY	R	11.0	12.2	14.7	14.3	12.5	154,500
WFYV	A	**	5.9	7.0	11.7	10.5	83,200
WAIV	AC	4.6	4.6	3.5	2.3	10.2	123,000
WKTZ-FM	BM	12.2	11.8	13.1	12.6	9.4	105,400
WJAX-FM	B	7.2	3.1	2.1	4.6	5.5	75,600
WPDQ	B	11.1	8.6	5.7	4.5	4.8	77,100
WAPE	C	8.0	6.3	8.8	7.3	4.7	83,200
WVOJ	C	7.8	6.6	6.9	4.0	3.8	60,500
WGCL	REL	1.8	2.6	1.2	1.9	3.5	23,200
WOKV	AC	1.2	0.5	1.5	1.4	2.5	46,900
WCRJ-FM	BM	3.4	3.1	3.2	2.4	2.0	26,100
WERD	B	2.0	2.3	2.5	1.7	1.8	36,900
WEXI	T	2.0	1.9	1.2	0.7	1.8	16,700
WJAX	AC	2.5	1.7	1.5	1.7	1.8	31,600

JOHNSON CITY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WJCW	C	**	11.9	9.0	10.1	14.2	88,800
WXBQ	C	**	12.0	14.0	12.9	14.2	98,200
WQUT	R	**	10.1	10.4	8.4	10.6	93,100
WKPT-FM	BM	**	7.6	7.6	9.1	6.8	55,200
WFHG	AC	**	7.5	5.3	7.5	5.2	57,400
WETB	R	**	6.7	7.1	5.4	5.0	48,200
WJSO	AC	**	2.7	7.2	4.5	4.2	45,700
WGOE	REL	**	3.1	2.7	4.0	2.9	21,300
WIDD-FM	REL	**	1.0	2.1	1.0	2.9	19,400
WZAP	C	**	4.4	2.3	2.6	2.9	17,000
WKIW	R	**	6.7	5.5	5.8	2.4	28,100
WKPT	AC	**	2.5	2.1	3.8	2.1	31,000
WMCH	REL	**	2.5	2.1	1.0	2.1	14,400
WRGS	AC	**	1.5	1.1	1.6	2.1	12,300

KALAMAZOO-PORTAGE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WKZC	AC	13.5	16.3	15.9	11.6	13.2	69,500
WKFR	R	9.9	11.1	12.1	12.9	12.6	59,500
WOLF	BM	7.9	6.4	9.2	10.1	9.0	45,700
WKMI	AC	9.6	12.8	6.1	7.5	8.4	61,000
WLAV	A	5.3	7.0	4.3	4.4	7.3	34,600
WJFM	AC	3.3	4.4	4.6	5.4	6.2	34,000
WOOD-FM	BM	9.6	5.8	6.9	7.5	5.9	39,000
WNWN	C	2.3	3.2	4.9	7.0	5.0	26,400
WMAQ	C	3.3	3.5	4.6	2.8	4.2	27,200
WGRD	AC	7.9	8.7	6.6	8.0	3.9	37,200
WKPP	BM	3.6	2.0	2.0	3.4	2.8	9,800
WJXC	R	**	**	**	**	2.2	12,100
WBUK	O	5.0	2.9	1.2	3.6	2.0	7,800
WLS	R	2.0	1.2	1.7	1.0	1.7	10,500
WGN	T	1.3	0.6	**	0.5	1.4	6,900

KANSAS CITY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WDAF	C	11.9	12.0	11.4	13.8	13.6	286,800
WHB	R	6.0	8.6	9.1	9.5	9.1	265,800
KMBR	BM	9.3	8.1	6.9	9.0	7.9	173,100
KYYS	A	12.7	10.2	10.3	9.0	7.9	193,400
KUDL	AC	3.5	5.2	8.1	6.0	7.6	217,300
KBEQ	R	6.5	4.6	6.8	5.9	7.4	186,300
KPRS	B	5.8	6.8	6.2	7.5	7.4	125,500
KCMO	N/T	6.2	4.1	6.0	5.7	5.6	192,000
KMBZ	AC	8.9	10.8	8.8	8.7	5.6	194,300
KCKN-FM	C	3.6	4.0	2.7	3.7	5.5	129,900
KCEZ	BM	7.8	6.0	7.8	7.6	4.9	118,400
KJLA	BB	3.6	3.8	2.1	1.1	3.7	79,400
KXTR	CL	1.3	0.9	1.7	1.1	2.0	59,700
KLDY	N	**	**	0.4	**	1.7	24,700

KNOXVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WIVK-FM	C	20.9	19.7	20.4	28.0	19.0	140,400
WEZK	BM	16.4	19.9	16.7	16.4	15.5	95,000
WMYU	AC	**	**	**	1.9	11.7	104,300
WIMZ	A	6.3	6.1	7.0	8.1	10.3	83,500
WIVK	C	8.5	9.9	8.8	6.8	9.1	72,300
WOKI	R	7.7	8.3	11.5	7.8	8.5	94,000
WNOX	R	11.9	7.1	8.4	6.4	5.3	92,000
WRJZ	C	9.9	10.5	8.2	7.6	4.5	69,000
WHEL	BB	1.4	1.9	1.4	2.9	2.8	32,300
WGAP	C	2.7	2.9	1.7	3.3	2.4	26,700
WYSH-FM	R	0.5	1.2	1.4	1.3	1.8	18,200
WBMK	B	1.6	1.4	**	1.0	1.2	7,900
WKXV	REL	1.4	0.9	1.7	0.6	0.7	9,200
WYSH	R	1.6	0.3	1.2	0.3	0.7	9,100

LANSING-EAST LANSING

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WFMK	AC	14.0	13.5	15.6	11.0	12.2	113,700
WITL-FM	C	10.2	10.2	11.1	12.4	11.5	85,200
WJXQ	A	**	**	**	10.0	11.2	94,300
WILS-FM	A	9.3	14.4	9.1	6.7	8.1	69,900
WJIM-FM	BM	6.4	7.3	10.4	6.9	7.3	58,700
WJR	AC	7.4	5.9	6.8	8.0	7.1	72,000
WVIC	AC	10.7	11.6	11.8	5.6	6.0	79,700
WVGO	BB	2.2	1.2	2.2	2.8	3.7	27,400
WLS	AC	6.0	3.3	2.1	2.9	3.2	61,100
WJIM	AC	4.3	3.3	4.3	3.1	2.9	54,900
WOOD-FM	BM	5.0	3.4	3.1	3.8	2.4	31,800
WCUZ-FM	C	3.3	1.4	**	2.1	2.1	16,000
WION	N	**	0.5	**	1.1	1.5	7,500
WITL	C	3.5	2.8	3.6	2.0	1.3	23,000

LAFAYETTE, IN.

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
WASK	AC	**	**	18.1	23.0	22.0	41,600
WASK-FM	C	**	**	15.5	14.8	18.9	27,900
WAZY-FM	R	**	**	15.5	18.5	18.1	33,100
WXUS	A	**	**	19.0	13.3	15.7	27,900
WLS	R	**	**	4.3	8.9	4.7	18,900
WLFQ	BM	**	**	7.8	3.0	3.9	10,100
WMAQ	C	**	**	0.9	0.7	3.1	6,800
WAZY	AC	**	**	**	5.9	2.4	9,700
WFBQ	A	**	**	0.9	3.0	1.6	7,400

LAS VEGAS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KLUC	R	8.8	10.0	12.4	9.9	11.6	104,900
KENO-FM	A	5.2	2.9	3.6	7.3	9.5	77,400
KORK-FM	BM	10.4	10.5	10.2	9.0	8.7	59,400
KXTZ	BM	9.9	9.0	6.8	8.7	8.4	65,200
KVEG	C	6.5	9.0	11.6	9.6	7.2	63,600
KMJJ	AC	7.4	9.8	4.8	5.0	6.3	69,900
KUDO	R	**	1.9	3.6	6.8	6.3	64,600
KDWN	AC	5.9	4.4	8.2	6.0	4.9	53,900
KRAM	C	5.0	5.6	4.4	4.8	4.7	47,700
KFMS	C	7.4	6.3	9.8	3.3	4.3	47,000
KLAV	R	6.1	5.9	5.0	4.8	4.0	56,500
KENO	AC	8.8	4.4	5.2	3.4	3.8	49,300
KVOV	B	**	0.6	2.0	6.2	3.7	27,800
KNUU	N	4.7	4.2	3.6	3.1	2.6	22,600
KORK	AC	6.3	6.3	3.4	3.3	2.5	39,700

LANCASTER

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WLAN-FM	R	**	6.6	12.5	16.3	15.4	97,000
WNCE	BM	**	10.9	9.9	8.3	9.9	51,600
WRKZ	C	**	5.0	7.1	7.6	9.2	47,700
WIOV	C	**	6.8	8.5	10.3	7.3	50,000
WSBA-FM	AC	**	5.9	10.6	6.7	6.6	39,800
WDAC	REL	**	6.6	6.9	5.4	5.1	32,800
WQXA	R	**	10.5	7.3	4.5	4.0	49,900
WSBA	AC	**	5.9	4.3	4.9	3.7	35,300
WTPA	A	**	**	**	2.7	3.7	21,200
KYW	N	**	2.5	1.2	1.8	3.1	31,500
WLAN	AC	**	5.0	2.6	4.0	2.9	48,100
WGSA	BM	**	1.6	4.3	3.6	2.4	17,600
WRFY	AC	**	**	0.5	1.3	2.4	15,000
WMGK	AC	**	**	**	0.4	1.3	6,000
WYSP	A	**	0.5	**	1.1	2.2	14,800

LEXINGTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WKQQ	A	16.1	16.5	12.8	21.2	18.2	74,500
WLAP-FM	R	14.1	14.2	20.5	21.4	16.3	84,300
WVLK	AC	15.2	20.8	14.7	12.0	14.6	100,500
WTKC	C	6.2	6.6	8.7	8.9	8.8	46,600
WVLK-FM	BM	14.1	11.7	15.4	9.4	8.5	51,400
WLAP	AC	9.6	9.4	6.5	6.4	5.8	50,100
WAXU-FM	C	6.5	5.3	2.2	2.6	4.1	28,400
WJMM	REL	0.6	0.8	1.7	0.9	3.2	18,700
WNVL	C	2.3	1.5	2.4	2.6	2.9	12,600
WWKY	AC	0.6	0.5	0.5	0.9	2.2	12,100
WAXU	C	4.8	3.8	1.7	2.4	2.2	17,300
WFMI	AC	**	0.8	**	**	1.7	9,600
WHAS	AC	1.7	1.5	1.7	2.8	1.7	19,600
WILP	AC	0.6	1.8	1.7	0.9	0.7	3,800

LITTLE ROCK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KSSN	C	14.4	17.3	14.7	22.0	17.7	87,600
KEZQ	BM	9.0	7.0	11.0	7.9	12.9	56,800
KOKY	B	16.1	10.0	9.9	13.4	11.7	55,300
KKYK	AC	4.6	8.4	7.6	8.6	9.8	75,500
KARN	N/T	6.4	8.6	10.8	5.4	7.9	62,600
KMJX	R	**	**	2.5	5.2	7.7	40,200
KLRA	C	10.8	11.2	10.1	8.6	6.5	60,300
KLPO	R	6.8	9.8	5.7	5.2	5.6	51,500
KLAZ	R	13.0	12.1	11.2	8.6	4.8	52,700
KAAY	AC	6.8	5.8	7.8	6.3	4.6	53,500
KXLR	C	3.4	2.3	1.8	2.7	2.5	32,400
KITA	REL	1.0	1.9	0.7	0.7	1.3	9,200
KAKI	C	**	**	**	**	0.6	6,500
KAUL	BB	0.7	**	**	**	0.6	4,800
KSOH	REL	1.5	1.4	1.6	**	0.6	7,200

LOS ANGELES (CONSOLIDATED)

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		Fall 80	Wntr 81	Sprg 81	Sumr 81	Fall 81	
KABC	T	6.3	6.4	7.7	5.7	7.2	1,452,500
KBIG	BM	4.9	6.1	5.5	5.6	4.9	1,085,500
KMET	A	4.3	4.6	4.5	5.8	4.9	1,177,500
KLOS	A	2.5	2.8	3.3	4.1	4.5	1,125,900
KFWB	N	4.4	4.2	3.3	3.2	3.9	1,132,600
KRTH	AC	3.3	4.0	3.1	3.4	3.3	880,700
KJOI	BM	3.7	3.8	3.3	3.8	3.2	757,800
KNX	N	4.3	3.8	3.7	3.3	3.2	1,143,400
KFI	R	3.6	3.7	3.0	3.9	2.8	993,700
KNX-FM	MM	2.6	4.0	2.8	3.0	2.7	888,700
KLAC	C	3.9	3.0	2.9	3.0	2.6	701,000
KOST	BM	2.5	2.6	2.6	2.2	2.6	540,400
KHTZ	AC	2.5	3.1	2.5	2.7	2.5	737,600
KRLA	AC	3.5	2.5	3.2	2.2	2.4	547,400
KZLA-FM	C	1.5	2.2	1.5	1.7	2.2	487,900

LUBBOCK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KLLL-FM	C	**	10.1	**	22.7	17.4	53,400
KFMX	R	**	7.0	**	11.4	13.2	39,300
KSEL-FM	R	**	15.4	**	12.5	12.5	47,200
KTEZ	BM	**	12.8	**	8.2	12.1	30,300
KSEL	R	**	10.6	**	8.6	7.5	38,500
KFYO	C	**	7.0	**	7.5	6.4	28,600
KLFB	SP	**	2.6	**	3.1	5.0	12,900
KEND	C	**	7.0	**	6.7	3.9	21,900
KLLL	C	**	2.2	**	5.5	3.9	20,100
KRLB-FM	AC	**	3.5	**	**	3.6	14,600
KCAS	AC	**	**	**	**	2.8	5,200
KRLB	R	**	5.7	**	3.5	2.5	8,500
KJAK	REL	**	1.3	**	2.0	2.1	9,100
KKAM	BB	**	4.8	**	3.9	2.1	14,000

