

Scarborough Qualitative Research
For radio's most popular categories



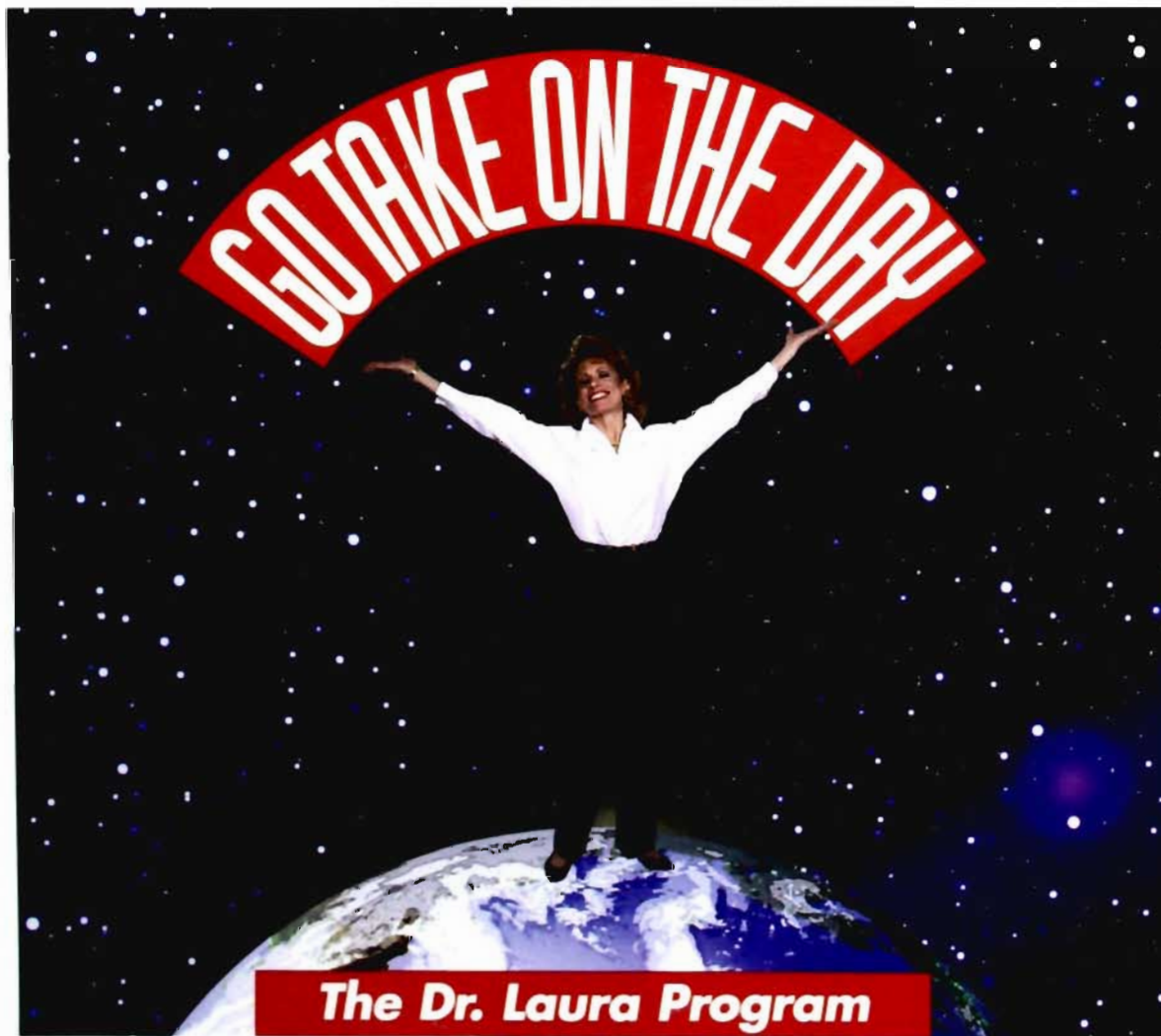
SPECIAL SUPPLEMENT
VOLUME 1/1997

RATINGS REPORT & DIRECTORY

YOUR COMPLETE INDUSTRY REFERENCE GUIDE

■ Detailed Arbitron trends
and Top 100 market profiles

■ More than 3000 radio and
record-related business listings



The Dr. Laura Program

400
Stations
in Only
30
Months!

For station affiliation call



(212) 581-3962

Produced and distributed by



SBI BROADCASTING
INTERNATIONAL

(714) 720-3999

For national ad sales call



(212) 541-8400

Catch the Weekend Wave!

RICK DEES

Weekend listeners want more than leftovers and reruns.

Rick Dees Weekly Top 40 makes a statement for your station!

Rick Dees, Radio's hottest entertainer counts down the hits from the R&R charts. You get 4 hours of premium programming that positions your radio station as an entertaining, all-hit winner. Pick your chart - CHR or Hot AC.



For more information call Tom Shovan
or Ramona Rideout at Radio Today Entertainment:
(212) 581-3962 or fax (212) 459-9343



DISTRIBUTED BY
ABC RADIO NETWORKS



Any resemblance of the surfer's body to radio personality Rick Dees is purely coincidental.

New Owners? %\$#@! I Need Job Protection.

*“With a lot of luck
The Old Research Factory
got my ratings to where
they are today.*

*But, that’s no longer
good enough.*

I just got bought.

*My new owner knows there’s
a lot of upside. Knows my ratings
performance can be improved.
Otherwise I was a No buy.*

*To win at the next level, I had one
clear choice to make. I had to
upgrade to a new way of winning
or gamble with assembly line stuff
from The Old Research Factory.*

I didn’t want to risk my job.

*I upgraded my research and
marketing weapons. I chose to
partner with the team of innovators
who in 1996 helped 9 stations in the
Top 15 markets become number 1.
That killer braintrust of people who
I can depend on to help me win
at the next level.*

The New Critical Mass Media!



Your world has changed.
Your rules have changed.
So have the answers you
need to succeed.

To become a market
leader you demonstrate
the difference between
success, just getting by,
and failure.

This lies in your ability to use
knowledge in revolutionary ways,
to recognize ahead-of-the-pack
opportunities for success and to
take decisive action.

To stay a market leader you shunned
the old guard and upgraded to a new
way of winning.

You took the lead and stepped out in
front of the pack. You found us there
waiting to take you further with the
revolutionary innovations that
help you succeed:

TrueVariety™ music research,
Mental Weaponry™ perceptual research,
Nest Marketing™ listener cultivation
with **TrueCore™** Targeting.

New World. New Rules. New Answers!™

CRITICAL MASS MEDIA®

Revolutionary Radio Research • Nest Marketing • Mental Weaponry

To upgrade to our revolutionary services, please contact:
John Martin, Elizabeth Hamilton, Abbe Harris, Jennifer Hodlick, Donna Leonard.
(847) 441-9CMM • (847) 441-4FAX • cmm@cmmnet.com

RATINGS REPORT

6 National & Regional Reach Charts

A quick overview of the leading radio formats, comparing overall numbers on a national and regional basis.

10 Format Leaders

The top 10 stations in each of the major formats, ranked by AQH and cume, Monday-Sunday, 6am to midnight — prefaced by a Top 25 national "all-format" section covering the Top 100 markets.

- | | |
|--|--|
| 10 National overview (all-format),
Adult Alternative | 13 NAC |
| 11 Adult Contemporary, Alternative,
Beautiful/Easy Listening | 14 News/Talk, Nostalgia,
Oldies/Classic Rock |
| 12 Contemporary Hit Radio,
Classical, Country, | 15 Rock, Spanish, Urban |

16 Scarborough Research

What are the consumption habits of listeners in your format? Get the answers about radio's most popular sales categories here.

22 Drivetime Dominators

Radio's top 10 morning and afternoon personalities and stations, ranked by AQH and cume.

24 How To Use The Ratings Information

An easy step-by-step primer for using R&R's comprehensive ratings data.

25 Top 100 Market Profiles

R&R's exclusive single-source ratings data overview featuring Arbitron one-year trends, rankings in five key demos, owners, rep affiliations, and more.

TOP 100 MARKET INDEX

Page	Market (Metro rank)	Page	Market (Metro rank)	Page	Market (Metro rank)
106	Akron (67)	102	Greenville-Spartanburg (59)	33	Philadelphia (5)
101	Albany-Schenectady-Troy (57)	109	Harrisburg-Lebanon-Carlisle (73)	57	Phoenix (18)
108	Albuquerque (71)	87	Hartford-New Britain (42)	60	Pittsburgh (20)
105	Allentown-Bethlehem (65)	101	Honolulu (58)	65	Portland, OR (24)
47	Atlanta (12)	41	Houston-Galveston (9)	74	Providence-Warwick-Pawtucket (31)
98	Austin (51)	81	Indianapolis (36)	94	Raleigh-Durham (48)
115	Bakersfield (86)	99	Jacksonville (53)	100	Richmond (56)
58	Baltimore (19)	119	Johnson City-Kingsport-Bristol (94)	68	Riverside-San Bernardino (26)
113	Baton Rouge (81)	70	Kansas City (27)	91	Rochester, NY (46)
100	Birmingham (55)	106	Knoxville (68)	71	Sacramento (28)
43	Boston (10)	121	Lafayette, LA (98)	55	St. Louis (17)
85	Buffalo-Niagara Falls (40)	90	Las Vegas (45)	79	Salt Lake City-Ogden-Provo (35)
118	Charleston, SC (91)	113	Little Rock (82)	78	San Antonio (34)
82	Charlotte-Gastonia-Rock Hill (37)	27	Los Angeles (2)	50	San Diego (15)
122	Chattanooga (100)	97	Louisville (50)	31	San Francisco (4)
29	Chicago (3)	104	McAllen-Brownsville (63)	73	San Jose (30)
67	Cincinnati (25)	120	Melbourne-Titusville-Cocoa (96)	112	Sarasota-Bradenton (79)
62	Cleveland (22)	88	Memphis (43)	48	Seattle-Tacoma (13)
120	Colorado Springs (95)	45	Miami-Ft. Lauderdale (11)	116	Spokane (87)
116	Columbia, SC (88)	72	Milwaukee-Racine (29)	111	Springfield, MA (77)
76	Columbus, OH (32)	54	Minneapolis-St. Paul (16)	115	Stockton (85)
37	Dallas-Ft. Worth (7)	114	Mobile (84)	107	Syracuse (70)
99	Dayton (54)	92	Monmouth-Ocean, NJ (47)	61	Tampa-St. Petersburg (21)
119	Daytona Beach (93)	111	Monterey-Salinas-Santa Cruz (78)	110	Toledo (75)
64	Denver-Boulder (23)	89	Nashville (44)	102	Tucson (60)
117	Des Moines (88)	52	Nassau-Suffolk (14)	103	Tulsa (61)
35	Detroit (6)	114	New Bedford-Fall River (83)	39	Washington, DC (8)
107	El Paso (69)	121	New Haven (97)	95	West Palm Beach (49)
110	Ft. Myers-Naples (76)	84	New Orleans (39)	117	Wichita (90)
122	Ft. Wayne (99)	25	New York (1)	103	Wilkes Barre-Scranton (62)
104	Fresno (64)	77	Norfolk-Virginia Beach-Newport News (33)	109	Wilmington (74)
105	Grand Rapids (66)	98	Oklahoma City (52)	118	Youngstown-Warren (92)
86	Greensboro-Winston Salem (41)	108	Omaha-Council Bluffs (72)		
112	Greenville-New Bern (80)	83	Orlando (38)		

Numbers following market listings indicate market rank in the Fall '96 ratings period.

SWW

networks

a Sony Corporation of America company

PROGRAMMING

Services Networks

ALTERNATIVE ROCK

URBAN

COUNTRY

AC

NAC

CLASSIC ALBUM ROCK

TALK

WEEKEND

Programs

HARD DRIVE

COUNTRY'S MOST WANTED

PERSONAL NOTES

EDGE OF REALITY

DERSHOWITZ!

CLASSIC
fm

24 hour format

SW

a Sony Corporation of America company

1370 AVENUE OF THE AMERICAS, NEW YORK, NY 10019

PHONE 212.833.5400

FAX 212.833.4994

DIRECTORY

"YOUR COMPLETE INDUSTRY RESOURCE GUIDE," the most comprehensive compilation of industry-oriented companies and organizations.

132 *Consultants Showcase*

221 *Promotional Showcase*

244 *Production Services Showcase*

325 *Marketplace*

326 *Directory Index*

An alphabetical listing of every company in the Industry Directory.

335 *Advertiser Index*

An alphabetical listing of all advertisers in the Ratings Report & Directory.

- 124 *Computers & Software*
- 131 *Consultant Firms*
- 153 *Employment Services*
- 154 *Equipment Suppliers*
- 161 *Federal Communications Commission*
- 163 *Financial*
- 169 *Group Owners*
- 215 *Independent Record Promotion*
- 219 *Industry Organizations*

- 222 *Marketing & Promotion*
- 239 *Media Brokers*
- 243 *Production Services*
- 262 *Program Suppliers & Networks*
- 283 *Record Companies*
- 303 *Rep Firms*
- 306 *Research Firms*
- 318 *Show Prep*
- 321 *TV Production*



PUBLISHER/CEO: **Erica Farber**
 MANAGING EDITOR: **Ron Rodrigues**
 EXECUTIVE EDITOR: **Gail Mitchell**

RATINGS REPORT EDITOR: **Hurricane Heeran**
 DIRECTORY EDITOR: **Ted Kozlowski**
 RADIO EDITOR: **Frank Miniaci**
 ASSOCIATE EDITORS: **Anthony Acampora, Jeff Axelrod, Julie Gidlow, Adam Jacobson, Margo Ravel**
 EDITORIAL ASSISTANT: **Jennifer Harris**

PRODUCTION DIRECTOR: **Kent Thomas**
 DESIGN DIRECTOR: **Gary van der Steur**
 PRODUCTION MANAGER: **Roger Zumwalt**
 PRODUCTION: **Marilyn Frandsen, Tim Kummerow, Lucie Morris, Derek Cornett, Renu Ahluwalia**

Los Angeles Office: (310) 553-4330, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067 Fax: (310) 203-9763

Washington, DC Bureau: (202) 783-3822, National Press Building, 529 14th St. NW, Suite 975, Washington, DC 20045 Fax: (202) 783-0260

Nashville Bureau: (615) 244-8822, 1106 16th Ave. South, Nashville, TN 37212 Fax: (615) 248-6655

The R&R "Ratings Report & Directory," Vol. 1, '97 is published by Radio & Records Inc., 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067. All reasonable care has been taken but no responsibility is assumed for errors and omissions. Nothing may be reproduced in whole or in part without written permission from the publisher. Printed in USA.

© 1997 Radio & Records Inc.
 A Perry Corp. Company

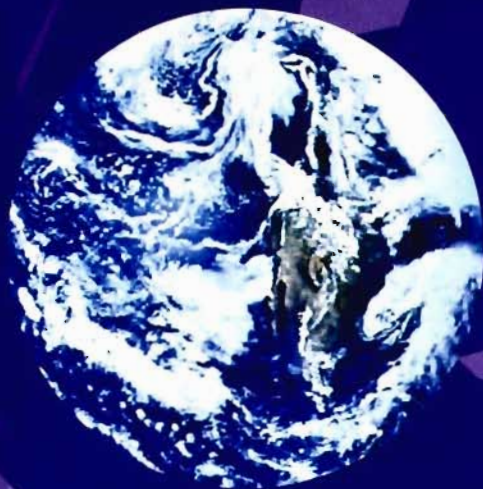
NEED MORE COPIES?



If you wish to order extra copies of the R&R "Ratings Report & Directory Vol. 1 '97" for \$50 each, please call **310-788-1625**

The Industry's Information Leader **310-788-1625**

Isn't it good to know ...



that in this world...

AP

of continual change...



there is one element that...

will always be consistent - **AP**

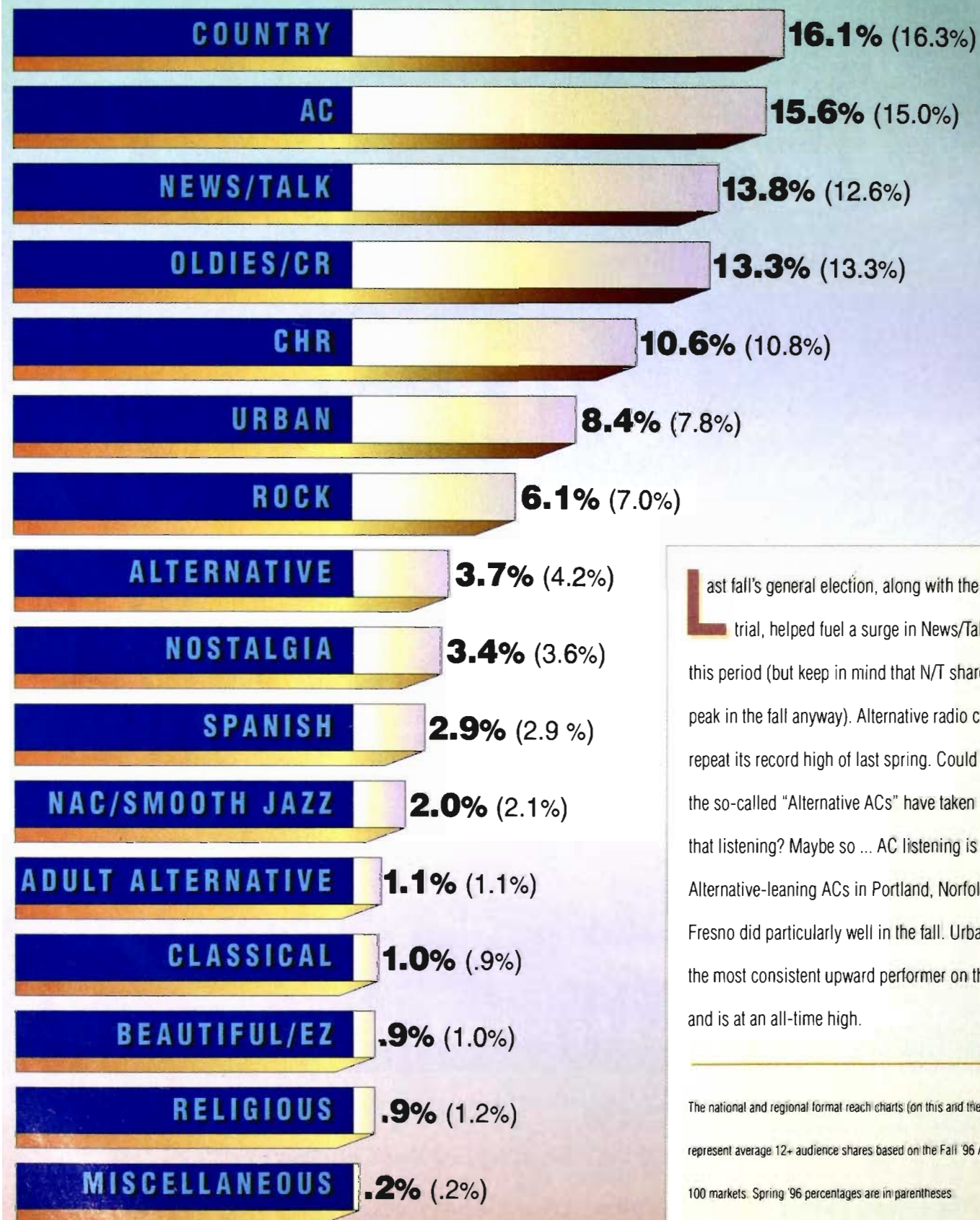
THE ASSOCIATED PRESS

A Name You Can Trust with a Service You Can Rely On.

Multimedia • News Wires • Audio • Video • Graphic Services • Photos • Newsroom Software

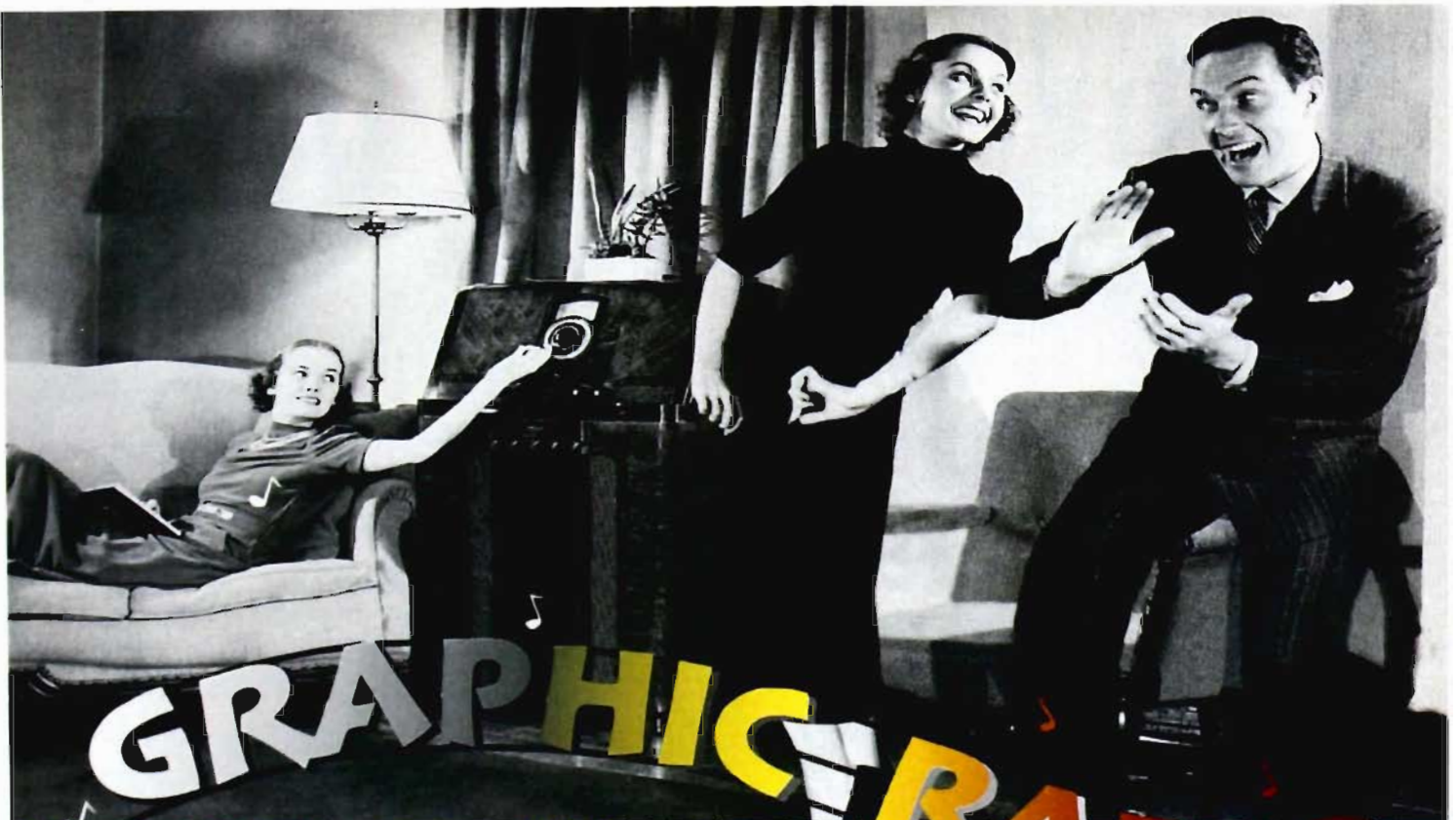
Ask about our new and enhanced services for '97
(800) 821-4747

NATIONAL FORMAT REACH



Last fall's general election, along with the O.J. civil trial, helped fuel a surge in News/Talk listening this period (but keep in mind that N/T shares usually peak in the fall anyway). Alternative radio could not repeat its record high of last spring. Could some of the so-called "Alternative ACs" have taken some of that listening? Maybe so ... AC listening is up and Alternative-leaning ACs in Portland, Norfolk, and Fresno did particularly well in the fall. Urban radio is the most consistent upward performer on the chart and is at an all-time high.

The national and regional format reach charts (on this and the next page) represent average 12+ audience shares based on the Fall '96 Arbitron Top 100 markets. Spring '96 percentages are in parentheses.



GRAPHIC RADIO

THE BEST IN BUMPER STICKERS AND WINDOW DECALS

1581 FAIRVIEW AVENUE | ST. LOUIS, MO 63132 | 1-800-569-1808 | PHONE: 314-423-4411 | FAX: 314-423-2964



REGIONAL FORMAT REACH

Spring '96 percentages are in parentheses.

EAST

AC	18.5 (17.3)
NEWS/TALK	17.3 (16.1)
CHR	13.4 (15.4)
OLDIES/CR	13.4 (13.1)
COUNTRY	10.1 (9.6)
URBAN	6.0 (5.5)
ROCK	5.5 (7.5)
NOSTALGIA	5.3 (4.8)
ALTERNATIVE	4.9 (5.4)
NAC	1.8 (1.5)
CLASSICAL	1.2 (1.1)
ADULT ALT.	.8 (.8)
SPANISH	.8 (.8)
RELIGIOUS	.7 (.7)
B/EZ	.2 (.4)
MISC	0 (0)



SOUTH

COUNTRY	19.9 (20.7)
AC	14.3 (13.4)
URBAN	14.2 (13.1)
OLDIES/CR	12.2 (11.7)
CHR	9.9 (9.7)
NEWS/TALK	9.2 (8.1)
ROCK	5.3 (6.7)
SPANISH	4.2 (4.7)
NOSTALGIA	2.6 (2.8)
B/EZ	1.9 (1.9)
NAC	1.8 (1.6)
ALTERNATIVE	1.7 (2.4)
RELIGIOUS	1.6 (2.8)
ADULT ALT.	.7 (.5)
CLASSICAL	.2 (.3)
MISC	.1 (0)



MIDWEST

COUNTRY	18.3 (18.6)
NEWS/TALK	15.6 (14.6)
AC	14.5 (15.2)
OLDIES/CR	14.5 (15.6)
ROCK	8.5 (7.9)
URBAN	8.1 (7.4)
CHR	7.5 (6.9)
ALTERNATIVE	5.4 (5.7)
NOSTALGIA	3.1 (3.2)
NAC	1.6 (1.8)
CLASSICAL	1.0 (.9)
ADULT ALT.	.9 (1.3)
RELIGIOUS	.5 (.4)
B/EZ	.3 (.2)
SPANISH	.2 (.3)
MISC	0 (0)



WEST

NEWS/TALK	16.4 (15.1)
AC	16.0 (15.7)
OLDIES/CR	13.7 (13.8)
COUNTRY	13.2 (12.3)
CHR	12.1 (12.2)
ROCK	5.7 (6.3)
SPANISH	5.4 (4.5)
ALTERNATIVE	4.3 (4.8)
NOSTALGIA	3.5 (4.2)
NAC	2.8 (3.8)
ADULT ALT.	2.3 (2.3)
CLASSICAL	1.9 (1.8)
MISC	.8 (.9)
URBAN	.8 (.9)
B/EZ	.5 (.6)
RELIGIOUS	.3 (.6)



"Papa" Joe Chevalier

The Voice That Roared

**Winning Sports Fans Across the Country
with a Fist-Pounding Entertainment
Style that's All His Own.**

That's because he is a sports fan's man—a guy who covers the sports scene with a style and wit that's all his own.

And he's not holding anything back, especially his opinion. Because *when it comes to sports talk, "Papa" Joe is the king.* And in his court are legions of fans who voice their opinions during the lively debates that are the trademarks of his show.

When it comes to turning talk into pure entertainment, nobody does it better than "Papa" Joe.

**Catch "Papa" Joe
in action from
6 pm-10 pm E.T.
weekdays.**

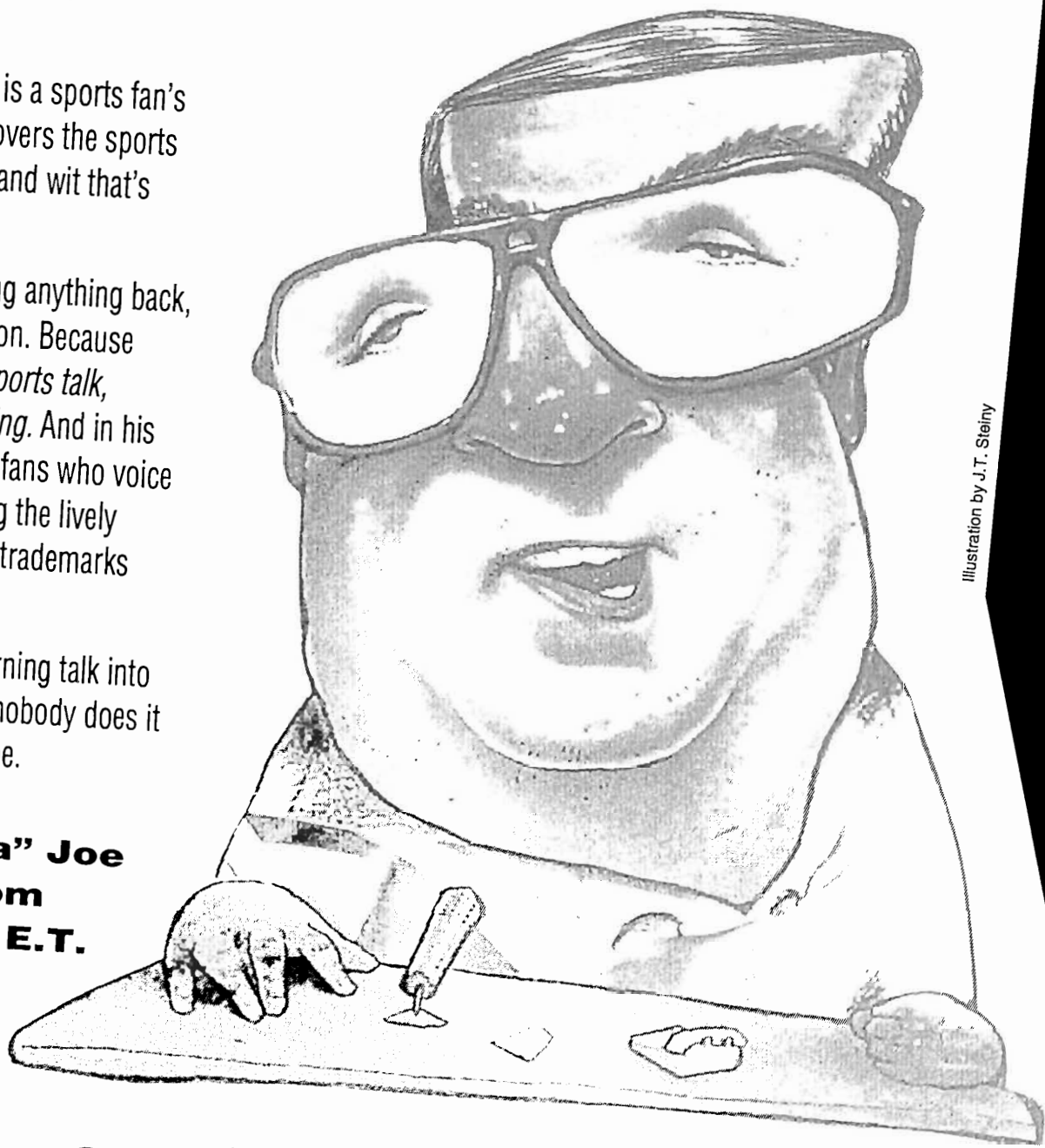


Illustration by J.T. Steiny

One-On-One Sports Radio Network
847-509-1661

Average Quarter-Hour



1. WXBQ-FM/Johnson City-Kingsport (Country) ...	30.4
2. WUSY-FM/Chattanooga (Country)	20.1
3. WIVK-FM/Knoxville (Country)	19.8
4. WDUV-FM/Tampa (Sarasota book)(B/EZ)	18.5
5. WWDM-FM/Columbia, SC (Urban)	18.2
6. WRNS-AM & FM/Greenville-New Bern (Country)	18.0
7. WHAS-AM/Louisville (Full Service)	16.5
8. KGBT-AM & FM/McAllen-Brownsville (Spanish)	15.6
9. WAMZ-FM/Louisville (Country)	15.2
10. KPRR-FM/El Paso (CHR/Rhythmic)	14.8
11. KBNA-AM & FM/El Paso (Spanish)	14.5
11. WQXK-FM/Youngstown-Warren (Country)	14.5
13. KIIM-FM/Tucson (Country)	14.4
14. KUZZ-FM/Bakersfield (Country)	14.0
14. WIKS-FM/Greenville-New Bern (Urban/AC)	14.0
16. KXXY-FM/Oklahoma City (Country)	13.9
16. WKKO-FM/Toledo (Country)	13.9
18. KMJ-AM/Fresno (News/Talk)	13.6
19. WQUT-FM/Johnson City (Classic Rock)	13.5
20. KIKI-FM/Honolulu (CHR/Rhythmic)	13.1
21. KMOX-AM/St. Louis (Talk)	13.0
22. WFBQ-FM/Indianapolis (Classic Rock)	12.7
23. WHO-AM/Des Moines (News/Talk)	12.6
23. WHRK-FM/Memphis (Urban)	12.6
25. WOWI-FM/Norfolk-Virginia Beach (Urban)	12.5

National All-Format

Cume



1. WKTU-FM/New York (CHR/Rhythmic)	2,427,800
2. WINS-AM/New York (News)	2,102,100
3. WLTW-FM/New York (AC)	1,983,500
4. WQHT-FM/New York (CHR/Rhythmic)	1,812,700
5. WCBS-AM/New York (News)	1,741,200
6. WCBS-FM/New York (Oldies)	1,730,900
7. WHTZ-FM/New York (CHR/Pop)	1,639,800
8. WRKS-FM/New York (Urban/AC)	1,619,600
9. WPLJ-FM/New York (Hot AC)	1,601,000
10. WXRK-FM/New York (Alternative)	1,549,600
11. KIIS-AM & FM/Los Angeles (CHR/Pop) ...	1,441,200
12. KPWR-FM/Los Angeles (CHR/Rhythmic) .	1,395,400
13. WFAN-AM/New York (Sports)	1,321,800
14. KLVE-FM/Los Angeles (Spanish)	1,294,700
15. WQCD-FM/New York (NAC)	1,286,500
16. KRTH-FM/Los Angeles (Oldies)	1,261,300
17. WABC-AM/New York (Talk)	1,248,700
18. KOST-FM/Los Angeles (AC)	1,248,100
19. KYW-AM/Philadelphia (News)	1,246,100
20. WOR-AM/New York (Talk)	1,241,800
21. WBLS-FM/New York (Urban/AC)	1,194,300
22. WSKQ-FM/New York (Spanish)	1,158,800
23. WDBZ-FM/New York (Hot AC)	1,148,100
24. WBBM-FM/Chicago (CHR/Rhythmic)	1,099,900
25. WAXQ-FM/New York (Classic Rock)	1,086,100

Average Quarter-Hour



1. KAEP-FM/Spokane	5.4
2. KQPT-FM/Sacramento	4.7
3. KBCO-FM/Denver-Boulder	4.5
3. WHPT-FM/Tampa (Sarasota book)	4.5
5. KINK-FM/Portland, OR	3.8
5. KTCZ-FM/Minneapolis-St. Paul	3.8
7. KGSR-FM/Austin	3.6
7. WVRV-FM/St. Louis	3.6
9. WJBX-FM/Ft. Myers-Naples	3.5
10. KFFG & KFOG/San Francisco	3.3
10. KMTT-AM & FM/Seattle-Tacoma	3.3
10. WBOS-FM/Boston (New Bedford book)	3.3

Adult Alt.

Cume



1. KFFG & KFOG/San Francisco	546,800
2. WXRT-FM/Chicago	515,600
3. KSCA-FM/Los Angeles*	366,400
4. WBOS-FM/Boston	363,800
5. KTCJ & KTCZ/Minneapolis-St. Paul	278,700
6. WVRV-FM/St. Louis	234,400
7. KBCO-FM/Denver-Boulder	231,900
8. KMTT-AM & FM/Seattle-Tacoma	226,300
9. KXPX-FM/Denver-Boulder	198,200
10. KQPT-FM/Sacramento	183,800

* Switched to Spanish in February.

FORMAT LEADERS

Average Quarter-Hour



1. WRCH-FM/Hartford-New Britain 11.8
2. WJXB-FM/Knoxville 11.0
2. WYJB-FM/Albany-Schenectady 11.0
4. WLEV-FM/Allentown-Bethlehem 10.6
5. KSSK-FM/Honolulu (Hot AC) 10.3
6. WJBR-FM/Wilmington, DE 9.8
7. WTFM-FM/Johnson City-Kingsport 9.5
8. KMXZ-FM/Tucson 9.4
8. KSFI-FM/Salt Lake City-Ogden 9.4
8. WAJI-FM/Ft. Wayne 9.4

AC

Cume



1. WLTW-FM/New York 1,983,500
2. WPLJ-FM/New York (Hot AC) 1,601,000
3. KOST-FM/Los Angeles 1,248,100
4. WDBZ-FM/New York (Hot AC) 1,148,100
5. KBIG-FM/Los Angeles (Hot AC) 961,400
6. KYSR-FM/Los Angeles (Hot AC) 858,600
7. WLIT-FM/Chicago 803,700
8. WTMX-FM/Chicago (Hot AC) 742,500
9. WPNT-FM/Chicago (Hot AC) 657,500
10. KOIT-AM & FM/San Francisco 651,800

Average Quarter-Hour



1. WGRD-FM/Grand Rapids 6.9
2. KICT-FM/Wichita 6.6
3. KEGE-FM/Minneapolis-St. Paul 6.0
3. WEDG-FM/Buffalo-Niagara Falls 6.0
5. KMYZ-FM/Tulsa 5.9
6. WMRQ-FM/Hartford-New Britain 5.8
7. WNVE-FM/Rochester, NY 5.5
8. KKDM-FM/Des Moines 5.4
8. WMMS-FM/Cleveland 5.4
8. WPBZ-FM/West Palm Beach-Boca Raton 5.4

Alternative

Cume



1. WXRK-FM/New York 1,549,600
2. KROQ-FM/Los Angeles 1,019,200
3. WKQX-FM/Chicago 927,800
4. KLYY-FM/Los Angeles 609,200
5. WBCN-FM/Boston 569,500
6. KITS-FM/San Francisco 453,300
7. WHYT-FM/Detroit 424,800
8. WHFS-FM/Washington, DC 420,000
9. WNNX-FM/Atlanta 415,200
10. KTBZ-FM/Houston-Galveston 410,600

Average Quarter-Hour



1. WDUV-FM/Tampa (Sarasota book) 18.5
2. WAVV-FM/Ft. Myers-Naples 11.5
3. WRLX-FM/West Palm Beach-Boca Raton 9.0
4. WDUV-FM/Tampa-St. Petersburg 6.6
5. KUMU-FM/Honolulu 5.7
6. WXEZ-FM/Norfolk-Virginia Beach 4.0
7. XAAA-FM/McAllen-Brownsville 4.0
8. KOEZ-FM/Wichita 3.8
9. KMXD-FM/Des Moines 3.3
9. WNCE-FM/Harrisburg-Lebanon 3.3

B/EZ

Cume



1. WDUV-FM/Tampa-St. Petersburg 231,600
2. WDUV-FM/Tampa (Sarasota book) 127,900
3. WRLX-FM/West Palm Beach-Boca Raton 117,300
4. WAVV-FM/Ft. Myers-Naples 102,200
5. WXEZ-FM/Norfolk-Virginia Beach 88,600
6. KUMU-FM/Honolulu 85,100
7. WCEZ-FM/Columbus, OH 64,800
8. XAAA-FM/McAllen-Brownsville 64,000
9. KWRP-FM/Riverside-San Bernardino 63,100
10. WEZY-FM/Milwaukee-Racine 44,100

Average Quarter-Hour



1. KPRR-FM/EI Paso (CHR/Rhythmic) 14.8
2. KIKI-FM/Honolulu (CHR/Rhythmic) 13.1
3. KBFM-FM/McAllen-Brownsville (CHR/Pop) 12.3
4. WKRF & WKRZ/Wilkes Barre-Scranton (CHR/Pop) . 11.7
5. WAEB-FM/Allentown-Bethlehem (CHR/Pop) 11.6
6. KKMG-FM/Colorado Springs (CHR/Pop) 11.3
7. WNNK-FM/Harrisburg-Lebanon (CHR/Pop) 11.2
8. KKXX-FM/Bakersfield (CHR/Rhythmic) 10.7
8. WSTW-FM/Wilmington, DE (CHR/Pop) 10.7
10. KTFM-FM/San Antonio (CHR/Rhythmic) 10.2
10. WHOT-FM/Youngstown-Warren (CHR/Pop) 10.2
10. WNTQ-FM/Syracuse (CHR/Pop) 10.2

CHR

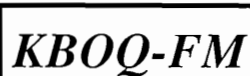
Cume



1. WKTU-FM/New York (CHR/Rhythmic) 2,427,800
2. WQHT-FM/New York (CHR/Rhythmic) 1,812,700
3. WHTZ-FM/New York (CHR/Pop) 1,639,800
4. KIIS-AM & FM/Los Angeles (CHR/Pop)* . 1,441,200
5. KPWR-FM/Los Angeles (CHR/Rhythmic) . 1,395,400
6. WBBM-FM/Chicago (CHR/Rhythmic) 1,099,900
7. WIOQ-FM/Philadelphia (CHR/Pop) 710,100
8. KHKS-FM/Dallas-Ft. Worth (CHR/Pop) 667,500
9. KYLD-FM/San Francisco (CHR/Rhythmic) . 667,200
10. KMEL-FM/San Francisco (CHR/Rhythmic). 663,300

*KIIS-AM switched to Sports programming in February.

Average Quarter-Hour

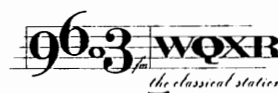


1. KBOQ-FM/Monterey-Salinas-Santa Cruz 4.9
1. WCRB-FM/Boston 4.9
3. KING-FM/Seattle-Tacoma 4.7
4. KHFM-FM/Albuquerque 4.4
5. KFSD-FM/San Diego* 4.2
6. WGMS-FM/Washington, DC 3.7
7. WFLN-FM/Philadelphia 3.2
8. KVOD-FM/Denver-Boulder 3.1
9. WCLV-FM/Cleveland 3.0
10. KXTR-FM/Kansas City 2.9

*Became KXGL-FM (Oldies) in January.

Classical

Cume



1. WQXR-FM/New York 966,700
2. KKG0-FM/Los Angeles 631,000
3. KDFC-FM/San Francisco 409,200
4. WCRB-FM/Boston 393,400
5. WNIB-FM/Chicago 362,300
6. WFLN-FM/Philadelphia 346,300
7. WFMT-FM/Chicago 329,600
8. WGMS-FM/Washington, DC 315,200
9. KING-FM/Seattle-Tacoma 303,600
10. WRR-FM/Dallas-Ft. Worth 290,300

Average Quarter-Hour



1. WXBQ-FM/Johnson City-Kingsport 30.4
2. WUSY-FM/Chattanooga 20.1
3. WIVK-FM/Knoxville 19.8
4. WRNS-AM & FM/Greenville-New Bern 18.0
5. WAMZ-FM/Louisville 15.2
6. WQXK-FM/Youngstown-Warren 14.5
7. KIIM-FM/Tucson 14.4
8. KUZZ-FM/Bakersfield 14.0
9. KXXY-FM/Oklahoma City 13.9
9. WKKO-FM/Toledo 13.9

Country

Cume



1. KZLA-FM/Los Angeles 613,700
2. WUSN-FM/Chicago 591,600
3. WKHX-FM/Atlanta 502,000
4. KSCS-FM/Dallas-Ft. Worth 499,600
5. WMZQ-FM/Washington, DC 480,800
6. KKBQ-AM & FM/Houston-Galveston 444,300
7. KILT-FM/Houston-Galveston 425,300
8. WWWW-FM/Detroit 405,200
9. WXTU-FM/Philadelphia 391,600
10. KYNG-FM/Dallas-Ft. Worth 384,700

Average Quarter-Hour

Smooth Jazz
WJCD 105.3 FM

Smooth Jazz
WSMJ-FM 101.1

1. WJCD-FM/Norfolk-Virginia Beach 5.8
1. WSMJ-FM/Richmond 5.8
3. KHIH-FM/Denver-Boulder 5.0
4. WJZK-FM/Charleston, SC 4.6
5. KIFM-FM/San Diego 4.4
6. KCIY-FM/Kansas City 4.3
7. WLOQ-FM/Orlando 4.0
7. WSJT-FM/Tampa-St. Petersburg 4.0
7. WVMV-FM/Detroit 4.0
10. WN WV-FM/Cleveland 3.9
10. WVAE-FM/Cincinnati 3.9

NAC

Cume

Smooth Jazz
CD 101.9

1. WQCD-FM/New York 1,286,500
2. KTWV-FM/Los Angeles 871,800
3. WNUA-FM/Chicago 703,700
4. KKSF-FM/San Francisco 451,700
5. WJJZ-FM/Philadelphia 435,600
6. KBLX-FM/San Francisco 401,000
7. WVMV-FM/Detroit 346,100
8. WJZW-FM/Washington, DC 314,900
9. KOAI-FM/Dallas-Ft. Worth 306,300
10. WLVE-FM/Miami-Ft. Lauderdale 280,900



**THE R&R ANNUAL
SUBSCRIPTION PACKAGE**

\$299.00
(U.S. Only)

DELIVERS THE MOST FOR YOUR MONEY!

SUBSCRIBE AND SAVE OVER \$100.00!

- 51 weeks of R&R (\$330.00 value)
- 2 semi-annual Ratings Report & Directories (\$ 100.00 value)
- Program Supplier Guide (\$30.00 value)
- Marketing & Promotion Guide (\$10.00 value)



For Faster Service:
FAX Credit Card Payments To
310-203-8727



Or Call R&R at
310-788-1625



Or e-mail R&R at
moreinfo@rronline.com

Average Quarter-Hour



1. WHAS-AM/Louisville (Full Service) 16.5
2. KMJ-AM/Fresno (News/Talk) 13.6
3. KMOX-AM/St. Louis (Talk) 13.0
4. WHO-AM/Des Moines (News/Talk) 12.6
5. KDKA-AM/Pittsburgh (News/Talk) 12.3
5. WCCO-AM/Minneapolis-St. Paul (Full Service) 12.3
7. WHAM-AM/Rochester, NY (News/Talk) 11.8
8. WBEN-AM/Buffalo-Niagara Falls (News/Talk) .. 11.4
9. KFBK-AM/Sacramento (News/Talk) 11.1
10. WHP-AM/Harrisburg-Lebanon (Talk) 10.8

News/Talk

Cume



1. WINS-AM/New York (News) 2,102,100
2. WCBS-AM/New York (News) 1,741,200
3. WFAN-AM/New York (Sports) 1,321,800
4. WABC-AM/New York (Talk) 1,248,700
5. KYW-AM/Philadelphia (News) 1,246,100
6. WOR-AM/New York (Talk) 1,241,800
7. WGN-AM/Chicago (Full Service) 1,068,100
8. KFI-AM/Los Angeles (Talk) 1,050,000
9. WBBM-AM/Chicago (News) 999,300
10. KNX-AM/Los Angeles (News) 986,600

Average Quarter-Hour



1. WMMB-AM/Melbourne-Titusville 8.8
2. WROD-AM/Daytona Beach 7.8
3. WABY-AM & FM/Albany-Schenectady 7.2
4. WRMR-AM/Cleveland 7.1
5. KJUL-FM/Las Vegas 7.0
6. KRNT-AM/Des Moines 6.2
7. WECK-AM/Buffalo-Niagara Falls 6.1
8. KOY-AM/Phoenix 5.9
9. KJWL-FM/Fresno 5.7
9. WOKY-AM/Milwaukee-Racine 5.7

Nostalgia

Cume



1. WQEW-AM/New York 655,100
2. KLAC-AM/Los Angeles 585,800
3. WPEN-AM/Philadelphia 310,300
4. WAIT-AM/Chicago 276,900
5. KQUE-FM/Houston-Galveston 276,300
6. KIXI-AM/Seattle-Tacoma 250,500
7. KABL-AM/San Francisco 230,400
8. KOY-AM/Phoenix 222,400
9. WJAS-AM/Pittsburgh 203,400
10. WRMR-AM/Cleveland 183,600

Average Quarter-Hour



1. WQUT-FM/Johnson City (Classic Rock) 13.5
2. WFBQ-FM/Indianapolis (Classic Rock) 12.7
3. KQRS-FM/Minneapolis-St. Paul (Classic Rock) 11.9
4. WIMZ-FM/Knoxville (Classic Rock) 11.1
5. WMYU-FM/Knoxville 10.0
6. WEBN-FM/Cincinnati 9.4
7. KKZX-FM/Spokane (Classic Rock) 8.7
8. KKFM-FM/Colorado Springs (Classic Rock) 8.4
9. WMJI-FM/Akron 8.0
9. WRFX-FM/Charlotte-Gastonia 8.0

Oldies

Cume



1. WCBS-FM/New York 1,730,900
2. KRTH-FM/Los Angeles 1,261,300
3. WAXQ-FM/New York (Classic Rock) 1,086,100
4. WJMK-FM/Chicago 879,300
5. KCBS-FM/Los Angeles (Classic Hits) 758,600
6. WYSP-FM/Philadelphia (Classic Rock) 709,100
7. WCKG-FM/Chicago (Classic Rock) 664,300
8. WOMC-FM/Detroit 628,100
9. WOGL-FM/Philadelphia 610,200
10. KQRS-FM/Minneapolis-St. Paul (Classic Rock) 606,200

FORMAT LEADERS

Average Quarter-Hour



1. KMJX-FM/Little Rock	10.6
2. KLAQ-FM/El Paso	9.5
3. WDVE-FM/Pittsburgh	9.4
3. WEBN-FM/Cincinnati	9.4
3. WZZO-FM/Allentown-Bethlehem	9.4
6. KMOD-FM/Tulsa	8.4
7. KEZO-FM/Albuquerque	8.2
8. WHJY-FM/Providence-Warwick	8.1
9. WFYV-FM/Jacksonville	8.0
10. WPYX-FM/Albany-Schenectady	7.7
10. WSKZ-FM/Chattanooga	7.7

Rock

Cume



1. KLOS-FM/Los Angeles	791,400
2. WRCX-FM/Chicago	771,300
3. WNEW-FM/New York*	750,700
4. WWDC-FM/Washington, DC	469,600
5. WRIF-FM/Detroit	466,000
6. KEGL-FM/Dallas-Ft. Worth	455,600
7. KLOL-FM/Houston-Galveston	424,900
8. WDVE-FM/Pittsburgh	404,700
9. WKLS-FM/Atlanta	398,800
10. KTXQ-FM/Dallas-Ft. Worth	376,800

*Switched to Classic Rock on January 3

Average Quarter-Hour



1. KGBT-AM & FM/McAllen-Brownsville	15.6
2. KBNA-AM & FM/El Paso	14.5
3. KIWW-FM/McAllen-Brownsville	8.5
4. KXTN-FM/San Antonio	7.6
5. KKPS-FM/McAllen-Brownsville	7.1
6. KLVE-FM/Los Angeles	6.9
7. KLBN-FM/Fresno	5.3
8. KOHT-FM/Tucson	5.1
9. KTRB-AM/Stockton	4.6
10. WRMA-FM/Miami-Ft. Lauderdale	4.5

Spanish

Cume



1. KLVE-FM/Los Angeles	1,294,700
2. WSKQ-FM/New York	1,158,800
3. WPAT-FM/New York	873,100
4. KLAX-FM/Los Angeles	863,800
5. KBUE-FM/Los Angeles	491,900
6. WADO-AM/New York	488,200
7. KTNQ-AM/Los Angeles	387,600
8. KKJH-AM/Los Angeles	342,900
9. WOJO-FM/Chicago	373,000
10. WRMA-FM/Miami-Ft. Lauderdale	327,000

Average Quarter-Hour



1. WWDM-FM/Columbia, SC	18.2
2. WIKS-FM/Greenville-New Bern (Urban/AC)	14.0
3. WHRK-FM/Memphis	12.6
4. WOWI-FM/Norfolk-Virginia Beach	12.5
5. WQUE-FM/New Orleans	12.1
6. WWWZ-FM/Charleston, SC	11.5
7. WCDX-FM/Richmond	10.6
8. WYOK-FM/Mobile	10.5
9. WVEE-FM/Atlanta	10.4
10. KQXL-FM/Baton Rouge (Urban/AC)	10.3
10. WJMZ-FM/Greenville-Spartanburg	10.3

Urban

Cume



1. WRKS-FM/New York (Urban/AC)	1,619,600
2. WBLS-FM/New York (Urban/AC)	1,194,300
3. KKBT-FM/Los Angeles	1,076,000
4. WGCI-FM/Chicago	933,000
5. WVAZ-FM/Chicago (Urban/AC)	649,400
6. WJLB-FM/Detroit	633,700
7. WUSL-FM/Chicago	590,600
8. WVEE-FM/Atlanta	563,900
9. WKYS-FM/Washington, DC	481,000
10. WHUR-FM/Washington, DC (Urban/AC)	473,000

PRODUCT CONSUMPTION BY R&R FORMAT

	Total 18+	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp %*	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
Automotive, Make of Vehicle Owned													
Acura	1%	1%	100	3%	192	2%	169	2%	162	2%	115	2%	115
BMW	1%	1%	111	2%	200	2%	178	1%	122	1%	100	2%	167
Buick	7%	7%	95	5%	68	5%	66	5%	69	5%	73	5%	69
Cadillac	3%	3%	94	3%	84	1%	45	2%	65	2%	65	3%	84
Chevrolet	26%	25%	99	25%	97	24%	94	26%	101	28%	110	22%	88
Chrysler	3%	3%	106	3%	90	3%	81	3%	81	3%	90	2%	65
Dodge	11%	12%	105	13%	115	11%	97	12%	105	11%	103	9%	85
Eagle	1%	1%	100	1%	180	1%	120	1%	140	1%	140	0%	80
Ford	28%	29%	104	30%	106	28%	99	30%	106	30%	106	25%	88
GMC	4%	4%	97	3%	76	3%	76	4%	114	4%	100	3%	68
Geo	2%	2%	112	3%	176	2%	124	3%	147	2%	124	2%	94
Honda	8%	9%	107	10%	120	12%	139	12%	141	10%	124	11%	131
Hyundai	1%	1%	108	2%	125	2%	133	1%	117	2%	133	2%	142
Isuzu	1%	1%	100	2%	160	2%	170	1%	110	1%	140	1%	130
Jeep	3%	4%	109	4%	129	5%	153	4%	121	4%	121	3%	91
Lincoln	2%	2%	100	2%	105	1%	62	2%	71	2%	76	2%	81
Mazda	4%	4%	110	4%	98	5%	128	5%	130	5%	125	5%	113
Mercedes	1%	1%	117	2%	167	2%	133	1%	83	1%	92	2%	125
Mercury	5%	5%	96	4%	81	4%	73	4%	83	4%	81	4%	79
Mitsubishi	2%	2%	120	2%	133	2%	100	2%	147	2%	133	2%	140
Nissan	8%	8%	104	9%	112	9%	114	10%	126	10%	126	11%	139
Oldsmobile	8%	8%	100	7%	92	6%	80	7%	93	7%	93	6%	82
Plymouth	5%	6%	114	6%	128	6%	110	5%	96	5%	104	4%	88
Pontiac	7%	7%	101	8%	113	7%	100	8%	114	9%	122	6%	89
Saturn	2%	2%	119	3%	181	3%	169	2%	131	2%	138	2%	125
Subaru	2%	2%	100	2%	160	2%	127	2%	107	1%	87	1%	80
Toyota	12%	12%	106	13%	109	15%	129	14%	122	13%	110	15%	132
Volkswagen	3%	3%	108	3%	116	3%	120	3%	124	3%	104	4%	140
Volvo	2%	2%	107	2%	120	2%	147	1%	93	2%	113	2%	127
Banking & Financial													
Any bank service	94%	95%	102	96%	103	96%	103	95%	102	94%	101	89%	95
24-hour teller card (ATM)	55%	62%	112	66%	119	70%	127	71%	129	66%	120	62%	113
401-K plan	20%	24%	121	23%	118	30%	152	26%	131	24%	120	17%	87
Auto loan	24%	27%	111	26%	107	30%	123	31%	126	30%	124	21%	86
Certificates of deposit (CDs)	18%	18%	98	17%	90	16%	85	13%	70	14%	75	11%	58
Checking account that pays interest	48%	48%	100	49%	102	50%	104	46%	96	44%	92	39%	82
Other checking account	46%	48%	106	49%	108	50%	110	50%	109	50%	110	43%	94
Home equity loan	9%	11%	125	8%	88	9%	111	7%	85	8%	91	5%	61
Home improvement loan	4%	5%	115	4%	103	4%	100	4%	98	4%	95	4%	93
Home mortgage	31%	37%	118	34%	110	42%	133	35%	111	34%	110	25%	80
IRA	22%	24%	110	18%	83	25%	113	17%	77	16%	73	13%	59
Keogh plan	1%	1%	117	1%	75	1%	83	1%	67	1%	75	1%	75
Money market account	15%	16%	106	13%	86	17%	113	12%	76	11%	75	9%	62
Personal loan	11%	11%	105	12%	109	12%	110	12%	113	13%	125	10%	92
Savings account	71%	75%	106	79%	111	78%	110	76%	108	74%	105	71%	100
None of these	7%	5%	75	4%	62	4%	60	5%	74	6%	88	11%	168
Business Decision Participation													
Business travel or convention	5%	6%	119	7%	125	8%	158	6%	115	6%	106	4%	79
Company health care programs	2%	3%	125	4%	154	4%	150	3%	108	3%	104	2%	83
Computer hardware	8%	10%	113	13%	158	14%	168	12%	144	9%	111	7%	85
Computer software	10%	12%	118	15%	150	18%	174	14%	139	11%	111	9%	85
Office fax machine	4%	4%	126	4%	120	6%	160	5%	129	4%	106	3%	86
Office furniture	5%	6%	118	7%	130	7%	146	6%	120	6%	114	4%	88
Office photocopiers	3%	4%	133	4%	117	4%	147	3%	100	3%	113	2%	80
Other office equipment or supplies	11%	13%	124	16%	149	16%	146	14%	135	13%	119	11%	99
Overnight or next-day delivery	7%	8%	118	11%	170	10%	152	8%	121	8%	115	7%	100
Phone & communications equipment	5%	5%	113	8%	166	8%	160	6%	128	5%	104	5%	96
Phone & communications service	6%	7%	115	9%	153	9%	153	7%	120	6%	107	6%	97
Temporary personnel services	3%	4%	119	3%	81	4%	138	4%	131	4%	109	3%	100
None of these	45%	49%	108	55%	122	54%	120	55%	121	54%	120	51%	113

* = Composition

Survey period: Sept. 1995-Oct. 1996

AM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 6-10 am

1. WXBQ-FM/JOHNSON CITY-KINGSPORT (COUNTRY) 29.2

Richard Quillen & Bill Blake

2. KSSK-AM & FM/HONOLULU (AC) 27.2

Michael W. Perry & Larry Price

3. WIVK-FM/KNOXVILLE (COUNTRY) 22.3

Darren Wilhite, Tim Wall

4. WFBQ-FM/INDIANAPOLIS (CLASSIC ROCK) 22.2

Bob & Tom

5. WHAS-AM/LOUISVILLE (FULL SERVICE) 21.3

Wayne Perkey; Jane Norris



Richard Quillen & Bill Blake
WXBQ-FM/Johnson City-Kingsport-Bristol

6. WUSY-FM/CHATTANOOGA (COUNTRY) 20.7

Bearman & Ken Hicks

7. KQRS-FM/MINNEAPOLIS-ST. PAUL (CLASSIC ROCK) 20.0

Tom Barnard, Terry Traen, Tony Lee

8. KGBT-AM & FM/MCALLEEN-BROWNSVILLE (SPANISH) 18.9

Armando Almazan; Hugo De La Cruz

9. KDKA-AM/PITTSBURGH (NEWS/TALK) 18.4

John Cigna & The K-Team

10. WRNS-FM/GRENVILLE-NEW BERN (COUNTRY) 18.1

Wayne Carlyle



Michael W. Perry & Larry Price
KSSK-AM & FM/Honolulu

AM Drive/Top 10 Average Cume Persons 12+, M-F, 6-10 am

1. WINS-AM/NEW YORK (NEWS) 1,412,800

Lee Harris, Bob Hagen, Judy DeAngelis

2. WKTU-FM/NEW YORK (CHR/RHYTHMIC) 1,169,000

RuPaul, Michelle Visage & Freddie Colon

3. WXRK-FM/NEW YORK (CLASSIC ROCK) 1,133,700

The Howard Stern Show

4. WCBS-AM/NEW YORK (NEWS) 1,129,600

Jeff Caplan & Pat Carroll

5. WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,021,700

Dr. Dre, Ed Lover & Lisa G



Lee Harris, Bob Hagen, Judy DeAngelis
WINS-AM/New York



Freddie Colon, Michelle Visage & RuPaul
WKTU-FM/New York

6. WLTV-FM/NEW YORK (AC) 973,200

Bill Buchner, Kathy Millar, Nick Gregory

7. KYW-AM/PHILADELPHIA (NEWS) 898,900

Pat Farnack, Harry Donahue, Ed Abrams

8. WCBS-FM/NEW YORK (OLDIES) 820,100

Harry Harrison

9. KLVE-FM/LOS ANGELES (SPANISH) 815,900

Pepe Barreto

10. WPLJ-FM/NEW YORK (HOT AC) 813,800

Scott Shannon & Todd Pettengill

PM Drive/Top 10

Average Quarter-Hour Share 12+, M-F, 3-7 pm

1. **WXBQ-FM/JOHNSON CITY-KINGSPORT (COUNTRY) 32.0**
Marty Osborne
2. **WUSY-FM/CHATTANOOGA (COUNTRY) 20.6**
David Earl Hughes & Dex
3. **WRNS-FM/GREENVILLE-NEW BERN (COUNTRY) 19.0**
Dale Knippers
4. **WIVK-FM/KNOXVILLE (COUNTRY) 17.5**
John Garrett
5. **KGBT-AM & FM/McALLEN-BROWNSVILLE (SPANISH) 17.4**
Hugo De La Cruz; Jose Luis Villarrel



Marty Osborne
WXBO-FM/Johnson City



Dale Knippers
WRNS-FM/Greenville-New Bern



David Earl Hughes & Dex
WUSY-FM/Chattanooga

5. **KPRR-FM/EL PASO (CHR/RHYTHMIC) 17.4**
Victor Starr
7. **WDUV-FM/SARASOTA-BRADENTON (B/EZ) 17.3**
Dave Mann
8. **WWDM-FM/COLUMBIA, SC (URBAN) 16.8**
Vanessa Pendergrass
9. **KUZZ-FM/BAKERSFIELD (COUNTRY) 15.4**
Chris Conner
10. **WQXK-FM/YOUNGSTOWN-WARREN (COUNTRY) 15.0**
Burton Lee

PM Drive/Top 10

Average Cume Persons 12+, M-F, 3-7 pm

1. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 1,504,600**
Broadway Bill Lee
2. **WLTW-FM/NEW YORK (AC) 1,122,100**
Valerie Smaldone; Steve Roy & Sandy Jackson
3. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,112,500**
Wendy Williams; Angie Martinez
4. **WPLJ-FM/NEW YORK (HOT AC) 856,600**
Fast Jimi Roberts; Rocky Allen
5. **WCBS-FM/NEW YORK (OLDIES) 855,100**
Bob Shannon



Bill Lee
WKTU-FM/New York



Wendy Williams
WQHT-FM/New York



Valerie Smaldone; Steve Roy & Sandy Jackson
WLTW-FM/New York

6. **WRKS-FM/NEW YORK (URBAN AC) 832,400**
Deborah Rath; Ashford & Simpson
7. **WHTZ-FM/NEW YORK (CHR/POP) 827,600**
Paul Cubby Bryant
8. **KPWR-FM/LOS ANGELES (CHR/RHYTHMIC) 806,600**
Big Boy
9. **WCBS-AM/NEW YORK (NEWS) 735,200**
Harley Carnes & Debra Rodriguez
10. **KIIS-AM & FM/LOS ANGELES (CHR/POP) 733,800**
Magic Matt Alan

How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 1, '97," you'll find the following highlights featured in the detailed market breakouts.

1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Fall '96 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five rating periods are included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

2 STATION/FORMAT

The call letters are printed in bold type with the station format listed beneath in italics.

3 FREQUENCY/POWER

The frequency and power for the radio signal(s) are shown as listed in each Arbitron report.

4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you determine a station's core strength. The first listing shows the 12+ cume rank, followed by five AQH demo ranks. Also featured: AQH demographic rankings for the Top 50 markets. All figures based on total week listening.

5 TIME SPENT LISTENING

This column shows the average number of minutes the audience spent listening to the station weekly, based on 12+ total week listening.

6 OWNER & REP INFORMATION

Station owners (as of February 25) and their national rep affiliations, as listed in each Arbitron report, are listed here.

7 FORMAT REACH

The lower-left corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Fall '96 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all News/Talk shares are added together.

8 NOTATIONS

Updates are listed noting format and call letter changes, as well as LMA activity.

9 OWNERSHIP REACH

The lower-right corner of each Top 50 market page features a bar graph ranking owner share. Owner totals are computed by adding the Fall '96 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CBS shares are added together.

10 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where the ethnic populations do not achieve established thresholds the code N/A is used.

10
NEW YORK
#1

12+ POPULATION: 14,114,000 (Black: 21.2%; Hispanic: 20.6%)

1					STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	4						OWNER	NATIONAL REP FIRM	
FALL '96	WINTER '96	SPRING '96	SUMMER '96	FALL '96			12+ AQH METRO RANK	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK			35-64 RANK
1.9	3.4	6.7	6.8	6.2	1 WKTU-FM <i>CHR/Rhythmic</i>	103.5 2kw	1	2	1	1	2	9	8:15	Chancellor Media	EAST
4.6	5.4	5.1	4.5	5.9	2 WLTW-FM <i>AC</i>	106.7 6kw	3	3	8	2	1	1	9:45	Chancellor Media	KATZ
6.1	5.4	5.8	6.1	6.2	3 WQHT-FM <i>CHR/Rhythmic</i>	97.1 6.7kw	4	4	2	3	12	24	10:15	Emmis	ARP
4.9	4.9	5.0	4.9	4.5	4 WCBF-FM <i>Oldies</i>	101.1 6.8kw	6	13	15	9	5	2	8:30	CBS Radio	CBS
4.9	5.1	4.7	4.0	4.3	5 WRKS-FM <i>Urban AC</i>	98.7 7.8kw	8	5	6	5	3	3	8:45	Emmis	D&R
5.5	4.4	3.6	4.2	4.3	6 WSKQ-FM <i>Spanish</i>	97.9 7.8kw	16	4	5	4	4	5	12:00	SBS	SBS
3.6	2.9	3.0	3.4	3.6	7 WXRK-FM <i>Alternative</i>	92.3 6kw	10	6	3	6	8	18	7:30	CBS Radio	IRS
3.5	3.8	3.6	3.7	3.4	8 WINS-AM <i>News</i>	1010 50kw	2	17	17	16	14	6	5:15	CBS Radio	G/W
2.8	2.8	3.8	3.4	3.4	9 WOR-AM <i>Talk</i>	710 50kw	14	37	25	23	22	14	9:00	Buckley	MCG
3.1	3.5	2.9	3.0	3.3	10 WQCD-FM <i>NAC</i>	101.9 6.2kw	12	15	14	8	6	4	8:30	Tribune	CHR
2.9	2.8	2.9	3.2	3.0	11 WBLS-FM <i>Urban AC</i>	107.5 5.4kw	15	8	10	10	9	10	8:00	Inner City	MCG
3.7	3.7	3.1	3.2	3.0	12 WCBS-AM <i>News</i>	880 50kw	5	24	20	18	15	11	5:30	CBS Radio	CBS
4.1	3.4	3.4	2.9	3.0	13 WPLJ-FM <i>Hot AC</i>	95.5 6.7kw	9	10	4	7	7	15	6:15	ABC Inc.	BAN
2.6	2.8	2.8	2.1	2.1	14 WQXR-FM <i>Classical</i>	96.3 7.8kw	19	38	26	20	17	8	10:00	New York Times	ARP
4.5	3.6	3.4	3.3	3.3	15 WABC-AM <i>Talk</i>	770 50kw	13	19	18	19	19	13	7:30	ABC Inc.	BAN

¹ Was WMMX-FM until November. ² Switched to Classic Rock on January 3.

7	4		9			
	CHR	NEWS/TALK	Men 18-34	Women 18-34	Men 25-54	Women 25-54
14.4	13.2	1	2	2	2	
9.1	7.3	3	4	4	4	
6.8	3.6	5	5	5	5	
3.3	3.3	6	6	6	6	
3.0	1.9	7	7	7	7	
1.2		8	8	8	8	
		9	9	9	9	
		10	10	10	10	

Reps Abbreviation Key

21ST	21st Century Broadcasting	K&P	Katz & Powell
AMA	Art Moore & Associates	LOTUS	Lotus Hispanic Reps
ARP	Allied Radio Partners	MCG	McGavren-Guild, Inc.
BAN	Banner Radio	MSS	Mid-South Sales
BLAIR	Blair Radio	PATT	Patt Media
CAB	Caballero Spanish Media	RSS	Radio Spot Sales
CBS	CBS Radio Spot Sales	REG	Regional Representatives
CCRS	Clear Channel Radio Sales	REP	Republic Radio Inc.
CHR	The Christal Company	ROS	Roslin Radio Sales, Inc.
CRA	Crawford Broadcasting Co.	SAV	Savalli Broadcast Sales
D&R	D&R	SEN	Sentry
EAST	Eastman Radio, Inc.	SRR	Salem Radio Representatives
G/W	Group W Radio Sales	SSS	Southern Spot Sales
IRS	Infinity Radio Sales	SBS	Spanish Broadcasting System
KATZ	Katz Radio	TNS	TN Spot Sales
KBS	Keystone Broadcasting System	WRS	Williams Radio Sales
KT-H	Katz Hispanic		

12+ POPULATION: 14,114,000 (Black: 21.2%; Hispanic: 20.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.9	3.4	6.7	6.8	6.2	1	WKTU-FM CHR/Rhythmic	103.5 2kw	1	2	1	1	2	9	8:15	Chancellor Media	EAST
4.6	5.4	5.1	4.5	5.9	2	WLTW-FM AC	106.7 6kw	3	7	8	2	1	1	9:45	Chancellor Media	KATZ
6.1	5.4	5.8	6.3	5.7	3	WQHT-FM CHR/Rhythmic	97.1 6.7kw	4	1	2	3	12	24	10:15	Emmis	ARP
4.9	4.9	5.0	4.9	4.5	4	WCBS-FM Oldies	101.1 6.8kw	6	13	15	9	5	2	8:30	CBS Radio	CBS
4.9	5.1	4.7	4.0	4.3	5	WRKS-FM Urban AC	98.7 7.8kw	8	5	6	5	3	3	8:45	Emmis	D&R
5.5	4.4	3.6	4.2	4.3	5	WSKQ-FM Spanish	97.9 7.8kw	16	4	5	4	4	5	12:00	SBS	SBS
3.6	2.9	3.0	3.4	3.6	7	WXRK-FM Alternative	92.3 6kw	10	6	3	6	8	18	7:30	CBS Radio	IRS
3.5	3.8	3.6	3.7	3.4	8	WINS-AM News	1010 50kw	2	17	17	16	14	6	5:15	CBS Radio	G/W
2.8	2.8	3.8	3.4	3.4	8	WOR-AM Talk	710 50kw	14	37	25	23	22	14	9:00	Buckley	MCG
3.1	3.5	2.9	3.0	3.3	10	WQCD-FM NAC	101.9 6.2kw	12	15	14	8	6	4	8:30	Tribune	CHR
2.9	2.8	2.9	3.2	3.0	11	WBLS-FM Urban AC	107.5 5.4kw	15	8	10	10	9	10	8:00	Inner City	MCG
3.7	3.7	3.1	3.2	3.0	11	WCBS-AM News	880 50kw	5	24	20	18	15	11	5:30	CBS Radio	CBS
4.1	3.4	3.4	2.9	3.0	11	WPLJ-FM Hot AC	95.5 6.7kw	9	10	4	7	7	15	6:15	ABC Inc.	BAN
2.6	2.8	2.8	2.1	3.0	11	WQXR-FM Classical	96.3 7.8kw	19	38	26	20	17	8	10:00	New York Times	ARP
4.5	3.6	3.4	3.3	2.9	15	WABC-AM Talk	770 50kw	13	19	18	19	19	13	7:30	ABC Inc.	BAN
2.9	2.6	2.3	2.7	2.9	15	WFAN-AM Sports	660 50kw	11	16	13	13	11	7	7:15	CBS Radio	IRS
2.3	3.3	2.8	3.2	2.9	15	WPAT-FM Spanish	93.1 5.4kw	20	12	9	11	13	12	10:45	Heftel	KT-H
3.8	3.1	2.8	2.7	2.5	18	WHTZ-FM CHR/Pop	100.3 6kw	7	3	7	14	21	25	5:00	Chancellor Media	CHR
1.9	1.8	1.7	2.0	2.3	19	WAXQ-FM Classic Rock	104.3 7.8kw	18	11	11	12	10	16	6:45	Chancellor Media	TOR
2.3	2.0	1.9	1.6	1.9	20	WADO-AM Spanish	1280 5kw	23	20	22	21	20	17	12:30	Heftel	KT-H

Continued on Page 26

FLASHBACK! + ROCK SLIDES + CLASSIC Q104.3 =

THE NEW CLASSIC Q

For more information call (212) 581-3962



Continued from Page 25

12+ POPULATION: 14,114,000 (Black: 21.2%; Hispanic: 20.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
3.0	3.1	2.4	2.4	1.9	20	WDBZ-FM ¹ Hot AC	105.1 6kw	17	9	12	15	16	19	5:30	Bonneville Int.	SEN
2.0	2.2	1.9	2.1	1.9	20	WQEW-AM Nostalgia	1560 50kw	22	—	40	38	38	22	9:30	New York Times	ARP
1.7	1.7	1.9	1.7	1.2	23	WNEW-FM ² Rock	102.7 6kw	21	28	16	17	18	20	5:15	CBS Radio	G/W
1.1	1.1	1.1	1.0	1.0	24	WALK-FM AC	97.5 39kw	24	21	27	24	23	21	9:30	Chancellor Media	KATZ
1.2	1.2	1.0	1.1	1.0	24	WLIB-AM News/Talk	1190 10kw	29	—	19	22	24	23	6:30	Inner City	MCG

¹ Was WMXV-FM until November. ² Switched to Classic Rock on January 3.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
CHR 14.4	1 WXRK-FM	1 WKTU-FM	1 WXRK-FM	1 WLTW-FM	CBS RADIO 18.6
NEWS/TALK AC 11.8	2 WQHT-FM	2 WQHT-FM	2 WFAN-AM	2 WKTU-FM	CHANCELLOR MEDIA 17.9
SPANISH 9.1	3 WKTU-FM	3 WPLJ-FM	3 WCBS-FM	3 WRKS-FM	EMMIS 10.0
URBAN 7.3	4 WFAN-AM	4 WSKQ-FM	4 WSKQ-FM	4 WSKQ-FM	ABC INC. 5.9
OLDIES/CR 6.8	5 WPLJ-FM	5 WLTW-FM	5 WKTU-FM	5 WCBS-FM	NEW YORK TIMES 4.9
ALTERNATIVE 3.6	6 WSKQ-FM	6 WRKS-FM	6 WLTW-FM	6 WQCD-FM	HEFTEL 4.8
NAC 3.3	7 WAXQ-FM	7 WHTZ-FM	7 WQCD-FM	7 WPLJ-FM	SBS 4.3
CLASSICAL 3.0	8 WHTZ-FM	8 WPAT-FM	8 WPLJ-FM	8 WBLS-FM	INNER CITY 4.0
NOSTALGIA 1.9	9 WRKS-FM	9 WBLS-FM	9 WAXQ-FM	9 WPAT-FM	BUCKLEY 3.4
ROCK 1.2	10 WPAT-FM	10 WDBZ-FM	10 WRKS-FM	10 WQHT-FM	TRIBUNE 3.3
					BONNEVILLE INT. 1.9

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 9,741,200 (Black: 9.9%; Hispanic: 38.1%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.9	7.1	7.2	7.1	6.9	1	1	KLVE-FM Spanish	107.5 29.5kw	3	7	1	1	1	1	11:15	Heftel	KT-H
4.0	4.2	5.0	5.0	4.9	2	2	KKBT-FM Urban	92.3 43kw	6	2	2	2	4	12	9:45	Chancellor Media	ARP
5.5	5.0	5.4	5.0	4.6	3	3	KPWR-FM CHR/Rhythmic	105.9 25kw	2	1	3	5	18	34	7:00	Emmis	D&R
4.8	4.3	4.0	4.0	4.3	4	4	KFI-AM Talk	640 50kw	7	36	22	11	7	2	8:45	Cox	CHR
3.2	3.2	3.3	3.4	4.0	5	5	KLAX-FM Spanish	97.9 50kw	13	5	4	3	6	8	9:45	SBS	KT-H
3.6	3.9	3.2	3.2	3.9	6	6	KOST-FM AC	103.5 12.5kw	5	9	7	4	3	5	6:45	Cox	CHR
3.5	3.6	3.8	3.8	3.7	7	7	KRTH-FM Oldies	101.1 51kw	4	8	15	6	2	4	6:15	CBS Radio	IRS
3.2	3.7	3.5	3.5	3.6	8	8	KTWV-FM NAC	94.7 55kw	12	21	17	8	5	3	8:45	CBS Radio	G/W
2.9	3.0	3.1	3.3	3.2	9	9	KABC-AM Talk	790 5kw	15	34	32	22	17	6	8:30	ABC Inc.	KATZ
3.6	3.7	3.7	3.4	3.2	9	9	KIIS-A/F CHR/Pop	1150/102.7 5kw/8kw	1	3	6	10	11	14	4:45	Jacor	MCG
3.6	3.8	3.3	3.1	2.9	11	11	KROQ-FM Alternative	106.7 5.6kw	8	4	5	9	15	28	6:15	CBS Radio	IRS
1.6	2.0	2.0	2.1	2.9	11	11	KZLA-FM Country	93.9 18.5kw	20	18	16	17	12	7	10:15	Chancellor Media	SEN
2.9	3.1	3.0	2.9	2.5	13	13	KBIG-FM Hot AC	104.3 105kw	10	13	13	14	10	9	5:30	Bonneville Int.	SEN
1.9	2.0	2.1	1.7	2.5	13	13	KLSX-FM Talk/Alternative	97.1 21kw	18	27	9	7	8	11	8:00	CBS Radio	ARP
2.7	2.8	2.1	2.1	2.5	13	13	KNX-AM News	1070 50kw	9	32	36	25	20	10	5:15	CBS Radio	CBS
2.8	2.9	2.9	2.6	2.3	16	16	KYSR-FM Hot AC	98.7 75kw	14	12	8	13	13	21	5:30	Chancellor Media	BAN
1.9	2.9	2.7	2.4	2.2	17	17	KLAC-AM Nostalgia	570 5kw	22	42	46	40	33	17	8:00	Chancellor Media	SEN
1.8	1.8	1.7	1.5	2.1	18	18	KKGO-FM Classical	105.1 18kw	19	26	35	31	27	15	7:15	Mt. Wilson FM	CMBS
1.6	1.4	1.8	2.8	2.1	18	18	KTNQ-AM Spanish	1020 50kw	25	29	11	12	9	18	11:30	Heftel	KT-H
2.4	2.6	2.7	2.5	2.0	20	20	KLOS-FM Rock	95.5 61kw	16	14	10	15	16	20	5:30	ABC Inc.	ARP
2.4	2.3	2.4	2.3	1.9	21	21	KCBS-FM Classic Hits	93.1 28.5kw	17	19	14	16	14	16	5:30	CBS Radio	CBS

Continued on Page 28



**Satellite
COMEDY
Network**

+ KIISFM =

#1 HIT MUSIC STATION 102.7

**For more
information call
(212) 581-3962**



CONTINUOUS HIT MUSIC 102.7 KIIS FM

Continued from Page 27

12+ POPULATION: 9,741,200 (Black: 9.9%; Hispanic: 38.1%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.4	2.1	2.2	1.9	1.9	21	KFWB-AM News	980 5kw	11	38	34	28	24	13	4:15	CBS Radio	G/W
1.6	1.8	1.6	2.2	1.7	23	KBUE-FM ¹ Spanish	105.5 1.05kw	23	11	12	18	22	29	7:15	Liberman	—
1.5	1.3	1.2	1.6	1.7	23	KWKW-AM Spanish	1330 5kw	31	33	21	19	19	19	12:00	Lotus	LOTUS
1.4	1.2	1.4	1.2	1.3	25	KRLA-AM Urban AC	1110 50(20)kw	29	10	30	32	32	24	8:15	CBS Radio	ARP
0.9	1.1	1.1	1.3	1.2	26	KJLH-FM Urban AC	102.3 2.25kw	26	16	23	20	23	23	7:15	Taxi	K&P
3.1	1.8	1.4	1.6	1.2	26	KKHJ-AM Spanish	930 5kw	28	23	20	24	26	25	7:45	Liberman	—
2.0	1.8	1.6	1.6	1.2	26	KIBB-FM ² Hot AC	100.3 5.3kw	24	20	19	23	25	27	5:15	Chancellor Media	BAN
0.0	0.0	1.1	1.3	1.2	29	KLYY-FM Alternative	107.1 3kw	21	6	18	26	31	39	4:15	Odyssey	—
1.1	1.2	1.4	1.2	1.1	30	KSCA-FM ³ Adult Alternative	101.9 4.8kw	27	43	26	21	21	22	6:30	Hefel	ARP
1.2	1.1	0.8	0.8	1.0	31	KXMG-AM Spanish	1540 50(10)kw	37	45	27	27	28	30	11:30	Spanish Br. Sys.	KT-H

¹ Began simulcasting on KYKF-FM on November 1. ² Was KXEZ-FM (AC) until August 30. ³ Switched to Spanish on February 4.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 18.6	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	CBS RADIO 20.3
NEWS/TALK 14.4	2 KPWR-FM	2 KKBT-FM	2 KLAX-FM	2 KOST-FM	CHANCELLOR MEDIA 13.8
AC 9.9	3 KKBT-FM	3 KPWR-FM	3 KLSX-FM	3 KTWV-FM	HEFTEL 10.1
CHR 7.8	4 KROQ-FM	4 KLAX-FM	4 KFI-AM	4 KRTH-FM	COX 9.0
URBAN 7.4	5 KLAX-FM	5 KYST-FM	5 KRTH-FM	5 KKBT-FM	ABC INC. 5.7
OLDIES/CR 5.6	6 KLSX-FM	6 KIIS-A/F	6 KTNQ-FM	6 KBIG-FM	SBS 5.0
ALTERNATIVE 4.1	7 KLOS-FM	7 KOST-FM	7 KROQ-FM	7 KLAX-FM	EMMIS 4.6
NAC 3.6	8 KTNQ-FM	8 KROQ-FM	8 KKBT-FM	8 KFI-AM	JACOR 4.0
COUNTRY 2.9	9 KBUE-FM	9 KBIG-FM	9 KTWV-FM	9 KIIS-A/F	LIBERMAN 2.9
NOSTALGIA 2.2	10 KOST-FM	10 KZLA-FM	10 KCBS-FM	10 KYSR-FM	BONNEVILLE INT. 2.5
CLASSICAL 2.1					MT. WILSON FM 2.1
ROCK 2.0					LOTUS 1.7
ADULT ALT. 1.1					ODYSSEY 1.2
					TAXI 1.2

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 6,953,200 (Black: 18.5%; Hispanic: 12.0%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.0	6.2	6.1	6.8	6.6	1	1	WGN-AM Full Service	720 50kw	2	20	21	18	9	1	9:30	Tribune	EAST
6.1	6.1	5.8	6.3	6.5	2	2	WGCI-FM Urban	107.5 33kw	4	2	1	1	1	6	10:45	Gannett	MCG
4.0	4.0	3.9	4.4	4.7	3	3	WBBM-FM CHR/Rhythmic	96.3 4.2kw	1	1	2	2	8	16	6:30	CBS Radio	CBS
4.2	4.4	4.8	4.0	4.2	4	4	WLIT-FM AC	93.9 4kw	6	13	13	6	5	2	8:00	Chancellor Media	CHR
3.9	4.6	4.2	4.3	3.9	5	5	WVAZ-FM Urban AC	102.7 6kw	13	8	9	3	2	5	9:15	Chancellor Media	EAST
3.9	3.7	3.6	3.6	3.5	6	6	WBBM-AM News	780 50kw	3	32	26	21	18	7	5:30	CBS Radio	CBS
3.6	3.6	3.4	3.3	3.5	6	6	WNUA-FM NAC	95.5 8.3kw	10	18	16	12	6	4	7:30	Chancellor Media	EAST
3.4	3.0	4.1	4.2	3.4	8	8	WJMK-FM Oldies	104.3 4.1kw	5	7	19	9	3	3	6:00	CBS Radio	IRS
2.6	3.0	3.7	4.1	3.3	9	9	WLS-AM Talk	890 50kw	16	35	23	19	16	8	9:30	ABC Inc.	BAN
3.0	3.4	3.1	2.8	3.2	10	10	WOJO-FM Spanish	105.1 8.4kw	20	6	5	10	11	14	13:00	Heftel	KT-H
3.3	3.2	3.4	3.4	3.2	10	10	WRCX-FM Rock	103.5 4.3kw	7	5	3	5	13	22	6:30	Chancellor Media	EAST
3.1	3.2	3.4	3.5	3.1	12	12	WKQX-FM Alternative	101.1 8.3kw	4	4	4	11	19	30	5:15	Emmis	D&R
4.7	3.6	3.6	3.0	3.0	13	13	WUSN-FM Country	99.5 6.3kw	14	11	15	15	10	9	7:45	CBS Radio	IRS
2.7	3.0	2.8	2.8	2.8	14	14	WXRT-FM Adult Alternative	93.1 6.7kw	17	22	12	4	4	10	8:30	CBS Radio	CBS
2.9	2.8	2.9	2.1	2.7	15	15	WMAQ-AM News	670 50kw	8	—	27	23	20	11	5:30	CBS Radio	G/W
3.1	3.3	2.1	2.0	2.6	16	16	WAIT-AM Nostalgia	850 2.5kw	25	30	34	34	33	21	7:30	Pride	—
2.0	2.3	2.1	2.8	2.6	16	16	WCKG-FM Classic Rock	105.9 4.1kw	11	12	10	7	7	12	6:00	CBS Radio	IRS
2.4	2.5	2.7	3.0	2.6	16	16	WTMX-FM Hot AC	101.9 4.2kw	9	9	6	8	12	17	5:15	Bonneville Int.	MCG
1.9	1.8	1.9	2.3	2.5	19	19	WEJM-FM Urban	106.3 2kw	19	3	7	17	28	49	8:00	Media Venture Part.	D&R
2.3	1.6	1.6	2.1	2.5	19	19	WSCR-AM Sports	820 5kw	26	37	14	16	14	15	8:15	Personal Achievement	CBS
1.8	2.1	2.2	2.6	2.2	21	21	WPNT-FM Hot AC	100.3 8.2kw	12	10	11	14	17	20	5:15	Chancellor Media	EAST

Continued on Page 30



The Dr. Laura Show

+ **WLS**

CHICAGO'S
TALKRADIO
890 AM

=

For more
information call
(212) 581-3962

THE 50,000 WATT TALKMONSTER OF THE MIDWEST



RADIO TODAY
ENTERTAINMENT

Continued from Page 31

12+ POPULATION: 5,455,800 (Black: 10.7%; Hispanic: 16.2%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.5	1.7	1.9	1.7	1.6	21	KBAY-FM AC	100.3 14.5kw	20	32	19	21	21	13	7:00	Amer. Radio Sys.	ARP
2.1	1.9	1.7	2.4	1.6	21	KSAN-FM Country	94.9 30kw	18	25	14	18	20	14	5:30	Chancellor Media	SEN
1.8	1.0	1.4	1.4	1.3	23	KPIX-A/F ² Talk	1550/95.7 10kw/6.9kw	24	—	25	26	24	18	5:15	CBS Radio	G/W
1.9	1.7	1.4	1.4	1.2	24	KYCY-FM Country	93.3 50kw	23	18	20	25	26	20	5:45	CBS Radio	IRS
1.0	1.5	1.4	1.4	1.1	25	KEZR-FM AC	106.5 50kw	22	15	14	22	23	35	5:00	Alta Br.	CHR
2.0	1.6	2.0	1.5	1.1	25	KLOK-AM Spanish	1170 50(5)kw	28	21	15	23	22	27	9:00	Excel Com.	CAB
0.8	0.6	0.8	1.0	1.0	26	KNEW-AM Country	910 5kw	27	—	43	34	31	19	7:00	Chancellor Media	SEN
0.6	0.6	0.6	0.7	1.0	26	KUFY-FM Classic Rock	94.5 1.2kw	26	29	22	24	25	25	5:45	Amer. Radio Sys.	MCG

² Was News/Talk until September.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.7	1 KJSO-FM	1 KYLD-FM	1 KGO-AM	1 KOIT-A/F	CHANCELLOR MEDIA 24.6
AC 12.1	2 KMEL-FM	2 KMEL-FM	1 KNBR-AM	2 KBLX-FM	CBS RADIO 16.8
CHR 8.6	3 KYLD-FM	3 KIOI-FM	3 KFFG/KFOG	3 KIOI-FM	ABC INC. 9.3
OLDIES/CR 6.7	4 KITS-FM	4 KOIT-A/F	4 KKSF-FM	4 KGO-AM	SUSQUEHANNA 5.8
NAC 6.6	5 KOME-FM	5 KLLC-FM	5 KFRC-A/F	5 KFRC-A/F	AMER. RADIO SYS. 4.9
ALTERNATIVE 4.4	6 KSOL/KZOL	6 KBLX-FM	6 KSJO-FM	6 KFFG/KFOG	BONNEVILLE INT. 4.0
COUNTRY 3.8	7 KNBR-AM	4 KSOL/KZOL	7 KBLX-FM	7 KKSF-FM	INNER CITY 3.3
SPANISH 3.4	8 KLLC-FM	8 KBGG-FM	8 KBGG-FM	8 KBGG-FM	ENTERCOM 2.4
ADULT ALT. 3.3	9 KFFG/KFOG	9 KITS-FM	9 KIOI-FM	9 KCBS-AM	HEFTEL 2.3
CLASSICAL 2.8	10 KOIT-A/F	10 KFFG/KFOG	10 KITS-FM	10 KMEL-FM	ALTA BR. 1.1
ROCK 2.4					EXCEL COM. 1.1
NOSTALGIA 1.8					

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 4,065,300 (Black: 18.5%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.2	9.1	7.2	7.3	7.3	1	1	KYW-AM News	1060 50kw	1	12	16	11	8	1	5:15	CBS Radio	G/W
6.1	5.9	6.8	6.2	6.4	2	2	WUSL-FM Urban	98.9 18kw	6	1	1	1	9	15	10:00	Chancellor Media	BAN
5.5	5.6	5.7	5.5	5.7	3	3	WBEB-FM AC	101.1 14kw	5	7	5	5	2	3	8:30	WEAZ Radio Inc.	MCG
5.3	4.9	5.5	5.1	5.1	4	4	WDAS-FM Urban AC	105.3 16.5kw	14	10	6	3	1	4	11:30	Chancellor Media	D&R
5.0	4.4	5.4	5.9	5.0	5	5	WOGL-FM Oldies	98.1 12.5kw	4	11	15	10	5	1	7:30	CBS Radio	CBS
4.7	5.9	4.4	5.1	4.9	6	6	WWDB-FM Talk	96.5 17kw	11	23	17	16	14	6	9:15	Beasley	BAN
4.3	4.8	4.3	4.5	4.8	7	7	WIOQ-FM CHR/Pop	102.1 27kw	2	2	3	7	13	16	6:15	American Radio Sys.	BAN
5.1	4.6	5.1	5.2	4.8	7	7	WYSP-FM Classic Rock	94.1 16kw	3	9	2	2	4	12	6:15	CBS Radio	IRS
3.1	3.8	4.6	4.7	4.7	9	9	WMGK-FM Classic Hits	102.9 8.5kw	9	8	4	4	3	8	8:15	Greater Media Inc.	ARP
5.7	4.7	4.8	4.3	4.5	10	10	WPEN-AM Nostalgia	950 5kw	18	28	26	25	23	14	13:15	Greater Media Inc.	ARP
3.5	3.8	3.2	4.2	4.3	11	11	WJJZ-FM NAC	106.1 22.5kw	13	20	13	9	6	5	9:00	Evergreen Media	CHR
5.3	4.7	3.8	4.2	3.9	12	12	WXTU-FM Country	92.5 15.5kw	15	15	12	14	12	7	9:00	Beasley	D&R
3.9	3.4	4.5	3.5	3.7	13	13	WMMR-FM Classic Rock	93.3 18kw	10	14	9	6	7	10	6:30	Greater Media Inc.	G/W
3.2	3.7	3.7	2.8	3.6	14	14	WIP-AM Sports	610 5kw	12	13	11	12	11	9	7:15	CBS Radio	IRS
3.7	3.9	3.9	3.6	3.5	15	15	WYXR-FM Hot AC	104.5 16kw	8	6	8	8	10	13	6:00	Chancellor Media	KATZ
2.5	2.7	3.1	2.9	3.2	16	16	WFLN-FM Classical	95.7 50kw	16	16	19	18	16	11	8:30	Chancellor Media	ARP
3.7	3.3	3.1	3.0	2.6	17	17	WPLY-FM CHR/Pop	100.3 35kw	7	3	7	13	15	22	4:30	Greater Media Br.	ARP
1.3	1.5	2.1	1.8	1.9	18	18	WDRE-FM ¹ Alternative	103.9 .34kw	17	5	10	15	17	24	5:15	Radio One, Inc.	EAST
1.5	1.1	0.7	1.3	1.4	19	19	WHAT-AM Talk	1340 1kw	24	18	22	22	22	17	13:45	KBT Communications	—

¹ Was WIBF-FM until July, Switched to Urban on February 7.

Continued on Page 34



+ **WWDB96.5** **=**
THE TALK STATION / FM

For more
information call
(212) 581-3962

THE TALK STATION 96.5 FM



Continued from Page 33

12+ POPULATION: 4,065,300 (Black: 18.5%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.3	1.2	1.6	1.2	1.4	19	WPST-FM CHR/Pop	97.5 50kw	19	4	14	17	18	23	4:30	Nassau	KATZ

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 18.2	1 WYSP-FM	1 WUSL-FM	1 WYSP-FM	1 WBEB-FM	CHANCELLOR MEDIA 23.3
NEWS/TALK 17.2	2 WUSL-FM	2 WIOQ-FM	2 WIP-AM	2 WDAS-FM	CBS RADIO 20.7
URBAN 11.5	3 WMGK-FM	3 WBEB-FM	3 WMGK-FM	3 WJJZ-FM	GREATER MEDIA INC. 12.9
AC 9.2	4 WMMR-FM	4 WYXR-FM	4 WMMR-FM	4 WOGL-FM	BEASLEY 8.8
CHR 8.8	5 WIP-AM	5 WDAS-FM	5 WDAS-FM	5 WYXR-FM	AMER. RADIO SYS. 4.8
NOSTALGIA 4.5	6 WIOQ-FM	6 WMGK-FM	6 WOGL-FM	6 WMGK-FM	GREATER MEDIA BR. 2.6
NAC 4.3	7 WPLY-FM	7 WPLY-FM	7 KYW-AM	7 WUSL-FM	RADIO ONE INC. 1.9
COUNTRY 3.9	8 WDAS-FM	8 WYSP-FM	8 WUSL-FM	8 KYW-AM	WEAZ RADIO INC. 1.5
CLASSICAL 3.2	9 WDRE-FM	9 WDRE-FM	9 WJJZ-FM	9 WIOQ-FM	NASSAU 1.4
ALTERNATIVE 1.9	10 WXTU-FM	10 WJJZ-FM	10 WXTU-FM	10 WMMR-FM	KBT COMMUNICATIONS 1.4

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 3,679,000 (Black: 21.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.2	9.7	10.3	10.5	9.1	1	WJLB-FM Urban	97.9 50kw	3	1	1	1	2	6	11:15	Chancellor Media	SEN
7.4	7.6	6.8	6.2	7.4	2	WJR-AM Talk	760 50kw	1	17	18	9	6	3	8:00	ABC Inc.	KATZ
5.6	5.3	5.4	5.5	6.4	3	WNIC-FM AC	100.3 32kw	6	6	4	2	1	2	9:00	Chancellor Media	EAST
4.0	4.9	6.0	6.2	6.1	4	WOMC-FM Oldies	104.3 190kw	4	10	15	4	3	1	7:30	CBS Radio	IRS
6.2	4.8	5.0	5.4	5.4	5	WWJ-AM News	950 5kw	2	22	20	14	12	5	6:00	CBS Radio	CBS
4.2	4.6	5.1	4.8	4.5	6	WRIF-FM Rock	101.1 27kw	7	7	2	3	4	15	7:30	Greater Media Inc.	BAN
3.9	4.1	3.9	5.8	4.4	7	WKQI-FM Hot AC	95.5 100kw	5	2	3	5	8	12	5:30	Chancellor Media	EAST
2.0	3.1	3.1	2.6	4.0	8	WVMV-FM NAC	98.7 50kw	15	21	14	7	5	4	9:00	CBS Radio	GW
5.0	3.9	4.7	3.9	4.0	8	WWWW-FM Country	106.7 61kw	10	12	9	8	9	8	7:45	Chancellor Media	KATZ
5.6	4.4	3.7	4.4	3.8	10	WMXD-FM Urban AC	50kw	14	13	13	10	7	7	8:00	Chancellor Media	ARP
3.9	3.8	3.8	3.6	3.7	11	WYCD-FM Country	99.5 17.5kw	12	9	7	11	11	9	7:45	CBS Radio	GW
3.9	3.8	3.7	3.8	3.2	12	WXYT-AM Talk	1270 5kw	11	—	21	20	14	11	6:30	CBS Radio	IRS
3.2	3.2	2.7	3.3	2.9	13	WCSX-FM Classic Rock	94.7 13.5kw	13	16	11	6	10	10	6:15	Greater Media Inc.	MCG
4.0	3.6	3.2	2.3	2.7	14	WDRQ-FM ¹ CHR/Rhythmic	93.1 26.5kw	9	8	6	12	13	14	5:15	Chancellor Media	CHR
2.6	3.4	2.9	2.9	2.6	15	WCHB-FM ² Urban	105.9 20kw	16	3	10	13	15	16	6:00	Bell	ARP
2.2	2.4	2.1	1.9	2.6	15	WQRS-FM Classical	105.1 20kw	19	19	23	22	16	13	7:45	Greater Media Inc.	ARP
2.0	2.3	2.2	2.1	2.3	17	CKWW-AM Nostalgia	580 .5kw	21	—	29	29	27	18	9:45	CHUM Group Ltd.	D&R
2.2	3.1	2.7	2.8	2.1	18	WHYT-FM Alternative	96.3 20kw	8	4	8	15	20	24	3:45	ABC Inc.	BAN
1.4	1.6	1.8	1.9	1.8	19	CIMX-FM Alternative	88.7 100kw	17	5	12	18	21	26	4:30	CHUM Group Ltd.	ROS
1.3	1.4	1.5	1.8	1.8	20	WWBR-FM ³ Rock	102.7 50kw	20	11	5	16	19	29	7:00	Syndicated Com.	D&R

¹ Was WLTJ-FM (AC) until August 9. ² Was WJZZ-FM (NAC) until mid-September. ³ Was WDZR-FM until November.

Continued on Page 36



The Dr. Laura Show

+



FOCUS
ON
THE
FAMILY
COMMENTARY™

+

SUPERSTATION

WJR =

760am

For more
information call
(212) 581-3962

THE GREAT VOICE OF THE GREAT LAKES



Continued from Page 35

12+ POPULATION: 3,679,000 (Black: 21.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.3	1.4	1.1	1.2	1.6	21	WQBH-AM Urban Oldies	1400 1kw	26	18	27	26	25	22	9:45	Queen's Br.	PATT
1.0	0.8	0.9	1.0	1.5	22	WDFN-AM Sports	1130 50(10)kw	22	14	16	19	18	19	6:15	Chancellor Media	KATZ
2.5	2.3	2.6	1.7	1.5	22	WYST-FM 4 Oldies	97.1 15kw	18	23	17	17	17	17	4:15	CBS Radio	CBS
1.3	0.9	1.0	1.0	1.2	24	WGPR-FM Urban	107.5 50kw	24	15	22	23	23	20	6:15	WGPR, Inc.	—
1.2	1.4	1.4	1.0	1.0	25	CIDR-FM Adult Alternative	93.9 100kw	23	—	19	21	22	23	5:15	CHUM Group Ltd.	ROS

4 Switched to Rock in January.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
URBAN 18.3 NEWS/TALK 17.5 AC 10.8 OLDIES/CR 10.5 COUNTRY 7.7 ROCK 6.3 NAC 4.0 ALTERNATIVE 3.9 CHR 2.7 CLASSICAL 2.6 NOSTALGIA 2.3 ADULT ALT. 1.0	Men 18-34	Women 18-34	Men 25-54	Women 25-54	CHANCELLOR MEDIA 31.9 CBS RADIO 23.9 GREATER MEDIA 10.0 ABC INC. 9.5 CHUM GROUP LTD. 5.6 ALLIANCE 3.7 BELL 3.4 SYNDICATED COM. 1.8 QUEEN'S BR. 1.6 WGPR, INC. 1.2
	1 WRIF-FM 2 WJLB-FM 3 WWBR-FM 4 WCSX-FM 5 WDFN-FM 6 CIMX-FM 7 WYCD-FM 8 WNIC-FM 9 WHYT-FM 10 WKQI-FM	1 WJLB-FM 2 WKQI-FM 3 WNIC-FM 4 WDRQ-FM 5 WCHB-FM 6 WRIF-FM 7 WYCD-FM 8 WHYT-FM 9 WWWW-FM 10 WMXD-FM	1 WRIF-FM 2 WJLB-FM 3 WOMC-FM 4 WJR-AM 5 WCSX-FM 6 WNIC-FM 7 WVMV-FM 8 WWJ-AM 9 WWWW-FM 10 WDFN-AM	1 WNIC-FM 2 WJLB-FM 3 WOMC-FM 4 WKQI-FM 5 WMXD-FM 6 WYCD-FM 7 WVMV-FM 8 WWWW-FM 9 WDRQ-FM 10 WJR-AM	

More than
Research—AnswersSM

Harker Research
919 • 954 • 8300

12+ POPULATION: 3,535,000 (Black: 27.1%; Hispanic: 7.1%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.2	6.5	5.6	6.1	6.1	1	1	WPGC-FM CHR/Rhythmic	95.5 50kw	1	1	1	2	5	13	7:30	CBS Radio	IRS
5.6	5.3	6.4	5.3	6.0	2	2	WMZQ-FM Country	98.7 50kw	4	6	10	4	2	2	9:15	Chancellor Media	CHR
5.2	5.4	5.8	5.0	5.6	3	3	WHUR-FM Urban AC	96.3 24kw	5	10	7	1	1	1	8:45	Howard University	D&R
5.0	4.8	5.1	5.1	4.9	4	4	WASH-FM AC	97.1 26kw	9	9	5	3	3	5	8:15	Chancellor Media	BAN
3.6	4.1	4.8	4.2	4.8	5	5	WKYS-FM Urban	93.9 24kw	3	2	2	5	10	16	7:15	Radio One	MCG
4.6	4.0	4.2	4.0	4.7	6	6	WMAL-AM News/Talk	630 5kw	13	—	22	18	13	4	9:45	ABC Inc.	KATZ
4.0	4.9	4.6	4.5	4.2	7	7	WMMJ-FM Urban AC	102.3 2.9kw	17	12	11	8	4	6	10:15	Radio One	MCG
1.3	1.0	1.4	2.5	4.0	8	8	WWVZ/WWZZ ¹ CHR/Pop	103.9/104.1 .38kw/22kw	2	3	3	9	16	19	5:30	Bonneville Int.	SEN
4.4	4.4	4.9	5.3	3.7	9	9	WBIG-FM Oldies	100.3 36kw	10	8	17	12	8	3	6:15	Chancellor Media	EAST
3.7	4.5	4.1	4.0	3.7	10	10	WGMS-FM Classical	103.5 46kw	15	—	18	17	12	8	8:45	Chancellor Media	EAST
4.2	3.7	3.3	3.7	3.6	11	11	WJFK-FM Talk	106.7 22kw	12	14	8	6	7	11	6:45	CBS Radio	IRS
4.5	4.5	4.6	4.2	3.6	11	11	WRQX-FM Hot AC	107.3 36kw	8	7	9	7	6	12	5:45	ABC Inc.	KATZ
3.8	3.7	3.5	3.9	3.5	13	13	WWDC-FM Rock	101.1 22.5kw	6	5	4	10	11	18	5:30	Capitol Br./Maryland	CHR
2.5	3.2	3.0	3.0	3.4	14	14	WTOP-AM News	1500 50kw	7	—	16	15	14	10	5:15	Chancellor Media	BAN
3.4	3.6	2.9	3.3	3.1	15	15	WHFS-FM Alternative	99.1 50kw	11	4	6	11	18	20	5:30	CBS Radio	ARP
3.3	3.2	3.4	4.0	3.1	15	15	WJZW-FM NAC	105.9 28kw	16	20	14	13	9	7	7:30	Chancellor Media	CHR
2.5	2.6	1.9	2.8	2.9	17	17	WGAY-FM AC	99.5 22kw	14	16	13	16	15	9	6:30	Chancellor Media	ARP
2.1	2.5	2.3	2.5	2.1	18	18	WARW-FM Classic Rock	94.7 22.5kw	18	11	12	14	17	14	5:45	CBS Radio	CBS
1.8	1.5	1.4	1.1	1.4	19	19	WYCB-AM Religious	1340 1kw	23	23	24	20	20	17	8:45	Howard Sanders	—
0.9	1.2	1.0	0.9	1.2	20	20	WAVA-FM Religious	105.1 50kw	20	24	21	19	19	15	6:15	Salem Com.	SRR

¹ WWVZ-FM was WXVR-FM and WWZZ-FM was WXTR-FM (Oldies) until July 15.

Continued on Page 40





+ MIX 107.3 FM =

**For more
information call
(212) 581-3962**

WASHINGTON'S BEST MUSIC MIX



Continued from Page 39

12+ POPULATION: 3,535,000 (Black: 27.1%; Hispanic: 7.1%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADJ. RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	1.1	1.1	0.8	1.0	21		WOL-AM Talk	1450 1kw	28	—	25	26	26	25	11:30	Radio One	MCG
1.1	1.3	1.0	0.9	1.0	21		WTEM-AM Sports	570 5(1)kw	19	22	27	23	21	21	4:30	Chancellor Media	EAST
0.8	0.6	0.9	1.0	1.0	21		WWDC-AM Nostalgia	1260 5kw	27	—	32	34	33	34	10:15	Capitol Br./Maryland	CHR
1.8	1.9	2.0	1.3	1.0	21		WWRC-AM Talk	980 50(5)kw	21	—	33	30	28	22	5:45	Chancellor Media	ARP

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 14.7	1 WPGC-FM	1 WPGC-FM	1 WJFK-FM	1 WHUR-FM	CHANCELLOR MEDIA 20.6
URBAN 14.6	2 WKYS-FM	2 WKYS-FM	2 WMZQ-FM	2 WMZQ-FM	CBS RADIO 15.3
AC 11.4	3 WWDC-FM	3 WRQX-FM	3 WHUR-FM	3 WASH-FM	RADIO ONE 10.0
CHR 10.1	4 WJFK-FM	4 WWVZ/WWZZ	4 WPGC-FM	4 WRQX-FM	VIACOM 9.1
COUNTRY 6.0	5 WWVZ/WWZZ	5 WASH-FM	5 WJZW-FM	5 WMMJ-FM	ABC INC. 8.3
OLDIES/CR 5.8	6 WHFS-FM	6 WHUR-FM	6 WMMJ-FM	6 WPGC-FM	HOWARD UNIVERSITY 5.6
CLASSICAL 3.7	7 WASH-FM	7 WMZQ-FM	7 WWDC-FM	7 WBIG-FM	CAPITOL BR. /MD 4.5
ROCK 3.5	8 WHUR-FM	8 WHFS-FM	8 WBIG-FM	8 WGMS-FM	BONNEVILLE INT. 4.0
ALTERNATIVE 3.1	9 WMZQ-FM	9 WWDC-FM	9 WASH-FM	9 WJZW-FM	HOWARD SANDERS 1.4
NAC 3.1	10 WARW-FM	10 WMMJ-FM	10 WTOP-FM	10 WKYS-FM	SALEM 1.2
RELIGIOUS 2.6					
NOSTALGIA 1.0					

More than
Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 3,292,100 (Black: 17.4%; Hispanic: 22.9%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.7	7.2	7.5	7.0	7.7	1	1	KBXX-FM CHR/Rhythmic	97.9 100kw	2	1	1	2	10	13	10:00	Clear Channel	CCRS
4.5	4.6	4.9	5.3	5.9	2	2	KHMX-FM Hot AC	96.5 97kw	3	7	2	1	1	8	7:45	Nationwide	BAN
6.0	7.5	6.2	5.4	5.8	3	3	KODA-FM AC	99.1 95kw	5	13	4	3	2	1	8:00	SFX	ARP
4.6	4.2	4.5	5.4	5.8	3	3	KRBE-FM CHR/Pop	104.1 100kw	1	2	3	4	4	12	6:30	Susquehanna	EAST
5.7	5.2	6.0	5.4	5.3	5	5	KMJQ-FM Urban AC	102.1 100kw	12	10	9	5	3	3	10:15	Clear Channel	CCRS
5.6	5.0	5.1	4.1	5.2	6	6	KQUE-FM Nostalgia	102.9 100kw	14	27	20	17	16	4	13:45	SFX	ARP
5.2	5.4	5.3	4.7	4.7	7	7	KKBA-F Country	790/92.9 5kw/97kw	6	5	8	6	5	9	8:00	Gannett	MCG
4.3	4.9	4.6	3.7	4.6	8	8	KTRH-AM News	740 50kw	4	21	15	14	11	5	6:15	Chancellor Media	CHR
6.2	5.6	4.6	5.9	4.5	9	9	KILT-FM Country	100.3 100kw	7	6	11	9	6	6	7:45	CBS Radio	G/W
4.1	4.0	4.3	3.6	3.9	10	10	KLDE-FM Oldies	94.5 95kw	9	14	14	12	7	1	6:45	Bonneville Int.	D&R
3.0	2.8	3.3	3.1	3.8	11	11	KPRC-AM News/Talk	950 5kw	15	26	18	16	14	7	10:30	Clear Channel	CCRS
3.1	2.8	3.1	3.5	3.7	12	12	KTZB-FM Alternative	107.5 98kw	10	3	6	11	15	19	6:30	Nationwide	MCG
3.5	3.4	3.3	3.8	3.6	13	13	KLOL-FM Rock	101.1 95kw	8	9	5	7	9	14	6:15	Chancellor Media	CHR
2.4	3.5	3.3	3.7	3.4	14	14	KKRW-FM Classic Hits	93.7 100kw	11	16	10	8	8	10	6:30	SFX	ARP
3.1	3.3	3.5	3.6	3.1	15	15	KIKK-FM Country	95.7 95kw	13	8	12	13	12	11	6:00	CBS Radio	G/W
3.3	2.7	3.1	3.7	3.1	15	15	KLTN-FM Spanish	93.3 100kw	17	12	7	10	13	17	11:00	Heftel	KT-H
2.3	2.5	3.2	2.7	2.5	17	17	KQQK-FM Spanish	106.5 100kw	16	4	13	15	17	16	7:00	El Dorado	TED
2.1	1.8	1.8	1.5	1.2	18	18	KHYS-FM NAC	98.5 100kw	18	24	19	18	18	15	5:30	Clear Channel	MCG
1.3	1.7	1.3	1.5	1.0	19	19	KLAT-AM Spanish	1010 5kw	22	19	17	19	21	23	7:45	Heftel	KT-H
0.8	0.9	1.0	1.2	1.0	19	19	KSEV-AM News/Talk	700 15(1)kw	19	—	24	21	19	18	5:00	Clear Channel	CCRS

Continued on Page 42



GOLDMINE
PRODUCTION PARTS

+



ROCKIES
GREATEST HITS

+



Oldies 94.5
KLDE

=

HOUSTON'S GOOD TIMES AND THE BEST OLDIES

For more
information call
(212) 581-3962



RADIO TODAY
ENTERTAINMENT

Continued from Page 41

12+ POPULATION: 3,292,100 (Black: 17.4%; Hispanic: 22.9%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.6	1.2	1.2	1.1	1.0	19	KXTJ-FM Spanish	107.9 100kw	21	11	16	20	22	24	5:30	El Dorado	TED

FORMAT REACH		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
CHR	13.5	1 KBXX-FM	1 KHMx-FM	1 KLOL-FM	1 KODA-FM	CLEAR CHANNEL	19.0
COUNTRY	12.3	2 KLOL-FM	2 KRBE-FM	2 KKRW-FM	2 KHMx-FM	SFX	14.4
AC	11.7	3 KRBE-FM	3 KBXX-FM	3 KHMx-FM	3 KMJQ-FM	NATIONWIDE	9.6
NEWS/TALK	9.4	4 KTBZ-FM	4 KODA-FM	4 KTRH-AM	4 KKbQ-A/F	CBS RADIO	8.5
SPANISH	7.6	5 KLTN-FM	5 KKbQ-A/F	5 KPRC-AM	5 KRBE-FM	CHANCELLOR MEDIA	8.2
OLDIES/CR	7.3	6 KHMx-FM	6 KMJQ-FM	6 KRBE-FM	6 KILT-FM	SUSQUEHANNA	5.8
URBAN	5.3	7 KKRW-FM	7 KLTN-FM	7 KMJQ-FM	7 KLDE-FM	GANNETT	4.7
NOSTALGIA	5.2	8 KMJQ-FM	8 KILT-FM	8 KODA-FM	8 KBXX-FM	HEFTEL	4.1
ALTERNATIVE	3.7	9 KODA-FM	9 KTBZ-FM	9 KLDE-FM	9 KIKK-FM	EL DORADO	4.0
ROCK	3.6	10 KIKK-FM	10 KIKK-FM	10 KILT-FM	10 KKRW-FM	BONNEVILLE INT.	3.9
NAC	1.2						

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 3,264,900 (Black: 5.7%; Hispanic: 5.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
81	88	79	78	81	1	WBZ-AM News	1030 50kw	1	14	15	9	5	1	7:00	CBS Radio	GW
69	58	60	66	67	2	WJMN-FM CHR/Rhythmic	94.5 11.5kw	4	1	1	2	8	15	8:45	Chancellor Media	KATZ
63	67	66	64	60	3	WRKO-AM News/Talk	680 50kw	10	23	19	16	13	5	10:45	Amer Radio Sys	EAST
53	57	69	64	57	4	WXKS-FM CHR/Pop	107.9 23.5	2	3	2	1	3	11	6:00	Chancellor Media	KATZ
50	52	60	57	53	5	WMJX-FM AC	106.7 24.5kw	5	5	4	4	1	4	7:15	Greater Media Inc	MCG
47	57	50	52	49	6	WBCN-FM Alternative	104.1 19kw	3	2	3	3	7	12	5:45	CBS Radio	IRS
46	43	37	41	49	6	WCRB-FM Classical	102.5 15kw	8	18	14	14	10	3	8:15	Charles River	ARP
46	50	44	49	46	8	WODS-FM Oldies	103.3 16kw	6	10	12	7	2	2	6:30	CBS Radio	CBS
41	43	50	39	39	9	WZLX-FM Classic Rock	100.7 20kw	9	6	7	5	4	8	7:00	CBS Radio	IRS
42	40	38	40	38	10	WBMX-FM Hot AC	98.5 9kw	7	7	8	6	6	9	6:00	Amer Radio Sys	CHR
33	34	41	37	38	10	WEEI-AM Sports	850 50kw	12	12	10	12	9	7	7:30	Amer Radio Sys	EAST
27	23	22	21	30	12	WROR-FM ¹ Oldies	105.7 8.5kw	14	16	16	13	11	6	7:30	Greater Media Inc	MCG
22	29	29	30	29	13	WBOS-FM Adult Alternative	92.9 8.8kw	11	8	6	8	12	13	5:15	Greater Media Inc	ARP
25	27	26	24	28	14	WAAF-FM Rock	107.3 18.5kw	13	4	5	10	16	21	7:00	Amer Radio Sys	D&R
19	16	17	24	28	14	WKLB-FM ² Country	96.9 21.5kw	17	22	11	15	15	10	10:00	Greater Media Inc	MCG
25	21	29	28	25	16	WEGQ-FM Oldies	93.7 34kw	15	13	9	11	14	16	6:15	Amer Radio Sys	CHR
25	21	24	24	18	17	WXKS-AM Nostalgia	1430 5.1kw	19	—	29	30	25	17	8:45	Chancellor Media	KATZ
30	27	19	18	16	18	WOAZ-FM NAC	99.5 32kw	16	15	21	18	17	14	5:45	Greater Media Inc	D&R
15	15	13	13	12	19	WFNX-FM Alternative	101.7 1.65kw	18	11	13	17	19	22	4:45	MCC Br	ARP
08	09	12	10	11	20	WBNW-AM Bus. News	590 5kw	20	—	25	23	22	18	5:45	Salem	—

¹ Was WKLB-FM (Country) until early September ² Was WBCS-FM until early September

Continued on Page 44



+ WRKO =
The Talk Station/AM 680

THE TALK STATION

For more
information call
(212) 581-3962



Continued from Page 43

12+ POPULATION: 3,264,900 (Black: 5.7%; Hispanic: 5.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.2	1.2	1.2	1.5	1.1	20		WILD-AM Urban AC	1090 5kw	24	9	18	20	20	20	5:15	Nash	K&P
0.5	0.9	0.8	0.9	1.0	22		WXRV-FM Adult Alternative	92.5 25kw	21	—	17	19	18	19	6:30	Northeast Br.	—

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 14.0	1 WBCN-FM	1 WXKS-FM	1 WZLX-FM	1 WMJX-FM	CBS RADIO 21.5
CHR 12.4	2 WAAF-FM	2 WJMN-FM	2 WBCN-FM	2 WXKS-FM	AMER. RADIO SYS. 18.9
AC 9.1	3 WZLX-FM	3 WMJX-FM	3 WEEI-AM	3 WBMX-FM	GREATER MEDIA INC. 15.6
ALTERNATIVE 6.1	4 WJMN-FM	4 WBMX-FM	4 WBZ-AM	4 WODS-FM	CHANCELLOR MEDIA 14.2
CLASSICAL 4.9	5 WXKS-FM	5 WBCN-FM	5 WODS-FM	5 WJMN-FM	CHARLES RIVER 4.9
ADULT ALT. 3.9	6 WEEI-AM	6 WBOS-FM	6 WROR-FM	6 WCRB-FM	MCC BR. 1.2
COUNTRY 2.8	7 WBOS-FM	7 WEGQ-FM	7 WRKO-AM	7 WBZ-AM	NASH 1.1
ROCK 2.8	8 WMJX-FM	8 WKLB-FM	8 WMJX-FM	8 WBOS-FM	SALEM 1.1
NEWS/TALK 1.9	9 WEGQ-FM	9 WAAF-FM	9 WEGQ-FM	9 WROR-FM	NORTHEAST BR. 1.0
NOSTALGIA 1.8	10 WBMX-FM	10 WCRB-FM	10 WBOS-FM	10 WRKO-AM	
NAC 1.6					
URBAN 1.1					

More than
Research—AnswersSM

Harker Research
919 • 954 • 8300

12+ POPULATION: 2,984,300 (Black: 17.4%; Hispanic: 38.9%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK '96	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
4.3	5.2	5.6	4.9	5.7	1	1	WPOW-FM CHR/Rhythmic	96.5 100kw	1	1	1	3	6	21	7:30	Beasley	D&R
6.2	6.0	5.7	5.9	5.5	2	2	WEDR-FM Urban	99.1 100kw	2	2	2	1	2	10	9:45	Chancellor Media	MCG
5.4	5.1	4.3	5.3	4.8	3	3	WHQT-FM Urban AC	105.1 100kw	4	5	3	2	1	4	9:15	Cox	CHR
6.3	4.8	5.4	4.3	4.5	4	4	WRMA-FM Spanish	106.7 100kw	7	11	11	7	4	2	9:45	SBS	—
4.7	5.2	4.6	5.6	4.4	5	5	WAMR-FM Spanish	107.5 95kw	10	14	10	9	5	3	10:30	Heftel	KT-H
5.3	5.1	5.4	5.4	4.4	5	5	WLYF-FM AC	101.5 100kw	5	17	12	8	7	5	9:30	Jefferson-Pilot	CBS
4.1	3.0	3.2	3.0	4.4	5	5	WXDJ-FM Spanish	95.7 100kw	9	4	5	4	3	6	10:15	SBS	—
4.0	4.5	4.0	4.7	3.9	8	8	WAQI-AM Spanish	710 50kw	21	—	23	23	19	7	14:30	Heftel	KT-H
3.5	3.6	4.0	3.8	3.5	9	9	WHYI-FM CHR/Pop	100.7 100kw	3	6	6	6	8	13	6:30	Clear Channel	CCRS
3.1	3.9	3.3	3.9	3.5	9	9	WMXJ-FM Oldies	102.7 100kw	6	13	21	16	9	1	7:30	Jefferson-Pilot	CBS
3.4	3.4	2.6	3.4	3.3	11	11	WIOD-AM News/Talk	610 10kw	13	23	14	12	10	11	9:00	Paxson	KATZ
3.2	3.3	3.7	3.9	3.3	11	11	WZTA-FM Rock	94.9 100kw	12	3	4	5	11	20	8:45	Paxson	KATZ
3.3	3.6	3.3	3.6	3.1	13	13	WKIS-FM Country	99.9 100kw	15	10	13	14	16	12	8:45	Beasley	D&R
2.8	3.3	3.5	3.0	3.1	13	13	WLVE-FM NAC	93.9 100kw	11	12	17	15	15	9	7:45	Paxson	KATZ
1.6	1.5	2.1	2.2	2.8	15	15	WCMQ-FM Spanish	92.3 31kw	20	16	19	13	13	8	9:45	SBS	SBS
3.6	3.3	3.4	2.7	2.8	15	15	WFLC-FM AC	97.3 100kw	8	8	7	11	14	14	6:15	Cox	CHR
3.1	3.2	3.1	2.7	2.7	17	17	WTMI-FM Classical	93.1 96kw	18	27	28	28	25	17	8:15	Marlin	ARP
2.5	2.6	2.2	2.3	2.5	18	18	WQBA-AM Spanish	1140 50(10)kw	23	—	29	26	24	15	12:00	Heftel	KT-H
2.6	2.2	2.3	2.5	2.4	19	19	WBGG-FM Classic Hits	105.9 100kw	16	20	8	10	12	16	6:45	Clear Channel	CCRS
2.9	2.8	2.7	2.1	2.0	20	20	WCMQ-AM Spanish	1210 25(2.5)kw	24	16	32	31	30	23	12:30	SBS	SBS
2.1	1.9	1.7	1.5	2.0	20	20	WINZ-AM News	940 50(25)kw	17	22	26	24	23	22	5:30	Paxson	KATZ

Continued on Page 46

FLASHBACK! + ROCK SLIDES + BIG 106 =
South Florida's Classic Rock

ONE WORLD, ONE STATION

For more
information call
(212) 581-3962



Continued from Page 45

12+ POPULATION: 2,984,300 (Black: 17.4%; Hispanic: 38.9%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.0	1.6	2.1	2.5	2.0	20	WPLL-FM ¹ Hot AC	103.5 100kw	14	7	9	17	17	26	5:15	Paxson	ARP
1.4	1.8	1.7	2.3	1.8	23	WQAM-AM Sports	560 5(1)kw	22	24	18	18	18	19	8:30	Beasley	D&R
1.0	1.7	1.7	1.3	1.7	24	WSUA-AM Spanish	1260 5kw	27	26	22	21	20	18	14:45	El Dorado	—
1.4	1.4	1.5	1.4	1.5	25	WRTO-FM Spanish	98.3 100kw	19	9	16	19	21	25	5:15	Heftel	KT-H
1.7	1.0	1.3	1.1	1.3	26	WMBM-AM Religious	1490 1kw	28	18	27	25	26	24	13:00	New Birth	—
0.8	0.8	0.9	0.9	1.2	26	WAVS-AM Ethnic	1170 5(.25)kw	29	15	15	20	22	28	12:30	Radio WAVS Inc.	—

¹ Was WSHE-FM until August.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 27.7 URBAN 10.3 AC 9.2 CHR 9.2 NEWS/TALK 7.1 OLDIES/CR 5.9 ROCK 3.3 COUNTRY 3.1 NAC 3.1 CLASSICAL 2.7 RELIGIOUS 1.3 MISC. 1.2	1 WZTA-FM 2 WPOW-FM 3 WEDR-FM 4 WXDJ-FM 5 WBGG-FM 6 WHQT-FM 7 WIOD-AM 8 WHYI-FM 9 WFLC-FM 10 WPLL-FM	1 WPOW-FM 2 WEDR-FM 3 WHQT-FM 4 WHYI-FM 5 WXDJ-FM 6 WAMR-FM 7 WFLC-FM 8 WLYF-FM 9 WPLL-FM 10 WRMA-FM	1 WIOD-AM 2 WZTA-FM 3 WEDR-FM 4 WXDJ-FM 5 WPOW-FM 6 WMXJ-FM 7 WBGG-FM 8 WHQT-FM 9 WQAM-AM 10 WRMA-FM	1 WHQT-FM 2 WEDR-FM 3 WAMR-FM 4 WRMA-FM 5 WXDJ-FM 6 WHYI-FM 7 WPOW-FM 8 WFLC-FM 9 WCMQ-FM 10 WMXJ-FM	PAXSON 14.6 SBS 13.7 HEFTEL 12.3 BEASLEY 10.6 JEFFERSON-PILOT 7.9 COX 7.6 CLEAR CHANNEL 5.9 CHANCELLOR MEDIA 5.5 MARLIN 2.7 EL DORADO 1.7 NEW BIRTH 1.3 RADIO WAVS INC. 1.2

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 2,925,700 (Black: 25.3%; Hispanic: N/A)

FALL '96	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	9.6	8.9	9.4	10.4	1	WVEE-FM Urban	103.3 100kw	2	1	1	1	1	5	11:00	CBS Radio	IRS
6.9	8.0	9.2	8.7	10.2	2	WSB-AM Talk	750 50kw	1	16	9	4	1	1	8:30	Cox	CHR
9.0	8.7	8.6	9.0	7.4	3	WKHX-FM Country	101.5 99kw	3	5	4	3	4	4	8:45	ABC Inc.	KATZ
5.3	5.3	4.9	5.8	6.5	4	WALR-A/F Urban AC	1340/104.7 1kw/100kw	8	8	7	2	3	2	9:30	Midwestern Br.	CHR
6.7	6.0	5.1	5.9	5.2	5	WPCH-FM AC	94.9 99kw	6	11	10	8	5	3	8:15	Jacor	EAST
6.1	6.1	6.2	5.2	5.1	6	WSTR-FM CHR/Pop	94.1 100kw	5	3	6	7	8	12	6:15	Jefferson-Pilot	CBS
3.9	4.3	5.4	4.7	5.0	7	WHTA-FM Urban	97.5 8.5kw	12	2	3	10	13	18	8:15	Radio One	ARP
6.0	6.2	5.7	4.9	5.0	7	WNNX-FM Alternative	99.7 100kw	7	4	2	6	10	15	7:15	Susquehanna	ARP
4.9	3.9	5.0	5.2	4.9	9	WKLS-FM Rock	96.1 100kw	9	7	5	5	7	11	7:15	Jacor	EAST
5.6	5.9	5.1	5.2	4.7	10	WSB-FM AC	98.5 100kw	4	10	8	9	6	7	5:45	Cox	CHR
3.4	3.0	3.6	4.2	4.2	11	WYAY-FM Country	106.7 99kw	13	6	12	12	11	8	8:45	ABC Inc.	KATZ
4.2	4.5	5.0	4.8	3.9	12	WFOX-FM Oldies	97.1 97kw	10	9	15	13	9	6	6:00	Chancellor Media	G/W
3.6	3.3	3.1	3.1	3.4	13	WZGC-FM Classic Hits	92.9 99kw	11	12	11	11	12	9	5:15	CBS Radio	IRS
3.4	3.3	2.7	2.4	2.6	14	WJZF-FM NAC	104.1 60kw	14	13	14	14	14	10	5:45	Cox	CHR
2.1	2.3	2.5	2.1	2.2	15	WGST-FM News/Talk	105.7 50kw	16	—	13	15	15	13	7:45	Jacor	KATZ
2.1	2.1	2.5	2.0	1.7	16	WGST-AM News/Talk	640 50(1)kw	15	—	19	18	17	14	5:30	Jacor	EAST
2.0	2.1	1.9	2.5	1.5	17	WAOK-AM Religious	1380 5kw	18	18	16	16	16	16	8:45	CBS Radio	IRS
1.2	1.0	0.7	1.0	1.1	18	WCNN-AM Sports	680 50(10)kw	17	—	18	17	18	17	5:15	Midwestern Br.	CHR

Continued on Page 49



+



+



=

For more
information call
(212) 581-3962



**ATLANTA'S NEWS, WEATHER AND TRAFFIC STATION...
DEPEND ON IT!**

#13 SEATTLE-TACOMA

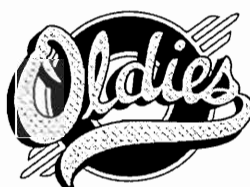


SEATTLE

12+ POPULATION: 2,744,800 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.8	5.6	7.1	7.6	6.9	1	1	KIRO-AM News/Talk	710 50kw	1	13	15	8	3	1	6:45	Entercom	SEN
4.3	4.6	5.4	6.0	5.9	2	2	KMPS-A/F ¹ Country	1300/94.1 5kw/98kw	5	5	3	1	1	4	8:30	Amer. Radio Sys.	EAST
6.1	6.6	5.7	6.0	5.7	3	3	KUBE-FM CHR/Rhythmic	93.3 100kw	2	1	1	2	15	20	6:15	New Century Media	ARP
5.3	5.0	5.5	4.7	5.6	4	4	KVI-AM Talk	570 5kw	12	—	19	13	8	3	10:45	Fisher	BAN
5.4	5.9	5.0	5.5	5.2	5	5	KBSG-A/F Oldies	1210/97.3 27.5(1)kw/55kw	3	3	17	5	1	2	5:45	Entercom	KATZ
4.3	4.0	3.8	4.1	4.7	6	6	KING-FM Classical	98.1 58kw	9	15	18	17	12	5	8:00	Classic Radio	SEN
4.3	5.7	3.6	4.3	4.7	6	6	KIXI-AM Nostalgia	880 50(10)kw	14	—	24	23	22	10	9:45	Sandusky	CHR
3.6	3.4	4.1	3.5	3.8	8	8	KISW-FM Rock	99.9 100kw	16	6	2	4	11	21	8:30	Entercom	MCG
4.2	4.4	4.2	3.8	3.8	8	8	KZOK-FM Classic Rock	102.5 100kw	11	14	7	3	4	6	6:45	Amer. Radio Sys.	EAST
4.5	5.1	4.3	4.3	3.7	10	10	KNDD-FM Alternative	107.7 100kw	7	2	5	12	19	23	5:45	Entercom	KATZ
3.7	3.4	3.7	4.0	3.6	11	11	KLSY-FM AC	92.5 58kw	8	4	8	10	10	13	6:00	Sandusky	CHR
3.7	4.3	3.9	3.1	3.6	11	11	KOMO-AM Full Service	1000 50kw	4	19	21	21	21	7	5:00	Fisher	BAN
4.0	4.0	4.7	3.6	3.6	11	11	KPLZ-FM Hot AC	101.5 100kw	6	8	4	7	7	16	5:30	Fisher	BAN
3.0	3.4	4.6	3.4	3.5	14	14	KYCW-FM Country	96.5 100kw	15	10	10	11	9	9	7:45	Amer. Radio Sys.	EAST
4.1	4.7	3.6	3.5	3.4	15	15	KJR-FM Oldies	95.7 100kw	10	11	6	6	6	11	5:45	New Century Media	ARP
3.0	3.3	3.1	4.0	3.3	16	16	KMTT-A/F Adult Alternative	103.7 58kw	17	18	11	9	5	8	7:30	Entercom	D&R
2.9	2.2	2.7	2.0	2.9	17	17	KRWM-FM AC	106.9 100kw	18	9	13	15	13	12	7:30	Sandusky	CBS
3.6	2.1	1.7	3.0	2.6	18	18	KBKS-FM Hot AC	106.1 58kw	13	7	9	14	16	18	5:15	Amer. Radio Sys.	EAST
1.5	2.1	2.1	2.1	2.5	19	19	KIRO-FM Talk	100.7 100kw	20	—	12	16	14	15	7:15	Entercom	SEN
2.2	2.5	2.3	2.9	2.4	20	20	KWJZ-FM NAC	98.9 100kw	19	20	20	18	17	14	7:00	Sandusky	D&R
1.8	2.4	2.9	1.8	2.0	21	21	KJR-AM Sports	950 5kw	21	—	16	20	18	17	6:00	New Century Media	—

¹ KMPS-AM sold to Salem.



97.3 KBSG

GOOD TIMES AND GREAT OLDIES!

For more
information call
(212) 581-3962



RADIO TODAY
ENTERTAINMENT

Continued from Page 47

12+ POPULATION: 2,925,700 (Black: 25.3%; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 21.9 NEWS/TALK 15.2 COUNTRY 11.6 AC 10.9 OLDIES/CR 7.3 CHR 5.1 ALTERNATIVE 5.0 ROCK 4.9 NAC 2.6 RELIGIOUS 1.5	1 WKLS-FM 2 WNNX-FM 3 WVEE-FM 4 WHTA-FM 5 WKHX-FM 6 WSB-AM 7 WZGC-FM 8 WSB-FM 9 WALR-FM 10 WSTR-FM	1 WVEE-FM 2 WSTR-FM 3 WKHX-FM 4 WHTA-FM 5 WALR-FM 6 WNNX-FM 7 WSB-FM 8 WPCH-FM 9 WYAY-FM 10 WSB-AM	1 WSB-AM 2 WKLS-FM 3 WVEE-FM 4 WKHX-FM 5 WALR-FM 6 WZGC-FM 7 WNNX-FM 8 WFOX-FM 9 WGST-FM 10 WSB-FM	1 WVEE-FM 2 WALR-FM 3 WPCH-FM 4 WKHX-FM 5 WSB-AM 6 WSB-FM 7 WSTR-FM 8 WFOX-FM 9 WYAY-FM 10 WNNX-FM	COX 17.5 JACOR 15.0 CBS RADIO 14.9 ABC INC. 11.6 MIDWESTERN BR. 7.6 JEFFERSON-PILOT 5.1 RADIO ONE 5.0 SUSQUEHANNA 5.0 CHANCELLOR MEDIA 3.9

12+ POPULATION: 2,744,800 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	2.4	2.9	1.8	2.0	21		KJR-AM Sports	950 5kw	21	—	16	20	18	17	6:00	New Century Media	—
1.6	1.9	1.4	1.6	1.8	22		KCMS-FM Religious	105.3 115kw	23	12	14	19	20	19	6:45	Crista	RSS
1.4	1.7	0.8	1.0	1.0	23		KNWX-AM News	770 50(5)kw	22	—	26	24	23	22	3:30	Entercom	SEN

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 21.6 AC 12.7 OLDIES/CR 12.4 COUNTRY 9.4 CHR 5.7 CLASSICAL 4.7 NOSTALGIA 4.7 ROCK 3.8 ALTERNATIVE 3.7 ADULT ALT. 3.3 NAC 2.4 RELIGIOUS 1.8	1 KISW-FM 2 KNDD-FM 3 KMPS-A/F 4 KUBE-FM 5 KJR-FM 6 KZOK-FM 7 KMTT-A/F 8 KPLZ-FM 9 KJR-AM 10 KYCW-FM	1 KUBE-FM 2 KPLZ-FM 3 KMPS-A/F 4 KLSY-FM 5 KBKS-FM 6 KYCW-FM 7 KNDD-FM 8 KRWM-FM 9 KMTT-A/F 10 KJR-FM	1 KIRO-AM 1 KZOK-AM 3 KISW-FM 4 KVI-AM 5 KMTT-A/F 6 KJR-FM 7 KMPS-A/F 8 KBSG-A/F 9 KJR-AM 10 KYCW-FM	1 KBSG-A/F 2 KMPS-A/F 3 KPLZ-FM 4 KRWM-FM 5 KLSY-FM 6 KYCW-FM 7 KMTT-A/F 8 KBKS-FM 9 KIRO-AM 10 KUBE-FM	ENTERCOM 126.4 AMER. RADIO SYS. 15.8 SANDUSKY 13.4 FISHER 12.8 NEW CENTURY MEDIA 11.1 CLASSIC RADIO 4.7 CRISTA 1.8

More than Research—AnswersSM
 Harker Research
 919 • 954 • 8300

#14 SAN DIEGO



SAN DIEGO

12+ POPULATION: 2,251,000 (Black: N/A; Hispanic: 22.3%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.8	6.4	6.4	6.8	7.0	1	1	KYXY-FM AC	96.5 41kw	1	6	2	1	1	1	8:30	SFX	D&R
7.5	6.9	6.8	6.0	6.2	2	2	KSON-FM Country	97.3 50kw	7	8	7	2	2	2	10:00	Jefferson-Pilot	BAN
6.7	6.8	6.6	6.2	5.6	3	3	XHTZ-FM CHR/Rhythmic	90.3 100kw	2	1	1	4	17	10	7:00	Califormula	EAST
3.5	3.6	5.6	6.1	4.6	4	4	KFMB-AM Full Service	760 5(50)kw	3	21	24	15	4	8	6:45	Midwest TV	MCG
3.2	3.3	3.2	2.7	4.4	5	5	KIFM-FM NAC	98.1 28kw	10	—	14	7	3	3	8:45	Jefferson-Pilot	CBS
3.3	3.6	3.4	3.7	4.2	6	6	KFSD-FM ¹ Classical	94.1 100kw	13	22	21	17	6	13	9:15	Nationwide	MGC
4.2	4.8	4.1	4.6	4.2	6	6	KSDO-AM News/Talk	1130 10kw	11	—	29	19	7	15	8:30	Jacor	G/W
3.5	3.6	4.3	4.4	4.1	8	8	KBZT-FM Oldies	94.9 22kw	4	4	10	6	5	4	6:15	Jefferson-Pilot	BAN
3.2	4.6	4.4	4.1	4.0	9	9	KFMB-FM Hot AC	100.7 30kw	6	5	3	3	13	6	6:30	Midwest TV	MCG
4.1	4.5	4.1	3.3	3.6	10	10	KKLQ-FM CHR/Pop	106.5 50kw	5	7	8	5	8	5	5:45	Jacor	KATZ
0.0	0.5	0.7	1.5	3.3	11	11	KHTS-FM CHR/Rhythmic	93.3 1.8kw	9	2	6	10	18	17	6:00	Jacor	—
4.4	4.8	3.6	4.2	2.9	12	12	XTRA-FM Alternative	91.1 100kw	8	3	4	12	28	16	5:00	Jacor	ARP
2.2	1.3	1.7	2.3	2.8	13	13	KPLN-FM Classic Hits	103.7 36kw	16	13	13	9	9	7	6:45	SFX	D&R
3.9	2.8	2.8	2.8	2.7	14	14	KGB-FM Classic Rock	101.5 50kw	14	16	11	11	11	9	6:00	Jacor	CBS
2.5	2.7	3.6	3.2	2.7	14	14	KIOZ-FM Rock	105.3 29kw	15	9	5	8	21	11	6:15	Jacor	KATZ
2.2	3.2	2.8	2.2	2.5	16	16	KPOP-AM Nostalgia	1360 5(1)kw	20	—	40	39	15	29	8:45	Jacor	CBS
2.3	2.1	1.9	2.2	2.4	17	17	XTRA-AM Sports	690 77(50)kw	12	26	12	13	14	14	5:00	Jacor	ARP
2.5	3.0	3.0	3.0	2.3	18	18	KFI-AM Talk	640 50kw	19	—	27	18	10	18	6:30	Cox	CHR
1.7	1.5	1.9	1.7	2.3	18	18	KKBH-FM AC	102.9 32kw	18	23	15	14	12	12	6:15	Jacor	G/W
2.4	2.0	1.9	1.6	1.9	20	20	KOGO-AM Talk	600 5kw	21	—	35	28	16	25	8:30	Jacor	TOR

¹ Became KXGL-FM (Oldies) in January.



For more
information call
(212) 581-3962

San Diego's Classic Rock Station



12+ POPULATION: 2,251,000 (Black: N/A; Hispanic: 22.3%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.6	2.4	2.4	1.8	1.6	21	XHRM-FM Alternative	92.5 100kw	17	14	9	16	32	19	4:15	Radio Moderna	SEN
0.8	1.2	1.1	1.0	1.3	22	KSPA-AM Nostalgia	1450 1kw	32	—	41	41	26	—	11:00	Astor	—
1.0	0.7	0.8	1.3	1.3	22	XLTN-FM Spanish	104.5 60kw	26	15	18	21	20	21	8:15	Califormula	KT-H
1.2	1.1	1.0	0.9	1.1	24	KNX-AM News	1070 50kw	23	—	38	38	24	32	5:30	CBS Radio	CBS
1.3	1.2	1.1	1.0	1.1	24	KXST-FM Rock AC	102.1 9.5kw	22	—	20	20	19	20	5:15	Compass Radio	KATZ
2.6	1.9	1.5	2.0	1.1	24	XHKY-FM Spanish	99.3 25kw	24	20	17	22	27	24	6:15	Califormula	KT-H
0.8	0.9	1.0	1.3	1.1	24	XTIM-FM Spanish	91.7 25kw	31	11	16	23	34	26	10:00	Energy Com.	—
1.0	0.9	0.8	0.8	1.0	28	KOWF-FM ² Country	92.1 3kw	29	24	22	24	22	23	7:45	Astor Br.	—

² Became **KFSD-FM** (Classical) in January.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 16.5	1 KIOZ-FM	1 XHTZ-FM	1 KSON-FM	1 KYXY-FM	JACOR 32.9
AC 14.4	2 XHTZ-FM	2 KFMB-FM	2 KGB-FM	2 KSON-FM	JEFFERSON-PILOT 10.3
CHR 12.5	3 XTRA-FM	3 KYXY-FM	3 KYXY-FM	3 KKLQ-FM	SFX 9.8
OLDIES/CR 7.6	4 KYXY-FM	4 KHTS-FM	4 KIFM-FM	4 KIFM-FM	MIDWEST TV 8.6
COUNTRY 7.2	5 XTRA-AM	5 KSON-FM	5 XTRA-AM	5 KBZT-FM	CALIFORMULA 8.0
ALTERNATIVE 4.5	6 KFMB-FM	6 KKLQ-FM	6 KPLN-FM	6 KFMB-FM	NATIONWIDE 4.2
NAC 4.4	7 KGB-FM	7 XTRA-FM	7 KIOZ-FM	7 KKBH-FM	ASTOR 2.3
CLASSICAL 4.2	8 KSON-FM	8 XHRM-FM	8 KBZT-FM	8 KFMB-AM	COX 2.3
NOSTALGIA 3.8	9 KHTS-FM	9 KKBH-FM	9 KFMB-AM	9 XHTZ-FM	RADIO MODERNA 1.6
SPANISH 3.5	10 KBZT-FM	10 KBZT-FM	10 KFMB-FM	10 KPLN-FM	CBS RADIO 1.1
ROCK 2.7					COMPASS RADIO 1.1
					ENERGY COM. 1.1

More than Research—AnswersSM
 Harker Research
 919 • 954 • 8300


#15 NASSAU-SUFFOLK




NASSAU

12+ POPULATION: 2,247,200 (Black: 7.3%; Hispanic: 7.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.7	4.0	7.4	7.0	6.2	1	WKTU-FM CHR/Rhythmic	103.5 2kw	1	3	1	1	3	8	7:30	Chancellor Media	EAST
6.5	7.3	6.7	6.2	6.1	2	WALK-FM AC	97.5 39kw	4	7	9	3	1	1	10:00	Chancellor Media	KATZ
4.4	3.6	3.5	3.9	4.8	3	WXRK-FM Alternative	92.3 6kw	5	4	2	2	2	17	8:00	CBS Radio	IRS
4.1	3.9	3.6	3.8	4.1	4	WFAN-AM Sports	660 50kw	7	17	8	5	5	4	7:15	CBS Radio	IRS
2.8	3.2	3.0	2.4	4.0	5	WLTW-FM AC	106.7 6kw	11	25	17	12	8	3	8:30	Chancellor Media	KATZ
4.0	4.7	4.3	4.0	3.7	6	WCBS-AM News	880 50kw	3	23	27	19	14	7	5:30	CBS Radio	CBS
3.1	3.6	2.7	2.7	3.7	6	WHLI-AM Nostalgia	1100 10kw	28	—	32	33	33	21	12:00	Barnstable	D&R
4.4	4.0	4.0	4.6	3.6	8	WCBS-FM Oldies	101.1 6.8kw	9	24	19	10	6	2	6:45	CBS Radio	CBS
3.2	3.0	4.3	4.4	3.6	8	WOR-AM Talk	710 50kw	15	26	26	27	23	9	9:30	Buckley	MCG
4.5	3.6	4.1	2.8	3.5	10	WPLJ-FM Hot AC	95.5 6.7kw	6	8	4	4	4	10	5:45	ABC Inc.	BAN
4.8	4.4	3.4	3.6	3.4	11	WHTZ-FM CHR/Pop	100.3 6kw	2	2	5	8	17	24	4:45	Chancellor Media	CHR
3.6	3.0	3.1	2.7	3.4	11	WQHT-FM CHR/Rhythmic	97.1 6.7kw	13	1	3	9	18	34	8:45	Emmis	ARP
3.7	3.4	3.3	3.3	3.3	13	WBLI-FM Hot AC	106.1 49kw	10	5	6	7	9	12	7:00	Chancellor Media	MCG
2.9	2.3	3.0	2.6	3.2	14	WBZO-FM Oldies	103.1 3kw	14	15	16	13	10	5	8:15	Barnstable	D&R
2.6	3.2	3.3	3.2	2.9	15	WBAB/WHFM Rock	102.3/95.3 3kw/5kw	12	14	7	6	7	14	6:45	Chancellor	MCG
5.0	3.7	3.6	3.7	2.7	16	WABC-AM Talk	770 50kw	16	21	25	21	19	11	7:30	ABC Inc.	BAN
2.5	2.3	2.6	2.0	2.6	17	WQCD-FM NAC	101.9 6.2kw	17	27	22	11	11	6	7:30	Tribune	CHR
2.9	3.2	2.4	2.8	2.4	18	WKJY-FM AC	98.3 3kw	20	9	21	15	12	13	8:15	Barnstable	KATZ
2.2	2.0	2.2	2.2	2.1	19	WINS-AM News	1010 50kw	8	—	28	24	22	15	3:45	CBS Radio	GW
0.2	1.0	1.8	1.9	2.0	20	WGSM/WMJC Country	740/94.3 25kw/3kw	23	19	14	16	15	16	8:45	Barnstable	KATZ
2.9	1.9	1.7	2.0	2.0	20	WQXR-FM Classical	96.3 7.8kw	21	28	31	30	25	19	8:15	New York Times	ARP



+




+

95.5 WPLJ

=

For more
information call
(212) 581-3962

The Home of SCOTT & TODD in the Morning!



12+ POPULATION: 2,247,200 (Black: 7.3%; Hispanic: 7.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.92.4	2.2	2.4	1.9	2.2	18	WAXQ-FM Classic Rock	104.3 7.8kw	18	13	10	14	13	20	5:30	Chancellor Media	KATZ
2.0	2.2	1.5	1.8	1.5	23	WDBZ-FM ¹ Hot AC	105.1 6kw	19	16	11	18	21	24	5:00	Bonneville Int.	SEN
1.5	1.5	1.6	1.8	1.4	24	WNEW-FM ² Rock	102.7 6kw	22	—	21	17	16	18	6:00	CBS Radio	G/W
1.9	1.6	1.4	1.4	1.4	24	WRKS-FM Urban AC	98.7 7.8kw	25	10	23	29	26	23	6:30	Emmis	D&R
1.3	1.4	1.0	2.0	1.3	26	WBLS-FM Urban AC	107.5 5.4kw	27	22	18	22	20	22	6:30	Inner City	MCG
1.5	1.0	0.8	0.7	1.3	26	WPAT-FM Spanish	93.1 5.4kw	30	20	13	20	24	27	9:30	Heftel	KT-H
1.1	1.3	1.2	1.4	1.3	26	WQEW-AM Nostalgia	1560 50kw	29	—	—	34	34	28	9:00	New York Times	ARP
0.7	0.8	0.9	0.8	1.2	29	WEZN-FM AC	99.9 27.5kw	26	6	24	26	28	25	5:45	Cox	KATZ
0.0	0.7	0.9	1.3	1.2	29	WLUX-AM Nostalgia	540 .25kw	33	—	34	36	35	26	11:00	Long Island Multi Media	—
0.9	1.0	1.1	1.3	1.1	31	WLIR/WLRI ³ Alternative	92.7/98.5 1kw/6kw	24	12	15	23	29	31	4:00	Jarad	ROS
1.0	0.9	0.9	0.8	1.0	32	WSKQ-FM Spanish	97.9 7.8kw	31	11	18	25	27	30	9:00	SBS	SBS

¹ Was WMXV-FM until November. ² Switched to Classic Rock in early January. ³ WLIR-FM was WDRE-FM until July.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 22.0	1 WXRK-FM	1 WKTU-FM	1 WFAN-AM	1 WALK-FM	CHANCELLOR MEDIA 27.8
NEWS/TALK 16.2	2 WKTU-FM	2 WHTZ-FM	2 WXRK-FM	2 WKTU-FM	CBS RADIO 19.7
CHR 13.0	3 WFAN-AM	3 WBLI-FM	3 WBAB/WHFM	3 WLTW-FM	BARNSTABLE 11.3
OLDIES/CR 6.8	4 WQHT-FM	4 WPLJ-FM	4 WALK-FM	4 WPLJ-FM	ABC INC. 6.2
ROCK 6.2	5 WBAB/WHFM	5 WQHT-FM	5 WCBS-FM	5 WBLI-FM	EMMIS 4.8
ALTERNATIVE 5.9	6 WPLJ-FM	6 WALK-FM	6 WPLJ-FM	6 WKJY-FM	BUCKLEY 3.6
URBAN 2.7	7 WAXQ-FM	7 WKJY-FM	7 WAXQ-FM	7 WCBS-FM	NEW YORK TIMES 3.3
NAC 2.6	8 WHTZ-FM	8 WXRK-FM	8 WQCD-FM	8 WBZO-FM	TRIBUNE 2.6
SPANISH 2.4	9 WBLI-FM	9 WDBZ-FM	9 WKTU-FM	9 WQCD-FM	INNER CITY 2.4
CLASSICAL 2.0	10 WPAT-FM	10 WBAB/WHFM	10 WBZO-FM	10 WGSW/WJJC	BONNEVILLE INT. 1.5
COUNTRY 2.0					HEFTEL 1.3
					L.I. MULTI MEDIA 1.2
					COX 1.2
					JARAD 1.1
					SBS 1.0

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

#16 MINNEAPOLIS-ST. PAUL

MINNEAPOLIS

12+ POPULATION: 2,227,400 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.1	13.3	10.5	11.4	12.3	1	WCCO-AM Full Service	830 50kw	1	13	12	7	2	1	8:30	CBS Radio	CBS
10.6	10.5	11.5	11.9	11.9	2	KQRS-FM Classic Rock	92.5 100kw	2	4	1	1	1	2	9:15	ABC Inc.	KATZ
7.0	7.8	8.0	7.5	7.5	3	KDWB-FM CHR/Pop	101.3 100kw	3	1	2	2	8	11	7:00	Chancellor Media	BAN
6.3	6.4	6.2	4.9	6.1	4	WLTE-FM AC	102.9 100kw	8	9	8	4	3	4	8:30	CBS Radio	CBS
5.3	5.3	5.8	6.7	6.0	5	KEGE-FM Alternative	93.7 100kw	5	2	3	5	11	15	7:15	ABC Inc.	KATZ
6.8	5.5	6.1	5.7	5.6	6	KEEY-FM Country	102.1 100kw	7	5	5	6	6	5	7:45	Chancellor Media	CHR
5.2	5.5	5.1	4.9	5.4	7	KSTP-AM Talk	1500 50kw	11	15	9	11	10	6	10:00	Hubbard	CHR
5.9	5.3	6.1	5.8	5.3	8	KSTP-FM Hot AC	94.5 100kw	4	6	4	3	5	8	5:30	Hubbard	CHR
3.8	4.1	5.2	5.2	5.1	9	KQQL-FM Oldies	107.9 97kw	6	8	13	8	4	3	6:45	Chancellor Media	D&R
6.3	5.4	4.7	5.3	5.0	10	WBOB-FM Country	100.3 100kw	9	3	7	10	9	7	7:15	Chancellor Media	D&R
3.1	4.0	4.6	3.8	3.8	11	KTCZ-FM Adult Alternative	97.1 100kw	10	12	6	9	7	9	6:45	Chancellor Media	BAN
2.3	2.7	3.0	3.0	2.4	12	KMJZ-FM NAC	104.1 100kw	12	11	14	13	12	10	7:00	Nationwide	EAST
2.4	1.9	2.0	1.8	2.3	13	KLBB/WLOL Nostalgia	1400/1470 1kw/5kw	14	10	16	17	17	13	9:15	107.5 Inc.	—
2.3	1.5	1.6	1.5	2.1	14	KFAN-AM Sports	1130 50(25)kw	13	14	11	12	13	12	6:30	Chancellor Media	CHR
2.2	1.5	1.8	1.3	1.7	15	KREV/WREV Alternative	105.1/105.3 2.6kw/25kw	15	7	10	14	15	19	5:45	107.5 Inc.	ARP

Continued on Page 56




+

=

**For more information call
(212) 581-3962**



TODAY'S BEST MUSIC!

12+ POPULATION: 2,094,500 (Black: 10.3%; Hispanic: 16.3%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.4	14.1	13.1	13.2	13.0	1	KMOX-AM Talk	1120 50kw	1	13	10	4	1	1	8:45	CBS Radio	CBS
7.5	6.8	7.1	6.3	8.2	2	KMJM-FM Urban	107.7 100kw	8	1	1	1	3	5	13:30	Jacor	EAST
9.3	8.3	7.8	8.0	6.9	3	WIL-FM Country	92.3 100kw	2	4	7	6	4	4	8:15	Amer. Radio Sys.	CHR
7.0	7.3	6.9	5.7	6.7	4	KEZK-FM AC	102.5 100kw	3	9	9	3	2	2	8:30	Amer. Radio Sys.	D&R
5.3	4.5	5.6	5.9	5.3	5	KYKY-FM Hot AC	98.1 90kw	4	5	5	5	5	6	7:15	Amer. Radio Sys.	KATZ
4.8	4.4	5.7	4.4	5.0	6	KPNT-FM Alternative	105.7 100kw	7	2	3	7	12	19	7:15	Sinclair Com.	ARP
6.4	5.6	5.7	6.0	4.9	7	KSHE-FM Classic Rock	94.7 100kw	9	7	2	2	6	9	8:15	Emmis	D&R
4.0	3.9	4.7	3.7	4.6	8	KLOU-FM Oldies	103.3 100kw	6	6	15	9	7	3	6:30	CBS Radio	CBS
4.1	4.5	3.9	3.9	4.2	9	WKBQ-FM ¹ CHR/Pop	104.1 39kw	5	3	4	10	14	16	5:45	Emmis	BAN
4.2	3.9	3.1	3.0	3.6	10	WKKX-FM Country	106.5 90kw	12	8	8	11	11	11	7:15	Emmis	BAN
1.5	1.6	2.1	2.6	3.6	10	WVRV-FM Adult Alternative	101.1 44kw	11	10	6	8	8	14	7:00	Sinclair Com.	ARP
2.9	3.4	3.3	2.9	3.0	12	KIHT-FM Classic Hits	96.3 100kw	13	12	12	12	10	8	6:15	Heritage Media	CHR
3.4	2.7	3.3	3.5	2.9	13	KSD-FM Classic Rock	93.7 100kw	10	14	11	13	9	10	5:00	Amer. Radio Sys.	KATZ
2.7	3.5	2.2	2.6	2.8	14	KFUO-FM Classical	99.1 100kw	14	16	19	16	15	7	6:45	Lutheran Church/MOS	ARP
3.1	2.3	2.1	3.0	2.7	15	KXOK-FM Urban AC	97.1 100kw	15	11	13	14	13	12	7:15	Frischling	ROS
1.9	3.0	2.9	2.8	2.3	16	WRTH-AM Nostalgia	1430 5kw	17	—	26	24	23	20	9:00	Heritage Media	CHR
1.5	1.3	1.1	1.8	2.0	17	KSD-AM ² Nostalgia	550 5kw	16	18	18	15	16	13	5:30	Amer. Radio Sys.	KATZ
1.0	1.5	2.7	2.8	1.9	18	WIBV-AM Talk	1260 5kw	18	—	22	20	20	15	7:45	Dorsey Group	—
1.0	1.6	1.1	1.8	1.3	19	KATZ-FM Urban AC	100.3 50kw	19	17	14	17	17	17	6:15	Jacor	EAST
1.3	1.3	1.2	1.7	1.2	20	WCBW-FM Religious	104.9 7.8kw	21	15	17	18	18	18	7:00	Continental Br.	SRR

¹ Became WALC-FM (Hot AC) on January 24. ² Changed calls to KTRS-AM in early February.

Continued on Page 56

weekend morning + **KEZK 102.5** =
Soft Rock

SOFT ROCK 102.5

For more information call
(212) 581-3962



#16 MINNEAPOLIS-ST. PAUL



MINNEAPOLIS

Continued from Page 54

12+ POPULATION: 2,227,400 (Black: N/A; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 19.8	1 KQRS-FM	1 KDWB-FM	1 KQRS-FM	1 WLTE-FM	CHANCELLOR 29.3 CBS RADIO 18.4 ABC INC. 17.9 HUBBARD 10.7 105.7 INC. 4.0 NATIONWIDE 2.4
OLDIES/CR 17.0	2 KEGE-FM	2 KQRS-FM	2 WCCO-AM	2 KQRS-FM	
AC 11.4	3 KEEY-FM	3 KSTP-FM	3 KQQL-FM	3 KSTP-FM	
COUNTRY 10.6	4 KDWB-FM	4 WLTE-FM	4 KSTP-FM	4 KDWB-FM	
ALTERNATIVE 7.7	5 KFAN-AM	5 KEEY-FM	5 KEGE-FM	5 WCCO-AM	
CHR 7.5	6 KSTP-FM	6 KEGE-FM	6 KEEY-FM	6 KQQL-FM	
ADULT ALT. 3.8	7 KSTP-FM	7 KTCZ-FM	7 KTCZ-FM	7 KEEY-FM	
NAC 2.4	8 WBOB-FM	8 WBOB-FM	8 KFAN-AM	8 WBOB-FM	
NOSTALGIA 2.3	9 KTCZ-FM	9 KQQL-FM	9 KSTP-FM	9 KTCZ-FM	
	10 WCCO-AM	10 KREV-FM	10 WBOB-FM	10 KMJZ-FM	

#17 ST. LOUIS



ST. LOUIS

Continued from Page 55

12+ POPULATION: 2,094,500 (Black: 10.3%; Hispanic: 16.3%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.2	1.8	1.8	1.0	1.1	21	WEW-AM Nostalgia	770 1kw	22	—	25	26	25	20	5:45	Metropolitan Radio	ROS
1.2	1.0	1.0	0.9	1.0	22	KFNS-AM Sports	590 1kw	20	—	16	19	19	21	5:45	Amer. Radio Sys.	D&R

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 15.9	1 KSHE-FM	1 KMJM-FM	1 KMOX-AM	1 KEZK-FM	CBS RADIO 17.6 AMER. RADIO SYS. 15.9 EMMIS 12.7 HERITAGE MEDIA 12.2 JACOR 10.0 SINCLAIR COM. 8.6 DORSEY GROUP 2.9 LUTHERAN CHURCH 2.8 FRISCHLING 2.7 CONTINENTAL BR. 1.2 METROPOLITAN 1.1
OLDIES/CR 15.4	2 KPNT-FM	2 KYKY-FM	2 KSHE-FM	2 KYKY-FM	
URBAN 12.2	3 KMJM-FM	3 WKBQ-FM	3 KLOU-FM	3 KMJM-FM	
AC 12.0	4 WVRV-FM	4 WVRV-FM	4 WIL-FM	4 WIL-FM	
COUNTRY 10.5	5 WKBQ-FM	5 KEZK-FM	5 WVRV-FM	5 KMOX-AM	
NOSTALGIA 5.4	6 KMOX-AM	6 KPNT-FM	6 KMJM-FM	6 KLOU-FM	
ALTERNATIVE 5.0	7 WIL-FM	7 WKKX-FM	7 KSD-FM	7 WVRV-FM	
CHR 4.2	8 KSD-FM	8 WIL-FM	8 KIHT-FM	8 WKKX-FM	
ADULT ALT. 3.6	9 KYKY-FM	9 KSHE-FM	9 KPNT-FM	9 WKBQ-FM	
CLASSICAL 2.8	10 WKKX-FM	10 KXOK-FM	10 KYKY-FM	10 KXOK-FM	
RELIGIOUS 1.2					

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 2,074,000 (Black: 9.9%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.0	7.6	6.2	7.1	7.1	1	1	KTAR-AM News/Talk	620 5kw	1	18	15	15	8	2	7:45	Pulitzer	CBS
5.8	6.6	6.7	7.6	6.1	2	2	KMLE-FM Country	107.9 100kw	2	4	2	1	2	5	8:15	Chancellor Media	MCG
5.8	5.6	4.5	5.5	5.9	3	3	KOY-AM Nostalgia	550 5(1)kw	10	—	29	23	19	9	12:00	Chancellor Media	D&R
5.7	7.6	6.6	6.1	5.7	4	4	KNIX-FM Country	102.5 98kw	3	10	9	5	3	3	7:30	Buck Owens	KATZ
7.0	7.1	6.4	5.7	5.6	5	5	KKFR-FM CHR/Rhythmic	92.3 100kw	4	1	4	4	9	12	7:30	Broadcast Group	D&R
6.2	4.7	6.1	5.0	5.4	6	6	KFYI-AM News	910 5kw	11	15	13	11	7	6	11:15	Broadcast Group	D&R
4.1	4.6	5.0	5.5	5.4	6	6	KOOL-FM Oldies	94.5 100kw	5	8	14	3	1	1	8:00	Chancellor Media	CHR
5.0	4.8	4.5	3.5	4.6	8	8	KUPD-FM Rock	97.9 100kw	7	5	1	2	6	14	8:15	Sandusky	BAN
3.2	3.3	2.8	3.5	4.2	9	9	KESZ-FM AC	99.9 100kw	8	20	12	7	4	4	8:15	Media America	CBS
3.3	3.5	4.1	3.4	3.6	10	10	KDKB-FM Rock	93.3 100kw	13	12	5	6	5	11	7:45	Sandusky	ARP
2.5	2.6	3.5	3.9	3.6	10	10	KZZP-FM Hot AC	104.7 100kw	6	7	3	8	14	18	5:30	Nationwide	MCG
2.7	2.8	3.9	4.0	3.3	12	12	KEDJ/KHOT-FM Alternative	106.3/100.3 50kw/90kw	9	2	7	13	16	20	5:45	New Century AZ LLC	ARP
4.1	4.5	5.1	3.7	3.2	13	13	KYOT-FM NAC	95.5 96kw	16	26	16	14	11	7	7:45	Chancellor Media	ARP
2.7	3.3	2.9	3.8	3.2	13	13	KZON-FM Alternative	101.5 100kw	12	6	6	9	13	15	6:45	Chancellor Media	D&R
3.8	2.9	3.6	3.2	3.1	15	15	KSLX-FM Classic Rock	100.7 100kw	14	11	9	10	10	10	6:45	Sandusky	EAST
3.5	3.7	3.4	4.3	3.0	16	16	KKLT-FM AC	98.7 115kw	15	16	11	12	12	8	7:15	Pulitzer	CHR
2.5	2.2	2.0	2.3	2.5	17	17	KHTC-FM Oldies	96.9 100kw	17	21	10	16	15	13	6:15	Nationwide	CBS
0.0	0.0	0.0	1.0	1.8	18	18	KBUQ-FM Country	105.9 8.2kw	18	9	17	17	17	16	6:30	New Century AZ LLC	ARP
2.1	1.0	0.9	1.4	1.5	19	19	KOAZ-FM NAC	103.5 62kw	20	24	19	18	18	17	6:30	Newmountain	CBS
0.8	0.7	0.8	1.4	1.3	20	20	KBZR-FM CHR/Rhythmic	103.9 1.4kw	19	3	18	20	26	35	5:30	New Planet Radio	ROS
0.8	1.1	1.1	0.9	1.0	21	21	KGME-AM Sports	1360 50(1)kw	21	—	22	19	20	19	6:00	New Century AZ LLC	ARP

Continued on Page 59


+

+

KFYI
Hottest News-Talk
910AM

=

For more information call (212) 581-3962



ARIZONA'S HOTTEST NEWS-TALK!

#19 BALTIMORE



BALTIMORE

12+ POPULATION: 2,069,500 (Black: 25.0%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.3	5.6	5.8	6.4	7.7	1	1	WERQ-FM CHR/Rhythmic	92.3 37kw	4	1	1	1	4	7	10:45	Radio One	ARP
7.9	6.9	8.9	8.2	7.3	2	2	WBAL-AM News/Talk	1090 50kw	1	15	10	10	6	4	8:15	Hearst	D&R
9.1	8.4	8.5	6.5	6.5	3	3	WPOC-FM Country	93.1 16kw	3	9	6	4	3	2	8:45	Nationwide	MCG
6.1	6.8	7.4	6.7	6.5	3	3	WQSR-FM Oldies	105.7 50kw	7	18	9	3	1	1	9:45	Amer. Radio Sys.	CHR
5.9	6.2	6.3	6.0	6.4	5	5	WLIF-FM AC	101.9 13.5kw	6	16	8	6	5	3	9:30	CBS Radio	IRS
4.7	6.4	5.6	5.5	6.1	6	6	WWMX-FM Hot AC	106.5 7.4kw	2	5	2	2	2	5	7:00	Amer. Radio Sys.	KATZ
4.7	4.0	4.2	3.7	4.2	7	7	WHFS-FM Alternative	99.1 50kw	5	2	3	5	9	14	6:15	CBS Radio	ARP
5.3	5.5	4.4	4.3	3.8	8	8	WXYV-FM Urban	102.7 50kw	8	3	5	9	10	10	6:30	CBS Radio	MCG
3.8	3.3	3.8	4.3	3.2	9	9	WWIN-FM Urban AC	95.9 3kw	11	23	12	11	8	6	8:45	Radio One	ARP
3.6	4.1	3.9	3.6	3.1	10	10	WIYY-FM Rock	97.9 13.5kw	9	6	4	7	11	15	5:30	Hearst	D&R
3.4	2.9	3.7	4.2	3.1	10	10	WOCT-FM Oldies	104.3 10kw	10	13	7	8	7	8	5:45	American Radio Sys.	KATZ
2.8	2.7	2.2	2.9	2.9	12	12	WCAO-AM Religious	600 5kw	14	12	13	13	13	9	10:45	CBS Radio	MCG
3.0	2.8	1.9	3.1	2.1	13	13	WCBM-AM News/Talk	680 10(5)kw	16	—	22	20	19	13	8:30	Mangione	KATZ
1.5	1.6	1.5	1.6	1.9	14	14	WRBS-FM Religious	95.1 50kw	20	19	28	22	17	12	9:15	Peter & John	—
1.9	1.6	2.0	1.7	1.8	15	15	WJFK-AM Talk	1300 5kw	18	—	11	12	12	17	8:00	CBS Radio	IRS
1.1	1.0	1.0	0.9	1.5	16	16	WWIN-AM Religious	1400 1kw	25	—	20	19	18	16	9:30	Radio One	ARP
0.7	1.1	0.9	1.3	1.4	17	17	WGRX-FM Country	100.7 16kw	17	11	15	15	16	22	6:00	Shamrock Com.	ARP
1.5	1.2	1.1	1.6	1.4	17	17	WHUR-FM Urban AC	96.3 24kw	21	—	23	14	14	11	7:00	Howard Univ.	D&R
1.2	1.5	1.1	1.4	1.4	17	17	WPGC-FM CHR/Rhythmic	95.5 50kw	12	4	16	18	24	24	4:15	CBS Radio	IRS
1.5	1.4	1.2	1.1	1.1	20	20	WRQX-FM Hot AC	107.3 36kw	15	22	17	16	15	23	4:15	ABC Inc.	KATZ
1.3	1.3	1.1	1.1	1.1	20	20	WWDC-FM Rock	101.1 22.5kw	13	10	14	17	22	29	3:45	Capitol Br./MD	CHR

FLASHBACK!
ROCK SLIDES
FLASHBACK!
POP QUIZ



104.3
the Colt
The Greatest Hits of the 70's



For more
information call
(212) 581-3962

THE GREATEST HITS OF THE '70s



Continued from Page 57

12+ POPULATION: 2,997,400 (Black: N/A; Hispanic: 16.1%)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 13.6	1 KUPD-FM	1 KZZP-FM	1 KUPD-FM	1 KESZ-FM	CHANCELLOR MEDIA 24.2
NEWS/TALK 13.5	2 KEDJ/KHOT	2 KMLE-FM	2 KDKB-FM	2 KMLE-FM	SANDUSKY 11.3
OLDIES/CR 11.0	3 KDKB-FM	3 KKFR-FM	3 KOOL-FM	3 KOOL-FM	BROADCAST GROUP 11.0
AC 10.8	4 KKFR-FM	4 KNIX-FM	4 KMLE-FM	4 KNIX-FM	PULITZER 10.7
ROCK 8.2	5 KMLE-FM	5 KKLT-FM	5 KFYI-AM	5 KKLT-FM	BUCK OWENS 6.3
CHR 6.9	6 KZON-FM	6 KUPD-FM	6 KSLX-FM	6 KKFR-FM	NATIONWIDE 6.1
ALTERNATIVE 6.5	7 KSLX-FM	7 KZON-FM	7 KTAR-AM	7 KZZP-FM	NEW CENTURY AZ LLC. 6.1
NOSTALGIA 5.9	8 KZZP-FM	8 KESZ-FM	8 KNIX-FM	8 KTAR-AM	MEDIA AMERICA 4.2
NAC 4.7	9 KFYI-AM	9 KDKB-FM	9 KYOT-FM	9 KYOT-FM	NEW PLANET 1.3
	10 KHTC-FM	10 KHTC-FM	10 KZON-FM	10 KZON-FM	

12+ POPULATION: 2,069,500 (Black: 25.0%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.3	0.4	0.3	0.5	1.0	22		WWVZ/WWZZ ¹ CHR/Rhythmic	103.9/104.1 .38kw/22kw	22	7	18	21	27	34	5:00	Bonneville Int.	SEN

¹ WWVZ-FM was WXVR-FM and WWZZ-FM was WXTR-FM (Oldies) until July 15.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 13.6	1 WERQ-FM	1 WMMX-FM	1 WQSR-FM	1 WMMX-FM	CBS RADIO 26.5
NEWS/TALK 11.2	2 WHFS-FM	2 WERQ-FM	2 WBAL-AM	2 WLIF-FM	AMER. RADIO SYS. 16.7
CHR 10.1	3 WIYY-FM	3 WHFS-FM	3 WPOC-FM	3 WQSR-FM	RADIO ONE 10.9
OLDIES/CR 9.6	4 WBAL-AM	4 WXYV-FM	4 WERQ-FM	4 WPOC-FM	HEARST 10.4
URBAN 8.4	5 WOCT-FM	5 WLIF-FM	5 WHFS-FM	5 WERQ-FM	NATIONWIDE 6.5
COUNTRY 7.9	6 WPOC-FM	6 WPOC-FM	6 WOCT-FM	6 WWIN-FM	MANGIONE 2.1
RELIGIOUS 6.3	7 WJFK-AM	7 WOCT-FM	7 WMMX-FM	7 WXYV-FM	PETER & JOHN 1.9
ALTERNATIVE 4.2	8 WXYV-FM	8 WQSR-FM	8 WIYY-FM	8 WOCT-FM	CHANCELLOR MEDIA 1.4
ROCK 4.2	9 WMMX-FM	9 WIYY-FM	9 WJFK-AM	9 WCAO-AM	HOWARD UNIV. 1.4
	10 WQSR-FM	10 WCAO-AM	10 WLIF-FM	10 WHFS-FM	SHAMROCK COM. 1.4
					ABC INC. 1.1
					CAPITOL BR./MD 1.1
					BONNEVILLE INT. 1.0

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 2,029,800 (Black: 7.3%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.3	14.4	12.8	12.7	12.3	1	1	KDKA-AM News/Talk	1020 50kw	1	14	9	7	4	1	10:30	CBS Radio	G/W
8.4	8.6	9.2	9.5	9.4	2	2	WDVE-FM Rock	102.5 55kw	3	4	1	1	1	4	10:00	EZ	CHR
7.8	7.3	7.6	8.1	7.7	3	3	WDSY-FM Country	107.9 50kw	5	5	4	3	2	3	10:00	Mortenson	EAST
6.4	6.2	6.7	6.1	6.2	4	4	WBZZ-FM CHR/Pop	93.7 41kw	2	1	3	2	5	10	6:15	Amer. Radio Sys.	BAN
6.7	5.7	6.5	6.9	6.2	5	5	WDSW-A/F Oldies	97.0/94.5 5kw/50kw	4	6	14	5	3	2	7:15	Chancellor	SEN
4.3	4.0	3.8	3.9	5.6	6	6	WJAS-AM Nostalgia	1450 1kw	14	—	22	18	17	13	12:00	Renda	ARP
1.7	1.9	2.8	5.8	5.0	7	7	WXDX-FM Alternative	105.9 72kw	8	2	2	4	10	16	8:00	SFX	CHR
5.1	4.9	4.1	4.9	4.8	8	8	WSHH-FM AC	99.7 10.5kw	9	8	12	13	7	5	8:00	Renda	ARP
3.6	3.9	3.8	3.9	4.4	9	9	WTAE-AM Talk	1250 5kw	7	18	15	14	13	8	6:30	Hearst	KATZ
4.0	4.4	4.2	3.9	4.1	10	10	WVTY-FM Hot AC	96.1 50kw	6	9	5	6	6	9	6:00	Hearst	KATZ
3.4	4.1	3.0	4.0	3.8	11	11	WJJJ-FM ¹ NAC	104.7 50kw	12	12	11	9	9	6	7:45	SFX	EAST
4.4	3.7	3.6	3.1	3.7	12	12	WLTJ-FM AC	92.9 47kw	11	10	10	12	8	7	7:15	Frischling	K&P
5.4	4.9	3.4	2.8	3.1	13	13	WAMO-FM ² Urban	106.7 42kw	15	3	6	11	14	14	9:45	Sheridan	D&R
3.0	2.2	2.7	2.9	2.8	14	14	WRRK-FM Classic Rock	96.9 45kw	10	7	7	8	11	12	5:15	Frischling	ARP
2.8	2.7	3.6	3.3	2.6	15	15	WZPT-FM Oldies	100.7 17kw	13	11	8	10	12	11	5:30	Amer. Radio Sys.	BAN
1.1	0.9	1.2	0.8	1.4	16	16	WORD-FM Religious	101.5 48kw	17	17	16	16	15	15	8:15	Salem	SRR
0.9	1.4	1.0	1.0	1.1	17	17	WASP-FM Country	94.9 .205kw	18	15	13	15	16	18	9:00	Humes Br.	DOME
1.3	1.4	1.3	1.1	1.0	18	18	KQV-AM News	1410 5kw	16	—	21	19	18	17	4:30	Calvery	—

¹ Was **WNRQ-FM** (Alternative) until late June. ² Began simulcasting **WSSZ-FM** in early January.

Continued on Page 63

FLASHBACK!
ROCK SLIDES

FLASHBACK!
POP QUIZ

+ **THE POINT 100.7** **=**

Greatest Hits of the 70's

For more information call
(212) 581-3962

THE GREATEST HITS OF THE '70s

12+ POPULATION: 1,906,400 (Black: 7.8%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.8	7.5	8.4	8.2	7.9	1	WFLZ-FM CHR/Pop	93.3 100kw	1	1	1	1	2	11	7:30	Jacor	EAST
7.9	5.9	7.3	7.7	7.9	1	WQYK-FM Country	99.5 100kw	2	4	4	6	1	1	9:30	CBS Radio	IRS
4.7	6.8	6.5	6.9	6.9	3	WFLA-AM News/Talk	970 5kw	6	16	12	12	11	3	12:00	Jacor	EAST
5.6	6.7	6.6	6.5	6.6	4	WDUV-FM B/EZ	103.5 100kw	5	—	23	18	15	8	11:15	Jacor	EAST
5.5	5.1	4.3	6.0	5.6	5	WWRM-FM AC	94.9 100kw	4	10	8	5	5	4	9:00	Cox	CHR
6.2	6.0	5.7	5.2	5.3	6	WRBQ-FM Country	104.7 100kw	3	3	6	8	7	5	8:30	Clear Channel	CCRS
5.9	5.0	5.3	5.5	5.2	7	WXTB-FM Rock	97.9 100kw	11	2	2	2	10	16	10:00	Jacor	BAN
3.5	3.9	4.0	4.2	4.8	8	WYUU-FM Oldies	92.5 50kw	7	15	17	9	4	2	8:15	Entercom	D&R
5.1	5.7	6.1	4.7	4.6	9	WGUL-A/F MOR	860/96.1 2(1.5)kw/2.75kw	15	17	—	25	25	15	16:45	Gulf Atlantic	ARP
4.9	3.8	4.1	4.2	4.5	10	WDAE/WAKS ¹ Hot AC	1250/100.7 5kw/100kw	8	7	7	4	6	7	7:45	Jacor	MCG
3.0	3.4	3.3	4.0	4.4	11	WCOF-FM Oldies	107.3 100kw	10	11	3	3	3	9	8:15	Cox	CHR
6.0	5.9	6.3	4.4	4.0	12	WMTX-FM Hot AC	95.7 100kw	9	6	5	7	9	10	7:30	Clear Channel	ARP
3.9	3.5	3.3	4.5	4.0	12	WSJT-FM NAC	94.1 100kw	12	9	11	10	8	6	9:00	Paxson	KATZ
4.0	4.5	3.3	3.8	2.8	14	WHPT-FM Adult Alternative	102.5 100kw	13	18	9	11	12	12	6:45	Paxson	BAN
2.5	2.5	1.5	1.6	2.0	15	WLUV-FM Nostalgia	106.3 3.3kw	19	—	—	31	27	21	10:45	Times Publishers	—
1.3	1.3	1.6	1.3	2.0	15	WRBQ-AM Urban/AC	1380 5kw	18	13	10	14	14	14	10:15	Clear Channel	CCRS
2.4	1.9	2.2	2.0	1.8	17	WTBT-FM Classic Rock	105.5 6kw	14	19	13	13	13	13	7:00	Jacor	—
1.4	1.2	1.7	1.0	1.5	18	WTMP-AM Urban/AC	1150 5(2.5)kw	22	5	14	16	18	20	8:45	Tampa Broadcasting	ROS
0.5	0.6	0.4	0.5	1.5	18	WZTM-AM Sports	820 5(1)kw	17	20	15	15	16	17	7:00	Paxson	KATZ
1.4	1.0	1.3	1.3	1.4	20	WSUN-AM Sports	620 10kw	16	—	16	17	17	18	6:00	Cox	CHR

¹ WAKS-FM was WUSA-FM until December. WDAE-AM switched to All-Sports in January.

Continued on Page 63

+

=




THE NEW MUSIC REVOLUTION

For more information call
(212) 581-3962

12+ POPULATION: 1,760,000 (Black: 17.9%; Hispanic: N/A)


FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.0	9.0	7.8	8.5	9.0	1	WZAK-FM <i>Urban</i>	93.1 27.5kw	9	2	1	1	4	4	12:30	Zapis	D&R
7.7	8.9	9.3	8.4	8.7	2	WGAR-FM <i>Country</i>	99.5 50kw	6	7	4	4	3	2	11:15	Nationwide	MCG
7.4	7.2	6.3	7.7	7.8	3	WMJI-FM <i>Oldies</i>	105.7 16kw	1	5	10	3	1	1	8:15	Nationwide	MCG
6.3	5.7	6.6	6.0	7.1	4	WRMR-AM <i>Nostalgia</i>	850 10(5)kw	13	—	21	20	17	12	14:15	Independent/Clev.	MMR
5.8	6.6	5.7	6.2	6.4	5	WNCX-FM <i>Classic Rock</i>	98.5 16kw	3	8	2	2	2	5	7:45	Clear Channel	CCRS
7.1	7.5	5.6	6.2	5.7	6	WDOK-FM <i>AC</i>	102.1 12kw	5	15	8	7	5	3	7:30	Independent/Clev.	MMR
5.8	4.8	6.0	5.5	5.4	7	WMMS-FM <i>Alternative</i>	100.7 34kw	4	3	3	5	8	14	6:45	Nationwide	KATZ
5.2	5.0	5.1	6.0	4.8	8	WQAL-FM <i>Hot AC</i>	104.1 11kw	2	6	5	6	6	8	5:45	M.L. Media	BAN
3.9	4.9	4.6	4.0	4.7	9	WTAM-AM ¹ <i>News/Talk</i>	1100 50kw	11	17	14	12	10	7	8:00	SFX	CHR
3.2	4.5	4.7	4.7	4.4	10	WZJM-FM <i>CHR/Pop</i>	92.3 40kw	7	1	6	9	12	15	5:45	Zebra	D&R
4.9	2.7	5.2	5.6	4.2	11	WKNR-AM <i>Sports</i>	1220 50kw	8	9	11	11	11	9	5:45	C.V. Associates	CBS
4.0	3.5	3.5	5.1	3.9	12	WNWV-FM <i>NAC</i>	107.3 50kw	14	12	13	10	9	6	8:45	Elyria-Lorain	ARP
5.6	4.7	4.6	2.6	3.7	13	WLTF-FM <i>AC</i>	106.5 11kw	10	11	9	8	7	10	6:00	SFX	CHR
2.6	3.0	2.6	2.4	3.0	14	WCLV-FM <i>Classical</i>	95.5 31kw	15	—	17	16	14	11	8:00	Radio Seaway	ARP
2.2	2.1	2.1	1.9	2.3	15	WENZ-FM <i>Alternative</i>	107.9 16kw	12	4	7	13	15	16	4:30	Clear Channel	CCRS
2.2	1.8	1.4	2.0	2.1	16	WJMO-AM <i>Urban/Oldies</i>	1490 1kw	17	10	15	15	13	13	9:45	Zebra	D&R
1.2	1.4	1.2	1.3	1.2	17	WONE-FM <i>Rock</i>	97.5 12kw	16	16	12	14	16	17	5:15	Rubber City Radio	CHR
1.4	0.8	1.4	1.2	1.1	18	WABQ-AM <i>Religious</i>	1540 1kw	22	14	23	21	20	19	7:30	John R. Linn	—

¹ Was **WWWE-AM** until late July.


+

+

=

CLEVELAND'S BEST VARIETY OF THE '80s & '90s

For more information call
(212) 581-3962



Continued from Page 60

12+ POPULATION: 2,029,800 (Black: 7.3%; Hispanic: N/A)

PITTSBURGH

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.7	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WDSY-FM	CBS RADIO 12.3
AC 12.6	2 WXDX-FM	2 WDVE-FM	2 WDSY-FM	2 WBZZ-FM	RENDA 10.4
OLDIES/CR 11.6	3 WBZZ-FM	3 WVTY-FM	3 WWSW-A/F	3 WVTY-FM	EZ 9.4
ROCK 9.4	4 WRRK-FM	4 WDSY-FM	4 KDKA-AM	4 WDVE-FM	AMER. RADIO SYS. 8.8
COUNTRY 9.0	5 WDSY-FM	5 WAMO-FM	5 WXDX-FM	5 WWSW-FM	SFX 8.8
CHR 6.2	6 WZPT-FM	6 WXDX-FM	6 WRRK-FM	6 WLTJ-FM	HEARST 8.5
NOSTALGIA 5.6	7 WAMO-FM	7 WSHH-FM	7 WZPT-FM	7 WSHH-FM	MORTENSON 7.7
ALTERNATIVE 5.0	8 WVTY-FM	8 WLTJ-FM	8 WTAE-AM	8 WJJJ-FM	FRISCHLING 6.5
NAC 3.8	9 KDKA-AM	9 WZPT-FM	9 WBZZ-FM	9 KDKA-AM	CHANCELLOR MEDIA 6.2
URBAN 3.1	10 WWSW-A/F	10 WJJJ-FM	10 WJJJ-FM	10 WAMO-FM	SHERIDAN 3.1
RELIGIOUS 1.4					SALEM 1.4
					HUMES BR. 1.1
					CALVERY 1.0

Continued from Page 61

12+ POPULATION: 1,906,400 (Black: 7.8%; Hispanic: N/A)

TAMPA

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 14.1	1 WXTB-FM	1 WFLZ-FM	1 WCOF-FM	1 WQYK-FM	JACOR 32.9
COUNTRY 13.2	2 WFLZ-FM	2 WWRM-FM	2 WFLZ-FM	2 WWRM-FM	COX 11.4
OLDIES/CR 11.0	3 WCOF-FM	3 WMTX-A/F	3 WXTB-FM	3 WDAE/WAKS	CLEAR CHANNEL 11.3
NEWS/TALK 9.8	4 WHPT-FM	4 WDAE/WAKS	4 WFLA-AM	4 WFLZ-FM	PAXSON 8.3
CHR 7.9	5 WQYK-FM	5 WCOF-FM	5 WQYK-FM	5 WYUU-FM	CBS RADIO 7.9
B/EZ 6.6	6 WMTX-A/F	6 WQYK-FM	6 WSJT-FM	6 WCOF-FM	ENTERCOM 4.8
NOSTALGIA 6.6	7 WRBQ-FM	7 WRBQ-FM	7 WYUU-FM	7 WRBQ-FM	GULF ATLANTIC 4.6
ROCK 5.2	8 WDAE/WAKS	8 WXTB-FM	8 WHPT-FM	8 WMTX-A/F	TIMES PUBLISHING 2.0
NAC 4.0	9 WFLA-FM	9 WRBQ-FM	9 WRBQ-FM	9 WSJT-FM	TAMPA BR. 1.5
URBAN 3.5	10 WSJT-FM	10 WSJT-FM	10 WDAE/WAKS	10 WHPT-FM	
ADULT ALT. 2.8					

12+ POPULATION: 1,760,000 (Black: 17.9%; Hispanic: N/A)

CLEVELAND

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.2	1 WNCX-FM	1 WZAK-FM	1 WNCX-FM	1 WDOK-FM	NATIONWIDE 21.9
OLDIES/CR 14.2	2 WMMS-FM	2 WGAR-FM	2 WMJI-FM	2 WMJI-FM	INDEPENDENT/CLEV. 12.8
URBAN 11.1	3 WZAK-FM	3 WQAL-FM	3 WGAR-FM	3 WZAK-FM	ZAPIS 9.0
NEWS/TALK 8.9	4 WGAR-FM	4 WZJM-FM	4 WZAK-FM	4 WGAR-FM	SFX 8.4
COUNTRY 8.7	5 WZJM-FM	5 WDOK-FM	5 WMMS-FM	5 WQAL-FM	CLEAR CHANNEL 6.7
ALTERNATIVE 7.7	6 WMJI-FM	6 WMMS-FM	6 WKNR-AM	6 WLTF-FM	ZEBRA 5.5
NOSTALGIA 7.1	7 WENZ-FM	7 WNCX-FM	7 WTAM-AM	7 WNCX-FM	M.L. MEDIA 4.8
CHR 4.4	8 WKNR-AM	8 WLTF-FM	8 WNWV-FM	8 WNWV-FM	C.V. ASSOCIATES 4.2
NAC 3.9	9 WQAL-FM	9 WENZ-FM	9 WQAL-FM	9 WZJM-FM	ELYRIA-LORAIN 3.9
CLASSICAL 3.0	10 WONE-FM	10 WMJI-FM	10 WLTF-FM	10 WMMS-FM	RADIO SEAWAY 3.0
ROCK 1.2					JOHN R. LINN 2.1
RELIGIOUS 1.1					RUBBER CITY RADIO 1.2

12+ POPULATION: 1,756,100 (Black: N/A; Hispanic: 12.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.8	8.6	8.7	8.9	10.0	1	KYGO-FM Country	98.5 100kw	2	4	1	1	1	1	10:00	Jefferson-Pilot	CBS
9.0	6.9	8.7	8.9	7.7	2	KOA-AM Talk	850 50kw	1	9	13	8	3	2	7:00	Jacor	EAST
6.1	5.7	5.6	5.7	5.8	3	KOSI-FM AC	101.1 100kw	3	10	9	5	6	4	7:45	Tribune	BAN
3.8	4.9	3.6	4.0	5.1	4	KHIH-FM NAC	95.7 100kw	12	17	14	6	2	3	9:30	Jacor	ARP
0.0	0.9	4.2	4.9	4.7	5	KKHK-FM Classic Rock	99.5 100kw	8	12	3	2	5	7	7:45	Tribune	BAN
4.1	4.8	4.7	4.2	4.6	6	KALC-FM Hot AC	105.9 100kw	4	5	2	4	9	14	6:15	Chancellor Media	CHR
4.2	4.2	3.6	4.3	4.5	7	KBCO-FM Adult Alternative	97.3 100kw	6	11	6	3	4	6	7:00	Jacor	ARP
4.6	5.2	4.0	4.7	4.5	8	KXKL-FM Oldies	105.1 100kw	5	7	17	9	8	5	6:30	Chancellor Media	SEN
5.1	6.3	4.7	5.9	4.1	9	KRFX-FM Classic Rock	103.5 100kw	7	15	4	7	7	9	6:45	Jacor	EAST
3.2	5.7	5.6	5.3	3.6	10	KBPI-FM Rock	106.7 100kw	10	2	5	10	13	22	6:30	Jacor	EAST
1.9	2.1	2.6	2.5	3.4	11	KJMN-FM CHR/Rhythmic	92.1 33kw	14	3	7	12	16	20	7:30	EXCL	D&R
2.5	2.7	2.9	2.8	3.3	12	KHOW-AM Talk	630 5kw	16	—	19	16	12	8	7:45	Jacor	ARP
2.5	2.4	2.7	2.9	3.1	13	KEZW-AM Nostalgia	1430 5kw	18	—	22	18	23	13	10:15	Tribune	BAN
2.9	3.3	2.6	2.4	3.1	13	KVOD-FM Classical	92.5 57kw	17	—	22	19	17	10	9:30	Chancellor Media	ARP
4.7	5.1	3.6	3.0	2.9	15	KQKS-FM ¹ CHR/Rhythmic	104.3 58kw	11	1	12	17	18	21	5:15	Jefferson-Pilot	ARP
4.2	3.6	4.0	3.6	2.5	16	KXPK-FM Adult Alternative	96.5 100kw	9	16	8	11	10	16	4:30	Evergreen Wireless	KATZ
3.7	4.0	3.3	2.3	2.4	17	KIMN-FM Oldies	100.3 100kw	13	14	15	13	11	11	5:00	Chancellor Media	CHR
3.1	3.2	2.7	2.1	2.2	18	KHHT-FM ² CHR/Pop	107.5 91.5kw	15	6	10	14	14	18	5:00	Jefferson-Pilot	CBS
1.4	1.6	1.4	1.2	2.1	19	KYGO-AM Country	1600 5kw	22	—	20	21	21	12	9:30	Jefferson-Pilot	CBS
1.4	0.0	0.8	1.4	1.7	20	KMXA-AM Spanish	1090 50(.5)kw	24	19	11	15	15	19	16:45	EXCL	LOTUS

¹ Became KCKK-FM (Country) in late January. ² Was KWMX-FM until early August, became KQKS-FM (CHR/Rhythmic) in late January.

Continued on Page 66



+



=

For more information call (212) 581-3962

DENVER'S ALICE 106 FM



12+ POPULATION: 1,629,900 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	6.1	7.3	7.7	7.8	1	KKRZ-FM CHR/Pop	100.3 95kw	1	1	1	1	4	11	7:30	Jacor	KATZ
7.1	7.1	6.3	5.9	7.4	2	KXL-AM News/Talk	750 50(20)kw	2	19	12	11	8	2	8:30	Kaye-Smith	MCG
7.1	6.8	6.1	7.2	6.7	3	KWJJ-FM Country	99.5 52kw	3	4	3	2	2	5	8:15	Fisher	BAN
5.6	7.1	6.1	7.1	6.3	4	KKCW-FM AC	103.3 95kw	8	9	7	3	1	1	8:45	Jacor	KATZ
6.0	5.8	5.8	3.6	6.1	5	KEX-AM Full Service	1190 50kw	7	12	16	12	11	3	8:15	Jacor	KATZ
5.9	6.2	6.0	6.2	5.5	6	KUPL-FM Country	98.5 100kw	5	8	6	6	5	7	7:00	Amer. Radio Sys.	KATZ
4.6	5.5	5.1	5.4	5.1	7	KUFO-FM Rock	101.1 100kw	9	2	2	5	9	14	7:45	Amer. Radio Sys.	KATZ
4.1	5.3	5.2	4.7	4.9	8	KGON-FM Classic Rock	92.3 100kw	6	7	5	4	3	8	6:45	Entercom	CBS
4.9	4.1	6.1	5.7	4.9	8	KKSN-FM Oldies	97.1 100kw	4	6	11	7	6	4	6:00	Heritage Media	CHR
4.6	4.4	4.1	3.0	3.8	10	KINK-FM Adult Alternative	101.9 100kw	13	13	13	8	7	6	7:15	Embarcadero Media	ARP
2.1	1.2	1.7	1.3	3.3	11	KBBT-FM Hot AC	107.5 6.3kw	12	5	4	10	12	16	6:30	Amer. Radio Sys.	KATZ
3.9	3.4	3.1	3.5	3.3	11	KKRH-FM Classic Rock	105.1 100kw	10	10	9	9	10	10	5:30	Heritage Media	CHR
4.0	3.7	3.7	3.0	3.1	13	KKJZ-FM NAC	106.7 100kw	14	14	15	15	13	9	7:15	Amer. Radio Sys.	MCG
4.2	4.2	4.2	2.8	3.1	13	KKSN-AM Nostalgia	910 5kw	16	11	23	23	20	12	8:15	Heritage Media	CHR
4.5	3.8	4.4	5.1	2.8	15	KNRK-FM Alternative	94.7 3.7kw	11	3	8	13	15	21	5:00	Pacific Northwest	CBS
1.9	1.8	1.9	2.1	2.3	16	KXL-FM Hot AC	95.5 100kw	15	20	10	14	14	17	6:00	Kaye-Smith	MCG
1.6	1.9	1.6	2.2	1.9	17	KOTK-AM Talk	620 5kw	17	22	17	16	16	13	6:30	Embarcadero Media	ARP
1.3	1.3	1.2	1.6	1.4	18	KPDQ-FM Religious	93.7 100kw	18	17	20	17	17	15	6:00	Salem	SRR
0.8	1.1	1.4	1.7	1.3	19	KWJJ-AM Country	1080 50(10)kw	19	18	22	22	21	18	5:45	Fisher	BAN

Continued on Page 66



1190
KEX
RADIO



For more
information call
(212) 581-3962

PORTLAND'S OFFICIAL NEWS, TRAFFIC AND WEATHER SOURCE



#23 DENVER



DENVER

Continued from Page 64

12+ POPULATION: 1,756,100 (Black: N/A; Hispanic: 12.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.7	1.1	1.8	1.1	1.3	21		KKFN-AM Sports	950 5kw	19	18	18	18	19	15	5:00	Jefferson-Pilot	CBS
1.1	0.7	1.1	1.5	1.1	22		KTCL-FM Alternative	93.3 100kw	21	13	16	20	20	27	4:45	Anthony Galluzo	MCG
0.5	0.7	0.7	0.4	1.0	23		KDKO-AM Urban	1510 10(5)kw	27	8	25	22	22	17	13:15	KDKO Radio	—

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 15.7 NEWS/TALK 12.3 COUNTRY 12.1 AC 10.4 CHR 8.5 ADULT ALT. 7.0 NAC 5.1 ROCK 3.6 CLASSICAL 3.1 NOSTALGIA 3.1 SPANISH 1.7 ALTERNATIVE 1.1 URBAN 1.0	1 KRFX-FM 2 KYGO-FM 3 KBPI-FM 4 KKHK-FM 5 KALC-FM 6 KBCO-FM 7 KMXA-FM 8 KJMN-FM 9 KOA-AM 10 KXPK-FM	1 KALC-FM 2 KYGO-FM 3 KOSI-FM 4 KXPK-FM 5 KBCO-FM 6 KJMN-FM 7 KHHT-FM 8 KKHK-FM 9 KBPI-FM 10 KQKS-FM	1 KOA-AM 2 KYGO-FM 3 KRFX-FM 4 KKHK-FM 5 KBCO-FM 6 KHH-FM 7 KALC-FM 8 KXKL-FM 9 KXPK-FM 10 KBPI-FM	1 KYGO-FM 2 KOSI-FM 3 KHH-FM 4 KXKL-FM 5 KBCO-FM 6 KALC-FM 7 KKHK-FM 8 KXPK-FM 9 KIMN-FM 10 KOA-AM	JACOR 29.0 JEFFERSON-PILOT 16.3 CHANCELLOR MEDIA 14.6 TRIBUNE 13.6 EXCL 5.0 EVERGREEN WIRELESS 2.5 ANTHONY GALLUZO 1.1 KDKO RADIO 1.0

#24 PORTLAND, OR



PORTLAND

Continued from Page 65

12+ POPULATION: 1,629,900 (Black: N/A; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 15.4 COUNTRY 13.5 OLDIES/CR 13.1 AC 11.9 CHR 7.8 ROCK 5.1 ADULT ALT. 3.8 NAC 3.1 NOSTALGIA 3.1 ALTERNATIVE 2.8 RELIGIOUS 1.4	1 KUFO-FM 2 KKRZ-FM 3 KGON-FM 4 KNRK-FM 5 KWJJ-FM 6 KUPL-FM 7 KBBT-FM 8 KKRH-FM 9 KXL-AM 10 KXL-FM	1 KKRZ-FM 2 KWJJ-FM 3 KKCW-FM 4 KBBT-FM 5 KKRH-FM 6 KUPL-FM 7 KUFO-FM 8 KXL-FM 9 KGON-FM 10 KKS-FM	1 KGON-FM 2 KWJJ-FM 3 KXL-AM 4 KUFO-FM 5 KUPL-FM 6 KINK-FM 7 KKS-FM 8 KKRH-FM 9 KKRZ-FM 10 KEX-AM	1 KKCW-FM 2 KKRZ-FM 3 KWJJ-FM 4 KUPL-FM 5 KKS-FM 6 KINK-FM 7 KBBT-FM 8 KKRH-FM 9 KEX-AM 10 KKJZ-FM	JACOR 20.2 AMER. RADIO SYS. 17.3 HERITAGE MEDIA 11.3 KAYE-SMITH 9.7 FISHER 8.0 ENTERCOM 5.8 EMBARCADERO MEDIA 5.7 PACIFIC NORTHWEST 2.8

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 1,569,100 (Black: 10.8%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.9	9.9	8.6	8.1	9.9	1	WUBE-FM Country	105.1 11kw	4	4	2	2	1	3	9:15	Chancellor Media	CHR
7.2	9.0	9.2	10.3	9.4	2	WEBN-FM Rock	102.7 16.5kw	3	3	1	1	2	8	8:45	Jacor	EAST
12.0	10.3	11.0	9.5	9.3	3	WLW-AM Full Service	700 50kw	1	10	6	3	3	2	7:00	Jacor	EAST
6.0	5.1	5.8	6.6	6.5	4	WKRO-FM CHR/Pop	101.9 16kw	2	1	3	4	8	11	6:00	American Radio Sys.	KATZ
5.5	5.5	5.9	5.6	6.2	5	WGRR-FM Oldies	103.5 11kw	5	9	12	7	4	1	8:15	American Radio Sys.	MCG
6.6	5.4	5.3	5.7	6.2	5	WIZF-FM Urban	100.9 1.25kw	11	2	4	5	7	10	10:30	Blue Chip	D&R
5.4	4.5	4.8	5.6	5.2	7	WCKY-AM Full Service	550 5(1)kw	9	—	13	12	12	6	8:00	Jacor	EAST
4.6	5.5	5.1	5.3	4.6	8	WRRM-FM AC	98.5 17.5kw	7	16	10	8	5	4	6:30	Susquehanna	ARP
4.0	3.6	3.2	3.4	4.2	9	WOFX-FM Classic Rock	92.5 16kw	6	8	7	6	6	7	5:45	Jacor	EAST
3.6	4.6	4.9	4.2	4.1	10	WSAI-AM ¹ Nostalgia	1530 50kw	14	—	22	21	19	13	11:00	CR Aquisitions	EAST
3.7	3.3	3.4	3.5	4.1	10	WYGY-FM Country	96.5 19.5kw	8	6	5	9	11	12	6:00	Chancellor Media	CHR
5.0	4.4	4.4	3.5	3.9	12	WVAE-FM NAC	94.9 10.5kw	12	17	11	11	9	5	8:15	Susquehanna	KATZ
4.2	3.8	4.3	3.6	3.5	13	WWNK-FM AC	94.1 32kw	10	11	8	10	10	9	5:45	Jacor	ARP
2.2	2.6	1.8	2.3	1.9	14	WAQZ-FM ¹ Alternative	107.1 3kw	13	7	9	13	13	19	4:30	WAQZ, Inc.	K&P
1.4	1.2	2.0	1.4	1.4	15	WAKW-FM Religious	93.3 50kw	15	12	16	14	14	14	5:45	Pillar Of Fire	—
1.1	0.9	1.2	1.1	1.1	16	WHKO-FM Country	99.1 50kw	16	13	15	15	15	17	5:15	Cox	D&R

¹ Operates under an LMA with Jacor.