MADISON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WIBA	AC	**	10.3	**	10.4	12.9	88,300
WTSO	C	**	15.5	**	13.5	12.5	73,400
WIBA-FM	A	**	3.5	**	9.7	11.4	91,000
WZEE	R	**	9.3	**	10.6	9.6	80,700
WLVE	BM	**	9.0	**	7.7	8.3	39,600
WISM	AC	**	8.0	**	5.5	7.7	65,700
WISM-FM	R	**	10.3	**	8.2	7.2	62,900
WMAD	A	**	10.3	**	6.6	5.0	42,600
WWQM-FM	C	**	4.3	**	6.0	4.6	35,400
WMAQ	C	**	**	**	1.3	1.5	11,200
WSJY	BM	**	2.5	**	2.0	1.1	8,200
WBBM	N	**	0.8	**	**	0.9	11,400
WGN	T	**	1.0	**	0.7	0.4	10,700

McALLEN-BROWNSVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KGBT	SP	**	35.1	34.5	33.2	32.6	128,700
KBFM	R	**	16.1	14.6	14.8	15.6	97,400
KRGV	R	**	5.4	8.7	5.2	8.6	86,000
KIWW	BM	**	4.9	2.1	2.7	6.3	38,700
KELT	C	**	4.6	4.7	8.6	5.6	40,500
KBCR	AC	**	1.6	5.4	6.2	5.2	51,100
KURV	N	**	1.3	1.7	1.3	3.1	15,300
KSCX	C	**	1.5	2.4	2.1	3.1	34,700
KQXX	SP	**	2.4	**	0.3	2.9	15,100
KRIO	AC	**	8.6	10.2	10.2	2.6	51,000
KDLV	BM	**	3.1	2.9	2.5	2.3	20,300
KVLY	BM	**	1.6	0.9	1.7	2.3	13,700
KRIX	R	**	3.7	3.3	1.7	2.1	27,700
KIRT	SP	**	2.3	2.3	1.0	1.1	9,800
KTRH	N/T	**	1.1	**	0.6	0.6	13,200

MEMPHIS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHRK	B	9.2	12.6	11.1	9.6	16.7	153,900
WEZI	BM	10.9	10.5	12.1	10.8	11.2	140,400
WMC-FM	R	10.5	9.4	7.4	10.3	9.1	159,500
WZXR	A	8.6	10.2	13.4	11.5	8.8	112,700
WMC	C	8.8	9.7	10.9	11.8	7.9	117,400
WDIA	B	7.9	8.7	5.9	5.4	7.6	117,100
WRVR	AC	5.8	5.6	5.4	6.6	6.6	99,700
WLOK	B	5.8	6.7	4.7	5.1	5.1	91,600
WLVS	C	2.3	3.5	5.0	5.2	4.2	69,500
WMPS	C	6.3	3.5	4.2	6.9	4.0	78,700
WHBQ	O	6.6	3.8	4.8	4.4	3.8	92,600
WREC	BB	4.1	4.5	4.2	2.9	3.7	85,600
KWAM-FM	B	2.5	2.3	1.0	0.8	2.4	39,200
WWEE	N/T	3.3	2.6	2.3	1.4	2.0	18,500
WMSO	REL	**	**	**	**	1.2	12,400

MIAMI-FT. LAUDERDALE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WRHC	SP	4.6	6.0	6.3	5.7	9.1	143,600
WLYF	BM	9.1	6.0	4.5	4.8	6.5	316,500
WINZ-FM	R	3.7	3.4	1.2	5.0	5.5	398,800
WHYI	R	5.7	7.3	6.5	6.6	5.2	401,200
WINZ	N	5.1	4.9	4.6	4.4	4.8	349,200
WEDR	B	3.3	3.4	2.6	3.2	4.3	178,700
WCMQ-FM	SP	2.1	2.9	2.3	3.2	4.1	143,600
WQBA	SP	6.6	4.9	3.3	4.6	4.1	172,700
WSHE	A	2.2	2.9	3.3	4.0	3.7	202,700
WIOD	AC	4.9	3.4	3.6	3.7	3.6	299,800
WCMQ	SP	2.1	1.0	2.3	2.0	3.6	82,500
WAXY	O	2.5	4.1	3.5	3.5	3.3	250,200
WYOR	BM	3.5	4.2	4.1	2.9	3.1	163,600
WAIA	MM	4.3	3.7	3.8	2.9	2.9	193,200
WKQS	BM	3.8	3.5	4.6	3.3	2.9	152,200

MOBILE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WKSJ-FM	C	8.8	15.5	20.1	23.8	19.3	111,700
WABB-FM	R	16.8	13.3	11.5	14.7	13.7	107,600
WBLX	B	7.4	8.4	9.0	9.6	12.0	79,100
WKRQ-FM	R	15.8	17.2	13.3	13.0	11.4	100,800
WKRQ	AC	10.6	10.0	10.5	7.0	7.5	66,600
WGOK	B	6.9	6.5	10.9	6.4	7.4	48,300
WLPR	BM	7.6	6.3	6.1	6.2	6.8	43,400
WUNI	C	4.2	2.0	1.0	2.8	3.3	38,300
WABB	R	5.1	4.1	3.5	3.0	2.1	35,800
WKSJ	C	1.2	3.5	2.0	0.9	2.1	20,800
WMOO	REL	0.5	0.8	1.2	0.8	2.1	11,500
WJQY	BM	**	**	**	**	1.7	16,300
WMOB	N/T	2.1	1.6	3.3	2.5	1.5	17,400
WHSP	REL	0.4	1.2	**	**	0.8	9,100
WTKX	A	**	**	**	**	0.6	7,100

NASHVILLE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WWKX	R	6.8	6.0	8.3	8.2	12.9	169,700
WKDF	A	4.6	5.2	7.3	11.9	12.6	147,500
WZEZ	BM	11.5	9.9	11.5	8.2	10.5	131,000
WSIX-FM	C	6.9	9.9	11.0	9.4	9.3	109,800
WVOL	B	6.3	10.6	9.0	7.8	6.7	86,600
WLAC	N/T	7.9	6.1	4.5	5.6	6.2	109,300
WSM	C	10.4	7.8	8.5	6.3	5.6	152,000
WSIX	AC	5.1	4.2	3.4	3.9	4.9	107,800
WSM-FM	AC	5.8	6.0	6.5	9.4	4.9	98,800
WAMB	BB	5.5	1.7	2.8	2.9	3.1	35,200
WJYN	AC	5.9	5.8	5.0	2.0	3.0	52,500
WKOS	AC	**	0.5	1.2	1.4	2.7	52,100
WMAK-FM	C	4.9	5.6	3.7	5.1	2.5	71,200
WUSW	C	**	**	**	0.9	2.2	36,100
WJRB	C	**	2.1	2.5	1.9	1.8	25,600

NASSAU-SUFFOLK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WNBC	AC	**	7.6	9.0	9.6	7.9	532,600
WRFM	BM	**	4.8	3.1	4.6	6.0	188,700
WYNY	AC	**	2.5	3.3	4.2	5.5	308,400
WBLI	R	**	4.5	4.9	4.5	5.2	253,800
WCBS	N	**	6.7	4.9	5.3	4.6	378,200
WPLJ	A	**	4.0	3.4	3.1	4.5	288,900
WOR	T	**	4.1	4.8	4.2	4.1	231,900
WBAB	A	**	1.8	2.7	3.3	3.8	216,400
WCBS-FM	O	**	3.9	4.0	2.4	3.7	306,100
WINS	N	**	3.6	3.7	3.9	3.7	232,400
WCTO	BM	**	3.2	2.9	2.3	3.3	132,800
WALK-FM	BM	**	2.3	2.0	2.0	3.1	169,100
WHLI	BB	**	3.6	4.0	3.7	2.9	103,000
WTFM	AC	**	2.5	2.6	2.7	2.7	133,900
WABC	AC	**	3.0	3.0	3.4	2.4	291,700

NEW BEDFORD-FALL RIVER, MA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHJY	R	**	4.1	**	3.8	9.1	80,000
WBSM	T	**	11.0	**	6.7	8.7	61,100
WLKW-FM	BM	**	6.5	**	7.1	7.7	64,800
WSAR	AC	**	4.7	**	3.3	5.2	49,600
WMYS	R	**	6.8	**	6.1	5.1	46,800
WHIM	C	**	2.1	**	1.9	5.0	25,900
WPRO-FM	R	**	4.1	**	4.9	4.8	74,900
WPJB	R	**	9.6	**	5.6	4.6	69,100
WCOZ	A	**	2.8	**	6.5	3.9	54,400
WPRO	AC	**	2.8	**	5.6	3.6	57,100
WBZ	AC	**	2.5	**	3.6	3.4	39,100
WALE	AC	**	5.0	**	1.9	2.8	31,400
WSNE	AC	**	1.0	**	2.6	2.7	43,800
WLKW	BM	**	1.4	**	3.5	2.7	22,600
WARA	R	**	1.7	**	2.2	2.6	23,500

NEW HAVEN-WEST HAVEN

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WELI	AC	21.6	18.5	20.0	18.4	14.6	124,000
WKCI	R	8.4	11.0	10.7	9.3	10.9	87,200
WAVZ	BB	1.6	4.4	8.2	4.8	8.6	59,100
WNBC	AC	6.0	6.8	5.2	6.8	6.9	79,900
WPLR	A	7.9	7.8	9.3	6.1	6.7	59,100
WNHC	B	0.8	2.0	1.8	5.8	6.2	39,400
WEZN	BM	5.2	6.1	5.5	4.7	5.6	41,000
WKSS	BM	6.2	3.1	2.3	4.2	4.6	35,000
WHCN	A	1.9	2.5	3.2	5.3	3.5	35,600
WWYZ	MM	5.4	4.4	4.5	3.7	3.5	36,000
WCBS	N	3.3	4.9	4.1	6.1	3.5	52,300
WDRC-FM	R	2.9	2.4	2.3	3.5	3.2	39,700
WSCR	C	**	0.5	**	**	2.9	7,600
WYBC	B	1.1	1.7	0.5	2.2	1.6	30,100
WTIC	AC	3.7	1.7	2.3	2.5	1.6	19,800

NEW ORLEANS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		Fall 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WEZB	R	4.2	10.3	10.7	10.3	11.5	215,900
WAIL	B	4.4	3.7	5.2	8.4	10.6	180,900
WNOE-FM	C	4.6	4.2	9.9	6.7	8.4	140,600
WBYU	BM	11.6	8.6	8.0	7.7	7.5	100,900
WRNO	A	4.4	4.8	6.5	8.1	7.3	116,900
WYLD-FM	B	3.8	7.0	6.7	5.6	6.8	129,200
WAJY	AC	3.4	3.0	3.1	5.9	5.7	118,300
WQUE	AC	6.9	5.1	4.5	6.2	5.2	128,700
WGSO	N/T	6.3	5.2	5.6	3.0	5.1	126,300
WTIX	AC	6.8	8.4	6.9	7.8	5.0	157,600
WWL	N/T	6.2	4.5	4.8	3.9	4.8	131,900
WSMB	T	7.4	6.5	5.7	5.2	3.5	68,700
WNOE	C	4.9	3.0	2.4	2.0	2.8	70,300
WSHO	BB	4.4	6.6	2.7	2.8	2.4	28,900
WNNR	B	2.7	2.8	1.8	2.3	2.3	37,400

OKLAHOMA CITY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KEBC	C	11.9	10.9	12.2	12.8	11.8	125,900
KTOK	N/T	17.8	11.7	13.7	11.0	11.3	156,700
KKNG	BM	12.4	13.6	13.0	11.5	9.0	112,500
KOMA	C	6.2	4.2	6.1	8.9	8.0	129,800
KOFM	AC	8.9	7.8	9.9	8.6	7.7	129,200
KATT-FM	A	4.8	5.6	5.3	5.3	7.4	111,500
KXXY	A	5.9	9.0	6.2	8.5	5.7	89,700
WKY	AC	5.8	5.6	6.2	4.2	5.7	134,200
KAEZ	B	2.7	3.6	3.0	2.3	4.8	43,800
KLTE	AC	3.1	6.1	6.0	5.2	3.7	67,000
KLNK	AC	1.4	**	3.6	4.0	3.6	89,000
KKLR	C	1.7	2.9	2.6	3.9	3.6	59,600
KOCY	BB	1.7	1.6	0.4	0.7	3.1	43,600
KJYO	AC	4.2	5.5	3.2	3.0	2.5	39,200
KJIL	REL	0.7	0.8	1.1	0.6	1.3	28,500

OMAHA-COUNCIL BLUFFS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KFAB	AC	34.1	27.2	28.0	23.5	25.0	229,500
KEZO	A	5.7	11.0	10.8	12.2	13.9	108,500
KOKQ	R	2.9	5.4	10.7	10.9	9.2	118,500
KESY	BM	8.2	10.1	8.3	9.3	8.5	75,200
KGOR	R	12.6	9.3	6.1	6.4	8.2	91,500
WOW	AC	10.2	10.2	8.9	8.3	7.0	133,400
KOIL	R	6.4	5.7	4.6	6.6	4.8	88,200
KLNG	J	1.5	0.8	3.2	1.9	3.5	16,500
KYNN-FM	C	1.5	3.1	4.1	4.2	3.5	42,300
KOOO	BB	0.4	0.9	**	1.1	3.4	27,300
KYNN	C	3.9	4.8	4.5	6.4	2.8	44,500
KCRO	REL	0.5	0.4	1.0	0.8	1.8	8,500
KFRX	A	**	**	**	**	1.0	11,500
KMA	AC	1.1	1.7	**	1.6	0.9	20,300
KSRD	C	**	**	**	**	0.5	7,700

ORLANDO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WDIZ	A	6.4	7.1	6.5	11.0	12.4	108,100
WDBO-FM	BM	12.0	12.0	11.6	8.1	10.9	125,200
WBJW	R	8.5	9.2	14.7	9.4	9.3	152,800
WHOO-FM	BM	8.1	9.6	8.7	9.6	8.8	112,000
WDBO	AC	9.6	8.5	9.7	7.4	8.3	120,100
WHOO	C	6.8	7.5	7.6	11.9	7.7	100,700
WHLY	AC	8.7	8.0	5.9	6.8	7.1	100,900
WJYO	AC	8.3	6.4	3.1	6.4	6.6	68,900
WKIS	N/T	5.9	7.3	7.5	6.8	5.3	88,800
WORL	B	4.9	3.6	4.7	4.8	3.3	54,600
WLOO	AC	0.9	1.7	2.2	0.6	2.8	39,600
WLOF	R	4.8	4.9	3.0	3.1	2.4	62,300
WELE	C	0.4	2.2	0.6	2.0	1.9	31,500
WPCV	C	1.2	1.0	2.1	2.3	1.9	18,600
WHHL	O	2.5	0.8	2.5	0.7	1.6	16,700

PALM SPRINGS

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KVIM	SP	**	**	**	**	14.4	16,900
KPSI-FM	R	**	**	13.6	14.9	12.8	33,500
KDES	AC	**	**	14.7	11.2	11.2	27,600
KDES-FM	BM	**	**	13.1	14.4	10.6	23,700
KWXY-FM	BM	**	**	8.4	8.0	8.0	16,600
KRCQ	SP	**	**	**	10.1	6.9	12,800
KCHV	AC	**	**	2.1	6.4	3.2	13,000
KPSI	AC	**	**	2.1	2.1	2.7	10,500
KGUY	N	**	**	4.2	2.7	2.1	9,100
KCMS	CL	**	**	1.0	3.7	2.1	7,500
KWXY	BM	**	**	4.2	2.7	2.1	6,700
KCMJ	C	**	**	1.6	2.7	1.6	9,800
KFI	AC	**	**	2.1	0.5	1.6	4,200
KMET	A	**	**	**	**	1.6	5,500
KNX	N	**	**	**	1.1	1.1	4,100

PEORIA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
WSWT	BM	15.4	15.1	17.1	15.4	14.7	70,200
WMBD	AC	13.6	13.9	16.0	13.6	13.3	90,000
WKZW	R	16.6	15.3	12.6	10.5	12.1	83,600
WXCL	C	10.5	12.9	7.2	13.1	11.6	71,800
WIRL	AC	11.0	8.2	6.3	7.3	10.2	82,000
WWCT	A	6.9	8.0	6.3	12.0	6.9	51,300
WKQA	AC	1.8	3.3	5.6	5.6	4.5	41,400
WVEL	BM	4.0	2.4	1.4	2.2	4.3	19,800
WGLO	BM	0.7	1.9	4.5	1.8	3.1	16,500
WLS	R	4.0	3.1	1.8	1.8	2.9	41,100
WPFO	REL	1.1	2.8	1.4	0.9	2.4	15,900
WBNQ	R	1.3	1.2	2.5	1.3	1.9	18,400
WGN	T	2.0	1.6	1.4	3.3	1.9	17,500
WBBM	N	1.1	0.7	1.4	0.9	1.7	16,300
WJBC	AC	0.9	**	1.4	0.9	1.2	9,700

PLATTSBURGH, NY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WIRY	AC	**	**	**	25.2	25.4	32,300
WGFB	R	**	**	**	10.7	16.7	24,700
WKDR	C	**	**	**	15.5	14.0	15,400
WLFE	C	**	**	**	8.7	8.8	11,700
WEAV	AC	**	**	**	7.8	7.9	21,400
WQCR	R	**	**	**	3.9	6.1	16,900
CHOM	A	**	**	**	8.7	5.3	13,700
WEZF	BM	**	**	**	15.5	5.3	8,700
CKGM	R	**	**	**	**	1.8	4,700

PORTLAND, OR

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KGON	A	8.5	7.9	10.2	9.4	11.1	188,900
KGW	R	11.9	11.1	9.1	9.1	9.0	300,800
KINK	A	5.9	4.4	4.5	5.3	8.4	165,300
KEX	AC	9.1	7.3	9.3	7.9	7.7	229,900
KUPL-FM	BM	7.2	7.1	6.7	6.9	7.3	163,900
KWJJ	C	5.5	5.6	5.1	4.5	6.3	143,600
KXL-FM	BM	5.3	8.1	6.7	6.8	5.5	129,200
KCNR	AC	3.9	2.1	2.5	3.2	4.9	137,600
KXL	N/T	4.9	4.5	5.5	3.2	4.7	135,800
KUPL	BB	2.0	3.0	3.1	2.9	3.5	81,800
KJIB	C	3.1	2.1	2.8	2.2	3.2	77,000
KYXI	N	3.3	3.7	4.9	5.1	3.1	130,200
KLLB	R	2.6	2.4	3.0	5.0	3.1	101,800
KKEY	T	5.5	3.8	3.1	3.8	2.8	33,100
KMJK	R	5.5	6.1	4.5	3.7	2.7	82,500

PROVIDENCE-WARWICK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WLKW-FM	BM	12.4	10.8	12.8	10.0	11.9	260,100
WHJY	A	6.0	5.1	5.6	3.7	8.8	238,900
WPRO	R	7.7	5.8	8.3	8.4	8.6	318,900
WPRO-FM	R	8.6	7.1	8.3	10.5	8.6	316,300
WPJB	A	7.2	9.4	7.7	6.1	5.9	213,900
WLKW	BB	2.4	2.3	4.7	4.6	5.2	104,500
WEAN	N/T	4.9	5.7	5.5	5.2	4.3	168,000
WSNE	AC	0.3	0.5	0.8	3.3	3.5	144,800
WHIM	C	3.0	4.4	2.2	2.5	3.4	56,000
WHJJ	AC	3.9	4.7	2.6	4.4	3.2	148,800
WBSM	A	3.3	3.7	3.2	2.2	3.0	63,100
WSAR	N/T	0.8	1.9	2.1	1.5	2.5	62,400
WXKS-FM	AC	1.4	2.5	1.8	1.8	2.1	61,500
WBZ	AC	2.0	1.5	2.0	2.2	2.0	71,100
WCOZ	A	1.8	1.6	3.8	4.7	2.0	97,600

QUAD CITIES

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
KSTT	AC	**	13.9	12.2	15.5	12.3	105,200
WHBF	C	**	17.8	14.0	15.9	11.9	75,000
WXLP	A	**	6.9	6.0	10.8	11.5	64,400
WOC	N/T	**	10.2	7.5	10.4	10.8	68,700
KIHK	R	**	9.5	10.0	10.2	10.0	80,800
WZZC	C	**	3.9	5.7	2.1	7.0	45,000
WHBF-FM	AC	**	4.6	6.2	4.7	6.3	55,400
KRVR	BM	**	9.2	10.5	9.3	5.7	48,700
WQUA	AC	**	5.8	8.5	4.7	4.1	42,500
WKEI	AC	**	2.5	1.2	1.3	3.3	12,500
WLS	R	**	2.1	2.0	1.7	1.8	25,800
WMAQ	C	**	2.1	2.5	2.5	1.8	20,700
KWNT	BB	**	0.7	0.7	0.8	1.0	10,000
WBBM	N	**	0.9	1.2	0.4	1.0	9,900

RALEIGH-DURHAM

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WPTF	N/T	15.1	14.6	14.4	11.4	14.7	140,200
WRAL	AC	11.3	12.5	13.3	15.6	14.4	148,800
WYYD	BM	10.3	9.0	7.0	10.2	11.5	90,400
WQDR	A	10.8	9.3	11.1	8.2	7.9	87,200
WKIX	C	7.4	7.4	6.6	4.9	7.4	92,800
WDUR	B	4.3	7.3	5.7	7.6	6.0	36,400
WSRC	B	3.1	9.2	4.7	6.7	5.0	28,100
WTIK	C	2.8	1.2	5.0	1.7	3.6	23,900
WLE	B	6.4	**	8.3	6.1	3.5	38,500
WDNC	AC	4.6	2.8	4.0	2.1	2.9	45,500
WDCG	R	6.2	5.1	2.9	3.1	2.5	41,900
WCHL	AC	3.1	1.5	1.9	2.4	1.9	31,700
WPCM	C	**	**	0.7	1.1	1.7	13,500
WDBS	CL	0.8	0.7	0.4	0.6	1.0	15,200
WPJL	REL	0.7	1.2	0.9	1.1	1.0	13,700

READING

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHUM	C	**	8.7	**	8.6	13.6	69,300
WEEU	AC	**	15.0	**	18.0	12.3	80,900
WRFY	AC	**	11.6	**	10.9	9.2	58,300
WIFI	R	**	5.4	**	6.9	9.0	56,200
WRAW	AC	**	6.7	**	5.4	4.8	49,900
WYSP	A	**	6.0	**	6.9	4.6	32,300
WMMR	A	**	2.0	**	2.8	3.9	27,900
WWSH	BM	**	6.3	**	4.9	3.9	26,000
WXKW	C	**	3.8	**	3.6	3.9	17,600
WEAZ	BM	**	2.9	**	3.9	3.5	19,000
KYW	N	**	4.5	**	3.2	2.6	41,000
WWDB	T	**	**	**	1.9	2.6	12,900
WMGK	AC	**	1.3	**	1.3	1.8	11,800
WBYO	REL	**	1.3	**	0.9	1.5	10,100
WUSL	C	**	1.3	**	1.3	1.5	16,600

RICHMOND

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WRVA	AC	20.6	20.2	20.2	20.8	16.6	180,700
WRVQ	R	16.3	12.2	11.8	13.0	13.5	148,000
WRNL	C	6.1	3.8	3.1	6.6	9.6	102,200
WRXL	A	5.8	7.8	11.0	9.3	9.1	93,100
WANT	B	6.3	5.7	8.6	5.3	8.0	63,400
WPLZ	B	0.6	0.6	0.4	8.6	6.7	69,300
WEZS	BM	7.6	8.0	7.2	6.2	6.1	62,000
WXGI	C	3.8	3.4	2.7	4.3	5.5	33,400
WLEE	AC	4.4	5.7	5.1	4.4	4.1	74,900
WTVR-FM	BM	4.2	4.1	5.7	5.1	3.5	50,300
WENZ	B	6.3	5.0	3.4	2.0	2.4	35,900
WPVA-FM	C	0.6	1.6	2.5	2.1	1.7	24,200
WGOE	O	1.0	4.9	1.5	1.7	1.5	20,400
WEET	C	2.3	2.5	2.7	1.5	1.3	13,100
WKIE	B	1.4	6.2	3.2	1.4	1.3	19,200

RIVERSIDE-SAN BERNARDINO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
KDUO	BM	**	6.0	4.5	6.1	6.0	108,600
KRTH	AC	**	2.9	4.1	3.1	5.4	124,200
KFI	R	**	9.4	6.4	6.2	5.2	196,800
KBIG	BM	**	5.9	3.5	6.5	4.9	122,800
KMET	A	**	6.1	7.6	2.8	4.6	122,200
KNX	N	**	4.7	3.1	3.6	4.3	127,000
KOLA	R	**	3.7	3.2	3.8	3.9	107,600
KOST	BM	**	4.1	3.1	3.6	3.6	78,300
KABC	T	**	2.5	2.9	3.4	3.5	79,600
KCAL-FM	A	**	3.5	2.0	2.5	3.1	73,800
KGGI	R	**	6.1	5.7	3.6	3.0	102,300
KLOS	A	**	1.4	1.5	1.2	2.9	84,000
KNX-FM	MM	**	1.7	2.1	3.3	2.8	61,200
KHIS	R	**	2.1	1.4	2.2	2.7	78,100
KLAC	C	**	3.3	6.2	3.8	2.5	71,600

ROANOKE, VA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WPVR	BM	**	14.6	**	20.4	17.8	46,900
WSLC	C	**	16.8	**	14.0	16.6	49,900
WXLK	R	**	15.3	**	22.6	15.8	65,800
WFIR	AC	**	12.8	**	7.5	12.6	58,700
WROV	R	**	11.7	**	14.7	12.6	61,800
WSLQ	A	**	6.2	**	6.5	9.3	29,300
WJLM	C	**	1.8	**	2.2	3.6	15,300
WTOY	B	**	7.3	**	5.7	2.4	10,600
WKBA	REL	**	1.1	**	**	1.2	9,500
WRIS	REL	**	2.2	**	1.4	0.8	9,400

ROCHESTER

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WEZO	BM	22.6	12.8	17.4	17.8	16.9	237,300
WMJQ	A	11.8	8.4	6.4	6.7	9.7	167,400
WHAM	AC	15.0	14.1	8.9	9.5	7.7	213,800
WVOR	AC	9.0	7.4	9.1	9.0	6.7	127,200
WCMF	A	3.7	4.9	6.6	7.2	6.4	131,100
WPXN	BB	4.2	4.0	4.6	3.3	6.1	101,100
WPXY	R	1.6	4.3	5.4	3.5	6.0	125,500
WNYR	C	3.7	5.0	5.1	5.8	5.1	98,600
WDKX	B	1.1	4.3	3.5	4.6	4.7	57,900
WBBF	AC	6.2	7.6	8.1	6.5	4.6	143,200
WHFM	R	6.8	6.0	4.5	4.5	4.2	102,500
WSAY	AC	1.3	0.5	2.8	4.3	3.6	88,800
WCGR	AC	0.6	1.0	0.8	1.2	1.5	13,000
WFLC	C	0.9	1.0	2.1	1.4	1.5	30,600
WSYR-FM	A	**	0.5	0.5	0.5	1.0	20,400

SACRAMENTO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
KZAP	A	9.7	14.6	12.2	13.1	12.0	212,800
KEWT	BM	10.8	10.7	7.3	6.3	8.3	158,200
KRAK	C	6.4	6.4	9.0	8.3	8.2	143,600
KSFM	AC	3.8	5.1	6.2	7.9	7.9	183,200
KGNR	N/T	7.6	6.1	6.7	5.2	6.2	148,600
KXOA-FM	MM	7.1	5.5	5.5	6.1	5.8	147,800
KCTC	BM	3.6	5.3	4.7	5.1	4.2	83,900
KHYL	O	4.0	4.8	5.1	4.3	4.0	102,400
KFBK	N/T	5.4	4.0	5.5	3.7	3.8	113,800
KPOP	B	0.9	1.2	1.7	3.6	3.4	52,100
KROY-FM	AC	4.7	2.5	3.4	4.2	3.4	120,200
KAER	BM	1.5	2.4	4.0	2.7	3.1	79,500
KWOD	AC	2.2	3.6	3.2	3.1	3.1	95,800
KGO	N/T	3.3	2.1	2.2	3.1	2.2	53,600
KGMS	AC	4.8	2.7	3.7	3.0	2.1	59,900