Continued on Page 69

FLASHBACK!

+ ROCK SLIDES +



=

For more information call (212) 581-3962

CINCINNATI'S HOME OF CLASSIC ROCK



12+ POPULATION: 1,363,300 (Black: N/A; Hispanic: 29.4%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.5	9.3	8.9	11.3	9.8	1	KFRG-FM Country	95.1 50kw	1	6	1	1	1	1	10:15	Amaturo Group	ARP
9.4	7.9	8.7	6.7	8.6	2	KFI-AM Talk	640 50kw	3	25	12	3	2	2	10:45	Cox	CHR
6.1	5.8	5.5	6.1	5.8	3	KGGI-FM CHR/Rhythmic	99.1 2.55kw	2	1	2	2	4	6	6:15	Chancellor Media	MCG
3.9	5.4	4.9	5.0	4.7	4	KOLA-FM Oldies	99.9 29.5kw	4	10	17	6	3	3	7:00	Stanfield	BAN
3.6	4.2	4.1	4.9	4.0	5	KKBT-FM Urban	92.3 43kw	8	2	3	5	9	11	8:30	Chancellor Media	ARP
3.4	3.8	3.7	3.1	3.5	6	KOST-FM AC	103.5 12.5kw	6	14	9	9	8	5	6:30	Cox	CHR
1.7	2.1	2.4	2.4	3.3	7	KTWV-FM NAC	94.7 55kw	16	32	13	7	5	4	10:00	CBS Radio	G/W
3.5	3.3	3.8	2.7	3.2	8	KLOS-FM Rock	95.5 61kw	7	8	4	4	6	8	6:15	ABC Inc.	KATZ
4.6	5.5	3.8	4.9	3.1	9	KVAR-FM Spanish	97.5 72kw	13	20	6	8	7	7	8:45	Embarcadero Media	CAB
2.3	2.9	2.4	2.1	2.6	10	KIIS-A/F CHR/Pop	1150/102.7 5kw/8kw	5	4	10	12	15	15	4:45	Jacor	MCG
2.1	2.1	2.0	1.8	2.5	11	KWRP-FM B/EZ	96.1 .25kw	21	—	48	51	45	17	11:45	HSC Radio Inc.	K&P
1.5	2.0	3.0	1.7	2.3	12	KLVE-FM Spanish	107.5 29.5kw	19	17	7	10	11	12	9:00	Heftel	KT-H
2.2	2.1	2.2	2.5	2.3	12	KPWR-FM CHR/Rhythmic	105.9 25kw	11	3	8	16	26	48	6:00	Emmis	D&R
2.0	1.8	2.0	1.7	2.3	12	KROQ-FM Alternative	106.7 5.6kw	12	5	5	13	17	35	6:45	CBS Radio	IRS
2.7	2.1	2.0	1.7	2.1	15	KBIG-FM AC	104.3 105kw	14	23	11	15	12	13	6:15	Bonneville Int.	SEN
2.3	3.0	3.2	2.6	2.0	16	KCBS-FM Classic Hits	93.1 28.5kw	10	24	15	11	10	10	5:00	CBS Radio	CBS
2.6	2.3	2.9	2.5	2.0	16	KRTH-FM Oldies	101.1 51kw	9	19	19	17	14	9	5:00	CBS Radio	IRS
2.4	2.2	2.4	2.0	1.9	18	KCAL-FM Rock	96.7 1.75kw	17	13	14	14	13	14	6:00	Anaheim	BAN
2.4	2.1	1.9	1.7	1.5	19	KNX-AM News	1070 50kw	15	—	37	25	22	16	4:30	CBS Radio	CBS
1.4	1.2	1.3	1.5	1.3	20	KOOJ-FM ¹ Country	92.7 3kw	20	11	18	18	16	21	5:15	Amaturo Group	ARP
1.1	0.6	1.0	1.5	1.0	21	KABC-AM Talk	790 5kw	31	35	39	39	34	24	7:45	ABC Inc.	KATZ
1.7	1.8	1.9	1.3	1.0	21	KCXX-FM Alternative	103.9 .19kw	19	7	16	19	27	49	4:15	All Pro	—
0.6	0.9	0.7	1.2	1.0	21	KKGO-FM Classical	105.1 18kw	28	—	33	31	29	23	6:30	Mt. Wilson FM	ARP
1.4	1.2	1.2	2.0	1.0	21	KLAC-AM Nostalgia	570 5kw	29	27	45	47	40	19	7:45	Chancellor Media	SEN
0.9	1.1	0.9	1.1	1.0	21	KZLA-FM Country	93.9 18.5kw	23	34	25	26	24	28	5:15	Chancellor Media	SEN
1.1	0.8	0.6	0.5	1.0	21	XTRA-AM Sports	690 77(50)kw	24	—	34	21	18	18	6:00	Jacor	ARP

¹ Became KXEZ-FM (AC) on February 11.

Visit R&R's Web Site: <http://www.rronline.com>

Continued from Page 67

12+ POPULATION: 1,569,100 (Black: 10.8%, Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 15.1	1 WEBN-FM	1 WUBE-FM	1 WEBN-FM	1 WUBE-FM	JACOR 31.6
NEWS/TALK 14.5	2 WUBE-FM	2 WKRO-FM	2 WLW-AM	2 WRRM-FM	CHANCELLOR MEDIA 14.0
OLDIES/CR 10.4	3 WLW-AM	3 WEBN-FM	3 WGRR-FM	3 WGRR-FM	SUSQUEHANNA 8.5
ROCK 9.4	4 WIZF-FM	4 WIZF-FM	4 WOFX-FM	4 WKRO-FM	AMER. RADIO SYS. 6.2
AC 8.1	5 WOFX-FM	5 WVNK-FM	5 WUBE-FM	5 WIZF-FM	BLUE CHIP 4.6
CHR 6.5	6 WKRO-FM	6 WYGY-FM	6 WCKY-AM	6 WVAE-FM	CR ACQUISITIONS 4.1
URBAN 6.2	7 WYGY-FM	7 WRRM-FM	7 WIZF-FM	7 WVNK-FM	WAQZ INC 1.9
NOSTALGIA 4.1	8 WAQZ-FM	8 WAQZ-FM	8 WVAE-FM	8 WYGY-FM	PILLAR OF FIRE 1.4
NAC 3.9	9 WCKY-AM	9 WGRR-FM	9 WYGY-FM	9 WEBN-FM	COX 1.1
ALTERNATIVE 1.9	10 WRRM-FM	10 WVAE-FM	10 WRRM-FM	10 WOFX-FM	
RELIGIOUS 1.4					

12+ POPULATION: 1,363,300 (Black: N/A, Hispanic: 29.4%)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 12.1	1 KLOS-FM	1 KFRG-FM	1 KFRG-FM	1 KFRG-FM	CBS RADIO 13.2
CHR 10.7	2 KFRG-FM	2 KGGI-FM	2 KFI-AM	2 KFI-AM	CHANCELLOR MEDIA 13.1
OLDIES/CR 8.7	3 KGGI-FM	3 KKBT-FM	3 KLOS-FM	3 KGGI-FM	COX 12.1
AC 5.6	4 KROQ-FM	4 KOST-FM	4 KOLA-FM	4 KOLA-FM	AMATURO GROUP 11.1
SPANISH 5.4	5 KKBT-FM	5 KVAR-FM	5 KTWV-FM	5 KOST-FM	STANFIELD 8.7
ROCK 5.1	6 KVAR-FM	6 KBIG-FM	6 KVAR-FM	6 KVAR-FM	ABC INC 4.2
URBAN 4.0	7 KTWV-FM	7 KBS-AM	7 KCBS-FM	7 KKBT-FM	HEFTEL 3.8
ALTERNATIVE 3.3	8 KLVE-FM	8 KLVE-FM	8 KGGI-FM	8 KTWV-FM	JACOR 3.6
NAC 3.3	9 KPWR-FM	9 KPWR-FM	9 KCAL-FM	9 KBIG-FM	EMBARCADERO MEDIA 3.1
B/EZ 2.5	10 KCAL-FM	10 KFI-AM	10 KKBT-FM	10 KLVE-FM	EMMIS 2.5
CLASSICAL 1.0					HSC RADIO INC 2.3
NOSTALGIA 1.0					BONNEVILLE INT 2.1
					ANAHEIM 1.9
					ALL PRO 1.0
					MT WILSON FM 1.0

RADIO TODAY ENTERTAINMENT

For more information call (212) 581-3962

RADIO TODAY

12+ POPULATION: 1,362,600 (Black: 12.2%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.6	7.9	7.9	7.7	8.4	1	KPRS-FM <i>Urban</i>	103.3 100kw	9	1	2	2	3	7	13:30	KPRS Inc.	EAST
7.2	7.5	7.7	5.9	7.6	2	KFKF-FM <i>Country</i>	94.1 100kw	2	6	6	4	2	1	8:15	Amer. Radio Sys.	EAST
8.4	7.8	8.4	6.9	7.3	3	WDAF-AM <i>Country</i>	610 5kw	8	15	19	14	13	2	11:15	Jacor	KATZ
7.5	6.2	7.1	7.0	7.2	4	KCFX-FM <i>Classic Rock</i>	101.1 97kw	1	7	4	1	1	3	5:30	Heritage Media	CHR
5.2	5.6	6.2	6.1	6.6	5	KQRC-FM <i>Rock</i>	98.9 100kw	5	2	1	3	7	15	9:15	Heritage Media	CHR
6.9	5.9	6.3	5.3	5.5	6	KBEQ-FM <i>Country</i>	104.3 100kw	7	4	3	5	4	12	8:00	Amer. Radio Sys.	EAST
6.0	4.9	5.2	6.4	5.2	7	KMBZ-AM <i>News/Talk</i>	980 5kw	6	—	12	12	11	6	7:15	Entercom	SEN
4.0	4.6	5.1	5.3	5.2	7	KMXV-FM <i>CHR/Pop</i>	93.3 100kw	3	3	5	6	10	14	6:00	Jacor	ARP
4.8	4.9	4.5	5.4	5.0	9	KCMO-FM <i>Oldies</i>	94.9 100kw	4	8	11	8	5	4	6:45	Entercom	SEN
5.2	4.1	3.3	5.6	4.3	10	KCIY-FM <i>NAC</i>	106.5 100kw	14	—	13	10	8	5	8:45	Heritage Media	CHR
3.6	4.1	3.8	4.2	4.3	10	KCMO-AM <i>News/Talk</i>	810 50(5)kw	11	—	17	15	14	8	7:15	Entercom	SEN
4.0	5.6	5.0	3.1	4.3	10	KLTH-FM <i>AC</i>	99.7 100kw	13	12	9	9	9	10	7:30	Entercom	SEN
4.5	4.8	4.5	4.5	4.2	13	KYYS-FM <i>Rock</i>	102.1 100kw	10	11	7	7	6	11	7:00	Jacor	KATZ
3.8	4.0	3.5	4.8	3.8	14	KUDL-FM <i>AC</i>	98.1 100kw	12	9	10	11	12	9	6:30	Jacor	ARP
2.6	3.3	3.1	3.4	2.9	15	KXTR-FM <i>Classical</i>	96.5 99kw	16	14	18	16	15	13	6:15	Heritage Media	ARP
2.6	2.5	2.6	2.1	2.3	16	KISF-FM <i>Alternative</i>	107.3 100kw	15	5	8	13	16	22	4:30	Syndicated	ARP
1.8	1.9	1.8	1.9	1.8	17	KFEZ-AM <i>Nostalgia</i>	1190 5(.25)kw	18	—	22	22	23	18	9:30	Beal	DIR
1.3	2.1	1.7	1.2	1.6	18	KPRT-AM <i>Religious</i>	1590 99kw	19	13	16	19	18	16	9:30	KPRS, Inc.	EAST
0.8	0.8	0.5	0.7	1.2	19	KCTE-AM <i>Sports</i>	1510 10kw	23	—	15	17	17	17	8:45	Metropolitan Inc.	ARP

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 20.4	1 KQRC-FM	1 KMXV-FM	1 KCFX-FM	1 KFKF-FM	HERITAGE MEDIA 21.0
OLDIES/CR 12.2	2 KCFX-FM	2 KPRS-FM	2 KYYS-FM	2 KPRS-FM	JACOR 20.5
ROCK 10.8	3 KPRS-FM	3 KBEQ-FM	3 KQRC-FM	3 KLTH-FM	ENTERCOM 18.8
NEWS/TALK 10.7	4 KBEQ-FM	4 KQRC-FM	4 KMBZ-AM	4 KMXV-FM	AMER. RADIO SYS. 13.1
URBAN 8.4	5 KYYS-FM	5 KLTH-FM	5 KPRS-FM	5 KUDL-FM	KPRS INC. 10.0
AC 8.1	6 KFKF-FM	6 KFKF-FM	6 KCMO-FM	6 KBEQ-FM	SYNDICATED 2.3
CHR 5.2	7 KISF-FM	7 KCFX-FM	7 KFKF-FM	7 KCMO-FM	BEAL 1.8
NAC 4.3	8 KMBZ-AM	8 KUDL-FM	8 KCIY-FM	8 KCFX-FM	METROPOLITAN 1.2
CLASSICAL 2.9	9 KMXV-FM	9 KISF-FM	9 KBEQ-FM	9 KCIY-FM	
ALTERNATIVE 2.3	10 KCTE-AM	10 KYYS-FM	10 WDAF-AM	10 WDAF-AM	
NOSTALGIA 1.8					
RELIGIOUS 1.6					

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 1,358,400 (Black: N/A; Hispanic: 12.0%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.9	10.4	8.5	9.5	11.1	1	KFBK-AM News/Talk	1530 50kw	1	13	10	5	1	1	9:45	Chancellor Media	SEN
8.2	8.5	8.4	9.4	7.9	2	KSFM-FM CHR/Pop	102.5 50kw	2	1	2	1	4	8	8:00	Amer. Radio Sys.	ARP
3.0	4.8	5.8	4.7	5.6	3	KRXQ-FM Rock	93.7 25kw	7	3	1	2	3	17	8:15	Entercom	CHR
6.1	6.0	5.9	6.5	5.4	4	KNCI-FM Country	105.1 50kw	8	7	4	6	5	4	8:30	Amer. Radio Sys.	KATZ
5.9	5.8	5.1	5.0	5.3	5	KGBY-FM AC	92.5 50kw	5	4	5	3	2	2	7:45	Chancellor Media	SEN
3.7	4.1	2.6	3.4	4.7	6	KQPT-FM Adult Alternative	100.5 115kw	4	5	3	4	6	13	6:30	Amer. Radio Sys.	CBS
4.7	4.3	4.3	4.8	4.5	7	KYMX-FM AC	96.1 50kw	6	6	9	9	10	5	6:45	Amer. Radio Sys.	ARP
3.5	2.8	4.0	4.3	4.1	8	KCTC-AM Nostalgia	1320 5kw	13	—	21	21	19	14	10:15	Amer. Radio Sys.	ARP
4.9	5.1	5.5	5.2	3.8	9	KHYL-FM Oldies	101.1 36kw	3	8	13	10	9	3	5:00	Chancellor Media	G/W
4.2	3.6	5.2	4.3	3.7	10	KXOA-FM Classic Hits	107.9 50kw	10	10	8	7	7	6	6:15	Entercom.	CBS
4.0	3.6	4.0	3.3	3.3	11	KSEG-FM Classic Rock	96.9 50kw	11	12	7	8	8	9	6:00	Entercom	CHR
3.0	2.5	3.2	3.2	3.2	12	KRAK-FM Country	98.5 50kw	12	14	11	13	13	12	6:45	Amer. Radio Sys.	KATZ
4.4	4.4	3.8	3.5	3.1	13	KWOD-FM Alternative	106.5 50kw	9	2	6	11	15	19	5:00	Royce International	D&R
3.9	3.2	3.5	3.7	3.0	14	KSTE-AM News/Talk	650 25(1)kw	14	—	14	15	14	10	7:45	Chancellor Media	ARP
2.7	2.7	2.7	2.6	2.8	15	KSSJ-FM NAC	101.9 25kw	15	—	18	14	11	7	7:30	Amer. Radio Sys.	EAST
2.2	2.8	1.9	1.4	2.6	16	KHTK-AM Talk	1140 50kw	16	—	12	12	12	11	7:45	Amer. Radio Sys.	KATZ
1.6	1.7	1.1	0.8	1.4	17	KQBR-FM NAC	104.3 2.95kw	18	—	17	16	16	16	8:15	Progressive Media	—
1.2	0.9	1.2	0.7	1.1	18	KNBR-AM Sports	680 50kw	17	—	25	19	17	15	6:30	Susquehanna	EAST
0.5	0.5	0.7	0.5	1.0	19	KFIA-AM Religious	710 25(1)kw	20	—	19	20	18	22	6:00	Salem	—
0.4	1.0	0.4	0.5	1.0	19	KRYR/KZSA Spanish	103.5/92.1 2.6kw/1.4kw	25	11	16	17	23	26	11:30	Z-Spanish Network	CAB
1.5	0.9	1.4	0.7	1.0	19	KSXX-FM Spanish	99.9 1.75kw	23	9	15	18	26	27	8:15	Embarcadero Media	CAB

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.8	1 KRXQ-FM	1 KSFM-FM	1 KFBK-AM	1 KGBY-FM	AMER. RADIO SYS. 35.2
OLDIES/CR 10.8	2 KSFM-FM	2 KQPT-FM	2 KRXQ-FM	2 KSFM-FM	CHANCELLOR MEDIA 23.2
AC 9.8	3 KQPT-FM	3 KRXQ-FM	3 KXOA-AM	3 KNCI-FM	ENTERCOM 12.6
COUNTRY 8.6	4 KXOA-FM	4 KNCI-FM	4 KSEG-FM	4 KFBK-AM	ROYCE INTER. 3.1
CHR 7.9	5 KWOD-FM	5 KGBY-FM	5 KHTK-FM	5 KYMX-FM	ABC INC. 1.7
ROCK 5.6	6 KSEG-FM	6 KRAK-FM	6 KQPT-FM	6 KQPT-FM	PROGRESSIVE MEDIA 1.4
ADULT ALT. 4.7	7 KGBY-FM	7 KYMX-FM	7 KGBY-FM	7 KRXQ-FM	SUSQUEHANNA 1.1
NAC 4.2	8 KFBK-AM	8 KWOD-FM	8 KHYL-FM	8 KHYL-FM	EMBARCADERO MEDIA 1.0
NOSTALGIA 4.1	9 KHTK-AM	9 KSEG-FM	9 KNCI-FM	9 KSSJ-FM	SALEM 1.0
ALTERNATIVE 3.1	10 KNCI-FM	10 KFBK-AM	10 KSSJ-FM	10 KRAK-FM	Z-SPANISH NETWORK 1.0
SPANISH 2.1					
RELIGIOUS 1.0					

12+ POPULATION: 1,342,500 (Black: 12.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.9	9.2	9.4	10.5	10.5	1	WTMJ-AM News/Talk	620 50(10)kw	1	12	8	7	5	1	7:30	Journal Br.	CHR
7.7	8.4	9.8	9.0	8.0	2	WMIL-FM Country	106.1 50kw	5	4	5	5	2	2	10:00	Clear Channel	ARP
6.7	7.5	6.1	6.0	7.4	3	WKKV-FM Urban	100.7 50kw	8	1	2	4	9	10	11:00	Clear Channel	CCRS
5.9	5.4	6.6	6.0	6.8	4	WLZR-A/F Rock	1340/102.9 1kw/50kw	2	3	1	1	3	12	7:45	Saga	EAST
6.5	6.4	6.9	7.6	6.7	5	WKLH-FM Classic Rock	96.5 20kw	4	9	3	2	1	3	8:15	Saga	MCG
6.6	4.5	5.9	6.1	5.7	6	WOKY-AM Nostalgia	920 5(1)kw	11	—	22	18	16	11	10:45	Clear Channel	ARP
6.2	7.2	6.5	6.4	5.5	7	WKTI-FM Hot AC	94.5 15.5kw	3	6	6	3	4	6	6:15	Journal Br.	CHR
4.1	4.5	4.3	5.5	5.4	8	WMYX-FM Hot AC	99.1 50kw	6	5	4	6	6	7	7:15	Heritage Media	SEN
4.8	4.2	4.6	5.0	5.3	9	WISN-AM Talk	1130 50(10)kw	10	13	9	8	8	5	8:15	Hearst	KATZ
4.2	4.6	4.0	4.1	4.1	10	WZTR-FM Oldies	95.7 34kw	7	8	14	10	7	4	5:45	Shockley Com.	BAN
3.9	4.0	4.0	4.0	3.7	11	WLUM-FM Alternative	102.1 50kw	9	2	7	9	13	18	5:30	All Pro	BAN
2.8	3.1	3.4	2.8	3.1	12	WLTQ-FM AC	97.3 15.5kw	12	11	10	11	10	8	7:15	Hearst	KATZ
1.3	1.5	2.0	3.1	2.7	13	WJZI-FM NAC	93.3 12.5kw	14	—	17	12	11	9	7:45	Shamrock Com.	ARP
2.7	2.5	2.7	2.0	2.4	14	WAMG-FM AC	103.7 19.5kw	13	10	12	13	12	13	6:15	Heritage Media	SEN
1.7	1.7	2.5	2.0	2.1	15	WNOV-AM Urban	860 .25kw	17	7	13	15	15	16	6:30	Courier	—
2.7	2.4	2.1	1.9	1.9	16	WFMR-FM Classical	98.3 6kw	15	—	20	17	17	14	6:15	Capitol Classical	ARP
2.7	2.8	1.3	1.6	1.9	16	WMCS-AM Urban AC	1290 5kw	16	14	11	14	14	15	8:00	All Pro	BAN
1.0	1.3	1.2	1.3	1.5	18	WEZY-FM B/EZ	92.1 2.7kw	18	—	25	23	19	17	9:45	Vision Br.	CHR

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 16.4					CLEAR CHANNEL 21.1
NEWS/TALK 15.8					JOURNAL BR. 16.0
URBAN 11.4					SAGA 13.5
OLDIES/CR 10.8					HEARST 8.4
COUNTRY 8.0					HERITAGE MEDIA 7.8
ROCK 6.8					ALL PRO 5.6
NOSTALGIA 5.7					SHOCKLEY COM. 4.1
ALTERNATIVE 3.7					CAPITOL CLASSICAL 2.7
NAC 2.7					SHAMROCK COM. 2.7
CLASSICAL 1.9					COURIER 2.1
B/EZ 1.5					VISION BR. 1.5
	1 WLZR-A/F	1 WMYX-FM	1 WKLH-FM	1 WKTI-FM	
	2 WKLH-FM	2 WKKV-FM	2 WLZR-A/F	2 WMYX-FM	
	3 WKKV-FM	3 WKTI-FM	3 WTMJ-AM	3 WMIL-FM	
	4 WLUM-FM	4 WLZR-A/F	4 WISN-AM	4 WKLH-FM	
	5 WMIL-FM	5 WMIL-FM	5 WMIL-FM	5 WZTR-FM	
	6 WTMJ-AM	6 WKLH-FM	6 WZTR-FM	6 WKKV-FM	
	7 WMYX-FM	7 WLUM-FM	7 WKKV-FM	7 WLTQ-FM	
	8 WISN-AM	8 WLTQ-FM	8 WLUM-FM	8 WTMJ-AM	
	9 WKTI-FM	9 WMCS-AM	9 WMYX-FM	9 WLZR-A/F	
	10 WAUK-AM	10 WAMG-FM	10 WKTI-FM	10 WJZI-FM	

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 1,339,500 (Black: N/A; Hispanic: 22.0%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.3	6.7	7.1	6.3	6.5	1	1	KGO-AM News/Talk	810 50kw	1	17	17	8	1	1	7:00	ABC Inc.	BAN
5.2	5.1	5.1	5.1	5.0	2	2	KYLD-FM CHR/Rhythmic	107.7 8.9kw	5	1	3	4	19	27	7:15	Chancellor Media	KATZ
4.6	5.4	5.0	5.4	4.9	3	3	KBAY-FM AC	100.3 145kw	7	13	7	5	3	3	8:30	Amer. Radio Sys.	ARP
4.2	4.7	3.7	5.0	4.8	4	4	KSJO-FM Rock	92.3 50kw	6	4	1	1	2	13	7:45	Amer. Radio Sys.	MCG
4.7	5.1	4.4	4.5	4.6	5	5	KOME-FM Alternative	98.5 12.5kw	2	2	2	3	9	20	5:45	CBS Radio	IRS
3.8	5.1	4.9	5.3	3.8	6	6	KEZR-FM Hot AC	106.5 50kw	4	6	4	2	5	15	5:15	Alta Br.	CHR
2.8	3.0	3.2	3.0	3.8	6	6	KFRC-A/F Oldies	610/99.7 5kw/40kw	14	9	21	7	4	2	7:15	CBS Radio	G/W
3.8	3.3	4.0	3.3	3.7	8	8	KNBR-AM Sports	680 50kw	8	20	13	12	7	5	6:45	Susquehanna	EAST
3.9	3.8	3.9	3.2	3.6	9	9	KCBS-AM News	740 50kw	3	—	25	19	11	4	5:00	CBS Radio	CBS
3.4	3.0	2.1	3.0	2.9	10	10	KARA-FM Oldies	105.7 50kw	15	12	14	14	9	6	7:30	Empire	ARP
4.6	4.4	3.9	3.6	2.9	10	10	KLOK-AM Spanish	1170 50(5)kw	19	10	6	11	12	18	10:15	EXCL Com.	CAB
3.5	2.9	2.8	3.2	2.9	10	10	KRTY-FM Country	95.3 .87kw	13	11	10	13	13	10	6:45	Empire	ARP
3.8	3.0	2.4	2.8	2.8	13	13	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	9	21	18	18	17	11	5:00	Bonneville Int.	KATZ
0.9	1.6	1.5	2.3	2.8	13	13	KSFO-AM Talk	560 5kw	23	—	24	20	16	7	10:30	ABC Inc.	BAN
2.2	2.8	3.8	2.5	2.7	15	15	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	20	—	12	9	6	8	5:45	Susquehanna	EAST
1.6	1.7	1.9	2.2	2.6	16	16	KUFX-FM Classic Rock	94.5 1.2kw	10	24	9	10	15	14	5:15	Amer. Radio Sys.	MCG
2.1	2.4	2.8	2.3	2.3	17	17	KDFC-FM Classical	102.1 33kw	16	—	33	26	22	12	6:45	Chancellor Media	MCG
2.2	2.1	2.8	2.2	2.3	17	17	KKSF-FM NAC	103.7 7.8kw	18	—	23	17	14	9	7:15	Chancellor Media	MCG
2.3	2.3	3.3	2.3	2.3	17	17	KKSJ-AM Nostalgia	1370 5kw	28	—	34	37	35	25	12:15	Amer. Radio Sys.	ARP
2.4	1.7	2.6	2.3	2.3	17	17	KMEL-FM CHR/Rhythmic	106.1 69kw	11	3	8	16	26	35	5:00	Chancellor Media	CHR
1.2	1.4	1.4	1.3	2.3	17	17	KSOL/KZOL ¹ Spanish	98.9/99.1 6kw/1.1kw	26	7	5	6	7	19	11:00	Heftel	ARP
3.0	2.4	2.4	2.7	2.0	22	22	KIOI-FM Hot AC	101.3 125kw	12	8	15	15	18	17	4:30	Chancellor Media	CHR
1.4	1.4	1.5	1.1	1.6	23	23	KBLX-FM NAC	102.9 6.6kw	24	14	22	22	21	16	6:15	Inner City	D&R
1.4	1.5	2.0	2.7	1.5	24	24	KBRG-FM Spanish	104.9 3kw	27	15	16	23	23	24	7:45	EXCL Com.	CAB
2.1	1.0	1.1	1.4	1.4	25	25	KBGG-FM Oldies	98.1 100kw	21	—	19	21	20	21	5:00	Chancellor Media	SEN
2.1	1.6	1.4	1.2	1.4	25	25	KITS-FM Alternative	105.3 15kw	17	18	11	24	24	32	4:00	Entercom	D&R
1.1	0.7	1.0	1.0	1.1	26	26	KPIX-A/F ² Talk	1550/95.7 10kw/6.9kw	29	—	31	28	28	20	5:30	CBS Radio	G/W
1.0	1.3	1.3	1.1	1.1	26	26	KSAN-FM Country	94.9 30kw	25	—	26	27	27	22	4:30	Chancellor Media	SEN

¹ KSOL-FM was Urban AC until August. ² Was News/Talk until September.

12+ POPULATION: 1,261,800 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.7	6.6	6.5	8.2	8.1	1	WHJY-FM Rock	94.1 50kw	2	3	1	1	1	3	8:15	SFX	D&R
7.3	7.6	9.7	9.1	8.1	1	WWLI-FM AC	105.1 50kw	3	9	4	4	2	1	9:30	Tele-Media	ARP
7.5	7.2	6.5	6.7	6.5	3	WPRO-FM CHR/Pop	92.3 39kw	1	6	2	2	4	10	6:00	Tele-Media	MCG
5.3	4.5	4.4	5.2	6.0	4	WSNE-FM Hot AC	93.3 30kw	4	13	3	3	3	4	7:15	SFX	—
6.2	5.6	5.2	5.1	6.0	4	WWBB-FM Oldies	101.5 13.5kw	5	11	12	5	5	2	7:45	Clear Channel	CCRS
5.1	4.9	5.3	4.8	4.8	6	WLKW-AM Nostalgia	790 5kw	13	—	29	27	25	9	10:30	Tele-Media	ARP
4.6	4.4	4.0	4.0	4.6	7	WHJJ-AM News/Talk	920 5kw	11	—	28	24	21	8	10:00	SFX	KATZ
5.1	4.5	4.4	5.3	4.4	8	WPRO-AM Talk	630 5kw	7	—	19	12	9	5	7:15	Tele-Media	MCG
5.3	5.5	5.4	4.5	4.3	9	WCTK-FM Country	98.1 47kw	10	10	8	8	8	7	8:15	Hall	D&R
4.8	3.6	4.3	4.1	4.1	10	WWKX-FM CHR/Rhythmic	106.3 1.15kw	9	1	5	7	12	19	7:30	Back Bay Br.	CHR
3.3	3.6	4.1	4.2	3.5	11	WWRX-FM Classic Rock	103.7 50kw	6	18	9	6	6	6	5:00	Clear Channel	CCRS
4.4	3.4	3.9	3.2	2.7	12	WDGE/WDGF Alternative	99.7/100.3 2.3kw/3.9kw	12	2	7	10	14	29	4:30	Urso Major Br.	KATZ
2.6	2.8	3.1	2.9	2.6	13	WBRU-FM Alternative	95.5 20kw	8	5	6	9	11	24	5:00	Brown BC Service	—
1.4	1.6	1.4	1.5	1.6	14	WAAF-FM Rock	107.3 18.5kw	19	7	10	14	17	30	7:15	Amer. Radio Sys.	D&R
0.8	1.3	1.0	1.0	1.6	14	WBOS-FM Adult Alternative	92.9 8.8kw	21	—	13	11	10	13	7:45	Greater Media Inc.	ARP
2.1	2.3	1.5	2.0	1.6	14	WCRB-FM Classical	102.5 15kw	15	—	27	25	24	11	6:15	Charles River	ARP
0.7	1.2	0.8	0.7	1.5	17	WBCN-FM Alternative	104.1 19kw	16	12	11	13	15	22	5:15	CBS Radio	IRS
0.6	1.4	0.7	1.1	1.5	17	WBSM-AM News/Talk	1420 5(1)kw	29	—	—	—	39	26	14:30	Spring Br.	—
1.8	1.6	1.8	1.3	1.4	19	WBZ-AM News	1030 50kw	17	—	32	30	26	20	5:30	CBS Radio	G/W
0.5	1.2	0.8	0.4	1.3	20	WBMX-FM Hot AC	98.5 9kw	18	14	16	16	18	18	5:30	Amer. Radio Sys.	CHR
1.7	2.2	1.9	2.1	1.3	20	WJMN-FM CHR/Rhythmic	94.5 11.5kw	14	4	15	19	33	37	3:45	Evergreen Media	KATZ
0.8	0.9	0.8	0.7	1.2	22	WZLX-FM Classic Rock	100.7 20kw	25	20	17	15	13	17	8:00	CBS Radio	IRS
0.9	0.7	0.7	1.0	1.1	23	WEEI-AM Sports	850 50kw	27	—	23	21	20	12	8:00	Amer. Radio Sys	EAST
1.4	1.5	1.7	2.6	1.1	23	WFHN-FM CHR/Pop	107.1 3kw	20	8	14	17	29	35	5:15	Spring Br.	MCG
1.0	1.0	1.2	0.0	1.1	23	WKLB-FM ¹ Country	96.9 21.5kw	28	16	20	23	16	16	9:00	Greater Media Inc.	MCG
0.7	1.0	0.9	0.7	1.0	26	WODS-FM Oldies	103.3 16kw	22	—	30	22	22	14	5:00	CBS Radio	CBS
0.7	0.6	0.8	0.5	1.0	26	WROR-FM ² Oldies	105.7 8.5kw	26	—	31	20	23	15	6:30	Greater Media Inc.	MCG

¹ Was WBCS-FM until early September. ² Was WKLB-FM (Country) until early September.

Visit R&R's Web Site: <http://www.rronline.com>

Continued from Page 73

12+ POPULATION: 1,339,500 (Black: N/A; Hispanic: 22.0%)

SAN JOSE

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.5	0.4	0.4	1.1	1.0	28		KLLC-FM Hot AC	97.3 82kw	22	19	20	25	25	34	4:00	CBS Radio	CBS

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK AC 17.7	1 KSJO-FM	1 KEZR-FM	1 KSJO-FM	1 KBAY-FM	CHANCELLOR MEDIA 17.6
OLDIES/CR 14.5	2 KOME-FM	2 KYLD-FM	2 KNBR-AM	2 KGO-AM	CBS RADIO 14.7
ALTERNATIVE 10.7	3 KLOK-AM	3 KSOL/KZOL	3 KGO-AM	3 KARA-FM	AMER. RADIO SYS. 14.6
CHR 8.7	4 KYLD-FM	4 KOME-FM	4 KFFG/KFOG	4 KEZR-FM	ABC INC. 9.3
SPANISH 7.3	5 KEZR-FM	5 KBAY-FM	5 KOME-FM	5 KRTY-FM	SUSQUEHANNA 6.4
ROCK 6.7	6 KSOL/KZOL	6 KRTY-FM	6 KFRC-A/F	6 KOIT-A/F	EXCEL COM. 4.4
COUNTRY 4.8	7 KUFX-FM	7 KMEL-FM	7 KEZR-FM	7 KFRC-A/F	ALTA BR. 3.8
NAC 3.9	8 KNBR-AM	8 KARA-FM	8 KCBS-AM	8 KIOI-FM	EMPIRE 2.9
CLASSICAL 2.3	9 KBAY-FM	9 KLOK-AM	9 KLOK-AM	9 KCBS-AM	BONNEVILLE INT. 2.8
NOSTALGIA 2.3	10 KMEL-FM	10 KIOI-FM	10 KSFO-AM	10 KKSF-FM	HEFTEL 2.3
					INNER CITY 1.6
					ENTERCOM 1.4

12+ POPULATION: 1,261,800 (Black: N/A; Hispanic: N/A)

PROVIDENCE

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.4	1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM	TELE-MEDIA 23.8
NEWS/TALK 13.0	2 WPRO-FM	2 WSNE-FM	2 WWRX-FM	2 WSNE-FM	SFX 18.7
OLDIES/CR 12.7	3 WBRU-FM	3 WWLI-FM	3 WWLI-FM	3 WPRO-FM	CLEAR CHANNEL 9.5
ROCK 9.7	4 WWKX-FM	4 WCTK-FM	4 WSNE-FM	4 WWBB-FM	AMER. RADIO SYS. 4.9
ALTERNATIVE 6.8	5 WDGE/WDGF	5 WHJY-FM	5 WPRO-FM	5 WCTK-FM	HALL 4.3
COUNTRY 5.4	6 WAAF-FM	6 WWKX-FM	6 WWBB-FM	6 WHJY-FM	GREATER MEDIA INC. 4.2
NOSTALGIA 4.8	7 WSNE-FM	7 WBRU-FM	7 WCTK-FM	7 WBOS-FM	BACK BAY BR. 4.1
ADULT ALT. 1.6	8 WWRX-FM	8 WWBB-FM	8 WPRO-AM	8 WWRX-FM	CBS RADIO 3.9
CLASSICAL 1.6	9 WWLI-FM	9 WDGE/WDGF	9 WZLX-FM	9 WPRO-AM	URSO MAJOR BR. 2.7
	10 WBCN-FM	10 WBMX-FM	10 WBCN-FM	10 WBRU-FM	BROWN BC SERVICE 2.6
					SPRING BR. 2.6
					CHANCELLOR MEDIA 1.7
					CHARLES RIVER 1.6



For more information call (212) 581-3962

RADIO TODAY ENTERTAINMENT



12+ POPULATION: 1,237,600 (Black: 12.0%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.9	7.8	7.7	11.3	9.0	1	WNCI-FM CHR/Pop	97.9 175kw	1	1	1	1	3	5	6:45	Nationwide	ARP
8.7	9.3	8.1	7.0	8.0	2	WCOL-FM Country	92.3 22kw	4	5	3	3	2	3	9:00	Nationwide	ARP
6.4	6.9	8.5	7.3	7.9	3	WSNY-FM AC	94.7 22kw	2	7	4	2	1	2	8:15	Saga	MCG
8.1	9.6	7.2	8.3	7.9	3	WTVN-AM Full Service	610 50kw	3	—	11	7	6	1	8:15	Jacor	KATZ
7.5	6.4	7.1	5.9	5.4	5	WBZX-FM Rock	99.7 20kw	5	2	2	5	8	13	6:30	North American	EAST
4.2	4.7	5.9	5.4	5.3	6	WBNS-FM Oldies	97.1 20.5kw	6	9	13	8	5	4	6:45	Radiohio, Inc.	BAN
5.4	5.6	7.0	6.8	5.2	7	WLWQ-FM Rock	96.3 18kw	7	12	5	4	4	6	7:15	Jacor	KATZ
0.0	3.2	5.1	6.1	5.1	8	WJZA-FM Urban AC	107.5 1.9kw	10	3	6	6	7	9	9:45	Horrance Br.	—
4.5	4.9	3.9	4.0	3.8	9	WHOK-FM Country	95.5 21kw	8	6	8	10	10	8	6:30	Jacor	CHR
3.5	2.4	3.0	2.5	3.1	10	WWCD-FM Alternative	101.1 6kw	11	8	7	9	9	17	6:00	Ingleside	ROS
2.1	2.7	2.5	2.7	3.0	11	WCEZ-FM B/EZ	107.9 6kw	15	—	16	19	14	7	10:45	Associated Com.	K&P
2.7	1.6	1.4	1.2	2.7	12	WBNS-AM Full Service	1460 5(1)kw	9	—	10	11	11	10	5:00	Radiohio, Inc.	BAN
4.5	3.0	1.4	2.0	2.4	13	WCKX-FM Urban	106.3 6kw	13	4	9	12	16	24	6:30	Blue Chip	D&R
2.9	2.7	2.4	2.2	1.9	14	WLLD-FM ¹ Country	98.9 .58kw	14	11	12	14	15	14	5:00	Jacor	CHR
2.7	2.3	1.9	1.8	1.8	15	WCLT-FM Country	100.3 50kw	19	10	15	20	21	23	8:30	WCLT Inc.	—
2.3	2.1	2.1	2.2	1.7	16	WAKS-FM ² Classic Hits	105.7 2.5kw	12	13	14	13	12	12	4:30	Jacor	ARP
0.0	1.8	1.7	1.4	1.5	17	WZJZ-FM NAC	104.3 3.4kw	16	—	22	15	13	11	6:45	Scantland Br.	—
1.4	1.1	1.5	1.3	1.3	18	WCOL-AM Talk	1230 1kw	18	—	23	23	23	18	5:45	Nationwide	ARP
3.2	1.8	1.2	1.5	1.3	18	WVKO-AM Urban AC	1580 1(.25)kw	21	16	18	17	17	16	7:00	Saga	MCG
1.2	1.3	1.6	1.1	1.1	20	WMNI-AM Country	920 1(.5)kw	23	—	26	25	25	25	7:45	North American	EAST
0.8	1.3	1.2	1.2	1.0	21	WAHC-FM ³ Oldies	107.1 3kw	17	—	19	18	19	20	4:30	Jacor	ARP
0.5	0.5	0.8	0.7	1.0	21	WRFD-AM Religious	880 9kw	24	—	24	21	20	15	4:30	Salem	SRR
0.7	0.6	0.7	0.6	1.0	21	WSMZ-FM Urban	103.1 1.6kw	22	15	17	16	18	22	7:00	Stop 26/Riverbend	—

¹ Became WZAZ-FM (Alternative) in January. ² Became WHQK-FM (Country) in January. ³ Became WAZU-FM (Rock) in January.

Continued on Page 80

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 1,220,300 (Black: 28.3%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.8	12.1	11.4	13.8	12.5	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	1	7	10:15	Clear Channel	MCG
7.6	7.2	5.8	9.0	6.0	2	WCMS-A/F Country	1050/100.5 5kw/50kw	4	8	7	8	7	3	8:00	WCMS Radio	D&R
5.5	6.9	6.7	6.6	5.8	3	WGH-FM Country	97.3 74kw	3	4	4	2	3	6	8:00	Heritage Media	EAST
6.5	4.3	4.1	4.2	5.8	3	WJCD-FM NAC	105.3 50kw	9	12	11	5	2	1	9:30	Clear Channel	D&R
4.4	7.0	6.3	5.4	5.7	5	WFOG-A/F AC	1600/92.9 5kw/50kw	7	9	14	10	4	1	8:30	Max Media	BAN
4.7	5.7	5.6	4.4	5.3	6	WNVZ-FM CHR/Pop	104.5 50kw	2	2	5	7	10	15	5:30	Max Media	CHR
6.6	5.7	5.7	4.8	4.9	7	WNOR-A/F Rock	1230/98.7 .626kw/46kw	8	10	2	3	8	14	7:45	Saga	MCG
2.7	2.9	4.6	5.3	4.7	8	WPTE-FM Adult Alternative	94.9 50kw	6	11	3	4	5	13	7:00	Max Media	BAN
5.3	5.4	5.6	4.9	4.5	9	WWDE-FM Hot AC	101.3 50kw	5	6	9	6	6	5	6:30	Max Media	CHR
2.6	2.0	2.7	3.1	4.0	10	WXEZ-FM B/EZ	94.1 50kw	17	16	16	19	15	9	10:45	Eure	—
3.4	2.5	3.7	3.0	3.8	11	WLTY-FM ¹ Oldies	95.7 40kw	10	13	17	14	11	4	7:00	Heritage Media	KATZ
4.1	4.2	4.8	4.6	3.5	12	WAFX-FM Classic Rock	106.9 100kw	11	7	10	9	9	10	7:00	Saga	CBS
3.0	3.2	2.4	2.4	3.5	12	WNIS-AM Talk	850 50(25)kw	14	—	15	15	14	11	7:45	Sinclair Telecable	ARP
3.5	3.4	3.7	2.7	3.1	14	WSVY-FM Urban AC	107.7 5.2kw	16	15	13	12	12	8	7:45	Clear Channel	MCG
3.7	5.0	4.7	4.0	3.0	15	WROX-FM Alternative	96.1 23kw	13	3	6	13	18	22	6:15	Sinclair Telecable	ARP
3.7	2.8	2.5	2.9	2.7	16	WKOC-FM ² Adult Alternative	93.7 100kw	12	14	8	11	13	17	5:45	Sinclair Telecable	KATZ
2.6	2.8	2.4	2.4	2.2	17	WPCE-AM Religious	1400 5.2kw	19	—	20	17	16	12	8:00	Willis Br. Co.	MCG
1.6	1.4	1.2	1.2	2.2	17	WTAR-AM News/Talk	790 5kw	18	—	18	16	17	16	6:00	Sinclair Telecable	ARP
0.7	1.3	0.8	0.8	1.4	19	WGH-AM Sports	1310 5kw	20	—	19	18	19	18	5:45	Heritage Media	EAST
1.5	1.5	1.8	1.9	1.3	20	WMYK-FM ³ CHR/Rhythmic	92.1 3.7kw	15	5	12	20	22	23	3:15	Clear Channel	ARP
0.7	0.9	0.8	0.9	1.1	21	WGPL-AM Gospel	1350 5kw	21	—	22	21	20	19	8:15	Willis Br.	ARP

¹ Changed calls to WVGL-FM in January. ² Was Alternative until September. ³ Was Urban AC until August.

Continued on Page 80

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

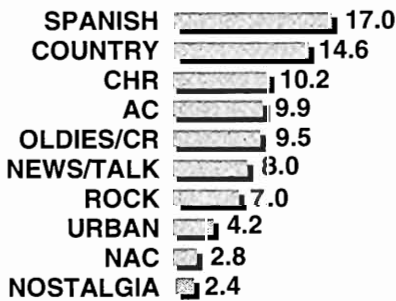
12+ POPULATION: 1,203,100 (Black: N/A; Hispanic: 49.0%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.6	9.2	9.4	8.7	10.2	1	KTFM-FM CHR/Rhythmic	102.7 100kw	1	1	2	1	5	6	9:00	Waterman	BAN
10.1	9.5	7.2	7.9	7.6	2	KXTN-FM Spanish	107.5 100kw	4	6	4	3	1	1	9:30	Heftel	KT-H
6.7	6.0	7.3	6.3	7.0	3	KISS-FM Rock	99.5 100kw	2	2	1	2	8	15	8:30	Rusk	CBS
7.1	7.0	6.5	5.3	6.7	4	KCYF-FM Country	100.3 100kw	3	5	7	4	2	2	8:15	Cox	KATZ
6.3	5.2	5.8	5.3	5.8	5	KAJA-FM Country	97.3 100kw	5	4	5	6	7	4	7:30	Clear Channel	CCRS
4.0	5.6	6.3	4.9	5.2	6	KSMG-FM Hot AC	105.3 100kw	6	8	3	5	4	8	7:00	Rusk	CBS
4.0	4.4	5.0	5.2	5.0	7	KONO-A/F Oldies	860/101.1 5kw/100kw	9	11	11	9	6	3	7:45	John Barger	ARP
5.4	5.6	4.2	5.6	4.7	8	KQXT-FM AC	101.9 100kw	7	7	9	8	9	5	7:30	Clear Channel	CCRS
4.2	4.4	3.8	4.7	4.5	9	KZEP-FM Classic Rock	104.5 100kw	8	13	6	7	3	9	10:30	Lotus	D&R
4.7	4.3	4.5	4.7	4.3	10	KTSA-AM News/Talk	550 5kw	12	19	15	13	13	7	9:15	Waterman	BAN
3.6	4.9	4.4	3.9	4.2	11	KSJL-FM Urban	96.1 100kw	11	3	8	10	12	14	11:30	Inner City	EAST
3.0	3.2	2.8	4.4	3.7	12	KROM-FM Spanish	92.9 100kw	14	9	10	11	11	12	6:45	Heftel	KT-H
4.1	3.9	3.7	4.2	3.7	12	WOAI-AM News/Talk	1200 50kw	10	—	19	17	14	11	6:30	Clear Channel	CCRS
3.9	3.4	2.6	3.3	2.8	14	KCJZ-FM NAC	106.7 100kw	13	15	14	12	10	10	7:30	Cox	KATZ
2.1	1.6	2.4	2.2	2.4	15	KCOR-AM Spanish	1350 5kw	17	16	13	14	15	16	10:30	Heftel	KT-H
2.6	2.3	3.4	2.7	2.4	15	KLUP-AM Nostalgia	930 5(1)kw	16	—	27	27	20	18	9:30	Rusk	CBS
2.6	2.3	1.8	1.9	2.2	17	KKYX-AM Country	680 50(10)kw	18	18	25	19	18	13	9:30	Cox	KATZ
0.6	1.0	1.1	1.5	1.7	18	KSAH-AM Spanish	720 10(1)kw	20	—	12	16	17	19	11:15	Gandores Corp.	CAB
2.3	1.9	2.8	1.7	1.6	19	KRIO-FM Spanish	94.1 22kw	15	12	16	15	16	17	5:45	John Barger	—

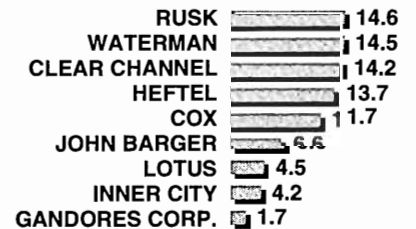
FORMAT REACH

DEMOGRAPHIC RANKINGS

OWNERSHIP REACH



	Men 18-34	Women 18-34	Men 25-54	Women 25-54
1	KISS-FM	KTFM-FM	KZEP-FM	KXTN-FM
2	KZEP-FM	KSMG-FM	KXTN-FM	KCYF-FM
3	KTFM-FM	KAJA-FM	KISS-FM	KTFM-FM
4	KSMG-FM	KISS-FM	KONO-A/F	KSMG-FM
5	KSJL-FM	KXTN-FM	KSMG-FM	KQXT-FM
6	KXTN-FM	KCYF-FM	KAJA-FM	KAJA-FM
7	KAJA-FM	KQXT-FM	KTFM-FM	KONO-A/F
8	KCYF-FM	KROM-FM	KCYF-FM	KROM-FM
9	KONO-A/F	KSJL-FM	KCJZ-FM	KSJL-FM
10	KROM-FM	KONO-A/F	KTSA-AM	KISS-FM



Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 1,180,000 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.1	9.0	9.0	8.2	9.4	1	KSFI-FM AC	100.3 26kw	1	7	1	1	1	1	7:45	Simmons Family	CBS
6.9	6.1	6.0	5.7	6.6	2	KSL-AM News/Talk	1160 50kw	2	17	16	9	4	2	5:30	Bonneville Int.	SEN
5.7	5.9	5.6	5.1	5.2	3	KUBL-FM Country	93.3 26kw	9	6	2	2	5	10	8:00	Citadel	MCG
4.1	4.9	5.2	6.7	4.8	4	KODJ-FM Oldies	94.1 40kw	3	8	18	8	2	3	5:30	Jacor	KATZ
4.9	5.0	5.3	5.3	4.7	5	KISN-FM Hot AC	97.1 30kw	4	4	4	4	6	9	5:30	Trumper	CHR
4.1	3.0	3.1	3.1	4.7	5	KXRK-FM Alternative	96.3 38kw	8	2	3	5	12	17	7:15	Acme Br.	D&R
6.2	6.7	5.6	6.0	4.5	7	KRSP-FM Classic Rock	103.5 27.5kw	6	10	9	3	3	6	5:45	Simmons Family	ARP
5.2	5.3	5.4	4.7	4.4	8	KSOP-FM Country	104.3 25kw	10	13	12	11	7	5	7:00	KSOP, Inc.	ARP
2.8	2.6	3.7	3.2	4.4	8	KZHT-FM CHR/Rhythmic	94.9 48kw	11	1	11	14	18	20	7:00	Jacor	ARP
4.6	5.5	4.7	4.8	4.3	10	KBEE-FM ¹ Hot AC	98.7 40kw	5	5	7	6	9	12	5:00	Price	MCG
6.5	5.1	5.1	4.5	4.2	11	KKAT-FM Country	101.9 26kw	7	9	8	7	10	7	5:30	Jacor	KATZ
4.5	3.4	2.6	3.9	4.1	12	KALL-AM News/Talk	910 5(1)kw	14	18	17	13	8	4	7:30	Jacor	EAST
4.3	3.8	5.3	4.0	3.8	13	KBER-FM Rock	101.1 25kw	12	3	6	12	15	21	6:15	Citadel	MCG
3.0	2.9	3.7	4.8	3.7	14	KDYL-AM Nostalgia	1280 10(.6)kw	17	—	27	26	24	11	10:00	Simmons Family	CBS
0.9	2.9	3.6	3.2	3.2	15	KENZ-FM ² Adult Alternative	107.5 45kw	13	11	5	10	13	18	5:15	Citadel	ARP
2.6	2.7	2.6	2.1	2.6	16	KBZN-FM NAC	97.9 26kw	18	—	15	16	11	8	7:15	Capitol Br. Inc.	EAST
0.0	0.9	1.1	1.4	2.4	17	KQMB-FM Hot AC	102.7 47kw	15	12	10	15	17	23	5:15	Simmons Family	ARP
3.6	3.7	3.8	3.4	2.2	18	KURR-FM ³ Classic Rock	99.5 40kw	16	15	13	17	14	16	5:15	Jacor	K&P
2.3	2.2	2.3	1.3	1.5	19	KISN-AM Sports	570 5kw	21	19	19	20	19	15	5:30	Trumper	CHR
1.7	2.6	2.8	1.6	1.5	19	KUMT-FM ⁴ Adult Alternative	105.7 7.3kw	19	—	21	18	16	13	5:15	Trumper	CHR
1.4	1.0	0.5	1.9	1.3	21	KRKR-FM ⁵ Rock	107.9 67kw	22	14	14	19	20	29	6:00	Cargo Br.	KATZ
1.1	1.1	1.0	1.0	1.2	22	KFNZ-AM ¹ Sports	1320 5kw	20	—	23	23	23	14	4:00	Price	MCG
1.1	1.1	0.8	0.9	1.1	23	KBKK-FM Country	106.5 7.5kw	24	—	20	22	21	22	7:15	Garcia Br.	KATZ
1.2	0.9	0.4	1.2	1.1	23	KLZX-FM Classic Rock	106.9 68kw	23	16	22	21	22	19	7:00	First National Br.	AMA

¹ Operates under an LMA with Citadel. ² Was KUTQ-FM (CHR/Pop) until September. ³ Was KRGO-FM until October.

⁴ Switched to Soft Rock on February 1. ⁵ Was KCNR-FM until September.

Continued on Page 80

Visit R&R's Web Site: <http://www.rronline.com>

#32 COLUMBUS, OH



Continued from Page 76

12+ POPULATION: 1,237,600 (Black: 12.0%; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 16.6	1 WBZX-FM	1 WNCI-FM	1 WLWQ-FM	1 WSNY-FM	JACOR 22.4
NEWS/TALK 13.9	2 WNCI-FM	2 WSNY-FM	2 WTVN-AM	2 WCOL-FM	NATIONWIDE 18.3
OLDIES/CR 11.0	3 WLWQ-FM	3 WCOL-FM	3 WSNY-FM	3 WNCI-FM	SAGA 9.2
ROCK 10.6	4 WCOL-FM	4 WJZA-FM	4 WBNS-FM	4 WJZA-FM	RADIOHIO, INC. 8.0
URBAN 9.8	5 WWCD-FM	5 WBZX-FM	5 WCOL-FM	5 WBNS-FM	NORTH AMERICAN 6.5
CHR 9.0	6 WJZA-FM	6 WWCD-FM	6 WNCI-FM	6 WTVN-AM	HORRANCE BR. 5.1
AC 7.9	7 WCKX-FM	7 WLWQ-FM	7 WBZX-FM	7 WLWQ-FM	INGLESIDE 3.1
ALTERNATIVE 3.1	8 WBNS-AM	8 WHOK-FM	8 WBNS-AM	8 WHOK-FM	ASSOC. COM. 3.0
B/EZ 3.0	9 WSNY-FM	9 WBNS-FM	9 WWCD-FM	9 WWCD-FM	BLUE CHIP 2.4
NAC 1.5	10 WHOK-FM	10 WCKX-FM	10 WJZA-FM	10 WLLD-FM	WCLT INC. 1.8
RELIGIOUS 1.0					SCANTLAND BR. 1.5
					SALEM 1.1
					STOP 26/RIVERBEND 1.0

#33 NORFOLK-VIRGINIA BEACH-NEWPORT NEWS



Continued from Page 77

12+ POPULATION: 1,220,300 (Black: 28.3%; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 15.6	1 WOWI-FM	1 WOWI-FM	1 WJCD-FM	1 WOWI-FM	CLEAR CHANNEL 22.7
AC 14.9	2 WNOR-A/F	2 WGH-FM	2 WNOR-A/F	2 WFOG-A/F	MAX MEDIA 20.2
COUNTRY 11.8	3 WPTE-FM	3 WNVZ-FM	3 WOWI-FM	3 WGH-FM	SINCLAIR TELECABLE 11.4
OLDIES/CR 7.3	4 WROX-FM	4 WPTE-FM	4 WAFX-FM	4 WWDE-FM	HERITAGE MEDIA 11.0
CHR 6.6	5 WGH-FM	5 WWDE-FM	5 WCMS-A/F	5 WJCD-FM	SAGA 8.4
NAC 5.8	6 WCMS-A/F	6 WKOC-FM	6 WGH-FM	6 WPTE-FM	WCMS RADIO 6.0
NEWS/TALK 4.9	7 WNVZ-FM	7 WROX-FM	7 WPTE-FM	7 WNVZ-FM	EURE 4.0
ROCK 4.9	8 WAFX-FM	8 WNOR-A/F	8 WNIS-AM	8 WLTY-FM	WILLIS 3.3
B/EZ 4.0	9 WKOC-FM	9 WCMS-A/F	9 WKOC-FM	9 WCMS-A/F	
ALTERNATIVE 3.0	10 WJCD-FM	10 WAFX-FM	10 WLTY-FM	10 WSVY-FM	
ADULT. ALT. 2.7					
RELIGIOUS 2.2					
MISC. 1.1					

#35 SALT LAKE CITY-OGDEN-PROVO



Continued from Page 79

12+ POPULATION: 1,180,000 (Black: N/A; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 20.8	1 KBER-FM	1 KSFI-FM	1 KSFI-FM	1 KSFI-FM	JACOR 19.7
COUNTRY 14.9	2 KXRK-FM	2 KISN-FM	2 KRSP-FM	2 KISN-FM	SIMMONS FAMILY 15.6
NEWS/TALK 13.4	3 KUBL-FM	3 KBEE-FM	3 KSL-AM	3 KODJ-FM	CITADEL 12.2
OLDIES/CR 12.6	4 KRSP-FM	4 KENZ-FM	4 KALL-AM	4 KBEE-FM	BONNEVILLE INT. 11.1
ALTERNATIVE 4.7	5 KENZ-FM	5 KUBL-FM	5 KUBL-FM	5 KUBL-FM	TRUMPER 7.7
ADULT ALT. 4.7	6 KKAT-FM	6 KXRK-FM	6 KODJ-FM	6 KSL-AM	PRICE 5.5
CHR 4.4	7 KURR-FM	7 KKAT-FM	7 KSOP-FM	7 KKAT-FM	ACME BR. 4.7
ROCK 3.8	8 KISN-FM	8 KZHT-FM	8 KXRK-FM	8 KSOP-FM	KSOP, INC. 4.7
NOSTALGIA 3.7	9 KRKR-FM	9 QOMB-FM	9 KISN-FM	9 KRSP-FM	CAPITOL BR. INC. 2.6
NAC 2.6	10 KQMB-FM	10 KRSP-FM	10 KKAT-FM	10 KBZN-FM	CARGO BR. 1.3
SPANISH 1.3					FIRST NATIONAL 1.1
					GARCIA BR. 1.1

12+ POPULATION: 1,124,000 (Black: 13.4%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.0	10.9	11.3	11.7	12.7	1	WFBQ-FM Classic Rock	94.7 52kw	1	7	1	1	1	2	9:15	SFX	KATZ
10.8	13.4	12.6	10.7	11.0	2	WFMS-FM Country	95.5 13kw	2	8	5	2	2	1	9:30	Susquehanna	ARP
8.5	9.7	8.2	8.6	9.0	3	WIBC-AM News/Talk	1070 50(10)kw	3	14	10	10	6	3	8:00	Emmis	CHR
6.1	5.7	6.1	5.1	6.2	4	WGRL-FM Country	104.5 50kw	7	5	6	3	4	5	8:45	Susquehanna	ARP
5.8	6.6	6.7	4.4	6.0	5	WTPI-FM AC	107.9 22kw	10	11	12	8	5	4	10:00	My Star Com.	D&R
6.5	5.8	6.1	5.8	5.8	6	WENS-FM AC	97.1 23kw	6	6	4	4	3	6	6:45	Emmis	CHR
5.2	4.1	4.4	4.8	5.1	7	WTLC-FM Urban	105.7 50kw	11	4	7	7	8	8	9:45	Panache	MCG
4.0	4.9	6.4	6.5	4.7	8	WNAP-FM Classic Hits	93.1 12.5kw	5	9	9	5	7	7	5:15	Emmis	CHR
4.1	5.3	4.5	6.4	4.7	8	WRZX-FM Alternative	103.3 18kw	8	2	2	9	10	18	7:30	SFX	BAN
4.5	4.2	4.3	4.6	4.7	8	WZPL-FM CHR/Pop	99.5 12.5kw	4	3	3	6	9	11	5:00	My Star Com.	D&R
4.3	4.6	4.0	5.0	4.6	11	WHHH-FM CHR/Rhythmic	96.3 .64kw	9	1	8	11	12	15	7:30	Shirk Inc.	BAN
4.0	3.5	3.5	3.3	3.4	12	WMYS-AM Nostalgia	1430 5kw	14	—	19	19	20	13	10:45	My Star Com.	D&R
1.9	2.2	2.5	2.6	2.3	13	WTTS-FM Adult Alternative	92.3 37kw	12	12	11	12	11	9	6:00	Sarkes Tarzian	ROS
0.9	1.9	1.3	1.5	1.7	14	WGGR-FM Urban AC	106.7 3kw	16	13	13	13	13	10	8:00	Dalton Group	—
1.9	1.8	1.1	1.3	1.6	15	WNDE-AM Sports	1260 5kw	13	—	14	14	14	14	4:45	SFX	KATZ
1.2	1.1	1.3	2.0	1.3	16	WQFE-FM Oldies	101.9 3.7kw	15	15	17	15	15	12	5:15	Quinn Br.	UNI
0.6	0.5	0.6	0.7	1.1	17	WSYW-FM Classical	107.1 1.45kw	18	—	20	20	19	16	6:30	Continental	ARP
1.2	1.4	0.9	1.0	1.1	17	WXIR-FM Religious	98.3 3kw	17	17	15	16	16	17	6:00	Radio 1500	—
0.4	0.5	0.8	1.0	1.0	19	WKKG-FM Country	101.5 50kw	19	10	18	18	18	20	6:45	Findlay Publishing	REG

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 18.7	1 WFBQ-FM	1 WFBQ-FM	1 WFBQ-FM	1 WFMS-FM	EMMIS 19.5
COUNTRY 18.2	2 WRZX-FM	2 WENS-FM	2 WIBC-AM	2 WFBQ-FM	SFX 19.0
AC 11.8	3 WGRL-FM	3 WZPL-FM	3 WFMS-FM	3 WENS-FM	SUSQUEHANNA 17.2
NEWS/TALK 10.6	4 WTLC-FM	4 WFMS-FM	4 WNAP-FM	4 WTPI-FM	MY STAR COM. 14.1
ALTERNATIVE 9.3	5 WHHH-FM	5 WGRL-FM	5 WGRL-FM	5 WGRL-FM	PANACHE 6.0
URBAN 6.8	6 WNAP-FM	6 WTLC-FM	6 WRZX-FM	6 WZPL-FM	SHIRK INC. 4.6
CHR 4.7	7 WFMS-FM	7 WHHH-FM	7 WTLC-FM	7 WNAP-FM	SARKES TARZIAN 2.3
NOSTALGIA 3.4	8 WZPL-FM	8 WNAP-FM	8 WTTS-FM	8 WTLC-FM	DALTON GROUP 1.7
ADULT ALT. 2.3	9 WIBC-AM	9 WRZX-FM	9 WPI-FM	9 WIBC-AM	QUINN BR. 1.3
CLASSICAL 1.1	10 WTTS-FM	10 WTPI-FM	10 WENS-FM	10 WGGR-FM	CONTINENTAL 1.1
RELIGIOUS 1.1					RADIO 1500 1.1
					FINDLAY PUB. 1.0

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 1,097,400 (Black: 19.3%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.0	11.5	10.3	9.4	9.3	1	WPEG-FM Urban	97.9 95kw	4	1	1	2	5	8	10:30	Amer. Radio Sys.	KATZ
10.6	9.4	8.0	8.6	8.8	2	WSOC-FM Country	103.7 100kw	2	5	6	4	2	1	9:00	Amer. Radio Sys.	D&R
7.3	7.4	7.2	9.5	8.0	3	WRFX-FM Classic Rock	99.7 100kw	1	6	2	1	1	4	8:00	Amer. Radio Sys.	EAST
5.8	6.8	6.3	6.0	7.0	4	WTDR-FM Country	96.9 100kw	6	4	5	3	4	5	8:45	SFX	D&R
7.4	5.6	5.5	5.8	6.3	5	WLYT-FM AC	102.9 31kw	5	7	8	5	3	3	7:30	SFX	D&R
5.9	7.3	6.8	5.5	5.5	6	WBT-AM Talk	1110 50kw	7	14	12	12	10	6	7:30	Jefferson-Pilot	CBS
4.1	4.8	4.5	5.9	5.5	6	WWMG-FM Oldies	96.1 100kw	8	13	14	8	6	2	7:45	Dalton Group	MCG
4.3	4.6	5.7	6.5	5.0	8	WNKS-FM CHR/Pop	95.1 100kw	3	2	3	7	11	15	5:30	Amer. Radio Sys.	EAST
4.4	4.5	4.7	4.1	4.3	9	WBAV-FM Urban AC	101.9 99kw	12	9	9	10	9	7	9:30	Amer. Radio Sys.	KATZ
2.3	3.4	4.3	3.9	4.3	9	WEND-FM Alternative	106.5 100kw	10	3	4	9	12	17	7:30	Dalton Group	MCG
4.3	3.4	3.2	3.3	4.1	11	WSSS-FM Oldies	104.7 100kw	11	12	7	6	7	9	7:45	Amer. Radio Sys.	KATZ
5.3	4.6	4.1	3.5	3.4	12	WWSN-FM Hot AC	107.9 100kw	9	8	10	11	8	10	5:00	Jefferson-Pilot	BAN
2.0	2.4	3.1	1.6	2.8	13	WNMX-FM Nostalgia	106.1 20kw	14	—	—	23	19	11	11:15	GHB Radio Group	—
1.6	1.4	1.8	1.9	1.7	14	WCCJ-FM NAC	92.7 6kw	17	—	15	13	13	12	9:30	Davis Br.	ARP
1.1	1.4	1.5	1.6	1.6	15	WMIT-FM Religious	106.9 36kw	13	—	16	16	15	13	5:30	Blue Ridge	—
1.9	1.2	1.3	1.0	1.5	16	WXRC-FM Adult Alternative	95.7 100kw	16	—	13	14	14	14	6:45	Pacific	—
1.3	1.1	1.6	1.5	1.1	17	WFMX-FM Country	105.7 100kw	15	15	17	19	17	18	5:00	Capstar	TNS
0.0	0.0	0.0	0.0	1.0	18	WFNQ-FM ¹ Rock	93.3 93kw	20	16	11	15	18	24	8:30	Benchmark	BAN

¹ Was Country until late September.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 17.9	1 WPEG-FM	1 WNKS-FM	1 WRFX-FM	1 WLYT-FM	AMER. RADIO SYS. 39.5
OLDIES/CR 17.6	2 WRFX-FM	2 WPEG-FM	2 WSOC-FM	2 WTDR-FM	SFX 13.3
URBAN 13.6	3 WEND-FM	3 WTDR-FM	3 WPEG-FM	3 WSOC-FM	DALTON GROUP 9.8
AC 9.7	4 WSOC-FM	4 WLYT-FM	4 WSSS-FM	4 WWMG-FM	JEFFERSON-PILOT 9.7
NEWS/TALK 6.3	5 WNKS-FM	5 WRFX-FM	5 WWMG-FM	5 WPEG-FM	GHB RADIO 2.8
CHR 5.0	6 WSSS-FM	6 WSOC-FM	6 WTDR-FM	6 WWSN-FM	DAVIS BR. 1.7
ALTERNATIVE 4.3	7 WTDR-FM	7 WWSN-FM	7 WLYT-FM	7 WRFX-FM	BLUE RIDGE 1.6
NOSTALGIA 2.8	8 WBAV-FM	8 WBAV-FM	8 WBT-AM	8 WBAV-FM	PACIFIC 1.5
NAC 1.7	9 WFNQ-FM	9 WEND-FM	9 WEND-FM	9 WNKS-FM	CAPSTAR 1.1
RELIGIOUS 1.6	10 WWSN-FM	10 WSSS-FM	10 WBAV-FM	10 WSSS-FM	BENCHMARK 1.0
ADULT ALT. 1.5					

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 1,042,800 (Black: 11.0%; Hispanic: 11.9%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.7	8.7	7.9	8.0	10.2	1	1	WWKA-FM Country	92.3 100kw	2	3	3	1	1	1	11:15	Cox	KATZ
5.6	6.2	5.6	6.3	7.6	2		WDBO-AM News/Talk	580 5kw	6	10	12	12	8	4	10:00	Cox	KATZ
6.7	6.8	7.0	6.7	7.5	3		WXXL-FM CHR/Pop	106.7 100kw	1	2	1	2	5	9	7:30	Chancellor Media	ARP
6.4	6.4	6.5	9.3	6.9	4		WJHM-FM Urban	101.9 28kw	4	1	4	6	13	12	8:30	Chancellor Media	D&R
6.6	8.1	6.8	6.6	6.8	5		WMGF-FM AC	107.7 100kw	7	5	10	5	2	2	9:00	Paxson	BAN
5.9	5.8	6.2	5.0	5.8	6		WTKS-FM Talk	104.1 100kw	8	14	2	3	3	10	8:15	Paxson	MCG
5.6	5.8	3.7	5.4	5.4	7		WOCL-FM Oldies	105.9 100kw	5	7	14	9	4	3	7:00	Chancellor Media	CHR
7.6	7.5	7.2	5.5	5.3	8		WOMX-FM Hot AC	105.1 100kw	3	8	5	4	6	7	6:15	Chancellor Media	CHR
4.1	4.1	3.9	4.5	4.9	9		WCFB-FM Urban AC	94.5 100kw	12	6	9	7	7	6	9:45	Cox	KATZ
5.0	4.5	5.2	4.5	4.3	10		WJRR-FM Rock	101.1 100kw	9	4	6	8	12	13	6:45	Paxson	BAN
3.2	4.7	6.1	3.4	4.0	11		WLOQ-FM NAC	103.1 14kw	14	—	11	13	9	5	8:45	Litchfield	EAST
3.6	3.2	4.0	5.1	3.5	12		WHTQ-FM Classic Rock	96.5 100kw	11	11	8	10	10	11	7:00	Cox	EAST
3.4	3.9	3.8	3.4	3.3	13		WMMO-FM Adult Alternative	98.9 38kw	13	—	13	11	11	8	7:00	Cox	EAST
3.2	4.1	4.4	3.2	3.0	14		WSHE-FM ¹ Hot AC	100.3 100kw	10	9	7	14	14	15	5:15	Paxson	ARP
3.6	3.2	3.1	2.9	2.6	15		WHOO-AM Nostalgia	990 50(5)kw	15	—	19	22	19	14	9:00	Cox	EAST
1.3	0.7	0.8	1.6	1.3	16		WONQ-AM Spanish	1030 10(.5)kw	21	12	16	16	17	19	10:45	Florida Br.	CAB
0.7	1.3	0.7	1.0	1.3	16		WQTM-AM Sports	540 50kw	16	—	15	15	15	17	5:15	Paxson	BAN
1.4	1.0	1.3	1.1	1.1	18		WPCV-FM Country	97.5 100kw	18	13	18	17	16	16	5:30	Alton Rainbow	D&R
1.2	1.2	1.4	1.4	1.1	18		WTLN-FM Religious	95.3 6kw	19	—	23	18	18	18	5:45	Thomas Moffit	SRR

¹ Was WDIZ-FM until September.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.1	1 WTKS-FM	1 WXXL-FM	1 WTKS-FM	1 WWKA-FM	COX 32.1 CHANCELLOR MEDIA 25.1 PAXSON 21.2 LITCHFIELD 4.0 FLORIDA BR. 1.3 ALTON RAINBOW 1.1 THOMAS MOFFITT 1.1
NEWS/TALK 14.7	2 WJRR-FM	2 WWKA-FM	2 WWKA-FM	2 WMGF-FM	
URBAN 11.8	3 WXXL-FM	3 WJHM-FM	3 WHTQ-FM	3 WXXL-FM	
COUNTRY 11.3	4 WJHM-FM	4 WOMX-FM	4 WDBO-AM	4 WOMX-FM	
OLDIES/CR 8.9	5 WHTQ-FM	5 WSHE-FM	5 WOCL-FM	5 WOCL-FM	
CHR 7.5	6 WWKA-FM	6 WCFB-FM	6 WJRR-FM	6 WCFB-FM	
ROCK 4.3	7 WOMX-FM	7 WMGF-FM	7 WMMO-FM	7 WLOQ-FM	
NAC 4.0	8 WDBO-AM	8 WTKS-FM	8 WXXL-FM	8 WSHE-FM	
ADULT ALT. 3.3	9 WSHE-FM	9 WJRR-FM	9 WLOQ-FM	9 WTKS-FM	
NOSTALGIA 2.6	10 WCFB-FM	10 WHTQ-FM	10 WOMX-FM	10 WDBO-AM	
SPANISH 1.3					
RELIGIOUS 1.1					

12+ POPULATION: 1,030,800 (Black: 34.3%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.8	12.4	13.2	13.1	12.1	1	1	WQUE-FM <i>Urban</i>	93.3 93kw	1	1	1	1	2	7	11:00	Clear Channel	D&R
8.8	8.3	6.4	9.2	9.8	2	2	WWL-AM <i>News/Talk</i>	870 50kw	2	9	9	4	3	1	9:30	Sinclair Com.	KATZ
7.2	7.3	7.5	8.0	9.4	3	3	WYLD-FM <i>Urban AC</i>	98.5 100kw	3	3	2	2	1	2	10:15	Clear Channel	D&R
7.8	8.5	7.4	6.4	7.3	4	4	WNOE-FM <i>Country</i>	101.1 100kw	4	7	5	3	4	3	9:15	Clear Channel	CCRS
4.9	5.3	4.8	4.8	5.5	5	5	WLMG-FM <i>AC</i>	101.9 100kw	6	15	12	9	5	5	7:45	Sinclair Com.	ARP
4.8	3.9	4.8	4.0	5.0	6	6	KMEZ-FM <i>Urban Oldies</i>	102.9 4.7kw	9	11	10	5	6	6	9:00	Sinclair Com.	ARP
4.7	5.5	5.0	4.8	4.9	7	7	WTKL-FM <i>Oldies</i>	95.7 100kw	12	13	14	10	7	4	9:15	Phase II	MCG
3.6	4.0	4.3	3.8	4.2	8	8	WLTS-FM <i>AC</i>	105.3 100kw	11	17	4	7	9	9	7:30	Phase II	MCG
4.8	4.8	5.3	4.8	4.2	8	8	WRNO-FM <i>Oldies</i>	99.5 100kw	8	8	8	6	8	8	6:45	Heritage Media	ARP
2.4	4.1	5.0	5.1	4.1	10	10	KHOM-FM <i>CHR/Pop</i>	104.1 100kw	5	2	6	12	13	14	5:30	Clear Channel	ARP
3.2	2.5	3.6	3.2	3.8	11	11	WYLD-AM <i>Religious</i>	940 10(.5)kw	13	10	13	13	12	10	10:30	Clear Channel	CCRS
2.4	4.5	3.4	3.5	3.7	12	12	WCKW-FM <i>Rock</i>	92.3 100kw	10	12	3	8	10	11	6:45	222 Corp.	CHR
4.7	4.5	3.6	4.7	3.3	13	13	WEZB-FM <i>CHR/Pop</i>	97.1 100kw	7	5	7	11	11	12	4:45	Heritage Media	ARP
3.3	3.2	3.0	2.7	2.3	14	14	KKND-FM ¹ <i>Alternative</i>	106.7 100kw	14	4	11	14	14	15	6:30	Clear Channel	CCRS
2.3	2.7	2.9	3.1	2.2	15	15	WBYU-AM <i>Nostalgia</i>	1450 1kw	17	—	23	23	23	17	10:45	Heritage Media	—
2.9	1.6	2.7	1.6	1.7	16	16	WBOK-AM <i>Religious</i>	1230 1kw	16	14	16	16	15	13	8:00	Willis	—
2.1	2.1	2.0	2.1	1.4	17	17	WZRH-FM <i>Alternative</i>	106.1 50kw	15	6	15	15	16	21	4:30	Howe	—
0.9	0.6	0.7	1.0	1.1	18	18	WTIX-AM <i>Nostalgia</i>	690 10(.5)kw	19	—	21	22	18	16	9:45	GHB Radio Group	—

¹ Was KLJZ-FM (NAC) until late September.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 26.5	1 WQUE-FM	1 WQUE-FM	1 WWL-AM	1 WYLD-FM	CLEAR CHANNEL 39.0
NEWS/TALK 9.8	2 WCKW-FM	2 WYLD-FM	2 WYLD-FM	2 WLMG-FM	SINCLAIR COM. 20.3
AC 9.7	3 WYLD-FM	3 WLTS-FM	3 WCKW-FM	3 WQUE-FM	HERITAGE MEDIA 9.9
OLDIES/CR 9.1	4 WWL-AM	4 WEZB-FM	4 WQUE-FM	4 WLTS-FM	PHASE II 9.1
CHR 7.4	5 WNOE-FM	5 KHOM-FM	5 WRNO-FM	5 WNOE-FM	222 CORP. 3.7
RELIGIOUS 5.5	6 KKND-FM	6 WNOE-FM	6 WNOE-FM	6 KMEZ-FM	WILLIS 1.7
ALTERNATIVE 3.7	7 WRNO-FM	7 WLMG-FM	7 KMEZ-FM	7 WTKL-FM	HOWE 1.4
ROCK 3.7	8 KHOM-FM	8 WRNO-FM	8 WTKL-FM	8 WYLD-AM	GHB RADIO 1.1
NOSTALGIA 3.3	9 WEZB-FM	9 WYLD-AM	9 WLMG-FM	9 WRNO-FM	
	10 KMEZ-FM	10 KNEZ-FM	10 KKND-FM	10 WEZB-FM	

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 984,900 (Black: 10.2%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.0	8.7	7.8	8.8	11.4	1	WBEN-AM News/Talk	930 5kw	1	8	9	8	6	1	7:45	Sinclair Com.	D&R
8.8	8.3	9.1	7.3	7.8	2	WJYE-FM AC	96.1 50kw	5	12	5	5	2	4	9:00	Amer. Radio Sys.	CHR
6.9	7.0	7.2	7.6	7.4	3	WKSE-FM CHR/Pop	98.5 46kw	2	1	3	2	8	9	6:45	Sinclair Com.	D&R
10.3	10.1	9.0	9.0	7.4	3	WYRK-FM Country	106.5 50kw	8	6	7	7	4	3	9:15	Amer. Radio Sys.	CHR
6.7	6.8	6.8	7.0	7.0	5	WHTT-FM Oldies	104.1 50kw	3	9	8	3	1	2	7:15	Mercury	ARP
5.8	6.0	4.9	6.5	6.8	6	WBLK-FM Urban	93.7 50kw	10	2	4	6	9	10	12:15	Palm Beach Radio	EAST
6.7	6.8	7.4	8.7	6.3	7	WGRF-FM Classic Rock	96.9 24kw	9	5	2	1	3	7	8:30	Mercury	ARP
5.9	6.6	5.2	6.0	6.1	8	WECK-AM Nostalgia	1230 1kw	11	—	18	17	12	8	11:15	Amer. Radio Sys.	CHR
5.1	5.5	7.1	6.3	6.0	9	WEDG-FM Alternative	103.3 49kw	7	3	1	4	7	12	7:15	Mercury	ARP
6.1	5.3	5.3	6.0	5.8	10	WMJQ-FM AC	102.5 105kw	6	4	6	5	5	5	7:00	Sinclair Com.	D&R
4.8	6.2	4.7	4.7	5.3	11	WGR-AM News/Talk	550 5kw	4	11	10	9	10	6	6:00	Sinclair Com.	KATZ
4.1	3.3	4.4	2.5	2.5	12	WSJZ-FM NAC	92.9 91kw	12	—	14	10	11	11	6:30	Amer. Radio Sys.	EAST
1.0	1.5	1.4	1.5	1.7	13	WNUC-FM Country	107.7 11.5kw	13	13	12	11	13	13	6:00	Casciani	—
0.9	1.0	1.4	0.9	1.1	14	WDCX-FM Religious	99.5 110kw	18	—	19	16	16	14	8:00	Crawford Br.	—
0.6	0.9	1.4	0.9	1.1	14	WWWS-AM Urban Oldies	1400 1kw	19	—	16	14	17	15	8:00	Sinclair Com.	KATZ
0.6	0.7	1.1	0.4	1.0	16	CFNY-FM Alternative	102.1 35kw	16	7	11	12	14	23	6:15	Standard Br.	CAN
2.1	0.4	0.5	0.9	1.0	16	WWKB-AM Country	1520 50kw	17	—	22	21	20	17	7:00	Sinclair Com.	D&R

FORMAT REACH		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	16.7					SINCLAIR COM.	32.0
AC	13.6					AMER. RADIO SYS.	23.8
OLDIES/CR	13.3					MERCURY	19.3
COUNTRY	10.1					PALM BEACH RADIO	6.8
URBAN	7.9					STANDARD BR.	1.9
CHR	7.4					CASCIANI	1.7
ALTERNATIVE	7.0					CRAWFORD BR.	1.1
NOSTALGIA	6.1						
NAC	2.5						
RELIGIOUS	1.1						
		1 WEDG-FM	1 WKSE-FM	1 WGRF-FM	1 WJYE-FM		
		2 WGRF-FM	2 WBLK-FM	2 WHTT-FM	2 WMJQ-FM		
		3 WKSE-FM	3 WJYE-FM	3 WBEN-AM	3 WYRK-FM		
		4 WBLK-FM	4 WMJQ-FM	4 WEDG-FM	4 WHTT-FM		
		5 WHTT-FM	5 WGRF-FM	5 WGR-AM	5 WKSE-FM		
		6 WGR-AM	6 WEDG-FM	6 WYRK-FM	6 WBLK-FM		
		7 CFNY-FM	7 WYRK-FM	7 WJYE-FM	7 WGRF-FM		
		8 WBEN-AM	8 WHTT-FM	8 WMJQ-FM	8 WBEN-AM		
		9 WMJQ-FM	9 WSJZ-FM	9 WBLK-FM	9 WEDG-FM		
		10 WYRK-FM	10 CKEY-FM	10 WKSE-FM	10 WSJZ-FM		

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 943,800 (Black: 39.4%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.6	14.3	12.8	12.8	12.6	1	1	WHRK-FM <i>Urban</i>	97.1 100kw	1	1	1	1	1	5	10:30	Clear Channel	CCRS
5.8	6.7	6.9	6.4	8.2	2	2	WMC-FM <i>Hot AC</i>	99.7 290kw	2	3	4	2	2	2	9:30	Raycom	MCG
7.1	7.4	7.7	7.5	7.1	3	3	WRVR-FM <i>AC</i>	104.5 100kw	4	11	6	3	3	1	8:30	Sinclair Com.	ARP
6.8	9.0	8.0	8.7	6.9	4	4	WDIA-AM <i>Urban Oldies</i>	1070 50kw	6	8	10	6	4	3	8:45	Clear Channel	CCRS
7.5	7.4	7.1	5.8	6.5	5	5	WGKX-FM <i>Country</i>	105.9 100kw	5	6	5	7	6	4	7:45	Barnstable	D&R
5.8	6.9	6.1	7.0	5.8	6	6	KJMS-FM <i>Urban AC</i>	101.1 100kw	3	2	3	5	8	9	6:45	Clear Channel	CCRS
6.7	5.2	6.9	6.7	5.0	7	7	WEGR-FM <i>Classic Rock</i>	102.7 100kw	7	9	2	4	5	12	8:15	Clear Channel	CCRS
5.0	5.4	4.3	6.6	4.4	8	8	WLOK-AM <i>Urban AC</i>	1340 1kw	9	12	12	10	9	6	7:30	Gilliam	SRR
6.3	4.4	4.8	4.5	4.0	9	9	WMC-AM <i>News/Talk</i>	790 5kw	11	17	15	14	12	7	9:15	Raycom	MCG
5.6	4.1	3.9	3.4	3.9	10	10	WOGY-FM <i>Country</i>	94.1 50kw	10	5	8	9	10	11	7:15	Sinclair Com.	ARP
2.7	2.9	3.1	3.2	3.7	11	11	WSRR-FM <i>Classic Hits</i>	98.1 100kw	8	13	7	8	7	8	6:15	Barnstable	KATZ
2.8	3.0	3.1	3.1	2.6	12	12	WRXQ-FM <i>Alternative</i>	95.7 6kw	12	4	9	11	13	17	6:30	Clear Channel	CCRS
2.6	3.0	2.1	2.3	2.4	13	13	WJCE-AM <i>Urban Oldies</i>	680 10(5)kw	13	—	13	12	11	10	7:15	Sinclair Com.	ARP
1.7	1.5	2.0	2.3	1.9	14	14	WCRV-AM <i>Religious</i>	640 50(.5)kw	16	—	18	15	16	13	8:00	Bott	—
2.4	2.1	2.9	2.8	1.7	15	15	WMFS-FM <i>Rock</i>	92.9 6kw	15	10	11	13	14	23	6:00	Belz	—
1.5	1.5	1.0	1.3	1.7	15	15	WREC-AM <i>Nostalgia</i>	600 5kw	14	19	16	16	15	16	5:30	Clear Channel	CCRS
1.4	2.0	1.4	1.0	1.4	17	17	WPLX-AM <i>Nostalgia</i>	1170 1kw	21	—	—	28	21	15	10:15	Pollack	—
0.0	0.4	0.5	0.0	1.4	17	17	KMZN-FM <i>Urban</i>	107.1 3kw	19	7	21	19	18	18	11:15	Flinn Br.	—
1.0	0.9	0.8	0.9	1.1	19	19	WBBP-AM <i>Religious</i>	1480 5(.1)kw	17	16	17	18	17	14	5:00	Bountiful Bless.	—

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 33.4 AC 15.3 COUNTRY 10.4 OLDIES/CR 8.7 NEWS/TALK 4.0 NOSTALGIA 3.1 RELIGIOUS 3.0 ALTERNATIVE 2.6 ROCK 1.7	1 WHRK-FM 2 WEGR-FM 3 KJMS-FM 4 WMFS-FM 5 WSRR-FM 6 WGKX-FM 7 WRXQ-FM 8 WRVR-FM 9 WOGY-FM 10 WDIA-AM	1 WHRK-FM 2 WMC-FM 3 KJMS-FM 4 WRVR-FM 5 WOGY-FM 6 WEGR-FM 7 WGKX-FM 8 WDIA-AM 9 WSRR-FM 10 WLOK-AM	1 WHRK-FM 2 WEGR-FM 3 WRVR-FM 4 WDIA-AM 5 WMC-FM 6 WGKX-FM 7 KJMS-FM 8 WSRR-FM 9 WMC-AM 10 WMFS-FM	1 WMC-FM 2 WHRK-FM 3 WRVR-FM 4 WDIA-AM 5 WLOK-AM 6 KJMS-FM 7 WGKX-FM 8 WSRR-FM 9 WOGY-FM 10 WEGR-FM	CLEAR CHANNEL 34.6 SINCLAIR COM. 13.4 RAYCOM 12.2 BARNSTABLE 10.2 GILLIAM 4.4 FLINN BR. 2.6 BOTT 1.9 BELZ 1.7 POLLACK 1.4 BOUNTIFUL BLESS. 1.1

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 934,000 (Black: 14.5%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
15.3	14.9	16.4	14.8	11.9	1	WSIX-FM Country	97.9 100kw	1	4	1	1	1	1	8:45	SFX	MCG
9.4	10.0	9.8	8.4	9.7	2	WSM-FM Country	95.5 100kw	2	6	5	3	2	2	9:30	Gaylord	CHR
7.4	6.8	6.8	8.0	6.4	3	WQOK-FM Urban	92.1 3kw	9	1	6	6	8	6	10:30	Phoenix	ARP
5.9	5.4	7.7	7.2	6.4	3	WRVW-FM CHR/Pop	107.5 58kw	3	3	2	4	5	9	6:45	SFX	MCG
5.3	7.0	5.6	6.1	6.3	5	WGFX-FM Classic Hits	104.5 49kw	4	8	3	2	3	5	7:30	Dick	KATZ
4.3	6.6	5.1	5.6	5.7	6	WJXA-FM AC	92.9 97kw	6	12	8	5	4	3	8:00	South Central	EAST
5.6	6.3	6.3	6.3	4.7	7	WKDF-FM Rock	103.3 100kw	5	2	4	7	11	14	6:00	Dick	KATZ
2.9	3.4	3.3	3.6	4.5	8	WWTN-FM News/Talk	99.7 100kw	10	15	7	8	6	7	8:00	Gaylord	CHR
4.2	3.8	3.7	4.1	4.4	9	WSM-AM Country	650 50kw	12	—	21	19	14	10	9:45	Gaylord	CHR
3.4	3.8	3.9	4.1	4.2	10	WRMX-FM Oldies	96.3 100kw	8	11	14	9	7	4	6:15	South Central	EAST
5.2	3.9	3.8	4.3	3.8	11	WLAC-FM AC	105.9 100kw	7	5	9	10	9	8	5:30	Sinclair Com.	BAN
3.4	4.0	3.6	3.1	3.3	12	WLAC-AM News/Talk	1510 50kw	11	—	13	13	12	11	7:00	Sinclair Com.	BAN
3.2	2.7	2.8	3.4	2.9	13	WJZC-FM ¹ NAC	101.1 47kw	13	13	11	11	10	12	8:30	Sinclair Com.	BAN
2.2	1.4	1.4	1.3	2.2	14	WRLT-FM Adult Alternative	100.1 .2kw	15	—	12	12	13	13	7:15	Tuned In Br.	ROS
1.9	1.4	1.5	0.9	1.7	15	WAMB-A/F Nostalgia	1160/106.7 50(1)kw/075kw	19	—	18	20	20	16	12:00	Great Southern	ROS
1.3	1.8	1.1	1.1	1.3	16	WRLG/WYYB Alternative	94.1/93.7 3.9kw/6kw	14	7	10	14	16	21	5:00	Tuned In Br.	ROS
1.4	1.5	1.2	1.0	1.2	17	WMDB-AM Urban	880 2.5kw	20	9	17	18	18	19	6:15	Bobb	—
0.7	1.5	0.5	0.6	1.0	18	WZPC-FM ² Country	102.9 100kw	16	—	16	15	17	20	5:00	Cromwell Group	—

¹ Was WJCE-FM (Urban) until mid-November. ² Was WMMU-FM until October.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 27.0	1 WGFX-FM	1 WRVW-FM	1 WSIX-FM	1 WSIX-FM	GAYLORD 18.6
OLDIES/CR 10.5	2 WSIX-FM	2 WSIX-FM	2 WGFX-FM	2 WSM-FM	SFX 17.8
AC 9.5	3 WKDF-FM	3 WSM-FM	3 WSM-FM	3 WJXA-FM	DICK 11.0
NEWS/TALK 7.8	4 WWTN-FM	4 WQOK-FM	4 WWTN-FM	4 WRVW-FM	SINCLAIR COM. 10.0
URBAN 7.6	5 WRVW-FM	5 WJXA-FM	5 WJXA-FM	5 WQOK-FM	SOUTH CENTRAL 9.9
CHR 6.4	6 WSM-FM	6 WGFX-FM	6 WRMX-FM	6 WLAC-FM	PHOENIX 6.4
ROCK 4.7	7 WQOK-FM	7 WLAC-FM	7 WKDF-FM	7 WRMX-FM	TUNED IN BR. 3.5
NAC 2.9	8 WLAC-AM	8 WKDF-FM	8 WLAC-AM	8 WGFX-FM	GREAT SOUTHERN 1.7
ADULT ALT. 2.2	9 WRLG/WYYB	9 WJZC-FM	9 WQOK-FM	9 WJZC-FM	BOBB 1.2
NOSTALGIA 1.7	10 WRLT-FM	10 WRLT-FM	10 WRVW-FM	10 WRLT-FM	CROMWELL GROUP 1.0
ALTERNATIVE 1.3					

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 905,500 (Black: 8.5%; Hispanic: 12.6%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.6	5.3	7.1	8.2	9.3	1	KLUC-FM CHR/Rhythmic	98.5 100kw	1	1	1	1	3	8	8:15	Amer. Radio Sys.	EAST
10.0	7.9	9.3	10.0	7.0	2	KJUL-FM Nostalgia	104.3 24.5kw	6	—	20	15	12	2	10:00	Nevada Radio	—
7.6	8.9	8.3	6.6	6.9	3	KSNE-FM AC	106.5 100kw	2	12	13	2	1	1	8:30	Jacor	—
6.1	6.5	5.6	6.0	5.6	4	KMZQ-FM AC	100.5 100kw	5	10	6	4	2	4	8:00	Amer. Radio Sys.	EAST
5.8	6.7	6.7	6.1	5.5	5	KWNR-FM Country	95.5 100kw	7	4	8	11	7	5	8:15	Jacor	D&R
6.4	7.3	7.0	5.0	5.0	6	KEDG-FM Alternative	103.5 100kw	4	2	3	5	13	16	7:00	Radiovision	ARP
4.8	4.7	4.6	5.7	4.9	7	KMXB-FM Hot AC	94.1 100kw	3	3	4	7	10	12	6:15	Amer. Radio Sys.	ARP
5.2	5.1	5.2	6.2	4.7	8	KFMS-FM Country	101.9 100kw	12	6	9	10	9	7	9:00	Jacor	KATZ
4.8	4.7	4.7	3.6	4.7	8	KQOL-FM Oldies	105.5 3.7kw	8	11	12	8	4	3	7:15	Amer. Gen. Media	ARP
4.3	5.1	4.4	3.9	4.6	10	KOMP-FM Rock	92.3 100kw	13	14	2	3	5	13	9:00	Lotus	CHR
4.0	3.7	3.4	4.0	4.4	11	KXTE-FM Alternative	107.5 24.5kw	9	5	5	9	11	15	7:30	Amer. Radio Sys.	EAST
3.8	3.7	4.1	4.0	4.2	12	KKLZ-FM Classic Rock	96.3 100kw	11	8	7	6	6	9	7:30	Apogee	SEN
1.8	1.4	1.4	3.2	4.1	13	KBGO-FM Oldies	93.1 24kw	10	7	10	12	8	6	7:00	Jacor	KATZ
2.6	2.2	3.4	2.2	3.6	14	KDWN-AM News/Talk	720 50kw	14	—	18	16	15	10	10:15	Radio Nevada	ROS
2.3	2.5	2.4	2.1	2.3	15	KXPT-FM Adult Alternative	97.1 100kw	16	—	15	13	14	11	7:30	Lotus	CHR
2.5	2.0	1.8	2.1	1.9	16	KLSQ-AM Spanish	870 10(1)kw	18	9	11	14	16	18	9:00	Heftel	—
0.8	0.9	1.0	1.3	1.8	17	KVBC-FM ¹ News/Talk	105.1 50kw	15	—	16	17	17	14	5:45	Compass Com.	—
0.7	0.9	1.1	1.3	1.6	18	KVEG-AM Sports	840 50(25)kw	17	—	17	19	18	17	6:15	Amer. Radio Sys.	EAST
1.2	1.1	1.3	1.0	1.3	19	KNUU-AM News/Talk	970 5(.5)kw	19	—	21	21	21	20	6:45	K-News Broadcasting	—
1.2	1.6	1.1	1.1	1.1	20	KDOL-AM Spanish	1280 5kw	21	13	14	18	19	21	7:00	S&R Broadcasting	LOTUS
1.6	2.0	1.8	1.3	1.1	20	KORK-AM Big Band	920 5(.5)kw	22	—	22	22	22	19	7:30	Lotus	CHR

¹ Was KRBO-FM (News) until October.

Continued on Page 93

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 897,300 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.6	11.6	10.6	11.3	11.8	1	WHAM-AM News/Talk	1180 50kw	1	11	8	5	2	1	8:45	Jacor	MCG
11.1	10.3	9.8	10.4	10.6	2	WBEE-FM Country	92.5 50kw	4	4	4	1	1	2	10:00	Heritage Media	KATZ
8.1	7.0	8.8	8.2	7.9	3	WPXY-FM CHR/Pop	97.9 50kw	2	1	1	1	5	7	6:30	Amer. Radio Sys.	EAST
8.6	7.1	7.8	6.2	7.9	3	WRMM-FM AC	101.3 27kw	3	6	6	4	3	3	7:15	Amer. Radio Sys.	ARP
9.0	7.4	8.5	7.5	6.0	5	WCMF-FM Rock	96.5 50kw	5	7	2	3	4	6	6:15	Amer. Radio Sys.	CHR
5.0	5.9	5.2	4.6	6.0	5	WVOR-FM AC	100.5 50kw	8	9	7	6	6	5	7:30	Jacor	MCG
5.4	5.8	6.3	6.0	5.5	7	WNVE-FM Alternative	95.1 12kw	6	2	3	7	10	12	6:15	Jacor	D&R
6.0	5.8	5.7	5.1	5.0	8	WDKX-FM Urban	103.9 .8kw	10	3	5	9	8	10	10:30	Monroe	ARP
5.6	5.1	4.7	4.8	5.0	8	WKLX-FM Oldies	98.9 37kw	7	5	9	8	7	4	5:45	Heritage Media	KATZ
2.1	2.2	3.0	3.2	2.9	10	WMAX/WMHX Adult Alternative	106.7/102.3 3.5kw/3.4kw	11	—	10	10	9	8	7:00	Silver Br.	ARP
3.4	3.6	3.3	3.7	2.8	11	WBBF-AM Nostalgia	950 1kw	12	—	—	22	21	13	9:15	Heritage Media	KATZ
2.3	3.4	2.7	3.1	2.4	12	WQRV-FM ¹ Classic Rock	93.3 4kw	9	13	11	11	11	9	4:30	Heritage Media	MCG
0.7	1.0	1.4	0.8	1.1	13	WJZR-FM NAC	105.9 3kw	14	—	21	16	15	11	6:45	North Coast Radio	—
1.2	0.6	0.8	1.2	1.0	14	WHTK-AM Talk	1280 5kw	13	—	13	14	13	15	4:30	Jacor	MCG
0.9	1.0	0.9	1.1	1.0	14	WMJQ-FM AC	102.5 105kw	15	12	12	12	12	19	7:30	Sinclair Com.	D&R

1 Was WHRR-FM until November.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 14.9	1 WCMF-FM	1 WPXY-FM	1 WHAM-AM	1 WRMM-FM	JACOR 24.3
NEWS/TALK 12.8	2 WNVE-FM	2 WBEE-FM	2 WCMF-FM	2 WBEE-FM	AMER. RADIO SYS. 23.0
COUNTRY 10.6	3 WPXY-FM	3 WRMM-FM	3 WBEE-FM	3 WVOR-FM	HERITAGE MEDIA 20.8
CHR 7.9	4 WBEE-FM	4 WVOR-FM	4 WKLX-FM	4 WPXY-FM	MONROE 5.0
OLDIES/CR 7.4	5 WDKX-FM	5 WDKX-FM	5 WPXY-FM	5 WKLX-FM	SILVER BR. 3.6
ROCK 6.0	6 WHAM-AM	6 WNVE-FM	6 WNVE-FM	6 WHAM-AM	SINCLAIR COM. 1.4
ALTERNATIVE 5.5	7 WMAX/WMHX	7 WCMF-FM	7 WQRV-FM	7 WDKX-FM	NORTH COAST 1.1
URBAN 5.0	8 WKLX-FM	8 WKLX-FM	8 WRMM-FM	8 WCMF-FM	
ADULT ALT. 2.8	9 WQRV-FM	9 WMAX/WMHX	9 WVOR-FM	9 WMAX/WMHX	
NOSTALGIA 2.8	10 WVOR-FM	10 WHAM-AM	10 WMAX/WMHX	10 WNVE-FM	
NAC 1.1					

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

#47 MONMOUTH-OCEAN, NJ



MONMOUTH-OCEAN

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	12+ ADH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
3.7	5.4	5.8	1	WKXW-FM Talk	101.5 19kw	1	15	10	3	1	1	7:00	Press Br.	MCG
3.5	4.7	4.8	2	WOBM-FM AC	92.7 1.4kw	9	18	9	6	4	2	9:30	Nassau Br.	KATZ
4.9	6.0	4.8	2	WXRK-FM Alternative	92.3 6kw	3	5	1	1	3	12	7:15	CBS Radio	IRS
5.4	4.9	4.4	4	WPLJ-FM Hot AC	95.5 6.7kw	2	12	2	2	2	6	6:15	ABC Inc.	BAN
3.3	4.1	4.2	5	WCBS-AM News	880 50kw	4	14	30	12	12	7	6:30	CBS Radio	CBS
3.9	6.0	3.9	6	WKTU-FM CHR/Rhythmic	103.5 5.4kw	5	4	3	4	6	13	6:45	Chancellor Media	EAST
3.2	3.7	3.8	7	WFAN-AM Sports	660 50kw	6	—	12	11	8	3	6:45	CBS Radio	IRS
5.0	4.8	3.8	7	WJLK-FM/WQNJ AC	94.3/98.5 3kw/6kw	7	9	8	7	7	4	6:45	Nassau Br.	KATZ
2.7	2.1	3.8	7	WOBM-AM AC	1160 5kw	23	—	—	—	45	35	14:15	Nassau Br.	KATZ
3.8	4.0	3.6	10	WOR-AM Talk	710 50kw	10	—	35	27	18	16	7:00	Buckley	MCG
3.2	3.1	3.3	11	WRDR-FM Nostalgia	104.9 10kw	24	—	40	42	38	30	12:30	Rodio Radio Inc.	—
2.6	4.0	3.3	11	WZVU-FM ¹ Oldies	107.1 2.3kw	8	13	38	15	9	5	6:15	Odyssey	BAN
3.3	4.8	3.2	13	WAXQ-FM Rock	104.3 7.8kw	11	6	6	5	5	10	7:00	Chancellor Media	KATZ
5.9	4.0	3.1	14	WABC-AM Talk	770 50kw	12	—	28	25	24	15	7:15	ABC Inc.	BAN
1.1	1.3	2.8	15	WQHT-FM CHR/Rhythmic	97.1 6.7kw	20	1	7	13	19	29	9:00	Emmis	ARP
3.3	1.9	2.5	16	WJRZ-FM Hot AC	100.1 1.6kw	15	11	5	9	10	17	7:00	Jersey Shore	D&R
3.7	5.4	2.5	16	WRAT-FM ² Rock	95.9 4kw	18	—	4	8	13	23	8:00	Northern New Jersey	KATZ
3.2	2.2	2.3	18	WCBS-FM Oldies	101.1 6.8kw	17	8	17	16	15	8	6:45	CBS Radio	CBS
2.1	2.9	2.2	19	WNEW-FM ³ Rock	102.7 6kw	14	17	14	10	11	14	5:30	CBS Radio	G/W
2.4	2.9	2.1	20	WLTW-FM AC	106.7 6kw	16	19	26	18	16	9	6:00	Chancellor Media	KATZ
0.6	0.5	2.1	20	WRKS-FM Urban AC	98.7 7.8kw	21	—	19	19	17	19	7:45	Emmis	D&R
2.2	1.2	2.0	22	WQCD-FM NAC	101.9 6.2kw	19	—	18	14	14	11	7:00	Tribune	CHR
2.8	2.0	1.4	23	WHTZ-FM CHR/Pop	100.3 6kw	13	3	13	21	26	32	3:30	Chancellor Media	CHR
1.2	0.9	1.4	23	WQXR-FM Classical	96.3 7.8kw	28	—	36	40	23	18	7:45	New York Times	CMBS
1.8	1.3	1.1	25	WDBZ-FM ⁴ Hot AC	105.1 6kw	22	—	15	17	20	21	4:15	Bonneville Int.	SEN
1.6	1.7	1.1	25	WHTG-FM Alternative	106.3 3.9kw	26	10	11	20	31	38	5:00	WHTG Inc.	BAN
1.5	0.9	1.1	25	WPST-FM CHR/Pop	97.5 50kw	25	7	16	24	28	42	4:45	Nassau Br.	KATZ
1.1	1.1	1.0	28	WIOQ-FM CHR/Pop	102.1 27kw	27	2	22	33	41	44	5:00	Amer. Radio Sys.	BAN

¹ Switched to Country format in December. ² Was WADB-FM (AC) until September. ³ Switched to Classic Rock on January 3. ⁴ Was WMXV-FM until November.

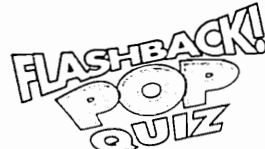
Continued from Page 90

12+ POPULATION: 905,500 (Black: 8.5%; Hispanic: 12.6%)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 17.4					AMER. RADIO SYS. 25.8
OLDIES/CR 13.0					JACOR 21.2
COUNTRY 10.2					LOTUS 8.9
ALTERNATIVE 9.4	1 KOMP-FM	1 KLUC-FM	1 KOMP-FM	1 KSNE-FM	NEVEDA RADIO 7.0
CHR 9.3	2 KEDG-FM	2 KMXB-FM	2 KKLZ-FM	2 KMZQ-FM	RADIOVISION 5.0
NEWS/TALK 8.3	3 KXTE-FM	3 KMZQ-FM	3 KQOL-FM	3 KLUC-FM	AMER. GEN. MEDIA 4.7
NOSTALGIA 8.1	4 KLUC-FM	4 KFMS-FM	4 KBGO-FM	4 KQOL-FM	APOGEE 4.2
ROCK 4.6	5 KKLZ-FM	5 KEDG-FM	5 KXTE-FM	5 KFMS-FM	RADIO NEVEDA 3.6
SPANISH 3.0	6 KMXB-FM	6 KWNR-FM	6 KEDG-FM	6 KMXB-FM	HEFTEL 1.9
ADULT ALT. 2.3	7 KQOL-FM	7 KOMP-FM	7 KWNR-FM	7 KWNR-FM	COMPASS COM. 1.8
	8 KWNR-FM	8 KSNE-FM	8 KSNE-FM	8 KJUL-FM	K-NEWS BR. 1.3
	9 KMZQ-FM	9 KXTE-FM	9 KFMS-FM	9 KBGO-FM	S&R BROADCASTING 1.1
	10 KBGO-FM	10 KKLZ-FM	10 KLUC-FM	10 KOMP-FM	

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 22.5					CBS RADIO 19.1
NEWS/TALK 20.5					NASSAU BR. 13.5
CHR 10.2					CHANCELLOR MEDIA 10.6
ALTERNATIVE 5.9	1 WXRK-FM	1 WKTU-FM	1 WKXR-FM	1 WOBN-FM	ABC INC. 7.5
ROCK 5.7	2 WRAT-FM	1 WPLJ-FM	2 WKXW-FM	2 WKXW-FM	PRESS BR. 5.8
OLDIES/CR 5.6	3 WPLJ-FM	3 WJRZ-FM	3 WFAN-AM	3 WJLK/WQNJ	EMMIS 4.9
NOSTALGIA 3.3	4 WAXQ-FM	4 WQHT-FM	4 WPLJ-FM	4 WPLJ-FM	BUCKLEY 3.6
ADULT ALT. 2.2	5 WKTU-FM	5 WJLK/WQNJ	5 WAXQ-FM	5 WJRZ-FM	ODYSSEY 3.3
NAC 2.1	6 WFAN-FM	6 WOBN-FM	6 WKTU-FM	6 WKTU-FM	RODIO RADIO INC. 3.3
URBAN 2.1	7 WDBZ-FM	7 WRAT-FM	7 WCBS-AM	7 WZVU-FM	JERSEY SHORE 2.5
CLASSICAL 1.4	8 WPST-FM	8 WKXW-FM	8 WRAT-FM	8 WAXQ-FM	NORTHERN NEW JERSEY 2.5
	9 WCBS-FM	9 WAXQ-FM	9 WNEW-FM	9 WQCD-FM	TRIBUNE 2.0
	10 WHTG-FM	10 WHTZ-FM	10 WCBS-FM	10 WNEW-FM	NEW YORK TIMES 1.4
					BONNEVILLE INT. 1.1
					WHTG INC. 1.1
					AMER. RADIO SYS. 1.0



For more information call (212) 581-3962

RADIO TODAY ENTERTAINMENT



12+ POPULATION: 870,000 (Black: 23.1%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 1-24 ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.5	7.7	8.5	8.1	8.5	1	WQOK-FM Urban	97.5 100kw	5	1	2	2	2	6	9:45	Clear Channel	D&R
6.8	9.3	8.8	8.3	8.0	2	WDCG-FM CHR/Pop	105.1 100kw	1	2	1	1	3	11	6:15	SFX	ARP
6.0	7.4	6.6	7.4	7.2	3	WRAL-FM Hot AC	101.5 96kw	2	5	4	3	1	1	6:00	Capitol Br. Co.	KATZ
7.4	5.9	6.4	5.9	6.2	4	WQDR-FM Country	94.7 99kw	6	6	7	7	6	3	7:30	Curtis Media	MCG
6.8	5.8	5.5	5.1	6.1	5	WFXC/WFXK Urban AC	107.1/104.3 2.6kw/100kw	10	8	6	5	4	1	8:45	Pinnacle	EAST
7.8	6.3	6.9	6.2	6.1	5	WPTF-AM News/Talk	680 50kw	8	—	11	11	9	5	8:30	Curtis Media	MCG
6.1	5.8	6.7	6.7	5.8	7	WKIX-FM Country	96.1 100kw	7	3	5	6	7	8	7:15	Alchemy	MCG
6.0	5.6	4.3	6.0	5.8	7	WRDU-FM Classic Rock	106.1 100kw	4	7	3	4	5	7	6:30	SFX	ARP
6.6	5.5	7.7	6.8	5.2	9	WTRG-FM Oldies	100.7 100kw	3	9	10	8	8	4	5:30	SFX	ARP
4.6	4.0	3.8	4.7	3.2	10	WRSN-FM ¹ AC	93.9 100kw	9	13	8	9	10	10	5:00	SFX	EAST
2.1	2.0	1.4	2.3	2.5	11	WZZU-FM ² NAC	103.9 7.9kw	11	15	13	10	11	9	6:15	Ceder LP	EAST
1.1	1.7	1.0	0.8	1.9	12	WPCM-FM Country	101.1 100kw	13	—	16	13	12	12	7:15	Curtis Media	MCG
1.1	1.3	1.6	1.6	1.8	13	WJMH-FM CHR/Rhythmic	102.1 100kw	12	4	9	12	15	21	5:00	Max Media	D&R
1.3	1.3	1.0	1.2	1.3	14	WLLE-AM Urban	570 .5kw	22	—	24	27	17	13	12:15	Special Markets Media	—
1.3	1.3	1.8	1.3	1.2	16	WKTC-FM Country	96.9 100kw	14	11	15	14	14	15	4:30	Curtis Media	D&R
0.7	1.1	1.6	0.9	1.2	16	WRBZ-AM News/Talk	850 10(5)kw	16	—	18	15	13	14	5:45	Curtis Media	ARP
0.7	1.3	0.4	0.7	1.2	16	WSRC-AM Religious	1410 5(.25)kw	24	—	26	19	18	16	12:30	Willis	SAV

¹ Was WZZU-FM (Cl. Rock) until August. ² Was WTCD-FM (NAC) until late September.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 15.9	1 WDCG-FM	1 WDCG-FM	1 WRDU-FM	1 WRAL-FM	SFX 22.2
COUNTRY 15.1	2 WRDU-FM	2 WQOK-FM	2 WQOK-FM	2 WFXC/WFXK	CURTIS MEDIA 16.6
OLDIES/CR 11.0	3 WQOK-FM	3 WRAL-FM	3 WDCG-FM	3 WDCG-FM	CLEAR CHANNEL 8.5
AC 10.4	4 WQDR-FM	4 WKIX-FM	4 WFXC/WFXK	4 WQOK-FM	CAPITOL BR. 7.2
CHR 9.8	5 WRAL-FM	5 WFXC/WFXK	5 WQDR-FM	5 WKIX-FM	PINNACLE 6.1
NEWS/TALK 7.3	6 WFXC/WFXK	6 WRSN-FM	6 WRAL-FM	6 WQDR-FM	ALCHEMY 5.8
NAC 2.5	7 WKIX-FM	7 WQDR-FM	7 WPTF-AM	7 WTRG-FM	CEDER LP 2.5
RELIGIOUS 1.3	8 WJMH-FM	8 WRDU-FM	8 WTRG-FM	8 WRSN-FM	MAX MEDIA 1.8
	9 WPTF-AM	9 WTRG-FM	9 WZZU-FM	9 WRDU-FM	SP. MARKETS MEDIA 1.3
	10 WQMG-FM	10 WJMH-FM	10 WKIX-FM	10 WPCM-FM	WILLIS 1.2

Visit R&R's Web Site: <http://www.rronline.com>

12+ POPULATION: 865,700 (Black: 10.1%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.2	6.2	6.9	7.3	9.0	1	1	WRLX-FM B/EZ	92.1 7.2kw	4	—	—	17	13	5	13:45	Fairbanks	ARP
9.3	7.2	7.2	7.2	8.3	2	2	WEAT-FM AC	104.3 100kw	1	5	3	2	2	1	9:00	Chancellor Media	KATZ
7.7	7.8	7.7	8.2	7.4	3	3	WRMF-FM AC	97.9 100kw	2	6	2	1	1	2	10:15	Fairbanks	BLAIR
8.1	5.9	6.6	5.5	7.1	4	4	WIRK-FM Country	107.9 100kw	3	4	4	4	3	3	10:00	Amer. Radio Sys.	KATZ
3.5	4.0	4.9	4.7	5.4	5	5	WPBZ-FM Alternative	133.1 50kw	5	1	1	3	5	12	9:00	Palm Beach Radio	CHR
6.4	4.8	4.7	4.4	4.2	6	6	WJNO-AM News/Talk	1230 1kw	7	—	24	13	6	6	9:00	Fairbanks	ARP
4.4	3.8	4.1	4.1	4.2	6	6	WKGR-FM Classic Rock	98.7 100kw	6	14	7	5	4	4	7:45	Amer. Radio Sys.	KATZ
2.6	4.0	3.8	3.3	3.7	8	8	WJBW-FM Nostalgia	99.5 3kw	10	—	34	34	28	11	9:45	Goldsmith	—
2.0	2.1	3.4	2.4	3.3	9	9	WBZT-AM News/Talk	1290 5kw	13	10	30	23	19	10	9:15	Amer. Radio Sys.	KATZ
1.4	2.5	2.2	2.1	2.7	10	10	WPOW-FM CHR/Rhythmic	96.5 100kw	8	2	5	8	17	29	6:15	Beasley	D&R
3.3	3.6	3.3	3.0	2.5	11	11	WEDR-FM Urban	99.1 100kw	11	3	6	6	11	17	7:00	Chancellor Media	MCG
2.0	2.0	1.5	2.0	2.3	12	12	WLVE-FM NAC	93.9 100kw	22	—	16	10	10	7	9:30	Paxson	KATZ
2.9	2.2	2.2	3.0	2.0	13	13	WCLB-FM Country	95.5 100kw	9	8	10	7	9	13	5:30	Fairbanks	MCG
2.2	1.5	1.4	1.9	1.9	14	14	WMXJ-FM Oldies	102.7 100kw	20	16	20	20	12	9	7:15	Jefferson-Pilot	CBS
2.9	2.8	2.2	1.7	1.9	14	14	WOLL-FM Oldies	94.3 6kw	12	—	19	11	7	8	5:30	Chancellor Media	ARP
1.6	1.5	1.8	1.8	1.7	16	16	WBGG-FM Classic Hits	105.9 100kw	14	—	9	9	8	14	5:00	Clear Channel	CCRS
2.3	2.3	1.7	2.6	1.7	16	16	WDBF-AM Nostalgia	1420 5(5)kw	25	—	—	38	38	33	7:30	Quality	—
1.6	1.8	1.4	1.4	1.6	18	18	WIOD-AM News/Talk	610 10kw	26	—	18	16	15	15	7:15	Paxson	CHR
1.6	2.4	1.5	1.8	1.6	18	18	WZTA-FM Rock	94.9 100kw	18	7	8	12	14	25	5:30	Paxson	KATZ
1.8	1.4	1.6	1.5	1.5	20	20	WEAT-AM News	850 5(1)kw	17	—	23	28	25	21	5:15	Chancellor Media	KATZ
1.3	1.2	1.7	1.2	1.5	20	20	WKIS-FM Country	99.9 100kw	19	15	15	21	21	19	6:00	Beasley	D&R
2.2	2.1	2.0	2.5	1.5	20	20	WTMI-FM Classical	93.1 96kw	21	18	29	31	34	31	6:15	Marlin	ARP
1.0	1.2	1.0	1.4	1.3	23	23	WHYI-FM CHR/Pop	100.7 100kw	16	12	11	14	20	28	4:15	Clear Channel	CCRS
1.4	1.3	1.4	1.3	1.3	23	23	WLYF-FM AC	101.5 100kw	23	—	25	25	27	16	5:45	Jefferson-Pilot	CBS
0.8	1.3	1.7	1.5	1.3	23	23	WPLL-FM ¹ Hot AC	103.5 100kw	15	9	12	15	16	24	4:15	Paxson	ARP
0.7	0.9	0.8	1.1	1.3	23	23	WQAM-AM Sports	560 5(1)kw	28	—	21	18	18	18	7:00	Beasley	D&R
1.4	1.8	1.5	1.2	1.0	26	26	WHQT-FM Urban AC	105.1 100kw	24	11	13	24	26	27	4:00	Cox	CHR
1.1	1.2	1.5	1.0	1.0	26	26	WPOM-AM Urban	1600 5(2.5)kw	26	—	17	22	23	22	11:45	WPOM Radio	ROS

¹ Was WSHE-FM (Adult Alternative) until August.

Continued from Page 95

12+ POPULATION: 865,700 (Black: 10.1%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.0	1.3	1.9	1.2	1.0	26	WZZR-FM Rock	92.7 50kw	27	19	14	19	22	26	5:15	Commodore Media	EAST

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
AC 17.0 NEWS/TALK 11.9 COUNTRY 10.6 OLDIES/CR 9.7 B/EZ 9.0 ALTERNATIVE 5.4 NOSTALGIA 5.4 URBAN 4.5 CHR 4.0 ROCK 2.6 NAC 2.3 CLASSICAL 1.5 ADULT ALT. 1.3	Men 18-34	Women 18-34	Men 25-54	Women 25-54	FAIRBANKS 22.6 AMER. RADIO SYS. 14.6 CHANCELLOR MEDIA 11.7 BEASLEY 5.5 PALM BEACH RADIO 5.4 PAXSON 5.2 GOLDSMITH 3.7 JEFFERSON-PILOT 3.2 CLEAR CHANNEL 3.0 COX 2.9 EVERGREEN MEDIA 2.5 QUALITY 1.7 MARLIN 1.5 COMMODORE MEDIA 1.0 WPOM RADIO 1.0
	1 WPBZ-FM 2 WIRK-FM 3 WRMF-FM 4 WZTA-FM 5 WPOW-FM 6 WCLB-FM 7 WEDR-FM 8 WKGR-FM 9 WBGG-FM 10 WEAT-FM	1 WEAT-FM 2 WRMF-FM 3 WPBZ-FM 4 WIRK-FM 5 WPOW-FM 6 WEDR-FM 7 WKGR-FM 8 WHYI-FM 9 WCLB-FM 10 WPLL-FM	1 WKGR-FM 2 WRMF-FM 3 WPBZ-FM 4 WIRK-FM 5 WEAT-FM 6 WJNO-AM 7 WBGG-FM 8 WIOD-AM 9 WQAM-AM 10 WCLB-FM	1 WRMF-FM 2 WEAT-FM 3 WIRK-FM 4 WKGR-FM 5 WPBZ-FM 6 WEDR-FM 7 WOLL-FM 8 WRLX-FM 9 WCLB-FM 10 WLVE-FM	

More than
 Research—AnswersSM

Harker Research
 919 • 954 • 8300

12+ POPULATION: 851,400 (Black: 12.4%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.5	16.5	14.0	11.8	16.5	1	WHAS-AM Full Service	840 50kw	1	6	5	2	2	1	10:15	Clear Channel	CCRS
14.0	12.7	12.8	14.9	15.2	2	WAMZ-FM Country	97.5 100kw	2	3	1	1	1	2	10:15	Clear Channel	CCRS
5.9	5.3	6.6	6.5	7.7	3	WGZB-FM Urban	96.5 3kw	6	1	2	3	7	8	10:45	Blue Chip	MCG
6.1	6.5	7.0	6.6	6.6	4	WDJX-FM CHR/Pop	99.7 24kw	3	2	3	4	5	7	6:45	Jacor	EAST
3.9	3.8	3.6	3.7	5.0	5	WRKA-FM Oldies	103.1 6kw	5	10	11	7	4	3	7:00	Cox	CHR
4.1	4.1	3.7	4.3	5.0	5	WSFR-FM Oldies	107.7 8.2kw	7	12	6	5	3	4	7:15	Jacor	EAST
6.2	6.1	6.4	4.8	5.0	5	WTFX-FM Rock	100.5 38kw	4	4	4	6	6	9	6:45	Clear Channel	CCRS
4.1	3.7	3.2	4.0	3.8	8	WAVG-AM Oldies	970 5kw	10	—	18	18	16	10	7:45	Pulitzer	D&R
6.0	6.3	6.9	5.2	3.8	8	WVEZ-FM AC	106.9 24.5kw	9	11	8	8	8	6	6:15	Jacor	MCG
3.0	2.7	4.0	4.3	3.0	10	WSJW-FM NAC	103.9 1.35kw	13	—	14	10	9	5	8:00	Jacor	EAST
4.6	4.0	4.8	5.1	2.7	11	WQMF-FM ¹ Rock	95.7 29.5kw	8	5	7	9	10	15	4:30	Clear Channel	CCRS
3.1	2.5	2.3	2.3	2.3	12	WHKW-FM ² Country	98.9 50kw	11	7	9	11	11	13	5:30	Clear Channel	CCRS
2.5	2.7	2.4	3.7	1.7	13	WLRS-FM AC	102.3 3kw	12	9	12	13	12	11	4:15	Jacor	EAST
1.6	1.4	1.9	1.2	1.6	14	WMJM-FM Urban AC	101.3 2kw	17	—	15	14	13	12	8:45	Bluechip	MCG
1.1	1.8	1.4	0.9	1.5	15	WWKY-AM Talk	790 5(1)kw	14	—	17	16	15	14	5:00	Clear Channel	CCRS
1.2	2.1	2.4	1.9	1.3	16	WHTE-FM ³ Hot AC	105.9 3kw	15	8	10	12	14	23	4:30	Otting	CHR

¹ Switched to Classic Rock in January. ² Was WKJK-FM (Religious) until October. ³ Was WXNU-FM (Alternative) until September.

FORMAT REACH	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.0	1 WAMZ-FM	1 WAMZ-FM	1 WHAS-AM	1 WAMZ-FM	CLEAR CHANNEL 34.4
COUNTRY 17.5	2 WTFX-FM	2 WGZB-FM	2 WAMZ-FM	2 WHAS-AM	JACOR 18.8
OLDIES/CR 13.8	3 WDJX-FM	3 WDJX-FM	3 WSFR-FM	3 WDJX-FM	BLUE CHIP 7.7
URBAN 9.3	4 WGZB-FM	4 WTFX-FM	4 WTFX-FM	4 WGZB-FM	COX 5.8
ROCK 7.7	5 WHAS-AM	5 WSFR-FM	5 WRKA-FM	5 WRKA-FM	PRISM 5.0
AC 6.8	6 WQMF-FM	6 WVEZ-FM	6 WDJX-FM	6 WVEZ-FM	RADIO 970, INC. 3.8
CHR 6.6	7 WSFR-FM	7 WHAS-AM	7 WGZB-FM	7 WSFR-FM	SNOWDEN 2.3
NAC 3.8	8 WHTE-FM	8 WHKW-FM	8 WQMF-FM	8 WSJW-FM	BRC MEDIA 1.7
	9 WVEZ-FM	9 WQMF-FM	9 WVEZ-FM	9 WTFX-FM	LOUISVILLE RADIO 1.6
	10 WRKA-FM	10 WHTE-FM	10 WSJW-FM	10 WLRS-FM	SFX 1.5
					OTTING 1.3

Visit R&R's Web Site: <http://www.rronline.com>

#51 AUSTIN



AUSTIN

12+ POPULATION: 845,700 (Black: N/A; Hispanic: 21.7%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12-ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.7	11.8	12.0	13.1	12.8	1	KASE-FM Country	100.7 100kw	2	2	1	1	1	1	10:30	KVET, Br.	KATZ
9.1	9.7	9.9	9.0	9.8	2	KHFI-FM CHR/Pop	96.7 100kw	1	1	2	2	2	7	7:30	Clear Channel	CCRS
5.1	5.6	7.3	5.9	7.0	3	KKMJ-FM AC	95.5 100kw	4	6	6	4	3	2	8:15	Amer. Radio Sys.	ARP
6.0	6.1	5.5	5.3	5.4	4	KVET-FM Country	98.1 100kw	5	14	9	6	6	4	7:00	KVET, Br.	KATZ
6.3	5.8	5.6	4.9	5.3	5	KEYI-FM Oldies	103.5 100kw	3	8	12	7	4	3	6:15	Clear Channel	CCRS
5.9	7.2	5.7	5.4	5.3	5	KLBJ-FM Rock	93.7 100kw	6	10	3	3	5	10	7:00	LBJ Br. Company	BAN
6.5	6.4	5.7	5.7	5.0	7	KLBJ-AM News/Talk	590 5(1)kw	8	12	11	11	9	5	7:00	LBJ Br. Company	EAST
3.5	3.9	3.7	3.5	4.3	8	KPEZ-FM Rock	102.3 20kw	7	13	5	5	7	8	5:45	Clear Channel	CCRS
3.3	2.8	4.3	4.6	3.7	9	KAMX-FM Hot AC	94.7 97kw	9	5	4	9	11	12	5:15	Amer. Radio Sys.	EAST
3.6	4.0	3.0	3.5	3.6	10	KGSR-FM Adult Alternative	107.1 46kw	11	—	8	8	8	9	7:30	Sinclair Telecable	ARP

#52 OKLAHOMA CITY



OKLAHOMA CITY

12+ POPULATION: 844,500 (Black: 10.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12-ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.1	8.5	8.9	10.3	13.9	1	KXXY-FM Country	96.1 98kw	1	6	1	1	1	1	10:45	Clear Channel	BAN
6.2	6.7	5.3	7.6	7.6	2	KMGL-FM AC	104.1 99kw	4	8	4	2	2	3	9:00	Renda	EAST
9.7	9.4	10.3	8.5	7.2	3	KJYO-FM CHR/Pop	102.7 98kw	2	1	1	3	8	10	6:15	Clear Channel	CHR
6.1	4.2	5.5	6.6	6.9	4	KTST-FM Country	101.9 98kw	3	5	6	5	5	6	8:00	Clear Channel	BAN
7.6	7.4	7.4	7.4	6.8	5	KOMA-FM Oldies	92.5 100kw	5	7	11	7	4	2	8:00	Diamond	—
6.0	6.1	6.4	5.8	6.4	6	KTOK-AM News/Talk	1000 5kw	8	13	10	12	10	5	8:45	Clear Channel	CHR
6.8	5.6	6.5	5.7	6.1	7	KRXO-FM Classic Rock	107.7 99kw	7	11	7	3	3	4	7:45	Diamond	—
8.4	10.3	9.6	7.2	5.7	8	KATT-FM Rock	100.5 97kw	6	4	3	6	6	9	7:15	Caribou	BAN
5.0	5.2	5.1	6.3	5.4	9	KVSP-AM Urban	1140 1kw	12	3	8	7	7	7	11:45	Perry	—
5.0	5.5	5.7	6.4	4.7	10	KNRX-FM ¹ Alternative	94.7 100kw	9	2	5	9	12	16	7:00	Clear Channel	INT

¹ Was KEBC-FM (Country) until July.

12+ POPULATION: 834,600 (Black: 18.2%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	9.3	10.0	9.5	8.5	1	1	WQIK-FM Country	99.1 100kw	2	4	5	3	3	2	9:00	Jacor	EAST
8.9	7.6	8.0	8.4	8.0	2	2	WFYV-FM Rock	104.5 100kw	5	6	1	1	1	8	10:15	SFX	CHR
6.9	7.5	7.2	7.4	6.8	3	3	WAPE-FM CHR/Pop	95.1 100kw	1	2	3	2	5	7	6:15	SFX	CHR
4.8	5.9	5.0	5.5	6.8	3	3	WJBT-FM CHR/Rhythmic	92.7 6kw	7	1	2	6	12	14	11:15	Jacor	ROS
6.9	6.1	6.2	8.0	6.6	5	5	WEJZ-FM AC	96.1 100kw	4	12	8	4	4	3	8:15	Renda	KATZ
4.9	5.9	4.5	4.3	6.4	6	6	WKQL-FM Oldies	96.9 100kw	3	9	11	5	2	1	7:15	SFX	MCG
5.0	4.6	4.2	6.3	5.9	7	7	WOKV-AM News/Talk	690 50(10)kw	8	16	13	11	7	4	10:00	SFX	MCG
5.6	7.3	6.3	5.8	5.5	8	8	WROO-FM Country	107.3 100kw	6	5	7	7	8	5	7:45	Paxson	BAN
6.8	5.8	6.1	4.5	4.3	9	9	WSOL-FM Urban AC	101.5 100kw	11	7	9	9	9	6	9:30	Jacor	EAST
3.8	4.0	5.0	4.2	4.2	10	10	WIVY-FM Hot AC	102.9 98kw	9	13	6	8	6	9	7:00	SFX	ARP

JACKSONVILLE

12+ POPULATION: 823,500 (Black: 12.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.9	13.4	11.1	14.9	12.1	1	1	WHKO-FM Country	99.1 50kw	1	3	3	1	1	1	9:30	Cox	D&R
6.9	9.2	9.3	7.2	7.3	2	2	WMMX-FM Hot AC	107.7 50kw	3	8	7	2	2	2	8:00	Amer. Radio Sys.	EAST
5.7	9.8	6.7	7.2	6.9	3	3	WTUE-FM Rock	104.7 50kw	5	7	1	3	5	11	9:00	Amer. Radio Sys.	EAST
5.6	6.0	7.8	6.4	6.3	4	4	WGTZ-FM CHR/Pop	92.9 40kw	2	2	2	4	6	14	6:45	Great Trails	MCG
5.3	7.1	5.1	6.8	6.1	5	5	WHIO-AM Talk	1290 5kw	4	—	12	10	8	4	7:15	Cox	D&R
2.8	3.8	4.1	4.0	5.0	6	6	WING-FM Classic Rock	102.9 50kw	6	6	8	5	4	5	6:45	Capstar	MCG
1.5	1.7	1.7	1.5	4.9	7	7	WBTT-FM ¹ CHR/Rhythmic	94.5 6kw	8	1	5	7	10	16	7:45	Amer. Radio Sys.	EAST
6.4	6.4	7.3	5.0	4.9	7	7	WLQT-FM AC	99.9 50kw	7	9	11	9	3	3	7:30	Palm Beach Radio	KATZ
7.3	6.4	7.9	6.1	4.8	9	9	WROU-FM Urban	92.1 .89kw	10	4	6	6	7	7	9:00	Hawes-Southern	ARP
4.5	3.6	3.8	4.5	4.1	10	10	WLW-AM Full Service	700 50kw	11	—	10	11	9	6	7:45	Jacor	EAST
3.8	2.1	2.7	4.9	4.1	10	10	WONE-AM Nostalgia	980 5kw	12	—	30	29	16	8	12:15	Amer. Radio Sys.	EAST

DAYTON

¹ Was WDOL-FM (Oldies) until August.

#55 BIRMINGHAM



12+ POPULATION: 792,600 (Black: 26.1%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	RANK						TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
									12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK			
13.4	13.6	12.6	13.8	11.9	1	1	WZZK-FM Country	104.7 99kw	1	3	3	2	1	1	9:00	Cox	KATZ
8.1	6.2	6.8	7.1	7.6	2	2	WZRR-FM Classic Rock	99.5 100kw	5	11	1	1	2	7	10:00	Dick	CHR
0.0	0.0	0.0	5.5	7.4	3	3	WBHJ-FM ¹ CHR/Rhythmic	95.7 100kw	7	1	2	6	10	14	9:45	H&P Radio	MCG
8.1	5.5	9.1	6.1	6.9	4	4	WMJJ-FM AC	96.5 100kw	3	6	7	4	3	2	8:45	Ameron	EAST
0.3	0.9	1.2	2.6	6.6	5	5	WBHK-FM ² Urban AC	98.7 5kw	9	7	5	3	4	5	10:15	H&P Radio	MCG
9.6	9.7	10.8	9.1	6.6	5	5	WENN-FM Urban	107.7 100kw	2	2	4	5	5	8	7:45	AG Gaston	D&R
7.1	8.4	5.8	6.9	6.5	7	7	WERC-AM News/Talk	960 5kw	8	—	12	10	7	4	9:00	Ameron	EAST
4.8	5.7	6.9	5.4	4.8	8	8	WODL-FM Oldies	106.9 99kw	4	9	13	7	6	3	6:15	Cox	KATZ
5.2	5.3	4.3	4.9	4.6	9	9	WYSF-FM ³ AC	94.5 98kw	6	8	8	8	8	6	6:15	Dick	CHR
2.7	4.7	4.7	2.7	3.5	10	10	WAGG-AM Religious	1320 5kw	13	—	15	14	13	10	9:00	AG Gaston	D&R

¹ Was WFFX-FM until July. ² Was WLBI-FM (Jazz) until July. ³ Was WMXQ-FM (CHR/Pop) until September.

#56 RICHMOND



12+ POPULATION: 782,500 (Black: 29.3%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	RANK						TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
									12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK			
13.3	12.9	13.9	11.1	11.2	1	1	WKHK-FM Country	95.3 13kw	1	4	2	2	1	1	10:30	SFX	BAN
9.9	11.0	10.4	9.7	10.6	2	2	WCDX-FM Urban	92.1 4.5kw	5	1	1	1	3	6	11:30	Sinclair Com.	ARP
8.6	9.1	8.5	8.6	8.7	3	3	WRVA-AM Full Service	1140 50kw	2	—	11	10	9	3	9:00	Clear Channel	MCG
9.6	10.8	9.7	8.8	8.4	4	4	WTVR-FM AC	1380 5kw	4	12	8	3	2	2	9:00	Clear Channel	KATZ
5.2	6.5	6.7	4.6	6.3	5	5	WPLZ-FM Urban	99.3 6kw	6	5	4	4	4	5	9:15	Old Dominion	ARP
0.0	0.0	0.0	6.2	5.8	6	6	WSMJ-FM NAC	101.1 2kw	10	11	10	5	5	4	9:15	Sinclair Com.	ARP
5.4	4.5	6.2	6.0	5.3	7	7	WRVQ-FM CHR/Pop	94.5 200kw	3	2	5	7	8	10	5:30	Clear Channel	CCRS
5.5	5.1	5.9	4.3	5.0	8	8	WMXB-FM Hot AC	103.7 20kw	7	7	7	6	6	7	7:30	SFX	MCG
4.0	3.5	4.2	4.2	4.5	9	9	WBZU-FM Alternative	106.5 7.6kw	9	3	3	9	12	15	6:45	SFX	BAN
5.8	5.2	5.1	4.9	4.3	10	10	WRXL-FM Rock	102.1 20kw	8	6	6	8	7	9	6:30	Clear Channel	KATZ

12+ POPULATION: 732,700 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	12.9	13.0	11.7	11.0	1	WGNA-A/F Country	1460/107.7 5kw/12kw	3	3	3	1	1	2	11:15	SFX	MCG
8.2	7.9	6.9	9.0	10.0	2	WYJB-FM AC	95.5 12kw	4	8	6	4	2	1	9:45	Albany Br.	ARP
9.5	10.0	8.3	9.3	9.6	3	WGY-AM News/Talk	810 50kw	2	10	10	7	6	3	9:15	Dame Media	KATZ
9.1	8.2	9.5	8.1	9.2	4	WFLY-FM CHR/Pop	92.3 17kw	1	1	2	3	5	6	7:45	Albany Br.	ARP
6.4	6.7	7.5	7.4	7.7	5	WPYX-FM Rock	106.5 15.5kw	5	4	1	2	3	7	8:45	SFX	MCG
5.5	6.1	6.2	6.0	7.2	6	WABY-A/F Nostalgia	1440/94.5 1kw/3kw	9	9	15	14	11	5	12:00	Bendat Com.	CHR
4.6	5.1	4.7	5.6	5.4	7	WRVE-FM Rock AC	99.5 14.5kw	7	11	5	5	4	4	7:30	Dame Media	KATZ
6.5	5.6	5.4	5.7	5.3	8	WQBJ/WQBK-FM Alternative	103.5/103.9 50kw/6kw	6	2	4	6	7	9	6:15	Maximum Media	D&R
1.8	1.1	1.5	1.7	2.3	9	WHRL-FM NAC	103.1 3kw	17	—	13	9	8	8	10:15	Dame Media	—
4.0	4.6	2.8	3.1	2.3	9	WKBE/WKLI Hot AC	100.3/100.9 1.45kw/6kw	8	6	7	8	9	11	4:15	Bendat Com.	BAN

12+ POPULATION: 732,500 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.4	11.0	12.2	11.5	13.1	1	KIKI-FM CHR/Rhy	93.9 100kw	2	1	1	1	4	7	10:00	Patterson	CHR
11.9	12.3	10.4	12.1	10.3	2	KSSK-FM Hot AC	92.3 100kw	1	5	4	2	1	1	8:00	Patterson	EAST
7.9	7.5	8.2	8.5	8.3	3	KSSK-AM AC	590 7.5kw	6	11	10	6	3	2	11:30	Patterson	EAST
5.2	6.7	8.1	8.0	8.3	3	KULA/KRTR-FM AC	1460/96.3 5kw/75kw	4	8	5	3	2	3	8:45	Ohana	MCG
9.3	7.5	7.1	7.8	7.0	5	KCCN-FM Hawaiian	100.3 100kw	5	3	3	4	5	6	8:15	Diamondhead	BAN
6.8	7.0	8.4	7.2	6.9	6	KMQQ-A/F CHR/Rhythmic	690/93.1 10kw/54kw	3	2	2	5	7	9	5:45	Caribou Br.	KATZ
4.6	6.3	6.3	5.4	6.1	7	KINE-FM Hawai/Reggae	105.1 100kw	7	6	8	7	6	4	9:30	Diamondhead	BAN
5.3	6.1	7.5	6.6	5.7	8	KUMU-FM B/EZ	94.7 100kw	9	12	11	11	10	5	10:00	John Hutton	BAN
3.1	3.7	3.7	2.9	4.1	9	KVH-AM News/Talk	830 10kw	11	—	17	14	11	8	10:15	Patterson	CHR
5.3	4.9	4.4	4.7	4.0	10	KKLV-FM Oldies	98.5 51kw	8	10	7	8	8	10	7:00	Henry	—

12+ POPULATION: 709,200 (Black: 16.8%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.4	14.5	12.3	10.6	11.7	1	WSSL-FM Country	100.5 100kw	1	5	4	3	1	1	9:45	SFX	MCG
10.7	9.5	10.7	10.2	10.3	2	WJMC-FM Urban	107.3 100kw	5	1	1	1	2	4	12:15	Capstar	KATZ
11.1	9.9	9.2	8.8	10.1	3	WESC-FM Country	92.5 100kw	2	4	6	5	4	2	10:00	Capstar	BAN
8.5	9.2	8.9	10.1	7.2	4	WROQ-FM Rock	101.1 100kw	3	8	3	2	3	6	7:45	SFX	BAN
6.6	7.0	7.2	5.2	6.9	5	WSPA-FM AC	98.9 100kw	7	11	8	7	6	3	8:45	Spartan	ARP
8.3	8.1	7.5	6.6	6.2	6	WMYI-FM Hot AC	102.5 20kw	4	6	7	6	5	5	6:45	SFX	EAST
3.0	2.5	1.7	1.6	6.1	7	WTPT-FM ¹ Rock	93.3 93kw	8	3	2	4	7	9	9:30	Capstar	BAN
4.7	5.2	6.8	7.6	5.3	8	WFBC-FM CHR/Pop	93.7 100kw	6	1	5	8	8	10	6:30	Sinclair Com.	KATZ
3.9	3.6	3.7	4.0	3.6	9	WFBC/WORD News/Talk	1330/910 5kw/3.6kw	10	—	10	10	10	8	8:45	Sinclair Com.	ARP
3.4	2.9	1.8	3.2	3.1	10	WOLI/WOLT Oldies	103.9/103.3 6kw/2.7kw	12	10	9	9	9	7	8:45	Palm Br.	ARP

¹ Was WFNQ-FM (Country) until late September.

12+ POPULATION: 652,900 (Black: N/A; Hispanic: 25.3%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
16.2	13.6	11.5	11.3	14.4	1	KIIM-FM Country	99.5 93kw	1	5	1	1	1	1	11:30	Rex	KATZ
11.4	7.4	9.7	8.7	9.4	2	KMXZ-FM AC	94.9 100kw	3	4	4	3	2	3	9:00	Journal Br.	EAST
8.5	6.8	7.4	9.5	8.5	3	KRQQ-FM CHR/Pop	93.7 91kw	2	1	3	4	5	8	7:00	SFX	BAN
4.7	6.2	5.8	6.2	7.8	4	KNST-AM News/Talk	790 5kw	6	14	10	8	4	2	10:45	SFX	BAN
6.7	6.3	6.5	6.6	7.5	5	KLPX-FM Rock	96.1 100kw	4	6	1	2	3	7	8:15	Lotus	CHR
4.0	6.8	5.0	5.5	5.1	6	KOHT-FM CHR/Rhythmic	98.3 3kw	8	2	5	7	9	9	8:30	Big Broadcast	LOTUS
5.4	4.8	5.5	4.5	4.7	7	KWFM-FM Oldies	92.9 90kw	5	10	11	10	8	4	6:00	SFX	D&R
0.8	8.4	6.1	6.3	4.6	8	KHYT-FM Classic Hits	107.5 92kw	9	13	8	6	6	5	8:00	Rex	KATZ
5.1	4.9	4.7	3.7	4.5	9	KKHG-FM Classic Rock	104.1 3kw	7	—	7	5	7	6	7:00	Journal Br.	EAST
2.2	2.5	3.6	3.6	3.5	10	KFMA-FM Alternative	92.1 50kw	10	3	6	9	10	19	6:30	Lotus	CHR

12+ POPULATION: 644,000 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.0	8.7	9.8	9.8	10.5	1	KRMG-AM Full Service	740 50(25)kw	2	—	10	6	4	1	9:45	Cox	KATZ
14.2	12.0	9.4	11.2	9.0	2	KWEN-FM Country	95.5 96kw	1	4	2	2	2	3	7:45	Cox	KATZ
4.8	4.1	3.8	6.0	8.5	3	KHTT-FM CHR/Pop	106.9 100kw	3	1	1	3	5	9	8:00	Renda	EAST
6.9	5.7	6.2	6.3	8.4	4	KMOD-FM Rock	97.5 96kw	5	8	3	1	1	2	10:00	Clear Channel	CHR
6.4	7.8	6.9	7.8	5.9	5	KMYZ-FM Alternative	104.5 70kw	6	2	4	5	7	17	7:30	Shamrock Com.	BAN
6.7	6.6	6.2	5.1	5.7	6	KJSR-FM Classic Rock	103.3 100kw	4	6	5	4	3	6	6:15	Cox	KATZ
4.5	5.7	4.5	4.5	5.0	7	KVOO-FM Country	98.5 100kw	11	12	7	9	10	8	8:30	Wichita Great Empire	D&R
6.7	6.4	6.6	5.3	4.6	8	KBEZ-FM AC	92.9 100kw	7	7	11	12	8	5	6:30	Renda	EAST
3.9	3.2	4.7	3.7	4.0	9	KVOO-AM Country	1170 50kw	12	—	20	15	13	7	9:15	Wichita Great Empire	D&R
4.2	4.3	5.4	5.7	3.9	10	KQLL-FM Oldies	106.1 100kw	8	10	15	8	6	4	6:00	Clear Channel	BAN

12+ POPULATION: 638,800 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.9	12.1	12.2	12.7	11.7	1	WKRF-FM/WKRZ-FM CHR/Pop	107.9/98.5 5.7kw/8.7kw	1	2	1	1	1	3	8:30	Sinclair Com.	KATZ
8.6	8.4	7.7	10.1	9.3	2	WGGY-FM Country	101.3 7kw	2	3	3	4	3	2	9:00	Sinclair Com.	KATZ
8.0	9.6	9.7	8.9	9.3	2	WMGS-FM AC	92.9 5.3kw	3	6	5	2	2	1	10:15	Tele-Media	EAST
4.4	6.7	5.4	5.2	6.4	4	WEZX-FM Rock	106.9 .8kw	4	5	2	3	4	4	9:45	Shamrock Com.	CHR
5.4	4.1	2.8	3.6	4.5	5	WZMT-FM Classic Rock	97.9 26kw	6	4	4	5	5	9	7:30	4M Broadcasting	K&P
4.2	3.6	3.5	4.2	4.4	6	WILK-AM News/Talk	980 5(1)kw	8	—	—	14	8	6	9:15	Sinclair Com.	KATZ
3.5	3.2	4.8	4.8	3.6	7	WBHT-FM CHR/Pop	97.1 .5kw	5	1	6	6	7	18	5:30	Susquehanna	EAST
5.1	3.9	3.6	4.5	3.5	8	WARM-AM News/Talk	590 5kw	7	—	21	17	11	7	6:15	Tele-Media	EAST
3.8	5.3	3.0	3.5	3.4	9	WNAK-AM Nostalgia	730 1kw	13	—	—	—	—	26	9:30	Seven Thirty	K&P
2.4	4.0	4.3	4.2	3.2	10	WBAX/WEJL Nostalgia	1240/630 1kw/.5kw	9	—	—	25	21	19	11:00	Shamrock Com.	CHR

#63 McALLEN-BROWNSVILLE



M C A L L E N

12+ POPULATION: 633,900 (Black: N/A; Hispanic: 86.4%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.8	15.9	15.6	13.7	15.6	1	KGBT-A/F ¹ Spanish	1530/98.5 50(10)kw/100kw	3	8	2	1	1	1	10:45	Heftel	KT-H
12.8	12.3	12.2	12.4	12.3	2	KBFM-FM CHR/Pop	104.1 100kw	1	1	1	3	6	6	8:15	Calendar	D&R
11.0	12.4	9.7	11.3	8.5	3	KIWW-FM Spanish	96.1 100kw	2	2	4	2	2	2	6:15	Heftel	KT-H
7.6	8.7	7.7	7.3	7.4	4	KTEX-FM Country	100.3 100kw	6	7	7	7	5	4	10:00	Calendar	CHR
7.1	7.0	9.3	7.2	7.1	5	KKPS-FM Spanish	99.5 100kw	4	3	6	4	3	3	6:45	Sunburst II, Inc.	—
5.3	5.4	7.6	6.8	5.7	6	KVLY-FM AC	107.9 100kw	5	10	5	5	4	6	7:15	Sunburst II, Inc.	ARP
5.8	4.4	7.6	7.8	5.3	7	KFRQ-FM Rock	94.5 100kw	7	5	3	6	7	10	7:30	Sunburst II, Inc.	ARP
3.3	3.5	2.5	3.3	4.0	8	XAAA-FM B/EZ	93.1 50kw	8	6	8	8	8	11	8:00	Estrellas Eo Oro	—
4.8	5.4	4.7	3.4	3.8	9	KTJN/KTJX Spanish	106.3/105.5 1.4kw/3kw	9	4	9	9	11	12	6:00	La Nueva KBOR	CAB
2.1	2.2	1.7	1.7	2.4	10	KIRT-AM Spanish	1580 1(.3)kw	12	15	15	11	12	9	10:00	Gomez Group	LOTUS
1.9	2.3	1.4	2.2	2.4	10	KURV-AM News/Talk	710 1(.94)kw	13	—	22	12	10	7	10:15	Voice/ValleyAgriculture	—

¹ KGBT-FM was KQXX-FM until January.

#64 FRESNO



F R E S N O

12+ POPULATION: 604,400 (Black: N/A; Hispanic: 38.0%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.6	11.1	9.5	9.6	13.3	1	KMJ-AM News/Talk	580 5kw	2	—	7	2	1	1	13:15	Amer. Radio Sys.	KATZ
9.7	8.6	9.8	10.4	8.9	2	KBOS-FM CHR/Rhythmic	94.9 16.5kw	1	1	1	1	3	11	8:30	Patterson	EAST
5.3	5.9	7.5	6.3	5.7	3	KJWL-FM Nostalgia	99.3 5kw	12	—	21	17	15	3	13:15	JSA Br.	—
3.7	7.0	7.4	4.9	5.3	4	KLBN-FM Spanish	105.1 .57kw	7	2	2	3	4	7	10:15	Lotus	LOTUS
4.5	4.3	4.4	5.2	4.9	5	KFSO-FM Oldies	92.9 18.5kw	3	6	13	4	2	2	7:30	Americom	MCG
2.1	0.9	1.2	1.9	4.5	6	KVSR-FM ¹ Hot AC	101.1 10kw	5	3	3	5	9	13	8:00	Amer. Radio Sys.	KATZ
5.2	4.1	3.5	5.3	4.0	7	KSKS-FM Country	93.7 68kw	6	12	8	6	5	4	7:30	Amer. Radio Sys.	KATZ
4.8	3.3	3.6	3.5	3.8	8	KOQO-A/F Spanish	790/101.9 5(2.5)kw/2.25kw	14	8	9	7	11	10	8:45	Amer. Radio Sys.	KT-H
3.8	3.6	3.7	4.3	3.6	9	KJOI-FM AC	98.9 19kw	11	7	10	9	7	9	7:45	Radio Dinuba Co.	ARP
4.0	5.0	4.9	4.9	3.5	10	KRZR-FM Rock	103.7 50kw	8	5	5	8	8	14	7:00	Patterson	EAST

¹ Was KRBT-FM (Country) until September.

12+ POPULATION: 599,900 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	12.0	12.7	13.3	11.6	1	WAEB-FM CHR/Pop	104.1 50kw	1	1	2	1	3	3	8:00	Capstar	KATZ
9.6	9.0	9.7	6.7	10.6	2	WLEV-FM AC	96.1 50kw	2	5	3	3	1	1	10:00	Tele-Media	MCG
10.1	11.3	9.7	8.7	9.4	3	WZZO-FM Rock	95.1 30kw	3	2	1	2	4	5	9:45	Capstar	KATZ
8.7	10.6	8.7	7.0	8.8	4	WFMZ-FM AC	100.7 17kw	5	7	4	5	5	4	10:30	Richard C. Dean	ARP
7.8	8.2	9.2	11.5	7.9	5	WODE-FM Oldies	99.9 50kw	4	9	5	4	2	2	8:30	Patterson	EAST
5.1	5.4	4.7	5.2	5.0	6	WAEB-AM News/Talk	790 3.8kw	6	—	7	6	6	6	9:00	Capstar	KATZ
4.2	3.5	3.5	4.9	4.1	7	WKAP-AM Nostalgia	1470 5kw	9	—	23	32	20	10	13:00	Capstar	KATZ
2.0	2.1	1.3	1.3	2.5	8	WEST-AM Nostalgia	1400 1kw	13	—	—	41	38	30	11:30	Tele-Media	MCG
2.7	1.8	3.9	3.6	1.9	9	WRNJ-FM Country	107.1 3kw	10	11	8	9	10	12	6:30	Radio New Jersey	—
3.4	2.1	2.1	1.9	1.9	9	WXTU-FM Country	92.5 15.5kw	8	—	11	10	9	8	6:00	Beasley	D&R

12+ POPULATION: 596,600 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.8	7.4	6.9	7.5	7.9	1	WOOD-AM News/Talk	1300 40kw	4	—	10	7	5	2	8:30	Clear Channel	CCRS
8.3	7.8	7.0	7.3	7.5	2	WLAV-FM Classic Rock	96.9 50kw	5	9	3	1	1	3	9:00	Bloomington	—
7.3	7.5	7.7	7.5	7.5	2	WOOD-FM AC	105.7 265kw	1	6	5	3	2	1	7:30	Clear Channel	CCRS
5.5	6.8	6.5	7.7	6.9	4	WGRD-FM Alternative	97.9 50kw	3	2	1	2	6	8	7:15	Patterson	EAST
10.1	8.8	10.2	10.2	6.5	5	WBCT-FM Country	93.7 320kw	6	3	4	5	4	6	8:15	Clear Channel	CCRS
6.4	6.4	6.6	5.3	5.6	6	WLHT-FM AC	95.7 40kw	7	13	7	4	3	4	8:00	Patterson	EAST
5.9	5.4	6.1	6.0	5.4	7	WSNX-FM CHR/Pop	104.5 32kw	2	1	6	8	12	12	5:30	Goodrich	D&R
5.7	3.8	5.0	5.2	5.0	8	WKLQ-FM Rock	94.5 50kw	9	4	2	6	8	15	7:45	Bloomington	BAN
3.4	4.6	3.5	4.5	4.8	9	WCUZ-FM Country	101.3 50kw	10	7	9	10	9	7	7:45	Clear Channel	CCRS
4.7	4.5	4.5	4.9	4.2	10	WODJ-FM Oldies	107.3 50kw	8	5	15	9	7	5	6:30	Goodrich	D&R

#67 AKRON



AKRON

12+ POPULATION: 571,800 (Black: 9.9%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.7	5.2	6.9	5.4	8.0	1	WMJI-FM <i>Oldies</i>	105.7 16kw	1	7	8	3	1	1	9:30	Nationwide	KATZ
7.2	6.7	6.5	7.5	6.9	2	WQMX-FM <i>Country</i>	94.9 16kw	2	1	2	1	4	5	8:30	Rubber City Radio	CHR
5.3	5.7	4.9	6.1	6.3	3	WNIR-FM <i>Talk</i>	100.1 3kw	10	—	15	10	8	3	11:45	Media-Com, Inc.	BAN
6.1	6.7	5.3	5.0	6.1	4	WDOK-FM <i>AC</i>	102.1 12kw	5	12	12	8	5	2	8:45	Independent/Cleve.	MMR
5.4	6.2	7.1	6.8	6.1	4	WONE-FM <i>Rock</i>	97.5 12kw	3	8	1	1	2	6	8:00	Rubber City Radio	CHR
4.7	4.3	4.9	4.6	5.3	6	WGAR-FM <i>Country</i>	99.5 50kw	7	13	7	6	6	4	8:45	Nationwide	MCG
5.4	5.7	5.8	6.0	5.0	7	WKDD-FM <i>Hot AC</i>	96.5 50kw	4	14	3	4	3	7	7:00	Barnstable	EAST
4.6	4.9	3.2	4.9	4.3	8	WAKR-AM <i>News/Talk</i>	1590 5kw	9	—	21	19	14	8	7:15	Rubber City Radio	CHR
4.4	3.8	3.9	3.7	3.8	9	WMMS-FM <i>Alternative</i>	100.7 34kw	6	1	4	7	9	21	5:45	Nationwide	KATZ
5.1	4.3	4.5	3.7	3.7	10	WNCX-FM <i>Classic Rock</i>	98.5 16kw	8	15	5	5	7	9	6:00	Clear Channel	CCRS

#68 KNOXVILLE



KNOXVILLE

12+ POPULATION: 556,700 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
24.7	24.2	24.5	21.5	19.8	1	WIVK-FM <i>Country</i>	107.7 91kw	1	2	2	1	1	1	10:00	Dick	KATZ
10.0	10.0	9.0	8.9	11.1	2	WIMZ-FM <i>Classic Rock</i>	103.5 100kw	2	3	1	2	2	4	10:00	South Central	D&R
9.7	10.4	8.3	10.0	11.0	3	WJXB-FM <i>AC</i>	97.5 100kw	3	6	3	3	3	3	10:15	South Central	EAST
5.1	4.8	8.6	9.2	10.0	4	WMYU-FM <i>Oldies</i>	102.1 15kw	4	7	6	4	4	2	9:45	Journal Br.	EAST
6.0	7.2	7.7	8.0	7.5	5	WWST-FM <i>CHR/Pop</i>	93.1 2.4kw	5	1	4	5	5	8	7:30	Journal Br.	EAST
5.0	4.5	5.3	4.6	5.5	6	WIVK-AM <i>Country</i>	990 10kw	6	10	8	7	6	5	8:15	Dick	KATZ
7.6	5.1	5.4	6.2	4.7	7	WOKI-FM <i>Country</i>	100.3 100kw	7	5	5	6	7	7	7:15	Radioak Inc.	ARP
4.4	4.5	3.8	4.7	3.6	8	WQBB-FM <i>Nostalgia</i>	104.5 2kw	8	—	11	12	13	9	8:00	Heritage Media	ROS
3.1	2.4	2.3	2.5	3.1	9	WJBZ-FM <i>Religious</i>	96.3 2.9kw	9	11	9	9	8	6	8:15	M&H Br.	—
2.0	3.5	2.1	1.6	2.4	10	WNFZ-FM <i>Alternative</i>	94.3 2.5kw	10	4	7	8	9	20	6:45	Oak Ridge Br.	ARP

12+ POPULATION: 553,700 (Black: N/A; Hispanic: 75.5%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.3	14.4	15.2	14.3	14.8	1	KPRR-FM CHR/Rhythmic	102.1 100kw	1	1	1	2	2	5	9:15	Clear Channel	CCRS
13.7	14.9	13.8	15.8	14.5	2	KBNA-A/F Spanish	920/97.5 1(.5)kw/100kw	2	4	3	1	1	1	10:15	Heftel	KT-H
11.2	11.8	11.1	11.6	9.5	3	KLAQ-FM Rock	95.5 100kw	3	3	2	3	4	8	9:00	Ferrari	BAN
7.2	8.5	7.2	7.5	8.6	4	KTSM-FM AC	99.9 100kw	4	9	11	6	3	2	9:15	Tri-State Media	CHR
7.7	5.5	5.4	4.5	6.7	5	KHEY-FM Country	96.3 100kw	7	7	4	7	7	4	9:00	Clear Channel	CCRS
4.5	6.2	6.9	5.9	6.3	6	KSII-FM Hot AC	93.1 100kw	5	2	5	4	6	6	7:15	Ferrari	BAN
5.4	5.4	6.0	6.1	6.1	7	KOFX-FM Oldies	92.3 100kw	6	5	7	5	5	3	8:00	ELP	KATZ
3.0	2.6	2.5	3.4	4.6	8	KTSM-AM News/Talk	1380 5(.5)kw	10	9	8	11	10	7	12:00	Tri-State Media	CHR
5.6	5.2	5.0	3.9	4.0	9	KINT-FM Spanish	93.9 96kw	8	8	6	8	8	9	4:00	Entravision	CAB
2.4	1.6	1.5	2.2	3.0	10	XHH-FM Spanish	100.7 100kw	9	10	9	9	9	10	7:15	MexAmerica	CAB

12+ POPULATION: 547,400 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.0	10.4	10.9	9.2	10.2	1	WNTQ-FM CHR/Pop	93.1 97kw	1	1	2	1	2	4	7:00	Pilot Com.	BAN
11.3	12.3	8.4	8.9	9.5	2	WSYR-AM News	570 5kw	2	13	12	7	6	1	8:00	Cox	KATZ
7.4	10.3	7.8	9.6	9.1	3	WBBS-FM Country	104.7 50kw	6	5	3	2	1	3	10:15	Cox	KATZ
5.0	6.2	6.8	7.8	7.3	4	WSEN-FM Oldies	92.1 25kw	5	12	8	5	4	1	8:00	Buckley	MCG
9.5	7.1	9.7	6.8	7.1	5	WYYY-FM Hot AC	94.5 100kw	3	9	4	4	3	5	7:00	Cox	KATZ
6.3	4.6	6.6	6.5	6.6	6	WAQX-FM Classic Rock	95.7 25kw	4	4	1	3	7	8	7:00	Pilot Com.	BAN
4.2	4.1	5.5	5.1	4.3	7	WTKV/WTKW Classic Rock	105.5/99.5 1.8kw/5.7kw	11	14	6	6	5	7	8:00	Radio Corp.	ARP
0.0	0.0	1.1	1.3	4.2	8	WLTI-FM ¹ AC	105.9 1.25kw	8	—	11	9	8	6	7:30	Pilot Com.	BAN
4.1	4.7	3.8	4.4	3.4	9	WFBL-AM Nostalgia	1050 2.5kw	13	—	21	25	22	13	8:45	Buckley	MCG
4.2	3.7	4.9	4.8	3.4	9	WKRL-FM Alternative	100.9 6kw	9	3	5	8	11	18	6:30	Radio Corp.	ARP
2.4	3.1	2.8	2.5	3.4	9	WWHT-FM CHR/Pop	107.9 50kw	7	2	9	12	13	16	5:30	Cox	EAST

¹ Was WXCD-FM (NAC) until August.

#71

ALBUQUERQUE



12+ POPULATION: 546,300 (Black: N/A; Hispanic: 37.9%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	9.0	10.8	9.9	10.1	1	KRST-FM Country	92.3 22kw	1	4	1	1	1	1	9:45	Citadel	KATZ
8.3	7.8	8.3	7.8	9.2	2	KKOB-AM Full Service	770 50kw	2	14	14	7	3	2	9:30	Citadel	MCG
6.0	6.4	6.4	7.8	7.7	3	KKSS-FM CHR/Rhythmic	97.3 100kw	3	1	2	2	10	16	8:45	Sungroup	D&R
4.4	4.6	2.9	3.8	5.1	4	KIOT-FM Classic Rock	102.5 17kw	6	7	5	3	2	4	7:45	Simmons Family	ARP
4.5	3.4	5.0	5.5	4.8	5	KIVA-AM Nostalgia	1310 5(.5)kw	14	13	—	23	17	10	12:15	Simmons Family	CHR
6.7	4.4	6.2	6.1	4.7	6	KKOB-FM Hot AC	93.3 21.5kw	4	8	6	4	4	8	6:00	Citadel	MCG
3.7	4.4	4.5	3.7	4.7	6	KZKL-A/F Oldies	1580/101.7 5kw/5.8kw	8	5	13	6	5	3	7:15	Simmons Family	CHR
5.0	4.7	4.3	4.3	4.4	8	KHFM-FM Classical	96.3 20kw	12	—	18	14	7	6	9:00	Citadel	ARP
3.2	4.0	4.5	3.3	4.3	9	KZSS/KZRR Rock	610/94.1 5kw/22.5kw	10	3	3	5	6	12	7:00	Trumper Com.	EAST
5.0	4.8	4.9	4.7	3.9	10	KMGA-FM AC	99.5 22.5kw	9	9	15	10	8	5	6:30	Citadel	CHR
3.9	4.4	3.4	3.6	3.9	10	KTBL-FM ¹ Country Oldies	103.3 20.5kw	7	18	9	12	9	7	6:00	Ramar Com.	CHR
3.8	5.7	3.6	3.6	3.9	10	KTEG-FM Alternative	107.9 22.5kw	5	2	4	8	16	20	5:45	Trumper Com.	BAN

¹ Was KASY-FM (Country) until October.

#72

OMAHA-COUNCIL BLUFFS



12+ POPULATION: 526,600 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.6	8.7	9.0	10.0	9.3	1	KXKT-FM Country	103.7 100kw	1	2	2	2	2	4	8:15	Triathlon	KATZ
7.1	8.2	7.2	8.9	8.2	2	KEZO-FM Rock	92.3 100kw	7	6	1	1	1	9	9:30	Journal Br.	ARP
5.8	7.9	8.7	7.3	8.0	3	KQKQ-FM CHR/Pop	98.5 100kw	2	1	4	4	7	11	7:15	Mitchell	KATZ
11.1	9.8	8.0	6.5	7.8	4	KFAB-AM News/Talk	1110 50kw	3	—	11	10	10	5	7:15	Triathlon	CHR
10.1	7.7	5.8	5.5	7.0	5	WOW-FM Country	94.1 100kw	8	8	6	7	5	3	8:45	Wichita Great Empire	ARP
5.7	7.8	6.5	6.0	6.6	6	KEFM-FM AC	96.1 100kw	6	5	7	3	4	2	7:30	Webster	MCG
3.7	4.7	4.7	4.4	6.6	6	KKAR-AM News/Talk	1290 5kw	4	—	12	9	8	6	6:45	Mitchell Br. Com.	KATZ
8.0	8.3	8.0	7.9	6.5	8	KGOR-FM Oldies	99.9 115kw	5	4	13	5	3	1	7:00	Triathlon	CHR
4.4	5.2	6.5	4.7	4.8	9	KKCD-FM Classic Rock	105.9 50kw	10	10	8	6	6	7	8:00	Journal Br.	EAST
1.3	2.3	2.4	2.7	4.4	10	KTNP-FM ¹ Hot AC	93.3 3.6kw	11	7	3	8	9	17	7:15	Triathlon	KATZ

¹ Was KRRK-FM (Alternative) until late June.

12+ POPULATION: 520,600 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.5	13.0	12.3	10.5	11.2	1	WNNK-FM CHR/Pop	104.1 22.5kw	1	1	1	1	1	2	8:30	Calendar	EAST
8.9	10.0	8.4	8.4	10.8	2	WHP-AM Talk	580 5kw	2	—	7	7	5	3	10:00	Dame Media	KATZ
9.7	7.0	9.6	7.8	10.4	3	WRKZ-FM Country	106.7 14kw	3	3	5	4	3	1	11:15	Tele-Media	ARP
7.8	8.9	7.1	7.2	6.8	4	WRVV-FM Rock AC	97.3 17kw	4	—	4	2	2	4	8:15	Dame Media	KATZ
8.5	7.8	5.9	7.1	6.3	5	WTPA-FM Rock	93.5 1.25kw	5	5	2	3	4	7	8:00	Quaker State	BAN
5.5	4.3	4.3	6.0	4.5	6	WWKL-FM Oldies	99.3 6kw	7	6	14	8	6	5	6:45	Dame Media	CHR
2.7	3.7	3.6	4.9	4.3	7	WQXA-FM Alternative	105.7 25kw	6	2	3	5	8	19	6:00	Tele-Media	D&R
3.4	3.6	3.5	2.8	4.2	8	WYMJ-FM AC	94.9 25kw	8	12	6	6	7	6	7:15	Dame Media	D&R
2.0	3.7	2.1	3.9	3.3	9	WNCE-FM B/EZ	92.1 3.3kw	11	—	26	19	14	8	9:45	Quaker State	BAN
3.3	2.6	3.8	3.8	2.7	10	WHYL-AM Nostalgia	960 5kw	15	—	23	21	20	15	9:00	Zeve	—

12+ POPULATION: 512,100 (Black: 14.7%; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.8	7.9	10.7	1	WSTW-FM CHR/Pop	93.7 50kw	1	3	1	1	1	2	9:30	Steinman Stations	EAST
10.6	11.0	9.8	2	WJBR-FM AC	99.5 50kw	2	5	5	2	2	1	9:15	Capstar	KATZ
6.7	6.5	6.3	3	WUSL-FM Urban	98.9 18kw	5	1	3	4	5	18	9:45	Amer. Radio Sys.	BAN
4.4	4.8	5.2	4	WYSP-FM Classic Rock	94.1 16kw	3	16	2	3	3	14	7:00	CBS Radio	IRS
4.6	3.8	4.7	5	WDAS-FM Urban/AC	105.3 16.5kw	11	12	4	5	4	4	10:30	Evergreen Media	MCG
4.2	4.2	4.5	6	WDSD-FM Country	94.7 50kw	6	6	6	6	7	6	8:30	Benchmark	ARP
2.6	4.6	3.7	7	WOGL-FM Oldies	98.1 12.5kw	9	—	26	12	6	3	7:45	CBS Radio	CBS
1.9	3.2	3.5	8	WXCY-FM Country	103.7 50kw	18	10	12	9	9	5	12:15	Delmarva	D&R
4.1	2.8	3.1	9	WILM-AM News/Talk	1450 1kw	10	—	—	22	20	8	7:00	Delaware	SAV
2.1	3.7	3.1	9	WMGK-FM Classic Hits	102.9 8.5kw	15	9	9	7	8	9	8:45	Greater Media Inc.	ARP

#75 TOLEDO



TOLEDO

12+ POPULATION: 503,300 (Black: 11.1%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	11.6	14.2	13.1	13.9	1	WKKO-FM Country	99.9 50kw	2	7	2	1	1	1	11:15	Fritz	KATZ
12.9	10.2	11.5	11.1	9.1	2	WVKS-FM CHR/Pop	92.5 50kw	1	1	3	3	5	7	7:15	Jacor	MCG
9.4	8.8	7.9	7.5	8.6	3	WRVF-FM AC	101.5 19kw	3	8	5	4	2	2	9:00	Jacor	MCG
6.3	6.2	6.9	8.0	7.5	4	WIOT-FM Rock	104.7 50kw	4	5	1	2	4	6	8:00	Jacor	EAST
5.2	7.1	6.2	6.2	7.2	5	WSPD-AM News/Talk	1370 5kw	5	—	11	10	7	4	8:30	Jacor	MCG
5.6	5.1	5.3	4.8	6.3	6	WWWM-FM AC	105.5 4.3kw	6	12	6	5	3	5	7:30	Jacor	D&R
5.0	5.8	5.2	5.3	4.6	7	WBUZ-FM Rock	106.5 3kw	7	2	4	7	8	12	5:45	Toledo Radio	ARP
5.2	4.5	4.5	5.8	4.6	7	WRQN-FM Oldies	93.5 4.1kw	8	10	14	8	6	3	6:15	ABS	KATZ
1.4	1.9	4.2	4.1	3.6	9	WIMX-FM Urban AC	95.7 3.5kw	10	4	8	9	9	8	9:15	Fritz	KATZ
1.3	1.1	1.0	0.9	3.5	10	WJZE-FM ¹ Classic Rock	97.3 1.6kw	11	9	7	7	10	9	9:00	Toledo Radio	ARP

¹ Was NAC-formatted until September.

#76 FT. MYERS-NAPLES-MARCO ISLAND



FT. MYERS

12+ POPULATION: 500,700 (Black: N/A; Hispanic: 8.1%)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.1	13.1	11.5	1	WAVV-FM B/EZ	101.1 100kw	1	—	15	13	10	2	11:45	Alpine Br.	BAN
6.9	10.3	9.6	2	WXKB-FM CHR/Pop	103.9 100kw	2	1	1	1	2	7	10:15	Beasley	D&R
8.8	8.3	7.5	3	WINK-FM AC	96.9 100kw	3	8	7	3	1	1	10:15	Fort Myers Br.	MCG
5.1	5.6	7.1	4	WWGR-FM Country	101.9 100kw	4	2	3	5	4	4	10:15	Renda	—
11.5	7.9	5.4	5	WCKT-FM Country	107.1 28.5kw	5	3	6	6	7	5	8:00	Clear Channel	BAN
4.9	3.7	5.2	6	WRXX-FM Rock	96.1 100kw	7	9	2	2	3	10	9:00	Beasley	D&R
5.0	5.2	5.1	7	WINK-AM News/Talk	1240 1kw	9	—	21	10	11	8	11:15	Fort Myers Br.	MCG
4.2	4.0	4.7	8	WOLZ-FM Oldies	95.3 79kw	6	—	9	8	6	3	7:45	Clear Channel	KATZ
4.7	4.7	4.4	9	WARO-FM Classic Rock	94.5 100kw	8	—	5	4	5	6	7:45	Meridan	CHR
2.3	2.5	3.5	10	WJBX-FM Adult Alternative	99.3 50kw	10	4	4	7	8	16	8:00	Schefflera Inc.	EAST

12+ POPULATION: 496,800 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.1	9.6	10.5	9.9	9.8	1	WPKX-FM Country	97.9 2.2kw	4	12	6	2	1	1	11:15	SFX	D&R
7.2	9.5	9.6	7.1	8.6	2	WMAS-FM AC	94.7 50kw	2	4	2	3	4	4	8:45	Lappin	MCG
8.1	7.9	8.4	9.0	7.9	3	WAQY-FM Classic Rock	102.1 17kw	1	6	1	1	2	5	7:45	Saga	KATZ
8.4	6.7	7.7	8.1	7.2	4	WHYN-FM AC	93.1 8.9kw	3	11	5	4	3	2	8:00	Clear Channel	CCRS
7.4	6.9	6.4	6.7	7.0	5	WHYN-AM Full Service	560 5(1)kw	6	10	15	8	7	3	9:00	Clear Channel	BAN
4.5	4.8	5.0	5.3	4.7	6	WTIC-FM Hot AC	96.5 20kw	5	1	3	5	6	11	5:30	Amer. Radio Sys.	GW
4.2	4.8	4.7	4.8	4.5	7	WMAS-AM Nostalgia	1450 1kw	15	—	26	26	23	8	12:15	Lappin	MCG
2.8	2.8	3.4	3.4	3.7	8	WDRC-FM Oldies	102.9 19.5kw	8	—	10	6	5	6	7:30	Buckley	MCG
3.5	2.2	2.0	1.9	3.1	9	WNNZ-AM News	640 50(15)kw	10	—	16	17	16	9	7:15	Celia	KATZ
3.8	4.4	3.8	4.4	2.7	10	WAAF-FM Rock	107.3 18.5kw	11	3	4	7	8	20	6:45	Amer. Radio Sys.	D&R

12+ POPULATION: 484,900 (Black: N/A; Hispanic: 29.7%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.6	4.9	5.1	7.4	7.3	1	KDON-FM CHR/Rhythmic	102.5 18.5kw	1	1	1	1	4	15	8:45	Lartique	MCG
6.8	6.0	8.1	7.2	5.4	2	KGO-AM News/Talk	810 50kw	2	—	22	14	6	2	7:15	ABC Inc.	BAN
5.7	5.4	6.1	4.1	5.1	3	KTOM-A/F Country	1380/100.7 5kw/1.4kw	4	7	10	6	10	3	8:00	Magic	KATZ
4.5	3.6	4.3	3.3	4.9	4	KBOQ-FM Classical	95.5 1.7kw	6	9	18	13	7	4	9:30	J&M Br.	ARP
2.5	4.0	6.7	4.0	4.5	5	KOCN-FM Oldies	105.1 1.8kw	3	4	15	4	2	1	7:00	C.R. Pasquier Prop.	MCG
5.2	4.9	3.2	6.5	4.3	6	KWAV-FM AC	96.9 18kw	5	19	6	2	1	5	8:00	Buckley	D&R
2.3	1.9	2.6	1.9	4.3	6	KSOL/KZOL ¹ Spanish	98.9/99.1 6kw/1.1kw	18	5	2	3	3	13	13:30	Heftel	KATZ
2.5	2.5	2.4	3.9	3.8	8	KRAY-FM Spanish	103.5 2.5kw	9	2	4	5	9	10	9:15	KCTY-AM & KRAY-FM Inc.	LOTUS
3.4	2.8	3.0	2.9	3.3	9	KIDD-AM Rock	630 1kw	20	—	—	32	30	11	12:00	Buckley	D&R
2.8	3.2	3.2	3.1	3.1	10	KPIG-FM Adult Alternative	107.5 2.85kw	15	—	13	8	5	7	9:15	Elettra Br.	ARP
2.0	2.7	2.1	3.2	3.1	10	KSCO-AM Talk	1080 10(5)kw	16	—	21	20	12	9	9:30	Wherling Br. Sys.	K&P

¹ KSOL-FM was Urban AC until AC.

#79 SARASOTA-BRADENTON



SARASOTA

12+ POPULATION: 479,000 (Black: N/A; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.6	14.5	18.5	1	WUV-FM B/EZ	103.5 100kw	1	—	10	10	8	1	14:15	Jacor	EAST
6.8	5.8	7.0	2	WYNF-FM Rock	107.9 46kw	3	4	1	1	1	7	12:15	New Wave	EAST
4.7	5.8	6.4	3	WFLZ-FM CHR/Pop	93.3 100kw	2	1	2	2	7	9	8:15	Jacor	EAST
3.7	3.9	5.2	4	WWRM-FM AC	94.9 100kw	6	—	3	4	4	3	10:45	Cox	CHR
3.6	4.6	5.1	5	WSRZ-FM Oldies	106.3 3.6kw	7	—	6	5	3	2	10:30	New Wave	EAST
7.9	4.5	4.5	6	WHPT-FM Adult Alternative	102.5 100kw	4	6	4	3	2	4	8:00	Paxson	BAN
3.3	4.0	4.2	7	WCTQ-FM Country	92.1 6kw	8	5	5	7	5	6	10:30	Jacor	K&P
4.1	5.6	4.2	7	WRBQ-FM Country	104.7 100kw	9	3	9	6	6	5	11:15	Clear Channel	CCRS
5.7	5.0	3.8	9	WFLA-AM News/Talk	970 5kw	5	—	12	15	14	11	7:30	Jacor	EAST
2.1	1.4	3.3	10	WKII-AM Nostalgia	1070 3.1kw	18	—	—	25	25	15	16:45	Clear Channel	KATZ

#80 GREENVILLE-NEW BERN-JACKSONVILLE, NC



GREENVILLE

12+ POPULATION: 460,700 (Black: 25.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
19.8	21.1	19.2	21.5	18.0	1	WRNS-A/F Country	960/95.1 5(1)kw/100kw	1	2	2	1	1	1	11:15	Pinnacle	MCG
16.0	15.4	13.5	13.8	14.0	2	WKS-FM Urban	101.9 100kw	2	1	1	2	2	2	12:00	Beasley	D&R
9.9	7.5	6.9	7.1	6.2	3	WSFL-FM Rock	106.5 100kw	3	—	3	3	5	5	8:15	Beasley	D&R
4.3	5.5	5.1	5.7	5.3	4	WCBZ/WRHT-FM CHR/Pop	103.7/96.3 100kw/100kw	4	3	4	5	8	15	6:45	Eastern Carolina	—
4.3	3.0	4.4	3.6	4.7	5	WNCT-FM Oldies	107.9 100kw	5	—	19	6	4	3	7:45	Beasley	ARP
4.5	4.8	4.0	4.3	4.6	6	WERO-FM Classic Hits	93.3 100kw	6	—	5	4	3	7	8:00	Pinnacle	KATZ
1.8	2.7	1.0	3.0	3.7	7	WGMV-FM Hot AC	103.3 100kw	7	—	6	7	7	8	7:15	Beasley	CHR
2.9	4.2	4.5	3.3	3.6	8	WKJA/WKOO Oldies	101.1/98.7 31kw/100kw	9	—	14	8	6	4	8:45	Nautical Br.	D&R
2.2	2.7	2.2	2.5	2.6	9	WTRG-FM Oldies	100.7 100kw	10	—	23	9	9	6	6:30	HMW Com.	ARP
0.0	0.7	4.4	4.6	2.2	10	WXNR-FM Alternative	99.5 16.5kw	8	5	7	10	12	24	4:45	Beasley	D&R

12+ POPULATION: 457,000 (Black: 19.5%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.6	10.6	11.9	10.5	10.5	1	WYNK-FM Country	101.5 100kw	1	9	7	2	1	1	8:30	Gulfstar	ARP
10.2	11.8	11.9	10.5	10.3	2	KQXL-FM Urban	106.5 50kw	2	2	1	1	2	2	9:45	Citywide	BAN
7.5	7.6	8.3	8.7	8.2	3	WXOK-AM Urban AC	1460 5(1)kw	8	5	9	5	5	4	11:00	Citywide	BAN
5.7	6.7	6.7	8.0	6.8	4	KRVE-FM AC	96.1 43kw	5	10	6	4	4	3	8:15	McForhun, Inc.	KATZ
8.5	7.9	5.8	7.8	6.3	5	WGGZ-FM Oldies	98.1 100kw	6	7	2	3	3	6	8:00	Guaranty	KATZ
4.9	4.4	5.7	4.6	6.2	6	WJBO-AM News/Talk	1150 5kw	7	—	11	10	9	5	8:15	Gulfstar	CHR
5.7	4.4	4.8	5.5	5.6	7	WTGE-FM Country	100.7 100kw	11	8	3	6	6	8	11:30	Guaranty	KATZ
1.2	1.3	3.0	4.7	5.5	8	KHOM-FM CHR/Pop	104.1 100kw	4	1	8	9	10	12	6:00	Clear Channel	ARP
5.7	4.5	5.1	4.6	5.5	8	WLSS-FM ¹ CHR/Pop	102.5 100kw	3	3	5	7	6	9	5:45	Gulfstar	—
2.5	3.5	3.0	3.4	4.6	10	WCKW-FM Rock	92.3 100kw	9	6	4	8	8	11	6:45	222 Corp.	CHR

¹ Was WFMF-FM until October.

12+ POPULATION: 452,600 (Black: 18.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.2	14.7	12.8	10.6	11.7	1	KSSN-FM Country	95.7 92kw	1	2	4	4	3	1	9:30	Triathlon	KATZ
7.8	9.1	9.1	8.7	10.6	2	KMJX-FM Rock	105.1 79kw	3	6	1	1	1	4	10:15	Clear Channel	CCRS
9.8	8.5	9.3	9.6	9.9	3	KIPR-FM Urban	92.3 100kw	4	1	2	2	5	7	10:30	Cornerstone	BAN
10.1	9.0	10.4	8.4	7.9	4	KURB-FM Hot AC	98.5 99kw	2	4	3	3	2	2	7:30	GHB Radio Group	D&R
7.0	6.5	5.7	6.1	5.6	5	KARN-AM News/Talk	920 5kw	6	—	16	13	8	6	7:15	Snider	KATZ
5.7	4.0	5.4	5.1	5.6	5	KKPT-FM Oldies	94.1 100kw	5	11	7	5	4	3	7:15	Signal Media	CHR
4.6	4.6	3.4	4.5	5.0	7	KYFX-FM Urban AC	99.5 3kw	9	7	5	6	6	10	9:00	Nameloc	EAST
6.3	6.0	6.2	6.3	4.4	8	KDDK-FM Country	100.3 44.2kw	7	8	9	7	10	9	6:45	Clear Channel	MCG
4.6	5.0	4.0	4.2	3.8	9	KOLL-FM Oldies	94.9 96kw	8	10	17	11	7	5	6:30	Triathlon	KATZ
2.6	4.0	3.6	5.2	3.6	10	KVLO-FM AC	102.9 50kw	11	—	14	8	11	8	7:00	GHB Radio Group	D&R

12+ POPULATION: 430,700 (Black: N/A; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.1	8.0	7.4	1	WHJY-FM Rock	94.1 50kw	1	1	1	1	1	9	7:15	SFX	D&R
7.2	4.3	5.2	2	WPRO-FM CHR/Pop	92.3 39kw	2	9	2	3	6	12	5:45	Tele-Media	MCG
5.8	4.8	5.2	2	WSNE-FM AC	93.3 30kw	3	13	3	2	2	2	6:30	SFX	—
4.3	4.2	5.2	2	WWBB-FM Oldies	101.5 13.5kw	6	14	25	8	3	1	10:00	Clear Channel	BAN
7.8	6.4	5.0	5	WWLI-FM AC	105.1 50kw	4	—	6	5	4	3	7:30	Tele-Media	ARP
3.7	3.6	4.8	6	WLKW-AM Nostalgia	790 5kw	13	—	—	36	33	10	13:45	Tele-Media	ARP
1.8	2.4	4.3	7	WBSM-AM News/Talk	1420 5(1)kw	18	—	—	—	30	15	14:30	Spring Br.	—
5.0	6.0	3.6	8	WCTK-FM Country	98.1 47kw	7	7	11	12	10	5	7:30	Hall	D&R
0.8	1.6	3.3	9	WBOS-FM Adult Alternative	92.9 8.8kw	15	—	7	4	5	7	10:30	CBS Radio	ARP
1.4	1.8	2.9	10	WBCN-FM Alternative	104.1 19kw	8	10	4	6	7	18	6:00	CBS Radio	IRS
3.8	2.6	2.9	10	WBZ-AM News	1030 50kw	9	—	23	22	19	16	6:00	CBS Radio	G/W
3.9	4.9	2.9	10	WFHN-FM CHR/Pop	107.1 3kw	10	3	5	8	14	23	6:15	Spring Br.	MCG

12+ POPULATION: 430,500 (Black: 25.4%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.3	7.8	7.6	7.9	10.5	1	WYOK-FM Urban	104.9 33kw	3	1	1	1	6	14	10:45	Roberds Br.	TOR
10.5	9.4	10.9	11.1	9.1	2	WKSJ-A/F Country	1270/94.9 5(.1)kw/100kw	1	5	5	4	1	1	8:30	Capitol Br. Co. LLC	BAN
5.9	6.4	6.2	6.9	7.5	3	WABB-FM CHR/Pop	97.5 100kw	2	2	2	2	4	8	7:15	Dittman Group	CHR
12.5	8.3	6.8	7.9	6.9	4	WBLX-FM Urban	92.9 100kw	4	3	3	3	5	9	7:45	Calendar	KATZ
4.6	5.6	5.9	7.9	5.7	5	WDLT-FM Urban AC	98.3 40kw	5	6	11	8	8	2	9:30	United	TOR
6.3	6.5	6.1	4.6	5.1	6	WGOK-AM Religious	900 1(.5)kw	15	9	10	11	11	6	14:30	Roberds Br.	TOR
5.3	4.8	5.4	4.3	5.1	6	WNTM-AM News/Talk	710 1kw	12	—	25	15	15	7	12:45	Capitol Br. Co. LLC	BAN
5.2	5.4	4.4	4.0	4.5	8	WMXC-FM Hot AC	99.9 100kw	6	11	8	6	2	4	7:30	Capitol Br. Co. LLC	BAN
2.6	2.4	3.4	2.5	4.5	8	WRKH-FM Classic Rock	96.1 100kw	9	—	6	5	3	5	9:30	Capitol Br. Co. LLC	BAN
5.7	5.4	4.5	4.0	3.8	10	WWRO-FM Oldies	100.7 100kw	10	12	7	7	7	13	8:00	Capitol Br. Co. LLC	KATZ

12+ POPULATION: 429,400 (Black: N/A; Hispanic: 25.3%)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	11.8	11.4	1	KATM-FM Country	103.3 50kw	1	2	2	1	1	1	10:15	Citadel	MCG
6.6	7.9	8.3	2	KWIN-FM CHR/Pop	97.7 3kw	2	1	1	3	5	9	7:45	Front Line	ARP
2.6	5.8	6.3	3	KDJK/KHKK Classic Hits	103.9/104.1 .071kw/50kw	3	10	6	2	2	3	8:30	Citadel	MCG
6.8	4.3	6.0	4	KQOD-FM Oldies	100.1 6kw	4	12	12	8	4	2	8:15	Carson Group	EAST
2.1	3.7	4.6	5	KHOP-FM Rock	95.1 29.5kw	6	5	3	5	6	13	7:45	Citadel	MCG
2.1	2.8	4.6	5	KTRB-AM Spanish	860 50(10)kw	18	—	8	4	3	4	26:15	Pete Pappas Co.	CAB
5.6	4.0	4.3	7	KOSO-FM AC	93.1 2.95kw	5	8	5	6	7	6	16:30	Spacecom	KATZ
1.2	1.8	4.2	8	KMIX-FM Spanish	100.9 6kw	11	6	4	7	9	26	7:00	Silverado Br.	KATZ
3.5	3.9	3.3	9	KNBR-AM Full Service	680 50kw	8	—	11	9	8	5	8:30	Susquehanna	EAST
2.1	2.8	2.4	10	KCBS-AM News	740 50kw	7	—	—	21	14	7	6:00	CBS Radio	CBS

12+ POPULATION: 424,400 (Black: N/A; Hispanic: 32.7%)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.5	12.6	13.6	12.4	14.0	1	KUZZ-FM Country	107.9 5.8kw	2	3	1	1	1	1	11:00	Buck Owens	KATZ
11.8	9.6	7.5	9.1	10.7	2	KKXX-FM CHR/Rhythmic	105.3 35kw	1	1	2	2	3	5	8:00	Hemisphere	BAN
6.2	8.1	7.6	8.0	7.6	3	KRAB-FM Rock	106.1 25kw	3	2	3	3	4	9	8:45	Hemisphere	BAN
7.4	7.2	5.2	6.8	6.4	4	KERN-AM News/Talk	1410 1kw	4	10	9	10	6	4	9:00	Amer. Gen. Media	CHR
5.7	4.9	5.9	4.9	5.5	5	KGFM-FM AC	101.5 4.8kw	6	5	5	4	2	3	9:00	Lagniappe	CHR
5.4	5.1	4.6	4.9	4.6	6	KERN-FM Oldies	94.1 4.5kw	5	11	12	8	5	2	6:45	Amer. Gen. Media	CHR
3.3	6.7	5.5	4.3	4.3	7	KIWI-FM Spanish	92.1 6kw	9	6	4	5	7	10	13:00	KMAP Inc.	LOTUS
3.6	4.5	3.6	3.3	3.0	8	KLLY-FM AC	95.3 12.5kw	7	—	8	7	9	6	6:45	Buckley	D&R
3.5	4.5	4.2	4.3	2.8	9	KKBB-FM Classic Rock	99.3 1.2kw	8	—	6	6	8	8	7:00	Buckley	D&R
3.3	3.1	3.8	4.9	2.8	9	KSUV-FM Spanish	102.9 20.5kw	10	7	7	9	10	11	8:45	Caballero Radio West	CAB

#87 SPOKANE



SPOKANE

12+ POPULATION: 419,100 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	8.5	8.0	8.4	9.0	1	KDRK-FM Country	93.7 56kw	1	3	1	2	3	4	9:00	Citadel	MCG
7.4	11.0	7.7	9.1	8.7	2	KKZX-FM Classic Rock	98.9 100kw	3	8	3	1	1	1	10:00	Triathlon	MCG
6.9	7.3	7.4	5.7	7.4	3	KISC-FM AC	98.1 94kw	5	7	5	3	2	3	9:45	Triathlon	ARP
8.3	7.1	9.5	6.3	6.5	4	KZZU-FM CHR/Pop	92.9 85kw	2	1	6	6	9	11	6:45	Morgan Murphy	CHR
6.6	4.8	7.1	5.5	6.2	5	KXLY-AM News/Talk	920 5kw	4	13	11	12	8	6	7:45	Morgan Murphy	ARP
6.4	6.5	6.4	7.1	5.9	6	KEYF-A/F Oldies	1050/101.1 5kw/100kw	6	6	13	9	6	2	7:45	Triathlon	MCG
3.8	3.7	4.7	5.8	5.4	7	KAEP-FM Adult Alternative	105.7 100kw	8	5	1	4	4	12	9:00	Citadel	MCG
4.5	7.1	6.8	6.2	5.4	7	KNFR-FM Country	96.1 56kw	9	9	7	5	5	8	9:15	Triathlon	ARP
4.8	4.9	5.0	5.5	5.1	9	KGA-AM News/Talk	1510 50kw	10	—	14	11	10	7	9:15	Citadel	MCG
5.9	7.1	6.2	6.5	5.0	10	KXLY-FM AC	99.9 37kw	7	10	10	8	7	5	7:30	Morgan Murphy	ARP

#88 COLUMBIA, SC



COLUMBIA, SC

12+ POPULATION: 415,800 (Black: 30.2%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
19.0	15.8	20.3	19.9	18.2	1	WWDM-FM Urban	101.3 100kw	1	1	1	1	1	1	14:15	Clear Channel	BAN
9.2	12.1	10.5	8.3	11.1	2	WCOS-FM Country	97.5 100kw	3	4	4	2	2	2	10:30	Capstar	MCG
7.3	7.9	8.5	7.1	8.2	3	WNOK-FM CHR/Pop	104.7 100kw	2	2	2	3	3	7	7:15	Emerald City	MCG
7.8	7.5	6.6	6.4	6.5	4	WTCB-FM AC	106.7 100kw	4	—	6	5	4	4	8:30	Bloomington	CHR
4.8	6.6	7.3	5.3	6.1	5	WMFX-FM Classic Rock	102.3 6kw	7	7	5	4	5	6	8:30	Emerald City	KATZ
3.6	4.6	5.1	4.5	5.3	6	WOMG-FM Oldies	103.1 3kw	8	8	9	8	6	3	7:30	Bloomington	CHR
6.1	4.3	3.9	5.0	5.3	6	WVOC-AM News/Talk	560 5kw	5	—	10	9	8	5	7:00	Capstar	BAN
5.5	7.2	4.2	5.6	5.2	8	WFMV-FM Gospel	95.3 3kw	10	6	7	7	7	9	9:45	Glory	—
6.9	6.3	6.0	5.3	5.2	8	WSCQ-FM Nostalgia	100.1 5.9kw	9	—	17	15	12	8	9:00	Capstar	EAST
6.2	5.6	4.5	5.5	5.0	10	WARQ-FM Rock	93.5 2.8kw	6	3	3	6	9	11	7:00	Clear Channel	BAN

12+ POPULATION: 415,800 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.9	13.2	10.7	14.5	12.6	1	WHO-AM News/Talk	1040 50kw	1	11	9	6	2	1	9:00	Jacor	CHR
12.5	12.4	11.3	11.4	12.1	2	KJYY-FM Country	92.5 41kw	2	4	1	1	1	2	10:15	Barnstable	MCG
11.6	11.9	9.6	9.2	7.1	3	KGGO-FM Rock	94.9 100kw	4	8	2	2	5	6	7:00	Capstar	EAST
5.7	5.5	7.9	5.4	6.6	4	KLYF-FM AC	100.3 100kw	7	9	7	3	4	4	7:15	Jacor	CHR
5.4	8.0	4.9	7.4	6.4	5	KIOA-FM Oldies	93.3 100kw	5	5	10	5	3	3	6:15	Saga	KATZ
4.4	4.1	4.9	6.7	6.2	6	KRNT-AM Nostalgia	1350 5kw	11	—	15	14	13	10	10:30	Saga	KATZ
6.9	6.5	7.5	5.7	5.9	7	KSTZ-FM Hot AC	102.5 100kw	3	6	5	4	6	5	5:00	Saga	KATZ
7.5	7.5	10.9	7.6	5.4	8	KKDM-FM Alternative	107.5 100kw	6	1	4	10	9	16	5:45	Midwest Radio Inc.	—
3.4	2.8	4.1	4.7	5.2	9	KAZR-FM ¹ Rock	103.3 100kw	8	3	3	7	10	15	7:00	Saga	KATZ
3.8	3.3	2.8	4.0	4.8	10	KHKI-FM Country	97.3 115kw	10	2	6	9	8	9	7:00	Capstar	EAST

¹ Was KFMG-FM (Adult Alternative) until September.

12+ POPULATION: 409,700 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	8.8	10.2	9.2	9.8	1	KZSN-FM Country	102.1 100kw	2	9	1	1	1	4	10:15	Triathlon	KATZ
9.1	12.7	10.5	10.6	8.1	2	KFDI-FM Country	101.3 100kw	3	—	9	8	7	1	9:30	Great Empire	ARP
6.0	5.5	5.9	6.4	7.8	3	KRBB-FM AC	97.9 100kw	7	6	6	2	2	3	11:30	Triathlon	CHR
7.7	5.5	6.6	6.8	7.4	4	KKRD-FM CHR/Pop	107.3 100kw	1	1	3	3	6	9	6:45	SFX	D&R
7.5	7.0	5.9	9.2	6.6	5	KICT-FM Alternative	95.1 100kw	6	1	2	5	8	16	8:45	Great Empire	ARP
6.6	6.3	6.4	6.3	5.8	6	KRZZ-FM Rock	96.3 50kw	5	7	4	4	3	10	7:45	SFX	D&R
4.3	5.8	7.7	5.3	5.7	7	KEYN-FM Oldies	103.7 100kw	4	10	13	7	4	2	7:15	Triathlon	EAST
2.6	4.5	3.0	2.7	5.2	8	KLLS-FM Oldies	104.5 46kw	8	5	7	6	5	5	8:00	Great Empire	ARP
4.6	5.5	4.5	6.3	4.4	9	KDGS-FM CHR/Rhythmic	93.9 25kw	12	3	5	9	14	15	9:15	Gary Violet	—
2.2	4.8	4.4	3.4	4.4	9	KNSS-AM News/Talk	1240 1kw	9	—	14	13	11	9	7:00	SFX	D&R

#91 CHARLESTON, SC



CHARLESTON, SC

12+ POPULATION: 409,200 (Black: 29.0%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	11.2	11.7	12.1	11.5	1	WWWZ-FM Urban	93.3 50kw	1	1	1	1	2	8	10:00	Wicks Radio LP	D&R
8.9	8.3	9.3	8.3	7.8	2	WEZL-FM Country	103.5 100kw	2	5	4	3	1	2	8:30	Jacor	BAN
9.0	8.7	7.5	8.8	6.4	3	WAVF-FM Rock	96.1 100kw	4	2	2	2	8	13	8:00	Cordes St. Com.	CHR
4.8	4.4	5.4	5.2	6.4	3	WXLY-FM Oldies	102.5 100kw	5	—	9	5	3	1	8:30	Jacor	BAN
5.8	6.7	6.0	4.6	6.0	5	WBUB-FM Country	107.5 100kw	6	4	6	8	4	5	8:15	South Wind Br. Inc.	ARP
7.4	7.0	6.5	7.0	5.6	6	WSSX-FM CHR/Pop	95.1 100kw	3	3	3	4	10	11	6:30	Wicks Radio LP	KATZ
7.7	6.0	4.4	5.5	5.6	6	WTMA-AM News/Talk	1250 5(1)kw	8	—	16	12	9	3	10:15	Wicks Radio LP	KATZ
1.4	2.0	4.0	2.7	4.6	8	WJZK-FM NAC	96.9 100kw	11	—	13	9	6	4	10:15	South Wind Br. Inc.	MCG
5.2	3.9	5.6	3.6	4.6	9	WSUY-FM AC	100.5 17.5kw	9	—	9	6	5	6	10:00	Wicks Radio LP	MCG
4.1	4.2	3.8	4.0	4.3	10	WMGL-FM Urban AC	101.7 6.5kw	10	7	7	7	7	7	9:45	Southern	D&R

#92 YOUNGSTOWN-WARREN



YOUNGSTOWN

12+ POPULATION: 408,800 (Black: 10.9%; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.8	11.7	14.5	1	WQXK-FM Country	105.1 88kw	1	2	3	1	1	1	11:45	Connoisseur	BAN
10.9	10.7	10.2	2	WHOT-FM CHR/Pop	101.1 25kw	2	1	1	2	3	5	8:15	Connoisseur	CHR
10.5	11.7	10.2	2	WKBN-AM Talk	570 5kw	4	8	16	8	8	4	12:00	WKBN Inc.	KATZ
7.7	7.5	7.5	4	WKBN-FM AC	98.9 5.9kw	5	9	6	6	5	3	9:00	WKBN Inc.	KATZ
7.6	7.3	7.0	5	WBBG-FM Oldies	93.3 50kw	3	4	9	5	4	2	7:45	Connoisseur	CHR
4.6	5.8	6.7	6	WYFM-FM AC	102.9 44kw	6	11	4	3	2	6	9:30	Regional Group	EAST
6.3	6.4	5.4	7	WNCD-FM Rock	106.1 3kw	7	5	2	4	6	8	8:45	WN Br.	EAST
3.4	3.0	5.1	8	WNIO-AM Nostalgia	1540 .5kw	16	—	—	23	17	9	14:30	WN Br.	EAST
5.7	5.5	4.7	9	WRBP-FM Urban	101.9 3kw	8	10	8	7	7	7	11:30	Stop 26/Riverbend	EAST
0.0	1.1	2.6	10	WAMO-FM Urban	106.7 42kw	9	3	7	9	10	10	7:15	Sheridan	D&R

12+ POPULATION: 394,800 (Black: 7.3%; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	8.9	8.6	1	WGNE-FM Country	98.1 100kw	2	4	2	2	3	3	10:45	SFX	D&R
5.5	5.5	7.8	2	WOCL-FM Oldies	105.9 100kw	3	14	14	1	1	1	10:00	Capstar	CHR
5.4	7.8	7.8	2	WROD-AM Nostalgia	1340 1kw	8	—	16	17	18	11	15:00	LaPaz	—
9.5	9.2	7.7	4	WMGF-FM AC	107.7 100kw	1	13	10	7	4	2	9:15	Paxson	BAN
4.6	5.5	6.3	5	WJHM-FM Urban	101.9 28kw	4	1	1	5	8	17	9:15	Chancellor	D&R
2.3	2.6	4.8	6	WCFB-FM Hot AC	94.5 100kw	15	8	8	3	2	4	11:15	Cox	KATZ
3.8	4.2	4.8	6	WOMX-FM Hot AC	105.1 100kw	6	16	7	6	6	6	8:30	Chancellor	CHR
4.9	4.4	4.3	8	WHTQ-FM Classic Rock	96.5 100kw	7	12	5	4	5	7	8:00	Cox	EAST
6.9	5.0	4.1	9	WWKA-FM Country	92.3 100kw	12	3	11	14	11	8	9:15	Cox	KATZ
0.3	1.6	3.8	10	WHOG-FM ¹ Classic Hits	95.7 25kw	10	11	13	9	7	5	7:30	Black Crow Br.	ARP

¹ Was WTSM-FM until October.