SALINAS-SEASIDE-MONTEREY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
KDON-FM	R	17.8	11.4	8.4	17.1	11.6	74,500
KGO	N/T	9.1	9.3	12.0	6.5	9.7	38,900
KIDD	R	7.9	10.9	7.8	9.0	8.9	64,800
KSJO	A	2.0	1.3	3.3	1.6	6.5	28,900
KCTY	SP	8.9	5.9	9.2	4.7	5.9	15,400
KTOM	C	5.7	5.1	4.2	7.0	5.9	33,200
KWYT	BM	5.4	8.2	7.2	6.5	5.9	30,600
KCBS	N	3.7	3.2	4.2	4.1	5.4	34,600
KWAV	AC	4.0	7.2	5.8	4.9	4.6	34,500
KBAY	BM	3.0	4.0	3.6	3.4	3.2	22,800
KFAT	C	1.2	3.5	0.8	2.6	3.2	20,100
KMBY	R	2.7	1.9	1.7	5.4	3.0	22,500
KDON	R	3.0	0.8	5.0	0.5	2.4	20,000
KLRB	AC	2.2	3.7	5.8	3.6	2.4	20,300
KNBR	AC	**	3.5	3.6	1.8	1.9	19,500

SALT LAKE CITY

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KSL	AC	10.5	8.5	11.1	11.1	10.5	220,000
KSFI	BM	6.5	6.0	8.9	9.2	8.9	152,100
KALL	AC	7.7	7.7	4.5	6.8	7.2	127,300
KCPX-FM	A	9.9	8.5	6.3	6.3	7.1	113,500
KLUB	BM	7.3	6.6	8.0	7.5	6.9	107,700
KSOP-FM	C	3.9	6.6	5.9	6.6	6.4	102,700
KCPX	R	7.0	5.8	8.1	6.4	5.0	137,700
KRSP-FM	A	5.7	4.9	4.9	4.8	5.0	125,300
KFMY	AC	2.3	1.5	2.0	3.3	4.7	107,100
KISN	AC	4.0	2.9	3.5	3.8	4.6	105,800
KZAN	C	2.8	2.8	3.3	4.2	4.0	63,000
KALL-FM	AC	4.0	6.1	4.3	2.0	3.5	84,000
KDAB	AC	2.4	4.3	3.6	4.5	3.2	96,900
KWMS	N/T	0.9	1.6	1.5	1.0	2.7	45,300
KRSP	AC	3.0	2.7	1.9	1.7	2.5	81,400

SAN ANTONIO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KTFM	A	5.9	6.8	8.9	8.2	11.0	178,700
KCOR	SP	8.2	8.3	7.6	8.5	8.8	108,400
KISS	A	4.1	4.2	5.0	5.1	8.8	120,700
KQXT	BM	6.4	8.2	7.8	8.3	8.4	131,900
KTSA	R	8.8	9.1	10.7	11.6	7.9	219,800
KKYX	C	8.0	7.0	5.9	8.4	6.1	125,700
KAJA	AC	2.6	3.9	3.3	2.0	6.0	97,800
WOAI	N/T	7.5	5.9	5.0	6.1	5.7	120,300
KITY	AC	8.2	6.7	4.4	5.2	4.8	112,700
KEDA	SP	5.0	6.2	2.5	2.9	4.4	51,800
KBUC-FM	C	5.2	5.9	6.0	4.4	4.0	94,800
KONO	R	6.0	3.4	8.0	5.6	4.0	96,500
KBUC	C	3.2	2.7	2.7	3.3	3.2	57,400
KCCW	C	2.9	3.3	4.6	3.0	2.3	71,900
KLLS	AC	3.6	2.7	2.6	2.8	2.1	67,300

SAN JOSE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		S/O 80	J/M 81	M/J 81	M/A 81	S/O 81	
KBAY	BM	5.9	6.0	6.2	**	7.0	135,100
KLOK	AC	4.4	4.9	4.8	**	5.2	169,900
KSJO	A	2.6	2.5	2.0	**	4.9	126,500
KCBS	N	4.8	4.0	3.3	**	4.9	176,900
KOME	A	5.4	6.8	7.6	**	4.8	146,300
KEZR	R	5.1	4.7	5.6	**	4.5	124,300
KLIV	BB	2.0	2.0	1.6	**	3.0	79,700
KARA	R	3.7	3.5	3.3	**	2.8	104,200
KEEN	C	4.4	3.8	3.4	**	2.5	84,400
KBLX	B	1.7	2.8	1.9	**	2.5	64,900
KNTA	SP	0.7	1.0	0.5	**	1.6	29,700
KABL-FM	BM	0.9	1.0	1.0	**	1.5	46,100
KDFC	CL	0.9	0.9	1.5	**	1.3	54,700
KFAT	C	1.6	1.6	1.9	**	1.2	50,300
KPEN	J	1.6	0.8	1.5	**	1.2	40,100

SANTA BARBARA, CA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
KRUZ	BM	**	**	11.0	11.8	12.2	29,600
KDB-FM	BM	**	**	11.4	6.2	11.1	22,800
KTYD	A	**	**	5.0	7.2	11.1	27,500
KIST	AC	**	**	7.8	9.7	7.9	35,500
KTMS-FM	R	**	**	4.6	8.7	7.4	28,500
KNX	N	**	**	7.3	7.7	6.3	23,100
KBLS	BB	**	**	0.9	**	5.8	11,200
KTMS	AC	**	**	8.7	10.3	4.8	30,500
KMET	A	**	**	2.3	2.6	4.8	12,700
KLOS	A	**	**	1.8	5.1	4.2	13,200
XTRA	AC	**	**	0.9	3.6	3.2	9,500
KDB	AC	**	**	2.3	4.1	2.1	14,300
KBBY	AC	**	**	1.4	1.0	2.1	5,600
KFI	R	**	**	3.2	2.6	1.6	11,800
KNX-FM	MM	**	**	2.7	1.5	1.6	7,400

SANTA ROSA, CA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	Sprg 80	Fall 80	Sprg 81	Fall 81	
KGO	N/T	**	11.4	10.1	9.1	10.3	67,400
KNEW	C	**	6.1	8.5	8.4	8.0	46,400
KZST	BM	**	3.8	6.2	6.5	7.6	37,800
KFRC	R	**	9.8	10.9	8.9	6.9	70,400
KCBS	N	**	7.8	4.7	6.3	6.9	57,400
KSRO	AC	**	1.8	4.4	2.8	5.9	48,300
KREO	R	**	7.3	8.0	6.1	5.7	36,800
KSFO	AC	**	3.0	2.6	3.3	5.5	19,000
KABL	BM	**	2.8	3.9	5.6	5.0	34,200
KNBR	AC	**	5.8	3.6	6.5	4.8	33,800
KPLS	C	**	**	3.4	2.1	3.4	18,900
KABL-FM	BM	**	2.8	1.0	2.6	2.7	20,400
KMEL	A	**	**	3.9	4.0	2.7	30,200
KCBS-FM	A	**	**	1.6	0.5	1.8	21,100
KDIA	B	**	**	**	**	1.8	9,900

SHREVEPORT

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KOKA	B	**	15.9	17.8	15.8	13.1	67,600
KDKS	B	**	**	**	6.9	11.1	49,500
KWKH	C	**	17.3	10.0	12.9	10.5	71,100
KRMO-FM	C	**	12.0	8.6	10.5	10.0	58,600
KCOZ	BM	**	10.0	11.0	10.7	8.5	46,700
KEEL	R	**	14.5	13.0	9.8	8.3	65,700
KROK	R	**	6.1	6.1	7.2	8.3	47,500
KRMD	C	**	4.5	7.6	3.6	8.3	48,700
KCIJ	B	**	6.4	11.0	7.9	7.6	33,300
KMBQ	A	**	7.0	8.6	8.4	7.6	34,400
KBCL	AC	**	1.4	**	1.0	1.3	7,500
KTAL	BM	**	**	**	**	1.1	5,000
KASO	AC	**	1.1	2.0	1.9	0.9	8,600
KEPT	REL	**	1.1	1.0	1.2	0.9	12,900

SPOKANE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KXLY-FM	BM	6.7	9.6	8.4	9.8	11.9	55,200
KJRB	R	15.5	12.3	13.2	12.9	11.2	77,900
KHQ-FM	R	7.5	10.9	7.4	10.2	10.5	64,800
KREM-FM	A	10.9	9.1	10.0	12.9	9.6	57,300
KHQ	AC	8.3	8.4	7.9	6.9	7.9	61,500
KEZE	AC	14.2	9.6	7.9	6.2	6.3	35,500
KSPO	N	4.1	6.2	6.7	9.6	6.1	42,500
KGA	C	7.0	7.7	6.5	6.2	5.8	48,400
KZUN-FM	C	3.4	3.2	5.3	4.7	5.8	30,400
KXXR	BB	0.8	4.0	3.9	4.0	5.1	17,100
KREM	R	4.7	3.2	4.9	2.9	4.7	41,500
KDRK	C	4.7	5.4	3.2	5.1	3.0	20,700
KXLY	AC	3.1	3.2	4.2	2.4	2.8	37,000
KUDY	REL	**	**	0.5	**	0.7	5,500
KZUN	C	1.8	1.5	1.4	1.8	0.7	10,600

SPRINGFIELD, MA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WHYN-FM	BM	**	13.8	14.0	13.9	12.5	110,700
WHYN	AC	**	10.9	11.5	10.9	10.2	148,500
WMAS-FM	AC	**	7.5	10.6	11.1	7.8	99,600
WMAS	BB	**	9.9	9.3	10.5	7.3	76,900
WCCC-FM	A	**	8.1	7.6	6.0	6.0	81,800
WAQY	A	**	8.0	6.8	5.3	4.9	93,600
WTIC	AC	**	3.4	4.3	3.4	3.7	70,500
WSPR	AC	**	4.7	2.9	2.9	3.5	64,200
WTIC-FM	R	**	0.4	1.0	0.8	3.3	53,800
WRCH	BM	**	4.4	3.1	3.1	2.9	41,200
WAAF	A	**	1.9	2.8	3.9	2.8	46,500
WLDM	AC	**	1.2	0.3	0.8	2.6	18,600
WHMP	AC	**	3.3	1.8	3.2	2.5	28,400
WIXY	C	**	1.5	3.6	1.8	2.4	34,700
WREB	T	**	2.5	3.3	2.5	2.4	18,400

STOCKTON, CA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
KRAK	C	**	13.6	9.9	12.2	9.6	48,400
KJAX	BM	**	9.6	10.7	8.5	9.1	42,800
KNBR	AC	**	7.2	7.0	4.6	8.0	42,200
KJOY	AC	**	6.6	8.6	4.6	6.7	49,900
KCBS	N	**	5.9	5.5	5.1	6.0	41,400
KHOP	R	**	8.2	8.1	7.6	5.8	44,500
KSTN-FM	SP	**	3.2	6.0	8.3	4.9	23,500
KWIN	AC	**	2.4	2.6	3.9	4.4	31,700
KQKK	C	**	1.1	1.0	2.5	4.0	20,500
KSTN	B	**	5.3	2.9	4.2	3.8	35,000
KGO	N/T	**	3.7	3.1	3.5	3.3	21,600
KOSO	A	**	0.8	**	3.0	3.1	21,600
KZAP	A	**	1.3	2.6	3.9	2.9	22,300
KFMR	C	**	0.5	1.3	2.8	2.2	18,300
KWGF	A	**	2.7	1.0	3.0	2.2	18,400

SYRACUSE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WSYR-FM	A	3.3	8.7	9.6	12.1	13.8	138,400
WSYR	N/T	8.0	5.5	14.7	14.6	13.0	168,200
WHEN	AC	7.7	0.3	11.3	10.1	10.7	155,500
WKFM	R	4.8	4.8	4.7	4.5	7.4	85,100
WFBL	BB	6.1	3.8	2.3	7.9	7.3	80,300
WNTQ	BM	6.8	6.7	5.4	3.8	5.0	50,300
WNDR	O	7.1	5.0	5.1	5.5	4.7	69,300
WEZG-FM	BM	6.1	5.5	6.2	3.7	4.0	55,000
WSEN-FM	C	2.7	4.1	5.5	6.0	3.9	53,400
WRRB	BM	2.2	2.5	1.6	0.8	3.6	35,300
WAQX	A	6.8	5.4	5.7	6.4	3.6	60,600
WSEN	C	2.9	2.3	3.8	2.0	2.4	31,600
WOUB	A	1.5	2.5	1.9	1.7	2.1	25,500
WRCK	R	**	**	**	0.9	2.1	21,100
WSGO	AC	1.5	1.8	**	1.1	1.8	16,200

TOLEDO

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WLQR	BM	15.4	10.8	16.0	13.1	12.9	160,800
WIOT	A	19.7	15.1	14.9	14.2	11.8	174,400
WSPD	AC	10.3	9.8	11.3	10.3	11.8	193,500
WMHE	A	7.4	8.6	8.6	11.0	10.2	153,800
WTOD	C	9.0	9.2	6.9	8.4	7.8	77,200
WJR	AC	5.6	5.9	5.7	8.3	6.6	109,400
WKLR	C	1.9	4.6	1.9	3.8	5.2	79,800
WXEZ	A	4.3	7.1	3.5	1.7	4.5	92,900
WOHO	AC	4.4	7.6	8.7	4.6	4.2	121,400
CKLW	AC	2.4	2.3	3.1	2.4	2.5	81,700
WCVA	O	4.3	1.3	2.2	3.2	2.3	59,400
WVOI	B	**	**	**	**	2.1	22,000
WRIF	A	0.6	0.5	1.0	0.7	1.5	26,300
WVWW	C	0.6	0.7	0.5	1.7	1.2	20,100
WCXI	C	0.8	1.1	1.2	1.0	1.1	15,900

TULSA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KVOO	C	16.9	19.7	18.4	17.2	15.4	170,100
KRMG	AC	20.0	16.7	20.3	16.0	14.0	176,500
KWEN	C	7.1	5.7	5.8	7.0	13.3	133,600
KRAV-FM	AC	9.8	11.5	7.4	11.8	12.4	152,100
KBEZ	BM	10.1	11.4	10.1	10.6	9.1	97,100
KMOD-FM	A	10.1	12.1	13.3	8.6	8.3	89,200
KRAV	AC	1.0	0.7	0.5	2.7	5.6	49,000
KTFX	C	4.5	3.2	4.7	4.6	4.8	67,500
KCFO	REL	1.7	2.9	2.5	3.5	3.2	46,200
KELI	O	4.9	5.3	3.4	2.9	2.1	56,700
KAKC	REL	1.5	0.8	1.4	0.8	1.7	25,300
KMOD	R	1.8	**	1.7	1.4	1.7	41,600
KMYO	AC	2.2	0.9	1.3	3.5	1.5	32,200
KWPR	C	0.5	**	**	**	0.7	11,200
KTOW	C	0.3	0.5	**	**	0.4	6,400