12+ POPULATION: 392,600 (Black: N/A; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
31.5	28.0	30.4	1	WXBQ-FM Country	96.9 67kw	1	1	1	1	1	1	11:45	Nininger	CHR
7.8	12.9	13.5	2	WQUT-FM Classic Rock	101.5 100kw	2	2	2	2	2	3	9:00	Bloomington	KATZ
9.3	9.3	9.5	3	WTFM-FM AC	98.5 74kw	3	4	3	3	3	2	6:45	Holston Valley	EAST
4.2	4.2	3.7	4	WAEZ-FM AC	99.3 3.8kw	5	5	7	4	4	4	6:45	Bristol Br.	—
4.5	4.2	3.7	4	WKOS-FM Oldies	104.9 2.75kw	4	9	6	5	5	5	6:45	Bloomington	KATZ
2.5	2.6	3.5	5	WGOC-AM Country	640 10kw	9	7	11	12	10	7	12:00	J.T. Parker Br.	TNS
4.8	3.6	3.5	5	WJCW-AM Talk	910 5(1)kw	7	—	12	6	6	6	7:30	Bloomington	KATZ
3.0	2.6	3.3	7	WKPT-AM Nostalgia	1400 1kw	8	—	—	14	11	8	10:30	Holston Valley	EAST
1.8	2.8	2.6	8	WXIS-FM CHR/Pop	103.9 3kw	6	3	4	7	15	25	5:15	WEMB, Inc.	—
1.2	1.8	1.8	9	WIVK-FM Country	107.7 91kw	17	—	5	8	7	11	10:15	Dick	KATZ
1.3	1.5	1.6	10	WMIT-FM Religious	106.9 36kw	11	—	—	11	8	9	7:00	Blue Ridge	—

#95 COLORADO SPRINGS



COLORADO SPRINGS

12+ POPULATION: 392,300 (Black: N/A; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.4	8.6	10.8	11.3	11.3	1	KKMG-FM <i>CHR/Pop</i>	98.9 70kw	1	1	1	2	3	9	8:45	Citadel	CHR
8.6	9.4	9.4	8.8	8.4	2	KKFM-FM <i>Classic Rock</i>	98.1 71kw	2	6	2	1	1	2	8:45	Citadel	MCG
11.5	9.3	8.7	9.3	8.2	3	KKCS-FM <i>Country</i>	101.9 79kw	3	4	5	3	2	1	9:30	Walton Stations	ARP
2.5	4.3	3.5	4.7	6.9	4	KCCY-FM <i>Country</i>	96.9 72kw	4	3	3	4	6	8	8:45	McCoy Br.	MCG
5.9	5.9	6.1	5.2	6.0	5	KKLI-FM <i>AC</i>	106.3 1.6kw	9	—	7	5	4	3	9:15	Citadel	D&R
5.9	4.8	6.1	5.9	5.5	6	KVOR-AM <i>News/Talk</i>	1300 5(1)kw	8	—	16	12	11	7	8:00	Triathlon	KATZ
6.1	7.8	8.2	7.9	5.2	7	KILO-FM <i>Rock</i>	94.3 83kw	6	2	4	6	10	12	7:00	Bahakel	EAST
5.2	6.2	6.5	6.3	5.2	7	KSPZ-FM <i>Oldies</i>	92.9 72kw	5	5	10	9	5	4	6:30	Triathlon	KATZ
3.5	3.2	3.8	3.2	4.8	9	KRDO-FM <i>AC</i>	95.1 96kw	10	8	9	8	7	6	7:30	Pikes Peak Br.	D&R
5.9	3.8	4.9	4.7	4.4	10	KVUU-FM <i>Hot AC</i>	99.9 68kw	7	9	6	7	9	11	6:00	Triathlon	KATZ

#96 MELBOURNE-TITUSVILLE-COCOA, FL



MELBOURNE FL

12+ POPULATION: 391,500 (Black: N/A; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	9.3	8.8	1	WMMB-AM <i>Nostalgia</i>	1240 1kw	8	—	20	18	15	6	15:15	Capstar	ARP
8.2	7.0	7.3	2	WWKA-FM <i>Country</i>	92.3 100kw	3	4	6	7	8	1	8:45	Cox	KATZ
5.7	5.4	7.0	3	WHTQ-FM <i>Classic Rock</i>	96.5 100kw	4	—	2	1	1	2	9:15	Cox	EAST
3.9	7.8	6.7	4	WAOA-FM <i>CHR/Pop</i>	107.1 100kw	1	2	3	3	3	3	7:15	Silicon East	ARP
5.2	6.9	6.7	4	WJRR-FM <i>Rock</i>	101.1 100kw	2	3	1	2	5	11	7:30	Paxson	BAN
5.5	4.7	5.7	6	WLRQ-FM <i>AC</i>	99.3 50kw	7	—	5	4	2	5	9:15	Superior	EAST
4.2	5.2	5.4	7	WTKS-FM <i>Talk</i>	104.1 100kw	6	—	4	5	4	7	7:45	Press Br.	MCG
4.9	3.8	4.7	8	WHKR-FM <i>Country</i>	102.7 50kw	9	7	9	9	7	4	9:00	Roper	EAST
5.1	6.2	4.2	9	WOMX-FM <i>AC</i>	105.1 100kw	5	9	8	6	6	10	5:45	Nationwide	CHR
2.6	2.6	3.9	10	WJHM-FM <i>Urban</i>	101.9 28kw	10	1	7	8	11	15	9:00	Chancellor	D&R

12+ POPULATION: 389,200 (Black: 12.7%; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.7	8.7	7.3	1	WPLR-FM Rock	99.1 14.1kw	3	8	1	1	1	5	8:30	SFX	D&R
7.2	3.8	6.8	2	WWYZ-FM Country	92.5 17kw	10	10	13	7	4	1	11:30	SFX	BAN
4.4	4.6	6.1	3	WYBC-FM ¹ Urban/AC	94.3 1.7kw	9	4	5	3	5	6	10:00	Yale Br.	D&R
5.4	6.3	5.7	4	WELI-AM News/Talk	960 5kw	5	—	18	15	13	8	7:30	Clear Channel	CCRS
4.6	3.6	5.6	5	WFAN-AM Sports	660 50kw	4	—	7	6	6	4	7:00	CBS Radio	IRS
4.4	4.7	5.4	6	WDRG-FM Oldies	102.9 19.5kw	6	—	8	4	2	2	7:45	Buckley	MCG
4.1	3.3	5.1	7	WEBE-FM AC	107.9 50kw	11	—	9	5	3	3	8:45	Win Com.	BAN
5.8	8.4	5.1	8	WKCI-FM CHR/Pop	101.3 10kw	1	5	2	2	7	9	5:00	Clear Channel	CCRS
6.1	5.4	4.7	9	WEZN-FM AC	99.9 27.5kw	7	6	4	8	8	7	7:00	Cox	KATZ
1.5	3.3	4.4	10	WAVZ-AM Nostalgia	1300 1kw	16	—	16	18	18	12	12:00	Clear Channel	CCRS

¹ Operates under a Joint Selling Agreement with WPLR-FM.

12+ POPULATION: 387,400 (Black: 26.1%; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.2	10.3	9.4	1	KSMB-FM CHR/Pop	94.5 100kw	1	1	1	1	3	5	8:00	Media Properties	BAN
11.0	10.0	7.9	2	KXKC-FM Country	99.1 100kw	2	5	2	2	1	4	8:30	Donald Bonin	KATZ
6.9	6.9	7.3	3	KMDL-FM Country	97.3 42kw	3	4	4	3	2	2	9:30	Com. Corp.	BAN
0.0	3.9	7.2	4	KRRQ-FM Urban	95.5 50kw	4	1	3	4	7	12	10:00	Citywide	—
6.7	5.3	5.8	5	KTDY-FM AC	99.9 100kw	5	12	6	6	4	3	9:00	Com. Corp.	CHR
6.0	5.1	5.4	6	KJCB-AM Urban	770 1(.5)kw	11	9	11	8	6	1	12:45	R&M Broadcasting	K&P
3.5	3.2	4.3	7	KSIG-A/F Nostalgia	1450/102.1 1kw/50kw	15	—	21	18	12	9	12:15	Phil Lizotte	ROS
3.1	4.3	4.2	8	KFTE-FM Classic Hits	96.5 22.5kw	8	10	5	5	5	10	8:45	Com. Corp.	BAN
3.5	2.6	4.2	8	KVOL-FM Urban	105.9 3.2kw	10	13	10	10	9	7	9:45	Powell Br.	ARP
5.5	3.9	3.8	10	KFXZ-FM Urban	106.3 2.6kw	9	8	9	7	8	11	8:30	Citywide	D&R
5.5	4.6	3.8	10	KNEK-FM Urban	104.7 25kw	7	3	7	9	10	13	7:30	Dee Br.	K&P

#99 FT. WAYNE



FT. WAYNE

12+ POPULATION: 384,600 (Black: N/A; Hispanic: N/A)

FALL '95	SPRING '96	FALL '96	ME/FO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.1	9.7	11.7	1	WQHK-FM Country	105.1 13.5kw	1	4	1	1	1	1	11:00	Federated Media	CHR
7.0	10.7	9.4	2	WJFI-FM AC	95.1 39kw	2	3	3	2	2	2	9:30	Sarkes Tarzian	KATZ
4.1	8.5	7.6	3	WFWI-FM Classic Hits	92.3 2.7kw	3	10	4	3	3	4	8:30	Edgewater Radio Inc.	ARP
8.2	6.7	6.0	4	WBTU-FM Country	93.3 50kw	5	5	8	6	6	5	7:45	Starboard Com.	EAST
8.7	6.9	5.8	5	WBYP-FM Rock	98.9 50kw	8	8	1	4	5	9	8:00	Federated Media	EAST
2.5	3.2	5.8	5	WJFX-FM Urban	107.9 2.5kw	13	2	9	9	9	7	15:30	Allen County	ARP
4.9	6.4	5.5	7	WLDE-FM Oldies	101.7 3kw	5	6	11	7	4	3	7:15	Sarkes Tarzian	KATZ
7.0	5.2	5.5	7	WOWO-AM Full Service	1190 50kw	4	—	18	12	12	6	7:00	Federated Media	KATZ
3.2	2.8	4.6	9	WEXI/WXKE Rock	102.9/103.9 3kw/3kw	10	11	5	5	7	12	9:30	Taylor Br.	D&R
5.2	5.0	4.5	10	WEJE-FM Alternative	96.3 6.7kw	7	1	6	10	10	16	6:00	Kovas Com.	MCG

#100 CHATTANOOGA



CHATTANOOGA

12+ POPULATION: 384,400 (Black: 12.7%; Hispanic: N/A)

FALL '95	WINTER '96	SPRING '96	SUMMER '96	FALL '96	ME/FO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
22.8	21.1	17.5	18.7	20.1	1	WUSY-FM Country	100.7 100kw	1	2	1	1	1	1	11:45	Colonial	KATZ
7.6	7.8	8.9	8.5	7.7	2	WSKZ-FM Rock	106.5 100kw	2	5	2	2	2	2	8:00	Radio Chattanooga	CHR
10.4	8.0	7.3	8.6	6.5	3	WDEF-FM AC	92.3 100kw	3	8	6	4	4	4	7:15	Bahakel	EAST
7.1	7.3	6.8	8.0	6.4	4	WJTT-FM Urban	94.3 3kw	9	4	3	3	5	8	12:30	Brewer	MCG
3.3	4.2	3.3	4.1	4.8	5	WLMX-FM AC	105.5 1.55kw	8	9	7	5	6	5	8:00	Wicks Radio Group	MCG
2.3	3.2	2.3	2.6	4.7	6	WKXJ-FM CHR/Rhythmic	97.3 16kw	5	1	4	7	11	16	7:00	Marson Br.	ROS
5.0	4.1	5.1	5.2	4.7	6	WZST-FM CHR/Pop	98.1 1kw	4	3	5	9	10	14	6:30	Wicks Radio Group	—
3.3	3.4	4.6	4.4	4.5	8	WOGT-FM Oldies	107.9 2.85kw	7	10	12	6	3	3	6:45	Radio Chattanooga	CHR
2.5	3.6	4.6	2.4	3.7	9	WGOW-AM News/Talk	1150 5(1)kw	10	—	11	11	8	6	7:45	Radio Chattanooga	CHR
3.1	2.7	2.3	3.6	3.7	9	WGOW-FM ¹ News/Talk	102.3 6kw	11	—	10	8	7	7	9:00	Radio Chattanooga	BAN

¹ Was WFXS-FM until November.



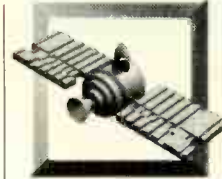
Computer Software

124



Group Owners

169



Program Suppliers & Networks

262



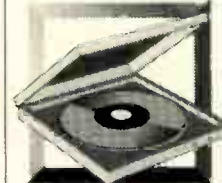
Consultant Firms

131



Independent Record Promotion

215



Record Companies

283



Employment Services

153



Industry Organizations

219



Rep Firms

303



Equipment Suppliers

154



Marketing & Promotion

222



Research Firms

306



Federal Communications Commission

161



Media Brokers

239



Show Prep

318



Financial

163



Production Services

243



TV Production

321



A
•
B

A

A-WARE SOFTWARE INC.
22600 Arcadian Avenue
Waukesha, WI 53186
(800) 326-2609, (414) 521-2890
Fax: (414) 521-2892
E-mail: info@a-ware.com
Joe Knapp, President
Scott Wirt, VP
M O

ALTAIR COMMUNICATIONS INC./ACI
1914 Maple Leaf Drive, Suite 100
Windermere, FL 34786
(407) 298-4000
Fax: (407) 297-4077
John Newman
B S T

ANS
1875 Campus Commons Drive, Suite 220
Reston, VA 22091
(800) 456-8267
Fax: (703) 758-7717
E-mail: info@ans.net
I

ARROWNET
3300 West Main St
Lansing, MI 48917
(517) 371-7100
Fax: (517) 371-2188
E-mail: the.crew@arosnet.se
I

ASSISTANT SOFTWARE
610 Washington Avenue, Suite 42
Glen Dale, WV 26038
(304) 845-6508
Fax: (304) 845-6508
E-mail: earnies8@ix.netcom.com
Fred Gallaheer, President
Earnest Sexton, Sales
B M R S T O



THE ASSOCIATED PRESS
AP Broadcast News Center
1825 K Street NW, Suite 710
Washington, DC 20006-1253
(800) 821-4747, (202) 736-1100
Fax: (202) 736-1107
Jim Williams, VP/Director
Christine Gabor, Dir./Sales & Marketing
Brad Kalbfeld, Deputy Dir./ Managing Editor
O

KEY TO SERVICES

A = ACCOUNTING R = RESEARCH
B = BILLING S = SALES
I = INTERNET SERVICES T = TRAFFIC
L = ONLINE SERVICES O = OTHER
M = MUSIC

AUDIO SERVICE AMERICA INC.
Speak-EZ Productions Div.
15303 Ventura Boulevard, Suite 675
Sherman Oaks, CA 91403
(818) 788-3344
Fax: (818) 788-3443
E-mail: voice@itnnet.com
Kevin Childs
I O

AUDIONET
2929 Elm Street
Dallas, TX 75226
(214) 748-6660
Fax: (214) 748-6657
E-mail: webmaster@audionet.com
Mark Cuban, President
Todd Wagner, CEO
I

AUTOMATED BUSINESS CONCEPTS
10650 Treena Street, Suite 201
San Diego, CA 92131
(619) 566-8920
Fax: (619) 566-1039
John M. Caso, President/CEO
A B S T

B

BBN PLANET CORP.
255 Ballardvale Street
Wilmington, MA 01887
(800) 472-4565
Fax: (617) 873-3599
E-mail: net-info@bbnplanet.com
I

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL
310 • 788 • 1625



Provider of radio's most comprehensive and powerful station, owner, and market database software — MasterAccess. Investment guides and directories: Investing In Radio Market Report and Ownership File; BIA's Radio Yearbook; BIA's Radio Rankers; and BIA's State Of The Radio Industry. Newsletters: The BIA Monitor and The BIA International Monitor.

BIA PUBLICATIONS INC.
14595 Avion Parkway, Suite 500
Chantilly, VA 20151-1102
(703) 818-2425
Fax: (703) 803-3299
E-mail:
pubs@biacompanies.com
Web Site: http://
www.biacompanies.com
Debbie Metcalf, VP
Erica Garman, Account Manager
Georgina Santilli, Customer Service Rep.

BINX CUSTOM SOFTWARE
10311 Gulfstream Lane
Sugar Land, TX 77478
(800) 324-7431, (713) 242-2174
E-mail: pvhbinx@aol.com
Paul Van House, Owner
O

BROADCAST DATA CONSULTANTS
51 South Main Avenue, Suite 312
Clearwater, FL 34625
(800) 275-6204, (813) 442-5566
Fax: (813) 443-5254
E-mail: bdc@bcastdata.com
Neil Edwards, President
B M T

**BROADCAST PENSION SERVICES
401(K) PLANS**
15130 Ventura Boulevard, Suite 320
Sherman Oaks, CA 91403
(800) 595-4015
Fax: (818) 501-4050
James A. Gilbert, President
A O

C

CBS/CUSTOM BUSINESS SYSTEMS INC.

PO Box 67
Reedsport, OR 97467
(800) 547-3930, (541) 271-3681
Fax: (541) 271-5721
E-mail: cbsi@harborside.com
Steve Kenagy, VP/Sales & Marketing
A B M S T

CELEBRATION COMPUTER SYSTEMS

5444 Westheimer, Suite 1850
Houston, TX 77056
(713) 625-4000
Fax: (713) 625-4010
E-mail: jimw@celebration.com
James F. Wiseheart, President
I L M R O

CENTER FOR RADIO INFORMATION

19 Market Street
Cold Spring, NY 10516
(800) 359-9898, (914) 265-4459
Fax: (914) 265-2715
Maurie Webster, President
Susan Rebentisch, VP/Sales
R S O

CO-OPPORTUNITIES

324 Campus Lane, Suite B
Suisun, CA 94585
(707) 864-2667
Fax: (707) 864-2672
E-mail: clark@community.net
Elaine Clark, Marketing/OM
S

COLUMBINE JDS SYSTEMS INC.

1707 Cole Boulevard
Golden, CO 80401
(303) 237-4000
Fax: (303) 237-0085
E-mail: info@cjds.com
Mike Oldham, Sr. VP/Sales & Marketing
A B L R S T O

COMMUNICATION DATA SERVICES

5123 Phoenix East Court
Fair Oaks, CA 95628
(916) 962-2970
Fax: (916) 962-7468
E-mail: dstroat@interserv.com
Dave Strout, President
S

COMPUTER CONCEPTS CORP.

8375 Melrose Drive
Lenexa, KS 66214
(800) 255-6350
Fax: (913) 541-0169
E-mail: tlantz@ccc-dcs.com
Ted Lantz, VP/Sales
A B M T

CONCENTRIC NETWORK CORP.

10590 North Tantau Avenue
Cupertino, CA 95014
(800) 939-4262
Fax: (408) 342-2810
E-mail: cncsales@concentric.net
I L

D

DAISI

PO Box 5605
Katy, TX 77491
(800) 324-7401, (713) 224-4000
Fax: (713) 224-4000
Maurice Collins, President
O

DATACOUNT

PO Box 3078
Opelika, AL 36801
(334) 749-5641
Fax: (334) 749-5666
E-mail: dcount@mindspring.com
Jerry L. Johnson, President
A B M S T

DCM SOFTWARE SOLUTIONS

20 Second Street NE, Suite 803
Minneapolis, MN 55413
(612) 627-9174
Fax: (612) 331-3676
E-mail: dcm@dcmsoft.com
Steven Dahiman, Owner
I R O

CHUCK DEES ASSOCIATES

3815 Inverary Avenue
Lansing, MI 48911-1358
(517) 882-1809
Fax: (517) 882-0335
E-mail: cdaonln@aol.com
Chuck Dees, President

DELPHI

1030 Massachusetts Avenue
Cambridge, MA 02138
(800) 695-4005
Fax: (617) 441-4903
E-mail: sales@delphi.com
I



The first name in digital delivery.

DG Systems is the leading provider of electronic distribution services, including spot advertising and first-release music to the broadcast industry.

DG SYSTEMS

875 Battery Street
San Francisco, CA 94111
(415) 276-6600
Fax: (415) 276-6601

E-mail:
pmalone@dgsystems.com
Web Site: <http://www.dgsystems.com>
O

DIAMOND NET

7777 North Bonhomme Avenue
Clayton, MO 63105-1911
(314) 727-5596
Fax: (314) 727-0180
E-mail: webmaster@dmnd.net
I



Digital Courier
INTERNATIONAL

DIGITAL COURIER INTERNATIONAL INC.

8618 Commerce Court
Burnaby, BC V5A 4N6
CANADA
(800) 909-7888, (604) 415-3300
Fax: (604) 473-5835,
(604) 415-3308
E-mail: dci@digitalcourier.com
Web Site: <http://www.digitalcourier.com>
O

DIRECT MARKETING RESULTS

644 Linn Street, Suite 900
Cincinnati, OH 45203
(513) 665-3100
Fax: (513) 665-3120
E-mail: bbutler@dmrintl.com
Brad Butler, VP/Mgr. New Technologies
Tom Zwickl, Mgr./Data Services
Brad Fuhr, Sales Mgr.
O

DMG GLOBAL LINK INC.

1801 Lee Road, Suite 115
Winter Park, FL 32789
(407) 647-5511
Fax: (407) 647-1322
E-mail: dmg@4dmg.net
I

E

EARTHLINK NETWORK

3100 New York Drive, Suite 203
Pasadena, CA 91107
(800) 395-8425
Fax: (818) 296-2470
E-mail: sales@earthlink.net
I

EZDIAL

324 Southport Circle, Suite 104
Virginia Beach, VA 23452
(757) 456-0500
Fax: (757) 456-2205
E-mail: webmaster@ezdial.com
I L S

F
•
K

F

FAR WEST COMMUNICATIONS

3610½ Foothill Boulevard
La Crescenta, CA 91214-1738
(800) 783-2946, (818) 248-2400
Fax: (818) 248-2596
Paul Ward, President
M R

FIRSTCOM MUSIC

13747 Montfort Drive, Suite 220
Dallas, TX 75240
(800) 858-8880, (972) 934-2222
Fax: (972) 404-9656
E-mail: info@firstcom.com
Cecelia Garr, President/CEO
M

G

GENERAL INTERNET

4024 Radford Avenue
Studio City, CA 91604
(818) 760-5011
Fax: (818) 760-6397
E-mail: sales@general.net
I

GLOBAL ENTERPRISE SERVICES INC.

3 Independence Way
Princeton, NJ 08547
(800) 358-4437
Fax: (609) 897-7310
E-mail: market@jvnc.net
I

GLOBAL INTERNET

201 North 8th Street, Suite 421
Lincoln, NE 68508
(800) 682-5550
Fax: (402) 436-3036
E-mail: info@gi.net
I

GMX1

1674 Broadway, Suite 7C
New York, NY 10019
(212) 956-2188
Fax: (212) 956-2632
E-mail: sinnews@sinternet.com
Vince Pellegrino, President
Gary Morse, Dir./Advanced Technologies
I L

GREENLAKE COMMUNICATIONS

200 Galleria Office Center, Suite 109
Southfield, MI 48034
(810) 540-9380
Fax: (810) 540-0509
E-mail: greenlake@cris.com
Lynn Hofsetter
I

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50

PLEASE CALL

310 • 788 • 1625

H

DONNA HALPER & ASSOCIATES

304 Newbury Street, Suite 506
Boston, MA 02115
(617) 786-0666
Fax: (617) 786-1809
E-mail: dh@donnahalper.com
Donna Halper, President
Jon Jacobik, Computer Consultant
M O

HOLONET

2115 Milvia Road, 4th Floor
Berkeley, CA 94704
(510) 704-0160
Fax: (510) 704-8019
E-mail: support@holonet.net
I

HOOKS UNLIMITED

200 Old 63 South, Suite 103
Columbia, MO 65201-6081
(573) 443-4155
Fax: (573) 443-4016
E-mail: hooks@hooks.com:72223.2705@compuserve.com
Web Site: http://www.hooks.com
Bernie Grice, President
M R O

I

IBM GLOBAL NETWORK

231 North Martingale Road
Schaumburg, IL 60173
(800) 775-5808
E-mail: globalnetwork@info.ibm.com
I

IDEA!BANC

1839 Gresham Road
Louisville, KY 40205
(806) 352-7503
E-mail: creativity@earthlink.net
Ron Chase, System Manager

IMAGINE COMMUNICATIONS CORP.

2567 University Drive, Suite 5006
Morgantown, WV 26505
(800) 542-4499
Fax: (304) 291-2577
E-mail: ceo@imagixx.net
I

INFOMATION RESEARCH TECHNOLOGIES

PO Box 30441
Phoenix, AZ 85046
(800) 883-2847
E-mail: sales@marketpoll.com
Steve Lewis, President
R O

Key to Services on Page 124

INTERNATIONAL BROADCAST CONSULTANTS

5225 Pooks Hill Road, Suite 1007N
Bethesda, MD 20814
(301) 530-4876
Fax: (301) 881-4202
E-mail:
loujo@ix.netcom.com;716013.163@compuserve.com
Lou Josephs
I L O

INTERVOX COMMUNICATIONS

3009 Cleveland Avenue NW
Washington, DC 20008-3532
(202) 986-2636
Fax: (202) 745-3868
E-mail: pmiles@intervox.com
Peggy Miles
I L

INTERWEB MARKETING GROUP

8 Woodlawn Green, Suite 150
5111 Nations Crossing
Charlotte, NC 28217
(704) 525-1121, (704) 833-3941
Fax: (704) 522-1016
Web Site: http://interweb-group.com
Rodger Harrison, President
Roz Morton, Account Executive
I L

IPSNET

1820 West Colonial Drive
Orlando, FL 32804
(407) 426-8782
Fax: (407) 426-8984
E-mail: ingram@ipsnet.net
I

IRADIO-NEWSLETTER

PO Box 22875
San Diego, CA 92192
(619) 491-4876
Fax: (619) 554-0895
E-mail: iradio@aol.com
Howard Freedman, Publisher

IS SOFTWARE

1040 Grant Road, Suite 155-237
Mountain View, CA 94040
(415) 962-0945
Fax: (415) 964-1538
E-mail: avenuespro@aol.com
Robert A. Cross, CEO
R S

J

JAMES RIVER GROUP INC.

125 North 1st Street
Minneapolis, MN 55401
(612) 339-2521
E-mail: info@jriver.com

K

KALLBACK

417 2nd Avenue West
Seattle, WA 98119
(206) 286-5200
Fax: (206) 282-6666
E-mail: zeke@kallback.com
I



POWERGOLD

Music Scheduling Software

Best Features

We've refined POWERGOLD® over the past 9 years to be easy to use, yet powerful enough to compete and win in the toughest market conditions!

Great Price

Tired of spending outrageous dollars on music scheduling software? Let us give you a quote that will save your station and your group big money!

Free Automation Interfaces

We've just completed our hot new Scott Studios automation interface. Get music log export files with just a couple key-strokes!

Instant Service

Friendly, expert sales and support personnel are available 24/7 by phone. No Voice Mail! Also, check us out on the web for a list of features, screen shots and much more!

501-221-0660

power@powergold.com

www.powergold.com

R&R

COMPUTER SOFTWARE

L

LOGICAL NET CORP.

1593 Central Avenue
Albany, NY 12205
(518) 452-9090
Fax: (518) 869-6554
E-mail: info@logical.net
I L

M

M STREET CORP.

PO Box 1479
Madison, TN 37116
(800) 248-4242
Fax: (615) 865-2598
Robert Unmacht
Pat McCrummen
L R O

MARKET SOLUTIONS GROUP INC.

12251 North 32nd Street, Suite 100
Phoenix, AZ 85032
(602) 992-7500
Fax: (602) 992-7078
Jay Bycer, President
R

MARKETRON INC.

2929 Campus Drive, Suite 400
San Mateo, CA 94403
(415) 341-4004
Fax: (415) 341-8197
E-mail: mkt@marketron.com
Jerome P. Cronin, President
Michael D. Rooney, GSM
A B R S T O

MAXAGRID®
INTERNATIONAL
Revenue Management Services for Media

MAXAGRID INTERNATIONAL INC.

3939 Belt Line Road, Suite 250
Dallas, TX 75244
(800) 899-4743, (972) 241-2110
Fax: (972) 241-2174

E-mail:

74353.2607@compuserve.com
James Tiller Jr., President/CEO
Shane Fox, COO
Alec Drake, VP/Sales
S

MEDIA MARKET RESOURCES

322 East 50th Street
New York, NY 10022
(800) 242-9618, (212) 832-7170
Fax: (212) 826-3169
E-mail: mmresources@worldnet.att.com
Amy Konikowski, Sales Manager
R

MEDIA MARKETING TECHNOLOGIES

21250 Hawthorne Boulevard Suite 550
Torrance, CA 90503-5507
(310) 792-6060
Fax: (310) 792-6077
Ruth Presslaff, President
S R O

MEDIA SYSTEMS INC.

1600 Fremont Lane
Vienna, VA 22182
(703) 757-7070
Fax: (703) 757-7974
E-mail: annec@tapscan.com
Anne M. Clougherty
S



POWERGOLD

Music Scheduling Software

Best features * Great price * Free automation interfaces * Instant, 24-hour service * Free data conversion from your present music scheduling system!

MICROPOWER CORPORATION

PO Box 23805
Little Rock, AR 72221-3805
(501) 221-0660
Fax: (501) 221-3200
E-mail: power@powergold.com
Web Site: http://
www.powergold.com
Dave Ferraro, CEO
Jimmy Edwards, GM
Ken Wall, OM
M

MUSIC MANAGER

Lund Media Research
1330 Millbrae Avenue
Millbrae, CA 94030
(415) 692-7777
Fax: (415) 692-7799
E-mail: tlc2radio@aol.com
John C. Lund, President
June H. Lund, Executive VP
M

MUSIC 1 FOR WINDOWS

1222 Belvin Street
San Marcos, TX 78666
(512) 392-2415
Fax: (512) 396-6140
E-mail: stevewarren@centuryinter.net
Steve Warren, President
M

MUSICMASTER

22600 Arcadian Avenue
Waukesha, WI 53186
(800) 326-2609, (414) 521-2890
Fax: (414) 521-2892
E-mail: info@a-ware.com
Joe Knapp, President
M

M**MUSICMIX SOFTWARE**

1327 West Abriendo Avenue
Pueblo, CO 81004

(719) 545-8202

Fax: (719) 545-5505

E-mail: jcarter@koa.com

Jack Carter, President

M

N**NAAR MEDIA/"THE EXTRAPOLATOR"**

PO Box 5335

North Branch, NJ 08876-1303

(908) 685-0808

Fax: (908) 725-1948

Stuart Naar, President

R

**NICHE MARKETING, INC.**

1900 International Park,
Suite 225

Birmingham, AL 35243

(205) 970-9095

Fax: (205) 970-0080

E-mail: nicheprez@aol.com

Dave Carlisle, President/CEO

ILMRSO

NOSTALGIA BROADCASTING CORP.

10300 SW Greenburg Road, Suite 390

Portland, OR 97223

(503) 293-2601

Fax: (503) 244-9956

John A. Holmes, GM

Dr. Dean Gavoni, Dir./Affiliate Relations

Michael Palmer, Nat'l Sales Manager

I

NOVALINK USA CORP.

200 Friberg Parkway, Suite 4003

Westborough, MA 01581

(800) 274-2814

Fax: (508) 836-4776

E-mail: support@novalink.com

IL

P**PORTAL INFORMATION NETWORK**

20863 Stevens Creek Boulevard, Suite 200

Cupertino, CA 95014

(800) 433-6444

Fax: (408) 725-1580

E-mail: sales@portal.com

I

PRISTINE SYSTEMS INCORPORATED

5841 Uplander Way, Suite A

Culver City, CA 90230

(310) 670-7500, (864) 292-0300

Fax: (310) 670-0133, (864) 292-9030

Boyce Williams

M

PROGRESSIVE NETWORKS

616 First Avenue, Suite 701

Seattle, WA 98104

(206) 447-0567

Colin Lamont

PROMOSUITE FOR WINDOWS

16 Cornell Place

Rye, NY 10580

(212) 321-1629

Fax: (212) 466-1663

E-mail: pbbs27a@prodigy.com

Rocco Macri, VP/Marketing & Sales

ISO

PYRAMID INTERACTIVE

9401 West Beloit Road, Suite 114

Milwaukee, WI 53227

(414) 328-5454

Fax: (414) 328-5450

Bob Meister

SO

Q**QUESTAR MICROSYSTEMS INC.**

19501 144th Avenue NE, Suite 12004

Woodenville, WA 98072

(800) 925-2140

Fax: (206) 487-9803

E-mail: gregp@questar.com

I

R

Get up-to-the-minute music information
as stations report their playlists ... all "live
online."

R&R MUSIC TRACKING

10100 Santa Monica Boulevard,
5th Floor

Los Angeles, CA 90067-4004

(310) 788-1675, (310) 553-4330

Fax: (310) 553-4056

E-mail: jill@rronline.com

Web Site: <http://www.rronline.com>

Jill Bauhs

L

Key to Services on Page 124



The fastest, most comprehensive way
to receive the latest radio industry head-
lines. Continuous, daily updates at least
twice each business day ... all online.

R&R's TODAY'S NEWS

10100 Santa Monica Boulevard,
5th Floor

Los Angeles, CA 90067-4004

(310) 788-1625

Fax: (310) 203-8727

E-mail: moreinfo@rronline.com

Web Site: <http://www.rronline.com>

Circulation Department

L

RADIO CHANNEL

430 East 65th Street, Suite 3D

New York, NY 10021

(212) 628-3240

Fax: (212) 327-3018

Eli Stern, President

I

RADIO COMPUTING SERVICES (RCS)

2 Overhill Road

Scarsdale, NY 10583

(914) 723-8567

Fax: (914) 723-2258

E-mail: info@rcsworks.com

Richard Darr, VP/US Sales

B M R S T O

RADIO MALL

2412 Unity Avenue North, Suite RA

Minneapolis, MN 55422-3450

(612) 522-6256

Fax: (612) 522-6256

E-mail: mediamall@aol.com

Dave Dworkin, President

O

RANTEL RESEARCH

13 C Street, Suite B

PO Box 681

Laurel, MD 20725

(301) 490-8700

Fax: (410) 880-4190

David Tate, President/Partner

Steven A. Smith, VP/Partner

L R

RCS TRAFFIC

505 Oberlin Road

Raleigh, NC 27605

(919) 839-4144

Fax: (919) 839-4164

E-mail: hshaw@rcsresearch.com

Harlene Shaw

T

R

REGISTER DATA SYSTEMS

PO Box 5858
 Macon, GA 31208
 (800) 521-5222, (912) 745-5500
 Fax: (912) 745-0500
 E-mail: regcomm@hom.net
Lowell L. Register, President
Brad Harrison, Mgr./Sales & Operations
 A B T O

S

SAWTOOTH TECHNOLOGIES

1007 Church Street, Suite 402
 Evanston, IL 60201
 (847) 866-0870
 Fax: (847) 866-0876
 E-mail: info@sawtooth.com
Sue Weiss, VP
 R

SCARBOROUGH RESEARCH

11 West 42nd Street
 New York, NY 10036
 (212) 789-3575
 Fax: (212) 789-3577
Robert Cohen, President
 R

SOFTSAVER PRODUCTIONS

7720-B El Camino Real, Suite 231
 Carlsbad, CA 92009
 (619) 793-2002
 Fax: (619) 944-0087
Steven Bernson, President/CEO
 O

SOLGATE INTERNET ACCESS INC.

439 North McLean Street, Suite 200
 Wichita, KS 67203
 (800) 419-4484
 Fax: (316) 264-4010
 E-mail: staff@solgate.com
 I

STATIONBASE

814 East Harvard Avenue
 Gilbert, AZ 85234
 (800) 359-2818
 Fax: (602) 926-2160
 E-mail: roots@primenet.com
Dee McVicker, Owner
 T

STRATA MARKETING INC.

One East Wacker Drive, Suite 2304
 Chicago, IL 60601
 (312) 222-1555
 Fax: (312) 222-2510
 E-mail: strata@interaccess.com
Bruce W Johnson, President
 O

SUCCESS TRACK INC.

PO Box 7108
 McLean, VA 22101
 (703) 448-0200
 Fax: (703) 448-1979
Jack Collins
 S

THE SYSTEMATION CORPORATION

337 North Water Street
 Decatur, IL 62523
 (217) 423-9744
 Fax: (217) 423-9764
Steve Bellinger, President
 A B M S T

Visit R&R's Web Site:
<http://www.rronline.com>

T



"TAPSCAN for music research." Windows™ software analyzes auditorium and/or callout tests. Rank, filter, trend, breakout perceptual data, categorize songs. Raw or processed data.

TAPSCAN ANALYST

3000 Riverchase Galleria,
 8th Floor
 Birmingham, AL 35244
 (205) 987-7456
 Fax: (205) 733-6263
Mark Schreiber, GM/Radio
 Programming Division
 M R S O

TEAM TECHNOLOGIES

602 Ansbrough Avenue
 Waterloo, IA 50701
 (319) 235-6507
 Fax: (319) 235-0603
 E-mail: jill@teamnet.net

THEONRAMP GROUP INC.

4440 Lotan Way
 Youngstown, OH 44505
 (800) 603-2721
 Fax: (330) 759-7563
 E-mail: webmaster@theonramp.net
 I

GET THE HOTTEST JOB LEADS FIRST!

4 issues	\$18.00 (\$4.50 ea.)
8 issues	30.00 (\$3.75 ea.)
12 issues	42.00 (\$3.50 ea.)
26 issues	75.00 (\$2.88 ea.)
51 issues	115.00 (\$2.25 ea.)

Phone or fax R&R JOB Hotline with a credit card to begin your subscription immediately, or mail your check or money order to R&R.

R&R JOB HOTLINE delivers the hottest job leads to your home or office! Each Monday, R&R's "Opportunities" section is compiled, printed, and mailed First Class...
 Two days before R&R!


Radio & Records Inc.

10100 Santa Monica Blvd., 5th Floor
 Los Angeles, CA 90067
310-788-1625 phone / 310-203-8727 fax

JOB
HotLine

T
•
X

T



TM CENTURY
2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890
E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP
M T

TWA SYSTEMS
6044 East Foothill Drive North
Paradise Valley, AZ 85253
(800) 528-6082, (602) 443-3500
Fax: (602) 948-7800
E-mail: 70662.2615@compuserve.com
Todd Wallace, President
M R O

U

UUNET TECHNOLOGIES
3060 Williams Drive
Fairfax, VA 22031
(800) 488-6384
Fax: (703) 206-5601
E-mail: sales@uu.net
I

Visit R&R's Web Site:
<http://www.rronline.com>

W

WALCOFF & ASSOCIATES
12015 Lee Jackson Highway, Suite 500
Fairfax, VA 22033
(703) 267-3675
Fax: (703) 934-9870
James H. Dixon, PhD
I M R

WEBRADIO STRATEGISTS (WRS)
PO Box 22875
San Diego, CA 92192
(619) 491-4876
Fax: (619) 554-0895
E-mail: iradio@aol.com
Howard Freedman, President
I L S

WEBSPINNERS INC.
1284 Riverside Drive
Baltimore, MD 21230
(800) 909-7746
Fax: (410) 547-0611
E-mail: sales@webspinnerinc.com
I

THE WELL INC.
444 Meder Street
Santa Cruz, CA 95060
(415) 332-9200
Fax: (415) 332-9355
E-mail: sales@well.com
I

WILLHIGHT RESEARCH INC.
2104 SW 152nd Street, Suite 4
Seattle, WA 98166
(206) 431-8430
Fax: (206) 431-0603
E-mail: dbhaste@aol.com
Dave Hastings, VP/Sales & Marketing Dir
R

Key to Services on Page 124

WINNING EDGE PRODUCTIONS & SOFTWARE

16012 Daybreak Lane
Beaverdam, VA 23015-9340
(804) 227-3390
Fax: (804) 227-3390
E-mail: deitz@richmond.infi.net
Corey Deitz, President
T

X

XING TECHNOLOGY CORP.
520 Broadway, Suite 100
Santa Monica, CA 90401
(310) 576-3488
Fax: (310) 576-3491
E-mail: julie@xingtech.com
Julie Spira, VP/Corporate Services
I L



**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

Get with the program!

MasterAccess Analyzer

database for radio

BIA's **MasterAccess** databases contain powerful information on trends, revenues, market share and transactions, providing you with critical data right at your fingertips—customizable fields to enter your own notes and fully exportable to your existing software programs.

The premier analytical software on the radio industry.



The Industry Source

Stay on top of your industry. Call today for more information.

BIA Publications, Inc. 800-331-5086



From the
publishers of
*Investing in
Radio Market
Report...*



A

A TRAIN MANAGEMENT & CONSULTING

PO Box 29242
Oakland, CA 94604
(510) 893-4705
Fax: (510) 893-4807
E-mail: atrain@emf.net
Al Evers, President
M

ABRAMS/DAWSON & ASSOCIATES

115 West Channel Islands Boulevard, Suite 2
Oxnard, CA 93035
(805) 984-2424
Fax: (805) 984-2424
E-mail: h9k@aol.com
Hal Abrams, President
M P

Lee Abrams Incorporated

The full-service radio/music/entertainment consultancy, focusing on creative ideas to help build amazing stations.

LEE ABRAMS INC.

13725 Montfort Drive
Dallas, TX 75240
(972) 448-3307
Fax: (972) 448-3378
E-mail: leesound@aol.com
Lee Abrams, President
M M P P O

A/C & CHR CONSULTANTS

PO Box 7100
Phoenix, AZ 85011-7100
(602) 485-1243
Tom Watson, President/CEO
M M P P S

KEY TO SERVICES

E = ENGINEERING	P = PROGRAMMING
M = MANAGEMENT	R = RESEARCH
MP = MARKETING & PROMOTION	S = SALES
	O = OTHER

ACCEND BROADCAST SERVICE

PO Box 742
Olney, MD 20830-0742
(301) 924-5700
Fax: (301) 570-8916
E-mail: mikew@jockline.com
Michael J. Weiner, President
M P P S

ADULT CONTEMPORARY MUSIC RESEARCH LETTER

1837 SE Harold Street
Portland, OR 97202-4932
(800) 929-5119, (503) 232-9787
Fax: (800) 929-5119, (503) 232-9787
Eric Norberg, Editor/Publisher
M M P P R S

THE ADVANTAGE GROUP INC.

RR 1 Box 119
Chelsea, VT 05038
(802) 889-3511
Fax: (802) 889-3512
E-mail: advantage@quest-net.com
Bob Frenier
M P

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

ALBRIGHT, HILL & O'MALLEY

Radio IQ Country Radio Specialists

The Country Radio Specialists

JAYE ALBRIGHT CONSULTING

7699 Fletcher Bay Road NE
Bainbridge Island, WA 98110
(Toll free) 888 PROGRAM
(206) 842-5979
Fax: (206) 780-2727
E-mail: albright@usa.net
Jaye Albright, Partner
Keith Hill, Partner
Mike O'Malley, Partner
M M P P R

ALEXANDER/MILLER & Co. Inc.

5555 DTC Parkway, Suite C 3004
Englewood, CO 80111
(303) 770-5557
Fax: (303) 770-8102
Richard V. Alexander, President
M P

DAVID ALLEN OLDIES CONSULTING

3734 White Ivory Court
Las Vegas, NV 89117
(702) 227-9695
Fax: (702) 227-9695
E-mail: dallenoldz@aol.com
David Allen, President
P

GARY ALLYN RADIO ENTERPRISES

PO Box 755
Escondido, CA 92033
(619) 740-1100
Fax: (619) 740-1100
Gary Allyn, President
P O

The Lund Consultants . . . The Experts in Radio Programming Consulting

One consulting firm for duopoly strategy, and format specialists for programming, music, talent development and station launch.

Call John Lund today!

The Lund Consultants to Broadcast Management, Inc.
415-692-7777

ADULT CONTEMPORARY • COUNTRY • TOP 40 • ROCK • CLASSIC ROCK • OLDIES • NEWS-TALK

CONSULTANTS SHOWCASE

The Positioning WorksSM

Positioning great radio stations with proven programming and marketing techniques.

Don W. Hallett

Programming • Marketing • Research

614 • 451 • 9589

OnAir@compuserve.com

DWHallett@aol.com

ALBRIGHT, HILL & O'MALLEY

Radio IQ[®] *Country
Radio
Specialists*

JAYE ALBRIGHT (206) 842-5979

KEITH HILL (914) 235-1111

MIKE O'MALLEY (908) 935-5757

Toll Free 1-888-770-4726

Lee Abrams Incorporated

Services include:

- **FINE TUNING:** Helping successful Rock stations reach the next level.
- **START UPS:** Complete turn-key format set-up; Market specific format/marketing blueprints.
- **RADICAL RE-THINKING:** Working to help a Rock station re-invent itself. Create a renaissance.

Serving the broadcasting and entertainment business for 29 years. New ideas and strategies that consistently win.

Lee Abrams Inc., 13725 Montfort Road/Dallas
Texas 75240, Phone: 972-448-3307
E-mail LeeSound@aol.com

PATHFINDER

Radio Consulting & Research

Customized strategies for rock radio. No cookie-cutter solutions. 20 years of success in big and small markets Limited client list, frequent visits, personal service.

1145 Kensington Road
Kensington, CT 06037
PHONE: (860) 828-8815
FAX: (860) 828-3088
Dan Hayden, President
MP P

Over 100 stations in
75 markets
know we help

DO YOU?



Programming & Research
Philadelphia, PA
610-494-0910

AFFORDABLE CONSULTING

STEVE SMITH

radio • ratings • consultants

**CHR ... URBAN ... URBAN AC ...
RHYTHMIC AC ...**

TOTAL ACCESSIBILITY • PERSONAL ATTENTION •
WEEKLY FORMAT CONFERENCE CALLS • MARKETING
NEWSLETTERS • AIRCHECK SESSIONS • MARKET TRIPS

FROM SAN DIEGO TO NEW YORK, EVERY
STATION STEVE SMITH CONSULTS WINS!

STEVE SMITH - *PRESIDENT*
BRAD PATRICK - *VP*

888-333-6233 OR 212-982-4892
e-mail: Radiortgs@aol.com

"COUNTRY
RADIO ONLY"

MARK TUDOR & ASSOCIATES

◆ country programming consultant ◆

**RATINGS AND REVENUE RESULTS
FOR ALL SIZE MARKETS**

CALL 704-846-5822

THE RANDY LANE CO.

THE CREATOR OF ALTERNATIVE AC

Also specializing in
**HOT AC, CHR &
Morning Show Coaching**

THE RANDY LANE COMPANY
860 VIA DE LA PAZ, #D2
PACIFIC PALISADES, CA 90272
(310) 454 - 4206
FAX: (310) 454 - 5046

Chuck Dees Associates

Programming/Marketing

PROGRAMMING SPECIALIST

Urban A/C Country NewsTalk

**We've Increased Audience
for CDA Clients in**

Memphis Augusta Huntsville Kalamazoo
Savannah Monroe Amarillo
... and all size markets in between.
What do you get for \$850.00 a month?
CDA guarantees **RESULTS!**

Let's talk, call today.

Chuck Dees President, CDA GROUP
(517) 882-1809 CDAONLN@aol.com

CONSULTANTS SHOWCASE



OZMON MEDIA INC.
RADIO PROGRAMMING CONSULTATION
& AIR PERSONALITY DEVELOPMENT

**TRAINING WORKSHOPS
AIR PERSONALITY
DEVELOPMENT PROGRAMS
FULL-SERVICE
PROGRAM CONSULTATION**

OZMON MEDIA
WHEN YOU WANT TO IMPROVE
THE RATINGS IMPACT OF YOUR AIR
PERSONALITIES OR MORNING SHOW

(773) 761 - 0305

LORNA OZMON, PRESIDENT

1123 W. COLUMBIA, CHICAGO, IL 60626
FAX: (773) 761 - 4490
E-MAIL: LOZMON@AOL.COM

**NICK ANTHONY
& ASSOCIATES**

**SPECIALIZING IN
COUNTRY, CHR,
ROCK HITS,
AC AND OLDIES
SINCE 1984.**

(216) 336-4570

LEE BAYLEY

AC • Country • Oldies • News/Talk

20-Year Winning Track Record

Custom Strategy Developed for You

Limited Number of Clients
Ensures Personal Service

RESULTS...

IN THE BOOK AND AT THE BANK.

Call 214/252-0099

D.L. Consulting
Programming Strategies

**Individualized
Solutions
For
Rock Radio**

AOR - Classic Rock
Modern Rock - Active Rock
Modern A/C - Adult Alt.

Call *Dave Lange* at

☎ -219-273-0559

E-Mail *DLange210@AOL.COM*

**Packer TalkRadio
Consulting**

- ◆ News/Talk - TalkRadio - NewsRadio - Full Service
- ◆ Startups - Turnarounds - Fine-Tuning
- ◆ PC-CAT® Core Audience Tracker - Client Exclusive
- ◆ Visit Our Web Site at <http://www.mpacker.com>

Michael Packer - President

(810) 656-4140 FAX: (810) 656-4104
E-mail: mpacker@aol.com

Chris Elliott
programming consultant, inc.

Oldies radio programming
specialist. Proven success
consulting 60's and 70's
Oldies radio stations. Select
clientele ... personal service.

Phone (303) 841-5822

Fax (303) 841-6033

E-Mail 72320.3554@compuserve.com

GRAY

communications, inc

Broadcast Programming Consultant

Over 10 years' experience in
BLACK/URBAN CONTEMPORARY
programming. We're prepared to
assist you in maximizing your
ratings and revenue potential.

1424 E. 53rd Street, Suite 204
Chicago, IL 60615
(312) 752-5108

Tony Gray - President/CEO

CALL DONNA HALPER

- STATION CRITIQUES
- FORMAT CHANGES
- STAFF TRAINING
- BETTER RATINGS

**15 YEARS OF RESULTS IN
MARKETS OF ALL SIZES!
617-786-0666**

304 Newbury St. #506, Boston, MA 02115

BILL HENNES

& associates, inc.

**HERE ARE THE NUMBERS
YOU NEED ... TO GET
THE NUMBERS YOU WANT.
1-910-313-2491**

PROGRAMMING CONSULTANTS
Quietly helping stations win BIG since 1981.

CHR • Country • 70's • AC • Urban

5009 Crosswinds Drive • Wilmington • NC 28409
Phone: 910-313-2491 • Fax: 910-313-0228
E-mail: BHennes105@aol.com

**A
•
B**

A

ALTAIR COMMUNICATIONS INC./ACI

1914 Maple Leaf Drive, Suite 100
Windermere, FL 34786
(407) 298-4000
Fax: (407) 297-4077
John Newman
E M P P R S

ANTHONY MEDIA CONCEPTS

124 Natures Way
Ponte Vedra Beach, FL 32082
(904) 693-5235
Fax: (904) 786-1529
E-mail: danthony@jax-inter.net
Dave Anthony
M M P P O

**NICK ANTHONY
& ASSOCIATES**

Specialists in Country, CHR, Rock, AC,
and Oldies since 1984. Management,
programming, marketing/promotions,
startups, turnarounds.

**NICK ANTHONY
& ASSOCIATES INC.**

104½ High Street, Suite 201
Wadsworth, OH 44281-1800
(330) 336-4570
Fax: (330) 336-0312
E-mail: info@nickanthony.com
Web Site: http://
www.nickanthony.com
Nick Anthony, President
Diane Agnesi, Assistant
Susan Brown, Client Services
Director
M M P P R S O

APEX RADIO CONSULTANTS

4455 Los Feliz Boulevard
West Tower 1205
Los Angeles, CA 90027
(213) 664-0442, (805) 520-7653
Fax: (213) 669-8665, (805) 584-0133
Rob Edwards, Sr. Partner
Bob Darling, Sr. Partner
M M P P S

IRA APPLE & ASSOCIATES

200 Bond Avenue
Reisterstown, MD 21136
(410) 526-6724
Fax: (410) 526-6725
E-mail: iapple@erols.com
Ira Apple, President
M P R S

Visit R&R's Web Site:
<http://www.rronline.com>

AT&T SOLUTIONS

635 Madison Avenue, 6th Floor
New York, NY 10022
(212) 583-6800
Fax: (212) 583-6834
E-mail: lsmiller@attmail.com
Larry Miller
O

ATKINSON CONSULTANTS

12 Lords Highway Extension
Weston, CT 06883
(203) 226-3110
Fax: (203) 226-3110
Bob Atkinson, President
P R O

AUDIENCE DEVELOPMENT GROUP

2025 East Bellline Avenue SE, Suite 205
Grand Rapids, MI 49546
(616) 940-8309
Fax: (616) 940-9105
Tim Moore, Managing Partner
Alan Mason, Managing Partner
Brian Wright, Associate
M P M P

AVI COMMUNICATIONS INC.

1349 Regal Row
Dallas, TX 75247-3615
(214) 637-5464
Fax: (214) 637-6285
Patrick S. Shaughnessy, President/CEO
M M P S

B

LEE BAYLEY

We've helped KKQB change Houston,
WAMZ & WHAS own Louisville for over
a decade, and WDAF return to #1 in KC.
Call!

LEE BAYLEY & ASSOCIATES

3401 Plantation Drive
Irving, TX 75062
(972) 252-0099
Fax: (972) 594-1352
E-mail: leeradio@computek.net
Lee Bayley, President
M M P P

CHRIS BECK COMMUNICATIONS

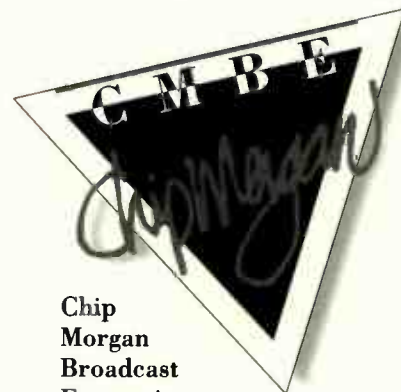
22647 Ventura Boulevard, Suite 234
Woodland Hills, CA 91364
(818) 594-0851
Fax: (818) 594-5030
Chris Beck, President
Margo Robinson, VP
M S

1-800-801-CMBE

**The only
thing
better is a
winning
lottery
number!**

Call now for fast response,
huge savings and major market
experience in audio processing,
coverage improvement and
digital equipment. From our
basic retainer plans to
customized turnkey solutions,
CMBE can make your station
sound like a million bucks.

*And that's as good as
winning the lottery!*



**Chip
Morgan
Broadcast
Enterprises**

**Mad Passionate Radio
for the 21st Century**

B

LAWRENCE BEHR ASSOCIATES, INC.

PO Box 8026
210 West Fourth Street
Greenville, NC 27835
(919) 757-0279

Fax: (919) 752-9155
E-mail: lbassc@lbagroup.com

Lawrence Behr, CEO
Win Donat, President
E

THE BENCHMARK COMPANY

611 South Congress, Suite 200
Austin, TX 78704
(512) 707-7010

Fax: (512) 707-7015

E-mail: jaybench@aol.com
Web Site: <http://www.instar.com/benchmark>
Robert Balon, President/CEO
Palge Blount, Research Director
Jason N. Donovan, Sr. Research Analyst
M M P P S

BERGER BROADCAST CONSULTANTS

1200 Gough Street, Suite 15-E
San Francisco, CA 94109
(415) 441-3950

Fax: (415) 441-4169

E-mail: lberger@worldnet.att.net
Larry Berger, President
E M P



**BERKOWITZ BROADCAST
CONSULTING INC.**

**BERKOWITZ BROADCAST
CONSULTING INC.**

4901 Champlain Circle
West Bloomfield, MI 48323-3529
(810) 737-3727

Fax: (810) 737-0243

E-mail: garyberk@juno.com;
cindyasl@juno.com

Gary Berkowitz, President
**Cindy Senkbeil, Client Service
Director**
P

THE BEST OF THE BLUES NETWORK

3512 Harvard Drive
Bakersfield, CA 93306
(805) 872-6248

Fax: (805) 872-8275

Mike "Bulletproof" Allen, Blues Boss
M P P

BETTER BUSINESS PRODUCTIONS

9035 Vinewood Drive
Dallas, TX 75228
(214) 327-9600

Fax: (214) 428-8274

Bruce Bonnhelm, President
S O



Leading provider of strategic and financial solutions for the broadcasting and telecommunications industries. Asset appraisals. Fair market valuations. Business plans. Financial models. Strategic consulting. Litigation support. Market research.

BIA CONSULTING INC.

14595 Avion Parkway, Suite 500
Chantilly, VA 20151-1102
(703) 818-2425

Fax: (703) 803-3299

E-mail:

consulting@biacompanies.com

Web Site: <http://www.biacompanies.com>

Thomas J. Buono, ASA,
President/CEO

Peter Bowman, ASA, VP
**Mark A. Giannini, Dir./Business
Development**

BLAIN CONSULTING INC.

9750 Crawford Avenue
Skokie, IL 60076
(847) 673-5828

Fax: (847) 673-5836

E-mail: harvblain@aol.com

Harv Blain, President
M M P P R

BLUES 'N JAZZ

PO Box 2267
Sarasota, FL 34230-2267
(941) 924-0145

Bobby Rivers, Owner
P

ALLEN BOAZ ELECTRONIC SERVICES

263 Archie Yokeley Road
Winston Salem, NC 27107
(910) 769-9689

Fax: (910) 769-9689

E-mail: 71511.2320@compuserve.com

H. Allen Boaz, CBT
E

BOHN & ASSOCIATES MEDIA

1665 West Broadway, Suite 235
Vancouver, BC V6J 1X1
CANADA

(604) 736-8199

Fax: (604) 736-7454

E-mail: consult@bohn.com

Pat Bohn, President
M M P P R

Key to Services on Page 131

BOLTON RESEARCH CORPORATION

42 West Lancaster Avenue
Ardmore, PA 19003
(610) 649-8100

Fax: (610) 642-7770

E-mail: bolton@netreach.net

Ted Bolton, President
Lisa Hennelly, Research Dir.
Doug Keith, Research Dir.
M P P R

BOND & PECARO INC.

1201 Connecticut Avenue NW, Suite 450
Washington, DC 20036
(202) 775-8870

Fax: (202) 775-0175

James R. Bond Jr., Principal
Timothy S. Pecaro, Principal
John S. Sanders, Principal
M R O

BOSLEY ASSOCIATES INC.

810 Chumleigh Road
Baltimore, MD 21212
(410) 377-5859

Fax: (410) 377-8254

Rhody A. Bosley, President

BOTIK BROADCAST SERVICES INC.

12204 Highway 1826
Austin, TX 78737
(512) 288-0625

Fax: (512) 288-1808

Bob Botik, President
M P S

**NEED
MORE
COPIES?**

**ADDITIONAL
COPIES OF THE R&R
"RATINGS REPORT
& DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

B

B

BP CONSULTING GROUP

a division of



MUSIC PROGRAMMING SOLUTIONS FOR THE NEW RADIO

BP CONSULTING GROUP

2211 Fifth Avenue
Seattle, WA 98121

Toll-Free: (800) 426-9082

(206) 728-2741

Fax: (206) 441-6582

E-mail: experts@bpradio.com

Edith Hilliard, President

Principal Consultants:

L.J. Smith

Ken Moultrie

Mike Bettelli

J.J. Cook

Format Specialties:

Country, AC, CHR, Hot AC,
AC 45+

RHR, Alternative, Classic Rock,
Easy Listening

AAA, Smooth NAC, Nostalgia,
'70s, Oldies

M M P P

BREAKTHROUGH MARKETING

15436 SE 67th Place

Bellevue, WA 98006

(206) 747-0647

Fax: (206) 747-1442

E-mail: jlbrauff@aol.com

Julie Lomax Brauff, President

M M P S O

BREEN BROADCAST

Six Queens

Pennington, NJ 08534-2910

(609) 730-0070

Fax: (609) 737-1635

E-mail: julian@breen.com

Julian H. Breen, Proprietor

M M P P R

BROADCAST ARCHITECTURE

17 Hulfish Street

Princeton, NJ 08542

(609) 921-1188

Fax: (609) 921-1915

E-mail: broadcasta@aol.com

Frank Cody, CEO

P R

BROADCAST DIRECT MARKETING

2041 SW Third Avenue

Miami, FL 33129-1449

(305) 858-9524

Fax: (305) 859-8777

Courtney Thompson, President/CEO

John Cowan, VP/Marketing

Kathy Walker, VP/Client Services

M M P R S O

BROADCAST INFORMATION SYSTEMS

23507 Heritage Oak Court

Santa Clarita, CA 91321

(805) 259-2856

David Adams, President

M R S O

BROADCAST MARKETING GROUP

3100 Broadway, Suite 318

Kansas City, MO 64111

(816) 753-3277

Fax: (816) 561-0800

E-mail: focus@primenet.com

Aubrey E. Potter, Jr., President

Bill Allen, VP/Sales

Rich DePaoli, VP/Research

MP

BROADCAST MEDIA ASSOCIATES

316 California Avenue, Suite 700

Reno, NV 89509

(800) 237-3777

Fax: (800) 237-3777

Cliff Hunter, President

M S O

**BROADCAST PENSION SERVICES
401(K) PLANS**

15130 Ventura Boulevard, Suite 320

Sherman Oaks, CA 91403

(800) 595-4015

Fax: (818) 501-4050

James A. Gilbert, President

M O

**BROADCAST STRATEGIES
INTERNATIONAL**

11684 Ventura Boulevard, Suite 312

Studio City, CA 91604

(818) 509-2633

Fax: (818) 506-4813

Lynn Anderson, C.R.M.C., President

M M P S O

BROADCASTING UNLIMITED INC.

35 Main Street

Wayland, MA 01778

(508) 653-7200

Fax: (508) 653-4088

E-mail: jwilliams@dmrintl.com

Jay Williams Jr., President

Steve Gallagher, Programming

Lou Josephs, Research

MP

LARRY BRUCE COMMUNICATIONS INC.

501 West Broadway, Suite A-370

San Diego, CA 92101-3536

(619) 942-1356

Fax: (619) 942-7297

Elizabeth Burley, President

M P P R

BRAD BURKHART CHRISTIAN MEDIA

10900 Crabapple Road, Suite 103

Roswell, GA 30075-3092

(770) 518-8811

Fax: (770) 518-8321

E-mail: crrmail@aol.com

Brad Burkhart, President

M M P P R

**BURKHART/DOUGLAS & ASSOCIATES
INC.**

PO Box 502168

Atlanta, GA 31150

(770) 394-4756

Fax: (770) 394-4853

E-mail: dcdouglas@aol.com

Greg Gillispie, President

M M P P

KENT BURKHART'S OFFICE INC.

5600 Roswell Road, Suite E-300

Atlanta, GA 30342-1119

(404) 255-1055

Fax: (404) 255-7443

Kent Burkhart, Owner

R O



& Associates

ALAN BURNS & ASSOCIATES

11705 Sumacs Street

Oakton, VA 22124

(703) 648-0000

Fax: (703) 264-1710

Alan Burns

Donna Burns

M M P P

BURNS MEDIA CONSULTANTS INC.

709 Hacienda Street

Anaheim, CA 92804

(714) 758-7057

Fax: (714) 772-1322

E-mail: burnsmedia@earthlink.net

George A. Burns, President

Sandra Kasberger, VP

M M P P R O

SCOTT BURTON MEDIA

7120 Via De Amigos

Scottsdale, AZ 85258

(602) 948-9199

Fax: (602) 945-0326

E-mail: sgb831@aol.com

Scott Burton, President

M M P P

C

CALIPER

741 Mount Lucas Road
Princeton, NJ 08540
(609) 924-3800
Fax: (609) 683-8560
Herbert Greenberg, Chairman/President
M O

CAMERON COMMUNICATIONS INC.

55 Dubois Street
Darien, CT 06820-5224
(203) 655-0138
Fax: (203) 655-4752
E-mail: jim@camcomm.com
Jim Cameron, President
Mimi Griffith, VP
P

MIKE CARTA/M.A.C. PRODUCTIONS

2719 Muscadine Drive
Maryville, TN 37803
(423) 983-3311
Fax: (423) 379-8411
E-mail: kcarta@ix.netcom.com
Mike Carta, CEO
P

CAL CASEY, RADIO PROGRAMMING CONSULTANT

1910 Kensington Drive
Carrollton, TX 75007
(972) 492-1753
Fax: (972) 492-8147
E-mail: casey-radioconsultant@worldnet.att.net
Cal Casey, President
M MP P

CLUFF & COMPANY/SUCCESS TRAINING INT'L

8018 South Twelve Pines Drive
Sandy, UT 84094
(800) 346-4997
Fax: (801) 568-1769
Douglas D. Cluff, President
M MP S



Mad, passionate radio for the 21st century-optimization of station sound and coverage with the latest techniques.

CMBE, Inc.

PO Box 5233
El Dorado Hills, CA 95762
(800) 801-CMBE
Fax: (916) 933-3903
E-mail:
CMBE@compuserve.com
Chip Morgan, President
Al Jason, Sales Manager
E M O

CO-OPPORTUNITIES

324 Campus Lane, Suite B
Suisun, CA 94585
(707) 864-2667
Fax: (707) 864-2672
E-mail: clark@community.net
Elaine Clark, Marketing/OM
S

COLEMAN RESEARCH

PO Box 13829
Research Triangle Park, NC 27709
(919) 571-0000
Fax: (919) 571-9999
E-mail: coleman-res.com
Jon Coleman, President
Andy Bloom, VP
Chris Ackerman, VP
R

COLOR RADIO 2000

1850 Union, Suite 1515
San Francisco, CA 94123
(415) 356-4940
Fax: (415) 921-2834
Alex Lacy, President
M P P

COLUMBINE JDS SYSTEMS INC.

1707 Cole Boulevard
Golden, CO 80401
(303) 237-4000
Fax: (303) 237-0085
E-mail: info@cjds.com
Mike Oldham, VP/Sales & Marketing
E M R S O

COMMUNICATION DATA SERVICES

5123 Phoenix East Court
Fair Oaks, CA 95628
(916) 962-2970
Fax: (916) 962-7468
E-mail: dstROUT@interserv.com
Dave Strout, President
M P S

DENNIS CONSTANTINE

3788 Orange Lane
Boulder, CO 80304
(303) 440-5470
Fax: (303) 449-5043
E-mail: denver@aol.com
M P P

CONTEMPORARY GROUP

1401 South Brentwood Boulevard, 7th Floor
St. Louis, MO 63144
(314) 962-4000
Fax: (314) 962-0445
E-mail: ghducats@aol.com
Gregory J. Hagglund, Sr. VP
M P

HOLLAND COOKE MEDIA

3220 N Street NW
Washington, DC 20007
(202) 333-8442
Fax: (202) 965-3294
E-mail: cookeh@aol.com
Holland Cooke, Consultant
M P P

Key to Services on Page 131

COPLEY ENTERTAINMENT INC.

1735 Post Road, Suite 9
Fairfield, CT 06430
(203) 259-0525
Fax: (203) 259-3321
E-mail: copleyent@aol.com
Paul R. Krumins, President
M P P

COSTA COMMUNICATIONS

8265 Sunset Boulevard, Suite 101
Los Angeles, CA 90046
(213) 650-3588
Fax: (213) 654-5207
E-mail:
costacomm@aol.com; rprfirm@aol.com
Ray Costa, President
M MP P

CREATIVE BROADCAST CONSULTING

1310 Waukegan Road, Suite 301
Glenview, IL 60025
(312) 280-8334
Fax: (312) 280-8346
E-mail: cbci@aol.com
Chris Witting
M P P

CREATIVE MEDIA MANAGEMENT INC.

1000 Belcher Road South, Suite 10
Largo, FL 33771-3307
(813) 536-9450
Fax: (813) 536-9711
E-mail: cmm4u@ix.netcom.com
Nancy W. Izor, President
Gordon J. Obarski, VP/Sales
Blake Lawrence, Radio Dir. Mktg. Cons.
M P

CRN MEDIA INC.

Full-service radio resource specializing in programming/management/sales consulting, syndication, station acquisition, and workouts. Also written analysis and commentary.

CRN MEDIA INC.

124 West 60th Street, Suite 33-F
New York, NY 10023
(212) 765-2587
Fax: (212) 586-8797
Tom Shovan, President
M MP P O

CROSS-COUNTRY COMMUNICATIONS INC.

PO Box 535
Suffern, NY 10901
(914) 368-1720
Fax: (914) 368-1720
E-mail: cccomm@aol.com
Joe Capobianco, President
M MP P O

C
D

C

MICHAEL CRUISE

3538 Mark Twain Drive
Hilliard, OH 43026
(614) 529-4230
Fax: (614) 529-4205
E-mail: 75300.3567@compuserve.com
Michael Cruise, President
M P P

CSR MEDIA

12106 West 75th Lane
Arvada, CO 80005-5306
(303) 420-7106
Fax: (303) 420-7106
E-mail: csreed@prodigy.com
Chris Reed, President
M P R

CUSTOM PRODUCTIONS INC.

725 Arizona Avenue, Suite 306
Santa Monica, CA 90401
(310) 393-4144
Fax: (310) 393-1143
Steve Stockman, President
Keith Dardick, Exec. VP/GM
M P

CUSTOM PUBLISHING & MARKETING GROUP INC.

1095 Jupiter Park Drive, Suite 13
Jupiter, FL 33458
(561) 743-0548
Fax: (561) 743-7842
E-mail: cpmgrp@earthlink.net
Dick Downes, President
M P

CUTLER & SEDLMAYR LLP

270 Lafayette Street, Suite 605
New York, NY 10012
(212) 925-3456
Fax: (212) 925-0554
Randall M. Cutler
Theodor K. Sedlmayr
O

D

D.L. Consulting

Over 20 years in Rock Radio programming and consulting. Individualized solutions — full service and support — no cookie cutting.

D.L. CONSULTING

18157 Redstart
South Bend, IN 46637
(219) 273-0559
Fax: (219) 271-7561
E-mail: dlange210@aol.com
Dave Lange, President
M M P P R

DAM GOOD TV!

PO Box 794845
Dallas, TX 75379
(800) 691-6940
Fax: (800) 691-6942
E-mail: damgoodtv1@aol.com
Jill Frank, CEO
M P

BOB DARLING

3359 Lauren Street
Simi Valley, CA 93063
(805) 520-7653
Fax: (805) 584-0133
Robert E. Darling, President
Bob Martin, VP/Programming
Cathy Thomsen, VP/Sales
M P S

DATAWORLD

PO Box 30730
Bethesda, MD 20824
(800) 368-5754, (301) 652-8822
Fax: (301) 656-5341
E-mail: ed@dataworld.com; info@dataworld.com
Jack Neff, President
Hank Brandenburg, Executive VP
S.E. Hawkins Jr., VP/Marketing
M P P R S



E. ALVIN DAVIS & ASSOCIATES, INC.

60s Oldies ♦ 70s Oldies

The World's Most Experienced Oldies Consultant

E. ALVIN DAVIS & ASSOCIATES
4777 Red Bank Expressway,
Suite 16
Cincinnati, OH 45227
(513) 272-2300
Fax: (513) 272-2303
E-mail: ealvin@compuserve.com
Web Site: <http://ourworld.compuserve.com/homepages/ealvin>
E. Alvin Davis, President
Ted McAllister, VP
M P P

MICHAEL DAY ASSOCIATES

Travel Incentives Specialists
11684 Ventura Boulevard, Suite 312
Studio City, CA 91604
(800) 966-2237, (818) 509-9872
Fax: (818) 506-4813
Michael Day, President
San Francisco Office: (415) 662-2237
M P

DDS SALES TRAINING & MANAGEMENT CONSULTANTS

6409 West Sagamore Circle
Sioux Falls, SD 57106
(605) 361-9923
Fax: (605) 361-1828
Darrell Sollberg, President
M M P S O

DEER RIVER GROUP

888 16th Street NW, Suite 400
Washington, DC 20006
(202) 939-9090
Fax: (202) 939-9091
Robin B. Martin, President/CEO
M O

CHUCK DEES ASSOCIATES

3815 Inverary Avenue
Lansing, MI 48911-1358
(517) 882-1809
Fax: (517) 882-0335
E-mail: cdaonln@aol.com
Chuck Dees, President
M P P R S

DEMERS PROGRAMMING MEDIA CONSULTANTS

204 Exton Commons
Exton, PA 19341
(610) 363-2636
Fax: (610) 363-2198
E-mail: demerspgm@aol.com
Alex DeMers, President
Jeff Murphy, Consultant
Jim Owen, Consultant
M P R

DIRECT MARKETING RESULTS

35 Main Street
Wayland, MA 01778
(508) 653-7200
Fax: (508) 653-4088
E-mail: jwilliams@dmrintl.com
Jay Williams Jr., CEO
Steve Gallagher, Promotions/Programming
Lou Josephs, Research Director
M P

DIRECT MARKETING RESULTS

644 Linn Street, Suite 900
Cincinnati, OH 45203
(513) 665-3100
Fax: (513) 665-3120
E-mail: bbutter@dmrintl.com
Catherine Jung-Byrne, VP/Radio
Mark Panetta, Marketing Consultant
Brad Butler, Mgr./New Technologies
M P

DIRECTIONS IN RADIO

5353 Mission Center Road, Suite 310
San Diego, CA 92108
(800) 676-5883, (619) 299-5883
Fax: (619) 299-5888
E-mail: 75061.02215@compuserve.com
Mike Shepard, President
M P

DORSEY MANAGEMENT SERVICES

2049 Vista Drive
Lewisville, TX 75067
(214) 316-0288
Fax: (214) 315-3845
Calvin Dorsey, President
M S

D

DUNPHY STRATEGIC MEDIA

394 Rittenhouse Court
North Brunswick, NJ 80902
(908) 296-1688
Fax: (908) 296-9620
E-mail: DSMedia1@aol.com
Robert J. Dunphy, President
M M P P

E

EFFECTIVE MEDIA SERVICES

50 Chestnut Ridge Road, Suite 109
Montvale, NJ 07645
(201) 930-9870
Fax: (201) 930-1221
George Feldman, President/CEO
Rich Goldman, Sr. VP/Marketing
Joe Feldman, Dir./Marketing
M P

DOC ELLIOT & ASSOCIATES

PO Box 691
Wilmette, IL 60091
(312) 431-1860
Fax: (312) 697-5154
Elliot B. Pollock, President/Attorney at Law
M O P

DON ELLIOT CREATIVE SERVICES/LA

PO Box 662
Hollywood, CA 90078-0662
(213) 427-7209
Fax: (213) 251-3102
E-mail: 206-9316@mcimail.com
Ann Schnieders, Sales & Station Relations
P S O

Chris Elliott

programming consultant, inc.

Oldies programming specialist. Proven success consulting '60s and '70s. Select clientele ... personal service.

CHRIS ELLIOTT

10940 South Parker Road,
Suite 512

Parker, CO 80134
(303) 841-5822

Fax: (303) 841-6033

E-mail:

72320.3554@compuserve.com

Chris Elliott, President
M P P

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

EVANS BROADCAST CONSULTING

703 Pinebrooke Circle
Downingtown, PA 19335
(610) 873-8288
Fax: (610) 873-1063
E-mail: tebcradio@aol.com
Tom Evans, President
Peter Heiman, Associate
Dr. Lisa A. Wolf, Research
M P P R S

EVENT MARKETING INC.

9966 Alydar
Cincinnati, OH 45242
(513) 745-9096
Fax: (513) 745-9097
Sara Backman, President
M P S

EXECUTIVE DECISION SYSTEMS INC.

6421 West Weaver Drive
Littleton, CO 80123
(303) 795-9090
Fax: (303) 795-1970
E-mail: philipjay@ad.com
Philip Jay LeNoble Ph.D, Chairman
Donna LeNoble, President
M S

F

FAIRWEST DIRECT

9815 Carroll Canyon Road, Suite 206
San Diego, CA 92131
(619) 693-0576
Fax: (619) 693-0778
Reg Johns, President
Greg Fredrick, Sr. VP
Rob Sisco, VP/Marketing Services
M M P P S

FAR WEST COMMUNICATIONS

3610½ Foothill Boulevard
La Crescenta, CA 91214-1738
(800) 783-2946, (818) 248-2400
Fax: (818) 248-2596
Paul Ward, President
M P P R

THE FRUGAL CONSULTANT

2361 Valleywood Drive SE, Suite N-11
Grand Rapids, MI 49546
(616) 949-4688
Fax: (616) 949-4688
E-mail: tmcgno9s@aol.com
Tom McGuire, President
M M P P O

G

CHRIS GABLE BROADCAST SERVICES

1 Kaufman Avenue
PO Box 130
Mt. Gretna, PA 17064
(717) 964-3255
Fax: (717) 964-2223
E-mail: 2046500@mcimail.com;
chrishgale@aol.com
Chris Gable, President
M M P P O

Key to Services on Page 131

GELLER MEDIA INTERNATIONAL

666 West End Avenue, Suite 11-M
New York, NY 10025
(212) 580-3385
Fax: (212) 787-6279
E-mail: vgeller@aol.com
Web Site: <http://www.gellermedia.com>
Valerie Geller
P

DAVE GIFFORD INTERNATIONAL

1143 Taos Highway
Santa Fe, NM 87501
(800) 825-5443, (505) 989-7007
Fax: (505) 988-1991
Dave Gifford
M S

WALTER K. GILBRIDE & ASSOCIATES

PO Box 401
Lexington, MA 02173
(617) 861-8713
Fax: (617) 861-3723
S O

GLADSTONE CONSULTING

1933 North Hudson
Chicago, IL 60614
(312) 266-9931
Fax: (312) 266-9932
Lorna S. Gladstone
M M P P

GLOBAL SALES DEVELOPMENT

10100 Uppingham Terrace
Richmond, VA 23235
(804) 560-9600
Fax: (804) 320-5581
E-mail: global_sls@aol.com
Alison Glander, President
S

GMI MEDIA GROUP

2012 South 314th Street, Suite 121
Federal Way, WA 98003
(206) 839-9414
E-mail: net@gmimedia.com
Ron Erak, President
M P O

GORMAN MEDIA

19754 Tanbark
Strongsville, OH 44136
(216) 572-1171
Fax: (216) 572-6667
E-mail: johngor@coi.com
John Gorman, President
M P P

GRAY

communications, inc

GRAY COMMUNICATIONS

1424 East 53rd Street, Suite 204
Chicago, IL 60615
(773) 752-5108
Fax: (773) 752-4925
Tony Gray, President
P

H • G

G

GEORGE GREEN ENTERPRISES
4765 Park Encino Lane
Encino, CA 91436
(818) 784-0893
Fax: (818) 784-4369
George Green, President
MP

THE GREENFIELD GROUP
207 West Clarendon, Suite 11-F
Phoenix, AZ 85013
(602) 253-7355
Fax: (602) 254-4799
Al Greenfield, President
M MP S

GREENWOOD PERFORMANCE SYSTEMS
4500 South Garnett Road, Suite 910
Tulsa, OK 74146
(800) 331-9115, (918) 665-7252
Fax: (918) 665-7233
E-mail: 102163.2672@compuserve.com
Jim Rhea, President
M S

GROWTH CONSULTANTS OF AMERICA
3025 Woodlawn Drive
Nashville, TN 37215
(615) 383-0550
Fax: (615) 383-1199
E-mail: johnhgd@worldnet.att.net
John H. Haggard Jr., Principal
M

H

HACKETT MEDIA INC.
1900 Alaqua Drive
Longwood, FL 32779
(407) 333-9447
Fax: (407) 333-9447
Shane Hackett, President
M MP P S

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL
310 • 788 • 1625

**DONNA HALPER
AND ASSOCIATES**

We specialize in consulting small & medium market stations. Format changes, staff training, market research, etc. Also, music software.

**DONNA HALPER &
ASSOCIATES**
304 Newbury Street, Suite 506
Boston, MA 02115
(617) 786-0666
Fax: (617) 786-1809
E-mail: dlh@donnahalper.com
Donna Halper, President
*Jon Jacobik, Computer
Consultant*
M P O


HAMILTON COMMUNICATIONS
121 Paradise Drive
Tiburon, CA 94920
(415) 435-3480
Fax: (415) 435-9646
E-mail: bobh@wco.com
Robert J. Hamilton, President
James R. London, VP
M P

HANEVAN FINANCIAL SERVICES CORP.
1850 Parkway Place, Suite 420
Marietta, GA 30067
(404) 499-8090
Fax: (404) 428-7806
Ross Secunda, President
O

**Harker
Research**

Our Strategic Information System includes Perceptual Studies, Auditorium Music Tests, Focus Groups and Callout, all designed to help you succeed.

HARKER RESEARCH
6131 Falls of the Neuse Road,
Suite 112
Raleigh, NC 27609
(919) 954-8300
Fax: (919) 954-8844
Richard Harker, President
*Glenda Shrader-Bos, VP/
Research*
M P


BOB HARPER & CO

Focus Groups, Perception Studies, Music Preference Tests, HIT fit callout song testing, TVT television spot testing, Format Boundaries clustering analysis, GOODMORNING show research.

BOB HARPER & COMPANY
8585 El Paseo Grande
La Jolla, CA 92037-3016
(619) 456-1290
Fax: (619) 456-0457
E-mail:
bobharper@compuserve.com
Bob Harper, President
Connie Harper, VP/GM
M MP P R

HARRIS AND ASSOCIATES
1907 Darby Road
Havertown, PA 19083
(610) 789-0100
Fax: (610) 789-2184
George Harris, President
E M P

SUSAN HARRISON ASSOCIATES, INC.
2700 North Buchanan Street
Arlington, VA 22207
(703) 525-3030
Fax: (703) 522-5591
E-mail: sharr@erols.com
Susan D. Harrison, President
M

JACK HAYES & ASSOCIATES
PO Box 12143
La Jolla, CA 92039-2143
(619) 455-6677
Fax: (619) 455-6678
E-mail: jhayes@usa.pipeline.com
Jack Hayes, President
M P

HCI/HUMPHRIES COMMUNICATIONS INC.
5709 Walden Drive
Plano, TX 75093
(214) 732-6059
Fax: (214) 732-6860
Steve Humphries, President
M P S

BOB HENABERY ASSOCIATES INC.
136 East 55th Street
New York, NY 10022
(212) 753-6513
Fax: (212) 888-6982
Bob Henabery, President
P

H

BILL HENNES

& associates, inc.

A full-service program consulting company that has been quietly helping stations win **BIG** since 1981.

BILL HENNES & ASSOCIATES

5009 Crosswinds Drive
Wilmington, NC 28409
(910) 313-2491
Fax: (910) 313-0228
E-mail: BHennes105@aol.com
Bill Hennes, President
Kim Hennes, VP
M M P P

**ALBRIGHT,
HILL &
O'MALLEY**Radio IQ[®] Country
Radio
Specialists

The Country Radio Specialists

KEITH HILL

327 Centre Avenue
New Rochelle, NY 10805
(914) 235-1111
Fax: (914) 235-6666
E-mail: unconsult@aol.com
Keith Hill, Partner
Jaye Albright, Partner
Mike O'Malley, Partner
M M P P R O

HKM CORPORATION

7922 St. Dennis Drive
Springfield, VA 22153
(703) 569-4705
Fax: (703) 569-4590
E-mail: jkluttz@erols.com
Jim Kluttz, President
M

HOFFMANN'S HIT RADIO CONSULTANCY

PO Box 50537
Indianapolis, IN 46250
(317) 577-9696
Gary Hoffmann, President
M P P

HOOKS UNLIMITED

200 Old 63 South, Suite 103
Columbia, MO 65201-6081
(573) 443-4155
Fax: (573) 443-4016
E-mail: hooks@hooks.com;
72223.2705@compuserve.com
Web Site: <http://www.hooks.com>
Bernie Grice, President
P O

I

IMPACT RATINGS

2002 Sproul Road, Suite 2D
Broomall, PA 19008
(610) 353-8311
Fax: (610) 353-8344
Ranate Harshaw, President
Michael Gerhardt, VP
M P

**Impact Target Marketing**

ITM is the only full service broadcast marketing company in the industry. ITM specializes in interactive television, telemarketing, direct mail, fax broadcasting, database management, and is the exclusive distributor of V-Lite™-Video Mail.

**IMPACT TARGET MARKETING,
INC.**

100 Corporate Place, Suite 202
Peabody, MA 01960
800-3-IMPACT (46-7228)
Fax: (508) 535-0011
E-mail: jimimpact@aol.com
Eric C. Corwin, President/CEO
Perry S. Levy, VP/Operations
**Kristy McCullough, Senior
Marketing Consultant**
M P O

THE INNOVATION NETWORK

23852 Pacific Coast Highway, Suite 267
Malibu, CA 90265
(310) 457-2288
Fax: (310) 457-2880
E-mail: innonet@aol.com
Dave Elliott, President

INTELLIGENCE

410 Ridge Place NE
Albuquerque, NM 87106-4743
(505) 243-4904
Fax: (505) 243-2324
Tom Moody, President
M M P P R

INTERACTIVE MARKETING INC.

2200 Pacific Coast Highway, Suite 318
Hermosa Beach, CA 90254
(310) 798-0433
Fax: (310) 798-0716
E-mail: intmktng@aol.com
Andrew Batkin, President/Creative Dir.
M P

Key to Services on Page 131

INTERMEDIA ARTS

One Kendall Square, Suite 2200
Cambridge, MA 02139
(617) 825-0590
Fax: (201) 635-2292
E-mail: imarts@ix.netcom.com
Charles Furlong, President
M P

**INTERNATIONAL BROADCAST
CONSULTANTS**

5225 Pooks Hill Road, Suite 1007N
Bethesda, MD 20814
(301) 530-4876
Fax: (301) 881-4202
E-mail: 716013.163@compuserve.com;
loujo@ix.netcom.com;
Lou Josephs
M P P R O

**INTERNATIONAL BROADCASTING
CONSORTIUM**

3565 Standish Avenue
Santa Rosa, CA 95407
(707) 588-0707
Fax: (707) 588-0777
Frederic W. Constant, President
E M M P P S O

IQ TELEVISION GROUP

4660 Paran Valley
Atlanta, GA 30327
(404) 255-3550
Fax: (404) 255-8152
E-mail: iqtv@radioiq.com
Web Site: <http://www.radioiq.com>
Tony Quin, President
M P

IRADIO-NEWSLETTER

PO Box 22875
San Diego, CA 92192
(619) 491-4876
Fax: (619) 554-0895
E-mail: iradio@aol.com
Howard Freedman, Publisher

J

jacobs media**JACOBS MEDIA**

29777 Telegraph Road, Suite 3435
Southfield, MI 48034
(810) 353-9030
Fax: (810) 353-0709
E-mail: pjgenmgr@aol.com
Fred Jacobs, President
P

LIZ JANIK ASSOCIATES

66 Joseph Street
Brampton, ON L6X 1H8
CANADA
(905) 454-3865
Fax: (905) 457-2171
Liz Janik, President
M M P P O

J

JOINT COMMUNICATIONS CORPORATION

9 Old Kings Highway South, Suite 301
 Darien, CT 06820-4518
 (203) 656-4680, (770) 321-0900
 Fax: (203) 656-4685
 E-mail: jointcom@aol.com
John Parikhal, CEO
Chris Kennedy
Bob Elliot
 M M P P R

MIKE JOSEPH

11 Punchbowl Drive
 Westport, CT 06880
 (203) 227-8326
Mike Joseph, President
 P R

K

KAGAN MEDIA APPRAISALS INC.

126 Clock Tower Place
 Carmel, CA 93923
 (408) 624-1536
 Fax: (408) 624-3105
Paul F. Kagan, Chairman

KAJA ONE CREATIVE SERVICES

2265 Westwood Boulevard, Suite 479
 Los Angeles, CA 90064
 (310) 836-5858
 Fax: (310) 836-1866
Katie Bleifer-Grendahl, President
 M P S

RICHARD P. KALE

Media Management Consultants Inc.
 PO Box 10241
 Bainbridge Island, WA 98110-0241
 (206) 842-1436
 Fax: (206) 842-1436
Richard Kale, Managing Director
 M S O

GARY KAPLAN & ASSOCIATES

201 South Lake Avenue, Suite 600
 Pasadena, CA 91101
 (818) 796-8100
 Fax: (818) 796-1003
 E-mail: gkasearch@aol.com
Gary Kaplan, President
 O

KBE

8116 San Francisco NE
 Albuquerque, NM 87109
 (505) 828-0488
 Fax: (505) 821-4226
Karl Baehr, Special Proj. Consultant
 M P O

KCI COMMUNICATIONS NETWORK

544 Nashville Pike, Suite 177-KAC
 Gallatin, TN 37066
 (615) 664-5425
Keith Connors, President
 M M P P O

KDK MEDIA

3790 Via De La Valle, Suite 204
 Del Mar, CA 92014
 (619) 755-8811
 Fax: (619) 755-8811
Kevin Stapleford, President
Dawn Gallagher, VP/Marketing
 M P P O

DON KELLY & ASSOCIATES INC.

DON KELLY & ASSOCIATES INC.

10 Office Park Drive, Suite 222
 Hilton Head Island, SC 29928
 (803) 842-9720
 Fax: (803) 842-8335
Don Kelly, President
 M P P

JOE KELLY PROGRAMMING

1137 North Osborne Boulevard
 Racine, WI 53405
 (414) 632-8610
 Fax: (414) 632-5527
 E-mail: jkelly4309@aol.com
Joe Kelly, President
 P

KEMPF COMMUNICATIONS CO.

494 Killearn, Suites 1 & 2
 St. Louis, MO 63141
 (314) 275-8078
 Fax: (314) 205-1271
 E-mail: kempfcc@aol.com
Ron Kempff, President
 M M P P S

L

THE RANDY LANE COMPANY

THE CREATOR OF ALTERNATIVE AC.
 Also specializing in HOT AC, CHR &
 Morning Show Coaching.

THE RANDY LANE COMPANY

860 Via de la Paz, Suite D2
 Pacific Palisades, CA 90272
 (310) 454-4206
 Fax: (310) 454-5046
 E-mail: enalydnar@aol.com
Randy Lane, President

BOB LAURENCE RADIO CONSULTING

12928 Avenida La Valencia
 Poway, CA 92064
 (619) 673-1133
 Fax: (619) 673-1133
Bob Laurence, President
 M P P O

LEGACY RADIOACTIVITY GROUP

3384 Peachtree Road NE, Suite 300
 Atlanta, GA 30326
 (404) 816-0660
 Fax: (404) 816-8588
 E-mail: dstrr@aol.com
Mike Easterly, President/CEO
Dain Schult, Exec. VP/COO
 M M P P R S O

JONATHAN W. LITTLE CONSULTING

5709 Hempstead Road
 Madison, WI 53711
 (608) 271-8884
 Fax: (608) 271-9189
Jonathan W. Little, President
 M P

LONTOS SALES & MOTIVATION

PO Box 617553
 Orlando, FL 32861-7553
 (407) 299-6128
 Fax: (407) 299-2166
 E-mail: pamlonto1@aol.com
Pam Lontos, Consultant
 S

JAMES LOUPAS ASSOCIATES INC.

PO Box 2509
 Coppell, TX 75019
 (972) 304-0455
 Fax: (972) 304-0550
Jim Loupas, President
 E M

R.M. LOWRY & COMPANY

6302 East Monte Cristo Avenue
 Scottsdale, AZ 85254
 (602) 483-0586
 Fax: (602) 443-1025
 E-mail: lowryco@aol.com
Bob Lowry, President

LP MEDIA STRATEGIES

711 Conshohocken State Road
 Bala Cynwyd, PA 19004
 (610) 667-1484
 Fax: (610) 617-3116
 E-mail: loupatrick@aol.com;
 76747.3435@compuserve.com
Lou Patrick, President
 M M P P O

LUND CONSULTANTS TO BROADCAST MGMT INC.

1330 Millbrae Avenue
 Millbrae, CA 94030
 (415) 692-7777
 Fax: (415) 692-7799
 E-mail: tlc2radio@aol.com
John C. Lund, President
June H. Lund, Executive VP
Dan Spice, VP
 M M P P R S

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
 "RATINGS REPORT & DIRECTORY" ARE \$50
 PLEASE CALL
310 • 788 • 1625

L

LYLES CONSULTANCY

935 New Bedford Drive
Marietta, GA 30068
(770) 594-7171
Fax: (770) 641-1944
E-mail: hlyles@urbanradio.com
Web Site: <http://www.urbanradio.com>
Harry Lyles, President
Gloria Lyles, GM
Steve Crump, Associate
MP P

CHRIS LYTLE & ASSOCIATES

The Advisory Board
700 Regent Street, Suite 200
Madison, WI 53715-1223
(800) 255-9853, (608) 284-1284
Fax: (608) 284-1184
E-mail: clytlesp@aol.com
Chris Lytle, Seminar Leader
Sarah Jane McCann, President
Lindsay Wood Davis, VP/Presenter
M S

M

M STREET CORP.

PO Box 1479
Madison, TN 37116
(800) 248-4242
Fax: (615) 865-2598
Robert Unmacht
Pat McCrummen
E M MP P O

MACNEIL MEDIA IDEAS

10271 South 1300 East, Suite 193
Sandy, UT 84094
(801) 572-3465
Fax: (801) 572-3465
Scott MacNeil, Media Advisor
M MP P S

BOBBY MAGIC & ASSOCIATES

955 Shorepoint Court, Suite 208
Alameda, CA 94501
(510) 337-9632
Fax: (510) 337-9632
Bobby Magic, President

FRANK N. MAGID ASSOCIATES

One Research Center
Marion, IA 52302
(319) 377-7345
Fax: (319) 377-5861
E-mail: bruce_nothcott@magid.com
Bruce Northcott, President
M MP P S

THE MAHLMAN CO.

350 Bob White Drive
Sarasota, FL 34236
(941) 365-2736
Fax: (941) 366-6730
Bob Mahlman
Nancy Mahlman
O

MAJESTIC CONTROL ENTERTAINMENT & MOUTH ALMIGHTY PUBLICITY

221 West 57th Street, 8th Floor
New York, NY 10019
(212) 489-1500
Fax: (212) 489-1575
Matt "1/2 Pint" Davis, CEO
Tatiana Sampson, President
Lezah Perry, Asst. Mgr./Media Relations
M MP

BEN MANILLA PRODUCTIONS

111 Sutter Street, Suite 2130
San Francisco, CA 94104
(415) 421-1220
Fax: (415) 421-4749
E-mail: benm@pmpaudio.com;
megans@bmpaudio.com;
paulw@bmpaudio.com
J. Ben Manilla, President
Megan Seielstad, GM
Paul Wells, Dir./Marketing & Production

MARKET SOLUTIONS GROUP INC.

12251 North 32nd Street, Suite 100
Phoenix, AZ 85032
(602) 992-7500
Fax: (602) 992-7078
Jay Bycer, President
R

MARKETFORCE INC.

610 North Geyer
St. Louis, MO 63122
(314) 965-4999
Fax: (314) 965-9190
Frank Van Bree, President

MARKETING ENTERTAINMENT GROUP OF AMERICA (MEGA)

270 Lafayette Street, Suite 710
New York, NY 10012
(212) 226-8700
Fax: (212) 925-4036
Danny Socolof, President
MP

BRUCE MARR & ASSOCIATES

2450 Rhodes Road
Reno, NV 89511
(702) 849-0462
Bruce Marr, President
P

PAT MARTIN & ASSOCIATES

4359 South Howell Avenue, Suite 106
Milwaukee, WI 53207
(414) 482-2638
Fax: (414) 483-1980
Pat Martin, President
M R

Key to Services on Page 131

MAXAGRID® INTERNATIONAL
Revenue Management Services for Media

Managing customer demand using systems and procedures which analyze history and buying patterns to improve pricing decisions on commercial inventory.

MAXAGRID INTERNATIONAL INC.

3939 Belt Line Road, Suite 250
Dallas, TX 75244
(800) 899-4743, (972) 241-2110
Fax: (972) 241-2174

E-mail:

74353.2607@compuserve.com
James Tiller Jr., President/CEO

Shane Fox, COO**Alec Drake, VP/Sales**

S

J.J. MCKAY PRODUCTIONS INC.

PO Box 292340
Lewisville, TX 75029
(972) 539-2620
Fax: (972) 539-2702
E-mail: jjmckay@onramp.net
J.J. McKay, President
Melinda McKay, GM
P

MCVAY MEDIA

Programming, management, and marketing consultant in North America, Australia, New Zealand, Asia, and Latin America.

MCVAY MEDIA INC.

2001 Crocker Road, Suite 260
Cleveland, OH 44145
(216) 892-1910
Fax: (216) 892-8817

Michael A. McVay, President**Doris McVay, GM****Bob Moody, Consultant****Jerry King, Consultant****Dave Popovich, Consultant****Dan Garfinkel, Consultant****Holland Cooke, Consultant****Chuck Stevens, Consultant**

M MP P

M
•
N

M

KENNETH R. MEADES
Box 227
San Fernando, CA 91341
Kenneth R. Meades
M M P P R

MEDIA CONSULTANTS INC.
11267 South Panorama Court
Parker, CO 07450
(303) 841-7397
Fax: (303) 841-7410
E-mail: jerryd8861@aol.com
Jerry Donovan, President
S

MEDIA MARKET RESOURCES
322 East 50th Street
New York, NY 10022
(800) 242-9618, (212) 832-7170
Fax: (212) 826-3169
E-mail: mmresources@worldnet.att.com
Amy Konikowski, Sales Manager
S

MEDIA MERGERS & ACQUISITIONS
PO Box 27-3532
Tampa, FL 33688-3532
(813) 960-1101
Fax: (813) 960-4225
Tim Menowsky, President
M M P S O

MEDIA PERSPECTIVES
127 Greensward Lane
Cherry Hill, NJ 08002
(800) 929-3589, (609) 482-7979
Fax: (609) 482-0957
Steven Apel, President
M M P P R

MEDIA PRODUCT MANAGEMENT INC.
14242 Ventura Boulevard, Suite 209
Sherman Oaks, CA 91423
(818) 501-5699
Fax: (818) 501-8654
E-mail: mpm@earthlink.net
Marla Pirner, President
Debbie Goodman, Research Director
R

MEDIA RESEARCH GRAPHICS INC.
4615 Rubio Avenue
Encino, CA 91436-3203
(818) 789-4000
Fax: (818) 789-2928
E-mail: askmrginc@aol.com
Allen Klein, President
R S

MEDIA SERVICES GROUP INC.
6802 Patterson Avenue
Richmond, VA 23226
(804) 282-5561
Fax: (804) 282-5703
E-mail: 75120.3425@compuserve.com
Mitt Younts, Managing Director
Shannon Best, Marketing Director
O

MEDIACOM INTERNATIONAL INC.
6965 El Camino Real, Suite 105-229
Rancho La Costa, CA 92009
(619) 431-9658
Fax: (619) 431-9640
Larry Lakoduk, President/CEO
M M P P R S

MEDIAVISION LTD.
1529 Stoneridge Circle
Escondido, CA 92029
(619) 743-7670
Fax: (619) 743-6184
Bill McMahon, President
M P

MILLER, KAPLAN, ARASE & Co.
10911 Riverside Drive
North Hollywood, CA 91602
(818) 769-2010
Fax: (818) 769-3100
E-mail: 76261.1072@compuserve.com
George Nadel Rivin, Partner

JAY MITCHELL ASSOCIATES INC.
PO Box 1285
57½ South Court
Fairfield, IA 52556
(515) 472-4087
Fax: (515) 472-2071
E-mail: jay@frradio.com
Jay Mitchell, President
M M P P S

MJM RESEARCH INC.
5700 Broadmoor, Suite 710
Mission, KS 66202
(800) 945-4656, (913) 384-9494
Fax: (913) 677-2727
C.C. McCartney, Owner/President
Clark Roberts, VP
Mike Heydman, Research Dir.
P

M.O.R. MEDIA/COUNTRY COMPANY
PO Box 96
6 Johnson Road
Latham, NY 12110
(800) 827-1722, (518) 786-8626
Fax: (518) 783-7988
E-mail: xkcj49a@prodigy.com
Steve Warren
Ruth Meyer
Paul Siebold
P

THE MORNING SHOW CONSULTING GROUP
239 Muirfield Court
Columbia, SC 29212
(803) 781-6608
Fax: (803) 781-7820
E-mail: crossan1@aol.com
Jim Crossan
Joanne Crossan
P

Moyes Research Associates

America's Premier
Radio Strategists

(719) 540-0100
Bill Moyes, President
Don Gilmore, Exec. VP

MOYES RESEARCH ASSOCIATES
205 East Cheyenne Mountain Boulevard
Colorado Springs, CO 80906-3768
(719) 540-0100
Fax: (719) 576-2276
Bill Moyes, President
Don Gilmore, Exec. VP

MR. RADIO'S CREATIVE PRODUCTIONS
PO Box 3026
Garden City, NY 11531
(516) 248-0750
Stephen Springfield, Chairman/CEO
M P P

MOON MULLINS COMPANY
7105 Peach Court, Suite 111
Brentwood, TN 37027
(615) 370-0070
Fax: (615) 370-0078
Moon Mullins, President

N

NAAR MEDIA/"THE EXTRAPOLATOR"
PO Box 5335
North Branch, NJ 08876-1303
(908) 685-0808
Fax: (908) 725-1948
Stuart Naar, President
M R S

NATIONAL AIRCHECK
411 North Walnut Avenue, Suite 23
Wood Dale, IL 60191
(630) 238-8115
Fax: (630) 350-9254
E-mail: nallairchk@aol.com
Robb Wexler, President

NEAL & ASSOCIATES
3295 NW 13th Avenue
Portland, OR 97229
(503) 645-9553
Fax: (503) 645-3025
Terry L. Neal, President
Lee Morgan
P O

NEW WORLD COMMUNICATIONS
6127 Calle Vera Cruz
La Jolla, CA 92037
(619) 456-8059, (415) 567-4457
Fax: (619) 456-5043
Jerry Clifton, President
Scott Fey, VP
P

N

NEWS/TALK STRATEGIES

3270 Salem Drive
Rochester Hills, MI 48306
(810) 475-4700
Fax: (810) 475-4701
E-mail: insiderdon@aol.com

Don Watson
M P S

NICHE MARKETING, INC.

1900 International Park, Suite 225
Birmingham, AL 35243
(205) 970-9095
Fax: (205) 970-0080
E-mail: nicheprez@aol.com
Dave Carlisle, President/CEO
M M P P S O

NOVA MARKETING GROUP INC.

4891 Pacific Highway
San Diego, CA 92110
(619) 291-9322
Fax: (619) 294-9363
E-mail: mramsey1@ix.netcom.com
Mark Ramsey, President
Jeanne Stone, Operations Manager
Kim Sheridan, Research Supervisor
M M P P

NSN NETWORK SERVICES

PO Box 7510
Avon, CO 81620
(800) 345-8728, (970) 949-7774
Fax: (970) 949-9620
E-mail: sales@nsnnet.com
Muffy Montemayor, President/GM
Kelly Hethcote, Dir./Audio Sales
E

O

DAN O'DAY

11060 Cashmere Street
Los Angeles, CA 90049
(310) 476-8111
E-mail: danoday@cis.compuserve.com
P

ALBRIGHT,
HILL &
O'MALLEY

IQ Country
Radio
Specialists

The Country Radio Specialists

MIKE O'MALLEY

9 Desmet Avenue
Milltown, NJ 08850
(908) 937-5757

Fax: (908) 937-5858

E-mail: getmom@aol.com

Mike O'Malley, Partner

Keith Hill, Partner

Jaye Albright, Partner

M M P P R O

ON AIR CONCEPTS

899 Sugar Creek Drive, Suite B
Conyers, GA 30208
(770) 483-0518
Fax: (770) 483-0518
Bill Jones Jr.
M P P

"ON AIR" JOB TIP SHEET

937 Wild Ginger Trail
West Chicago, IL 60185
(708) 231-7937

Tom Hamilton, President
O

ONE TO ONE/CREEYADIO SERVICES

PO Box 9787
Fresno, CA 93794
(209) 448-0700
Fax: (209) 448-0761
E-mail: jayt@ix.netcom.com
Jay Trachman, Editor/Publisher
P

OPTIMUM BROADCAST CONSULTING & RESEARCH

2041 SW 3 Avenue
Miami, FL 33129-1449
(305) 858-9577, (619) 633-1433
Fax: (305) 859-8777, (619) 633-3511
E-mail: optimum@paradise.net
Courtney Thompson, President/CEO
Bob O'Connor, Sr. VP
Rich McMillan, Sr. VP
M M P P R S

OTT & ASSOCIATES

9225 Chatham Grove Lane, Suite D
Richmond, VA 23236
(804) 276-7202
Rick Ott, President
M M P P S

OTTAWAY COMMUNICATIONS INC.

PO Box 26096
Lansing, MI 48909-6096
(517) 333-8778
Fax: (517) 333-0999
E-mail: 74044.2476@compuserve.com
Bob Ottaway, President
M S

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625

Key to Services on Page 131



Training Workshops * Air Personality
Development Programs * Full-Service
Program Consultation * Individual
Talent Coaching

OZMON MEDIA INC.

1123 West Columbia Avenue
Chicago, IL 60626
(773) 761-0305
Fax: (773) 761-4490
E-mail: LOzmon@aol.com
Lorna Ozmon, President
M P

P

**Packer TalkRadio
Consulting**

19 successful years helping stations win
in Talk, Full-Service, News/Talk, and
NewsRadio formats. Limited availability
guarantees custom client focus.

PACKER TALKRADIO CONSULTING

3128 Walton Boulevard,
Suite 200
Rochester Hills, MI 48309
(810) 656-4140
Fax: (810) 656-4104
E-mail: mpacker@aol.com
Web Site: <http://www.mpacker.com>
Michael Packer, President
P R

PATRICK BROADCASTING CONSULTING

607 Greenwood Avenue
Lehigh Acres, FL 33936
(941) 368-3131
Fax: (941) 369-1906
Joe Patrick, President
M P P

PATRICK COMMUNICATIONS

5074 Dorsey Hall Drive, Suite 205
Ellicott City, MD 21042
(410) 740-0250, (301) 596-6788
Fax: (410) 740-7222
E-mail: patrick@patcomm.com
Larry Patrick, President
Susan Patrick, Exec. VP
Terry Greenwood, VP
M O

P

PATRICK PROGRAMMING SERVICES

7649 120th Place SE
Renton, WA 98056
(206) 277-9683
Fax: (206) 277-3568
Terry Patrick, President



PARAGON RESEARCH

550 South Wadsworth Blvd.,
Suite 401
Denver, CO 80226
(303) 922-5600
Fax: (303) 922-1589
E-mail: info@paragon-research.com

Web Site: <http://www.paragon-research.com>

Mike Henry, Managing Partner
Chris Porter, Executive VP
Mike Henderson, VP/Radio
Larry Johnson, VP/Research
P R

PATHFINDER

Radio Consulting & Research

Customized strategies for rock radio. No cookie-cutter solutions. 20 years of success in big and small markets. Limited client list, frequent visits, personal service.

PATHFINDER

1145 Kensington Road
Kensington, CT 06037
(860) 828-8815

Fax: (860) 828-3088

E-mail:

76455.3341@compuserve.com

Don Hayden
M P P

PEARSON PRESENTATIONS

110 Onyx
Balboa Island, CA 92662
(714) 723-4978
Fax: (714) 675-0691
Pat Pearson, President
M S



Peters Communications

Programming Consultants

Specialists in *Oldies, '70s, and Classic Hits*. Proven success in major, large and small markets nationwide.

PETERS COMMUNICATIONS

13201 Sheridan Street
Ft. Lauderdale, FL 33330
(954) 434-5275

Fax: (954) 434-5408

Rick Peters, President

P

THE PINPOINT COMPANIES

2363 Wesecreek Drive
St. Louis, MO 63043-4111
(314) 878-0673
Fax: (314) 878-0916
E-mail: mike@jasj.com
Michael G. Anderson, GM
M P P R O

PK CONSULTING

4 Goldfinch Lane
Huntington, NY 11743
(516) 367-2600
Fax: (516) 367-2600
Pat Kresner
M P

POLLACK MEDIA



POLLACK MEDIA GROUP INC.

860 Via de la Paz, Suite D2
Pacific Palisades, CA 90272
(310) 459-8556

Fax: (310) 454-5046

E-mail: pollackmg@aol.com

Jeff Pollack, Chairman/CEO

Tommy Hedges, President

Dave Brewer, Sr. VP

Pat Welsh, VP/Music

Programming

Audrey Gardner, Office

Manager

M M P P

Visit R&R's Web Site:
<http://www.rronline.com>

The Positioning WorksSM

Programming • Marketing • Research

A new breed of radio consultants, specializing in A/C, Adult CHR, and '70s-'80s formats. We will "earn our keep" with marketing & promotion techniques that deliver new revenue sources.

THE POSITIONING WORKS

1380 Portage Drive
Columbus, OH 43235
(614) 451-9589

Fax: (614) 451-9289

E-mail: dwhallett@aol.com

onair@compuserve.com

Don W. Hallett

M P P R

POWER MEDIA CORPORATION

MORE THAN A MEDIA
BUYING COMPANY

We identify the persuadable listeners in your market to help you build come and/or increase TSL with your television campaign.

POWER MEDIA CORPORATION

Penntower

3100 Broadway, Suite 805
Kansas City, MO 64111
(816) 931-6700

Fax: (816) 753-4785

E-mail: POWER_MEDIA_CORPORATION@compuserve.com

Chip Osborn, President

Mike Costello, VP/Sales

Murry Ferris, VP/Media Research

Anita Harnett, VP/Marketing

THE PROGRAMMING ASSOCIATES

40 Bellam Boulevard
PO Box 10101
San Rafael, CA 94912
(510) 223-6874
Fax: (510) 223-7777
E-mail: pgmassoc@aol.com;
ikya93a@prodigy.com
Don Sainte-Johnn, Associate
Rick Shaw, Associate
M P P

PROMOTION MANAGEMENT NETWORK

28024 Dorothy Drive
Agoura Hills, CA 91301
(818) 597-0696
Fax: (818) 707-6498
Marsha Engle, President
M P

P

PROMOTIONAL BROADCAST NETWORK INC.

PO Box 19394
San Diego, CA 92159
(619) 233-9531
Fax: (619) 449-8548
E-mail: pbninc@aol.com; dherman@cts.com
Jack McCoy, President
M P P R

R

JOEL RAAB ASSOCIATES

**Country
Programming/
Marketing**

JOEL RAAB ASSOCIATES
760 North Woodbourne Road,
Suite D
Langhorne, PA 19047-1370
(215) 750-6868
Fax: (215) 750-6875
E-mail: jraab90802@aol.com
Joel S. Raab, President
Georgann Harris, Music Director
Pat Huffert, Office Manager
M M P P

THE RAD REPORT

23507 Heritage Oak Court
Santa Clarita, CA 91321
(805) 259-2856
David Adams, President
M R S

RADIO ADVISORY GROUP

PO Box 276010
Boca Raton, FL 33427-6010
(954) 433-1906
Fax: (954) 704-9121
Bob Reich, President
M M P P R S

THE RADIO AGENCY

630 Parkway
Broomall, PA 19008
(610) 325-3100
Fax: (610) 325-2388
E-mail: amfm@cris.com
Mark Lipsky
M P S

RADIO BROADCAST COMMUNICATIONS

c/o WINX
PO Box 1726
Rockville, MD 20850
(301) 424-9292
Fax: (301) 424-8266
Bill Parris, President
P S

THE RADIO CONSULTANTS

7101 York Avenue South, Suite 220
Edina, MN 55435
(612) 921-3396
Fax: (612) 921-3326
E-mail: radconsul@aol.com
David Martin, President/CEO
M M P P O

RADIO INTELLIGENCE

410 Ridge Place NE
Albuquerque, NM 87106-4713
(505) 243-4904
Fax: (505) 242-7733
Tom Moody, President
M M P P S

RADIO MARKETING CONCEPTS

PO Box 800497
Dallas, TX 75380-0497
(972) 490-3311
Fax: (972) 458-7226
Norm Goldsmith, President
M S

RADIO ONE 2 ONE

1251 West 86th Street, Suite A-3
Indianapolis, IN 46260
(317) 257-7384, (513) 821-9777
Fax: (317) 257-7324, (513) 821-9775
E-mail: radioone2one@juno.com
Diane Shannon, President
Mark Elliott, VP/Operations
Terry Coker, Dir./Sales
M P

RADIO Rx

105 Annapolis Drive
Sicklerville, NJ 08081
(609) 782-9656
Fax: (609) 782-9656
Glenn W. Summers, President
M P

**RADIO SALES INTELLIGENCE**

410 Amherst Street
Radio Plaza
Nashua, NH 03063
(603) 598-9300
Fax: (603) 598-0200
Web Site: <http://irwinpollack.com>
Irwin Pollack, President

THE RADIO STORE

159 Frederick Street, Suite 701
Toronto, ON M5A 4P1
CANADA
(888) 367-2346, (416) 364-7701
Fax: (416) 364-0177
E-mail: doradio@astral.magic.ca
Maureen Bulley, President

Key to Services on Page 131

RADIO UNLIMITED

1525 Bayville Street, Suite 3
Norfolk, VA 23503
(757) 588-6619
Fax: (757) 588-6629
William Benns, Executive VP
Thomas Benns, VP/Applied Technology
E M P P R S O

RADIOXCELLENCE GROUP INC.

4317 Grassmere Lane
Dallas, TX 75205
(214) 521-2344
Fax: (214) 520-7560
E-mail: kdowe@aol.com
Ken Dowe, President
P

LEE RANDALL

15611 Bluff Springs
San Antonio, TX 78247-2934
(210) 494-4962
Fax: (210) 494-4728
Lee Randall
M P P

RANTEL RESEARCH

13 C Street, Suite B
PO Box 681
Laurel, MD 20725
(301) 490-8700
Fax: (410) 880-4190
Web Site: <http://www.rantel.com>
David Tate, President/Partner
Steven A. Smith, VP/Partner
P

RATING POINT MANAGEMENT

735 Post Road East
Westport, CT 06880-5219
(203) 454-0877
Fax: (203) 454-1209
David Lebow, President
R S

RATTIGAN RESOURCES

3409 Wilshire Road
Portsmouth, VA 23703
(757) 484-3017
Fax: (757) 484-0336
Jack M. Rattigan, CRMC, President
M S

RESEARCH CONCEPTS COMPANY

15 Wellspring Circle
Owings Mills, MD 21117-5405
(410) 654-9440
Fax: (410) 654-9441
E-mail: jayrrc@aol.com
Jay M. Krakowitz, President
M P P R S O

RESEARCH DIRECTOR INC.

810 Chumleigh Road
Baltimore, MD 21212
(410) 377-5859
Fax: (410) 377-8254
Rhody Bosley, Partner
P S

R

RESEARCH DIRECTOR INC.
914 Bay Ridge Road, Suite 215
Annapolis, MD 21403
(410) 974-8101
Fax: (410) 268-1915
Julie Heath, Partner
Marc Greenspan, Partner
P S

THE RESEARCH GROUP
2601 4th Avenue, Suite 250
Seattle, WA 98121
(206) 443-3888
Fax: (206) 443-3990
Larry Campbell, Chairman/CEO
M P O

REVENUE DEVELOPMENT SYSTEMS
PO Box 92
Boston, MA 02113
(617) 424-8718
Fax: (617) 424-8775
Kathryn Biddy Maguire, President
O



BILL RICHARDS RADIO CONSULTING
771 South Kirkman Road, Suite 108
Orlando, FL 32811
(407) 292-4424
Fax: (407) 292-4646
Bill Richards, President
E-mail: greatradio@aol.com
Mark Bolke, Associate
E-mail: mbcradio@aol.com
M M P P O

RICHARDSON PROGRAMMING
1376 North 76th East Avenue
Tulsa, OK 74115
(918) 835-2777
Stacy Richardson, President
P

BOBBY RIVERS' BLUES CONSULTANTS
PO Box 2267
Sarasota, FL 34230-2267
(941) 924-0145
Bobby Rivers, Owner
P

ROBERTS COMMUNICATIONS MARKET RESEARCH & CONSULTING
6003 Satsuma Cove
Austin, TX 78759
(512) 338-1019
Fax: (512) 338-1489
E-mail: robcodr@aol.com
Dave Roberts
P R

ROEHLING BROADCAST SERVICES, LTD.
4235 Foxglove Trace
Indianapolis, IN 46237
(317) 791-1258
Fax: (317) 791-1258
E-mail: edradiobr@aol.com
Edward W. Roehling, President
M M P S

TED RUSCITTI ASSOCIATES
24 Woodland Road
Sewickley, PA 15143
(412) 741-2920
Fax: (412) 741-8865
E-mail: research@telerama.lm.com
Ted Ruscitti, President
E M M P P R



Programming & Research

J.R. RUSS PROGRAMMING & RESEARCH
PO Box 16956
Philadelphia, PA 19142
(610) 494-0910
Fax: (610) 494-0672
E-mail: jrruss@erols.com
J.R. Russ, President
M M P P R O

S

SABO MEDIA

Voted America's Most Successful AM/
FM Talk and Adult Format Consultant.
Fast Turnarounds!

SABO MEDIA
230 Park Avenue, Suite 1000
New York, NY 10169
(212) 808-3005
Fax: (212) 682-0602
E-mail:
73323.345@compuserve.com
Walter R. Sabo, President
Karen Heller, VP
Eleanor Ranft, VP
M M P P

Visit R&R's Web Site:
<http://www.rronline.com>



SALANT BROADCAST CONSULTING
Box 9788
Virginia Beach, VA 23450-9788
(757) 631-0092
Fax: (757) 431-0947
E-mail: salant@ix.netcom.com
Web Site: <http://www.netcom.com/~salant>
Pete Salant
Stacey Salant
P

SALES ATHLETE
9903 Santa Monica Boulevard, Suite 2000
Beverly Hills, CA 90212
(310) 275-8900
Fax: (310) 275-7318
Kathy Aaronson
S

SB MANAGEMENT
PO Box 12837
San Luis Obispo, CA 93406
(805) 543-9214
Fax: (805) 543-9243
Michael Hesser, President
M S

SBR RADIO COMPANY
7464 Arapahoe Road, Suite B-4
Boulder, CO 80303
(303) 444-7700
Fax: (303) 444-3555
E-mail: sbradio@aol.com
John Bradley, VP
David Rahn, VP
M P P

SCA PROMOTIONS
8300 Douglas Avenue, Suite 625
Dallas, TX 75225
(800) 860-3700
Fax: (214) 860-3740
Susan Singer, VP
M P

CRAIG SCOTT & ASSOCIATES
8586 Cordes Circle, Suite 100
Germantown, TN 38139
(901) 755-9753
Fax: (901) 755-9606
M P P

RICK SCOTT & ASSOCIATES
2509 152nd Avenue NE, Suite D
Redmond, WA 98052
(206) 867-9397
Fax: (206) 883-1411
E-mail: rickscot@ix.netcom.com
Rick Scott, President
Kathleen Kemis, Project Manager
M P P S

S

DOUG SHANE & ASSOCIATES/COUNTRY SPECIALISTS

10301 Homestead
Las Vegas, NV 89131
(702) 656-2277
Fax: (702) 656-2677
E-mail: 76761.2235@compuserve.com;
dshane@dougshane.com
M M P P

**SHANE MEDIA**

Audience development strategists in all formats: Country, News/Talk, RADIO-X™. Limited client list. Maximum service.

SHANE MEDIA SERVICES

2450 Fondren Road, Suite 112
Houston, TX 77063
(713) 952-9221
Fax: (713) 952-1207
E-mail:
smsofc@shanemedia.com
Web Site: <http://www.shanemedia.com>

Ed Shane
Pamela Shane
Jon Lutes
M M P P R

SHAREPOINT MANAGEMENT INC.

2118 Flowerwood
Birmingham, AL 35244-1103
(205) 988-0246
Fax: (205) 985-2933
E-mail: sharepoint@usa.net
Bill Thomas, President
M M P P R S O

TV Planning & Buying.

SHARK-TV®

11103 West Avenue, Suite 200
San Antonio, TX 78213
(800) 798-5982, (210) 344-5982
Fax: (210) 344-9910
Doug McCall
Pam Solvang
JoAnn Ebert
MP

**SHEARERLAB BROADCASTING**

7344 South 69th East Avenue
Tulsa, OK 74133-2715
(918) 493-3438
Fax: (918) 493-3438
E-mail: nhs@tulsa.oklahoma.net
N.H. "Trey" Shearer III, CEO
P O

SILVER BROADCAST CONSULTANTS

626 Romano Avenue
Orlando, FL 32807
(407) 249-2132
Fax: (407) 281-0825
E-mail: silversbc@pipeline.com
Douglas R. Silver, News/Talk Specialist
P

SINTON, BARNES & ASSOCIATES

4 Concourse Parkway, Suite 265
Atlanta, GA 30328
(404) 390-8959
Fax: (404) 390-8969
E-mail: sintonbar@aol.com
Jon Sinton
Tom Barnes
M M P P

BARRY SKIDELSKY, ESQ.

655 Madison Avenue, 19th Floor
New York, NY 10021
(212) 832-4800
Fax: (212) 486-8668
E M M P P S O

SKYWATCH WEATHER CENTER

347 Prestley Road
Bridgeville, PA 15017-1949
(800) 759-9282, (412) 221-6000
Fax: (412) 221-3160
E-mail: 71020.2556@compuserve.com
Richard J. Mancini, President
O

SM COMMUNICATIONS LTD.

1311 West Foster, 3rd Floor
Chicago, IL 60640
(312) 769-0251
Robert Shaw, President
M P P

SMALL MARKET RADIO SERVICES

1746 Rosewood Street
Sequin, TX 78115
(210) 379-7549
Fax: (210) 372-2905
Bob Doll
M M P P S

CLARK F. SMIDT INC.

61 Birch Road
Andover, MA 01810
(508) 470-2120
Fax: (508) 470-0033
Clark Smidt, Owner/Operator/Advisor
M M P P R O

Key to Services on Page 131

SMITH AND COMPANY

5910 John Hancock Center
175 East Delaware Place
Chicago, IL 60611-1727
(312) 822-0123
Fax: (312) 822-0123
E-mail: 76003.1412@compuserve.com
James A. Smith, President
M M P P R O

Multiopoly programming and marketing specialists. Specializing in working with multiple stations under common ownership with strategically compatible formats to completely own a position.

STEVE SMITH RADIO AND RATINGS

312 East 22nd Street, Penthouse A
New York, NY 10010
Toll Free (888) 333-6233
Fax: (602) 967-3830
E-mail: radiortgs@aol.com
Steve Smith, President
Brad Patrick, VP
M P P

ALAN D. SNEED

3586 Candlewood Trail
Marietta, GA 30066
(770) 924-6740
Alan Sneed, Consultant
P

SOUND DECISIONS

2051 Glenhill Road
Colorado Springs, CO 80906-3352
(800) 552-2545, (719) 471-4125
Fax: (719) 579-0884
E-mail: hike14@aol.com
Bobby Christian
M M P P

SRO COMMUNICATIONS

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5882, (301) 309-1774
Fax: (301) 309-1329
Bill Stabler, President
M M P P R

STADLEN RADIO ASSOCIATES INC.

3123 Adirondack Drive NE
Cedar Rapids, IA 52402-3309
(319) 365-0410
Fax: (319) 365-0567
E-mail: stadrad@aol.com
Richard Stadlen, President
M P P O

S
•
T

S

STECKER-THOMPSON ASSOCIATES

400 East Ohio, Suite 4704
Chicago, IL 60611
(312) 664-8447
Fax: (312) 664-8448
E-mail: dorisl@aol.com
Doris Thompson, President
MP P

KIM STILES MARKETING & PROMOTION

2429 Carina Terrace
Acworth, GA 30101
(770) 974-6590
Fax: (770) 974-6590
Kim Stiles, President
MP S

SUCCESS TRACK INC.

PO Box 7108
McLean, VA 22101
(703) 448-0200
Fax: (703) 448-1979
Jack Collins

MICHAEL SULLIVAN & ASSOCIATES

2378 Charter Wood Court
St. Louis, MO 63043
(314) 579-9304
Fax: (314) 579-9304
E-mail: mike@trijos.com
Michael Sullivan, President
MP

SUPERATINGS RESEARCH CORP.

Mark D. Olson & Associates Inc.
410 West Badillo Street
Covina, CA 91723
(818) 915-3333
Fax: (818) 331-1111
M MP O

SUPERTALK RADIO CONSULTANTS

PO Box 19869
Portland, OR 97280-0869
(503) 639-8457
Fax: (503) 684-4982
E-mail: supertalk@aol.com
Brian Jennings, President

SYMMETRICAL RESOURCES INC.

700 West Hillsboro Boulevard
Building 4, Suite 201
Deerfield Beach, FL 33441-1620
(954) 427-4104
Fax: (954) 427-3760
Bill Livek, President
Bill Engel, Chairman
MP

T



Jack Taddeo Communications Corp.

Programming/Marketing specialist and strategic partner for contemporary radio specializing in AC. Major and medium market successes. Limited availability. Unlimited commitment.

JACK TADDEO COMMUNICATIONS CORP.

3 South Prospect Avenue, Suite 4
Park Ridge, IL 60068
(847) 518-0340
Fax: (847) 518-0341
E-mail: jtaddeo@wwa.com
Jack Taddeo, President
MP P

TALENTMASTERS

Parkway 575, Suite 310
Woodstock, GA 30188
(770) 926-7573
Fax: (770) 926-5932
E-mail: daofga@aol.com
Don Anthony, President
Allison McClintick, OM

THE TALK RADIO COMPANY

PO Box 8255
Seminole, FL 33775-8255
(813) 399-8283
Fax: (813) 319-3299
Ed Hartley, President
MP P

TAZ MEDIA

6210 East Thomas Road, Suite 210
Scottsdale, AZ 85251
(602) 970-4200
Fax: (602) 970-3939
E-mail: tazmedia@aol.com
Jim Taszarek, President
M S



TEESON MEDIA SERVICES

5400 Park Terrace Avenue,
Suite 3-101
Greenwood Village, CO 80111
(303) 779-1846
Fax: (303) 779-5544
E-mail: james@csn.net
Jim Teeson, President
M MP P



TM CENTURY

2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890
E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP
E M P P S

TOBIAS COMMUNICATIONS

PO Box 15396
Beverly Hills, CA 90209-1396
(800) 995-2096
Fax: (213) 939-0277
Marice Tobias, Director
O

MARK TUDOR & ASSOCIATES

RADIO PROGRAMMING AND MARKETING CONSULTANTS

Programming/marketing and strategic partner for COUNTRY RADIO. Duopoly, startup, and turnaround specialist. Limited number of clients.

MARK TUDOR & ASSOCIATES

10140 Thomas Payne Circle
Charlotte, NC 28277
(704) 846-5822
Fax: (704) 846-5823
Mark Tudor, President
M MP P

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R "RATINGS REPORT & DIRECTORY" ARE \$50 EACH.

PLEASE CALL

310 • 788 • 1625

V



Vallie Richards Consulting, Inc.

America's premier contemporary radio consultancy specializing in all variations of contemporary radio balancing art and science to create ratings and revenue success.

**VALLIE * RICHARDS
CONSULTING INC.**

4443 Brookfield Corporate Drive,
Suite 120
Chantilly, VA 20151
(703) 802-0700
Fax: (703) 802-0714
E-mail: valirich@aol.com
Dan Vallie
Jim Richards
Mike Donovan
M M P P O

VOICETRAK

6420 East Tanque Verde
Tucson, AZ 85715
(520) 886-4545
Mark Evers, President
S

W

RUSTY WALKER
PROGRAMMING CONSULTANT, INC.

RUSTY WALKER
PO Box 417
Iuka, MS 38852
(601) 427-9504
Fax: (601) 427-9507
E-mail: rustywalk@aol.com
Rusty Walker, President
**Rick Shayne, Senior VP/
Operations**
**Phil Hunt, VP/Consulting
Services**
**Scott Huskey, VP/Consulting
Services**
**Elaine Horton, VP/Client
Services**
Joseph "J.J." Jobe, Consultant
Jill Rhodes, Customer Service
Harold Darwin, Business Mgr.

32818 North 71st Street
Scottsdale, AZ 85262
(602) 595-0200
Fax: (602) 595-9660
E-mail: glasco@worldnet.att.net
**Bob Glasco, VP/Consulting
Services**
M M P P O

Key to Services on Page 131

WALL MEDIA

432 F Street, Suite 401
San Diego, CA 92101
(619) 238-5699
Fax: (619) 238-5690
Garry Wall, President
O

TODD WALLACE/ASSOCIATES

6044 East Foothill Drive North
Paradise Valley, AZ 85253
(800) 528-6082, (602) 443-3500
Fax: (602) 948-7800
Todd Wallace, President
M M P P R O

MONA WARGO

1021 Arlington Boulevard
Suite 917, East Building
Arlington, VA 22209
(703) 243-9352
Fax: (703) 243-5795
O

WARNER CONCEPTS INC.

4343 O Street
Lincoln, NE 68510
(800) 444-5546
Fax: (402) 479-1411
Norton E. Warner, President
S

WARNER CONSULTING SERVICE

256 Old Nassau Road
Jamesburg, NJ 08831
(609) 395-7110
Fax: (609) 395-7112
Robert W. Warner Jr.
M O

WARREN MEDIA

1222 Belvin Street
San Marcos, TX 78666
(512) 392-2415
Fax: (512) 396-6140
E-mail: stevewarren@centuryinter.net
Steve Warren, President
Bob Mitchell, VP
P

Valuation Experts.

**Asset Appraisals • Fair Market Valuations • Internal Operational Audits
Business Planning • Strategic Consulting • Litigation Support**

● **A history of distinguished financial consulting service.**

The communications industry leader since 1983.

● **Time-tested methodologies.** BIA's proven analytical approaches withstand the most intense third-party scrutiny.

● **Our numbers stand up.** BIA's asset appraisals are prepared by experienced, qualified Broadcast Engineers and ASA certified appraisers.



BIA CONSULTING, INC.

Phone: (703) 818-2425 • Fax: (703) 803-3299
Internet: <http://www.biacompanies.com>

Call **Pete Bowman** or **Mark Giannini** to discuss how BIA can help you maximize the value of your business holdings.

W
•
Z

W

WEBRADIO STRATEGISTS (WRS)

PO Box 22875
San Diego, CA 92192
(619) 491-4876
Fax: (619) 554-0895
E-mail: iradio@aol.com
Howard Freedman, President
O

BOB WEED MASTER TRAINER

6449 NE 135th Place
Kirkland, WA 98034
(800) 777-1762, (206) 821-9835
Fax: (206) 823-7794
E-mail: bweed@juno.com
Bob Weed
S

JIM WEST COMPANY

6515 Laurel Valley
Dallas, TX 75248
(972) 387-2990
Fax: (972) 387-2992
E-mail: jimrw@aol.com
Jim West, President
Liz West, VP
M MP S

RON WHITE

5053 Ocean Boulevard, Suite 129
Sarasota, FL 34242
(941) 349-1916
Fax: (941) 346-3299
E-mail: ronwhite95@aol.com
Ron White
M P P

WILLIAMS BROADCAST COMMUNICATIONS Inc.

3001 Executive Drive, Suite 200-K
Clearwater, FL 34622
(813) 572-7589
Fax: (813) 573-7963
E-mail: cdmr67a@prodigy.com
Michael D. Williams, President
M MP S

GEORGE WILLIAMS COMMUNICATIONS

5912 Mossbrook Trail
Dallas, TX 75252
(214) 713-0503
Fax: (214) 713-9664
E-mail: gwcc@juno.com
George Williams, President
M MP P

Z

ZAPOLEON

MEDIA STRATEGIES

ZAPOLEON MEDIA STRATEGIES

4800 Sugar Grove Blvd., Suite 170
Stafford, TX 77477
(281) 980-3665
Fax: (281) 980-3708
Guy Zapoleon, President
Chrys Staiger, CIO
John Clay, Consultant
Steve Davis, Consultant
Mark St. John, Consultant
Steve Wyrstok, Consultant
Vicky Mouch, Project Coordinator
M P P

Visit R&R's Web Site:
<http://www.rronline.com>

More than
Research—AnswersSM

Harker Research
919 • 954 • 8300



A

AIRTALENTS.COM

PO Box 24645
Jackson, MS 39225-4645
(601) 924-6647
Fax: (601) 924-3140
E-mail: at@airtalents.com
Kirk Sherwood, President

C

CENTRAL JERSEY AIRCHECKS

PO Box 126
Lincroft, NJ 07738
(800) 357-8273, (908) 591-2522
Fax: (908) 576-4429
E-mail: airchecks@aol.com
Paul Richards

**COLUMBIA
SCHOOL OF BROADCASTING**

TRAINING BROADCASTERS SINCE 1964

Guided home study and resident courses. On-air; Radio production; On-camera; Sports play-by-play.

**COLUMBIA SCHOOL OF
BROADCASTING**

Metro Washington, DC National
Enrollment Center
5808 Columbia Pike
Bailey's Crossroads, VA 22041
(703) 820-2020
Roy Blair, Director

F

NEIL FINK ASSOCIATES

Ghirardelli Square
900 North Point, Suite 410
San Francisco, CA 94109
(415) 441-3777
Fax: (415) 775-4925
E-mail: njf@well.com
Neil Fink, Principal

J

CHUCK JACKSON RADIO JOB BANK

824 North Talisman Drive
Salt Lake City, UT 84116
(801) 531-7701
Fax: (801) 531-7701
Dwight Woolfork, President/Owner

L

LIPSON & Co

1900 Avenue of the Stars, Suite 2810
Los Angeles, CA 90067
(310) 277-4646
Fax: (310) 277-8585
E-mail: hrlipson@aol.com
Howard Lipson, President

M

MILLER BROADCAST MANAGEMENT INC.

77 West Huron, Suite 1009
Chicago, IL 60610
(312) 266-6665
Fax: (312) 266-6632
Lisa Miller, President
Matt Miller, Account Executive

MR. RADIO'S CREATIVE PRODUCTIONS

PO Box 3026, Garden City, NY 11531
(516) 248-0750
Stephen Springfield, Chairman/CEO

N

NATIONAL BROADCAST TALENT

PO Box 820, Fultondale, AL 35068
(205) 608-0294
Douglas Whitley, President

NETWORK FOR TALENT

4270 Aloma Avenue, #124, Suite 12C
Winter Park, FL 32792
(407) 679-8090
Gary Kines, Talent Coordinator

O

"ON AIR" JOB TIP SHEET

937 Wild Ginger Trail
West Chicago, IL 60185
(708) 231-7937
Tom Hamilton, President

R

**JRR
HotLine**

The hottest job leads from our "Opportunities" section mailed to your home or office TWO DAYS before R&R!

R&R JOB HOTLINE

10100 Santa Monica Boulevard,
5th Floor
Los Angeles, CA 90067-4004
(310) 788-1625
Fax: (310) 203-8727
E-mail: moreinfo@rronline.com
Web Site: <http://www.rronline.com>

THE RADIO CONSULTANTS

7101 York Avenue South, Suite 220
Edina, MN 55435
(612) 921-3396
Fax: (612) 921-3326
E-mail: radconsul@aol.com
David Martin, President/CEO

REP TEMPS

150 East Huron, Suite 903
Chicago, IL 60611
(312) 944-9194, (212) 818-8955
Fax: (312) 944-9195, (212) 818-8956
E-mail: reptemps@aol.com
Laurie Kahn, President
Fran LaSala, New York Manager

T

TALENTMASTERS

Parkway 575, Suite 310
Woodstock, GA 30188
(770) 926-7573
Fax: (770) 926-5932
E-mail: daofga@aol.com
Don Anthony, President
Allison McClintick, OM

GET THE HOTTEST JOB LEADS FIRST!

4 issues	\$ 18.00 (\$4.50 ea.)
8 issues	30.00 (\$3.75 ea.)
12 issues	42.00 (\$3.50 ea.)
26 issues	75.00 (\$2.88 ea.)
51 issues	115.00 (\$2.25 ea.)

Phone or fax R&R JOB Hotline with a credit card to begin your subscription immediately, or mail your check or money order to R&R.

R&R JOB HOTLINE delivers the hottest job leads to your home or office! Each Monday, R&R's "Opportunities" section is compiled, printed, and mailed First Class... Two days before R&R!

Radio & Records Inc.

10100 Santa Monica Blvd., 5th Floor
Los Angeles, CA 90067
310-788-1625 phone / 310-203-8727 fax



A
•
B

A

ABG/AUDIO BROADCAST GROUP INC.

2342 South Division
Grand Rapids, MI 49507
(800) 999-9281
Fax: (616) 452-1652

E-mail: support@abg.com
Dave Howland, VP/Sales & Marketing
A C CD CO CR D DW P S T TD

AIR CORP

PO Box 2509
Coppell, TX 75019
(972) 304-0455
Fax: (972) 304-0550

Jim Loupas, President
P

AKAI MUSICAL INSTRUMENT CORP.

1316 East Lancaster Avenue
Ft. Worth, TX 76102
(817) 336-5114
Fax: (817) 870-1271
E-mail: akaiusa@ix.netcom.com
DW S

AKG ACOUSTICS

A Division of JBL Professional
8500 Balboa Boulevard
Northridge, CA 91329
(818) 909-4500
Fax: (818) 909-9748
Ron Means, President
S

ALESIS STUDIO ELECTRONICS

3630 Holredge Avenue
Los Angeles, CA 90016
(310) 558-4530
Fax: (310) 836-9192
Marc Nathan, National Promotion Mgr.
CO P S TD

ALTAIR COMMUNICATIONS INC./ACI

1914 Maple Leaf Drive, Suite 100
Windermere, FL 34786
(407) 298-4000
Fax: (407) 297-4077
John Newman
C TE

AMERICAN TELESOURCE INC.

5900 Hollis Street
Emeryville, CA 94608
(800) 466-0444, (510) 428-1111
Fax: (510) 428-2460
Stephen Viets, President
TE

APHX SYSTEMS, LTD.

11068 Randall Street
Sun Valley, CA 91352
(818) 767-2929
Fax: (818) 767-2641
E-mail: sales@aphexsys.com
Chrissie McDaniel, Dir./Sales & Marketing
P

KEY TO SERVICES

- A = AUTOMATION SYSTEMS**
- C = COMPUTER SYSTEMS**
- CD = CD PLAYERS/RECORDERS**
- CO = CONSOLES**
- CR = CART DECKS**
- D = DISTRIBUTORS**
- DW = DIGITAL WORKSTATIONS**
- P = PROCESSING**
- S = STUDIO EQUIPMENT**
- SA = SATELLITE LINKS**
- T = TRANSMISSION EQUIPMENT**
- TD = TAPE DECKS**
- TE = TELEPHONE**

ARRAKIS SYSTEMS INC.

2619 Midpoint Drive
Fort Collins, CO 80525
(303) 224-2248
Fax: (303) 493-1076
Mike Palmer, President
A CO DW S

ATI-AUDIO TECHNOLOGIES INC.

328 West Maple Avenue
Horsham, PA 19044
(800) 959-0307, (215) 443-0330
Fax: (215) 443-0394
E-mail: les@atiguys.com
Ed Mullin, VP
San Wenzel, President
CO S

AUDIO ACCESSORIES INC.

4 Mill Street
PO Box 360
Marlow, NH 03456
(603) 446-3335
Fax: (603) 446-7543
E-mail: audioacc@patchbays.com
Timothy Symonds
S

AUDIOARTS ENGINEERING

7305 Performance Drive
Syracuse, NY 13212
(315) 452-5000
Fax: (315) 452-0160
E-mail: wheatstone@aol.com
Jay Tyler, Product Manager
CO D P S

AUDION LABORATORIES

12903 Manzanita Road NE
Bainbridge Island, WA 98110
(206) 842-5202
Fax: (206) 842-6029
E-mail: charlieb@med.com
Charlie Brown, President

AUDIOPAK

PO Box 3100
Winchester, VA 22604
(540) 667-8125
Fax: (540) 667-6379
Nick Krassowski, President
CR

AUDITRONICS INC.

3750 Old Getwell Road
Memphis, TN 38118
(901) 362-1350
Fax: (901) 365-8629
E-mail: sales@auditronics.com
Bob Greenwald, Sales Manager
CO

AURATONE CORP.

PO Box 180698
Coronado, CA 92178-0698
(619) 297-2820
Fax: (619) 296-8734
Jack Wilson, President
S

AUTOGRAM CORP.

1500 Captial Avenue
Plano, TX 75074
(800) 327-6901, (972) 424-8585
Fax: (972) 423-6334
Ernest T. Ankele, President
CO S

B

BBE SOUND INC.

5381 Production Drive
Huntington Beach, CA 92649
(714) 897-6766
Fax: (714) 896-0736
Rob Rizzuto, VP/Sales & Marketing
P

BELAR ELECTRONICS LABORATORY INC.

119 Lancaster Avenue
Box 76
Devon, PA 19333
(610) 687-5550
Fax: (610) 687-2686
E-mail: sales@belar.com
Arno M. Meyer, President
David C. Hirsch, Marketing Director
T

BEYERDYNAMIC

56 Central Avenue
Farmingdale, NY 11735
(516) 293-3200
Fax: (516) 293-3288
Michael Solomon, Pro Product Mktg.
Manager
D

B

BIAMP SYSTEMS

14130 NW Science Park Drive
Portland, OR 97229
(503) 641-7287
Fax: (503) 626-0281
Ralph Lockhart, President
P

THE BLUE GROUP

1001 Ridge Avenue
Clearwater, FL 34615
(813) 442-1665
Ben L. Umberger, President
A DW S

BRADLEY BROADCAST SALES

12401 Twinbrook Parkway
Rockville, MD 20852
(800) 732-7665, (301) 231-7800
Fax: (301) 230-6526
E-mail: bradcast@aol.com
Art Reed, GM
C CD CO CR D DW P S T TD TE

BROADCAST CARTRIDGE SERVICE

15581 Chemical Lane
Huntington Beach, CA 92649
(714) 898-7224
Fax: (714) 898-1753
Lora Crafton, President
D

BROADCAST ELECTRONICS

4100 North 24th Street
Quincy, IL 62301
(217) 224-9600
Fax: (217) 224-9607
E-mail: bdcast@bdcast.com
Tim Bealor, Dir./RF-Studio Products
Ray Miklius, Dir./Digital Products
Kim Winking, Mgr./Marketing Services
A CO DW S T

BROADCAST SUPPLY WORLDWIDE

7012 27th Street West
Tacoma, WA 98466
(800) 426-8434, (206) 565-2301
Fax: (800) 231-7055
Pat Medved, VP/Sales
A C CD CO CR D DW P S T TD TE

BROADCASTERS GENERAL STORE

2480 SE 52nd Street
Ocala, FL 34480
(352) 622-7700
Fax: (352) 629-7000
E-mail: bgs@mercury.net
David Kerstin, President
A CD CO CR D DW P S T TD TE

BSS

8500 Balboa Boulevard
Northridge, CA 91329
(818) 227-1800
Fax: (818) 884-2974
E-mail: pfreuden@harman.com
Paul Freudenberg, Product Manager
D P

BURK TECHNOLOGY

7 Beaver Brook Road
Littleton, MA 01460
(508) 486-0086
Fax: (508) 486-0081
E-mail: control@burk.com
Peter Burk, President
Bill Gould, Sales Manager
S T

C

CAM AUDIO INC.

2210 Executive Drive
Garland, TX 75014
(800) 527-3458, (214) 271-0006
Fax: (214) 271-1555
Rod Brown
A CD CR D P TD

CARTWORKS/DBM SYSTEMS INC.

1375 Beasley Road
Jackson, MS 39206
(800) 795-7234
Fax: (601) 853-9976
E-mail: gthomas@cartworks.com
Web Site: <http://www.cartworks.com>
George A. Thomas, President
Bob Buie, Sales Mgr.
A C CR DW S

CCA ELECTRONICS

360 Bohannon Road
Fairburn, GA 30213
(404) 964-3530
Fax: (404) 964-2222
Steve McElroy
T

COMPUTER CONCEPTS CORP.

8375 Melrose Drive
Lenexa, KS 66214
(800) 255-6350
Fax: (913) 541-0169
E-mail: tlantz@ccc-dcs.com
Ted Lantz, VP/Sales
A C DW S

COMREX CORP.

65 Nonset Path
Acton, MA 01720
(800) 237-1776, (508) 263-1800
Fax: (508) 635-0401
E-mail: info@comrex.com
Lynn Distler, Sales Manager
TE

COMSTREAM CORPORATION

10180 Barnes Canyon Road
San Diego, CA 92121
(619) 657-5404
Fax: (619) 657-5403
Holly Bertz
SA T

CUTTING EDGE TECHNOLOGIES

2101 Superior Avenue, 4th Floor
Cleveland, OH 44114
(216) 241-3343
Fax: (216) 241-4103
E-mail: info@zephyr.com
Frank Foti, President
P

D

DAISI

PO Box 5605
Katy, TX 77491
(800) 324-7401, (713) 224-4000
Fax: (713) 224-4000
Maurice Collins, President
C TE

DALET DIGITAL MEDIA SYSTEMS

285 West Broadway, Suite 605
New York, NY 10013
(212) 226-2424
Fax: (800) 257-1223
E-mail: 100437.1536@compuserve.com
Steve Kelley, VP
A C DW

DBX

8760 South Sandy Parkway
Sandy, UT 84070
(801) 568-7660
Fax: (801) 568-7662
E-mail: dbx.com
Rob Onry, President
CO P S

DELTA ELECTRONICS INC.

5730 General Washington Drive
Alexandria, VA 22312
(800) 833-5828, (703) 354-3350
Fax: (703) 354-0216
Joseph S. Novak, VP/Marketing
T

DENON ELECTRONICS

222 New Road
Parsippany, NJ 07054
(201) 575-7810
Fax: (201) 808-1608
CD CR S TD

DG SYSTEMS

875 Battery Street
San Francisco, CA 94111
(415) 276-6600
Fax: (415) 276-6601
E-mail: pmalone@dgsystems.com
Web Site: <http://www.dgsystems.com>

DGS PRO-AUDIO

PO Box 170426
Arlington, TX 76003
(800) 292-2834
Fax: (817) 561-2916
A.T. White, Sales Manager
S

DIC DIGITAL SUPPLY CORP.

500 Frank W. Burr Boulevard
Teaneck, NJ 07666
(800) 328-1342, (201) 692-7700
Fax: (201) 692-7757
Kevin Kennedy, VP/Marketing
CD TD

B
•
D

D
•
I

D

**Digital Courier
INTERNATIONAL**

DCI's national PC-network audio compression technology allows radio stations to exchange CD-quality audio and text with the rest of their chain.

**DIGITAL COURIER
INTERNATIONAL INC.**

8618 Commerce Court
Burnaby, BC V5A 4N6
CANADA

(800) 909-7888, (604) 415-3300

Fax: (604) 473-5835,
(604) 415-3308

E-mail: dci@digitalcourier.com

Web Site: [http://](http://www.digitalcourier.com)

www.digitalcourier.com

C D TE

DIGITAL GENERATION SYSTEMS INC.

875 Battery Street
San Francisco, CA 94111
(415) 276-6600

Fax: (415) 276-6601

E-mail: jonr@dgsystems.com

Jon Reese

DW T

DIGITAL JUKE BOX AUTOMATION

900 First Street
Moundsville, WV 26041
(304) 845-4767

Fax: (304) 845-0038

E-mail: listenup@listen-up.com

James Barcus, President

Robert Stanfield, Sales

A C CD DW S

DOLBY LABORATORIES INC.

100 Potrero Avenue
San Francisco, CA 94103
(415) 558-0200

Fax: (415) 863-1373

E-mail: info@dolby.com

Kevinn Tam, Director/Sales & Mktg.

P S

DORROUGH ELECTRONICS

5221 Collier Place
Woodland Hills, CA 91364
(818) 998-2824

Fax: (818) 998-1507

Kay Dorrrough

S

E

ELECTRIC WORKS CORP.

PO Box 136457
Ft. Worth, TX 76136
(800) 334-7823, (817) 625-9761
Fax: (817) 625-4975

E-mail: 75222.1211@compuserve.com;

info@electric-works.com

Pete Charlton, President

A C CD CR SA

ENCO SYSTEMS INC.

24555 Hallwood Court
Farmington Hills, MI 48335
(800) 362-6797, (810) 476-5711
Fax: (810) 476-5712

E-mail: lamoray@mail.enco.com

Larry Lamoray, VP/Sales & Marketing

A DW

ESE

142 Sierra Street
El Segundo, CA 90245
(310) 322-2136

Fax: (310) 322-8127

Brian Way, Director/Marketing

Norbert Perez, Marketing

S

EVENTIDE INC.

One Alsan Way
Little Ferry, NJ 07643
(201) 641-1200

Fax: (201) 641-1640

E-mail: gerryg@eventide.com;

cjs@eventide.com

Gerry Griffin, Audio Sales Manager

C.J. Scioscia, Assistant Audio Sales

P S

THE EXPRESS GROUP

3518 Third Avenue
San Diego, CA 92103
(619) 298-2834

Fax: (619) 298-4143

Byron Andrus

CO S

F

FAIRLIGHT USA

3855 Hughes Avenue, 2nd Floor
Culver City, CA 90232
(310) 287-1400

Fax: (310) 287-0200

E-mail: ussales@fairlightesp.com

John Lancken, CEO

DW

FIDELIPAC CORP.

PO Box 8500-50080
Philadelphia, PA 19178-8500
(215) 464-2000

Fax: (215) 464-1234

Dr. Arthur Riben, President

David Strobe, Sales Manager

CO CR S

G

GE AMERICAN COMMUNICATIONS INC.

4 Research Way
Princeton, NJ 08540
(609) 987-4000

Fax: (609) 987-4517

Frederick D. Cain, B/C & Business Services

SA

GENTNER COMMUNICATIONS CORP.

1825 Research Way
Salt Lake City, UT 84119
(800) 945-7730, (801) 975-7200
Fax: (801) 977-0087

E-mail: info@gentner.com

Rich Finlison, Marketing Manager

P S T TE

H

HARMAN MUSIC GROUP

8760 South Sandy Parkway
Sandy, UT 84070
(801) 566-8800

Fax: (801) 566-7005

John Johnson, President

P S

HARRIS BROADCAST CENTER

3712 National Road West
Richmond, IN 47374
(800) 622-0022, (317) 962-8596
Fax: (317) 966-0623, (317) 962-8961

E-mail: sbeeler@harris.com

Scott Beeler, Sales Manager

A C CD CO CR D DW P S SA T TD TE

HARRISON BY GLW

7104 Crossroad Boulevard, Suite 118
Brentwood, TN 37027
(615) 370-9001

Fax: (615) 370-4906

E-mail: sales@glw.com

Gary Thielman, Advanced Products

Dave Powell, Sales Director

Stephen D. Turley, Marketing Dir.

CO

HENRY ENGINEERING

503 Key Vista Drive
Sierra Madre, CA 91024
(818) 355-3656

Fax: (818) 355-0077

Hank Landsberg, Owner

S E

INOVONICS INC.

1305 Fair Avenue
Santa Cruz, CA 95060
(800) 733-0552, (408) 458-0552
Fax: (408) 458-0554

E-mail: inovonics@aol.com

Jim Wood, President

P T

Key to Services on Page 154

I

INTERNATIONAL DATACASTING

U.S. Sales & Marketing
3850 Holcomb Bridge Road, Suite 420
Norcross, GA 30092
(770) 446-9684
Fax: (770) 448-6396
E-mail: intldata@ix.netcom.com
Virginia Lee Williams, Dir./Sales & Marketing
SA T

INTERNATIONAL TAPETRONICS CORP. (ITC)

2425 South Main Street
Bloomington, IL 61704
(309) 828-1381
Fax: (309) 828-1386
Willem Bakker, President
A C CD CR DW

INTRAPLEX INC.

3 Lyberty Way
Westford, MA 01886-3636
(508) 692-9000
Fax: (508) 692-2200
E-mail: sales@intraplex.com
Christine Doyle
T

J

JBL PROFESSIONAL

8500 Balboa Boulevard
Northridge, CA 91329
(818) 894-8850
Fax: (818) 830-1220
Mar Spector, Dir./Mktg. Communications
S

JNS ELECTRONICS INC.

PO Box 32550
San Jose, CA 95152
(408) 729-3838
Fax: (408) 926-1003
John Leonard, President
John Stannard, VP
S T TE

K

KEYSTONE COMMUNICATIONS

10525 West Washington Boulevard
Culver City, CA 90232
(310) 845-3900
Fax: (310) 845-3906
E-mail: keydigital@aol.com
Steve Jordan, Audio Services
Joel Quirt, Managing Director
T

Koss Corp.

4129 North Port Washington Avenue
Milwaukee, WI 53212
(414) 964-5000
Fax: (414) 964-8615
Jill McCurdy, Dir./Marketing
S

L

LBA TECHNOLOGY INC.

PO Box 8026
Greenville, NC 27835
(800) 522-4464, (919) 757-0279
Fax: (919) 752-9715
E-mail: lbatech@lbagroup.com
Lawrence Behr, President
Rick Jankowski, President
T

LEXICON INC.

3 Oak Park
Bedford, MA 01730-1441
(617) 280-0300
Fax: (617) 280-0490
E-mail: info@lexicon.com
Gregg Perry, Mktg. Comm. Mgr.
P S

LOGITEK

3320 Bering Drive
Houston, TX 77057
(800) 231-5870, (713) 782-4592
Fax: (713) 782-7597
E-mail: help@logitekaudio.com
Tag Borland, President
CO

LPB INC.

28 Bacton Hill Road
Frazer, PA 19355
(610) 644-1123
Fax: (610) 644-8651
E-mail: lpbinc@aol.com
John Devecka, Sales Manager
A C CD CO CR D DW P S T TD

M

MARATHON PRODUCTS INC.

69 Sandersdale Road
Charlton, MA 01507
(508) 248-3157
Fax: (508) 853-0988
Richard D. Myers, President/Owner
S

MARTI ELECTRONICS

PO Box 661
Cleburne, TX 76031
(817) 645-9163
Fax: (817) 641-3869
E-mail: marti@bdcast.com
Jim Godfrey, President
Ron Pohler, Sales Manager
T TE

THE MEDIA GALLERY/RADIOPHONE

PO Box 652
Torrance, CA 90508
(310) 533-0855
Fax: (310) 533-0842
Ruth Presslaff, President
TE

MEDIA TOUCH SYSTEMS INC.

15 Ermer Drive
Salem, NH 03079
(603) 893-5104
Fax: (603) 893-6390
John M. Connell, President
A DW

MIDCOM INC.

6311 North O'Connor Road, Suite 108
Irving, TX 75039
(972) 869-2144
Fax: (972) 869-0898
Jay Wallace, Sales Manager
CD CO CR D P S TD TE

MNN RADIO NETWORKS INC.

331 11th Street South, Suite 31
Minneapolis, MN 55404-1009
(612) 321-7200
Fax: (612) 321-7202
James Rasmussen, VP/Programming
C CD CO CR DW P S TD TE

MODULATION SCIENCES

12 A World's Fair Drive
Somerset, NJ 08873
(800) 826-2603, (908) 302-3090
Fax: (908) 302-0206
Judy Mueller, Dir./Sales & Marketing
D P

MOSELEY ASSOCIATES

111 Castilian Drive
Santa Barbara, CA 93117
(805) 968-9621
Fax: (805) 685-9638
E-mail: info@moseleysb.com
David Chancey, National Sales Manager
T

MURPHY STUDIO FURNITURE

4153 North Bonita Street
Spring Valley, CA 91977
(619) 698-4658
Fax: (619) 698-1268
E-mail: dwmurphy@electriciti.com
Dennis Murphy, President
S

MUSICAM USA

670 North Beers Street, Building 4
Holmdel, NJ 07733
(908) 739-5600
Fax: (908) 739-1818
E-mail: sales@musicamusa.com
Art Constantine
T TE

N

NEUMANN/USA

6 Vista Drive
PO Box 987
Old Lyme, CT 06371
(860) 434-5220
Fax: (860) 434-3148
E-mail: neumtech@neumannusa.com
S

N
•
S

N

NEW WORLD MUSIC & SOUND

5620 Kearny Mesa Road
San Diego, CA 92111
(619) 569-1944
Fax: (619) 569-2040
Jim Scott, Owner
CD CO DW P S TD



NICHE MARKETING, INC.
1900 International Park, Suite 225
Birmingham, AL 35243
(205) 970-9095
Fax: (205) 970-0080
E-mail: nicheprez@aol.com
Dave Carlisle, President/CEO
C TE

NORTHEAST BROADCAST LAB
PO Box 1179
South Glens Falls, NY 12803
(800) 227-1093, (518) 793-2181
Fax: (518) 793-7423
Bill Bingham
A C CD CO CR D DW P S T TD TE

NSN NETWORK SERVICES
PO Box 7510
Avon, CO 81620
(800) 345-8728, (970) 949-7774
Fax: (970) 949-9620
E-mail: sales@nsnnet.com
Muffy Montemayor, President/GM
Kelly Hethcote, Dir./Audio Sales
T

ORBAN
1525 Alvarado Street
San Leandro, CA 94577
(510) 351-3500
Fax: (510) 351-0500
E-mail: custserv@orban.com
Derek Pilkington, President
A DW P

OTARI CORP.
378 Vintage Park Drive
Foster City, CA 94404
(415) 341-5900
Fax: (415) 341-7200
Tim Schaeffer, Dir./Sales & Marketing
A CD CO D DW S TD

P

PACIFIC RESEARCH & ENGINEERING CORP.

2070 Las Palmas Drive
Carlsbad, CA 92009
(619) 438-3911
Fax: (619) 438-9277
E-mail: info@pre.com
Michael Uhl, Sales Manager
CO DW S



PRISTINE SYSTEMS INC.
5841 Uplander Way, Suite A
Culver City, CA 90230
West: (310) 670-7500
West Fax: (310) 670-0133
East: (864) 292-0300
East Fax: (864) 670-9030
Web Site: <http://www.pristinesys.com>
A C DW

PROFESSIONAL AUDIO SUPPLY
5700 East Loop 820 South
Ft. Worth, TX 76119-7099
(800) 433-7668, (817) 483-7474
Fax: (817) 483-9952
E-mail: pas@pop.flash.net
John Reed, GM
D

PROFESSIONAL MANAGEMENT SERVICES INC.
PM Systems
PO Box 141
Greenville, SC 29602-0141
(864) 292-0300
Fax: (864) 292-9030
E-mail: sales@pm-systems.com
William B.(Beau) Sanders, GM
A C CD CO DW S

QEI CORP.
PO Box 805
Williamstown, NJ 08094
(800) 334-9154, (609) 728-2020
Fax: (609) 629-1751
E-mail: qeisaless@qei-broadcast.com
Jeff Detweiler, Sales Manager
T

Key to Services on Page 154

R

RADIO COMPUTING SERVICES (RCS)

2 Overhill Road
Scarsdale, NY 10583
(914) 723-8567
Fax: (914) 723-2258
E-mail: info@rcsworks.com
Richard Darr, VP/US Sales
A C S

RADIO PROGRAMMING & MANAGEMENT INC.

4198 Orchard Lake Road
Orchard Lake, MI 48323
(800) 521-2537, (810) 681-2660
Fax: (810) 681-3936
E-mail: rpmork@aol.com
Tom Krikorian, President
C

RADIO RESOURCES AND SERVICES CORP.

1201 South Sharp Street
Baltimore, MD 21230
(800) 547-2346
Fax: (410) 783-4635
E-mail: sscarborough@radioresources.com
CD CO CR D P S T TD TE

RADIO SYSTEMS INC.

601 Heron Drive
Bridgeport, NJ 08014-0458
(609) 467-8000
Fax: (609) 467-3044
Daniel Braverman, President
CO DW

RAG ELECTRONICS INC.

2450 Turquoise Circle
Newbury Park, CA 91320
(805) 498-9933
Fax: (805) 498-3733
Keith Gertzman
D

RAMKO RESEARCH

4261-B Sunset Lane
Shingle Springs, CA 95682
(916) 672-7932
Fax: (916) 672-7938
Frank Martinel
A CO S

ROLAND CORPORATION U.S.

7200 Dominion Circle
Los Angeles, CA 90040
(213) 685-5141
Fax: (213) 726-3267
Chris Bristol, VP
DW S

S

SCHAFFER WORLD COMMUNICATIONS CORP.

PO Box 31
Marion, VA 24354
(540) 783-2000
Fax: (540) 783-2064
E-mail: schaffer@netva.com
Bob Dix, President
A C CO CR S T

S

SCOTT STUDIOS CORP.

13375 Stemmons Freeway, Suite 300
Dallas, TX 75234
(800) 726-8877, (214) 620-2211
Fax: (214) 620-8811
E-mail: info@scottstudios.com
Dave Scott, President
A C CD CR DW

SENNHEISER ELECTRONIC CORP.

6 Vista Drive
PO Box 987
Old Lyme, CT 06371
(860) 434-9190
Fax: (860) 434-1759
E-mail: miclit@sennheiserusa.com
Andrew Brakhan, President
D S T

SHIVELY LABORATORIES

107 Harrison Road
Bridgton, ME 04009
(207) 647-3327
Fax: (207) 647-8273
David Allen, Sales Manager
T

SHURE BROTHERS INC.

222 Hartrey Avenue
Evanston, IL 60202-3696
(847) 866-2200
Fax: (847) 866-2279
S

SINE SYSTEMS INC.

972 Main Street
Nashville, TN 37206-3614
(615) 228-3500
Fax: (615) 227-2367
John Pate, President

SONIC SOLUTIONS

101 Rowland Way
Novato, CA 94945
(415) 893-8000
Fax: (415) 893-8008
E-mail: info@sonic.com
Christopher Kryzan, VP/Marketing
A C DW P S

SOUNDCRAFT


8500 Balboa Boulevard
Northridge, CA 91329
(818) 894-8850
Fax: (818) 830-1220
Ed Bigger, Sales Manager
CO S

SPACECOM SYSTEMS

One Technology Plaza
7140 South Lewis Avenue
Tulsa, OK 74136-5422
(800) 950-6690, (918) 488-4800
Fax: (918) 488-4848, (918) 499-6868
E-mail: info@spacecom.com
Dave Bennett, Dir./Broadcast Sales
SU

STANTON MAGNETICS INC.

101 Sunnyside Boulevard
Plainview, NY 11803
(516) 349-0235
Fax: (516) 349-0230
G.L. Bidwell, VP/Professional Products
S



Send your audio across the street or around the world in high quality MUSICAM digital audio at low cost.

STARGUIDE DIGITAL NETWORKS
300 East 2nd Street, Suite 1510
Reno, NV 89501
(702) 686-5050
Fax: (702) 686-5055
Brian Peabody, Sales
Robert Peterson, Executive VP
C P S A T

STUDER EDITECH CORP.

1865 Air Lane Drive
Nashville, TN 37210
(615) 391-3399
Fax: (615) 391-5974
Joe Bean, Sales
CD TD

STUDER EDITECH CORP.

400 Seaport Court, Suite 202
Port Of Redwood, CA 94063
(415) 562-0500
Fax: (415) 562-0525
Guy McNally, VP/GM
DW

SYMETRIX INC.

14926 35th Avenue West
Lynnwood, WA 98037-2303
(206) 787-3222
Fax: (206) 787-3211
E-mail: 102102.1126@compuserve.com
Dane Butcher, President
DW P

THE SYSTEMATION CORPORATION

337 North Water Street
Decatur, IL 62523
(217) 423-9744
Fax: (217) 423-9764
Steve Bellinger, President
A DW

T

TELEPLEX INC.

Alford Division
4801 Industrial Parkway
Indianapolis, IN 46226
(317) 895-8800
Fax: (317) 895-2900
Tom L. Fitch, President
T

TELOS SYSTEMS

2101 Superior Avenue, 4th Floor
Cleveland, OH 44114
(216) 241-7225
Fax: (216) 241-4103
E-mail: info@zephyr.com
Steve Church, President
T TE

TFT INC.

3090 Oakmead Village Drive
Santa Clara, CA 95051
(800) 347-3383, (408) 727-7272
Fax: (408) 727-5942
E-mail: info@tftinc.com
Darryl E. Parker, Dir./Marketing
T

360 SYSTEMS

5321 Sterling Center Drive
Westlake Village, CA 91361
(818) 991-0360
Fax: (818) 991-1360
E-mail: sales@360systems.com
Don Bird, GM
CR DW S

TITUS TECHNOLOGICAL LABORATORIES

77 Kreiger Lane, Suite 914
Glastonbury, CT 06033
(860) 633-5472
Fax: (860) 633-8244
Lawrence Titus, Owner
S

TM CENTURY**TM CENTURY**

2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890
E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP
A C CD DW S

U

UREI

8500 Balboa Boulevard
Northridge, CA 91329
(818) 893-8411
Fax: (818) 893-0358
Marc Spector, Dir./Mktg. Communications
S

U
•
W

U

UTILITY TOWER Co.
PO Box 12369
3200 NW 38th
Oklahoma City, OK 73157
(405) 946-5551
Fax: (405) 947-8466
Ron Nelson, VP/Sales
T

V

VALLEY AUDIO
A Div. of Galaxy Audio Inc.
PO Box 16285
Wichita, KS 67216-0285
(800) 800-4345, (316) 265-9500
Fax: (316) 263-0642
Dave Anderson
DW P S

VEGA (A MARK IV Co.)
9900 Baldwin Place
El Monte, CA 91731
(818) 442-0782
Fax: (818) 444-1342
Don Poysa
S

VIDEOQUIP RESEARCH LIMITED
4-595 Middlefield Road
Scarborough, ON M1V 3S2
CANADA
(416) 293-1042
Fax: (416) 297-4757
Joseph Costa
C

W

WARD-BECK SYSTEMS LTD.
841 Progress Avenue
Scarborough, ON M1H 2X4
CANADA
(416) 438-6550, (800) 771-2556
Fax: (416) 438-3865
Eugene L. Johnson, Managing Director
CO

WHEATSTONE CORP.
7305 Performance Drive
Syracuse, NY 13212
(315) 452-5000
Fax: (315) 452-0160
E-mail: wheatstone@aol.com
Ray Esparolini, Director/Sales
CO S

Key to Services on Page 154

**NEED
MORE
COPIES?**

**ADDITIONAL
COPIES OF THE R&R
"RATINGS REPORT
& DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**



THE R&R ANNUAL SUBSCRIPTION PACKAGE

\$299.00
(U.S. Only)

DELIVERS THE MOST FOR YOUR MONEY!

SUBSCRIBE AND SAVE OVER \$100.00!

- **51 weeks of R&R** (\$330.00 value)
- **2 semi-annual Ratings Report & Directories** (\$ 100.00 value)
- **Program Supplier Guide** (\$30.00 value)
- **Marketing & Promotion Guide** (\$10.00 value)



For Faster Service:
FAX Credit Card Payments To
310-203-8727



Or Call R&R at:
310-788-1625



Or e-mail R&R at:
moreinfo@rronline.com



FEDERAL COMMUNICATIONS COMMISSION

1919 M Street NW
Washington, DC 20554

	Telephone	Fax	Room No.
Reed E. Hundt , Chairman	(202) 418-1000	(202) 418-2801	814
Blair Levin , Chief of Staff			
James H. Quello , Commissioner	(202) 418-2000	(202) 418-2802	802
Lauren J. "Pete" Belvin , Sr. Legal Adv.			
Rachelle B. Chong , Commissioner	(202) 418-2200	(202) 418-2802	844
Jane Mago , Senior Legal Advisor			
Susan Ness , Commissioner	(202) 418-2100	(202) 418-2821	832
James L. Casserly , Senior Legal Adv.			

COMMISSION STAFF OFFICE OF PUBLIC AFFAIRS

1919 M Street NW
Washington, DC 20554

Susan Sallet	(202) 418-0500	(202) 418-2809	202
Maureen Peratino , Deputy Director			
David H. Fiske , Deputy Director			

NEWS MEDIA STAFF

Audrey J. Spivak , Press Secretary	(202) 418-0500		202
--	----------------	--	-----

REFERENCE OPERATIONS DIVISION

2033 M Street
Washington, DC 20554

William Cline , Chief	(202) 418-0260		242
William F. Caton , Acting Secretary	(202) 418-0300		222
FCC Reference Center	(202) 418-0270		239
Ownership Reports	(202) 418-0258		221
Records Imaging	(202) 418-0270		230
Processing Systems (RIPS)			
Call Sign Availability Info.	(202) 418-0270		230

OFFICE OF ENGINEERING & TECHNOLOGY

2000 M Street
Washington, DC 20554

	Telephone	Fax	Room No.
Richard M. Smith , Chief	(202) 418-2470		480
Bruce A. Franca , Deputy Chief	(202) 418-2470		480

MASS MEDIA BUREAU

1919 M Street NW
Washington, DC 20554

Roy J. Stewart , Chief	(202) 418-2600		314
Renee Licht , Deputy Chief (Policy)	(202) 418-2600		314
Robert H. Ratcliffe , Ass't Chief (Law)	(202) 418-2600		314

AUDIO SERVICES DIVISION

Linda Blair , Chief	(202) 418-2780		302
Stuart B. Bedell , Ass't Chief	(202) 418-2780		302
James Burtle , Chief Engineer	(202) 418-2670		342
Dennis Williams , Asst. Engineer	(202) 418-2720		332
Robert Greenberg , Supervisory Engineer	(202) 418-2740		348

AUXILIARY SERVICES BRANCH

1270 Fairfield Road
Gettysburg, PA 17325-7245
(800) 322-1117

OPERATIONS

Gary L. Stanford , Associate Bureau Chief	(717) 338-2501		
W. Riley Hollingsworth , Deput Associate Bureau Chief	(717) 338-2502		

LICENSING

Walter G. Boswell , Chief	(717) 338-2601		
-------------------------------------	----------------	--	--

CUSTOMER SERVICES DIVISION

John A. Chudovan , Chief	(717) 338-2510		
------------------------------------	----------------	--	--



REGIONAL OFFICES

WESTERN REGION

3777 Depot Road, Room 420
Hayward, CA 94545-2756
(510) 732-9046
Fax: (510) 732-6015

Sergi Marti-Volkoff, Regional Director

- | | |
|----------------|---------------------------|
| Alaska | Montana |
| American Samoa | Nevada |
| Arizona | New Mexico |
| California | Oregon |
| Colorado | Pacific Trust Territories |
| Guam | & Commonwealth |
| Hawaii | Utah |
| Idaho | Washington |
| Marianna | Wyoming |
| Midway islands | |

NORTHEASTERN REGION

Park Ridge Office Center, Room 306
1550 Northwest Highway
Park Ridge, IL 60068-1460
(847) 298-5405

Fax: (847) 298-5430

Russel D. Monie, Regional Director

- | | |
|------------------|---------------|
| Connecticut | New Hampshire |
| Delaware | New Jersey |
| Washington, D.C. | New York |
| Illinois | North Dakota |
| Indiana | Ohio |
| Kentucky | Pennsylvania |
| Maine | Rhode Island |
| Maryland | South Dakota |
| Massachusetts | Vermont |
| Michigan | West Virginia |
| Minnesota | Wisconsin |

SOUTH CENTRAL REGION

Brywood Office Tower, Room 320
8800 East 63rd Street
Kansas City, MO 64133-4895
(816) 353-9035

Fax: (816) 353-0611

Dennis P. Carlton, Regional Director

- | | |
|-------------|----------------|
| Alabama | North Carolina |
| Arkansas | Oklahoma |
| Florida | Puerto Rico |
| Georgia | South Carolina |
| Iowa | Tennessee |
| Kansas | Texas |
| Louisiana | Virginia |
| Mississippi | Virgin Islands |
| Nebraska | |

Quietly providing broadcasters with
dependable advice on investments
and competition.

SERAFIN BROS.
Broadcast Brokerage & Finance

P.O. Box 262888, Tampa, FL 33685
Phone (813) 885-6060 • Fax (813) 885-6857



A

ABN AMRO BANK, N.V.

500 Park Avenue, 2nd Floor
New York, NY 10022
(212) 446-4142
Fax: (212) 832-7129
Clarke Moody, Sr. VP

ABRY PARTNERS INC.

18 Newbury Street
Boston, MA 02116
(617) 859-2959
Fax: (617) 859-8797
Peggy Koenig
Jay Grossman

AdMEDIA PARTNERS INC.

866 Third Avenue, 26th Floor
New York, NY 10022
(212) 759-1870
Fax: (212) 888-4960
Robert Garrett, President

ALLEN & COMPANY INC.

711 Fifth Avenue
New York, NY 10022
(212) 832-8000
Fax: (212) 832-8023
Herbert A. Allen, President

ALLIED CAPITAL

1666 K Street NW, 9th Floor
Washington, DC 20006
(202) 331-1112, (202) 973-6320
Fax: (202) 659-2053
G. Cabell Williams III, President/Venture
Katherine C. Marien, President/Lending

AMERICAN BROADCAST FINANCIAL CORP.

4359 South Howell Avenue, Suite 106
Milwaukee, WI 53207
(414) 482-2638
Fax: (414) 483-1980
Patrick L. Lopeman, President

AmSOUTH BANK

PO Box 11007
Birmingham, AL 35288
(205) 307-4118
Fax: (205) 581-7479
Doug Elliot, Commercial Loan Officer

AT&T CAPITAL CORP.

44 Whippany Road
Morristown, NJ 07962
(201) 397-3429
Fax: (201) 397-4368
Samuel D. Bush, VP
Chuck Dreifus, Dir./Media Finance

ATA INFORMATION SYSTEMS INC.

5 Revere Drive, Suite 510
Northbrook, IL 60062
(800) 282-0031
Fax: (708) 559-1414

ATLANTIC COASTAL VENTURES L.P.

1001 Connecticut Avenue NW, Suite 622
Washington, DC 20036
(202) 293-1166
Fax: (202) 293-1181
Walter Threadgill, Partner

B

BANK OF AMERICA

231 South LaSalle Street, 11-J
Chicago, IL 60697
(312) 828-4348
Constance Frydenlund, Sr. Dir.

BANK OF AMERICA NT & SA

Entertainment & Media Group 5777
555 South Flower Street, 10th Floor
Los Angeles, CA 90071
(213) 228-2118
Fax: (213) 228-3145
Dudley W. Mendenhall, Industry Mgr./
Managing Dir.



ALLIED CAPITAL

WE KNOW YOUR BUSINESS

 SENIOR AND SUBORDINATED DEBT

ACQUISITIONS

STATION UPGRADES

DEBT REFINANCINGS

\$300,000 TO \$7.5 MILLION

For *senior debt* call Kathy MarienFor *subordinated debt* call Tom Westbrook

1666 K Street NW ■ 9th Floor ■ Washington, DC 20006 ■ (202) 331-1112 ■ Fax (202) 659-2053

B
•
C

B

BANK OF BOSTON/MEDIA & COMM. GROUP

100 Federal Street
Mail Stop 01-08-08
Boston, MA 02110
(617) 434-7156
Fax: (617) 434-3401
Lisa C. Gallagher, Managing Director

BANK OF CALIFORNIA

Communications Industries
400 California Street, 17th Floor
San Francisco, CA 94104
(415) 765-2706
Fax: (415) 765-2634
Paul Gaenger, Sr. VP/Manager

BANK OF MONTREAL

430 Park Avenue, 15th Floor
New York, NY 10022
(212) 605-1424
Fax: (212) 605-1648
Yvonne Bos, Sr. VP

BANK OF NEW YORK

One Wall Street, 16th Floor
New York, NY 10286
(212) 635-8625
Fax: (212) 635-8593
A. Donald Pray, Sr. VP/Division Head

BANK ONE INDIANAPOLIS

111 Monument Circle, Suite 1921
Indianapolis, IN 46277
(317) 321-8365
Fax: (317) 321-8830
Dale Artman, VP

BANK SOUTH

55 Marietta Street
Atlanta, GA 30303
(404) 529-4346

BANKER'S TRUST CO.

300 South Grand Avenue, 41st Floor
Los Angeles, CA 90071
(213) 620-8200
Fax: (213) 620-8484

BANQUE PARIBAS, NEW YORK

Media Entertainment Finance Department
787 Seventh Avenue, 32nd Floor
New York, NY 10019
(212) 841-2126
Fax: (212) 841-2363
Errol Antzlis, VP/Dir.

BARCLAYS BANK

75 Wall Street
New York, NY 10265
(212) 412-4000
Fax: (212) 797-3018

BENTLEY ASSOCIATES LP

1155 Avenue Of The Americas, 29th Floor
New York, NY 10036
(212) 819-2641
Fax: (212) 391-7420
Rochelle King, Sr. Advisor

BERGNER & Co.

4400 North Federal Highway, Suite 210
Boca Raton, FL 33431
(561) 338-5220
Fax: (561) 338-6544
Michael J. Bergner, President



Investment banking and acquisition consulting services to the broadcasting and telecommunications industries. Don't settle for only money. Maximize your position with financial partners that will support your long-term growth.

BIA CAPITAL CORP.
14595 Avion Parkway, Suite 500
Chantilly, VA 20151-1102
(703) 818-8115
Fax: (703) 803-3299
E-mail:
gjohnson@biacompanies.com
Web Site: <http://www.biacompanies.com>
Gregg E. Johnson, President
Thomas J. Buono, Executive VP
Charles Wiebe, Director

BOND & PECARO INC.

1201 Connecticut Avenue NW, Suite 450
Washington, DC 20036
(202) 775-8870
Fax: (202) 775-0175
James R. Bond Jr., Principal
Timothy S. Pecaro, Principal
John S. Sanders, Principal

BROADCASTING ASSET MGMT. CORP.

1323 Forest Glen Drive
Winnetka, IL 60093
(847) 446-8882
Fax: (847) 446-4855
Jack Minkow, President

ALEX. BROWN & SONS INC.

One South Street
Baltimore, MD 21202
(410) 895-4341
Fax: (410) 895-4481
E-mail: jamling@alexbrown.com
Jeffrey S. Amling, Managing Director

BT SECURITIES CORP.

130 Liberty Street, 30th Floor
New York, NY 10006
(212) 250-8722
Fax: (212) 250-7200
Jack Langer, Managing Dir.

BTMI

1090 Vermont Street NW, Suite 800
Washington, DC 20005
(202) 408-7036
Fax: (202) 408-1590
E-mail: probinson@btmi.com
Paul W. Robinson, President
William M. Baker, VP/CFO
Ronald J. Cieri, Sr. Financial Analyst

C

CAHN CAPITAL CORP.

Member NASD and SIPC
444 Madison Avenue, Suite 3505
New York, NY 10022
(212) 355-0297
Fax: (212) 355-0562
W. Stewart Cahn, President
Lawrence J. Weissman, VP

CANADIAN IMPERIAL BANK OF COMMERCE

425 Lexington Avenue, 6th Floor
New York, NY 10017
(212) 856-3601
Fax: (212) 856-3558
Peter Smith

CEA Inc.

375 Park Avenue, Suite 3808
New York, NY 10152
(212) 319-1968
Fax: (212) 319-4293
Bill Lisecky, Executive VP/Broadcasting
Steven Pruitt, Sr. VP

CHAPIN ENTERPRISES

751 NBC Center
Lincoln, NE 68508
(402) 475-5285
Fax: (402) 475-5293
Dick Chapin

CHASE MANHATTAN BANK

1 Chase Manhattan Plaza, 4th Floor
New York, NY 10081
(212) 552-4415
Fax: (212) 552-1910
Tom Reifenheiser, Sr. VP

CHRYSLER CAPITAL CORP.

225 High Ridge Road
Stamford, CT 06905
(203) 975-3355
Fax: (203) 975-3906
Tom Allen

THE CIT GROUP — COMMUNICATIONS FINANCE

900 Ashwood Parkway, Suite 600
Atlanta, GA 30338
(770) 551-7847
Fax: (770) 551-7865
Stephen J. Turpin Jr., VP/Specialized Lending
Kathleen S. Oliver, Mgr./Specialized Lending
Michael Johnson, Specialized Lending

C

CITIBANK

399 Park Avenue, 2nd Floor, Zone 2
New York, NY 10043
(212) 559-4285
Fax: (212) 527-1181
Jack Morris, Dir./Media Relations

CITIZENS AND SOUTHERN BANK

35 Broad Street
PO Box 4899
Atlanta, GA 30302
(404) 581-5665
Fax: (404) 581-5031
Frank Roedel, Sr. VP

CONLEY & ASSOCIATES

1459 Interstate Loop, Box 3220
Bismarck, ND 58502-3220
(701) 222-3902
Fax: (701) 222-4815
Christopher J. Conley, Managing General Partner
Candace Christianson, General Partner

CORESTATES

Broad & Chestnut Streets
PO Box 7618
Philadelphia, PA 19101
(215) 786-4322
Fax: (215) 786-7721
J. H. Brooks, Sr. VP

CREDIT LYONNAIS

1301 Avenue Of The Americas
New York, NY 10019
(212) 261-7841
Fax: (212) 261-3318
Jim Morris, VP

CRESTAR BANK

PO Box 26665
Richmond, VA 26661
(804) 782-5000
Fax: (804) 782-7835
Christopher Cottrell, VP

THE CRISLER COMPANY

441 Vine Street, Suite 3900
Cincinnati, OH 45202
(513) 381-7775
Fax: (513) 381-8808
R. Dean Meiszer, President
Stephen E. Kaufmann, VP

D

DEER RIVER GROUP

888 16th Street NW, Suite 400
Washington, DC 20006
(202) 939-9090
Fax: (202) 939-9091
Robin B. Martin, President/CEO

DEPOSIT GUARANTY NATIONAL BANK

210 East Capitol Street
Jackson, MS 39201
(601) 354-8595
Fax: (601) 354-8192
W. Stan Pratt, Exec. VP

DONALDSON LUFKIN & JENRETTE

140 Broadway
New York, NY 10005
(212) 504-3000
Fax: (212) 504-4991
Robert Johnson
Michael Connelly
Colin Knudsen

E

EXCHANGE NATIONAL FUNDING

3000 Custer Road, Suite 270
Plano, TX 75075
(214) 985-6460
Fax: (214) 235-5452
Dave Hill, President

F

FAHNESTOCK & Co. Inc.

110 Wall Street, 10th Floor
New York, NY 10005
(212) 668-8124
Fax: (212) 425-2028
Henry P. Williams

FIDELITY BANK

Broad & Walnut Streets
7MBO
Philadelphia, PA 19109
(215) 985-7240
Edward Rogers

FINOVA CAPITAL CORP.

311 South Wacker Drive, Suite 4400
Chicago, IL 60606
(312) 322-7225
Fax: (312) 322-3530
Jeffrey S. Kilrea, VP

FIRST INTERSTATE BANK OF DENVER

633 17th Street, 4N/010
Denver, CO 80270
(303) 293-5647
Fax: (303) 293-5467
Paul Miller

FIRST UNION NATIONAL BANK OF NORTH CAROLINA

One First Union Center, 19th Floor
Charlotte, NC 28288-0735
(704) 374-7041
Fax: (704) 374-4092
William F. Laporte III, VP

FLEET BANK OF MAINE

Maine Savings Plaza
15 Casco Street
Portland, ME 04104
(207) 791-2129
Fax: (207) 791-2111
Christopher Frohock, VP

FLEET NATIONAL BANK

111 Westminster Street
Providence, RI 02903
(401) 278-5536
Fax: (401) 278-3929
Paula H. Lang, VP

WILLIAM FLEMING & ASSOCIATES

176 North Beacon Street
Hartford, CT 06105
(203) 236-4453
Fax: (203) 236-4453
E-mail: wlewisf@aol.com
William L. Fleming, Principal

G

CLIFTON GARDINER & Co.

Box 3401
Vail, CO 81658
(970) 479-0123
Fax: (970) 949-6208
E-mail: cliff@vailnet.com
Clifton Gardiner

G.E. CAPITAL CORP.

335 Madison Avenue, 12th Floor
New York, NY 10017
(212) 370-8000
Fax: (212) 983-6767

GRUNTAL & Co. Inc.

717 Fifth Avenue, Floor 12-A
New York, NY 10022
(212) 872-3900, (212) 872-3928
Fax: (212) 826-3441
William J. McCluskey, Managing Director

H

HAGUE & Co.

540 Frontage Road, Suite 3020
Northfield, IL 60093
(847) 441-7200
Fax: (847) 441-7262
Lee Hague, President

HANEVAN
FINANCIAL
SERVICES

Specializing in investment banking services. Secure financing for mergers and acquisitions, locate equity and financing, and represent broadcast stations in restructuring existing debt.

HANEVAN FINANCIAL SERVICES CORP.

1850 Parkway Place, Suite 420
Marietta, GA 30067
(770) 499-8090
Fax: (770) 428-7806
Ross Secunda, President

BRUCE HOUSTON ASSOCIATES INC.

2251 Hunter Mill Road
Vienna, VA 22181
(703) 938-1016
Fax: (703) 938-6078
Bruce Houston, President

K

KEYBANK

127 Public Square
Mail Code OH-01-27-0602
Cleveland, OH 44114-1306
(216) 689-5787
Fax: (216) 689-4666

Kathleen Mayher, Sr. VP/Media & Telecomm. Finance

THE KINGSBURY GROUP

128 South Bend Drive
Ponte Vedra Beach, FL 32082
(904) 285-6501
Fax: (904) 285-0063
Georgiana Kingsbury, Managing Director

L

THE LAMPO GROUP

Highlands of Brentwood
783 Old Hickory Boulevard, Suite 257 West
Brentwood, TN 37027
(615) 371-8881
Fax: (615) 371-5007

Visit R&R's Web Site:
<http://www.rronline.com>

LAZARD FRERES & Co. LLC

30 Rockefeller Plaza
New York, NY 10020
(212) 632-6000
Fax: (212) 632-6060
Steven Rattner, Managing Director

M

M/C PARTNERS

75 State Street, Suite 2500
Boston, MA 02109
(617) 345-7200
Fax: (617) 345-7201
John G. Hayes, General Partner
Peter H.O. Claudy, VP

MARTIN LEASING

9701 Wilshire Boulevard, Suite 102
Beverly Hills, CA 90210
(800) 253-2734, (310) 274-7988
Fax: (310) 274-1905
Ben Weingarten, Director/Broadcast Div.

MCKINLEY CAPITAL PARTNERS LTD.

712 Fifth Avenue
New York, NY 10019
(212) 956-8383
Fax: (212) 956-8407
E-mail: beacham@ix.netcom.com
Robert E. Beacham, Managing Director
Ronald O. Drake, VP

MEDIA CAPITAL INC.

890 Monterey Street, Suite G
San Luis Obispo, CA 93401
(805) 543-9214
Fax: (805) 543-9243
Michael Hesser, President

MEDIA MERGERS & ACQUISITIONS

PO Box 27-3532
Tampa, FL 33688-3532
(813) 960-1101
Fax: (813) 960-4225
Tim Menowsky, President

MEDIA SERVICES GROUP INC.

6802 Patterson Avenue
Richmond, VA 23226
(804) 282-5561
Fax: (804) 282-5703
E-mail: 75120.3425@compuserve.com
Mitt Younts, Managing Director
Shannon Best, Marketing Director

MEDIA TECHNOLOGY CAPITAL CORP.

dba S.R. Chanen & Co.
3300 North Third Avenue
Phoenix, AZ 85013
(602) 234-1411
Fax: (602) 266-0236
E-mail: srchanen@aol.com
Steven R. Chanen, Chairman

HELPING RADIO ENTREPRENEURS BUILD THEIR COMPANIES

\$15,000,000

Equity Capital

has been arranged for

Excl' Holdings, Inc.



COMMUNICATIONS
EQUITY
ASSOCIATES

\$150,000,000

Senior Credit Facility

has been arranged for

Paxson Communications
Corporation



COMMUNICATIONS
EQUITY
ASSOCIATES

\$24,200,000

Senior Debt Financing

has been arranged for

Mel Wheeler, Inc.



COMMUNICATIONS
EQUITY
ASSOCIATES

\$11,200,000

Equity Capital

has been arranged for

Shockley Communications
Corporation



COMMUNICATIONS
EQUITY
ASSOCIATES



COMMUNICATIONS
EQUITY
ASSOCIATES

\$30,000,000

Radio Acquisitions

Represented buyer and arranged
debt and equity financing

62nd Street Broadcasting*



COMMUNICATIONS
EQUITY
ASSOCIATES

CEA, Inc.

*closing subject to FCC approval

375 Park Ave., Suite 3808, New York, NY 10152 (212)319-1968 Fax (212)319-4293

CEA and CEA, Inc. are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD. Member SIPC.

M

MELLON BANK NA

One Mellon Bank Center, Suite 4440
Pittsburgh, PA 15258
(412) 236-6913
Fax: (412) 234-6375
E-mail: stephen.s.lackey@mellon.spring.com
Stephen Lackey, FVP/Group Head

MICHIGAN NATIONAL BANK

27777 Inkster Road
Specialty Industries 10-36
Farmington Hills, MI 48334
(810) 473-4329
Fax: (810) 473-4345
Stephane Lubin, Commercial Relationship Manager

MILLER, KAPLAN, ARASE & Co.

10911 Riverside Drive
North Hollywood, CA 91602
(818) 769-2010
Fax: (818) 769-3100
E-mail: 76261.1072@compuserve.com
George Nadel Rivin, Partner

MORGAN GUARANTY TRUST Co.

60 Wall Street
New York, NY 10260
(212) 648-6966
Fax: (212) 648-5053
Thomas Jones, Managing Dir.

JP MORGAN

60 Wall Street
New York, NY 10260
(212) 483-2323
Neil Gluckin

MORGAN STANLEY & Co. INCORPORATED

1585 Broadway, 35th Floor
New York, NY 10036
(212) 761-7929
Fax: (212) 761-0502, (212) 761-0767
Paul J. Taubman, Managing Director

MULTIMEDIA BROADCAST INVESTMENT

1001 Connecticut Avenue NW, Suite 622
Washington, DC 20036
(202) 293-1166
Fax: (202) 293-1181
Walter Threadgill, President/CEO

N

NATIONAL WESTMINSTER BANK

175 Water Street, 28th Floor
New York, NY 10038
(212) 602-2554
Fax: (212) 602-2663
Adam Bester, VP

Visit R&R's Web Site:
<http://www.rronline.com>

NEW WORLD FINANCIAL SERVICES CORP.

410 West Badillo Street, 2nd Floor
Covina, CA 91723
(800) 735-1000
Fax: (800) 517-1000
Mark Olson, Managing Director

THE NIPPON CREDIT BANK LTD

245 Park Avenue, 30th Floor
New York, NY 10167
(212) 984-1338
Fax: (212) 490-3895
David Carrington, VP/Manager

NORWEST BANK MINNESOTA

Norwest Center
Sixth & Marquette, 7th Floor
Minneapolis, MN 55479
(612) 667-4203
Fax: (612) 667-0505
Mr. Loren Herbst, VP/Communications Div.

O

OPPENHEIMER & Co. Inc.

Oppenheimer Tower
World Financial Center
New York, NY 10281
(212) 667-5028
Fax: (212) 667-5851, (212) 667-5585
Mark Leavitt, Managing Director

P



PATRICK
COMMUNICATIONS

Arranging debt and equity for station acquisitions and refinancing. We provide fair market appraisals, represent broadcasters in restructuring, and perform due diligence reviews.

PATRICK COMMUNICATIONS

5074 Dorsey Hall Drive, Suite 205
Ellicott City, MD 21042
(410) 740-0250, (301) 596-6788
Fax: (410) 740-7222
E-mail: patrick@patcomm.com
Larry Patrick, President
Susan Patrick, Exec. VP
Terry Greenwood, VP

DONALD A. PERRY & ASSOCIATES INC.

Summerville Plantation
Route 616 Box 857
Gloucester, VA 23061
(804) 877-4367
Donald A. Perry, President/CEO

PNC BANK N.A.

1600 Market Street, 21st Floor
Philadelphia, PA 19103
(215) 585-6014
Fax: (215) 585-6680
Scott C. Meves

PRIME CAPITAL ASSOCIATES

52 Main Street
PO Box 510
Durham, CT 06422
(860) 349-7266
Claudia Horn

PRUDENTIAL SECURITIES

1 New York Plaza
New York, NY 10292
(212) 778-4226, (212) 778-4720
Fax: (212) 778-4677
Nick Daifotis, Managing Dir.
Mark Leavitt, Managing Dir.
Jeffrey Gerwin, Director

S

SANDERS & Co.

Prado North, Suite 265
5600 Roswell Road NE
Atlanta, GA 30342
(404) 705-8080
Fax: (404) 705-8666
William Sanders, President

**NEED
MORE
COPIES?**

**ADDITIONAL
COPIES OF THE R&R
"RATINGS REPORT
& DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

**S
•
Z**

S

SANDLER CAPITAL MANAGEMENT

767 Fifth Avenue, 45th Floor
New York, NY 10153
(212) 754-8100
Fax: (212) 826-0280
Michael Marocco

SERAFIN BROS. INC.

PO Box 262888
Tampa, FL 33685
(813) 885-6060
Fax: (813) 885-6857
E-mail: 72563.100@compuserve.com
Glenn Serafin, President

SHAWMUT BANK CONNECTICUT

777 Main Street
MSN 397
Hartford, CT 06115
(203) 986-3363
Fax: (203) 986-5367
Robert West, VP

SILLERMAN COMPANIES

150 East 58th Street, 19th Floor
New York, NY 10155
(212) 407-9101
Fax: (212) 832-5121
Robert F.X. Sillerman, Chairman/CEO

SOUTHCOAST CAPITAL CORP.

277 Park Avenue, 37th Floor
New York, NY 10172
(212) 940-9333
Fax: (212) 940-9489
Chesley Maddox Dorsey

STAR MEDIA CAPITAL

5080 Spectrum Drive, Suite 609-East
Dallas, TX 75248
(972) 458-9300
Fax: (972) 458-1330
E-mail: jpbardwick@starmediagroup.com
J. Peter Bardwick, Managing Director

STATE STREET BANK & TRUST CO.

Communications Lending
225 Franklin Street
Boston, MA 02110-2804
(617) 664-3080
Fax: (617) 664-3708
E-mail: christopher_needham@ssb.com
Christopher E. Needham, VP

SZABO ASSOCIATES INC.

Media Collection Professionals
3355 Lenox Road, Suite 945
Atlanta, GA 30326
(404) 266-2464
Fax: (404) 266-2165
Peter F. Szabo, President

U

UNION BANK OF CALIFORNIA

Communications/Media Division
445 South Figueroa Street
Los Angeles, CA 90071
(213) 236-5780
Fax: (213) 236-5747
Craig W. Dougherty, Exec. VP/Manager

V

VERONIS SUHLER & ASSOCIATES INC.

350 Park Avenue
New York, NY 10022
(212) 935-4990
Fax: (212) 935-0877
E-mail: balciusc@vsacomm.com
Gene F. Jankowski, Managing Director
Marvin L. Shapiro, Managing Director
James H. Rosenfield, Managing Director

VS&A COMMUNICATIONS PARTNERS

350 Park Avenue
New York, NY 10022
(212) 935-4990
Fax: (212) 935-0877
E-mail: jstevenson@vsacomm.com
Jeffrey Stevenson, General Partner

W

WELLS FARGO BANK

Commercial Banking Office
333 South Grand Avenue, 3rd Floor
Los Angeles, CA 90071
(213) 253-3658
Fax: (213) 687-3501
John A. Strauss, VP/Loan Team Manager

WOODING & DEREAX

1407 Sigler Street
Nashville, TN 37203
(615) 646-6375
Fax: (615) 646-6383
Ronald Wooding, President

Z

THE ZITELMAN GROUP

1750 Rockville Pike, Suite 20
Rockville, MD 20852
(301) 770-2077
Fax: (301) 770-5526
E-mail: rick@tzg.com
Rick Zitelman, President

Visit R&R's Web Site: <http://www.rronline.com>

"You deserve more than just money."

Investment Banking and Financial Advisory Services

- Investor and Lender Relationships
- Credibility and Strategic Vision
- Comprehensive Negotiation Experience
- Extensive Radio Expertise



A Member of the BIA Family of Companies

BIA Capital Corp.

Gregg E. Johnson
Ph: (703) 818-8115
Internet: <http://www.biacompanies.com>



A

4-K RADIO INC.

PO Box 936
Lewiston, ID 83501-0936
(208) 743-2502
Fax: (208) 743-1995

Mike Ripley, President

- Grangeville, ID: KORT-AM & FM
- Lewiston, ID: KOZE-AM & FM

A&B BROADCASTING INC.

Box 890
Lamar, CO 81052-0890
(719) 336-2206

Fax: (719) 336-7973

Monte L. Spearman, President

- Lamar, CO: KLMR-AM & KSEC-FM
- Pagosa Springs, CO: KPAG-AM & KRQS-FM

ABC RADIO

77 W. 66 St., 21st Floor
New York, NY 10023-6201
(212) 456-7777

Fax: (212) 456-3666

Robert Callahan, President/Radio

- Atlanta: WKHX-AM & FM & WYAY-FM
- Chicago: WLS-AM & WKXK-FM
- Dallas-Ft. Worth: WBAP-AM & KSCS-FM
- Detroit: WJR-AM & WHYT-FM
- Los Angeles: KABC-AM, KMPC-AM & KLOS-FM
- Minneapolis-St. Paul: KDIZ-AM, KEGE-FM & KQRS-FM
- New York: WABC-AM & WPLJ-FM
- San Francisco: KGO-AM & KSFO-AM
- Washington: WMAL-AM & WRQX-FM

ADD RADIO GROUP INC., THE

400 Lafayette Rd., Ste. 6-B
Hampton, NH 03842
(603) 929-1000

Fax: (603) 929-3798

Peter Arpin, President

- Boston: WRCA-AM
- Portsmouth-Dover-Rochester, NH: WSTG-FM

ADELMAN COMMUNICATIONS INC.