WENATCHEE, WA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KPQ	R	**	**	36.5	28.3	27.7	38,400
KUEN	C	**	**	12.2	19.6	22.3	16,400
KPQ-FM	BM	**	**	13.5	18.5	12.8	16,600
KWWW	AC	**	**	21.6	13.0	12.8	18,900
KYJR	AC	**	**	**	1.1	11.7	9,900
KOZI	N/T	**	**	6.8	1.1	4.3	6,400

WILKES BARRE-SCRANTON

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WNAK	AC	**	9.2	9.8	8.1	10.3	68,200
WKRZ-FM	AC	**	2.9	7.7	10.5	9.3	131,100
WARM	AC	**	12.9	10.3	9.8	9.0	151,900
WEZX	A	**	5.8	7.5	7.3	8.8	87,800
WGBI-FM	AC	**	8.2	9.6	5.6	7.3	104,700
WEJL	AC	**	4.2	4.3	3.8	4.4	63,000
WARD	N/T	**	1.0	1.3	1.2	4.1	26,400
WYZZ	BM	**	4.4	3.4	4.2	3.6	47,300
WILK	R	**	6.0	3.7	6.2	3.3	83,000
WGBI	C	**	3.0	2.8	2.7	3.2	58,500
WICK	BM	**	3.0	1.6	3.4	2.9	42,000
WBAX	C	**	3.8	1.4	2.9	2.5	39,600
WVCD	BM	**	4.1	3.8	3.2	2.5	39,300
WZZO	A	**	2.0	1.0	1.7	2.4	26,100

WEST PALM BEACH

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WEAT-FM	BM	16.9	14.6	12.2	14.9	13.0	124,400
WIRK-FM	C	13.2	11.4	13.0	6.7	7.4	77,900
WPOM	B	2.5	6.8	1.6	6.4	7.4	34,800
WRMF	AC	4.6	5.3	8.7	10.2	6.9	81,900
WIZD	A	**	**	2.2	6.4	5.4	59,300
WHYI	R	4.0	3.9	6.5	3.4	5.3	72,700
WPBR	N/T	4.1	5.7	4.9	3.0	5.1	48,000
WJNO	N	3.0	3.3	3.6	4.6	3.9	71,900
WNJY	BM	5.2	3.0	5.9	3.5	3.8	39,800
WLYF	BM	2.8	2.3	1.8	3.1	3.2	40,800
WSHE	A	3.0	2.7	2.3	2.4	3.1	43,400
WEAT	C	3.9	1.7	2.7	2.0	2.4	34,800
WIOD	AC	1.3	2.9	1.8	1.5	2.2	30,000
WRBD	B	1.2	1.4	2.1	1.9	2.2	20,700
WSBR	BB	1.9	1.4	0.8	1.4	2.1	19,800

WILMINGTON, DE

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	Fall 80	Sprg 81	Fall 81	
WSTW	R	**	11.4	13.4	13.6	11.6	112,700
WJBR-FM	BM	**	11.1	8.4	10.2	10.1	86,100
WDEL	AC	**	8.4	9.4	8.4	9.9	102,000
WMMR	A	**	3.7	3.0	8.5	7.9	83,200
WCAU-FM	R	**	1.3	1.4	2.5	5.2	59,700
WUSL	C	**	3.2	1.2	2.5	4.3	39,700
WMGK	AC	**	3.9	4.9	4.6	4.1	53,700
WYSP	A	**	3.6	5.9	4.0	3.5	57,700
WILM	N	**	3.2	7.3	4.3	2.9	52,900
WIOQ	A	**	6.1	2.7	4.5	2.9	45,400
WAMS	C	**	3.6	2.6	1.7	2.5	43,800
WIP	AC	**	2.3	1.8	2.1	2.5	41,700
WWDB	T	**	1.3	1.8	1.3	2.5	22,800
WEAZ	BM	**	3.0	2.1	2.1	2.4	27,100
KYW	N	**	2.9	2.1	1.7	2.3	39,900

WICHITA

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
KEYN	R	9.6	10.0	11.2	14.5	15.5	109,300
KFH	C	17.3	11.2	11.9	12.1	13.0	94,500
KFDI	C	12.7	13.3	10.4	10.2	11.5	78,600
KICT	A	9.4	8.8	14.5	7.8	8.9	53,600
KAKZ	BB	9.8	7.8	8.6	5.6	7.8	72,300
KKRD	AC	7.3	9.4	7.2	5.8	7.2	54,200
KBRA	BM	11.3	13.3	7.4	10.6	6.6	45,900
KFDI-FM	C	2.9	7.6	9.2	5.6	5.2	50,000
KQAM	O	3.1	2.9	3.5	5.2	5.2	39,000
KWKN	AC	5.4	3.7	5.3	3.7	4.3	46,400
KGCS	C	0.8	3.9	3.1	6.5	4.1	30,000
KOEZ	BM	0.6	0.6	1.4	2.0	1.6	15,900
KSGI	REL	1.5	1.2	1.2	2.2	0.8	11,300
KJRG	REL	**	0.4	0.4	0.7	0.8	4,900
KSKU	AC	1.3	0.8	0.6	0.7	0.6	13,100

WORCESTER

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WSRS	BM	**	16.0	19.0	15.2	15.4	106,400
WAAF	A	**	12.5	12.5	11.7	12.6	86,300
WTAG	N	**	16.4	11.8	12.1	9.8	91,800
WROR	AC	**	6.7	4.6	6.0	6.1	44,100
WBZ	AC	**	6.9	7.6	6.0	5.9	54,600
WNEB	BB	**	2.6	2.6	5.5	5.6	39,300
WFTQ	R	**	5.3	6.6	6.2	5.4	58,100
WCOZ	A	**	2.0	3.9	4.7	4.7	46,700
WEEI-FM	MM	**	3.6	3.5	3.3	4.0	30,100
WQVR	C	**	2.4	2.9	3.1	3.1	12,600
WORC	AC	**	2.6	5.0	3.1	3.0	43,100
WGFP	C	**	**	**	0.5	1.9	7,600
WPJB	R	**	2.0	2.4	1.7	1.9	25,600
WBCN	A	**	2.6	1.7	2.2	1.7	21,100
WJIB	BM	**	2.0	1.5	2.1	1.7	17,900

YORK

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WSBA	AC	**	12.6	11.2	11.0	10.6	99,400
WQXA	R	**	9.9	9.4	11.6	10.6	88,500
WRKZ	C	**	3.2	6.1	5.0	10.1	54,500
WYCR	R	**	9.5	9.2	7.4	9.3	71,800
WSBA-FM	AC	**	9.7	9.2	7.6	7.3	57,400
WNOW	C	**	5.9	7.4	6.7	6.5	29,800
WNCE	BM	**	6.5	6.5	6.1	5.4	39,400
WTPA	A	**	0.8	1.2	4.5	5.0	30,700
WRHY	BB	**	3.7	1.2	2.2	4.1	19,600
WHVR	AC	**	2.4	6.1	2.9	2.4	33,900
WXYV	AC	**	**	**	**	2.4	7,100
WHP-FM	BM	**	3.4	2.7	1.6	2.2	21,100
WPOC	C	**	3.0	4.9	4.5	1.7	15,100

YOUNGSTOWN-WARREN

STATIONS	FORMAT	ARBITRON METRO TRENDS					CUME
		Total persons 12+ Mon-Sun 6AM-Mid					
		O/N 79	A/M 80	O/N 80	Sprg 81	Fall 81	
WBBW	N/T	4.4	4.2	12.3	11.4	13.7	111,800
WKBN-FM	BM	3.7	5.5	12.3	11.7	10.5	102,600
WSRD	A	4.7	7.5	5.7	8.6	9.5	96,900
WHOT	AC	8.9	10.5	9.4	8.2	8.1	107,200
WYFM	R	10.5	3.6	10.5	9.0	8.0	119,200
WKBN	AC	11.2	3.5	9.2	9.0	6.7	102,400
WQXK	C	**	2.2	5.7	5.9	6.3	42,200
WFMJ	AC	5.5	4.2	5.5	4.7	5.4	60,800
WDMT	B	1.7	1.1	2.4	3.8	4.3	28,600
WRRO	AC	3.8	1.9	2.5	2.7	3.5	45,600
WQOD	BM	0.4	**	1.0	0.7	3.3	34,500
WNIO	C	4.4	1.4	2.5	4.3	2.5	23,400
WMMS	A	3.1	3.0	2.9	3.9	2.2	34,400
WWWE	C	1.7	1.7	0.8	1.0	2.0	26,600
WWWV	R	1.3	0.9	1.3	1.6	1.6	23,400

METHODOLOGY

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

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

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

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

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

Arbitron Measurement. Expanded Sample Frame is Arbitron's computer system designed to supplement standard telephone directory sampling by including households not available in telephone directory. ESF now extended to all markets. Quarterly Measurement (meaning 12 week rating periods) was also in effect in all 254 markets.

Programming Trends. World Series Baseball was aired during most of the rating period. Also featured on many stations was football, basketball and hockey. Sports coverage can lead to higher audience ratings under certain conditions.

Important Notice. INSIDE RADIO RATINGS 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). Some stations are not listed due to their unavailability at press time. *Focus on the Formats* and the various format closeups are based on stations making the top ten or fifteen in *average share trends* for the *metro survey area* in featured markets. Percentages are rounded. AM vs FM comparison is calculated from stations making the top fifteen or twenty in either *average share trends* or *metro cume*. The top twenty-five stations by format are ranked both by cume and quarter hour only if a station makes its own market's top fifteen or twenty in each appropriate category. *Semiannual Corporate Report* is based on information included in this publication. Not included is any corporate station failing to make the top fifteen or twenty in its own market's metro cume. The *total cume* column is an addition of *metro cume* figures for all of a corporation's stations qualifying in INSIDE RADIO RATINGS REPORT & DIRECTORY. The number of stations each corporation was credited for and an *average cume* follows.

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

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Give your advertisers a better way to reach women. They know the value of association with the Family Circle name and the magazine that is prominently displayed at grocery checkout lines all across America.

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**Available now
Market exclusivity
10, 2:00 programs each week
5 local avails each week
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(614) 476-4424**

Additional Features Available:

The Mother Earth News: A guide to simple, natural living based on the magazine. (3:00)

Energy Watch: The National Energy News Service—interviews and energy saving tips. (3:00)

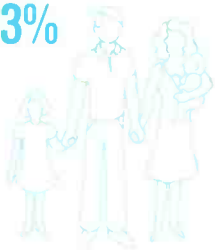
New Age Radio: Upbeat news, information and conversation by husband and wife on growing older in America. (2:30)

American Dream: Interviews with entrepreneurs; stories of personal success in American business. (2:30)

Jameson Broadcast, Inc.

WASHINGTON D.C.—COLUMBUS, OHIO

23%



17%



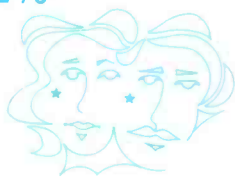
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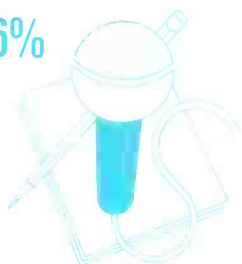
13%



12%



6%



6%



FOCUS ON THE FORMATS

LATEST TRENDS

FORMAT	FALL '80	SPRING '81	FALL '81	% CHANGE
Adult Contemporary	25%	27%	23%	-4%
Rock	18%	15%	17%	+2%
Country	14%	14%	16%	+2%
Beautiful Music	17%	16%	13%	-3%
Album Rock	11%	12%	12%	0%
News/Talk	6%	6%	6%	0%
Black	5%	6%	6%	0%
Big Band	1%	2%	2%	0%
Spanish	1%	1%	2%	+1%
Religion	—	—	1%	—
Other	1%	1%	2%	+1%

48%

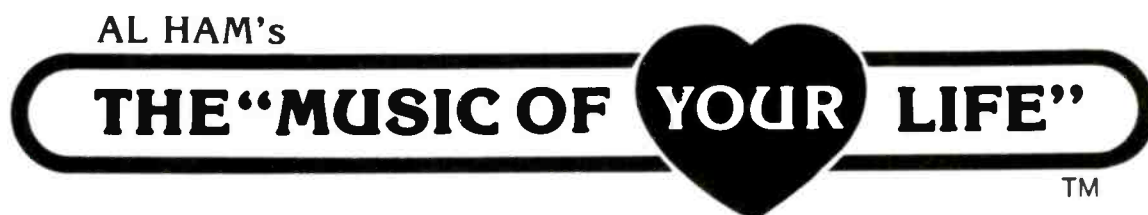
AM vs FM

52%

Number of Stations: 1,849

Both rock and country formats show most growth (up 2 overall shares). Rock rebounds from previous 3 share decrease. Could be attributable to resurgence of 60's type top forty stations using short playlist, lots of jingles, uptempo air personalities. Adult contemporary shows biggest decrease losing four total shares. Still maintains highest percentage of overall measured listening. Beautiful music continues to post decreases now losing three shares. Syndicators currently unable to save beautiful music audience which is greying. Big band competitors remain stable with quick growth, popularity. Ethnic closeup: black stations maintain 6% of all overall measured listening. Spanish stations show one share increase.

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THE "MUSIC OF YOUR LIFE" DELIVERS
DRAMATIC INCREASES IN AUDIENCE
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ADULT CONTEMPORARY CLOSE-UP



The format continued to hold largest market share, despite a decline from 27% to 23%. Average station share declined from 6.7 to 5.6, with AM leading FM both in average station share (5.8 to 5.2) and in the percentage of stations having the format (63% to 37%).

percentage of stations having the format (63% to 37%).