731 N. Balsam St.
Ridgecrest, CA 93555-3510
(619) 371-1700
Fax: (619) 371-1824

Robert Adelman, President

- Johannesburg, CA: KRAJ-FM
- Ridgecrest, CA: KLOA-AM & FM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

Editor's Note

Listings for this section include transactions announced as of March 1, 1997. All deals are subject to regulatory approvals. Group owner data provided by BIA. For daily updates to this section, please consult **R&R ONLINE**: <http://www.rronline.com>

ADVENTURE COMMUNICATIONS INC.

100 Bluefield Ave., Ste. 3
Bluefield, WV 24701-5199
(304) 325-3514

Fax: (304) 324-0584

Michael R. Shott, President/CEO

- Beckley, WV: WHAJ-FM
- Bluefield, WV: WHIS-AM, WHYS-AM, WKOY-AM & WBDY-FM
- Cedar Bluff, VA: WBBY-FM
- Hilton Head Island, SC: WFXH-AM
- Princeton, WV: WKMY-FM
- Ridgeland, SC: WSHG-FM
- Savannah, GA: WFXH-FM, WGCO-FM, WIJY-FM & WLOW-FM

AGPAL BROADCASTING INC.

PO Box 456
Newport, OR 97365
(541) 265-5000

Fax: (541) 265-9576

Cheryl Harle, VP

- Pendleton, OR: KTIK-AM & KWHT-FM
- Toledo, OR: KZUS-AM & FM

AIR SOUTH RADIO INC.

P. O. Box 2116
Tupelo, MS 38803-0249
(601) 842-9595

Olive E Sisk, President

- Eupora, MS: WEPA-AM & WLZA-FM
- Tupelo, MS: WFTO-AM, WCNA-FM & WFTA-FM

AIRE/INK INC.

105 Main St.
Anaconda, MT 59711-2251
(406) 563-8011
Fax: (406) 563-8259

Edith I. Fransen, President

- Anaconda, MT: KANA-AM & KGLM-FM
- Deer Lodge, MT: KDRG-AM

ALASKA BROADCAST COMMUNICATIONS INC.

3161 Channel Dr., Ste. 2
Juneau, AK 99801-7815
(907) 586-3630
Fax: (907) 463-3685

Steven L. Rhyner, President/CEO

- Juneau, AK: KJNO-AM & KTKU-FM
- Ketchikan, AK: KTKN-AM & KGTW-FM
- Sitka, AK: KIFW-AM & KSBZ-FM

ALBANY BROADCASTING Co. Inc.

6 Johnson Rd.
Latham, NY 12110
(518) 786-6600
Fax: (518) 786-6610

James Morrell, President

- Albany-Schenectady-Troy: WROW-AM, WFLY-FM, WPTR-FM & WYJB-FM
- Peekskill, NY: WLNA-AM & WHUD-FM

ALBANY RADIO CORP.

PO Box 278
Albany, OR 97321
(541) 926-2233
Fax: (541) 926-3925

Dave Winchester, GM

- Albany, OR: KWIL-AM & KHPE-FM
- Eugene-Springfield, OR: KEED-AM

ALL PRO BROADCASTING

161 N. La Brea Ave.
Inglewood, CA 90301-1707
(310) 330-3123

Fax: (310) 412-7803

Willie D. Davis, President

- Milwaukee-Racine: WMCS-AM & WLUM-FM
- Riverside-San Bernardino: KCKC-AM & KCXX-FM

ALLEGHENY MOUNTAIN NETWORK

PO Box 247
Tyrone, PA 16686-0247
(814) 238-0792
Fax: (814) 684-1220

Cary H. Simpson, Owner

- Altoona, PA: WTRN-AM
- Coudersport, PA: WFRM-AM & FM
- Harrisburg-Lebanon-Carlisle, PA: WSHP-AM
- McConnellsburg, PA: WVFC-AM
- Smethport, PA: WQRM-FM
- St. Marys, PA: WKBI-AM & FM
- State College, PA: WGMR-FM
- Wellsboro, PA: WNBT-AM & FM

ALLUR COMMUNICATIONS GROUP INC.

25 Chestnut St., Ste. 106
Haddonfield, NJ 08033-1874
(609) 216-9014
Fax: (609) 216-0935

Regina Henry, Chairman

- Atlantic City-Cape May, NJ: WCMC-AM & WZXL-FM
- Sandusky, OH: WLEC-AM & WCPZ-FM

ALTA BROADCASTING Co.

190 Park Center Plaza, Ste. 200
San Jose, CA 95113
(408) 287-5775

Fax: (408) 293-3341

James Levitt, Chairman

- Monterey-Salinas-Santa Cruz: KLUE-FM
- San Jose: KEZR-FM

A

ALTUS RADIO INC.

PO Box 577
Altus, OK 73522-0577
(405) 482-1450
Fax: (405) 482-3420

Galen Gilbert, President

- Altus, OK: KWHW-AM, KEYB-FM & KRKZ-FM
- Hobart, OK: KTJS-AM & KQTZ-FM

AMATURO GROUP LTD

3101 N. Federal Hwy., Ste. 601
Fort Lauderdale, FL 33306-1042
(954) 565-1411
Fax: (954) 565-1311

Joseph C. Amaturio, General Partner

- Los Angeles: KLIT-FM
- Riverside-San Bernardino: KFRG-FM & KXEZ-FM
- Santa Rosa, CA: KSRO-AM, KFGY-FM, KMGG-FM & KXFX-FM
- Thousand Oaks, CA: KNJO-FM

AMERICAN GENERAL MEDIA

PO Box 5688
Baltimore, MD 21210-0688
(410) 832-5870
Fax: (410) 321-8863

Anthony S. Brandon, President

- Bakersfield: KERN-AM & FM
- Birmingham: WYDE-AM & WRAX-FM
- Las Vegas: KQOL-FM
- Lubbock, TX: KKCL-FM
- Rochester: WWWG-AM
- San Luis Obispo, CA: KKAL-AM & KZOZ-FM
- Santa Fe, NM: KNYN-FM & KTMN-FM
- Wichita Falls, TX: KWFS-AM & FM

AMERICAN MEDIA MANAGEMENT

66 Colonial Dr.
Patchogue, NY 11772-5849
Fax: (516) 475-5211

Alan Beck, President

- Ann Arbor, MI: WDEO-AM, WTKA-AM, WIQB-FM & WQKL-FM

AMERICAN RADIO BROKERS INC/SFO

1255 Post St., Ste. 625
San Francisco, CA 94109-6709
(415) 441-3377

Chester Coleman, President/CEO

- Anchorage, AK: KFFR-AM
- Concord, CA: KRHT-AM
- Houston, AK: KADX-FM
- Long Island, AK: KABN-AM

AMERICAN RADIO SYSTEMS LICENSE CORP.

116 Huntington Ave.
Boston, MA 02116-5749
(617) 375-7500
Fax: (617) 375-7575

Steve Dodge, CEO

- Austin: KJCE-AM, KAMX-FM & KKMJ-FM
- Baltimore: WBGR-AM, WBMD-AM, WOCT-FM, WQSR-FM & WWMX-FM
- Boston: WEEI-AM, WRKO-AM, WAAF-FM, WBMX-FM & WEGQ-FM
- Buffalo-Niagara Falls: WECK-AM, WJYE-FM, WSJZ-FM & WYRK-FM
- Charlotte-Gastonia-Rock Hill: WFNZ-AM, WBAV-AM & FM, WNKS-FM, WPEG-FM, WSOC-FM & WSSS-FM
- Cincinnati: WGRR-FM & WKRQ-FM
- Dayton: WONE-AM, WBTT-FM, WLQT-FM, WMMX-FM, WTUE-FM & WXEG-FM
- Fresno: KMJ-AM, KOQO-AM & FM, KKDJ-FM, KNAX-FM, KSKS-FM & KVSF-FM
- Hartford-New Britain-Middletown: WTIC-AM & FM, WRCH-FM & WZMX-FM
- Kansas City: KOWW-AM, KBEQ-FM & KFKF-FM
- Las Vegas: KXNO-AM, KXNT-AM, KLUC-FM, KMXB-FM, KMZQ-FM & KXTE-FM
- Pittsburgh: WBZZ-FM, WDSY-FM & WZPT-FM
- Portland, OR: KUPL-AM & FM, KBBT-FM, KKJZ-FM & KUFO-FM
- Rochester: WAQB-FM, WCMF-FM, WPXY-FM & WRMM-FM
- Sacramento: KCTC-AM, KHTK-AM, KXOA-AM, KNCI-FM, KQPT-FM, KRAK-FM, KSFM-FM, KSSJ-FM & KYMX-FM
- San Jose: KKSJ-AM, KBAY-FM, KSJO-FM & KUFJ-FM
- Seattle-Tacoma: KRPM-AM, KBKS-FM, KMPS-FM, KYCW-FM & KZOK-FM
- St. Louis: KFNS-AM, KEZK-FM, KSD-FM & KYKY-FM
- W. Palm Beach-Boca Raton: WBZT-AM, WEAT-AM & FM, WIRK-FM, WKGR-FM & WOLL-FM
- Worcester, MA: WWTM-AM

AMERICOM BROADCASTING

1900 Ave. Of The Stars, Ste. 1880
Los Angeles, CA 90067
(310) 201-9170
Fax: (310) 201-9174

A. Thomas Quinn, President

- Fresno: KEZL-FM, KFSO-FM & KTHT-FM
- Reno, NV: KPLY-AM, KODS-FM, KQNV-FM, KRZQ-FM & KZAK-FM
- Visalia-Tulare-Hanford, CA: KTHX-AM

AMERICUS COMMUNICATIONS LLC

500 Division St., Ste. A
Stevens Point, WI 54481-1838
(715) 835-1007
Fax: (715) 341-0000

Richard Muzzy, President

- Wausau-Stevens Point, WI: WSPT-AM & FM & WKQH-FM

AMERON BROADCASTING

530 Beacon Pkwy., Ste. 600
Birmingham, AL 35209
(205) 942-9600
Fax: (205) 942-9013

Bill Thomas, President

- Birmingham: WERC-AM, WMJJ-FM & WOWC-FM

ANCHOR BAPTIST BROADCASTING

70 Adams Hill Rd.
Asheville, NC 28806-3841
(704) 252-1380
Fax: (704) 259-9427

Wendell Runion, President

- Asheville, NC: WKJV-AM
- Pisgah Forest, NC: WGCR-AM

ANDERSON BROADCASTING CO. INC.

3500 E. Rosser Ave.
Bismarck, ND 58501-3398
(701) 255-1234
Fax: (701) 222-1131

Alvin Anderson, President

- Bismarck, ND: KXMR-AM, KQDY-FM & KSSS-FM
- Charleston, MO: KWKZ-FM
- Polson, MT: KERR-AM
- Ronan, MT: KQRK-FM

ANDERSON RADIO GROUP

2000 W. 53rd St.
Anderson, IN 46013
(317) 644-1255
Fax: (317) 644-1775

Gary Todd, President

- Anderson, IN: WHUT-AM
- Indianapolis, IN: WXXP-FM

ANDERSON, WILLIAM C.

2471 N. 54th St., #220
Philadelphia, PA 19131
(215) 581-5161

William C. Anderson, President

- Philadelphia: WHAT-AM
- Pittsburgh: WCXJ-AM

APPALACHIAN BROADCASTING CO.

2058 Westminster Hwy.
Walhalla, SC 29691-5348
(864) 638-3616
Fax: (864) 638-7975

Luzanne Griffith, President

- Glencoe, AL: WGMZ-FM
- Walhalla, SC: WGOG-AM & FM

APPALACHIAN EDUCATIONAL COMMUNICATION CORP.

4045 Weaver Pike
Bluff City, TN 37618
(423) 878-6279

Kenneth C. Hill, President

- Jefferson City, TN: WJFC-AM
- Johnson City-Kingsport-Bristol: WKCV-AM

ARCTIC BROADCAST ASSOCIATION

PO Box 820
Nome, AK 99762-0820
(907) 443-2213
Fax: (907) 443-2344

John McBride, Station Manager

- Bethel, AK: KYKD-FM
- Nome, AK: KICY-AM & FM

Visit R&R's Web Site:
<http://www.rronline.com>

A

ARK-LA-TEX BROADCASTING CO.

Box 1166 Hwy. 43 South
Atlanta, TX 75551-1166
(903) 796-2817
Fax: (903) 796-6400

David Wommack, President

- Atlanta, TX: KALT-AM
- Texarkana, TX-AR: KPYN-FM

ARKANSAS COUNTY BROADCASTERS INC.

1818 S. Buerkle St., # 907
Stuttgart, AR 72160-5804
(501) 673-1595
Fax: (501) 673-8445

Bobby Caldwell, President

- De Witt, AR: KDEW-FM
- Stuttgart, AR: KWAK-AM & FM

ARSO RADIO CORP.

PO Box 3507
Lake City, FL 32056-3507
(904) 752-1340
Fax: (904) 755-9369

John Newman, President

- Lake City, FL: WDSR-AM & WNFB-FM
- San Juan, PR: WPRM-FM

ASSOCIATED COMMUNICATIONS

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

Fax: (412) 281-1914

Myles P. Berkman, President

- Columbus, OH: WCEZ-FM
- Steubenville, OH: WSTV-AM
- Wheeling, WV: WOMP-AM & FM & WRKY-FM

ASTERISK COMMUNICATIONS INC.

1429 N. Federal Hwy.
Fort Lauderdale, FL 33304-1429
(954) 566-7559

Fax: (954) 564-6753

Fred Ingham, President

- Gainesville-Ocala, FL: WTRS-AM & FM, WMFQ-FM & WYGC-FM

ASTOR BROADCAST GROUP

70 Mitchell Blvd., Ste. 104
San Rafael, CA 94903-2019
(415) 456-1510
Fax: (415) 456-7261

N. Arthur Astor, President

- Los Angeles: KIKF-FM
- San Diego: KCEO-AM, KSPA-AM & KFSD-FM

ATHENS BROADCASTING CO.

1717 Hwy. 72 E
Athens, AL 35611-4413
(205) 830-8300
Fax: (205) 232-6842

William E. Dunnavant, President

- Huntsville, AL: WUMP-AM, WVNN-AM, WPZM-FM & WZYP-FM

ATLANTIC BROADCASTING CO.

181 E. Evans St., Ste. 311
Florence, SC 29506-2512
(803) 667-9569

Fax: (803) 673-7390

Harold T. Miller, President

- Florence, SC: WJMX-AM & FM, WDAR-FM & WSQN-FM
- Myrtle Beach, SC: WGTR-FM & WWSK-FM

ATSINGER III, EDWARD

c/o KBIQ, 6760 Corporate Dr, #340
Colorado Springs, CO 80919-1985
(719) 531-5438

Fax: (719) 531-5588

Edward Atsinger III, President

- Colorado Springs, CO: KBIQ-FM & KPRZ-FM
- Spokane, WA: KTSL-FM

Visit R&R's Web Site:
<http://www.rronline.com>

B

AUSTIN BROADCASTING CORP.

520 N. Spring St.
Sparta, TN 38583-1305
(615) 836-1055
Fax: (615) 836-2320

Bill Austin, President

- Sparta, TN: WTZX-AM & WSMT-AM & FM

B&B BROADCASTING

PO Box 1259
Twin Falls, ID 83303-1259
(208) 733-1310
Fax: (208) 733-7525

George Broadbin, President

- Canton, NY: WVNC-FM
- Klamath Falls, OR: KLAD-AM & FM
- Richland-Kennewick-Pasco, WA: KARY-AM & FM
- Twin Falls, ID: KEZJ-AM
- Yakima, WA: KBBO-AM & KRSE-FM

BGI BROADCASTING LP

659 W. 183rd St.
New York, NY 10033-3807
(800) 787-9006

Harry Figgie III, President

- Plantation Key, FL: WCTH-FM
- Belle Glade, FL: WSWN-AM & WBGF-FM

BAHAKEL COMMUNICATIONS

PO Box 32488
Charlotte, NC 28232-2488
(704) 372-4434
Fax: (704) 335-9904

Cy N. Bahakel, President

- Chattanooga, TN: WDEF-AM & FM & WDOD-AM & FM
- Colorado Springs, CO: KILO-FM
- Greensboro-Winston Salem-High Point: WPET-AM & WKSI-FM
- Roanoke-Lynchburg, VA: WWOD-AM
- Waterloo-Cedar Falls, IA: KWLO-AM, KXEL-AM, KFMW-FM & KOKZ-FM

A

•

B

For more than a decade, BIA has been the expert's information source

Radio Industry RESEARCH & data

- Station Ratings
- Estimated Station Revenues
- Station Contacts
- Estimated Market Revenues
- Formats
- Technical Data
- Station Transactions
- Industry Trends
- Coverage Maps

Available through:

- Investment Guides
- Industry Directories
- Database Software
- Newsletters
- Custom Research
- Mailing Labels

call
800-331-5086

BIA PUBLICATIONS, INC.

E-mail: pubs@biacompanies.com • Internet: <http://www.biacompanies.com>



B

B

BAKER FAMILY STATIONS

PO Box 889
Blacksburg, VA 24063-0889
(540) 552-4252
Fax: (540) 951-5282

Vernon H. Baker, President

- Blacksburg-Christiansburg-Radford, VA: WPIN-AM
- Charleston, WV: WOKU-AM
- Charlotte-Gastonia-Rock Hill: WNOW-AM
- Fieldale, VA: WODY-AM
- Green Valley, WV: WAMN-AM
- Greensboro-Winston Salem-High Point: WSGH-AM
- Norfolk-Virginia Beach-Newport News: WKGM-AM
- Point Pleasant, WV: WBGS-AM & WBYG-FM
- Raleigh-Durham, NC: WFTK-AM & WTIK-AM
- Union City, IN: WBNN-AM & WTGR-FM

BALDWIN BROADCASTING

8686 Michael Ln.
Fairfield, OH 45014-3015
(513) 829-7700

Vernon R. Baldwin, President

- Cincinnati: WCNW-AM & WNLT-FM
- Cleveland: WRKG-AM & WZLE-FM
- Lexington-Fayette, KY: WVRB-FM
- Manchester, KY: WWLT-FM

BALLARD BROADCASTING

4410 10th St.
Lubbock, TX 79416-4826
(806) 791-1747

Drew Ballard, President

- Atoka, OK: KEOR-AM & KHKC-FM
- Big Spring, TX: KBYG-AM
- Lubbock, TX: KLFB-AM

BARDEN BROADCASTING INC.

400 Renaissance Center, Ste. 2400
Detroit, MI 48243-1602
(313) 259-0050

Fax: (313) 259-0154

Don Barden, President

- Joliet, IL: WJOL-AM, WJTW-FM & WLLI-FM
- Coal City, IL: WKBM-FM
- Marseilles, IL: WKOT-FM

BARGER, JOHN

7800 W. IH 10 Ste. 330
San Antonio, TX 78230-4761
(210) 340-1234
Fax: (210) 340-1775

John Barger, Owner of Corporation

- San Antonio: KONO-AM & FM & KRIO-FM

BARNETTE, EARL

PO Box 4026
Wise, VA 24293-4026
(703) 328-4431

Earl Barnette

- Big Stone Gap, VA: WLSD-AM & WAXM-FM
- Coeburn, VA: WZQK-FM

BARNSTABLE BROADCASTING INC.

Two Newton Executive Park
Newton, MA 02162
(617) 527-0062

Fax: (617) 630-0960

David Gingold, President/COO

- Akron: WTOU-AM & WKDD-FM
- Des Moines: KKSO-AM, KJJY-FM & KRKQ-FM
- Memphis: WGKX-FM & WSRR-FM
- Nassau-Suffolk: WHLI-AM, WBZO-FM & WKJY-FM

BAY STAR COMMUNICATIONS INC.

1508 Market St.
Pocomoke City, MD 21851-1712
(410) 957-4300

Fax: (410) 957-4930

Klein Leister, President

- Exmore, VA: WKHI-FM
- Pocomoke City, MD: WKHW-FM

BEARD, SAM & PAMELA

PO Box 5344
Wichita Falls, TX 76307-5344
(817) 691-2311

Fax: (817) 696-2255

Sam Beard, Owner of Co.

- Wichita Falls, TX: KLUR-FM, KQXC-FM & KYI-FM

BEASLEY BROADCAST GROUP

3033 Riviera Dr., Ste. 200
Naples, FL 34103
(941) 263-5000

Fax: (941) 263-8191

George Beasley, Chairman/CEO

- Augusta, GA: WGAC-AM, WAJY-FM, WCHZ-FM & WGOR-FM
- Fayetteville, NC: WEWO-AM, WFLB-AM, WTSB-AM, WAZZ-FM, WKML-FM & WZFX-FM
- Ft. Myers-Naples: WWCN-AM, WRXK-FM & WXKB-FM
- Greenville-New Bern-Jacksonville: WNCT-AM & FM, WIKS-FM, WMGV-FM, WSFL-FM & WXNR-FM
- Little Rock: KAAY-AM
- Miami-Ft. Lauderdale-Hollywood: WQAM-AM, WKIS-FM & WPOW-FM
- Myrtle Beach, SC: WDSC-AM & WEGX-FM
- Philadelphia: WTEL-AM, WWDB-FM & WXTU-FM

BEE BROADCASTING INC.

PO Box 5409
Kalispell, MT 59903
(406) 755-8700

Fax: (406) 755-8770

Benny Bee, Sr, President

- Kalispell, MT: KBBZ-FM & KDBR-FM
- Whitefish, MT: KJJR-AM

BELL BROADCASTING CO.

32790 Henry Ruff Rd.
Inkster, MI 48141
(313) 278-1440

Fax: (313) 722-8495

Wendell Arnold, President

- Detroit: WCHB-AM & FM
- Saginaw-Bay City-Midland: WJZZ-AM & WKNX-AM

BENEFIELD BROADCASTING INC.

327 S. Marion Ave.
Sandpoint, ID 83864
(208) 265-4395

Fax: (208) 263-7945

Kim Benefield, President

- Sandpoint, ID: KSPT-AM & FM & KPND-FM

BENNS, WILLIAM, ET. AL.

168 Business Park Dr., Ste. 200
Virginia Beach, VA 23462
(804) 671-9056

William Benns III

- Parkersburg-Marietta, WV-OH: WLTP-AM, WDMX-FM & WNUS-FM

BENTON-WEATHERFORD

PO Box 67
Covington, IN 47932-0067
(317) 793-4844

Fax: (317) 793-4644

Larry Weatherford, Owner

- Danville, IL: WCDV-FM
- Paris, TN: WMUF-AM & FM

BERGMAN BROADCASTING CO. INC.

2100 N. Ross, Ste. 312
Clovis, NM 88101
(505) 359-1759

Fax: (505) 359-0724

Mark Bergman, VP

- Clovis, NM: KSMX-FM
- Portales, NM: KSEL-AM & FM

BERKSHIRE BROADCASTING CO.

466 Curran Hwy.
North Adams, MA 01247-3901
(413) 663-6567

Fax: (413) 662-2143

Donald A. Thurston, President

- Great Barrington, MA: WSBS-AM
- North Adams, MA: WNAW-AM & WMNB-FM

BERKSHIRE BROADCASTING CORP.

198 Main St.
Danbury, CT 06810-6676
(203) 744-4800

Fax: (203) 778-4655

Irving J. Goldstein, GM/VP

- Danbury, CT: WLAD-AM, WREF-AM & WDAQ-FM

BERNAL, PAULINO

PO Box 252
McAllen, TX 78505-0252
(210) 781-5528

Fax: (210) 686-2999

Paulino Bernal

- Beeville, TX: KIBL-AM
- Boerne, TX: KBRN-AM
- Carrizo Springs, TX: KCZO-FM
- McAllen-Brownsville-Harlingen, TX: KUBR-AM & KJAV-FM
- Premont, TX: KMFM-FM

B

BETHESDA CHRISTIAN BROADCASTING INC.

1465 Kelly Johnson Blvd., Ste. 340
Colorado Springs, CO 80920
(719) 592-0432
Fax: (719) 531-9697

Mark Pluimer, President

- Billings, MT: KRSQ-FM
- Rapid City, SD: KLMP-FM & KSLT-FM

BIBLE BROADCASTING NETWORK

8030 Arrowridge Blvd.
Charlotte, NC 28273-5604
(704) 523-5555
Fax: (704) 522-1967

Lowell Davey, President

- Ashland, VA: WYFJ-FM
- Charlotte-Gastonia-Rock Hill: WYFQ-AM
- Gaffney, SC: WYFG-FM
- Greensboro-Winston Salem-High Point: WHPE-FM
- Henderson, NC: WYFL-FM
- Knoxville, TN: WYFC-FM
- Luray, VA: WYFT-FM
- Nashville: WYFN-AM
- Norfolk-Virginia Beach-Newport News: WYFI-FM
- Salt Lake City-Ogden: KYFO-AM & FM
- Wadesboro, NC: WYFQ-FM
- Waynesboro, GA: WYFA-FM

BICK BROADCASTING Co.

119 North Third St.
Hannibal, MO 63401
(314) 221-3450
Fax: (314) 221-5331

James E. Janes, President

- Canton, MO: KRRY-FM
- Carthage, IL: WZBN-FM
- Hannibal, MO: KHMO-AM
- Knob Noster, MO: KXXK-FM
- Palmyra, MO: KICK-FM
- Sedalia, MO: KSIK-AM

BIG BROADCAST OF ARIZONA LLC

7120 Sunset Blvd.
Los Angeles, CA 90046
(213) 851-2500
Fax: (213) 851-8162

Art Laboc, President/CEO

- Tucson, AZ: KTZR-AM, KXEW-AM & KOHT-FM

BIG MACK BROADCASTING LLC

1309 S. Monroe Ave.
Joplin, MO 64801-3629
(417) 624-1025
Fax: (417) 781-6842

Chuck Dunaway, President

- Joplin, MO: KIXQ-FM, KJMK-FM, KSYN-FM & KXDG-FM

BIG RIVER BROADCASTING CORP.

624 Sam Phillips St.
Florence, AL 35630
(205) 764-8121
Fax: (205) 764-8169

Knox Phillips, President

- Huntsville, AL: WSBM-AM, WQLT-FM & WXFL-FM

BIG SKY RADIO INC.

PO Box 248
Laurel, MT 59044-3137
(406) 628-8271
Fax: (406) 665-2131

Jean Solberg, Owner

- Billings, MT: KBSR-AM
- Hardin, MT: KHDN-AM

BIRACH BROADCASTING CORP.

21700 Northwestern Hwy., Ste. 1190
Southfield, MI 48075-4916
(810) 557-3500
Fax: (810) 557-3241

Sima Birach, President

- Brinklow, MD: WDMV-AM
- Detroit: WNZK-AM
- Frederick, MD: WWTL-AM
- Canonsburg, PA: WWCS-AM
- Valparaiso, IN: WNWI-AM

BLACK CROW BROADCASTING

126 W. International Speedway Blvd.
Daytona Beach, FL 32114
(904) 255-9300

Fax: (904) 238-6488

Mike Linn, President

- Daytona Beach: WNDB-AM, WHOG-FM & WKRO-FM

BLAKENEY COMMUNICATIONS INC.

PO Box 6408
Laurel, MS 39441-6408
(601) 649-0095
Fax: (601) 649-8199

Larry Blakeney, Program Director

- Laurel-Hattiesburg, MS: WHSY-AM, WBBN-FM & WXRR-FM

BLISS COMMUNICATIONS INC.

1 South Parker Dr.
Janesville, WI 53545-3954
(608) 754-3311
Fax: (608) 752-4438

Sidney H. Bliss, Jr, President

- Janesville, WI: WCLO-AM & WJVL-FM
- Milwaukee-Racine: WBKV-AM & WBWI-FM
- Wausau-Stevens Point, WI: WFHR-AM & WGLX-FM

BLOOMINGTON BROADCASTING

PO Box 8668
Tri-Cities, TN 37615-0668
(423) 477-1000
Fax: (423) 477-4747

Kenneth H. Maness, President/CEO

- Bloomington, IL: WJBC-AM, WBNQ-FM & WBWN-FM
- Chattanooga: WGOW-AM & FM, WOGT-FM & WSKZ-FM
- Columbia, SC: WISW-AM, WOMG-FM & WTCB-FM
- Grand Rapids, MI: WBBL-AM, WKLQ-FM & WLAV-FM
- Johnson City-Kingsport-Bristol: WJCW-AM, WKIN-AM, WKOS-FM & WQUT-FM

BLOUNT COMMUNICATIONS GROUP

19 Luther Ave.
Warwick, RI 02886-4615
(401) 737-0700
Fax: (401) 737-1604

William A. Blount, President

- Bridgeport, CT: WFIF-AM
- Portland, ME: WBCI-FM
- Providence-Warwick-Pawtucket: WARV-AM
- Worcester, MA: WVNE-AM

BLOUNT COUNTY BROADCASTING

PO Box 130
Alcoa, AL 37701-0130
(423) 984-1470
Fax: (423) 983-0890

Harry Grothjahn

- Alcoa, TN: WBCR-AM
- Birmingham: WCRL-AM & WKLD-FM

BLUE CHIP BROADCASTING LTD

1821 Summit Rd., Ste. 400
Cincinnati, OH 45237
(513) 679-6000
Fax: (513) 679-6019

Ross Love, President/CEO

- Cincinnati: WJZF-FM
- Columbus, OH: WCKX-FM
- Louisville, KY: WGZB-FM & WMJM-FM

BLUESTONE BROADCASTERS INC.

Box 1037
Beaver, WV 25813-0820
(304) 466-1380
Fax: (304) 255-1044

Lonnie R Mullins, President

- Beckley, WV: WMTD-FM
- Hinton, WV: WMTD-AM

BOB BITTNER BROADCASTING

443 Concord Ave.
Needham, MA 02138
(617) 868-7400

Robert M. Bittner, President

- Bath, ME: WJTO-AM
- Boston: WJIB-AM
- Worcester, MA: WNEB-AM

BOCH BROADCASTING, LP

278 S. Sea Ave.
West Yarmouth, MA 02673-5633
(508) 775-7400
Fax: (508) 771-3420

Ernie Boch, President

- Cape Cod, MA: WCOD-FM, WJCO-FM, WWKJ-FM & WXTK-FM

BOMAR BROADCASTING CORPORATION

PO Box 1538
Marion, IN 46952-7938
(317) 664-7396
Fax: (317) 668-6767

Mike Day, President

- Bremen, IN: WHPZ-FM
- Lafayette, IN: WEZV-FM
- Marion, IN: WGOM-AM & WMRI-FM
- Terre Haute, IN: WLEZ-FM

B

B

B

BONNEVILLE INTERNATIONAL CORP.

PO Box 1160
Salt Lake City, UT 84110-1160
(801) 575-7500
Fax: (801) 575-7548

Bruce T Reese, President/CEO

- Chicago: WTMX-FM
- Dallas-Ft. Worth: KDGE-FM & KZPS-FM
- Frederick, MD: WXTR-AM & WWVZ-FM
- Houston-Galveston: KLDE-FM
- Los Angeles: KBIG-FM
- New York: WDBZ-FM
- Phoenix: KIDR-AM
- Salt Lake City-Ogden: KSL-AM
- San Francisco: KOIT-AM & FM
- Washington: WWZZ-FM

BOONVILLE BROADCASTING Co.

PO Box 270
Boonville, IN 47601-0270
(812) 897-2080

Norman Hall, President

- Boonville, IN: WBNL-FM
- Evansville, IN: WBNL-AM

BORDER BROADCASTERS INC.

PO Box 1638
Laredo, TX 78044-1638
(210) 722-2513
Fax: (210) 723-8575

Willis J. Harpole, President

- Laredo, TX: KVOZ-AM & KOYE-FM
- Uvalde, TX: KUVA-FM

BOREALIS BROADCASTING INC.

PO Box 70910
Fairbanks, AK 99707
(907) 451-5910
Fax: (907) 451-5999

Frank DeLong, CEO

- College, AK: KUWL-FM
- Fairbanks, AK: KFAR-AM & KWLF-FM

BOSWELL BROADCASTING Co.

PO Box A
Kosciusko, MS 39090-0901
(601) 289-1340
Fax: (601) 289-7907

Mims & Johnny Boswell, Partners

- Jackson, MS: WBKJ-FM
- Kosciusko, MS: WKOZ-AM

BOTT BROADCASTING Co.

10550 Barkley
Overland Park, KS 66212-1824
(913) 642-7770
Fax: (913) 642-1319

Richard P. Bott, President

- Ft. Wayne: WFCV-AM
- Kansas City: KLEX-AM, KCCV-AM & FM & KAYX-FM
- Kirksville, MO: KLTE-FM
- Lincoln, NE: KFGE-FM
- Memphis: WCRV-AM
- Merced, CA: KCIV-FM
- Oklahoma City: KQCV-AM & KNTL-FM
- St. Louis: KSIV-AM

BOYD ENTERPRISES INC.

PO Box 488
Humboldt, TN 38343-0488
(901) 784-1190
Fax: (901) 784-4033

Darrell Boyd, President

- Dyer, TN: WLSQ-FM
- Humboldt, TN: WHMT-AM & WLSZ-FM

BRADEN, RUTH M. & DOUGLAS L.

4505 Central Ave.
Middletown, OH 45044-5240
(513) 422-3625
Fax: (513) 424-9732

Douglas L. Braden, Exec. VP

- Dayton: WPFB-AM & FM
- Huntington, WV-Ashland, KY: WPAY-AM & FM

BRANSTOCK COMMUNICATIONS INC.

PO Box 1114
Alexandria, MN 56308-1114
(320) 763-6515
Fax: (320) 763-6516

Steve Nestor, President

- Alexandria, MN: KSTQ-FM
- Glenwood, MN: KMGK-FM
- St. Cloud, MN: KMSR-FM

BREWER BROADCASTING Co.

913 Kanoelehua Ave.
Hilo, HI 96720-5116
(808) 961-0651
Fax: (808) 935-0396

Philip L. Brewer, President/Treasurer

- Hilo, HI: KHLO-AM & KKBG-FM
- Kahului, HI: KLEO-FM

BREWER BROADCASTING OF CHATTANOOGA INC.

409 Chestnut St., #A-154
Chattanooga, TN 37402-4919
(423) 265-9494
Fax: (423) 266-2335

James Brewer, President

- Centerville, IN: WHON-AM
- Chattanooga: WJTT-FM & WMPZ-FM
- Richmond, IN: WQLK-FM
- Tell City, IN: WTCJ-AM

BRILL MEDIA Co.

PO Box 3353
Evansville, IN 47732-3353
(812) 423-6200
Fax: (812) 428-4021

Alan R. Brill, President

- Columbia, MO: KLIK-AM, KATI-FM & KTXV-FM
- Duluth, MN-Superior, WI: WEBC-AM, KKCB-FM & KLDJ-FM
- Evansville, IN: WKDQ-FM
- Lancaster, PA: WIOV-FM
- Owensboro, KY: WOMI-AM, WVJS-AM, WBKR-FM & WSTO-FM
- Reading, PA: WIOV-AM
- Windsor, CO: KUAD-FM

BROADCAST COMMUNICATIONS INC.

245 Brown St.
Greensburg, PA 15601
(412) 834-0600
Fax: (412) 836-3425

Robert M., Stevens, President

- Johnstown, PA: WCRO-AM, WNCC-AM & WXLJ-FM
- Greensburg, PA: WHJB-AM
- St. Marys, PA: WKVE-FM

BROADCAST PARTNERS INC.

PO Box 228
Crowley, LA 70527-0228
(318) 783-2520

Philip Lizotte

- Lafayette, LA: KSIG-AM & FM & KCRL-FM

BROADCASTERS & PUBLISHERS

4307 Hwy. 39 North
Meridian, MS 39301-1008
(601) 693-2381
Fax: (601) 485-2972

G. Dean Pearce, President

- Meridian, MS: WFFX-AM, WJDQ-FM, WZKS-FM & WZRW-FM
- Tupelo, MS: WWKZ-FM

BROADCASTING CORP. SOUTHWEST

PO Box 898
Corpus Christi, TX 78403-0898
(512) 883-1600
Fax: (512) 888-5685

W. D. York, CEO/Director

- Corpus Christi, TX: KCTA-AM, KDAE-AM, KLTG-FM, KOUL-FM & KRAD-FM

BROOKE COMMUNICATIONS INC.

PO Box 5180
Roseburg, OR 97470
(541) 672-6641
Fax: (541) 673-7598

Patrick Markham, President

- Roseburg, OR: KQEN-AM & KRBS-FM
- Tri-City, OR: KKMx-FM

BROTHERS BROADCASTING CORP.

PO Box D
Rensselaer, IN 47978-0019
(219) 866-5105
Fax: (219) 866-5106

John Balvich, Jr., Owner

- Earl Park, IN: WIBN-FM
- Rensselaer, IN: WRIN-AM & WLQI-FM

BROWN RADIO GROUP INC.

1010 Shipman Rd.
Jerseyville, IL 62052-2826
(618) 498-2185
Fax: (618) 498-9830

Gary L. Brown, President

- Pittsfield, IL: WBBA-AM & FM
- Jerseyville, IL: WJBM-AM

B

BUCKLEY BROADCASTING CORPORATION

166 W. Putnam Ave.
Greenwich, CT 06830-5241
(203) 661-4307
Fax: (203) 622-7341

Richard Buckley, Jr., President

- Bakersfield: KNZR-AM, KKBB-FM & KLLY-FM
- Hartford-New Britain-Middletown: WDRC-AM & FM
- Merced, CA: KHTN-FM & KUBB-FM
- Monterey-Salinas-Santa Cruz: KIDD-AM & KWAV-FM
- New York: WOR-AM
- Syracuse: WFBL-AM & WSEN-FM
- Torrington, CT: WSNQ-AM
- Visalia-Tulare-Hanford, CA: KIOO-FM & KSEQ-FM
- Waterbury, CT: WWCO-AM

BUNYARD, JAY & ANNE

PO Box 311
De Queen, AR 71832-0311
(501) 642-2446

Fax: (501) 642-2442

Jay W. Bunyard, President/CEO

- De Queen, AR: KDQN-AM & FM
- Texarkana, TX-AR: KARQ-FM

BURBACH BROADCASTING GROUP

2350 One PPG Place
Pittsburgh, PA 15222-5401
(412) 263-6725

Fax: (412) 263-6737

Nicholas A. Galli, President

- Marion, OH: WMRN-AM & FM & WDIF-FM
- Ottawa, OH: WQTL-FM
- Parkersburg-Marietta, WV-OH: WKYG-AM, WXIL-FM & WXKX-FM
- State College, PA: WMAJ-AM & WBHV-FM
- Toledo, OH: WHMQ-FM
- Wheeling, WV: WOZH-AM

C

C & C CONSULTING INC.

713 East Clark
Emporia, KS 66801-3739
(316) 343-9393
Fax: (316) 342-7617

Edward Lipson, President/CEO

- Larned, KS: KANS-AM & KGTR-FM
- Topeka, KS: KANS-FM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

CBS RADIO

40 West 57th Street
New York, NY 10019
(212) 314-9200

Fax: (212) 314-9228

Mel Karmazin, Chairman/CEO

- Atlanta: WAOK-AM, WVEE-FM & WZGC-FM
- Baltimore: WCAO-AM, WJFK-AM, WLIF-FM & WXYV-FM
- Boston: WBZ-AM, WBCN-FM, WODS-FM & WZLX-FM
- Chicago: WJJD-AM, WMAQ-AM, WBBM-AM & FM, WCKG-FM, WJMK-FM, WUSN-FM & WXRT-FM
- Dallas-Ft. Worth: KHVN-AM, KOOO-AM, KRLD-AM, KLUV-FM, KOAI-FM, KRBV-FM, KVIL-FM & KYNG-FM
- Detroit: WWJ-AM, WXYT-AM, WOMC-FM, WVMV-FM, WYCD-FM & WYST-FM
- Houston-Galveston: KXYZ-AM, KIKK-AM & FM & KILT-AM & FM
- Los Angeles: KFVB-AM, KNX-AM, KRLA-AM, KCBS-FM, KLSX-FM, KROQ-FM, KRTH-FM & KTWV-FM
- Minneapolis-St. Paul: WCCO-AM & WLTE-FM
- New York: WFAN-AM, WINS-AM, WZRC-AM, WCBS-AM & FM, WNEW-FM & WXRK-FM
- Philadelphia: KYW-AM, WIP-AM, WPHT-AM, WOGL-FM & WYSP-FM
- Pittsburgh: KDKA-AM
- San Francisco: KCBS-AM, KFRC-AM & FM, KPXM-AM & FM, KLLC-FM & KYCY-FM
- San Jose: KOME-FM
- St. Louis: KMOX-AM & KLOU-FM
- Tampa-St. Petersburg-Clearwater: WQYK-AM & FM
- Washington, DC: WPGC-AM & FM, WARW-FM, WHFS-FM & WJFK-FM

CGN CORP.

East Hwy. 12 & Airport Rd.
Milbank, SD 57252
(605) 432-9571

Fax: (605) 432-9573

Ron Peneer, Consulting GM

- Ortonville, MN: KCGN-FM
- Sioux Falls, SD: KCGN-AM

CHET-5 BROADCASTING, LP

118 Tinker St.
Woodstock, NY 12498-1151
(914) 679-7266

Fax: (914) 679-5395

Gary Chetkof, President

- Kingston, NY: WKNY-AM
- Poughkeepsie, NY: WDSP-FM
- Woodstock, NY: WDST-FM

CHUM GROUP RADIO

1331 Yonge St.
Toronto, ON, CN M4T -1Y1
(416) 925-6666

Fax: (416) 926-4042

Jim Waters, President

- Detroit: CKLW-AM, CKWW-AM, CIDR-FM, CIMX-FM & WWBR-FM

CR ACQUISITION INC.

312 Walnut St., Ste. 3100
Cincinnati, OH 45202-4059
(513) 241-6565

Charles Reynolds

- Cincinnati: WAZU-AM, WSAI-AM & WAQZ-FM

CSN INTERNATIONAL

3000 W. MacArthur Blvd, 3rd Fl.
Santa Ana, CA 92704
(800) 357-4226

Charles Smith, President

- Bel Air, MD: WHRF-AM
- Chubbuck, ID: KRSS-FM
- Fitchburg, MA: WFGL-AM
- Pittsfield, ME: WJCX-FM
- Tarkio, MO: KTRX-FM

CADDO BROADCASTING Co.

Box S. Reggie Jones Plaza
Glenwood, AR 71943
(501) 356-2151

Fax: (501) 356-4684

Tom & Polly Nichols, Partners

- Glenwood, AR: KWXI-AM & KWXE-FM
- Hot Springs Village, AR: KVRE-FM

CALENDAR BROADCASTING INC.

1 Independence Plaza, 280 Hwy. 35
Red Bank, NJ 07701-5900
(908) 758-8900

Fax: (908) 758-9882

Philip Giordano, President/CEO

- McAllen-Brownsville-Harlingen: KVJY-AM, KBFM-FM & KTEX-FM
- Mobile: WHOZ-AM & WBLX-FM

CALIFORNIA RADIO GROUP

1229 3rd Ave.
Chula Vista, CA 91911-3212
(619) 585-9090

Fax: (619) 426-3690

Victor & Martha Diaz, Owners

- San Diego: XHKY-FM, XHTZ-FM & XLTN-FM

CAMP, CARY D.

3712 Cornell Dr.
Shreveport, LA 71107-3906
(318) 424-2769

Cary D. Camp

- Shreveport, LA: KOKA-AM, KDKS-FM & KLLK-FM

CANTOIR COMMUNICATIONS Co.

170 Redington Ave., PO Box 100
Troy, PA 16947-1016
(717) 297-0100

Fax: (717) 297-3193

David Bernstein, Managing Partner

- Canton, PA: WHGL-FM
- Harrisburg-Lebanon-Carlisle: WLGL-FM
- Troy, PA: WHGL-AM

CAPE FEAR BROADCASTING

1890 Dawson St.
Wilmington, NC 28403
(910) 763-6511

Fax: (910) 763-5926

Hannah Dawson Gage, President

- Fayetteville, NC: WFNC-AM & WQSM-FM
- Wilmington, NC: WGNI-FM & WMNX-FM

C

CAPITAL KIDS RADIO

8555 16th St., Ste. 100
Silver Spring, MD 20910-2802
(301) 588-1050

Fax: (301) 588-2249

Virginia Carson, CEO

- Baltimore: WKDB-AM
- Washington: WKDL-AM & WKDV-AM

CAPITAL MEDIA CORP.

30 Park Ave.
Cohoes, NY 12047-3330
(518) 237-1330
Fax: (518) 235-4468

Paul F. Lotters, President

- Albany-Schenectady-Troy: WHAZ-AM
- Lake Luzerne, NY: WBAR-FM
- Schoharie, NY: WMYF-FM
- Rupert, VT: WMMV-FM

CAPITOL BROADCASTING Co. LLC

2163 Venetia Rd.
Mobile, AL 36605-2832
(334) 450-9220

Ken Johnson, President

- Mobile: WNTM-AM, WKSJ-AM & FM, WDWG-FM, WMXC-FM & WRKH-FM

CAPSTAR BROADCASTING PARTNERS

600 Congress Ave., Ste. 1400
Austin, TX 78701
(512) 404-6840

Fax: (512) 404-6850

R. Steven Hicks, President

- Anchorage, AK: KENI-AM, KYAK-AM, KASH-AM & FM, KBFX-FM, KGOT-FM & KYMG-FM
- Columbia, SC: WVOC-AM, WCOS-AM & FM, WHKZ-FM & WSCQ-FM
- Des Moines: KDMI-AM, KGGO-FM & KHKI-FM
- Fairbanks, AK: KIAK-AM & FM & KAKQ-FM
- Greenville-Spartanburg, SC: WESC-AM & FM, WJMZ-FM & WTPT-FM
- Jackson, MS: WOAD-AM, WKXI-AM & FM & WJMI-FM
- Madison, WI: WTSO-AM, WIBA-AM & FM, WMAD-FM, WMLI-FM & WZEE-FM
- Melbourne-Titusville-Cocoa: WMMB-AM, WMYM-AM, WGGD-FM, WHKR-FM & WLRQ-FM
- Modesto, CA: KFIV-AM & KJSN-FM
- Montgomery, AL: WMCZ-FM & WZHT-FM
- Roanoke-Lynchburg, VA: WJJS-AM & FM, WROV-AM & FM, WJXJ-FM, WLDJ-FM, WRDJ-FM & WYYD-FM
- Salisbury-Ocean City, MD: WOSC-FM & WWFG-FM
- Shreveport, LA: KRMD-AM & FM
- Statesville, NC: WSIC-AM & WFMX-FM
- Stockton, CA: KJAX-AM & KVFX-FM
- Wilmington, DE: WDOV-AM, WDSD-FM & WSRV-FM
- Winchester, VA: WNTW-AM, WFQX-FM & WUSQ-FM
- Yuma, AZ: KBLU-AM, KTTI-FM & KYJT-FM

CAREPHIL COMMUNICATIONS

PO Box 1016
Broken Bow, OK 74728-1016
(405) 584-3388
Fax: (405) 584-3341

Alyce Williams, President

- Broken Bow, OK: KKBI-FM
- Paris, TX: KGDD-AM & KBUS-FM

CARGILL COMMUNICATIONS

611 Frontenac Place
St. Paul, MN 55104
(612) 603-5700

Fax: (612) 603-5701

James Cargill, CFO

- Minneapolis-St. Paul: KLBB-AM, WLOL-AM, KCFE-FM, KREV-FM & WREV-FM

CARIBOU COMMUNICATIONS Co.

518 17th St., Ste. 980
Denver, CO 80202-4110
(303) 436-1869

Fax: (303) 436-1889

Kent Nichols, President

- Honolulu: KQMQ-AM & FM & KPOI-FM
- Oklahoma City: KATT-FM, KTNT-FM & KYIS-FM

CARRELO, CANDIDO D.

113 John St.
Naugatuck, CT 06770-3313
(203) 723-0678
Fax: (203) 723-7565

Candido D. Carrelo, President

- Bridgeport, CT: WDJZ-AM
- Waterbury, CT: WFNW-AM

CARROLL ENTERPRISES

523 Meadow Rd., # 549
Tawas City, MI 48763-9525
(517) 362-3417

Fax: (517) 362-4544

John Carroll, President

- Hillman, MI: WKJZ-FM
- East Tawas, MI: WIOS-AM
- Tawas City, MI: WKJC-FM

CARTER BROADCASTING CORP.

20 Park Plaza, Ste. 720
Boston, MA 02116-4303
(617) 423-0210

Fax: (617) 482-9305

Ken Carter, President

- Boston: WROL-AM
- Portland, ME: WLOB-AM
- Providence-Warwick-Pawtucket: WRIB-AM
- Rumford, ME: WRUM-AM & WWMR-FM
- Springfield, MA: WACE-AM
- Worcester, MA: WCRN-AM

CASCADES BROADCASTING GROUP

1700 Glenshire
Jackson, MI 49201-8302
(517) 787-9546

Fax: (517) 787-7517

Richard Ambs, President

- Brooklyn, MI: WKHM-FM
- Jackson, MI: WIBM-AM & WKHM-AM

CATALYST BROADCASTING LIMITED

3 Riverway, Ste. 770
Houston, TX 77056-1909
(713) 623-8133
Fax: (713) 623-0473

Ron Nickson, Rick Herman, Partners/
Owners

- Amarillo, TX: KIXZ-AM, KMML-FM & KQAC-FM

CENTER BROADCASTING Co Inc.

307 San Augustine, Ste., # 930
Center, TX 75935-3937
(409) 598-3304

Fax: (409) 598-9537

Dan Dellinger

- Center, TX: KDET-AM & FM
- San Augustine, TX: KCOT-FM

CENTRAL ILLINOIS BROADCASTING Co.

1111 Main St.
Peoria, IL 61606-1929
(309) 674-2000

Fax: (309) 676-8426

Bruce T. Foster, President

- Macomb, IL: WJEQ-FM
- Peoria, IL: WWCT-FM

CENTRAL IOWA BROADCASTING INC.

611 1st Ave. E
Newton, IA 50208-3305
(515) 792-5262

Fax: (515) 792-8403

John E. Carl, Majority Owner

- Grinnell, IA: KRTI-FM
- Newton, IA: KCOB-AM & FM

CENTRAL NE BROADCASTING INC.

1001 Farnam-on-the-Mall
Omaha, NE 68102
(402) 342-2000

Fax: (402) 342-5874

John C. Mitchell, President

- Kearney, NE: KGFW-AM & KQKY-FM
- North Platte, NE: KODY-AM & KXNP-FM

CESSNA COMMUNICATIONS INC.

134 East Pitt St.
Bedford, PA 15522-1421
(814) 623-1000

Fax: (814) 623-9692

J. Cessna, President

- Bedford, PA: WAYC-AM, WOOX-FM & WWCW-FM

CHAGAL COMMUNICATIONS

222 N. Sepulveda Blvd., Ste. 1324
El Segundo, CA 90245-4342
(310) 606-9350

Fax: (310) 606-9322

Jack Siegal, President

- Honolulu: KULA-AM
- Los Angeles: KFOX-FM
- Riverside-San Bernardino: KREA-FM

C

CHAMBERSBURG BROADCASTING

25 Penncraft Ave.
Chambersburg, PA 17201-5600
(717) 264-7121
Fax: (717) 263-9649

Margaret Ehle, President

- Hagerstown-Chambersburg-Waynesboro: WCHA-AM, WIKZ-FM & WKSL-FM

CHAMELEON RADIO CORP.

10865 Rockley Dr.
Houston, TX 77404-2340
(713) 575-1270
Fax: (713) 564-8653

Don Werlinger, President

- Houston-Galveston: KFCC-AM
- Riverside-San Bernardino: KBBV-AM

CHAMPION BROADCASTING CORP.

PO Box 4716
Odessa, TX 79760
(915) 563-9102
Fax: (915) 580-9102

Don Kidwell, President/CEO/COO

- Odessa-Midland, TX: KCDQ-FM, KCHX-FM & KMRK-FM

CHANCELLOR MEDIA CORP.

12655 N. Central Expy., Ste. 405
Dallas, TX 75243-1717
(972) 239-6220
FAX: (972) 239-0220

Thomas Hicks, Chairman

- Atlanta: WFOX-FM
- Boston: WXKS-AM & FM & WJMN-FM
- Chicago: WMVP-AM, WEJM-AM & FM, WLIT-FM, WLUP-FM, WNUA-FM, WPNT-FM, WRCX-FM & WVAZ-FM
- Cincinnati: WKYN-AM, WUBE-AM & FM & WYGY-FM
- Dallas-Ft. Worth: KSKY-AM
- Denver-Boulder: KRRF-AM, KALC-FM, KIMN-FM, KVOD-FM & KXKL-FM
- Detroit: WDFN-AM, WDOZ-AM, WDRQ-FM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM & WWWW-FM
- Houston-Galveston: KTRH-AM & KLOL-FM
- Los Angeles: KLAC-AM & KIBB-FM, KKBT-FM, KYSR-FM & KZLA-FM
- Miami-Ft. Lauderdale-Hollywood: WVCG-AM & WEDR-FM
- Minneapolis-St. Paul: KFAN-AM, KTCJ-AM, KDWB-FM, KEEY-FM, KQQL-FM, KTCZ-FM & WBOB-FM
- Nassau-Suffolk: WGBB-AM, WALK-AM & FM, WBAF-FM, WBLI-FM & WHFM-FM
- New York: WAXQ-FM, WHTZ-FM, WKTU-FM & WLTW-FM
- Orlando: WJHM-FM, WOCL-FM, WOMX-FM & WXXL-FM
- Phoenix: KISO-AM, KOY-AM, KMLE-FM, KOOL-FM, KYOT-FM & KZON-FM
- Philadelphia: WDAS-AM & FM, WFLN-FM, WIOQ-FM, WJJZ-FM, WUSL-FM & WYXR-FM
- Pittsburgh: WWSW-AM & FM

CHANCELLOR MEDIA CORP. Continued

- Riverside-San Bernardino: KMEN-AM & KGGI-FM
- Sacramento: KFBK-AM, KSTE-AM, KGBY-FM & KHYL-FM
- San Francisco: KABL-AM, KNEW-AM, KDFC-AM & FM, KBBG-FM, KIOI-FM, KKSF-FM, KMEL-FM, KSAN-FM & KYLD-FM
- Washington: WBZS-AM, WTEM-AM, WTOP-AM, WWRC-AM, WZHF-AM, WASH-FM, WBIG-FM WGAY-FM, WGMS-FM, WJZW-FM & WMZQ-FM

CHAPARRAL BROADCASTING INC.

436 Fossil Butte Dr
Kemmerer, WY 83101-3052
(307) 877-4422

Fax: (307) 877-5537

Jim Carroll, President

- Jackson, WY: KSGT-AM
- Kemmerer, WY: KMER-AM
- Powell, WY: KPOW-AM

CHARISMA COMMUNICATIONS GROUP

PO Box 1076
Columbus, MS 39703-1076
(601) 327-1183

Donald R. DePriest, President

- Artesia, MS: WSMS-FM
- Columbus, MS: WKOR-FM
- Starkville, MS: WKOR-AM, WSSO-AM, WMSU-FM & WMXU-FM
- Tupelo, MS: WNRX-AM, WTUP-AM, WESE-FM & WWZD-FM

CHARLES RIVER BROADCASTING

750 South St.
Waltham, MA 02154-1496
(617) 893-7080

Cynthia Scullin, President

- Boston: WCRB-FM
- Cape Cod, MA: WFCC-FM

CHARLOTTESVILLE BROADCAST

501 E. Main St.
Charlottesville, VA 22902-5335
(804) 977-3030

Fax: (804) 977-3775

Laurence Richardson, President

- Charlottesville, VA: WINA-AM, WKAV-AM & WQMZ-FM

CHEROKEE BROADCASTING Co Inc.

PO Box 280
Murphy, NC 28906-0280
(704) 837-2151

Fax: (704) 837-9264

Dennis Blakemore, President

- Murphy, NC: WCVP-AM & WCNG-FM
- Robbinsville, NC: WCVP-FM

CHESTERMAN COMMUNICATIONS INC.

PO Box 1840
Jamestown, ND 58402-1840
(712) 255-8814

Fax: (712) 252-3464

Cy W. Chesterman, President

- Jamestown, ND: KSJB-AM & KSJZ-FM
- Sioux City, IA: KMNS-AM, KWSL-AM, KGLI-FM & KSEZ-FM

CHILDRENS BROADCASTING CORP.

724 1st St. N., 4th Fl.
Minneapolis, MN 55401
(612) 338-3300
Fax: (612) 338-4318

Christopher T. Dahl, President/CEO

- Chester, PA: WPWA-AM
- Dallas-Ft. Worth: KAHZ-AM
- Denver-Boulder: KKYD-AM
- Detroit: WCAR-AM
- Houston-Galveston: KTEK-AM
- Kansas City: KCNW-AM
- Los Angeles: KPLS-AM
- Milwaukee-Racine: WZER-AM
- Minneapolis-St. Paul: KYCR-AM & WWTC-AM
- New York: WJDM-AM
- Sandwich, IL: WAUR-AM

CHISHOLM TRAIL BROADCASTING Co Inc.

316 E. Willow Rd.
Enid, OK 73701-1514
(405) 237-1390

Fax: (405) 242-1390

Hiram Champlin, President/Director

- Alva, OK: KXLS-FM
- Enid, OK: KCRC-AM & KNID-FM

CHRISTENSEN BROADCAST GROUP

P. O. Box 282
Vermillion, SD 57069
(605) 624-2662

Fax: (605) 624-2664

Kevin Culhane, Owner

- Slayton, MN: KJOE-FM
- Vermillion, SD: KOSZ-AM & KVHT-FM

CHUCKIE BROADCASTING Co.

PO Box 429
Ardmore, OK 73402-0429
(405) 226-0421
Fax: (405) 226-0464

Ken Taishoff, President

- Ardmore, OK: KVSO-AM & KKAJ-FM
- Lone Grove, OK: KYNZ-FM

CHURCH POINT MINISTRIES

3000 Tecumseh St.
Baton Rouge, LA 70805-7981
(504) 356-7700
Fax: (504) 356-7784

Dwight Pate, President/Pastor

- Baton Rouge: WNDC-AM
- Knoxville: WDMF-AM

CITADEL COMMUNICATIONS CORP.

1015 Eastman Dr.
Bigfork, MT 59911-6544
(406) 837-5360

Fax: (406) 837-5373

Lawrence Wilson, President

- Albuquerque: KHTL-AM, KNML-AM, KKO-AM & FM, KHFM-FM, KMGA-FM, KRST-FM & KTBL-FM
- Colorado Springs: KKF-AM, KKLIFM & KKMGM-FM
- Modesto: KBUL-AM, KATM-FM, KDJK-FM & KHKK-FM
- Reno, NV: KKO-AM, KBUL-FM, KNEV-FM & KZSR-FM
- Salt Lake City-Ogden: KCNR-AM, KBER-FM, KENZ-FM & KUBL-FM
- Spokane: KGA-AM, KJRB-AM, KAEP-FM & KDRK-FM

CITIZENS COMMITTEE TO KEEP & BEAR ARMS

12500 NE 10th Pl.
Bellevue, WA 98005-2538
(206) 454-4911
Fax: (206) 451-3959

Alan M. Gottlieb, President

- Portland, OR: KBNP-AM
- Spokane: KSNB-AM

CITYWIDE COMMUNICATIONS INC.

650 Woodale Blvd.
Baton Rouge, LA 70806
(504) 926-1106
Fax: (504) 928-1606

Peter Moncrieffe, President/Director

- Baton Rouge: WIBR-AM, WXOK-AM, KQXL-FM, WEMX-FM & WKJN-FM
- Lafayette, LA: KFZX-FM & KRRQ-FM

CLARENDON COUNTY BROADCASTING

PO Box 400
Manning, SC 29102-0400
(803) 435-2098
Fax: (803) 435-2788

Betty Roper, President

- Florence, SC: WYMB-AM, WBZF-FM & WHLZ-FM

CLARK BROADCASTING ENTERPRISES

7500 Old Georgetown Rd.
Bethesda, MD 20814-6133
(301) 657-7180
Fax: (301) 657-7263

Michael Douglas, President

- Charlottesville, VA: WCYK-AM & FM, WVAO-FM & WWSY-FM
- Lexington-Fayette, KY: WLRO-FM & WLTO-FM
- Staunton, VA: WKDW-AM & WSVO-FM
- Waynesboro, VA: WINF-AM

CLARKE BROADCASTING CORP.

342 S. Washington St.
Sonora, CA 95370
(209) 533-1450
Fax: (209) 536-0420

H. Randolph Holder, Jr, President/CEO

- Athens, GA: WGAU-AM & WNGC-FM
- Merced, CA: KLOQ-AM & FM & KVRQ-FM
- Sonora, CA: KVML-AM & KZSQ-FM

CLASSIC BROADCASTING

701 N. Blythe St.
Gallatin, TN 37066-2041
(615) 452-3521

William Bailey

- Nashville: WMRO-AM
- Palm Springs, CA: KEZN-FM

CLASSIC COMMUNICATIONS INC.

PO Box 1600
Woodward, OK 73802-1600
(405) 254-9102
Fax: (405) 254-9102

Sherre House, President

- Woodward, OK: KSIW-AM, KWDQ-FM & KWFX-FM

CLEAR CHANNEL COMMUNICATIONS

200 Concord Plaza, Ste. 600
San Antonio, TX 78216
(210) 822-2828
Fax: (210) 822-2299

L. Lowry Mays, President/CEO

- Austin: KFON-AM, KEYI-FM, KHFI-FM & KPEZ-FM
- Cleveland: WERE-AM, WENZ-FM & WNCX-FM
- Columbia, SC: WARQ-FM & WWDM-FM
- El Paso: KHEY-AM & FM & KPRR-FM
- Ft. Myers-Naples-Marco Island: WKII-AM, WCKT-FM, WFSN-FM, WOLZ-FM & WXR-AM
- Grand Rapids: WCUZ-AM & FM, WOOD-AM & FM, WAKX-FM & WBCT-FM
- Greensboro-Winston Salem-High Point: WSJS-AM, WTQR-FM & WXRA-FM
- Houston-Galveston: KPRC-AM, KSEV-AM, KJOJ-AM & FM, KBXX-FM & KMJQ-FM
- Lancaster, PA: WLAN-AM & FM
- Little Rock: KDDK-FM & KMJX-FM
- Louisville: WHAS-AM, WKJK-AM, WWKY-AM, WAMZ-FM, WQMF-FM & WTFX-FM
- Memphis: KWAM-AM, WDIA-AM, WREC-AM, KJMS-FM, WEGR-FM, WHRK-FM & WRXQ-FM
- Miami-Ft. Lauderdale-Hollywood: WBG-AM & WHYI-FM
- Milwaukee-Racine: WOKY-AM, WKKV-FM & WMIL-FM
- New Haven: WAVZ-AM, WELI-AM & WKCI-FM
- New Orleans: WODT-AM, WYLD-AM & FM, KHOM-FM, KKND-FM, WNOE-FM & WQUE-FM
- Norfolk-Virginia Beach-Newport News: WJCD-FM, WMYK-FM, WOWI-FM & WSVY-FM
- Oklahoma City: KEBC-AM, KTOK-AM, KJYO-FM, KNRX-FM, KTST-FM & KXXY-FM
- Providence-Warwick-Pawtucket: WWBB-FM & WWRX-FM
- Raleigh-Durham: WQOK-FM & WZZU-FM
- Reading, PA: WRAW-AM & WRFY-FM
- Richmond: WRNL-AM, WRVA-AM, WTVR-AM & FM, WRVQ-FM & WRXL-FM
- San Antonio: KTKR-AM, WOAI-AM, KAJA-FM & KQXT-FM
- Springfield, MA: WHYN-AM & FM
- Tampa-St. Petersburg-Clearwater: WMTX-AM & FM & WRBQ-AM & FM
- Tulsa: KAKC-AM, KQLL-AM & FM, KMOD-FM & KOAS-FM

CLEARLY SUPERIOR RADIO LLC

1822 North Court St.,
One Broadcast Center
Marion, IL 62959
(618) 997-8123

Dennis F. Doelitzsch, President

- Marion-Carbondale, IL: WFRX-AM, WDDD-AM & FM, WTAO-FM & WVZA-FM

COLLANTES, ROLANDO

323 E. San Joaquin
Tulare, CA 93274-4130
(209) 686-1370
Fax: (209) 685-1394

Rolando Collantes, Owner

- Reno, NV: KXEQ-AM
- Visalia-Tulare-Hanford: KGEN-AM

COLONIAL BROADCASTING

1 Commerce St., Ste. 300
Montgomery, AL 36104-3542
(334) 240-9274
Fax: (334) 240-5345

Robert Lowder, CEO/President

- Chattanooga: WUSY-FM
- Montgomery, AL: WMSP-AM, WNZZ-AM, WLWI-FM & WMXS-FM

COLONIAL BROADCASTING Co.

1582 Cumberland Rd.
Farmville, VA 23901
(804) 392-4195
Fax: (804) 392-8882

John Wilson, President

- Crewe, VA: WSVS-AM
- Farmville, VA: WFLO-AM & FM

COMMODORE MEDIA INC.

500 Fifth Ave., Ste. 3000
New York, NY 10110-0290
(212) 302-2727
Fax: (212) 302-6457

James T Shea Jr, President

- Allentown-Bethlehem: WAEB-AM & FM & WZZO-FM
- Brewster, NY: WPUT-AM
- Danbury, CT: WINE-AM, WAXB-FM, WRKI-FM & WZZN-FM
- Ft. Pierce-Stuart-Vero Beach, FL: WAXE-AM, WAVW-FM, WBBE-FM, WOSN-FM, WQOL-FM & WZZR-FM
- Huntington, WV-Ashland, KY: WHRD-AM, WIRO-AM, WZZW-AM, WKEE-AM & FM, WTCR-AM & FM, WAMX-FM, WBVB-FM & WFXN-FM
- New York: WFAS-AM & FM
- Stamford-Norwalk, CT: WNLK-AM, WSTC-AM, WEFX-FM & WKHL-FM
- Wilmington: WJBR-AM & FM

COMMONWEALTH AUDIO VISUAL ENTERPRISES

PO Box 387
Luray, VA 22835-0387
(540) 743-5167
Fax: (540) 743-9522

J.D. Cave, President

- Harrisonburg, VA: WEZI-FM
- Luray, VA: WLCC-FM

COMMONWEALTH BROADCASTING CORPORATION

Brereton Jones

- Campbellsville, KY: WTCO-AM & WCKQ-FM
- Cave City, KY: WHHT-FM
- Glasgow, KY: WOVO-FM
- Horse Cave, KY: WOVO-FM
- Lebanon, KY: WLBN-AM & WLSK-FM

C

COMMUNICATIONS CORP. OF AMERICA

PO Box 53708
Lafayette, LA 70505-3708
(318) 237-1142
Fax: (318) 237-1373

Thomas R. Galloway, Sr., CEO

- Lafayette, LA: KPEL-AM, KFTE-FM, KMDL-FM & KTDY-FM
- Rock Springs, WY: KRKK-AM & KQSW-FM

COMMUNICATIONS PROPERTIES INC.

5490 Saratoga Rd.
Dubuque, IA 52002-2593
(319) 583-6475
Fax: (319) 583-4535

Philip T. Kelly, President

- Albert Lea, MN: KATE-AM & KCPI-FM
- Dubuque, IA: WDBQ-AM & KLYV-FM

COMMUNICOM

4100 E. Mississippi Ave., Ste. 1750
Denver, CO 80222-3060
(303) 759-8481
Fax: (303) 758-4964

Carl DiMaria, General Partner

- Boston: WNRB-AM
- New Orleans: WLNO-AM

COMMUNITY AIRWAVES

724 N. First St., 4th Fl.
Minneapolis, MN 55401-1142
(612) 338-3300
Fax: (612) 338-4318

Christopher T. Dahl, CEO/Chairman

- Grand Forks, ND: KQHT-FM
- Kahului, HI: KNUI-AM
- Rapid City, SD: KBHB-AM & KRCS-FM

COMMUNITY BROADCASTING SERVICES OF TENNESSEE INC.

PO Box 599
Camden, TN 38320

Larry Melton, President

- Jackson, TN: WWGM-FM
- Tupelo, MS: WBIP-AM & FM

COMMUNITY SERVICE RADIO INC.

PO Box 3335
Peoria, IL 61612-3335
(309) 694-6262
Fax: (309) 694-2233

Jim Glassman, President

- Champaign, IL: WQQB-FM & WZNF-FM
- Peoria, IL: WIRL-AM & WSWT-FM

CONNER MEDIA CORP.

702 Hartness Rd.
Statesville, NC 28677-3425
(704) 878-9667

Ronald W. Benfield, President

- Greenville-New Bern-Jacksonville: WLNR-AM, WNBR-FM & WZBR-FM
- Rose Hill, NC: WEGG-AM & WBSY-FM

CONNOISSEUR COMMUNICATIONS

136 Main St.
Westport, CT 06880
(203) 227-1978
Fax: (203) 227-2373

Jeff Warshaw, President

- Evansville, IN: WGBF-AM & FM & WTRI-FM
- Flint, MI: WFDF-AM & WZZZ-FM
- Quad Cities, IA-IL: KJOC-AM, WGEN-AM & FM, KBOB-FM, KORB-FM & WXLP-FM
- Rockford, IL: WROK-AM, WXXQ-FM & WZOK-FM
- Waterloo-Cedar Falls, IA: KOEL-AM & FM & KKC-V-FM
- Youngstown-Warren: WBBW-AM, WPIC-AM, WRTK-AM, WSOM-AM, WBBG-FM, WHOT-FM, WQXK-FM & WYFM-FM

CONNOR BROADCASTING CORP.

759 Garfield Pkwy.
Bethany Beach, DE 19930-9717
(302) 629-6637

J. Parker Connor

- Salisbury-Ocean City, MD: WJDY-AM, WJPY-AM, WSBY-FM & WSUX-FM

CONTEMPORARY MEDIA BROADCASTING GROUP

235 Jungerman Rd., 212
Saint Peters, MO 63376-5365
(314) 928-6569
Fax: (314) 928-6525

Janet Cox, Executive Director

- Columbia, MO: KFMZ-FM
- Eldon, MO: KBMX-FM
- Terre Haute, IN: WBOW-AM & WZZQ-AM & FM

CONTINENTAL BROADCAST GROUP INC.

4121 Union Rd., Ste. 201
St. Louis, MO 63129-1070
(314) 487-1006

Fax: (314) 487-4148

Marvin Kosofsky, Chairman

- Indianapolis, IN: WSYW-AM & FM
- St. Louis: WCBW-FM

CONTINENTAL BROADCASTING

824 E. Washington St.
Phoenix, AZ 85034-1004
(602) 257-1351
Fax: (602) 256-0741

Freddy Morales, GM

- Albuquerque: KABQ-AM, KXKS-AM & KEXT-FM
- Phoenix: KPHX-AM

COSTA COMMUNICATIONS CORP.

462 Merrimack St.
Methuen, MA 01844-5804
(508) 686-9966
Fax: (508) 687-1180

Patrick Costa, President

- Boston: WHAV-AM
- Ft. Myers-Naples-Marco Island: WODX-AM
- Salem, NH: WNNW-AM

COVENANT COMMUNICATIONS CORP.

286 W. Nepessing St.
Lapeer, MI 48446-2148
(810) 664-8555
Fax: (810) 664-8990

Donald E. Weber, President

- Flint, MI: WWGZ-FM
- Lapeer, MI: WLSP-AM

COX ENTERPRISES

1400 Lake Hearn Dr. NE
Atlanta, GA 30319-1464
(404) 843-5000

Fax: (404) 843-5586

Robert Neil, VP Broadcasting Div.

- Atlanta: WSB-AM & FM & , WJZF-FM
- Birmingham: WZZK-AM & FM & WODL-FM
- Bridgeport, CT: WEZN-FM
- Dayton: WHIO-AM & WHKO-FM
- Los Angeles: KFI-AM, KACE-FM, KOST-FM & KRTO-FM
- Louisville: WHITE-FM, WRKA-FM & WRVI-FM
- Miami-Ft. Lauderdale-Hollywood: WFLC-FM & WHQT-FM
- Orlando: WDBO-AM, WHOO-AM, WZKD-AM, WCFB-FM, WHTQ-FM, WMMO-FM & WWK-FM
- San Antonio: KKYX-AM, KCJZ-FM & KCYY-FM
- Syracuse: WHEN-AM, WSYR-AM, WBSB-FM, WWHT-FM & WYYY-FM
- Tampa-St. Petersburg-Clearwater: WFNS-AM, WSUN-AM, WCOF-FM & WWRM-FM
- Tulsa: KGTO-AM, KRMG-AM, KJSR-FM, KRAV-FM & KWEN-FM

CRAWFORD BROADCASTING CO.

PO Box 3003
Blue Bell, PA 19422-0735
(215) 628-3500

Fax: (215) 628-0818

Donald B. Crawford, President

- Albany-Schenectady-Troy: WDCD-AM & FM
- Birmingham: WDJC-AM & FM
- Buffalo-Niagara Falls: WDCX-FM
- Chicago: WYCA-FM
- Dallas-Ft. Worth: KPBC-AM
- Denver-Boulder: KLDC-AM, KLTT-AM & KLZ-AM
- Detroit: WMUZ-FM
- Los Angeles: KBRT-AM
- Portland, OR: KKPZ-AM & KKSL-AM
- St. Louis: KJSL-AM & KSTL-AM
- Syracuse: WDCW-AM

CRISTA MINISTRIES

19303 Fremont Ave. N
Seattle, WA 98133-3800
(206) 546-7350

- Lynden, WA: KWPZ-FM
- Seattle-Tacoma: KCIS-AM & KCMS-FM

C

CRITERION MEDIA GROUP INC.

1550 140th Ave. NE, #204
Bellevue, WA 98005
(206) 649-1525
Fax: (206) 649-9780

James F. McKeon, President

- Santa Barbara, CA: KQSB-AM, KSBL-FM & KTYD-FM

CROMWELL GROUP INC., THE

PO Box 150846
Nashville, TN 37215-0846
(615) 361-7560
Fax: (615) 366-4313

Bayard H. Walters, President

- Charleston, IL: WHQQ-FM
- Clarksville, TN: WCTZ-AM
- Decatur, IL: WYDS-FM
- Nashville: WQZQ-FM & WZPC-FM
- Neoga, IL: WMCI-FM & WWGO-FM
- Owensboro, KY: WKCM-AM & FM, WBIO-FM & WLMF-FM
- Peoria, IL: WVEL-AM, WFYR-FM & WGLO-FM
- Shelbyville, IL: WSHY-AM & WEJT-FM
- Sullivan, IL: WZNK-FM

CROSS COUNTRY COMMUNICATIONS INC.

PO Box 655
New Albany, IN 47151
(812) 941-1570
Fax: (812) 944-7782

George A. Zarris, President

- Bithlo, FL: WBGB-AM
- Eminence, KY: WXML-FM
- Louisville: WBUL-AM & WXLN-AM & FM

CROSSROADS COMMUNICATIONS LLC

157 North Seir Hill Rd.
Norwalk, CT 06850
(203) 847-6661
Fax: (203) 847-6661

Donald DeCesare, President/CEO

- Hartford-New Britain-Middletown: WMRD-AM
- Old Saybrook, CT: WLIS-AM

CRYSTAL CLEAR COMMUNICATIONS

1532 Forrester Rd.
Frankfort, MI 49635-9781
(616) 352-9603
Fax: (616) 352-7877

Mark McGuire, President

- Manistee, MI: WXYQ-FM
- Northwest Michigan: WBNZ-FM

CRYSTAL RADIO GROUP

PO Box 50911
Kalamazoo, MI 49005-0911
(616) 344-0111
Fax: (616) 344-4223

Edward J. Sackley III, President

- Kalamazoo, MI: WKMI-AM, WKFR-FM & WRKR-FM

CUMBERLAND MEDIA GROUP

PO Box 719
Harrogate, TN 37752-0719
(615) 869-2266
Fax: (615) 248-6397

Warren Pursifull, President/Director

- Harrogate, TN: WXJB-FM
- Middlesboro, KY: WFXV-AM
- Pineville, KY: WANO-AM

CURT GOWDY BROADCASTING

33 Franklin St.
Lawrence, MA 01840-1120
(508) 683-7171
Fax: (508) 685-9500

Curtis E. Gowdy, Chairman

- Boston: WCCM-AM
- Cheyenne, WY: KOWB-AM & KCGY-FM

CURTIS MEDIA GROUP

3012 Highwoods Blvd, Ste. 201
Raleigh, NC 27604-1037
(919) 876-6464
Fax: (919) 790-6346

Donald W. Curtis, President

- Goldsboro, NC: WFMC-AM & WEQR-FM
- Greensboro-Winston Salem-High Point: WBBB-AM & WPCM-FM
- Raleigh-Durham: WGBR-AM, WPTF-AM, WKIX-FM, WKTC-FM & WQDR-FM
- Tabor City, NC: WTAB-AM & WYNA-FM

D

D. MITCHELL SELF BROADCASTING INC.

PO Box 9797
Muscle Shoals, AL 35662
(205) 389-9700

James Michael Self, President

- Muscle Shoals, AL: WLAY-AM & FM
- Russellville, AL: WSHK-FM

D.B. BROADCASTING

2715 East Camino Valle Verde
Tucson, AZ 85715-3415

Dennis Behan, President

- Bisbee, AZ: KWCD-FM
- Sierra Vista, AZ: KLTW-AM & KZMK-FM

DGP BROADCASTING CORP.

724 1st St. North, 4th Floor
Minneapolis, MN 55401
(612) 338-3300
Fax: (612) 338-4318

Mel Paradis, President

- Honolulu: KHNR-AM
- Paauilo, HI: KNUQ-FM

DJ BROADCASTING INC.

PO Box 390
Gordon, NE 69343-0390
(308) 282-2500
Fax: (308) 282-0061

Jim Lambley, President

- Gordon, NE: KSDZ-FM
- Roanoke-Lynchburg, VA: WKDE-AM & FM

DAKOTA COMMUNICATIONS LIMITED

1835 Dakota Ave. S
Huron, SD 57350-3932
(605) 352-1933
Fax: (605) 352-0911

Duane Butt, President

- Garden City, KS: KIUL-AM
- Huron, SD: KOKK-AM & KZKK-FM

DAME MEDIA INC.

600 Corporate Circle, Ste. 100
Harrisburg, PA 17110-9787
(717) 540-9230
Fax: (717) 540-9326

J. Albert Dame, President

- Albany-Schenectady-Troy: WGY-AM, WHRL-FM & WRVE-FM
- Harrisburg-Lebanon-Carlisle: WCMB-AM, WHP-AM, WKBO-AM, WRVV-FM, WWKL-FM & WYMJ-FM
- Johnstown, PA: WNTJ-AM & WMTZ-FM
- Utica-Rome, NY: WADR-AM, WRNY-AM, WUTQ-AM, WOUR-FM, WRFM-FM & WSKS-FM
- Williamsport, PA: WRAC-AM, WRKK-AM, WKSJ-FM & WMYL-FM

DAVID KEISTER STATIONS

1639 Burton Ln.
Martinsville, IN 46151-3004
(317) 342-3394

David Keister, President

- Muncie, IN: WERK-AM & FM
- Peru, IN: WARU-AM & FM

DAVIDSON COUNTY BROADCASTING

200 Radio Dr.
Lexington, NC 27292
(910) 248-2716
Fax: (910) 248-2800

Greely Hilton, Jr., VP

- Charlotte-Gastonia-Rock Hill: WSTP-AM
- Greensboro-Winston Salem-High Point: WLXN-AM & WWGL-FM

DAVILA, MANUEL

PO Box 5278
Corpus Christi, TX 78465-5278
(512) 289-0999
Fax: (512) 289-6215

Manuel Davila, Jr.

- Corpus Christi, TX: KCCT-AM, KBSO-FM & KFLZ-FM

DAVIS BROADCASTING

PO Box 1998
Columbus, GA 31902-1998
(706) 576-3565
Fax: (706) 576-3683

Gregory A. Davis, President

- Augusta, GA: WTHB-AM, WAEG-FM, WAEJ-FM, WAKB-FM & WFXA-FM
- Charlotte-Gastonia-Rock Hill: WCCJ-FM
- Columbus, GA: WOKS-AM & WFXE-FM

DEAN, RICHARD C.

E. Rock Rd.
Allentown, PA 18103-7513
(215) 797-4530
Fax: (215) 791-2288

Richard C. Dean, President

- Allentown-Bethlehem: WFMZ-FM
- Grand Junction, CO: KNZZ-AM & KJYE-FM

Visit R&R's Web Site: <http://www.rronline.com>

D

DEARBORN COUNTY BROADCASTERS INC.

6857 Salem Ridge Rd.
Aurora, IN 47001
(812) 438-2777

Fax: (812) 438-3495

John W. Schuler, President

- Cincinnati: WSCH-FM
- Versailles, IN: WXCH-FM

DEER RIVER GROUP

888 16th St., NW, Ste. 400
Washington, DC 20006-4103
(202) 939-9090

Fax: (202) 939-9091

Robin B. Martin, President/CEO

- Burlington, VT: WIZN-FM
- Worcester, MA: WXLO-FM

DELAWARE COUNTY BROADCASTING CORP.

PO Box 58
Walton, NY 13856-0058
(607) 865-4321

Fax: (607) 865-4189

Myra Youmans, President

- Delhi, NY: WDHI-FM
- Deposit, NY: WIYN-FM
- Walton, NY: WDLA-AM & FM

DELLAR SURVIVOR TRUST

PO Box 5365
Santa Barbara, CA 93150-5365
(805) 969-6344

Fax: (805) 565-1696

Sylvia Dellar

- Riverside-San Bernardino: KDIF-AM
- San Luis Obispo, CA: KPRL-AM

DELMARVA BROADCASTING Co.

PO Box 7492
Wilmington, DE 19803-0492
(302) 478-2700

Fax: (302) 478-0100

Julian H. Booker, President

- Baltimore: WXCW-FM
- Wilmington: WDEL-AM & WSTW-FM

DELTA RADIO INC. (AR)

920 Commerce Rd.
Pine Bluff, AR 71601-7605
(501) 534-8978

Fax: (501) 534-8984

Dawn Deane, President

- Dumas, AR: KDDA-AM & KXFE-FM
- Pine Bluff, AR: KOTN-AM

DELTA RADIO INC. (MS)

Box 1438
Cleveland, MS 38732-1438
(601) 846-0929

Fax: (601) 843-0494

Larry G. Fuss, President

- Cleveland, MS: WDSK-AM & WDTL-FM
- Drew, MS: WOHT-FM
- Lake Village, AR: KDTL-FM

DEMAREE MEDIA INC.

PO Box 878
Fayetteville, AR 72702-0878
(501) 521-5566

Fax: (501) 521-0751

Patrick Demaree, President

- Hot Springs, AR: KZNG-AM & KQUS-FM
- Springfield, MO: KXUS-FM

DESCHUTES RIVER BROADCASTING INC.

6420 SW McAdam Ave., Ste. 206
Portland, OR 97201
(503) 244-7950

Fax: (503) 244-7953

Edward T. Hardy, President/CEO

- Billings, MT: KDWG-AM, KBBB-FM, KCTR-FM, KKBR-FM & KMHK-FM
- Eugene-Springfield, OR: KUGN-AM & FM & KEHK-FM
- Medford-Ashland, OR: KCMX-AM & FM, KTMT-AM & FM, KAKT-FM & KBOY-FM
- Richland-Kennewick-Pasco, WA: KFLD-AM, KEYW-FM, KORD-FM & KXRX-FM

DIAMOND BROADCASTING INC.

500 Skokie Blvd., Ste. 200
Northbrook, IL 60062
(847) 509-8000

Fax: (847) 509-4222

Daniel Lee, President

- Oklahoma City: KOMA-AM & FM & KRXO-FM

DIAMOND HEAD RADIO

12381 Wilshire Blvd, Ste. 105
Los Angeles, CA 90025-1063
(310) 820-4628

Fax: (310) 826-7866

Howard B. Anderson, President/CEO

- Essex, CA: KHWW-FM
- Honolulu: KCCN-AM & FM & KINE-FM
- Mountain Pass, CA: KHYZ-FM
- Yermo, CA: KRXV-FM

DICK BROADCASTING Co. Inc.

4711 Old Kingston Pike
Knoxville, TN 37919
(423) 588-6511

Fax: (423) 588-3725

Allen Dick, President

- Birmingham, AL: WAPI-AM, WJOX-AM, WYSF-FM & WZRR-FM
- Greensboro-Winston Salem-High Point: WKRR-FM & WKZL-FM
- Knoxville, TN: WUTK-AM, WIVK-AM & FM & WXVO-FM
- Nashville: WGFY-FM & WKDF-FM

DINIS, EDMUND

35 Orchard St.
New Bedford, MA 02740-3655
(508) 997-9436

Fax: (508) 990-3893

Edmund Dinis, President

- New Bedford-Fall River: WJFD-FM
- Springfield, MA: WSPR-AM

DOMERESE, GEORGE

2808 E. Kiehl Ave. PO Box 6460
North Little Rock, AR 72120-3244
(501) 835-1554

George Domerese, President

- Dardanelle, AR: KWXT-AM
- Little Rock: KMTL-AM

DORAN, KEVIN

5942 Ashbaugh Hill Rd.
Hornell, NY 14843
(607) 324-1480

Fax: (607) 324-5415

Kevin Doran, Owner

- Elmira-Corning, NY: WLEA-AM & WCKR-FM
- Rochester: WBTA-AM & WBTF-FM

DOWDY & DOWDY

11737 Klein Rd.
Gulfport, MS 39503-2905
(601) 863-3522

Fax: (601) 832-7699

J. Morgan Dowdy

- Biloxi-Gulfport-Pascagoula, MS: WROA-AM, WGCM-AM & FM & WZKX-FM
- Poplarville, MS: WRPM-AM

DOWN HOME BROADCASTING

P. O. Box 820
Camden, AL 36726
(334) 682-9898

William Pompey, President

- Camden, AL: WCOX-AM & WYVC-FM
- Nashville: WYOR-AM

DRAKE COMMUNICATIONS INC.

5409 West Dogwood St.
Rogers, AR 72758-8424
(501) 271-8223

Fax: (501) 271-0271

Jeffrey M. Hutton, President

- South West City, MO: KLTK-AM & KWMQ-FM
- Tahlequah, OK: KTLQ-AM & KEOK-FM

DREAMCATCHER COMMUNICATIONS INCORPORATED

(513) 544-7131

Donald Bowles, President

- Richland-Kennewick-Pasco, WA: KGDN-FM
- West Union, OH: WRAC-FM

DUBOIS COUNTY BROADCASTING

PO Box 330
Huntingburg, IN 47542-0330
(812) 683-4144

Fax: (812) 683-5891

Paul Knies, President

- Huntingburg, IN: WBDC-FM
- Madison, IN: WXGO-AM & WORX-FM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL

310 • 788 • 1625

D
•
E

D

DUDLEY COMMUNICATIONS

409 Coleman Blvd., Ste. 102
Mount Pleasant, SC 29464-4320
(803) 884-0520
Fax: (803) 881-1115

William G. Dudley, III, President

- Charleston, SC: WXTC-AM, WBUB-FM, WJZK-FM, WRFQ-FM & WSSP-FM
- Quad Cities, IA-IL: WKBF-AM & WHTS-FM

DUDMAN COMMUNICATIONS CORP.

68 State St.
Ellsworth, ME 04605-1924
(207) 667-9555

Fax: (207) 667-2436

Martha Dudman, Pres./GM

- Bangor, ME: WDEA-AM, WEZQ-FM & WWMJ-FM

DUKE BROADCASTING CORP.

PO Box 1737
Jonesboro, AR 72403
(501) 932-8400

Fax: (501) 932-3814

Larry A. Duke, Sr, President/CEO

- Jonesboro, AR: KBTM-AM, KFIN-FM & KIYS-FM

DURANT BROADCASTING CORP.

1418 N. 1st Ave., PO Box 190
Durant, OK 74701-2819
(405) 924-3100

Fax: (405) 920-1426

Steve Landtroop, President

- Durant, OK: KSEO-AM & KLBC-FM
- Madill, OK: KMAD-AM & FM

DURST BROADCASTING Co. Inc.

RT 5 Box 56
Saluda, SC 29138-9801
(864) 445-2277

William Durst, President

- Columbia, SC: WBLR-AM
- Newberry, SC: WKMG-AM

DYNACOM RADIO GROUP

Box 1230 Routes 12 & 103
Claremont, NH 03743-1230
(603) 542-7735

Fax: (603) 542-8721

Jeffrey Shapiro, President

- Bellows Falls, VT: WZSH-FM
- Burlington, VT: WCPV-FM & WXPS-FM
- Claremont, NH: WTSV-AM & WHDQ-FM
- Greenfield, MA: WGAM-AM & WRSI-FM
- Ithaca, NY: WKRT-AM & WIII-FM
- Marlboro, VT: WSSH-FM
- Morristown, NY: WNCQ-FM
- White River Junction, VT: WNHV-AM & WKXE-FM

DYNAMIC BROADCASTING Co.

1740 N. 1st St.
Abilene, TX 79603-7401
(915) 677-7225

Fax: (915) 672-6669

Caroline Whitaker, GM

- Abilene, TX: KBBA-AM, KNTS-AM, KEYJ-FM & KORQ-FM

DYSON, ROBERT R

2 Pendell Rd.
Poughkeepsie, NY 12601-1513
(914) 471-1500
Fax: (914) 454-1204

Robert R. Dyson, Owner

- Newburgh-Middletown, NY: WALL-AM, WRRV-FM & WZAD-FM
- Poughkeepsie, NY: WEOK-AM, WCZX-FM & WPDH-FM

E

EXCL COMMUNICATIONS Inc.

2905 S. King Rd.
San Jose, CA 95122
(408) 274-1170

Fax: (408) 274-1818

Christopher Marks, Chairman/CEO

- Albuquerque, NM: KRZY-AM & FM
- Denver-Boulder: KMXA-AM & KJMN-FM
- Monterey-Salinas-Santa Cruz: KVRG-AM & FM & KLOK-FM
- Portland, OR: KOTK-AM & KINK-FM
- Riverside-San Bernardino: KCAL-AM, KSZZ-AM & KVAR-FM
- Sacramento: KMYC-AM, KRCX-AM & KSXX-FM
- San Diego: KCBQ-AM
- San Francisco: KBRG-FM
- San Jose: KLOK-AM

EAGLE BLUFF ENTERPRISES

RR 13 Box 44
Poplar Bluff, MO 63901-9601
(573) 686-3700

Fax: (573) 686-1713

Stephen Fushs, President

- Kennett, MO: KOTC-AM & KXOQ-FM
- Poplar Bluff, MO: KAHR-FM

EAGLE BROADCASTING Co. Inc.

1751 Hanshaw Rd.
Ithaca, NY 14850-9105
(607) 257-6400

Fax: (607) 257-6497

Kenneth Cowan, President

- Ithaca, NY: WHCU-AM, WTKO-AM, WQNY-FM & WYXL-FM

EAGLE RADIO INC.

PO Box 817
Hays, KS 67601-0817
(913) 625-4000

Fax: (913) 625-8030

Robert E. Schmidt, President/Director

- Alliance, NE: KCOW-AM & KAAQ-FM
- Chadron, NE: KQSK-FM
- Great Bend, KS: KVGB-AM & FM
- Hays, KS: KAYS-AM & KHAZ-FM
- Hoisington, KS: KHOK-FM
- Hutchinson, KS: KWBW-AM & KHUT-FM
- North Platte, NE: KOOQ-AM & KELN-FM
- Salina, KS: KINA-AM & KSKG-FM
- Savannah, MO: KSJQ-FM
- St. Joseph, MO: KFEQ-AM

EAST ARKANSAS BROADCASTERS INC.

PO Box 789
Wynne, AR 72396-0789
(501) 238-8141
Fax: (501) 238-5997

Bobby Caldwell, President/Director

- Brinkley, AR: KBRI-AM & KQMC-FM
- Wynne, AR: KWYN-AM & FM

EASTERN MEDIA Inc.

100 Forster St.
Southbridge, MA 01550-2537
(413) 967-3333
Fax: (413) 764-2682

John Neuhoff, President

- Southbridge, MA: WESO-AM
- Springfield, MA: WARE-AM
- Worcester, MA: WQVR-FM

EDGEFIELD SALUDA RADIO Co. INCORPORATED

Drawer I Lee St.
Johnston, SC 29832-0248
(803) 275-4444
Fax: (803) 275-3185

Michael Casey, President

- Augusta, GA: WJES-AM & FM & WKSX-FM

EDUCATIONAL MEDIA FOUNDATIONS

1425 N. Market Blvd, Ste. 9
Sacramento, CA 95834-1939
(916) 928-1515
Fax: (916) 928-0888

Richard Jenkins, Chairman/President

- Chowchilla, CA: KLVN-FM
- Kingsburg, CA: KLVS-FM
- San Diego: KLVW-FM
- Tigard, OR: KEZF-AM

EL DORADO COMMUNICATIONS INC.

2130 Sawtelle Blvd., Ste. 307
Los Angeles, CA 90025-6250
(310) 914-8300
Fax: (310) 914-8310

Thomas Castro, Owner

- Houston-Galveston: KEYH-AM, KQQK-FM & KXTJ-FM
- Los Angeles: KRRR-AM

ELBA RADIO Co.

1800 Neil Grantham Dr.
Elba, AL 36323
(334) 897-2217
Fax: (334) 897-3694

Doug Holderfield, President

- Dothan, AL: WZTZ-FM
- Elba, AL: WELB-AM

ELETTRA BROADCASTING INC.

1110 Main St., Ste. 16
Watsonville, CA 95076-3700
(408) 722-9000
Fax: (408) 722-7548

Ken Dennis, President

- Monterey-Salinas-Santa Cruz: KCDU-FM, KPIG-FM & KXDC-FM

E

ELYRIA-LORAIN BROADCASTING

538 Broad St., PO Box 4006
Elyria, OH 44035-5508
(216) 322-3761

Fax: (216) 322-1536

Gary L. Kneisley, President

- Cleveland: WEOL-AM & WNWV-FM
- Huron, OH: WKFM-FM

EMERALD CITY RADIO

1090 Vermont Ave. NW, # 800
Washington, DC 20005-4905
(202) 326-5240

Fax: (202) 408-1590

Paul W. Robinson, President

- Columbia, SC: WOIC-AM, WMFX-FM & WNOK-FM

EMMIS BROADCASTING CORP.

950 N. Meridian St., Ste. 1200
Indianapolis, IN 46204-3908
(317) 266-0100

Fax: (317) 631-3750

Jeff Smulyan, President/CEO

- Chicago, IL: WKQX-FM
- Indianapolis, IN: WIBC-AM, WENS-FM & WNAP-FM
- Los Angeles: KPWR-FM
- New York: WQHT-FM & WRKS-FM
- St. Louis: WKBQ-AM, WALC-FM, KSHE-FM & WKKX-FM

EMPIRE BROADCASTING CORP.

750 Story Rd.
San Jose, CA 95122-2604
(408) 293-8030

Fax: (408) 293-6124

Robert Kieve, President

- San Jose: KLIV-AM, KARA-FM & KRTY-FM

ENCORE BROADCASTING OF MARYLAND

PO Box 829
Annapolis, MD 21404-0829
(410) 263-1430

Fax: (410) 268-5360

Jacob Einstein, President

- Baltimore, MD: WNAV-AM, WYRE-AM & WRNR-FM

ENGLES ENTERPRISES INC.

414 E. Cota St.
Santa Barbara, CA 93101
(805) 966-1755

Fax: (805) 564-4489

Steven Engles, President

- Santa Barbara, CA: KIST-AM, KTMS-AM, KHTY-FM & KMGQ-FM

ENTERCOM

401 City Ave., Ste. 409
Bala Cynwyd, PA 19004-1122
(610) 660-5610

Fax: (610) 660-5620

Joseph M. Field, Chairman/President

- Gainesville-Ocala, FL: WKTK-FM
- Kansas City: KMBZ-AM, KCMO-AM & FM & KLTH-FM
- Portland, OR: KFXX-AM, KGON-FM & KNRK-FM
- Sacramento: KRXQ-FM, KSEG-FM & KXOA-FM
- San Francisco: KITS-FM
- Sarasota-Bradenton, FL: WISP-FM
- Seattle-Tacoma: KNWX-AM, KBSG-AM & FM, KIRO-AM & FM, KISW-FM, KMTT-FM & KNDD-FM
- Tampa-St. Petersburg-Clearwater: WYUU-FM

ENTERPRISE MEDIA PARTNERS

207 W. 78th St.
New York, NY 10024-6647
(212) 721-2288

Fax: (212) 721-5465

Edward Rogoff, President

- Binghamton, NY: WENE-AM, WMRV-FM & WMXW-FM
- Madison, WI: WHIT-AM & WWQM-FM
- Poughkeepsie, NY: WBNR-AM & WSPK-FM

ENTRAVISION COMMUNICATIONS CO. LLC

11900 Olympic Blvd., Ste. 590
Los Angeles, CA 90064
(310) 820-5355

Walter Ulloa, Managing Member

- El Paso: KSVE-AM & KINT-FM
- Palm Springs, CA: KLOB-FM

EOLIN BROADCASTING INC.

PO Box 1047
Corning, NY 14830
(607) 962-4646

Fax: (607) 962-1138

Robert Eolin, President

- Elmira-Corning, NY: WCLI-AM, WCBA-AM & FM & WGMM-FM

EURE COMMUNICATIONS INC.

4026 George Washington Mem Hwy.
Yorktown, VA 23692-2724
(757) 898-9494

Fax: (757) 898-9401

William L. Eure, Chairman

- Charlottesville, VA: WCHV-AM & WWWV-FM
- Norfolk-Virginia Beach-Newport News: WXEZ-FM

EUREKA BROADCASTING CO.

1101 Marsh Rd.
Eureka, CA 95501-1574
(707) 442-5744

Hugo Papstein, President

- Eureka, CA: KINS-AM, KWSW-AM & KEKA-FM

F

F.W. ROBERT BROADCASTING

2730 Loumor Ave.
Metairie, LA 70001
(504) 831-6941

Fred Westenberger, President

- Knoxville: WITA-AM
- Nashville: WNQM-AM
- New Orleans: WVOG-AM

FM IDAHO INC.

201 The Prado
Atlanta, GA 30309
(404) 892-2246

Wendell M. Starke, President

- Gooding, ID: KMXM-FM
- Ketchum, ID: KIKX-FM
- Mountain Home, ID: KMHI-AM & KTPZ-FM

FAIRBANKS COMMUNICATIONS INC.

1601 Belvedere Rd., Ste. 202-E
West Palm Beach, FL 33406-1541
(561) 838-4370

Fax: (305) 367-2410

Richard M. Fairbanks, President

- Boston: WKOX-AM
- Ft. Pierce-Stuart-Vero Beach, FL: WJNX-AM, WTTB-AM, WYFX-AM & WGYL-FM
- W. Palm Beach-Boca Raton: WJNA-AM, WJNO-AM, WCLB-FM, WRLX-FM & WRMF-FM

FAIRCOM INC.

333 Glen Head Rd.
Glen Head, NY 11545-1947
(516) 676-2644

Joel M. Fairman, Chairman/President

- Flint, MI: WFNT-AM, WCRZ-FM & WWBN-FM
- Mansfield, OH: WMAN-AM & WYHT-FM

FAIRFIELD BROADCASTING CO.

4200 W. Main St.
Kalamazoo, MI 49006-2766
(616) 345-2757

Fax: (616) 345-1436

Stephen C. Trivers, President

- Kalamazoo, MI: WKZO-AM, WQSN-AM & WQLR-FM

FAITH BROADCASTING, LP

6420 Richmond Ave.
Houston, TX 77057
(713) 650-2770

Anthony Chase

- Alexandria, LA: KLBG-AM
- Beaumont-Port Arthur, TX: KALO-AM
- Dallas-Ft. Worth: KGGR-AM
- Houston-Galveston: KYOK-AM & KHYS-FM

FAMILY BROADCASTING NETWORK

PO Box 8260
Essex Junction, VT 05452
(802) 878-8885

Fax: (802) 879-6835

Alexander McEwing, President

- Burlington, VT: WGLY-FM
- Hartford, VT: WGLV-FM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

F

F

FAMILY LIFE COMMUNICATIONS INC.