MARKET SHARE: 23%

AM 63% vs FM 37%

AVERAGE SHARE PER STATION

Spring '81	6.7%
Fall '81	5.6%
Change	-1.1%

AM

Fall '81	5.8%
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FM

Fall '81	5.2%
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TOP 25 ADULT CONTEMPORARY STATIONS

Quarter Hour

STATION	MARKET	SHARE
1. WJBC	Bloomington	40.7
2. KFAB	Omaha	25.0
3. WKEE-FM	Huntington-Ashland	24.2
4. WTIC	Hartford	23.8
5. WCCO	Minneapolis	22.9
6. WOWO	Ft. Wayne	20.5
7. KDKA	Pittsburgh	19.8
8. KFQD	Anchorage	17.3
9. WRVA	Richmond	16.6
10. WHBC	Canton	16.4
10. WHP	Harrisburg	16.4
12. WGY	Albany	15.8
13. KSTP-FM	Minneapolis	14.8
14. WVLC	Lexington	14.6
15. WELI	New Haven	14.6
16. WRAL-FM	Raleigh-Durham	14.4
16. KRMG	Tulsa	14.0
18. WIBC	Indianapolis	13.5
19. WMBD	Peoria	13.3
20. WKZO	Kalamazoo	13.2
21. WBEN	Buffalo	13.1
22. WTVN	Columbus, OH	13.0
23. WIBA	Madison	12.9

Cume

STATION	MARKET	CUME
1. WNBC	New York	2,204,500
2. WABC	New York	2,067,700
3. WYNY-FM	New York	1,788,200
4. WJR	Detroit	861,100
5. KDKA	Pittsburgh	805,100
6. WCCO	Minneapolis	804,800
7. WMGK-FM	Philadelphia	710,900
8. KRTH-FM	Los Angeles	708,600
9. WBZ	Boston	707,000
10. KHTZ-FM	Los Angeles	699,800
11. WCLR-FM	Chicago	694,700
12. WHDH	Boston	678,200
13. KFI	Los Angeles	654,500
14. WIP	Philadelphia	616,700
15. WBBM-FM	Chicago	602,400
16. KRLA	Los Angeles	592,600
17. WFYR-FM	Chicago	589,400
18. WMAL	Washington, D.C.	576,500
19. WTFM-FM	New York	575,200
20. WNIC-FM	Detroit	571,400
21. XTRA	Los Angeles	568,000
22. KSTP-FM	Minneapolis	515,300
23. KNBR	San Francisco	464,600
24. KVIL-FM	Dallas	455,100
25. WTAE	Pittsburgh	453,300

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or "Metro Cume".

ROCK CLOSE-UP



Rock held second-largest market share with 17%—up from 15% in the Spring. Average station share inched upward by 0.1 share. FM's make up 71% of stations included, although AM leads FM in average station share 8.5 to 6.9.

MARKET SHARE: 17%

AM 29% vs FM 71%

AVERAGE SHARE PER STATION

Spring '81	7.2%
Fall '81	7.3%
Change	+0.1%

AM

Fall '81	8.5%
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FM

Fall '81	6.9%
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TOP 25 ROCK STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	WNOK-FM	Columbia, S.C.	20.0
2.	KHFI-FM	Austin	17.8
3.	KZFM-FM	Corpus Christi	17.7
4.	WMEE-FM	Ft. Wayne	17.3
5.	WFMF-FM	Baton Rouge	16.5
6.	WLAP-FM	Lexington	16.3
7.	WBNQ-FM	Bloomington	15.9
8.	WXLK-FM	Roanoke	15.8
9.	KBFM-FM	McAllen	15.6
10.	KEYN-FM	Wichita	15.5
10.	WSKZ-FM	Chattanooga	15.5
12.	WLAN-FM	Lancaster	15.4
13.	WDOQ-FM	Daytona Beach	14.3
14.	WICC	Bridgeport	13.9
15.	WABB-FM	Mobile	13.7
16.	WRVQ-FM	Richmond	13.5
17.	KFMX-FM	Lubbock	13.2
18.	WWKX-FM	Nashville	12.9
19.	WROV	Roanoke	12.6
19.	WKFR-FM	Kalamazoo	12.6
21.	WIVY-FM	Jacksonville	12.5
21.	KSEL-FM	Lubbock	12.5
23.	WKZW-FM	Peoria	12.1

Cume

	STATION	MARKET	CUME
1.	WLS	Chicago	1,044,100
2.	KFRC	San Francisco	835,200
3.	WLS-FM	Chicago	798,800
4.	KIQQ-FM	Los Angeles	674,600
5.	KIIS-FM	Los Angeles	632,600
6.	WPIX-FM	New York	630,300
7.	WCAU-FM	Philadelphia	628,500
8.	WKQX-FM	Chicago	578,200
9.	KRBE-FM	Houston	381,800
10.	WPGC A/F	Washington, D.C.	369,700
11.	WVBF-FM	Boston	368,400
12.	KRLY-FM	Houston	353,800
13.	WIFI-FM	Philadelphia	327,300
14.	KEGL-FM	Dallas	326,700
15.	WDRQ-FM	Detroit	318,900
16.	KGW	Portland, OR	300,800
17.	WINZ-FM	Miami	297,500
18.	KSLQ-FM	St. Louis	296,700
19.	WXKX-FM	Pittsburgh	295,100
20.	WRBQ-FM	Tampa	292,300
21.	WBSB-FM	Baltimore	281,500
22.	WKBW	Buffalo	265,800
22.	WHB	Kansas City	265,800
24.	WGCL-FM	Cleveland	262,200
25.	KIMN	Denver	247,300

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or "Metro Cume".

COUNTRY MUSIC CLOSE-UP



Country's market share moved up from 14% to 16%, even though the average station's share declined from 6.2 to 5.2. AM's make up a greater percentage of the total stations (58% to 42%). However, FM stations have higher average station shares.

MARKET SHARE: 16%

AM 58% vs FM 42%

AVERAGE SHARE PER STATION

Spring '81	6.2%
Fall '81	5.2%
Change	-1.0%

AM

Fall '81	4.7%
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FM

Fall '81	5.9%
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TOP 25 COUNTRY STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	WKSJ-FM	Mobile	19.3
2.	WIVK-FM	Knoxville	19.0
3.	KSSN-FM	Little Rock	17.7
3.	WZZK-FM	Birmingham	17.7
5.	KLLL-FM	Lubbock	17.4
6.	WSOC-FM	Charlotte	17.3
7.	WSLC	Roanoke	16.6
8.	WTQR-FM	Greensboro	15.8
9.	WCOS-FM	Columbia, S.C.	15.7
10.	KVOO	Tulsa	15.4
11.	KSO	Des Moines	15.0
12.	WXBQ-FM	Johnson City	14.7
13.	WYNK-FM	Baton Rouge	14.3
14.	KUZZ	Bakersfield	14.1
15.	WHUM	Reading	13.6
15.	WDAF	Kansas City	13.6
17.	WQHK	Ft. Wayne	13.5
18.	WJCW	Johnson City	13.4
19.	KWEN-FM	Tulsa	13.3
19.	WQIK-FM	Jacksonville	13.3
21.	KFH	Wichita	13.0
21.	KYKR-FM	Beaumont	13.0
23.	WESC-FM	Greenville, S.C.	12.7
24.	WTSO	Madison	12.5
25.	KCUB	Tucson	12.4

Cume

	STATION	MARKET	CUME
1.	WHN	New York	940,100
2.	WMAQ	Chicago	776,300
3.	KLAC	Los Angeles	594,700
4.	KSCS-FM	Dallas	492,900
5.	WJEZ-FM	Chicago	485,100
6.	KZLA-FM	Los Angeles	443,700
7.	KIKK-FM	Houston	423,400
8.	WBAP	Dallas	417,000
9.	WWWW-FM	Detroit	389,800
10.	KILT-FM	Houston	387,500
11.	KNEW	San Francisco	325,100
12.	WDGY	Minneapolis	321,400
13.	WUSL-FM	Philadelphia	311,900
14.	WFIL	Philadelphia	311,000
15.	WDAF	Kansas City	286,800
16.	WIL-FM	St. Louis	285,800
17.	WCXI	Detroit	281,900
18.	KSD	St. Louis	275,400
19.	WHK	Cleveland	267,700
20.	WSUN	Tampa	239,400
21.	WBCS-FM	Milwaukee	229,200
22.	KPLX-FM	Dallas	227,500
23.	KILT	Houston	227,100
24.	KNIX-FM	Phoenix	224,900
25.	WPOC-FM	Baltimore	224,100

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume.



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BEAUTIFUL MUSIC CLOSE-UP



The format dropped from second in market share to fourth (16% to 13%), and average station shares also declined (from 7.4 to 6.4). Nearly all Beautiful Music stations are FM, and FM average station shares were nearly double those of the AM's.

ly double those of the AM's.

MARKET SHARE: 13%

AM **9%** vs FM **91%**

AVERAGE SHARE PER STATION

Spring '81	7.4%
Fall '81	6.4%
Change	-1.0%

AM

Fall '81	3.6%
----------	------

FM

Fall '81	6.7%
----------	------

TOP 25 BEAUTIFUL MUSIC STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	WPVR-FM	Roanoke	17.8
2.	WEZO-FM	Rochester, N.Y.	16.9
3.	WEZN-FM	Bridgeport	15.9
4.	WEZK-FM	Knoxville	15.5
5.	WSRS-FM	Worcester	15.4
6.	WHIO-FM	Dayton	15.2
7.	KBEE-FM	Modesto	15.1
8.	WSWT-FM	Peoria	14.7
9.	WEZV-FM	Ft. Wayne	13.5
10.	WWLV-FM	Daytona Beach	13.3
11.	WEAT-FM	West Palm Beach	13.0
12.	WLQR-FM	Toledo	12.9
12.	KEZQ-FM	Little Rock	12.9
14.	WLYF-FM	Ft. Lauderdale	12.8
15.	WOOD-FM	Grand Rapids	12.7
16.	WHYN-FM	Springfield	12.5
17.	KHAR	Anchorage	12.3
18.	KTEZ-FM	Lubbock	12.1
19.	KXLY-FM	Spokane	11.9
19.	WLKW-FM	Providence	11.9
21.	KASE-FM	Austin	11.8
22.	KPNW-FM	Eugene	11.7
23.	WHBC-FM	Canton	11.6
23.	WJYE-FM	Buffalo	11.6
23.	WHP-FM	Harrisburg	11.6

Cume

	STATION	MARKET	CUME
1.	WPAT-FM	New York	1,312,800
2.	WRFM-FM	New York	1,145,900
3.	KBIG-FM	Los Angeles	902,600
4.	WPAT	New York	888,700
5.	KJOI-FM	Los Angeles	708,400
6.	WLOO-FM	Chicago	701,800
7.	KOST-FM	Los Angeles	545,700
8.	WLAK-FM	Chicago	542,100
9.	WEAZ-FM	Philadelphia	467,700
10.	WJR-FM	Detroit	435,300
11.	WWSH-FM	Philadelphia	403,500
12.	WJIB-FM	Boston	359,400
13.	WGAY-FM	Washington, D.C.	350,100
14.	KABL-FM	San Francisco	326,900
15.	KABL	San Francisco	322,400
16.	WLIF-FM	Baltimore	301,300
17.	WWJ-FM	Detroit	292,900
18.	KODA-FM	Houston	292,500
19.	KFOG-FM	San Francisco	287,600
20.	WSHH-FM	Pittsburgh	281,800
21.	KMEZ-FM	Dallas	266,300
22.	KOIT-FM	San Francisco	265,700
23.	WLKW-FM	Providence	260,100
24.	KYND-FM	Houston	257,400
25.	KEZK-FM	St. Louis	253,300

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or "Metro Cume."


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ALBUM ROCK CLOSE-UP



Album Rock's market share held at 12%. Average station shares were off by .6 shares (7.0 to 6.4). And 96 of 100 Album Rock stations are FM, with an average station share of 6.5 for those FM stations.

MARKET SHARE: 12%

AM 4% vs FM 96%

AVERAGE SHARE PER STATION

Spring '81	7.0%
Fall '81	6.4%
Change	-0.6%

AM

Fall '81	3.7%
----------	------

FM

Fall '81	6.5%
----------	------

TOP 25 ALBUM ROCK STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	WKQQ-FM	Lexington	18.3
2.	KLAQ-FM	El Paso	14.5
3.	KILO-FM	Colorado Springs	14.0
4.	KEZO-FM	Omaha	13.9
5.	WSYR-FM	Syracuse	13.8
6.	WLAV-FM	Grand Rapids	13.3
7.	WWCK-FM	Flint	13.2
8.	WSSX-FM	Charleston, S.C.	12.7
9.	WKDF-FM	Nashville	12.6
9.	WLVQ-FM	Columbus, OH	12.6
9.	WAAF-FM	Worcester	12.6
12.	KSND-FM	Eugene	12.5
12.	WMMS-FM	Akron	12.5
14.	WDIZ-FM	Orlando	12.4
15.	KZAP-FM	Sacramento	12.0
16.	WIOT-FM	Toledo	11.8
16.	WEBN-FM	Cincinnati	11.8
18.	WXLN-FM	Quad Cities	11.5
19.	WIBA-FM	Madison	11.4
20.	WFBQ-FM	Indianapolis	11.2
20.	WJXQ-FM	Lansing	11.2
20.	KDUK-FM	Honolulu	11.2
23.	KGON-FM	Portland, OR	11.1
24.	KTFM-FM	San Antonio	11.0
25.	KZEL-FM	Eugene	10.6

Cume

	STATION	MARKET	CUME
1.	WPLJ-FM	New York	1,644,300
2.	WNEW-FM	New York	995,900
3.	KMET-FM	Los Angeles	954,900
4.	KLOS-FM	Los Angeles	948,800
5.	WLUP-FM	Chicago	744,000
6.	WMET-FM	Chicago	679,700
7.	WLLZ-FM	Detroit	657,300
8.	WRIF-FM	Detroit	627,400
9.	WCOZ-FM	Boston	620,000
10.	WMMR-FM	Philadelphia	588,200
11.	WABX-FM	Detroit	545,400
12.	KMEL-FM	San Francisco	492,500
13.	KROQ-FM	Los Angeles	453,700
14.	WYSP-FM	Philadelphia	420,500
15.	WIOQ-FM	Philadelphia	385,100
16.	KLOL-FM	Houston	381,900
17.	WRQX-FM	Washington, D.C.	366,900
18.	WBCN-FM	Boston	349,600
19.	WWDC-FM	Washington, D.C.	349,500
20.	KSFX-FM	San Francisco	344,200
21.	KTXQ-FM	Dallas	343,500
22.	WQXI-FM	Atlanta	338,600
23.	KZEW-FM	Dallas	328,800
24.	WIYY-FM	Baltimore	326,200
25.	KQRS A/F	Minneapolis	318,900

Methodology: Stations making the top 20 in "Average Share: Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share: Total Persons 12+" or "Metro Cume".

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Metro Cume & Average Quarter Hour

The Rockies
FM 106 KBPI

NEWS / TALK CLOSE-UP



The format's market share was stable at 6%, although the average News/Talk station lost a half-share. 98% of all News/Talk stations included are AM.

MARKET SHARE: 6%

AM **98%** vs FM **2%**

AVERAGE SHARE PER STATION

Spring '81	5.3%
Fall '81	4.8%
Change	-0.5%

AM

Fall '81	4.9%
----------	------

FM

Fall '81	3.4%
----------	------

TOP 25 NEWS/TALK STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	KMOX	St. Louis	21.8
2.	WHO	Des Moines	16.4
3.	WPTF	Raleigh	14.7
4.	WBBW	Youngstown	13.7
5.	WSYR	Syracuse	13.0
6.	KTOK	Oklahoma City	11.3
7.	WOC	Quad Cities	10.8
8.	WTAG	Worcester	9.8
9.	KGO	Salinas	9.7
10.	WGN	Chicago	9.6
11.	KIRO	Seattle	9.5
12.	KYW	Philadelphia	9.3
13.	KMJ	Fresno	8.8
14.	KGO	San Francisco	8.4
15.	KOA	Denver	8.2
15.	KTAR	Phoenix	8.2
17.	KABC	Los Angeles	8.0
18.	KARN	Little Rock	7.9
19.	KQBK	Albany	7.5
20.	WNWS	Ft. Lauderdale	6.9
21.	WEEI	Boston	6.6
22.	KCBS	San Francisco	6.5
23.	KRLD	Dallas	6.4
23.	WCKY	Cincinnati	6.4

Cume

	STATION	MARKET	CUME
1.	WINS	New York	2,540,600
2.	WCBS	New York	2,102,600
3.	WOR	New York	1,891,800
4.	WGN	Chicago	1,376,300
5.	KABC	Los Angeles	1,323,600
6.	KYW	Philadelphia	1,163,000
7.	WBBM	Chicago	1,144,500
8.	KFWB	Los Angeles	1,043,400
9.	KNX	Los Angeles	925,700
10.	KCBS	San Francisco	894,600
11.	KGO	San Francisco	844,800
12.	WMCA	New York	808,900
13.	KMOX	St. Louis	786,700
14.	WIND	Chicago	600,100
15.	KMPC	Los Angeles	598,700
16.	WWJ	Detroit	572,400
17.	WEEI	Boston	559,900
18.	WCAU	Philadelphia	467,200
19.	KIRO	Seattle	462,700
20.	KRLD	Dallas	459,000
21.	WXYZ	Detroit	391,500
22.	KTRH	Houston	380,200
23.	WWDB-FM	Philadelphia	367,900
24.	WRKO	Boston	332,700
25.	KOA	Denver	319,700

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or "Metro Cume".

BLACK MUSIC CLOSE-UP



Black music stations also had a stable 6% market share. Average station shares were down 1.2—the greatest decline of all the formats studied. Somewhat more than half the stations (55%) were AM.

MARKET SHARE: 6%

AM **55%** vs FM **45%**

AVERAGE SHARE PER STATION

Spring '81	6.0%
Fall '81	4.8%
Change	-1.2%

AM

Fall '81	4.1%
----------	------

FM

Fall '81	5.7%
----------	------

TOP 25 BLACK STATIONS

Quarter Hour

	STATION	MARKET	SHARE
1.	WHRK-FM	Memphis	16.7
2.	WXOK	Baton Rouge	13.5
3.	KOKA	Shreveport	13.1
4.	WBLX-FM	Mobile	12.0
5.	WDZZ-FM	Flint	11.9
6.	WOIC	Columbia, S.C.	11.8
7.	KOKY	Little Rock	11.7
8.	KDKS-FM	Shreveport	11.1
9.	WAIL-FM	New Orleans	10.6
10.	WVEE-FM	Atlanta	10.3
11.	WDAO-FM	Dayton	9.7
12.	WTLC-FM	Indianapolis	9.3
13.	WWWZ-FM	Charleston, S.C.	9.0
14.	WPEG-FM	Charlotte	8.3
15.	WKYS-FM	Washington, D.C.	8.1
16.	WANT	Richmond	8.0
16.	WLOU	Louisville	8.0
18.	WHYZ	Greenville, S.C.	7.9
19.	KMJQ-FM	Houston	7.7
19.	WWDW-FM	Columbia, S.C.	7.7
21.	WDIA	Memphis	7.6
21.	KCIJ	Shreveport	7.6

Cume

	STATION	MARKET	CUME
1.	WBLS-FM	New York	1,710,200
2.	WGCI-FM	Chicago	782,200
3.	WBMX-FM	Chicago	479,300
4.	KSOL-FM	San Francisco	474,100
5.	WDAS-FM	Philadelphia	428,500
6.	WJPC	Chicago	425,000
7.	WKYS-FM	Washington, D.C.	421,800
8.	WHUR-FM	Washington, D.C.	385,100
9.	KMJQ-FM	Houston	357,100
10.	KKDA-FM	Dallas	350,000
11.	WVON	Chicago	346,500
12.	WJLB-FM	Detroit	318,200
13.	WGPR-FM	Detroit	314,900
14.	WOOK-FM	Washington, D.C.	301,800
15.	WLBS-FM	Detroit	293,300
16.	WVEE-FM	Atlanta	282,800
17.	KDIA	San Francisco	268,300
18.	KBLX-FM	San Francisco	261,300
19.	KMJM-FM	St. Louis	258,700
20.	WXYV-FM	Baltimore	241,900
21.	KNOK-FM	Dallas	200,500
22.	WAMO-FM	Pittsburgh	183,600
23.	WAIL-FM	New Orleans	180,900
24.	WEDR-FM	Miami	166,700
25.	WHAT	Philadelphia	157,100

Methodology: Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or "Metro Cume".

SEMIANNUAL CORPORATE REPORT

RANK	CORPORATION	TOTAL CUME	# STATIONS	AVG. CUME	AVG. SHARE
1.	ABC	11,824,000	31	381,400	3.6
2.	CBS	11,325,800	28	404,500	4.2
3.	Westinghouse	8,420,500	18	467,800	6.6
4.	Metromedia	7,293,400	16	455,800	4.3
5.	RKO	7,380,800	17	434,200	4.0
6.	NBC	7,226,900	18	401,500	4.3
7.	Capital Cities	5,588,400	18	310,500	5.8
8.	Bonneville	4,110,100	9	456,700	6.4
9.	Cox	3,811,200	18	211,700	5.9
10.	Gannett	3,473,600	14	248,100	4.4
11.	Infinity	3,086,000	8	385,800	5.0
12.	Greater Media	2,721,200	9	302,400	6.1
13.	Taft	2,696,100	12	224,700	8.3
14.	Plough	2,332,900	11	212,100	6.1
15.	LIN	2,306,700	13	177,400	4.0
16.	Inner City	2,285,400	4	571,400	3.7
17.	Golden West	2,245,600	8	280,700	3.3
18.	Hearst	2,010,700	6	335,100	8.2
19.	Century	1,998,500	4	499,600	5.3
20.	Malrite	1,981,000	12	165,100	6.3
21.	Outlet	1,936,400	10	193,600	5.1
22.	Harte-Hanks	1,893,500	11	172,100	7.2
23.	Heftel	1,869,700	7	267,100	6.0
24.	G.E.	1,830,500	10	183,100	6.5
25.	Doubleday	1,788,500	7	255,500	4.3
26.	Gulf United	1,666,800	9	185,200	5.2
27.	WGN Continental	1,646,300	6	274,400	4.5
28.	Susquehanna	1,599,600	13	123,000	6.9
29.	Shamrock	1,553,600	7	221,900	3.8
30.	Jefferson-Pilot	1,549,700	10	155,000	6.4
31.	Charter	1,503,000	6	250,500	2.7
32.	Nationwide	1,455,900	11	132,400	5.1
33.	Fairbanks	1,449,300	6	241,600	7.4
34.	King	1,398,500	8	174,800	5.5
35.	First Media	1,362,200	5	272,400	6.6
36.	Storz	1,292,900	8	161,600	4.6
37.	Affiliated	1,221,500	13	94,000	5.8
38.	Viacom	1,194,000	6	199,000	4.6
39.	Great Trails	1,173,000	8	146,600	7.0
40.	Rust	1,171,700	15	78,100	6.2
41.	United Broadcasting	1,153,800	5	230,800	3.6
42.	Group One	1,113,400	8	139,200	6.4
43.	Sandusky	1,098,800	5	219,800	6.2
44.	Metroplex	1,092,900	6	182,200	5.1
45.	Scripps-Howard	1,092,500	7	156,100	6.7
46.	Meredith	992,800	6	165,500	7.0
47.	Mid-America	954,600	11	86,800	7.8
48.	Guy Gannett	945,400	6	157,600	8.1
49.	CCLA	945,000	3	315,000	5.2
50.	Mutual	940,100	1	940,100	2.1

Semiannual Corporate Report is based on information included in this publication. Not included is any corporate station falling to make the top fifteen or twenty in its own market's metro cume. The *total cume* column is an addition of *metro cume* figures for all of a corporation's stations qualifying in *INSIDE RADIO RATINGS REPORT & DIRECTORY*. The number of stations each corporation was credited for and an *average cume* follows. Stations could be ranked in top fifteen or twenty in more than one market. Station number reflects this. Metro areas not duplicated.

LEADING AM STATIONS BY AVERAGE QUARTER HOUR

RANK	STATION	FORMAT	SHARE	MARKET	OWNER
1.	WJBC	Adult Contemporary	40.7	Bloomington	Bloomington
2.	KGBT	Spanish	32.6	McAllen	Tichenor/Harbenito
3.	KFAB	Adult Contemporary	25.0	Omaha	KFAB
4.	WTIC	Adult Contemporary	23.8	Hartford	1080 Corporation
5.	WCCO	Adult Contemporary	22.9	Minneapolis	Midwest Radio-TV
6.	KMOX	News/Talk	21.8	St. Louis	CBS
7.	WOWO	Adult Contemporary	20.5	Ft. Wayne	Westinghouse
8.	KDKA	Adult Contemporary	19.8	Pittsburgh	Westinghouse
9.	KFQD	Adult Contemporary	17.3	Anchorage	KFQD, Inc.
10.	WRVA	Adult Contemporary	16.6	Richmond	Harte-Hanks
10.	WSLC	Country	16.6	Roanoke	Mel Wheeler, Inc.
12.	WHO	News/Talk	16.4	Des Moines	Palmer
12.	WHP	Adult Contemporary	16.4	Harrisburg	WHP, Inc.
12.	WHBC	Adult Contemporary	16.4	Canton	Beaverkettle
15.	WGY	Adult Contemporary	15.8	Albany	G.E.
16.	KVOO	Country	15.4	Tulsa	Southwestern Sales
17.	KSO	Country	15.0	Des Moines	Stoner
18.	WPTF	News/Talk	14.7	Raleigh	Durham Life
19.	WLVK	Adult Contemporary	14.6	Lexington	Bluegrass
19.	WRAC	Spanish	14.1	Miami	Radiocentro
21.	KUZZ	Country	14.1	Bakersfield	Owens
22.	WELI	Adult Contemporary	14.0	New Haven	Insilco
22.	KRMG	Adult Contemporary	14.0	Tulsa	Swanson
24.	WICC	Rock	13.9	Bridgeport	Connecticut
25.	WBBW	News/Talk	13.7	Youngstown	Mahoning Valley
26.	WHUM	Country	13.6	Reading	Reading Radio
26.	WDAF	Country	13.6	Kansas City	Taft
28.	WQHK	Country	13.5	Ft. Wayne	Pathfinder
28.	WXOK	Black	13.5	Baton Rouge	Security
28.	WIBC	Adult Contemporary	13.5	Indianapolis	Fairbanks
31.	WJCW	Country	13.4	Johnson City	Tri-Cities
32.	WMBD	Adult Contemporary	13.3	Peoria	Midwest TV
33.	WKZO	Adult Contemporary	13.2	Kalamazoo	Fetzer
34.	WBEN	Adult Contemporary	13.1	Buffalo	Algonquin
34.	KOKA	Black	13.1	Shreveport	Mid-America
36.	WTVN	Adult Contemporary	13.0	Columbus	Taft
36.	WSYR	News/Talk	13.0	Syracuse	Newhouse
36.	KFH	Country	13.0	Wichita	KFH
39.	WIBA	Adult Contemporary	12.9	Madison	Western Sun (dba Badger)
40.	WFIR	Adult Contemporary	12.6	Roanoke	Jim Gibbons
40.	WBAL	Adult Contemporary	12.6	Baltimore	Hearst
40.	WGNT	Adult Contemporary	12.6	Huntington	Stoner
40.	WROV	Rock	12.6	Roanoke	WROV Broadcasters
44.	WTSO	Country	12.5	Madison	Midcontinent
45.	KCUB	Country	12.4	Tucson	Rex
46.	WEEU	Adult Contemporary	12.3	Reading	WEEU Broadcasting
46.	KUGN	Adult Contemporary	12.3	Eugene	Obie
46.	KSTT	Adult Contemporary	12.3	Quad Cities	Guy Gannett
49.	KSSK	Adult Contemporary	12.0	Honolulu	Heftel
49.	WIS	Adult Contemporary	12.0	Columbia	Cosmos

LEADING AM STATIONS BY METRO CUME

RANK	STATION	FORMAT	CUME	MARKET	OWNER
1.	WINS	News/Talk	2,540,600	New York	Westinghouse
2.	WNBC	Adult Contemporary	2,204,500	New York	NBC
3.	WCBS	News/Talk	2,102,600	New York	CBS
4.	WABC	Adult Contemporary	2,067,700	New York	ABC
5.	WOR	News/Talk	1,891,800	New York	RKO
6.	WGN	News/Talk	1,376,300	Chicago	WGN Continental
7.	KABC	News/Talk	1,323,600	Los Angeles	ABC
8.	KYW	News/Talk	1,163,000	Philadelphia	Westinghouse
9.	WBBM	News/Talk	1,144,500	Chicago	CBS
10.	WLS	Rock	1,044,100	Chicago	ABC
11.	KFWB	News/Talk	1,043,400	Los Angeles	Westinghouse
12.	WNEW	Big Band	985,000	New York	Metromedia
13.	WHN	Country	940,100	New York	Mutual
14.	KNX	News/Talk	925,700	Los Angeles	CBS
15.	KCBS	News/Talk	894,600	San Francisco	CBS
16.	WPAT	Beautiful Music	888,700	New York	Capital Cities
17.	WJR	Adult Contemporary	861,100	Detroit	Capital Cities
18.	KGO	News/Talk	844,800	San Francisco	ABC
19.	KFRC	Rock	835,200	San Francisco	RKO
20.	WMCA	News/Talk	808,900	New York	Straus
21.	KDKA	Adult Contemporary	805,100	Pittsburgh	Westinghouse
22.	WCCO	Adult Contemporary	804,800	Minneapolis	Midwest
23.	KMOX	News/Talk	786,700	St. Louis	CBS
24.	WMAQ	Country	776,300	Chicago	NBC
25.	WBZ	Adult Contemporary	707,000	Boston	Westinghouse
26.	WHDH	Adult Contemporary	678,200	Boston	Blair
27.	KFI	Adult Contemporary	654,500	Los Angeles	Cox
28.	WIP	Adult Contemporary	616,700	Philadelphia	Metromedia
29.	WIND	News/Talk	600,100	Chicago	Westinghouse
30.	KMPC	News/Talk	598,700	Los Angeles	Golden West
31.	KLAC	Country	594,700	Los Angeles	Metromedia
32.	KRLA	Adult Contemporary	592,600	Los Angeles	KRLA, Inc.
33.	WMAL	Adult Contemporary	576,500	Washington, D.C.	ABC
34.	WWJ	News/Talk	572,400	Detroit	Evening News
35.	XTRA	Adult Contemporary	568,000	Los Angeles	Noble
36.	WEEI	News/Talk	559,900	Boston	CBS
37.	WCAU	News/Talk	467,200	Philadelphia	CBS
38.	KNBR	Adult Contemporary	464,600	San Francisco	NBC
39.	KIRO	News/Talk	462,700	Seattle	Bonneville
40.	KRLD	News/Talk	459,000	Dallas	Metromedia
41.	WTAE	Adult Contemporary	453,300	Pittsburgh	Hearst
42.	CKLW	Adult Contemporary	436,900	Detroit	Baton
43.	KSFO	Adult Contemporary	428,700	San Francisco	Golden West
44.	WJPC	Black	425,000	Chicago	Atlass
45.	WBAL	Adult Contemporary	417,500	Baltimore	Hearst
46.	WBAP	Country	417,000	Dallas	Capital Cities
47.	WSB	Adult Contemporary	409,200	Atlanta	Cox
48.	WXYZ	News/Talk	391,500	Detroit	ABC
49.	WPEN	Big Band	380,900	Philadelphia	Greater Media
50.	KTRH	News/Talk	380,200	Houston	Rusk Corporation

LEADING FM STATIONS BY AVERAGE QUARTER HOUR

RANK	STATION	FORMAT	SHARE	MARKET	OWNER
1.	WKEE	Adult Contemporary	24.2	Huntington	Capitol
2.	WNOK	Rock	20.0	Columbia, S.C.	Audubon
3.	WKSJ	Country	19.3	Mobile	Capitol (WCAW)
4.	WIVK	Country	19.0	Knoxville	Dick
5.	WKQQ	Album Rock	18.2	Lexington	Village
6.	KHFI	Rock	17.8	Austin	Central Texas
6.	WPVR	Beautiful Music	17.8	Roanoke	Jim Gibbons
8.	KSSN	Country	17.7	Little Rock	First
8.	KZFM	Rock	17.7	Corpus Christi	Texas Media Group
10.	KLLL	Country	17.4	Lubbock	Lubbock Broadcasters
11.	WMEE	Rock	17.3	Ft. Wayne	Pathfinder
11.	WSOC	Country	17.3	Charlotte	Cox
13.	WEZO	Beautiful Music	16.9	Rochester	Mairite
14.	WHRK	Black	16.7	Memphis	Plough
15.	WFMF	Rock	16.5	Baton Rouge	Baton Rouge Bdcstg.
16.	WLAP	Rock	16.3	Lexington	Illinois
17.	WBNQ	Rock	15.9	Bloomington	Bloomington
17.	WEZN	Beautiful Music	15.9	Bridgeport	Katz
19.	WTQR	Country	15.8	Greensboro	Summit
19.	WXLK	Rock	15.8	Roanoke	CEBE
21.	WCOS	Country	15.7	Columbia, S.C.	Buck
22.	KBFM	Rock	15.6	McAllen	KBFM, Inc.
23.	KEYN	Rock	15.5	Wichita	Long-Pride
23.	WEZK	Beautiful Music	15.5	Knoxville	South Central
23.	WSKZ	Rock	15.5	Chattanooga	Bloomington
26.	WLAN	Rock	15.4	Lancaster	Peoples
26.	WSRS	Beautiful Music	15.4	Worcester	Knight Quality
28.	WHIO	Beautiful Music	15.2	Dayton	Cox
29.	KBEE	Beautiful Music	15.1	Modesto	McClatchy
30.	KSTP	Adult Contemporary	14.8	Minneapolis	Hubbard
31.	WSWT	Beautiful Music	14.7	Peoria	Mid-America Media
31.	WXBQ	Country	14.7	Johnson City	Nininger
33.	KLAQ	Album Rock	14.5	El Paso	Rex
34.	WRAL	Adult Contemporary	14.4	Raleigh	Capitol
35.	WDOQ	Rock	14.3	Daytona Beach	Patten
35.	WYNK	Country	14.3	Baton Rouge	Miss-Lou
37.	KILO	Album Rock	14.0	Colorado Springs	KILO Broadcasting
38.	KEZO	Album Rock	13.9	Omaha	Meredith
39.	WSYR	Album Rock	13.8	Syracuse	Newhouse
40.	WABB	Rock	13.7	Mobile	WABB, Inc.
41.	WEZV	Beautiful Music	13.5	Ft. Wayne	Fairfield
41.	WRVQ	Rock	13.5	Richmond	Harte-Hanks
43.	KWEN	Country	13.3	Tulsa	Katz
43.	WLAV	Album Rock	13.3	Grand Rapids	Shepard
43.	WQIK	Country	13.3	Jacksonville	Rowland
43.	WWLV	Beautiful Music	13.3	Daytona Beach	Broadcast Mgmt.
47.	KFMX	Rock	13.2	Lubbock	So. Minnesota
47.	WWCK	Album Rock	13.2	Flint	Gencom
49.	KYKR	Country	13.0	Beaumont	Hicks
49.	WEAT	Beautiful Music	13.0	West Palm Beach	Gowdy

LEADING FM STATIONS BY METRO CUME

RANK	STATION	FORMAT	CUME	MARKET	OWNER
1.	WKTU	Disco	2,017,700	New York	Infinity
2.	WYNY	Adult Contemporary	1,788,200	New York	NBC
3.	WBLS	Black	1,710,200	New York	Inner City
4.	WRKS	Disco	1,649,100	New York	RKO
5.	WPLJ	Album Rock	1,644,300	New York	ABC
6.	WPAT	Beautiful Music	1,312,800	New York	Capital Cities
7.	WCBS	Oldies	1,182,900	New York	CBS
8.	WRFM	Beautiful Music	1,145,900	New York	Bonneville
9.	WNEW	Album Rock	995,900	New York	Metromedia
10.	KMET	Album Rock	954,900	Los Angeles	Metromedia
11.	KLOS	Album Rock	948,800	Los Angeles	ABC
12.	KBIG	Beautiful Music	902,600	Los Angeles	Bonneville
13.	WLS	Rock	798,800	Chicago	ABC
14.	WGCI	Black	782,200	Chicago	Gannett
15.	WLUP	Album Rock	744,000	Chicago	Heftel
16.	WMGK	Adult Contemporary	710,900	Philadelphia	Greater Media
17.	KRTH	Adult Contemporary	708,600	Los Angeles	RKO
18.	KJOI	Beautiful Music	708,400	Los Angeles	CCLA Communications
19.	WLOO	Beautiful Music	701,800	Chicago	Century
20.	KHTZ	Adult Contemporary	699,800	Los Angeles	Greater Media
21.	WCLR	Adult Contemporary	694,700	Chicago	Bonneville
22.	WMET	Album Rock	679,700	Chicago	Metromedia
23.	KIQQ	Rock	674,600	Los Angeles	Outlet
24.	WLLZ	Album Rock	657,300	Detroit	Doubleday
25.	KIIS	Rock	632,600	Los Angeles	Gannett
26.	WPIX	Rock	630,300	New York	WPIX, Inc.
27.	WCAU	Rock	628,500	Philadelphia	CBS
28.	WRIF	Album Rock	627,400	Detroit	ABC
29.	WCOZ	Album Rock	620,000	Boston	Blair
30.	WBBM	Adult Contemporary	602,400	Chicago	CBS
31.	WFYR	Adult Contemporary	589,400	Chicago	RKO
32.	WMMR	Album Rock	588,200	Philadelphia	Metromedia
33.	KNX	Mellow Music	583,700	Los Angeles	CBS
34.	WKQX	Rock	578,200	Chicago	NBC
35.	WTFM	Adult Contemporary	575,200	New York	WTFM, Inc.
36.	WNIC	Adult Contemporary	571,400	Detroit	Josephson, Internat'l
37.	KOST	Beautiful Music	545,700	Los Angeles	Cox
38.	WABX	Album Rock	545,400	Detroit	Century
39.	WLAK	Beautiful Music	542,100	Chicago	Storer
40.	KSTP	Adult Contemporary	515,300	Minneapolis	Hubbard
41.	KMEL	Album Rock	492,900	San Francisco	Century
41.	KSCS	Country	492,900	Dallas	Capital Cities
43.	WJEZ	Country	485,100	Chicago	Plough
44.	WBMX	Black	479,100	Chicago	Sonderling
45.	KSOL	Black	474,100	San Francisco	UBC
46.	WEAZ	Beautiful Music	467,700	Philadelphia	WDVR, Inc.
47.	KVIL	Adult Contemporary	455,100	Dallas	Fairbanks
48.	KROQ	Album Rock	453,700	Los Angeles	G.E. Cameron Commun.
49.	KIOI	Adult Contemporary	448,700	San Francisco	Charter
50.	KZLA	Country	443,700	Los Angeles	Capital Cities

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RATINGS INDEX

Here is a "quick scan" of cities containing Arbitron ratings in this issue of INSIDE RADIO RATINGS REPORT & DIRECTORY.

194	Aberdeen, WA	199	Fresno	205	Palm Springs
194	Akron	200	Gainesville, FL	205	Peoria
194	Albany-Schenectady	200	Grand Rapids	174	Philadelphia
194	Albuquerque	200	Greensboro-High Point	176	Phoenix
194	Allentown-Bethlehem	200	Greenville, SC	178	Pittsburgh
194	Anaheim-Santa Ana	200	Harrisburg	206	Plattsburgh, NY
195	Anchorage	154	Hartford	206	Portland, OR
195	Appleton-Oshkosh	200	Honolulu	206	Providence-Warwick
135	Atlanta	156	Houston-Galveston	206	Quad Cities
195	Austin, TX	201	Huntington-Ashland	206	Raleigh-Durham
195	Bakersfield	201	Indianapolis	206	Reading
136	Baltimore	201	Jacksonville	207	Richmond
195	Baton Rouge	201	Johnson City-Kingsport	207	Riverside-San Bernardino
195	Beaumont-Port Arthur	201	Kalamazoo-Portage	207	Roanoke, VA
196	Birmingham	201	Kansas City	207	Rochester
196	Bloomington	202	Knoxville	207	Sacramento
138	Boston	202	Lafayette, IN	180	St. Louis
196	Bridgeport	202	Lancaster	207	Salinas-Seaside-Monterey
140	Buffalo	202	Lansing-East Lansing	208	Salt Lake City
196	Burlington, VT	202	Las Vegas	208	San Antonio
196	Canton	202	Lexington	182	San Diego
196	Charleston, SC	203	Little Rock	184	San Francisco
197	Charlotte-Gastonia	158	Los Angeles	208	San Jose
197	Chattanooga	203	Los Angeles (Consolidated)	208	Santa Barbara, CA
142	Chicago	160	Louisville	208	Santa Rosa, CA
197	Cincinnati	203	Lubbock	186	Seattle-Everett-Tacoma
144	Cleveland	203	Madison	208	Shreveport
197	Colorado Springs	203	McAllen-Brownsville	209	Spokane
146	Columbia, SC	162	Memphis	209	Springfield, MA
197	Columbus, OH	204	Miami-Ft. Lauderdale	209	Stockton, CA
197	Corpus Christi	164	Milwaukee-Racine	209	Syracuse
198	Dallas Trading Area	166	Minneapolis-St. Paul	188	Tampa-St. Petersburg
148	Dallas-Ft. Worth	204	Mobile	209	Toledo
198	Danbury, CT	168	Modesto	190	Tucson, AZ
198	Dayton	204	Nashville	209	Tulsa
198	Daytona Beach	204	Nassau-Suffolk	192	Washington, DC
150	Denver-Boulder	204	New Bedford-Fall River, MA	210	Wenatchee, WA
198	Des Moines	204	New Haven-West Haven	210	West Palm Beach
152	Detroit	205	New Orleans	210	Wichita
198	El Paso	170	New York	210	Wilkes Barre-Scranton
199	Eugene-Springfield	172	Norfolk-Portsmouth-	210	Wilmington, DE
199	Flint		Newport News	210	Worcester
199	Ft. Lauderdale-Hollywood	205	Oklahoma City	211	York
199	Ft. Wayne	205	Omaha-Council Bluffs	211	Youngstown-Warren
199	Ft. Worth Trading Area	205	Orlando		

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