PO Box 35300
Tucson, AZ 85740-5300
(520) 742-6976
Fax: (520) 742-6979

Raney Carlson, President

- Albion, MI: WUFN-FM
- Detroit: WUFL-AM
- Mason, MI: WUNN-AM
- Midland, MI: WUGN-FM
- Tucson: KFLT-AM

FAMILY STATIONS INC.

290 Hegenberger Rd.
Oakland, CA 94621-1436
(510) 568-6200

Fax: (510) 633-7983

Harold Camping, President

- Akron, OH: WCUE-AM
- Baltimore: WFSL-FM
- Boston: WBIV-AM
- Camden, NJ: WKDN-FM
- Long Beach, CA: KFRN-AM
- New York: WFME-FM
- Rocklin, CA: KEBR-AM
- San Diego: KECR-AM
- San Francisco: KEAR-FM
- Shenandoah, IA: KYFR-AM
- Vernon, CT: WCTF-AM

FANTASIA BROADCASTING INC.

450 Leonard Ave.
Fairmont, WV 26554-3843
(304) 366-3700

Fax: (304) 366-3706

Nick Fantasia, VP

- Morgantown-Clarksburg-Fairmont, WV: WMMN-AM, WTCS-AM, WKKW-FM & WRLF-FM

FEDERATED MEDIA

PO Box 2500
Elkhart, IN 46515-2500
(219) 295-2500

Fax: (219) 294-4014

John F. Dille, III, President

- Ft. Wayne, IN: WHWD-AM, WOWO-AM, WBYR-FM, WFWI-FM & WMEE-FM
- South Bend, IN: WTRC-AM, WNDU-AM & FM & WBYT-FM

FERRARI BROADCASTING INCORPORATED

4150 Pinnacle St., Ste. 120
El Paso, TX 79902-1019
(915) 544-7600

Fax: (915) 544-9536

Jon Ferrari, President

- El Paso, TX: KROD-AM, KLAQ-FM & KSII-FM

FINDLAY PUBLISHING CO.

701 W. Sandusky St.
Findlay, OH 45840-2325
(419) 422-5151

Fax: (419) 422-9337

Kurt P. Kah, President

- Cincinnati: WMOH-AM
- Columbus, IN: WCSI-AM & WKKG-FM
- Findlay, OH: WFIN-AM & WKXA-FM

FIRST ASSEMBLY GOD

108 Beck Ln
Lafayette, IN 47905-2839
(317) 474-4436

Fax: (317) 474-5845

Greg Hackett, President

- Lafayette, IN: WCFY-AM
- Rockford, IL: WQFL-FM

FIRST RADIO INC.

PO Box 740
Somerset, KY 42502-0740
(606) 678-5151

Fax: (606) 678-2026

Nolan Kenner, President

- Burnside, KY: WKEQ-AM & WJDJ-FM
- Somerset, KY: WSFC-AM & WSEK-FM

FISHER BROADCASTING

100 4th Ave. North
Seattle, WA 98109-4997
(206) 443-4000

Fax: (206) 443-4014

Patrick Scott, President/CEO

- Portland, OR: KWJJ-AM & FM
- Seattle-Tacoma: KOMO-AM, KVI-AM & KPLZ-FM

FLINN BROADCASTING CORPORATION

188 S. Bellevue Blvd., Ste. 222
Memphis, TN 38104-3427
(901) 726-8970

George Flinn, Jr.

- Chicago: WEMG-FM
- Little Rock: KDRE-FM
- Memphis: WHBQ-AM, WNWZ-AM & KMZN-FM

FORD BROADCASTING INC.

320 Ketchie Estate Rd.
China Grove, NC 28023
(704) 857-1101

Fax: (704) 857-0680

Carl Ford, President

- Charlotte-Gastonia-Rock Hill: WDEX-AM, WLTC-AM, WRKB-AM & WRNA-AM

FOREVER BROADCASTING INC.

PO Box 2005
Altoona, PA 16603-2005
(814) 941-9800

Fax: (814) 943-2754

Carol Logan, President

- Altoona, PA: WFBG-AM, WKMC-AM, WFGI-FM, WFGY-FM & WHPA-FM
- Lima, OH: WYRX-FM & WZOQ-FM
- Massena, NY: WMSA-AM
- Utica-Rome, NY: WFRY-AM, WIBX-AM, WRUN-AM, WFRG-FM, WLZW-FM & WODZ-FM
- Watertown, NY: WCIZ-AM, WTNV-AM & FM & WFRY-FM

FORUM COMMUNICATIONS INC.

Box 80
Otsego, MI 49078
(616) 343-1717

Fax: (616) 692-6861

Robert Brink, President

- Kalamazoo, MI: WQXC-AM & FM
- Sturgis, MI: WMSH-AM & FM

FORUS COMMUNICATIONS

9620 Executive Ctr Dr., Ste. 105
Saint Petersburg, FL 33702-2442
(813) 576-0647

Fax: (813) 576-1841

Simon Rosen, Owner

- Atlanta, GA: WAEC-AM
- Syracuse, NY: WSIV-AM

FOSTER COMMUNICATIONS

2824 Sherwood Way
San Angelo, TX 76901-3514
(915) 949-3333

Fax: (915) 944-0851

Fred Key, Executor

- San Angelo, TX: KKSA-AM, KIXY-FM & KWFR-FM

Fox COMMUNICATIONS Co Inc.

1655 S. Woodruff Ave.
Idaho Falls, ID 83404-5534
(208) 524-5900

Fax: (208) 522-9696

Jim Fox, President

- Idaho Falls, ID: KID-AM & KID-FM
- Pocatello, ID: KWIK-AM & KPXY-FM

FRANKLIN BROADCASTING CORP.

PO Box 590
Farmington, ME 04938-0590
(207) 778-3000

Fax: (207) 778-3000

Al Iburguen, President

- Farmington, ME: WKTJ-AM & FM
- Franklin, VA: WLQM-AM & FM

FREE LANCE-STAR

616 Amelia St.
Fredericksburg, VA 22401-3887
(540) 373-1500

Fax: (540) 373-5525

Charles Rowe, VP

- Fredericksburg, VA: WYSK-AM & WFLS-FM
- Spotsylvania, VA: WYSK-FM

FRENCH, JO & ROLLAND

PO Box 290
Hanceville, AL 35077-0290
(205) 352-9556

Fax: (205) 352-9787

Jo Rolland, President

- Hanceville, AL: WRJL-AM
- Huntsville, AL: WRJL-FM

FRIENDS COMMUNICATIONS

121 W. Maumee St.
Adrian, MI 49221-2069
(517) 265-1500

Fax: (517) 263-4525

Bob Elliot, Owner

- Hudson, MI: WMXE-FM
- Toledo, OH: WABJ-AM & WQTE-FM

FRISCH, ROBERT

25 Pine St.
Claremont, NH 03743-3609
(603) 543-1511

Fax: (603) 543-1706

Robert Frisch

- Hanover, NH: WTSL-AM & WGXL-FM
- Lebanon, NH: WNBX-FM
- Newport, NH: WXXK-FM

F

FRISCHLING, SAUL

1044 Northern Blvd.
Roslyn, NY 11576-1507
(516) 621-1670
Fax: (516) 621-1697

Saul Frischling, President

- Pittsburgh: WLTJ-FM & WRRK-FM
- St. Louis: KXOK-FM

FRITZ BROADCASTING

5455 Corporate Dr., #120
Troy, MI 48098
(810) 641-9952

Fax: (810) 641-8394

Jock Fritz, President

- Saginaw-Bay City-Midland: WSGW-AM, WGER-FM & WIOG-FM
- Toledo: WTOD-AM, WIMX-FM, WKKO-FM & WRQN-FM

FT MYERS BROADCASTING CO.

2824 Palm Beach Blvd.
Ft. Myers, FL 33916-1503
(941) 334-1111

Fax: (941) 334-0744

Joseph Schwartzel, VP

- Ft. Myers-Naples-Marco Island: WTLQ-AM & WINK-AM & FM

FULLER BROADCASTING

PO Box 2329
Opelika, AL 36803-2329
(205) 745-4656

Gary Fuller, President

- Auburn, AL: WKKR-FM
- Opelika, AL: WZMG-AM & WMXA-FM
- Pepperell, AL: WTLM-AM
- West Point, GA: WPLV-AM & WCJM-FM

FULLER, JOHN

26 Woody Hill Rd.
Hope Valley, RI 02832-1248
(401) 539-8502

Fax: (401) 539-0645

John Fuller, President

- New London, CT: WBMW-FM
- Providence-Warwick-Pawtucket: WJJF-AM & WPJB-FM

FULLER-JEFFREY BROADCASTING

PO Box 820
Newburyport, MA 01950-5520
(508) 462-1229
Fax: (508) 462-3017

Robert F. Fuller, President

- Portland, ME: WLPZ-AM, WBLM-FM, WCSO-FM, WCYI-FM, WCYY-FM, WHOM-FM & WPKQ-FM
- Portsmouth-Dover-Rochester, NH: WOKQ-FM & WXBB-FM

G

GHB BROADCASTING

1776 Briarcliff Rd., NE, Ste. A
Atlanta, GA 30306-2106
(404) 875-1110
Fax: (404) 875-1186

George H. Buck, Jr., President

- Atlanta: WYZE-AM
- Augusta, GA: WKXC-FM & WSLT-FM
- Charlotte-Gastonia-Rock Hill: WAVO-AM, WHVN-AM & WNMX-FM
- Columbus, GA: WEAM-AM
- Florence, SC: WHYM-AM, WOLS-AM & WHSC-AM & FM
- Greensboro-Winston Salem-High Point: WFAZ-FM
- Little Rock: KEZQ-AM, KURB-FM & KVLO-FM
- Montgomery, AL: WMGY-AM
- New Orleans: WTIK-AM & FM
- Philadelphia: WNAP-AM
- Statesville, NC: WIST-AM

GO RADIO INC.

PO Box 550
Webster City, IA 50595-0550
(515) 832-1570

Glenn Olson, President

- Boone, IA: KWBG-AM
- Creston, IA: KSIB-AM & KITR-FM
- Webster City, IA: KQWC-AM & FM

GALAXY BROADCASTING PARTNERS

PO Box 720
Sweet Home, OR 97386
(541) 367-8107
Fax: (541) 367-5233

Robert Ratter, VP

- Medford-Ashland, OR: KRVC-AM
- Sweet Home, OR: KFIR-AM & KSKD-FM

GANNETT CO. INC.

42 W. Lancaster Ave., Ste. 202
Ardmore, PA 19003-1311
(610) 658-3240
Fax: (610) 658-3241

Gerry DeFrancesco, President/Radio Div.

- Chicago, IL: WGCI-AM & FM
- Dallas-Ft. Worth: KHKS-FM
- Houston-Galveston: KKBQ-AM & FM

GANNON BROADCASTING SYSTEMS INC.

6514 Old Lake Rd.
Grayling, MI 49738-7348
(517) 348-6171
Fax: (517) 348-6181

William Gannon, President

- Grayling, MI: WGRY-AM & FM
- Roscommon, MI: WQON-FM

GARCIA, LORENZO

7524 N. Lamar, Ste. 200
Austin, TX 78752-1358
(512) 453-1491

Lorenzo Garcia

- Austin: KELG-AM, KTXZ-AM & KKLB-FM

GAYLORD BROADCASTING CO.

2802 Opryland Dr
Nashville, TN 37214-1200
(615) 871-6776
Fax: (615) 871-5755

E.W. Wendall, President

- Nashville: WSM-AM & FM & WWTN-FM
- Oklahoma City: WKY-AM

GENESIS COMMUNICATIONS INC.

2970 Peachtree Rd. NW, Ste. 970
Atlanta, GA 30305-2195
Fax: (404) 816-0748

Bruce Maduri, President

- Atlanta: WNIV-AM & WVNF-AM
- Miami-Ft. Lauderdale-Hollywood: WLQY-AM

GIBBONS, JAMES L.

6410 Rockledge Dr., Ste. 204
Bethesda, MD 20817-1830
(301) 530-5968

James L. Gibbons, President

- Frederick, MD: WFMD-AM & WFRE-FM
- Roanoke-Lynchburg, VA: WFIR-AM & WPVR-FM

GILBERT BROADCASTING CORP.

125 W. Mendenhall St.
Bozeman, MT 59715-3500
(406) 586-2343
Fax: (406) 587-2202

Kip and Joan Gilbert, President

- Belgrade, MT: KSCY-FM
- Bozeman, MT: KMMS-AM & FM

GLADES MEDIA CO.

116 Commercio St.
Clewiston, FL 33440
(941) 933-6106

Robert Castellanos

- Clewiston, FL: WAFC-FM
- Ft. Myers-Naples-Marco Island: WAFZ-AM
- Key Colony Beach, FL: WKKB-FM
- W. Palm Beach-Boca Raton: WAFC-AM

GLEASON MARKETING SERVICES INC.

PO Box 72
Norway, ME 04268-0072
(207) 743-5911
Fax: (207) 743-5913

Richard D. Gleason, Owner/President

- Lewiston, ME: WTME-AM
- Mexico, ME: WTBM-FM
- Norway, ME: WOXO-FM
- South Paris, ME: WKTQ-AM

GLEISER COMMUNICATIONS INC.

3722 Binkley
Dallas, TX 75205
(214) 522-0066
Fax: (214) 522-1334

Paul Gleiser, President

- Tyler-Longview, TX: KGLD-AM, KTBB-AM & KDOK-FM

G

G

GOETZ BROADCASTING CORP.

PO Box 630
Marshfield, WI 54449-0630
(715) 384-2191
Fax: (715) 387-3588

Nathan L. Goetz, President

- Ishpeming, MI: WIAN-AM & WJPD-FM
- Madison, WI: WFAW-AM & WSJY-FM
- Marquette, MI: WDMJ-AM
- Reedsburg, WI: WRDB-AM & WNFM-FM
- Wausau-Stevens Point, WI: WDLB-AM, WLJY-FM & WOSQ-FM

GOLD COAST BROADCASTING

100 Wilshire Blvd, Ste. 1000
Santa Monica, CA 90401
(310) 451-4430

Carl Goldman, President

- Lancaster, CA: KHJJ-AM & KGMX-FM
- Oxnard-Ventura, CA: KKZZ-AM, KTRO-AM, KXSP-AM, KCAQ-FM, KMLA-FM, KOCP-FM & KTND-FM
- Palmdale, CA: KUTY-AM
- Rosamond, CA: KLKX-FM
- W. Palm Beach-Boca Raton: WLVS-AM

GOLDSMITH, HOWARD & SUSAN

6699 N. Federal Hwy.
Boca Raton, FL 33487-1660
(407) 997-0074
Fax: (407) 997-0476

Susan Goldsmith

- Ft. Pierce-Stuart-Vero Beach, FL: WSTU-AM
- Miami-Ft. Lauderdale-Hollywood: WRBD-AM & WWNN-AM
- W. Palm Beach-Boca Raton: WSBR-AM & WJBW-FM

GOOD NEIGHBOR BROADCASTING

413 10th Ave.
Memominee, MI 49858
(906) 863-5551

Fax: (906) 863-5679

William Sauve, President

- Menominee, MI: WAGN-AM & WHYB-FM
- Peshtigo, WI: WSFQ-FM

GOODRICH RADIO MARKETING INC.

4417 Broadmoor Ave. SE
Kentwood, MI 49512-5367
(616) 698-7733

Fax: (616) 698-7220

Robert E. Goodrich, President

- Grand Rapids, MI: WKWM-AM, WMGH-AM, WMRR-FM, WODJ-FM, WSHZ-FM & WSNX-FM

Visit R&R's Web Site:
<http://www.rronline.com>

GOODSTAR

422 Lake Dr.
Murphysboro, IL 62966
(618) 536-7555

Alan Goodman, President

- Colby, KS: KXXX-AM & KQLS-FM
- Dodge City, KS: KGNO-AM & KOLS-FM
- Great Bend, KS: KZLS-FM
- Liberal, KS: KYUU-AM & KSLS-FM
- Minneapolis, KS: KILS-FM
- Oberlin, KS: KFNF-FM
- Pratt, KS: KWLS-AM & KGLS-FM

GORE-OVERGAARD BROADCASTING

3 First National Plaza, 40th Fl.
Chicago, IL 60602
(312) 558-6638

Fax: (312) 558-7760

Cordell J. Overgaard, President

- Las Vegas: KLAV-AM
- Louisville: WXKN-AM
- Philadelphia: WTMR-AM

GRACE UNIVERSITY

9th & William
Omaha, NE 68108-3606
(402) 449-2900

Fax: (402) 449-2825

Neal McBride, President

- Grand Island, NE: KROA-FM
- Omaha-Council Bluffs: KGBI-FM

BILLY GRAHAM EVANGELISTIC ASSOCIATION

3555 Harding Ave.
Honolulu, HI 96816-2444
(808) 735-2424

Fax: (808) 735-2428

Billy Graham, Owner

- Asheville, NC: WFGW-AM & WMIT-FM
- Honolulu: KAIM-AM & FM

GRAND VALLEY STATE UNIVERSITY

301 W. Fulton St.
Grand Rapids, MI 49504-6495
(616) 798-2141

Fax: (616) 798-3677

Michael Walenta, GM

- Grand Rapids, MI: WGVU-AM
- Muskegon, MI: WKBZ-AM
- Whitehall, MI: WKBZ-FM

GRANDE RADIO INC.

PO Box 907
La Grande, OR 97850-0907
(503) 963-4121

Bryan Christle, President

- Baker, OR: KBKR-AM & KKBC-FM
- La Grande, OR: KLBM-AM & KUBQ-FM

GRANT RADIO GROUP LLC

PO Box 1468
Jasper, AL 35502-1468
(205) 221-3114

Fax: (205) 221-3423

William A. Grant, Jr., Member

- Birmingham: WZPQ-AM
- Carrollton, AL: WRAG-AM
- Tuscaloosa, AL: WSPZ-AM & WZBQ-FM

GRANTELL BROADCASTING CO.

11474 US Hwy. 11
York, AL 36925-9764
(205) 392-5234

- Meridian, MS: WSLY-FM
- York, AL: WYLS-AM

GREAT CIRCLE BROADCASTING

Downtown Mall Box 397
Meadville, PA 16335-0397
(814) 724-1111

Fax: (814) 333-9628

Gary Gunton, GM

- Erie, PA: WMGW-AM, WMDE-FM & WZPR-FM

GREAT DOWN EAST WIRELESS

912 Washington St.
Auburn, ME 04210-3862
(207) 878-8787

Fax: (207) 784-5581

Ronald R. Frizzell, President

- Portland, ME: WZOU-AM, WLAM-AM & FM, WKZS-FM & WTHT-FM

GREAT EMPIRE BROADCASTING

4200 N. Old Lawrence Rd.
Wichita, KS 67201-3299
(316) 838-9141

Fax: (316) 838-3607

Mike Lynch, President

- Omaha-Council Bluffs: WOW-AM & FM
- Springfield, MO: KTTS-AM & FM & KLTO-FM
- Tulsa: KVOO-AM & FM & KCKI-FM
- Wichita: KFDI-AM & FM, KICT-FM, KLLS-FM & KYQQ-FM

GREAT SCOTT BROADCASTING

1018 Timber Lane
Pottstown, PA 19464-2914
Fax: (610) 326-7984

Faye Scott, President/COO

- Ellwood City, PA: WKST-FM
- New Castle, PA: WKST-AM
- Philadelphia: WPAZ-AM
- Salisbury-Ocean City, MD: WSSR-AM, WZBH-FM & WZSK-FM
- Syracuse: WPCX-FM

GREAT SOUTHERN BROADCASTING

1617 Lebanon Rd.
Nashville, TN 37210-3217
(615) 889-1960

Fax: (615) 889-1979

William Barry, President

- Nashville: WMAK-AM & WAMB-AM & FM

GREATER HWY. CHURCH OF CHRIST ASSOCIATION INC.

306 West Liberty St.
Marion, SC 29571-4232
(803) 423-3702

Fax: (803) 423-2833

Raymond Davis, Chairman

- Florence, SC: WDZS-AM & WCMG-FM
- Mullins, SC: WJAY-AM

G

GREATER MEDIA

#2 Kennedy Blvd.
East Brunswick, NJ 08816-1248
(908) 247-6161
Fax: (908) 247-0215

Tom Milewski, COO

- Boston: WNFT-AM, WBOS-FM, WKLB-FM, WMJX-FM, WOAZ-FM, & WROR-FM
- Detroit: WLLZ-AM, WCSX-FM, WQRS-FM & WRIF-FM
- Los Angeles: KRLA-AM & KLSX-FM
- New Brunswick, NJ: WCTC-AM & WMGQ-FM
- Philadelphia: WPEN-AM, WMGK-FM & FM & WMMR-FM

GREEN GROUP, THE

1601 New Rd.
Linwood, NJ 08221-1116
(609) 653-1400
Fax: (609) 927-7014

Howard L. Green, President

- Atlantic City-Cape May, NJ: WOND-AM, WONZ-AM, WUSS-AM, WMGM-FM & WTKU-FM
- Elmira-Corning, NY: WENY-AM & FM

GRIFFITH BROADCASTING INC.

200 Lime Quarry Rd.
Madison, AL 35758-8961
(205) 772-9825
Fax: (205) 464-3291

Larry A. Crim, Managing General Ptr

- Huntsville, AL: WTAK-FM, WWXQ-FM & WXQW-FM

GROODY, WILLIAM

140 North Main St.
Lakeport, CA 95453
(707) 263-6113
Fax: (707) 263-0939

William Groody, President

- Eureka, CA: KGOE-AM, KKHB-FM & KRED-FM

GUARANTY BROADCASTING CORP.

929 Government St.
Baton Rouge, LA 70802
(504) 383-0355
Fax: (504) 343-0047

George Foster Jr., Chairman/President

- Baton Rouge: WBBU-FM, WGGZ-FM & WTGE-FM
- Chillicothe, OH: WBEX-AM & WKKJ-FM
- Hammond, LA: WFPR-AM & WHMD-FM
- Houma, LA: KJIN-AM & KCIL-FM

GUARDIAN COMMUNICATIONS INC.

800 Compton Rd., Ste. 33
Cincinnati, OH 45231-3847
(513) 931-8080
Fax: (513) 931-8108

Mark F. McNeil, President/CEO

- Albuquerque: KARS-AM, KKIM-AM, KDNR-FM & KLVO-FM
- Baltimore: WITH-AM
- Cincinnati: WTSJ-AM
- Cleveland: WCCD-AM
- Pueblo, CO: KFEL-AM & KNKN-FM

GUERRA ENTERPRISES

902 E. Calton Rd.
Laredo, TX 78041-6359
(210) 724-9800

Encarnacion A. Guerra

- Corpus Christi, TX: KNDA-FM
- Laredo, TX: KJBZ-FM & KRRG-FM

GULF ATLANTIC MEDIA

35048 US Hwy. 19
Palm Harbor, FL 34684-1925
(813) 442-4027
Fax: (813) 781-4375

Carl Marcocci, CEO/VP

- Savannah, GA: WSGA-AM & WZAT-FM
- Tampa-St. Petersburg-Clearwater: WGUL-AM & FM

GULF COAST RADIO PARTNERS

212 Debuys Rd.
Biloxi, MS 39531-3501
(601) 475-2111
Fax: (601) 388-1966

Steve Fehder, Managing Partner

- Biloxi-Gulfport-Pascagoula, MS: WXBD-AM, WCPR-FM, WXLS-FM, WXRQ-FM & WXYK-FM

GULF SOUTH COMMUNICATIONS INC.

5021 6th Pl
Meridian, MS 39305-1910
(601) 693-9664

Clay Holladay

- Dothan, AL: WDJR-FM
- Headland, AL: WBCD-FM

GULFSTAR COMMUNICATIONS INC.

600 Congress Ave., Ste. 1410
Austin, TX 78701-3234
(512) 320-7222
Fax: (512) 320-7232

John Cullen, President/COO

- Aztec, NM: KCQL-AM
- Baton Rouge: WBIU-AM, WJBO-AM, WYNK-AM & FM, KRVE-FM & WLSS-FM
- Beaumont-Port Arthur, TX: KLVI-AM, KIOC-FM, KKMV-FM & KYKR-FM
- Bloomfield, NM: KKFG-FM
- Bloomington, TX: KLUB-FM
- Bryan-College Station, TX: WTAW-AM & KTSR-FM
- Corpus Christi, TX: KRYS-AM & FM, KMXR-FM & KNCN-FM
- Diboll, TX: KAFX-FM
- Durant, OK: KLAK-FM
- Farmington, NM: KDAG-FM & KTRA-FM
- Fayetteville, AR: KFAY-AM & FM, KEZA-FM, KKEG-FM, KKIX-FM & KKZQ-FM
- Ft. Smith, AR: KWHN-AM & KMAG-FM
- Killeen-Temple, TX: KIIZ-FM
- Lubbock, TX: KFYO-AM, KKAM-AM, KFMY-FM, KRLB-FM & KZII-FM
- Lufkin, TX: KYKS-FM
- Texarkana, TX-AR: KKYR-AM & FM
- Tyler-Longview, TX: KISX-FM, KNUE-FM & KTYL-FM
- Victoria, TX: KIXS-FM
- Waco, TX: KKTK-AM, KWTX-AM & FM, KBRQ-FM, KCKR-FM & WACO-FM

GUYANN CORPORATION

PO Box 1930
Flagstaff, AZ 86002-1930
(520) 774-5231
Fax: (520) 779-2988

Guy Christian, Owner/Pres./GM

- Flagstaff, AZ: KAFF-AM & FM & KMGN-FM

H

H AND P RADIO LLC

7676 W. Tropicana Ave., Ste. 102
Las Vegas, NV 89103
(702) 284-6484
Fax: (702) 367-3491

Carl Parmer

- Birmingham: WBHJ-FM & WBHK-FM
- Tuscaloosa, AL: WTNW-AM

HGF MEDIA GROUP

1444 Hamilton St., Ste. 606
Allentown, PA 18102-4266
(610) 435-5913
Fax: (610) 435-8918

Harold G. Fulmer, III, President/CEO

- Allentown-Bethlehem: WKAP-AM, WLSH-AM & WMGH-FM

HVS PARTNERS

8900 Harvest Square Ct
Potomac, MD 20854-4474
(301) 983-0098

Gisela Huberman, Chairman

- Greenville-New Bern-Jacksonville: WQSL-FM & WXQR-FM
- Salisbury-Ocean City, MD: WTGM-AM, WLBW-FM, WLWV-FM, WQHQ-FM & WRXS-FM
- Tallahassee, FL: WHBT-AM, WBZE-FM & WHBX-FM
- Wilmington, NC: WWQQ-FM

HAFLEY, W. GRANT

63021 Ridgewood Dr.
Cambridge, OH 43725-9358
(614) 432-5605

W. Grant Hafley, GM/Owner

- Caldwell, OH: WVKC-FM
- Cottonwood, AZ: KYBC-AM & KVRD-FM
- Prescott Valley, AZ: KKLD-FM
- Wheeling, WV: WBNV-FM

HALL COMMUNICATIONS

PO Box 551
Norwich, CT 06360
(860) 887-3511
Fax: (860) 886-7649

Robert Hall, President/CEO

- Arcadia, FL: WKGF-AM & WWRZ-FM
- Burlington, VT: WJOY-AM, WKOL-FM & WOKO-FM
- Lakeland-Winter Haven, FL: WLKF-AM, WONN-AM & WPCV-FM
- Lancaster, PA: WLPA-AM & WROZ-FM
- New Bedford-Fall River: WNBH-AM
- New London, CT: WICH-AM, WNLC-AM, WCTY-FM & WTYD-FM
- Providence-Warwick-Pawtucket: WCTK-FM
- York, PA: WEGK-FM

H

H

HAM BROADCASTING Co Inc.

1487 Will Jackson Rd.
Cadiz, KY 42211-8925
(502) 522-3232

Fax: (502) 522-1110

D.J. Everett, President

- Cadiz, KY: WKDZ-AM & FM
- Hopkinsville, KY: WQKS-AM

HAMMOND BROADCASTING INC.

Box 50
Falmouth, KY 41040-0050
(606) 472-1075

Fax: (606) 472-2875

Gil Hammond, President

- Cincinnati: WIOK-FM
- Paris, KY: WYGH-AM
- Russell Springs, KY: WIDS-AM

HANSON COMMUNICATIONS INC.

2379 Military St.
Port Huron, MI 48060-6662
(810) 987-4100

Lee C. Hanson, President

- Detroit: WPHM-AM
- Lexington, MI: WBTI-FM

HARA BROADCASTING INC.

211 N. Second St.
Wilmington, NC 28401-3901
(910) 251-9228

Fax: (910) 251-8738

Donn Ansell, President

- Whiteville, NC: WENC-AM
- Wilmington, NC: WAAV-AM & FM

HAWES-SAUNDERS BROADCAST PROPERTIES INC.

211 S. Main St., Ste. 400
Dayton, OH 45402-2411
(513) 222-9768

Fax: (513) 223-5687

Ro Nita Hawes-Saunders, President

- Dayton, Ohio: WLSN-FM, WRNB-FM & WROU-FM

HAWKINS BROADCASTING Co.

10317 S. Halsted St.
Chicago, IL 60628-2321
(773) 239-2300

Fax: (773) 239-9921

Raymond E Hawkins, President

- Chicago: WWHN-AM
- Haynesville, LA: KLVU-AM
- Shreveport, LA: KWHN-FM

HAYCO BROADCASTING INC.

PO Box 492
Celina, OH 45822-0492
(419) 586-5134

John Coe, President

- Celina, OH: WCSM-AM
- Lima, OH: WCSM-FM

HEARST BROADCASTING GROUP

959 8th Ave.
New York, NY 10019-3795
(212) 649-2300

Fax: (212) 489-2314

David Barrett, VP

- Baltimore: WBAL-AM & WIYY-FM
- Milwaukee-Racine: WISN-AM & WLTV-FM
- Pittsburgh: WTAE-AM & WVTY-FM

HEDBERG BROADCAST GROUP

PO Box 528
Spirit Lake, IA 51360-0528
(712) 336-5800

Fax: (712) 336-1634

Paul Hedberg, President/CEO

- Algona, IA: KLGA-AM & FM
- Mason City, IA: KRIB-AM & KLSS-FM
- Spirit Lake, IA: KUOO-FM
- Storm Lake, IA: KAYL-AM & FM

HEFTEL BROADCASTING CORP.

100 Crescent Ct, Ste. 1777
Dallas, TX 75201-7822
(214) 855-8882

Fax: (214) 855-8881

McHenry Tichenor Jr., CEO

- Chicago: WIND-AM, WLXX-AM & WOJO-FM
- Dallas-Ft. Worth: KESS-AM, KINF-AM, KMRT-AM & FM, KHCK-FM & KICI-FM
- El Paso: KAMA-AM & KBNA-AM & FM
- Houston-Galveston: KLAT-AM, KMPQ-AM, KLTV-FM, KLTP-FM & KRTX-FM
- Las Vegas: KLSQ-AM
- Los Angeles: KTNQ-AM, KLVE-FM & KSCA-FM
- McAllen-Brownsville-Harlingen, TX: KGBT-AM, KIWW-FM & KQXX-FM
- Miami-Ft. Lauderdale-Hollywood: WAQI-AM, WQBA-AM, WAMR-FM & WRTO-FM
- Nassau-Suffolk: WZZU-AM
- New York: WADO-AM & WPAT-AM
- San Antonio: KCOR-AM, KXTN-AM & FM & KROM-FM
- San Francisco: KSOL-FM & KZOL-FM

HENDERSON, ROY E.

PO Box 590209
Houston, TX 77259-0209
(281) 342-6601

Fax: (281) 342-3422

Roy E. Henderson, Owner

- Bellville, TX: KFRD-AM
- Franklin, TX: KZTR-FM
- Houston-Galveston: KLTO-FM

HENRY BROADCASTING Co.

2277 Jerrold Ave.
San Francisco, CA 94124-1011
(415) 285-1133

Fax: (415) 285-3592

Charlton Buckley, President

- Monterey-Salinas-Santa Cruz: KHTX-AM, KDON-FM & KRQC-FM

HERITAGE MEDIA CORP.

13355 Noel Rd., Ste. 1500
Dallas, TX 75240-6650
(972) 702-7380

Fax: (972) 702-7382

Paul Fiddick, President/Radio Grp.

- Kansas City: KCAZ-AM, KCFX-FM, KCIY-FM, KQRC-FM & KXTR-FM
- Milwaukee-Racine: WEMP-AM, WAMG-FM & WMYX-FM
- New Orleans: WBYU-AM, WEZB-FM & WRNO-FM
- Norfolk: WGH-AM & FM & WVCL-FM
- Portland, OR: KKSJ-AM & FM & KKRH-FM
- Rochester: WBBF-AM, WBEE-FM, WKLX-FM & WQRV-FM
- St. Louis: WRTH-AM, KIHT-FM & WIL-FM

HILLTOPPER BROADCASTING INC.

948 Fairview Ave.
Bowling Green, KY 42101-4938
(502) 842-1638

Fax: (502) 782-0767

Wes Strader, President

- Bowling Green, KY: WBGJ-AM
- Golconda, IL: WDXR-FM
- Paducah, KY: WDXR-AM
- Smiths Grove, KY: WBLG-FM

HISTED, WILLIAM MARK

665 Lake Howard Dr. SW
Winter Haven, FL 33880-2577
(813) 683-2842

William Mark Histed, President

- Avon Park, FL: WAVP-AM
- Lakeland-Winter Haven, FL: WSIR-AM

HOBERG FAMILY

Grand Forks, ND 58201
(701) 772-3235

Justin D. Hoberg

- Grand Forks, ND-MN: KJKJ-FM
- Minot, ND: KTYN-AM

HOCHMAN, GEORGE

70 North East St., Ste. 100
Fayetteville, AR 72701-6037
(501) 521-5128

Fax: (501) 521-4968

George Hochman, President

- Fayetteville, AR: KZRA-AM & KMCK-FM
- Ft. Smith, AR: KZBB-FM

HOEFLICKER STATIONS

PO Box 88
Glen Elder, KS 67446-0088
(913) 545-3220

Herbert R. Hoeflicker, President

- Downs, KS: KDNS-FM
- Superior, NE: KRFS-AM & FM

HOFFMANN, FRED

826 S. Padre Island Dr.
Corpus Christi, TX 78416
(512) 855-3974

Fax: (512) 855-3770

Fred Hoffmann

- Corpus Christi, TX: KXCC-FM
- Cuero, TX: KTXC-AM & KVCC-FM
- Refugio, TX: KZTX-FM

H

HOLLADAY BROADCASTING

225 NW Hollywood Blvd.
Ft. Walton Beach, FL 32548-4725
(904) 243-2323
Fax: (904) 243-6806

Clay Holladay, President

- Ft. Walton Beach, FL: WFTW-AM, WKSM-FM, WNCV-FM & WYZB-FM
- Meridian, MS: WTUX-FM
- Monroe, LA: KRUV-FM

HOLSTON VALLEY BROADCASTING CORP.

222 Commerce St.
Kingsport, TN 37662
(615) 246-9578

George DeVault, President/Director

- Johnson City-Kingsport-Bristol: WKPP-AM, WKPT-AM, WKTP-AM, WOPI-AM & WTFM-FM

HOMETOWN BROADCASTING CORP.

64A Lakeview Ter
Burlington, VT 05401-2929
(802) 862-8255
Fax: (802) 860-7424

Louis A. Manno, President

- Albany-Schenectady-Troy: WIZR-AM & WSRD-FM
- Burlington, VT: WKDR-AM

HOMETOWN BROADCASTING INC.

324 West Main St.
Danville, KY 40422-1814
(606) 236-7106

Fax: (606) 236-1461

Phillip Bruce Leslie, President

- Danville, KY: WHIR-AM & FM
- Huntington, WV-Ashland, KY: WLGC-AM & FM
- Lancaster, KY: WRNZ-FM
- Portsmouth, OH: WNXT-AM & FM

HOOPER, WALTER E, III

PO Box 970
Spring City, TN 37381-0970
(423) 365-4567

Fax: (423) 365-4800

Walter E. Hooper, III, Manager

- Dayton, TN: WDNT-AM & FM
- Graysville, TN: WAYB-FM
- Spring City, TN: WXQK-AM & WAYA-FM

HOPKINS-HALL BROADCASTING

3563 Hwy. 231 N
Shelbyville, TN 37160-7113
(615) 684-1514

Fax: (615) 684-1515

Nadine Hopkins, President

- Nashville: WHAL-AM
- Shelbyville, TN: WLIJ-AM

HUNT, GERALD W.

Box 3845
Jackson, TN 38303-0845
(901) 427-9611

Fax: (901) 424-1321

Gerald W. Hunt, Owner

- Jackson, TN: WDXI-AM & WMXX-FM
- Savannah, TN: WORM-AM & FM
- Selmer, TN: WXOQ-FM

HUNT, JACK G.

Box 215 Hwy. 60
Birch Tree, MO 65438-0215
(314) 292-3821

Fax: (314) 292-3636

- Birch Tree, MO: KBMV-AM & FM
- Doniphan, MO: KDFN-AM & KOEA-FM
- Mountain View, MO: KXOZ-FM

IQ RADIO INCORPORATED

(912) 264-6251

Larry Hickerson, President

- Abilene, TX: KHXS-FM
- Brunswick, GA: WPIQ-AM

IDAHO WIRELESS CORP.

436 N. Main St., # 97
Pocatello, ID 83204-3018
(208) 234-1290

Fax: (208) 234-9451

Paul Anderson, President

- American Falls, ID: KORR-FM
- Pocatello, ID: KOUU-AM & KZBQ-FM

ILLINOIS BIBLE INSTITUTE

PO Box 620
Carlinville, IL 62626-0620
(217) 854-4600

Fax: (217) 854-4610

Paul R. Martin, President

- Henry, IL: WRVY-FM
- Joliet, IL: WCFL-FM

INDEPENDENT GROUP, LP

One Radio Ln.
Cleveland, OH 44114
(216) 696-0123

Fax: (216) 566-0764

Thomas J. Embrescia, Chairman

- Cleveland: WRMR-AM & WDOK-FM
- Erie, PA: WRIE-AM & WXKC-FM

INGSTAD, JAMES

PO Box 9919
Fargo, ND 58106-9439
(701) 237-4500

Fax: (701) 235-9082

James Ingstad

- Bismarck, ND: KLXX-AM & KBYZ-FM
- Charles City, IA: KCHA-AM & FM
- Clarion, IA: KIAQ-FM
- Clear Lake, IA: KLKK-FM
- Fargo, ND-Moorhead, MN: KQWB-AM & FM & KPFX-FM
- Mankato, MN: KYSM-AM & FM
- Mason City, IA: KGLO-AM & KIAI-FM
- New Hampton, IA: KCZE-FM
- New Ulm, MN: KNUJ-AM & KXLP-FM
- Osage, IA: KCZY-FM
- Owatonna, MN: KRFO-AM & FM
- Sleepy Eye, MN: KNUJ-FM
- Springfield, MN: KNSG-FM
- Valley City, ND: KOVC-AM & KQDJ-FM
- Waseca, MN: KOWO-AM & KRUE-FM

INGSTAD, ROBERT E.

232 Third St., PO Box 907
Valley City, ND 58072
(701) 845-1255

Fax: (701) 845-2903

Robert E. Ingstad

- Aberdeen, SD: KGIM-AM
- Austin, MN: KNFX-AM
- Carrington, ND: KDAK-AM
- Copeland, KS: KYBD-FM
- Devils Lake, ND: KQZZ-FM
- Faribault, MN: KDHL-AM & KQCL-FM
- Garden City, KS: KKJQ-FM
- Holcomb, KS: KBUF-AM
- Hugoton, KS: KFXX-FM
- Pierre, SD: KGFX-FM
- Redfield, SD: KQKD-AM & FM
- Rochester, MN: KWEB-AM, KMFX-AM & FM & KRCH-FM
- Sisseton, SD: KBWS-FM
- Ulysses, KS: KULY-AM

INGSTAD, TOM

4701 East Lake Harriet Parkway
Minneapolis, MN 55409
(612) 827-5794

Fax: (612) 827-5978

Tom Ingstad

- Anchorage, AK: KKRO-FM
- Fargo, ND-Moorhead, MN: KLTA-FM & WDAY-FM
- Rapid City, SD: KIMM-AM, KKLS-AM, KFXX-FM, KKKM-FM & KOUT-FM
- Yakima, WA: KIT-AM, KMWX-AM, KATS-FM, KFFM-FM & KXXS-FM

INNER CITY BROADCASTING

3 Park Ave. 41st Fl.
New York, NY 10016-5976
(212) 592-0411

Fax: (212) 447-5197

Pierre Sutton, President

- New York: WLIB-AM & WBL5-FM
- San Antonio, TX: KSJL-FM
- San Francisco: KVTO-AM & KBLX-FM
- San Jose: KNTA-AM

INNOVATIVE ADV CNSLT

378 Main St.
Dexter, ME 04930-1329
(207) 924-1021

Fax: (207) 924-3299

Daniel F. Priestley, President

- Bangor, ME: WGUY-FM
- Madison, ME: WIGY-FM

INTERMART BROADCASTING

4810 Deltona Dr.
Punta Gorda, FL 33950-8737
(941) 389-1188

James E. Martin, Jr., President

- Charlotte Harbor, FL: WIKX-FM
- Ft. Myers-Naples-Marco Island: WGUJ-FM
- La Belle, FL: WKZY-FM
- Punta Gorda, FL: WCCF-AM
- Solana, FL: WCVU-FM

Visit R&R's Web Site: <http://www.rronline.com>

IOWA GREAT LAKES BROADCASTING

PO Box 260
Spencer, IA 51301-7248
(712) 262-1240
Fax: (712) 262-2076

William Sanders, President

- Spencer, IA: KICD-AM & FM & KIGL-FM

IVES BROADCASTING INC.

1491 M-32 West
Alpena, MI 49707-8105
(517) 354-4611
Fax: (517) 354-4014

Robert Currier, President

- Alpena, MI: WHSB-FM
- Rogers City, MI: WHAK-AM & WELG-FM
- Tawas City, MI: WHST-FM
- West Branch, MI: WBMI-FM

J & K BROADCASTING

PO Box 391
Webster Springs, WV 26288
(304) 846-2514

James Hardman, President

- Montgomery, WV: WMON-AM & WZKM-FM
- Richwood, WV: WVAR-AM

J&V COMMUNICATION INC.

222 Hazard St.
Orlando, FL 32804-3030
(407) 841-8255
Fax: (407) 841-8250

Jesus Torrado, Owner/President

- Daytona Beach: WELE-AM
- Orlando: WPRD-AM & WTRR-AM

J4 BROADCASTING CO INC.

3540 Reading Rd.
Cincinnati, OH 45229-2626
(513) 281-7180
Fax: (513) 281-6125

John C. Thomas Jr., President

- Cincinnati: WCIN-AM
- Greenville-New Bern-Jacksonville: WCOO-AM
- Myrtle Beach, SC: WCKN-AM
- Norfolk-Virginia Beach-Newport News: WCKO-AM

JRK BROADCASTING, LP

3205 W. North Front St.
Grand Island, NE 68803-4024
(308) 381-1430
Fax: (308) 382-6701

John R. Kidd, President

- Aurora, NE: KLRB-FM
- Grand Island, NE: KMMJ-AM & KRGI-AM & FM

JT PARKER BROADCASTING CORP.

Box 1130 Hwy. 181
Newland, NC 28657-1130
(704) 733-0188

Fax: (704) 733-0189

J.T. Parker, Jr., President

- Johnson City-Kingsport-Bristol: WGOC-AM
- Lebanon, VA: WLRV-AM

JACOR COMMUNICATIONS INC.

201 E. 5th St., Ste. 1300
Cincinnati, OH 45202-4115
(606) 655-2267

Fax: (606) 655-9356

Randy Michaels, CEO

- Atlanta: WGST-AM, WKLS-FM & WPCH-FM
- Boise, ID: KIDO-AM, KARO-FM & KLTB-FM
- Casper, WY: KTWO-AM & KMGW-FM
- Cedar Rapids, IA: WMT-AM & WMT-FM
- Charleston, SC: WEZL-FM & WXLY-FM
- Cincinnati: WCKY-AM, WLW-AM, WEBN-FM, WOFX-FM & WWNK-FM
- Columbus, OH: WLOH-AM, WTVN-AM, WAKS-FM, WAZU-FM, WHOK-FM, WLWQ-FM & WZAZ-FM
- Denver-Boulder: KHOU-AM, KOA-AM, KTLK-AM, KBCO-AM & FM, KBPI-FM, KHHI-FM & KRFX-FM
- Des Moines: WHO-AM & KLYF-FM
- Fort Collins, CO: KCOL-AM & KPAW-FM
- Greeley, CO: KGLL-FM
- Jacksonville: WJGR-AM, WZAZ-AM, WJBT-FM, WQIK-FM & WSOL-FM
- Kansas City: WDAF-AM, KMXV-FM, KUDL-FM & KYYS-FM
- Las Vegas: KBGO-FM, KFMS-FM, KSNE-FM & KWNR-FM
- Lexington-Fayette, KY: WLAP-AM, WTKT-AM, WKQQ-FM, WLKT-FM, WMXL-FM, WWYC-FM & WXZZ-FM
- Lima, OH: WIMA-AM, WBUK-FM & WIMT-FM
- Los Angeles: KIIS-AM & FM
- Louisville, KY: WFIA-AM, WDJX-FM, WLRS-FM, WSFR-FM & WVEZ-FM
- Macomb, IL: WLRB-AM
- Munfordville, KY: WLOC-AM & WMCC-FM
- Portland, OR: KEX-AM, KKCW-FM & KKRZ-FM
- Rochester: WHAM-AM, WHTK-AM, WNVE-FM & WVOR-FM
- Salt Lake City-Ogden: KALL-AM, KKAT-FM, KODJ-FM, KURR-FM & KZHT-FM
- San Diego: KOGO-AM, KPOP-AM, KSDO-AM, XTRA-AM & FM, KGB-FM, KHTS-FM, KIOZ-FM, KKBH-FM & KKLQ-FM
- San Luis Obispo, CA: KBAI-AM
- Sarasota-Bradenton: WAMR-AM, WSPB-AM, WCTQ-FM, WSRZ-FM & WYNF-FM
- St. Louis: KATZ-AM & FM & KMJM-FM
- Tampa-St. Petersburg-Clearwater: WDAE-AM, WFLA-AM, WDUV-FM, WFLZ-FM, WTBT-FM, WUKS-FM & WXTB-FM
- Toledo: WCWA-AM, WSPD-AM, WIOT-FM, WRV-FM & WVKS-FM

JAN-DI BROADCASTING INC.

315 Kennedy Ave.
Grand Junction, CO 81501-7552
(303) 243-3699
Fax: (303) 243-0567

Jan Maynard, President/CEO

- Grand Junction, CO: KBKL-FM, KEKB-FM & KMXV-FM

JAY MAN PRODUCTIONS INC.

PO Box K
Prineville, OR 97754-0480
(541) 447-6239
Fax: (541) 447-4724

Jonathan Mann, President

- Bend, OR: KTWS-FM
- Prineville, OR: KRCO-AM & KIJK-FM
- Warm Springs, OR: KTWI-FM

JEFFERSON BROADCASTING INC.

199 Wealtha Ave.
Watertown, NY 13601-1837
(315) 786-9552
Fax: (315) 782-0312

David Mance, President

- Watertown, NY: WATN-AM, WLKC-FM, WTOJ-FM & WWLF-FM

JEFFERSON-PILOT COMMUNICATIONS

3350 Peachtree Rd. NE, Ste. 1800
Atlanta, GA 30326-1040
(404) 238-9441

Fax: (404) 365-9026

Clarke Brown, Jr., President Radio Div.

- Atlanta: WQXI-AM & WSTR-FM
- Charlotte-Gastonia-Rock Hill: WBT-AM, WBT-FM & WWSN-FM
- Denver-Boulder: KKFN-AM, KYGO-AM & FM, KHHT-FM & KQKS-FM
- Miami-Ft. Lauderdale-Hollywood: WAXY-AM, WLYF-FM & WMXJ-FM
- San Diego: KDDZ-AM, KBZT-FM, KIFM-FM & KSON-FM

JOHNSON COMMUNICATIONS INC.

PO Box 1793
Springdale, AR 72765
(501) 756-9933

Fax: (501) 756-9933

Dewey Johnson, President

- Dardanelle, AR: KCAB-AM & KCJC-FM
- Dayton, Ohio: WDAO-AM
- Russellville, AR: KWKK-FM

JOHNSON COUNTY BROADCASTERS

PO Box 398
Warrensburg, MO 64093
(816) 747-9191
Fax: (816) 747-5611

Avis Tucker, President

- Clayton, NM: KLMX-AM
- Warrensburg, MO: KOKO-AM
- Wrightsville, GA: WDBN-FM

J

JOURNAL BROADCAST GROUP INC.

720 E. Capitol Dr.
Milwaukee, WI 53212-1308
(414) 967-5306
Fax: (414) 967-5400

Douglas G. Kiel, President

- Knoxville, TN: WMYU-FM & WWST-FM
- Milwaukee-Racine: WTMJ-AM & WTKI-FM
- Omaha-Council Bluffs: KOSR-AM, KEZO-FM, KKCD-FM & KOSJ-FM
- Tucson: KFFN-AM, KKHG-FM & KMXZ-FM

JOY BROADCASTING INC.

15422 3rd Pl. W
Lynnwood, WA 98037-2107

Barbara Joy Chase, President

- Seattle-Tacoma: KWYZ-AM & KKBY-AM & FM

K

K & B BROADCASTING INC.

PO Box 764
Sylvester, GA 31791-0764
(912) 776-9565
Fax: (912) 776-1634

Wade Keck

- Albany, GA: WRXZ-FM
- Ashburn, GA: WFFM-FM

KANZA INC.

102 N. Mason
Carrollton, MO 64633-1712
(816) 542-0404
Fax: (816) 542-0420

Michael Carter

- Carrollton, MO: KAOL-AM
- Kansas City: WHB-AM & KMZU-FM

KASA RADIO HOGAR INC.

1445 W. Baseline Rd.
Phoenix, AZ 85041-7010
(602) 276-4241
Fax: (602) 276-8119

Moises Herrera, Sr., President

- Douglas, AZ: KDAP-AM & FM
- Phoenix: KASA-AM

KCBR-AM, LP

4121 Minnesota Ave.
Kansas City, KS 66102-3723
(913) 342-1600
Fax: (913) 342-1315

William Johnson, President

- Kansas City: KFEZ-AM & KNHN-AM
- Pittsburg, KS: KPHN-AM

KCD ENTERPRISES INC.

PO Box 885
Monmouth, IL 61462-0885
(309) 734-9452
Fax: (309) 734-3276

Kevin Potter, President/Director

- Bartlesville, OK: KWON-AM & KYFM-FM
- Monmouth, IL: WRAM-AM & WMOI-FM

KEXT BROADCASTERS INC.

250 W. Citrus Grove Ln., Ste. 140
Oxnard, CA 93030-9030
(805) 988-2070
Fax: (805) 983-0458

Alfredo Plascencia, President

- Oxnard-Ventura, CA: KXLM-FM
- Riverside-San Bernardino: KSDT-AM, KXRS-FM & KXSB-FM

KFIL INC.

St. Paul and River Sts.
Preston, MN 55965
(507) 765-3856

Fax: (507) 765-2738

Michael Borgen, President

- Preston, MN: KFIL-AM & FM
- Rochester, MN: KVGO-FM

KIRX INC.

1308 N. Baltimore
Kirksville, MO 63501-2509
(816) 665-9828

Fax: (816) 665-0711

Al Britz, President

- Kirksville, MO: KIRX-AM, KRXL-FM & KTUF-FM

KMAP INC.

5200 Standard St.
Bakersfield, CA 93306
(805) 327-9711

Fax: (805) 329-0797

Mike Allen, COO/GM

- Bakersfield: KCHJ-AM, KWAC-AM & KIWI-FM

KMEX INC.

HCR11 Box 275
Prescott, WA 99362
(509) 749-2217

Ralph Broetje, President

- Richland-Kennewick-Pasco, WA: KZHR-FM
- Walla Walla, WA: KTWY-FM

KNOX BROADCASTING CORP.

2435 Mansfield Rd.
Ashland, OH 44805-4539
(419) 289-2605

Fax: (419) 289-0304

Walter Stampfli, President

- Ashland, OH: WNCO-AM & FM
- Columbus, OH: WMVO-AM & WQIO-FM
- Galion, OH: WGLN-FM

KNZA INC.

427 1/2 Main
Seneca, KS 66538-1925
(913) 336-6166

Fax: (913) 336-3600

Gregory Buser, President

- Atchison, KS: KAIR-AM
- Hiawatha, KS: KNZA-FM
- Horton, KS: KAIR-FM
- Seneca, KS: KMZA-FM

KPSI RADIO CORP.

2100 E. Tahquitz
Palm Springs, CA 92262
(619) 325-2582
Fax: (619) 322-3562

Terry Masters, President

- Palm Springs, CA: KDES-AM & FM & KPSI-AM & FM

KRIG INC.

415 Beaumont
Ardmore, OK 73401
(405) 226-9850

Fax: (405) 223-6802

Homer H. Hillis, Jr., President

- Ardmore, OK: KACO-FM
- Nowata, OK: KRIG-FM
- Pawhuska, OK: KOMH-AM

KTC BROADCASTING INC.

Hwy. 150 West
Cherryville, NC 28021
(704) 435-3297

Fax: (704) 435-1217

Calvin Hastings, President/GM

- Charlotte-Gastonia-Rock Hill: WLON-AM
- Cherryville, NC: WCSL-AM

KVET BROADCASTING

PO Box 380
Austin, TX 78767-0380
(512) 495-1300

Fax: (512) 495-9423

Ron Rogers, President

- Austin: KVET-AM & FM & KASE-FM

KARAS, SOBOL, WOLINSKY

6001 Montrose Rd., Ste. 705
Rockville, MD 20852
(301) 881-5151

Fax: (301) 881-4874

Stan Karas, President

- Culpeper, VA: WCVA-AM & WCUL-FM
- Myrtle Beach, SC: WJXY-AM & FM & WSCA-FM

KASPAR BROADCASTING CO.

PO Box 220
Warrenton, MO 63383-0220
(314) 456-3311

Fax: (314) 456-8767

V. J. Kaspar, President

- Lafayette, IN: WILO-AM & WSHW-FM
- St. Louis: KWRE-AM & KFAV-FM

KELLY COMMUNICATIONS

3641 N. Meadowbrook Rd.
Peoria, IL 61604-1214
(309) 685-5975

Fax: (309) 685-7150

Bob Kelly, President

- Bloomington, IL: WIHN-FM
- Peoria, IL: WOAM-AM, WKZW-FM & WXCL-FM

Visit R&R's Web Site: <http://www.rronline.com>

K
L

K

KENMAR INC.

401 11th St., Ste. 200
Huntington, WV 25701-2226
(304) 523-8401
Fax: (304) 523-4848
Richard Kirtner, GM

- Huntington, WV-Ashland, KY: WCMI-AM, WRVC-AM & FM & WGGG-FM

KEY BROADCASTING INC.

PO Box 1450
Corbin, KY 40702-1450
(606) 528-9600
Fax: (606) 528-8487

Terry Forcht, President

- Columbia, KY: WAIN-AM & FM
- Crawfordsville, IN: WCVL-AM & WIMC-FM
- Danville, IL: WIAI-FM
- Hardinsburg, KY: WHIC-AM & WULF-FM
- London, KY: WFTG-AM & WWEL-FM
- Nashville: WDBL-AM & FM
- Olney, IL: WVLN-AM & WSEI-FM
- Paintsville, KY: WSIP-AM & FM
- Terre Haute, IN: WPRS-AM & WACF-FM
- Whitesburg, KY: WTCW-AM & WXKQ-FM

KIMBLE, GEORGE

PO Box 98
Waterloo, NY 13165-0098
(315) 781-7000
Fax: (315) 781-7700

George Kimble, President

- Rochester, NY: WLLW-FM
- Waterloo, NY: WNYR-FM

KIMBLE, GEORGE, ET. AL.

PO Box 1012, Buffalo St.
Canandaigua, NY 14424-6012
(716) 396-1690

George Kimble

- Rochester, NY: WCGR-AM, WGVA-AM & WMHX-FM

KNIGHT QUALITY STATIONS

63 Bay State Rd.
Boston, MA 02215-1802
(617) 262-1950

Fax: (617) 267-5160

Scott Knight, President

- Burlington, VT: WEZF-FM
- Manchester, NH: WGIR-AM & FM
- Portsmouth-Dover-Rochester, NH: WTMN-AM, WHEB-FM & WXHT-FM
- Worcester, MA: WTAG-AM & WSRS-FM

KOMMERSTAD COMMUNICATIONS CO. LLC

602 Laurel St.
Brainerd, MN 56401
(218) 829-2853

Fax: (218) 829-6983

Mike Overton, VP/GM

- Brainerd, MN: KVBR-AM, KLIZ-AM & FM & KFGI-FM
- Staples, MN: KNSP-AM
- Wadena, MN: KWAD-AM & KKWS-FM
- Walker, MN: KLLZ-AM & FM

KONOPNICKI, WILLIAM

PO Box 1250
Willcox, AZ 85644-1250
(520) 384-4626
Fax: (520) 384-4627

William Kopopnicki, President

- Eagar, AZ: KTHQ-FM
- Willcox, AZ: KHIL-AM & KWCX-FM

KORTES COMMUNICATIONS INC.

9181 SW Greenville Rd.
Greenville, MI 48838-9404
(616) 754-3656
Fax: (616) 754-2390

Jeffrey Kortés, President

- Big Rapids, MI: WYBR-FM
- Greenville, MI: WPLB-AM
- Lakeview, MI: WPLB-FM

KOVAS COMMUNICATIONS

2000 Lower Huntington Rd.
Ft. Wayne, IN 46819-1297
(708) 475-1590

Frank Kovas, President

- Chicago, IL: WONX-AM
- Ft. Wayne, IN: WGL-AM, WIFF-AM, WEJE-FM, WGL-FM & WGLL-FM

KUIPER STATIONS

PO Box 1808
Grand Rapids, MI 49501-1808
(616) 451-9387
Fax: (616) 451-8460

William E. Kuiper, Jr., President

- Grand Rapids, MI: WFUR-AM & FM & WQFN-FM
- Kalamazoo, MI: WKPR-AM

L

L. M. COMMUNICATIONS

1300 Greendale Rd.
Lexington, KY 40511-8710
(606) 233-1515

Fax: (606) 233-1517

Lynn Martin, President

- Charleston, SC: WNST-FM & WYBB-FM
- Charleston, WV: WCOZ-AM & WKLC-FM
- Lexington-Fayette, KY: WLXG-AM & WGKS-FM

LA MEDIA INTERESTS

PO Box 999
Lake Charles, LA 70601
(318) 439-3300

Jerry Goos

- Lake Charles, LA: KXZZ-AM, KBIU-FM & KYKZ-FM

LBJ BROADCASTING Co. LC

8309 North I-35, Ste. 200
Austin, TX 78753-5720
(512) 832-4001

Fax: (512) 832-4042

Luci Baines Johnson, Chairman Of Board

- Austin, TX: KLBj-AM & FM & KAJZ-FM

LH&S COMMUNICATIONS INC.

430 W. Erie, Ste. 505
Chicago, IL 60610-4033
(312) 943-6363

Fax: (312) 943-5109

Howard Murphy, President/CFO

- Morrison, IL: WZZT-FM
- Sterling, IL: WSDR-AM & WSSQ-FM

LA FAVORITA INC.

5815 Westside Rd.
Austell, GA 30001
(770) 944-6684

Fax: (770) 944-9794

Samuel Zamarron, President

- Atlanta, GA: WAOS-AM & WXEM-AM
- Gainesville, GA: WLBA-AM

LAGNIAPPE BROADCASTING INC.

1400 Easton Dr., Ste. 134
Bakersfield, CA 93309-9404
(805) 328-0118

Fax: (805) 328-1648

Rogers Brandon, President

- Bakersfield, CA: KGEO-AM & KGF-FM
- San Luis Obispo, CA: KDDB-FM

LAKE CITIES BROADCASTING CORP.

PO Box 999
Angola, IN 46703-0999
(219) 665-9554

Fax: (219) 665-9064

Thomas R. Andrews, President

- Angola, IN: WLKI-FM
- LaGrange, IN: WTHD-FM
- Montpelier, OH: WLZZ-FM

LAKE MICHIGAN BROADCASTING INC.

215 Harbor Dr.
Ludington, MI 49431
(616) 845-6233

Roger Baerwolf, President/CEO

- Ludington, MI: WKLA-AM & FM
- Manistee, MI: WMTE-AM
- Scottville, MI: WKZC-FM

LANE, DOUGLAS

1049 N. Sekol Ave.
Scranton, PA 18504-1040
(717) 344-1221

Fax: (717) 344-0996

Douglas Lane, President

- Wilkes Barre-Scranton: WICK-AM, WYCK-AM & WWDL-FM

LANGFORD, LARRY, JR.

3371 Cleveland Rd. Ext. #310
South Bend, IN 46628-9780
(219) 271-9333

Fax: (219) 271-0494

Larry Langford, Jr.

- Cassopolis, MI: WGTO-AM
- South Bend, IN: WUBU-FM

LARTIQUE MULTIMEDIA SYSTEMS INC.

John T Lynch

- Boise, ID: KGEM-AM, KCID-FM, KJOT-FM & KQXR-FM
- Twin Falls, ID: KLIX-AM & FM & KEZJ-FM

L

LATTO GROUP

5732 Eagle View Dr.
Duluth, MN 55803-9498
(218) 729-9888

Lew Latto

- Coleraine, MN: KGPZ-FM
- Duluth, MN-Superior, WI: WEVE-AM & FM

LAWDER, HAROLD L

9077 Ava Rd.
Ava, IL 62907-2911
(618) 426-3308

Fax: (618) 426-3310

Harold L. Lawder, Owner

- Lutesville, MO: KMHM-FM
- Marion-Carbondale, IL: WXAN-FM

LEIGHTON ENTERPRISES

619 Mall Germain
St. Cloud, MN 56301
(320) 251-1450

Fax: (320) 251-8952

Alver Leighton, President

- Detroit Lakes, MN: KDLM-AM
- Grand Forks, ND-MN: KNOX-AM & FM & KYCK-FM
- Pelican Rapids, MN: KBOT-FM
- St. Cloud, MN: KNSI-AM, KCLD-FM & KZPK-FM

LIBERMAN BROADCASTING INC.

5724 Hollywood Blvd.
Los Angeles, CA 90028-6706
(213) 461-9300

Jose Liberman, President

- Los Angeles: KKHJ-AM, KWIZ-AM & FM, KBUE-FM & KYKF-FM

LIGGETT BROADCAST INC.

3420 Pine Tree Rd.
Lansing, MI 48911
(517) 394-4404

Fax: (517) 394-3570

Robert Liggett, Jr., Chairman

- Lansing-East Lansing, MI: WVFN-AM, WJIM-AM & FM, WFMK-FM, WITL-FM & WVIC-FM
- Saginaw-Bay City-Midland: WHNN-FM

LINDER BROADCASTING GROUP

PO Box 1420
Mankato, MN 56002-1420
(507) 345-4537

John Linder, CEO

- Glencoe, MN: KARP-FM
- Mankato, MN: KTOE-AM
- Marshall, MN: KMHL-AM & KKCK-FM
- Minneapolis-St. Paul: KWOM-AM
- North Mankato, MN: KDOG-FM
- St. James, MN: KXAC-FM & KXAX-FM
- Tracy, MN: KARL-FM
- Worthington, MN: KITN-FM

LINN, JOHN R.

c/o WJBX, 12995 So Cleveland Ave.
Ft. Myers, FL 33907
(941) 275-9980

Fax: (941) 275-5611

John R. Linn, President

- Cleveland: WABQ-AM
- Ft. Myers-Naples-Marco Island: WJBX-FM & WJST-FM
- Ft. Wayne, IN: WDJB-FM

LITTLE DIXIE RADIO

PO Box 1068
McAlester, OK 74502-1068
(918) 423-1460

Fax: (918) 423-7119

Francis Stipe, President

- McAlester, OK: KNED-AM, KTMC-AM & FM & KMCO-FM

LOESCH, L.F. & M.A.

PO Box 950
Edenton, NC 27932-0950
(919) 482-2103

Fax: (919) 482-5591

Lawrence Loesch, President

- Columbia, NC: WRSF-FM
- Edenton, NC: WZBO-AM & WERX-FM

LOGAN RIVER MEDIA

PO Box 6280
Logan, UT 84341-6280
(801) 753-2200

Fax: (801) 753-8211

Steve Skinner, President

- Smithfield, UT: KNUC-FM
- Tremonton, UT: KNFL-AM & FM

LOTUS COMMUNICATIONS CORP.

6290 Sunset Blvd., Ste. 1600
Los Angeles, CA 90028-4616
(213) 461-8225

Fax: (213) 467-8256

Howard Kalmenson, President

- Chicago: WTAQ-AM
- Fresno: KGST-AM & KLBN-FM
- Las Vegas, NV: KENO-AM, KORK-AM, KOMP-FM & KXPT-FM
- Los Angeles: KWKW-AM
- Reno, NV: KHIT-AM, KOZZ-AM & FM & KDOT-FM
- San Antonio, TX: KZDC-AM & KZEP-FM
- Simi Valley, CA: KWNK-AM
- Tucson, AZ: KTKT-AM, KFMA-FM & KLPX-FM
- Zion, IL: WTAU-AM

LOVCOM INC.

PO Box 5086
Sheridan, WY 82801
(307) 672-7421

Fax: (307) 672-2933

William Kim Love, President

- Fort Morgan, CO: KFTM-AM & KBRU-FM
- Rocky Ford, CO: KHUG-FM
- Sheridan, WY: KROE-AM & FM

LUTHERAN CHURCH-MISSOURI SYNOD

85 Founders Ln.
St. Louis, MO 63105-3059
(314) 725-0099

Fax: (314) 725-3801

Paul Devantier, President

- McCook, NE: KNGN-AM
- St. Louis: KFUE-AM & FM

M

M & H BROADCASTING CORP.

PO Box 330
Sweetwater, TN 37874-0330
(615) 337-5025

Fax: (615) 337-5026

- Englewood, TN: WENR-AM
- Sweetwater, TN: WDEH-AM & FM

Topping the charts as *THE* radio industry source.

- INVESTING IN RADIO MARKET REPORT
- RADIO OWNERSHIP FILE
- RADIO YEARBOOK
- RADIO RANKERS
- STATE OF THE RADIO INDUSTRY

BIA Publications, Inc. offers you a wide range of books and software programs filled with accurate and up-to-date data to help you make the right decisions in today's ever-changing radio industry.

- SPECIALIZED RESEARCH
- MASTERACCESS CONTACTS
- MASTERACCESS ANALYZER
- COVERAGE MAPS
- THE BIA MONITOR

**BIA PUBLICATIONS, INC.**

14595 Avion Parkway, Suite 500, Chantilly, VA 20151
800-331-5086 • Internet: <http://www.biacompanies.com>

M M

M&M BROADCASTING INC.

685 East 1675 North
Michigan City, IN 46360-9503
(219) 874-9467
Fax: (219) 874-2464

Thomas McDermott, Owner/President

- Chicago: WJOB-AM, WXR-AM & WZVN-FM
- Michigan City, IN: WIMS-AM

M.B. COMMUNICATIONS INC.

51 Academy Pl.
Canandaigua, NY 14424-1201
(716) 394-2795
Fax: (315) 536-3299

Russ Kimble, President

- Penn Yan, NY: WYLF-AM
- Rochester, NY: WFLK-FM

M.L. MEDIA, LP

350 Park Ave., 16th Fl.
New York, NY 10022
(212) 980-7110
Fax: (212) 980-8374

I. Martin Pompadur, President

- Bridgeport, CT: WICC-AM & WEBE-FM
- Cleveland: WQAL-FM
- Los Angeles: KORQ-AM & KEZY-FM
- Rio Piedras, PR: WFID-FM
- San Juan, PR: WUNO-AM

MEG ASSOCIATES LIMITED

PO Box 484
Oakton, VA 22124-0484
(703) 620-3275

J. Taylor Montfort, General Partner

- Albany-Schenectady-Troy: WCSS-AM & WBKK-FM
- Portland, ME: WCLZ-AM & FM

MSB Inc.

1020 Southwest 25th St.
Fargo, ND 58103
(701) 237-5346
Fax: (701) 235-4042

John McFarlane, President/CEO

- Fargo, ND-Moorhead, MN: KFGO-AM & FM, KVOX-AM & FM, KFGX-FM & KPHT-FM

MTS BROADCASTING

PO Box 237
Cambridge, MD 21613-0237
(410) 228-4800
Fax: (410) 228-0130

Tom Mulitz, President

- Cambridge, MD: WCEM-AM & FM
- Hurler, MD: WAAI-FM
- Salisbury-Ocean City, MD: WTDK-FM

MACDONALD BROADCASTING Co.

2000 Whittier St.
Saginaw, MI 48601-2271
(517) 752-8161
Fax: (517) 752-8102

Mac MacDonald Jr., President

- Cadillac, MI: WATT-AM
- Lansing-East Lansing, MI: WILS-AM & WHZZ-FM
- Northwest Michigan: WMBN-AM, WMKT-AM, WKHQ-FM, WLXT-FM & WLXV-FM
- Saginaw-Bay City-Midland: WSAM-AM & WKCQ-FM

MAGIC BROADCASTING INC.

c/o WDEN, Box 46
Macon, GA 31202
(912) 745-3383
Fax: (912) 745-9693

Don McCoy, President/CEO

- Macon, GA: WDDO-AM, WDEN-AM & FM, WMGB-FM & WPEZ-FM
- Monterey-Salinas-Santa Cruz: KTOM-AM & FM

MAGIC CITY MEDIA INC.

1912 Capitol Ave., Ste. 300
Cheyenne, WY 82001
(307) 632-4400
Fax: (307) 632-1818

Victor Michael Jr., President

- Cheyenne, WY: KMRZ-AM, KIGN-FM, KKAZ-FM & KLEN-FM

MAGNOLIA BROADCASTING Co.

131 S. Jackson St., # 430
Magnolia, AR 71753-3524
(501) 234-5862
Fax: (501) 234-5865

Ken Sibley, President

- Magnolia, AR: KVMA-AM
- Oklahoma City: KZUE-AM

MAGNUM RADIO INC.

1021 N. Superior Ave.
Tomah, WI 54660-1100
(608) 372-9600
Fax: (608) 372-7566

Dave Magnum, President

- Tomah, WI: WTMB-AM, WBOG-FM & WUSK-FM

MAHAFFEY ENTERPRISES

PO Box 4584
Springfield, MO 65808
(417) 883-9180
Fax: (417) 883-9096

John B. Mahaffey, President

- Coffeyville, KS: KGGF-AM & KUSN-FM
- Osage Beach, MO: KRMS-AM & KYLC-FM
- Rolla, MO: KTTR-AM & KZNN-FM
- St. James, MO: KTTR-FM

MAJAC OF MICHIGAN INC.

3217 Lapeer Rd.
Flint, MI 48503-4423
(810) 744-1570
Fax: (810) 743-2500

Jack Steenbarger, President

- Flint, MI: WWCK-AM & FM & WAHV-FM
- Owosso, MI: WOAP-AM

MAJOR MARKET STATIONS

PO Box 100
Corona, CA 91718-0100
(909) 737-1370
Fax: (909) 735-9572

William Robert, President

- Apple Valley, CA: KWRN-AM
- Riverside-San Bernardino: KWRM-AM

MALKAN BROADCAST ASSOCIATION

PO Box 9757
Corpus Christi, TX 78469-9757
(512) 883-3516
Fax: (512) 882-9767

Audrey Malkan, Owner

- Corpus Christi, TX: KEYS-AM, KKBA-FM & KZFM-FM
- Lobelville, TN: WFGZ-FM
- Waynesboro, TN: WTNR-AM & WFRQ-FM

MALVERN ENTERTAINMENT CORP.

1402 Hwy. 270 West
Malvern, AR 72104-2105
(501) 332-6981
Fax: (501) 332-6984

Scott A. Gray, President

- Malvern, AR: KBOK-AM & FM & KISI-FM

MARATHON MEDIA LLC

PO Box 308
Spring Grove, MN 55974
(507) 498-5720
Fax: (507) 498-5766

Chris Devine, President

- Antigo, WI: WATK-AM & WRLO-FM
- Decorah, IA: KVIK-FM
- La Crosse, WI: KQYB-FM & KSOF-FM

MARK MEDIA GROUP

Box 607, 401 Sawmill Rd.
Burnsville, NC 28714-0607
(704) 682-6221
Fax: (704) 682-0998

J. Ardell Sink, President/CEO

- Asheville, NC: WISE-AM & WTZQ-AM
- Burnsville, NC: WKYK-AM
- Spruce Pine, NC: WTOE-AM

MARLIN BROADCASTING INC.

32 Fairfield St.
Boston, MA 02116-2542
(617) 267-0515
Fax: (617) 421-9885

Howard P. Tanger, President/CEO

- Boston: WBOQ-FM
- Miami-Ft. Lauderdale-Hollywood: WTMF-FM

MARS HILL BROADCASTING Co. Inc.

4044 Makyes Rd.
Syracuse, NY 13215-9797
(315) 469-5051

John R. Green, GM

- Syracuse, NY: WMHR-FM
- Watertown, NY: WMHI-FM

M

MARSHALL MEDIA GROUP INC.

219 N. Main, Ste. 600
Bryan, TX 77803-5337
(409) 779-3337
Fax: (409) 779-3444

Pluria Marshall Jr., President

- Bryan-College Station, TX: KHRN-FM
- Chicago, IL: WLTH-AM

MARTIN BROADCASTING

4638 Decker Dr.
Baytown, TX 77520-1418
(281) 837-7777
Fax: (713) 424-7588

Darrell E. Martin, President

- Beaumont-Port Arthur, TX: KZZB-AM
- Houston-Galveston: KCHC-AM
- Killeen-Temple, TX: KRMV-AM
- San Antonio, TX: KCHL-AM
- Wharton, TX: KANI-AM

MARTZ COMMUNICATIONS GROUP

5595 Liberty Rd.
Chagrin Falls, OH 44022-3525
(216) 498-1221
Fax: (216) 498-1621

Timothy D. Martz, President

- Norway, MI: WZNL-FM
- Presque Isle, ME: WBPW-FM & WQHR-FM
- Sault Sainte Marie, MI: WKNW-AM & WYSS-FM
- Sturgeon Bay, WI: WSRG-FM

MAUMEE VALLEY BROADCASTING INC.

709 N. Perry St.
Napoleon, OH 43545-1520
(419) 592-8060
Fax: (419) 592-1085

C. Richard McBroom, CEO/President

- Defiance, OH: WONW-AM & WZOM-FM
- Napoleon, OH: WNDH-FM

MAX MEDIA PROPERTIES

900 Laskin Rd.
Virginia Beach, VA 23451-3905
(757) 437-9800
Fax: (757) 437-0034

John Trinder, President/COO

- Greensboro-Winston Salem-High Point: WQMG-AM & FM, WJMH-FM & WMQX-FM
- Norfolk-Virginia Beach-Newport News: WFOG-AM & FM, WNVZ-FM, WPTE-FM & WWDE-FM

MCCARTHY ENTERPRISES

1588 Charles Dr.
Redding, CA 96003-1459
(916) 244-9700
Fax: (916) 244-9707

Craig McCarthy, President

- Redding, CA: KEGR-FM, KEWB-FM & KNCQ-FM

McCLURE BROADCASTING

1353 13th Ave.
Columbus, GA 31901
(706) 327-1217
Fax: (706) 596-4600

Chuck McClure, Jr., President

- Atlanta: WCHK-AM & WGST-FM
- Columbus, GA: WRCG-AM & WCGQ-FM
- Macon, GA: WMKS-FM

McCoy BROADCASTING Co.

4700 SW Macadam Ave.
Portland, OR 97201-4264
(503) 796-1070
Fax: (503) 796-0525

Craig McCoy, President

- Chico, CA: KNSN-AM, KPAY-AM, KHSL-FM & KMXI-FM
- Eugene-Springfield, OR: KPNW-AM, KDUK-FM & KODZ-FM
- Pueblo, CO: KCCY-FM & KDZA-FM

MCDONALD INVESTMENT Co. INC.

One Office Park Circle, Ste. 300
Birmingham, AL 35223-2530
(205) 879-0456

Jack Standridge

- Eugene-Springfield, OR: KNRQ-AM & FM & KZEL-FM
- Montgomery, AL: WHHY-AM, WJCC-FM & WXXF-FM
- Oxnard-Ventura, CA: KVEN-AM, KBBY-FM & KHAY-FM

McGraw, R. & K.

228 Randolph Ave.
Elkins, WV 26241
(304) 636-8800
Fax: (304) 266-6648

Richard H. McGraw, President

- Buckhannon, WV: WBUC-AM & WBTO-FM
- Cadiz, OH: WCDK-FM
- Morgantown-Clarksburg-Fairmont: WBUC-FM & WVUC-FM
- Weirton, WV: WEIR-AM

MCKENZIE RIVER BROADCASTING

925 Country Club Rd., Ste. 200
Eugene, OR 97401-2271
(541) 484-9400
Fax: (541) 344-9424

John Q. Tilson, III, President

- Eugene-Springfield, OR: KKXO-AM, KKNU-FM & KMGE-FM

McNAUGHTON STATIONS

208 W. Jefferson Ave.
Effingham, IL 62401-2346
(217) 342-4141
Fax: (217) 342-4143

Joe McNaughton, Chairman

- Beaver Dam, WI: WBEV-AM & WXRO-FM
- Chicago: WBIG-AM, WRMN-AM & WJKL-FM
- Columbus, WI: WYKY-FM
- Effingham, IL: WCRA-AM & WCRC-FM
- Las Vegas: KSHP-AM
- Terre Haute, IN: WCBH-FM

MEGA BROADCASTING

333 Sylvan Ave.
Englewoods Cliffs, NJ 07632
(201) 541-9555
Fax: (201) 541-9669

Alfredo Alonso, President/CEO

- Hartford-New Britain-Middletown: WNEZ-AM
- Philadelphia: WURD-AM

MERCED RADIO PARTNERS

1360 W. 18th St.
Merced, CA 95340-5054
(209) 723-2191

Fax: (209) 383-2850

Edward Hoyt, Owner

- Merced, CA: KYOS-AM, KABX-FM & KIBG-FM

MERCHANTS BROADCASTING SYSTEM OF GA

PO Box 879
Blakely, GA 31723-0879
(912) 723-2677

Fax: (912) 524-2265

Gilbert M. Kelley, Sr., President

- Blakely, GA: WBBK-AM & FM
- Donalsonville, GA: WGMK-FM

MERCURY RADIO COMMUNICATIONS

464 Franklin St.
Buffalo, NY 14202-1302
(716) 881-4555
Fax: (716) 888-9789

Charles Banta, President

- Buffalo-Niagara Falls, NY: WHTT-AM & FM, WEDG-FM & WGRF-FM

MERIDIAN BROADCASTING

2824 Palm Beach Blvd.
Ft. Myers, FL 33916
(941) 334-1111

Joe Schwartzel, President

- Ft. Myers-Naples-Marco Island: WNOG-AM & FM & WARO-FM

MESA ENTERTAINMENT

1100 S. Grant Ave.
Odessa, TX 79761-6614
(915) 333-1227
Fax: (915) 333-3044

Deeanna Velasquez, President

- Kermit, TX: KERB-AM & FM
- Odessa-Midland, TX: KOZA-AM

METROPOLITAN RADIO GROUP INC.

3801 Skillern Blvd.
Flower Mound, TX 75028-5048
(817) 430-3548

Gary Acker, President

- Kansas City: KCTE-AM
- Little Rock, AR: KGHT-AM
- Mansfield, LA: KJVC-FM
- Sarasota-Bradenton, FL: WBRD-AM & WTMV-AM
- Shreveport, LA: KIOU-AM
- St. Louis: WEW-AM
- Tampa-St. Petersburg-Clearwater: WRXB-AM

M

M

MEYER COMMUNICATIONS INC.

3000 East Chestnut Expressway
Springfield, MO 65802-2500
(417) 862-3990
Fax: (417) 869-7675

Kenneth E. Meyer, President

- Columbia, MO: KFAL-AM
- Fulton, MO: KKCA-FM
- Kennett, MO: KBOA-AM & KTMO-FM
- Piggott, AR: KBOA-FM
- Springfield, MO: KWTO-AM & FM & KTXR-FM

MID ATLANTIC NETWORK

PO Box 3300
Winchester, VA 22604
(540) 667-2224

Fax: (540) 722-3295

John Lewis, President

- Fredericksburg, VA: WFVA-AM & WBQB-FM
- Harrisonburg, VA: WKCY-AM & FM
- Winchester, VA: WINC-AM & FM

MID-AMERICA RADIO GROUP

60 N. Wayne St.
Martinsville, IN 46151-1561
(317) 349-1485

Fax: (317) 342-3569

David Keister, President

- Kokomo, IN: WZWZ-FM
- Marion, IN: WBAT-AM
- Richmond, IN: WKBV-AM & WFMG-FM
- Royal Center, IN: WHZR-FM

MID-WEST FAMILY BROADCAST GROUP

2740 Ski Ln.
Madison, WI 53713-3267
(608) 273-1000

Fax: (608) 273-3588

William R. Walker, President/Director

- Appleton-Oshkosh, WI: WNAM-AM, WOSH-AM, WOGB-FM, WUSW-FM & WVBO-FM
- Bridgman, MI: WYTZ-FM
- Hartford, MI: WZTY-FM
- La Crosse, WI: WIZM-AM & FM
- Madison, WI: WTDY-AM, WJJO-FM & WMGN-FM
- Saginaw-Bay City-Midland: WIXC-FM
- South Haven, MI: WCSY-AM & FM
- Springfield, IL: WMAY-AM, WNNS-FM & WQLZ-FM
- Springfield, MO: KKLH-FM & KOSP-FM
- St. Joseph, MI: WSJM-AM & WIRX-FM

MIDCONTINENT MEDIA

7900 Xerxes Ave. S., Ste. 1100
Minneapolis, MN 55431-1108
(612) 844-2600

Fax: (612) 844-2660

N. L. Bentson, Chairman/CEO

- Sioux Falls, SD: KWSN-AM, KELO-AM & FM & KRRO-FM

MIDLAND BROADCASTERS INC.

PO Box 4407
Topeka, KS 66604-0407
(913) 272-2122

Fax: (913) 272-6219

Frederick Reynolds Jr., President

- Topeka, KS: KTOP-AM & KMAJ-AM & FM

MIDWAY BROADCASTING CO.

Midway Route Box 446
Monticello, AR 71655
(501) 367-6854

Fax: (501) 567-9564

Truman Hamilton, Owner/GM

- Dermott, AR: KXSA-FM
- Monticello, AR: KHBM-AM & FM

MIDWEST BROADCASTING CORP.

29200 Vassar St., #650
Livonia, MI 48152-0338
(810) 477-4600

Fax: (810) 477-6911

Jon R. Yinger, President/CEO

- Detroit: WLQV-AM
- Flint, MI: WTAC-AM
- Ft. Wayne, IN: WLYV-AM
- Lansing-East Lansing, MI: WLCM-AM

MIDWEST COMMUNICATIONS INC.

PO Box 23333
Green Bay, WI 54305-3333
(414) 435-3771

Fax: (414) 455-1155

Duke E. Wright, President

- Appleton-Oshkosh, WI: WNCY-FM, WOZZ-FM & WROE-FM
- Coldwater, MI: WTVB-AM
- Green Bay, WI: WGEE-AM, WNFL-AM, WIXX-FM & WLTM-FM
- Kalamazoo, MI: WNWN-AM & FM & WFAT-FM
- Wausau-Stevens Point, WI: WRIG-AM, WSAU-AM, WDEZ-FM, WIFC-FM & WOFM-FM

MIDWEST DIMENSIONS

PO Box 3450
Oshkosh, WI 54903-3450
(414) 236-4242

Fax: (414) 236-4240

James Coursolle, President/GM

- Appleton-Oshkosh, WI: WKFX-FM & WPKR-FM
- Waupun, WI: WMRH-AM

MIDWEST TV INC.

509 S. Neil St.
Champaign, IL 61820-5219
(217) 356-8333

Fax: (217) 373-3648

August C. Meyer Jr., President

- Peoria, IL: WMBD-AM & WMXP-FM
- San Diego: KFMB-AM & FM

MIDWESTERN BROADCASTING

2965 Pickle Rd.
Toledo, OH 43616-4020
(419) 691-1470

Fax: (419) 691-0396

Lewis W. Dickey, President

- Atlanta: WCNN-AM & WALR-AM & FM
- Marietta, GA: WFOM-AM
- Toledo, OH: WLQR-AM & WWWW-FM

MIDWESTERN BROADCASTING CO.

314 E. Front St.
Traverse City, MI 49684-2528
(616) 947-7675

Fax: (616) 929-3988

Ross A. Biederman, President/Treasurer

- Alpena, MI: WATZ-AM & FM
- Cadillac, MI: WKJF-AM & FM
- Northwest Michigan: WCCW-AM & FM, WTCM-AM & FM & WBCM-FM

MIFFLIN COUNTY BROADCASTING CO.

PO Box 667
Lewistown, PA 17044-0667
(717) 248-6757

Fax: (717) 248-6759

Frank P. Troiani, President

- Huntingdon, PA: WLAK-FM
- Lewistown, PA: WIEZ-AM, WMRF-FM & WCHX-FM

MILLENNIUM MEDIA INC.

PO Box 420
Gallup, NM 87305-0420
(505) 863-6851

Fax: (505) 863-2429

George M. Malti, President

- Gallup, NM: KYVA-AM, KKOR-FM & KXXI-FM

MILLER BROADCASTING INC.

939 Bayou Dr.
Shreveport, LA 71105
(318) 869-1301

John Mitchell, President

- Shreveport, LA: KASO-AM & FM
- Texarkana, TX-AR: KYGL-FM

MINNESOTA PUBLIC RADIO

45 E. 7th St.
St. Paul, MN 55101-2274
(612) 290-1500

Fax: (612) 290-1415

- Cloquet, MN: WSCN-FM
- Duluth, MN: WSCD-FM
- Minneapolis-St. Paul: WMNN-AM & KSJN-FM

MISSISSIPPI VALLEY BROADCASTERS LLC

201 Main, Ste. 400
La Crosse, WI 54601-0715
(608) 782-1063

Fax: (608) 782-8340

Howard Bill, President

- La Crosse, WI: WLFN-AM, WLXR-FM & WQCC-FM

M

MISSOURI OZARKS RADIO NETWORK

983 East Hwy. 160
West Plains, MO 65775
(417) 256-3131
Fax: (417) 256-0948

Tom Marhefka, Owner

- West Plains, MO: KWPM-AM & KSPQ-FM
- Willow Springs, MO: KUKU-AM & FM

MITCHELL BROADCASTING Co.

1001 Farnam-on-the-Mall
Omaha, NE 68102
(402) 342-2000
Fax: (402) 346-5748

John C. Mitchell, Owner

- Omaha-Council Bluffs: KKAR-AM, KOIL-AM, KGDE-FM & KQKQ-FM

MOFFIT, THOMAS H.

400 W. Lake Brantley
Altamonte Springs, FL 32714-2715
(407) 682-9494
Fax: (407) 682-7005

Thomas H. Moffit Sr., President

- Knoxville: WMEN-AM
- Orlando: WTLN-AM & FM
- York, PA: WGCB-AM & FM

MONDOSPHERE BROADCASTING

966 East Essex Dr.
Fresno, CA 93720
(209) 434-1715
Fax: (209) 434-2429

Clifford N. Burnstein, co-President

- Bakersfield, CA: KHIS-AM & FM, KDNO-FM, KKXX-FM & KRAB-FM
- Fresno: KYNO-AM, KFRR-FM & KJFX-FM
- Modesto, CA: KHOP-FM
- San Luis Obispo, CA: KSLY-FM & KSTT-FM
- Santa Maria, CA: KXFM-FM

MONROE-STEPHENS BROADCASTING INC.

1589 S. Barton
Arlington, VA 22204
(405) 247-6682

Stanton Nelson, President

- Anadarko, OK: KRPT-AM
- Lawton, OK: KRPT-FM

MONTGOMERY BROADCASTING LTD.

1806 Capitol Ave.
Cheyenne, WY 82001-4530
(307) 634-4461
Fax: (307) 634-8586

David H. Montgomery, Managing Partner

- Cheyenne, WY: KFBC-AM
- Laramie, WY: KIMX-FM

MONTROSE BROADCASTING CORP.

Locust St. at High St.
Montrose, PA 18801
(717) 278-2811
Fax: (717) 278-1442

- Danville, PA: WPGM-AM & FM
- Montrose, PA: WPEL-AM & FM

MOODY BIBLE INSTITUTE OF CHICAGO INC.

820 N. LaSalle Blvd.
Chicago, IL 60610
(312) 329-4000

Joseph M. Stowell, President

- Atlanta: WAFS-AM
- Cleveland: WCRF-FM
- East Moline, IL: WDLM-AM
- Spokane, WA: KMBI-AM & FM

MOON SONG COMMUNICATIONS INC.

18626 Wessex
San Diego, CA 92128
(619) 673-3900

Jerry Evans, President/CEO

- Bangor, ME: WSNV-FM
- Springfield, MO: KQMO-FM

MOORE, A. T.

2097 N. Hearne Ave.
Shreveport, LA 71107-7131
(318) 222-2744
Fax: (318) 425-7507

A. T. Moore, President

- Alexandria, LA: KWDF-AM
- Shreveport, LA: KFLO-AM

MORAN, DAVID H.

Route 3, Box 316-B
Moneta, VA 24121
(540) 721-1161

Fax: (540) 721-1842

David H. Moran, Owner

- Roanoke-Lynchburg, VA: WKBA-AM, WKPA-AM & WLNI-FM
- Wilmington, NC: WMYT-AM

MORGAN MURPHY STATIONS

500 W. Boone Ave.
Spokane, WA 99201-2404
(509) 328-6292
Fax: (509) 325-0676

Elizabeth Murphy Burns, President

- Spokane, WA: KKPL-AM, KTRW-AM, KXLY-AM & FM & KZZU-FM

MORRIS COMMUNICATIONS CORP.

725 Broad St.
Augusta, GA 30901-1305
(706) 724-0851

Fax: (706) 722-7125

Billy Morris, President

- Amarillo, TX: KGNC-AM & FM
- Topeka, KS: WIBW-AM & FM

MORTENSON BROADCASTING

3191 Nicholasville Rd., Ste. 600
Lexington, KY 40503-3318
(606) 245-1000

Fax: (606) 245-1600

Jack Mortenson, President

- Huntington, WV-Ashland, KY: WEMM-FM
- Kansas City: KGGN-AM
- Lexington-Fayette, KY: WCGW-AM & WJMM-FM
- Louisville, KY: WLLV-AM
- Pittsburgh, PA: WDSY-AM
- Raleigh-Durham, NC: WCLY-AM

MOSS ENTERTAINMENT

1000 Lionridge Loop
Vail, CO 81657-4454
(303) 476-7444

Charles Moss

- Aspen, CO: KRKE-AM & KSPN-FM
- Eagle, CO: KTUN-FM

MOSS, GARY L.

PO Box 1629
Cleburne, TX 76033-1629
(817) 386-8804
Fax: (817) 386-8804

Gary L. Moss

- Dallas-Ft. Worth: KCLE-AM
- Glen Rose, TX: KCLE-FM
- Hamilton, TX: KCLW-AM
- San Saba, TX: KBAL-AM

MOUNTAIN WIRELESS

Box 159
Skowhegan, ME 04976-0159
(207) 474-5171
Fax: (207) 474-3299

Alan Anderson

- Augusta-Waterville, ME: WSKW-AM, WCTB-FM & WTOS-FM

Mt. RUSHMORE BROADCASTING INC.

PO Box 804
Custer, SD 57730-0804
(605) 673-5327

Jan Gray, President

- Casper, WY: KASS-FM & KQLT-FM
- Custer, SD: KFCR-AM
- Hot Springs, SD: KZMX-AM & FM
- Rawlins, WY: KRAL-AM & KIQZ-FM
- Torrington, WY: KGOS-AM & KERM-FM

Mt. WILSON FM BROADCASTERS

1500 Cotner
Los Angeles, CA 90025-3303
(310) 478-5540
Fax: (310) 478-4189

Saul Levine, President

- Los Angeles: KNNS-AM, KGIL-AM & KKGO-FM
- San Francisco: KNOB-AM & KKHI-FM

MULTICULTURAL RADIO BROADCASTING INC.

449 Broadway, 2nd Fl.
New York, NY 10013-2549
(212) 966-1059
Fax: (212) 966-9580

Arthur Liu, President

- Houston-Galveston: KPXE-AM
- Los Angeles: KALI-AM & FM
- New York: WKDM-AM & WNWK-FM

MUSTANG BROADCASTING Co.

715 Horizon Dr., Ste. 430
Grand Junction, CO 81506-8731
(970) 243-1230
Fax: (970) 245-5858

Paul F. Fee, President

- Grand Junction, CO: KEXO-AM, KQIL-AM, KKNN-FM & KQIX-FM

M
•
N

M

MYSTAR COMMUNICATIONS CORP.

10585 N. Meridian St., Ste. 101
Indianapolis, IN 46290-1066
(317) 844-8372

Michael S. Maurer, Chairman

- Indianapolis, IN: WMYS-AM, WTPJ-FM & WZPL-FM

N

NASSAU BROADCASTING PARTNERS, LP

600 Alexander Rd., Bldg. 2
Princeton, NJ 08540-6011
(609) 924-1515

Fax: (609) 924-1584

Louis Mercatanti Jr., President/Chairman

- Franklin, NJ: WSUS-FM
- Monmouth-Ocean, NJ: WADB-AM, WOBM-AM & FM, WJLK-FM & WQNJ-FM
- Newton, NJ: WNNJ-AM & FM
- Trenton, NJ: WHWH-AM, WTTM-AM, WCHR-FM & WPST-FM
- Wilkes Barre-Scranton: WVPO-AM, WHCY-FM & WSBG-FM

NATIONWIDE COMMUNICATIONS INC.

1 Nationwide Plaza, 27th Floor
Columbus, OH 43215-2423
(614) 249-7676

Fax: (614) 249-6995

Steven P. Berger, President

- Baltimore, MD: WPOC-FM
- Cleveland: WGAR-FM, WMJI-FM & WMMS-FM
- Columbus, OH: WCOL-AM & FM & WNCI-FM
- Dallas-Ft. Worth: KDMX-FM & KEGL-FM
- Houston-Galveston: KHMx-FM & KTBZ-FM
- Minneapolis-St. Paul: KSGS-AM & KMJZ-FM
- Phoenix, AZ: KHTC-FM & KZZP-FM
- San Diego: KMCG-FM, KCEO-AM & KXGL-FM

NEBRASKA RURAL RADIO ASSOCIATION

PO Box 239
Scottsbluff, NE 69363-0239
(308) 632-7121

Fax: (308) 635-1079

- Lexington, NE: KRVN-AM & FM
- Scottsbluff, NE: KNEB-AM & FM

NELSON, DAVID, ET AL

944 Harlem St.
Altoona, WI 54720-1127
(715) 832-1530

Fax: (715) 832-5329

David Nelson, Owner

- Eau Claire, WI: WAYY-AM, WEAQ-AM, WAXX-FM, WECL-FM & WIAL-FM

NEUHOFF BROADCASTING CORP.

PO Box 2989
Springfield, IL 62708-2989
(217) 528-3033

Fax: (217) 528-5348

Geoffrey H. Neuhoff, President

- Danville, IL: WDAN-AM, WDNL-FM & WWDZ-FM

NEW CENTURY AZ LLC

4745 North Seventh, #410
Phoenix, AZ 85014
(602) 266-1360

Fax: (602) 263-4844

Ms. Bijen Dyrek, CFO

- Phoenix, AZ: KGME-AM, KEDJ-FM & KHOT-FM

NEW CENTURY MEDIA

190 Queen Anne Ave. N
Seattle, WA 98109-4926
(310) 285-2295

Fax: (310) 286-2376

Michael O'Shea, President

- Seattle-Tacoma: KJR-AM & FM & KUBE-FM

NEW DIRECTIONS MEDIA

PO Box 2475
Greeley, CO 80632-2475
(970) 353-6522

Fax: (970) 353-6523

Bob Zellmer, President

- Brush, CO: KSIR-FM
- Wray, CO: KRZD-AM & KATR-FM

NEW FRONTIER COMMUNICATIONS INC.

4555 E. University, Ste. D-1
Odessa, TX 79762
(915) 550-5499

Fax: (915) 550-7225

Tommy R. Vascocu, President/CEO

- Odessa-Midland, TX: KMND-AM, KGEE-FM, KNFM-FM & KODM-FM

NEW PLANET RADIO

1710 Vallejo St.
San Francisco, CA 94123
(415) 673-6123

Fax: (415) 922-2740

Scott Fey, President

- Honolulu: KRTR-FM
- Phoenix, AZ: KBZR-FM

NEW RIVER MEDIA GROUP

7080 Lee Hwy.
Radford, VA 24141-8416
(540) 633-5330

Fax: (540) 633-2998

David R. Roederer, VP/GM

- Blacksburg-Christiansburg-Radford-Pulaski: WNNI-AM, WPSK-FM & WVMJ-FM

NEW SOUTH COMMUNICATIONS INC.

3436 Hwy. 45 North
Meridian, MS 39301-1509
(601) 693-2973

Fax: (601) 483-9826

Frank Holladay, President

- Jackson, MS: WIIN-AM, WJKK-FM & WYOY-FM
- Meridian, MS: WALT-AM & WOKK-FM
- Monroe, LA: KMLB-AM, KJLO-FM & KLIP-FM
- Tupelo, MS: WSYE-FM

NEW WEST BROADCASTING CO.

1145 Kilauea Ave.
Hilo, HI 96720-4203
(808) 935-5461

Fax: (808) 935-7761

John Leonard, President/Director

- Hilo, HI: KPUA-AM, KNWB-FM & KWXX-FM

NEW WORLD RADIO INC.

2131 Crimmins Ln.
Falls Church, VA 22043-1962
(703) 532-0400

Fax: (703) 532-5033

James Weitzman, President

- Philadelphia: WNWR-AM
- Washington: WUST-AM

NICOL BROADCASTING LIMITED

PO Box 1067
Crockett, TX 75835-1067
(409) 544-9350

Tom Nicol, Chairman

- Bryan-College Station, TX: KWBC-AM & KMBV-FM
- Crockett, TX: KBHT-FM
- Palestine, TX: KLIS-FM

NICOLET BROADCASTING INC.

PO Box 309
Park Falls, WI 54552-0309
(715) 762-3221

Fax: (715) 762-2358

Roger L. Utneher, President

- Algoma, WI: WBDK-FM
- Park Falls, WI: WNBI-AM & WCQM-FM

NININGER STATIONS

PO Box 1389
Bristol, VA 24203-1389
(703) 669-8112

Fax: (703) 669-0541

W.L. Nininger, President

- Charleston, WV: WQBE-AM & FM, WVSR-AM & FM & WBES-FM
- Johnson City-Kingsport-Bristol: WXBQ-AM & FM & WAEZ-FM
- Paducah, KY: WKYX-AM, WPAD-AM, WDDJ-FM & WKYQ-FM

NOALMARK BROADCASTING CORP.

202 W. 19th St.
El Dorado, AR 71730-3115
(501) 862-7777

Fax: (501) 862-0203

William C. Nolan Jr., President

- El Dorado, AR: KELD-AM, KAGL-FM, KBYB-FM & KIXB-FM
- Hobbs, NM: KIXN-FM & KZOR-FM
- Hot Springs, AR: KXOW-AM & KLAZ-FM
- Humble City, NM: KYKK-AM
- Odessa-Midland, TX: KIOL-FM
- Tyler-Longview, TX: KKTIX-AM & FM

NOLAN BROADCAST GROUP

PO Box 159
Austin, MN 55912-0159
(507) 437-1480

Fax: (507) 437-7669

Phil Nolan, President

- Austin, MN: KAUS-AM & FM
- Mankato, MN: KEEZ-FM

Visit R&R's Web Site:
<http://www.rronline.com>

N

NORTH COUNTRY COMMUNICATIONS

PO Box 759
Lakeport, CA 95453-0759
(707) 263-6113
Fax: (707) 263-0939

- Lakeport, CA: KXBX-AM & FM
- Ukiah, CA: KQPM-FM

NORTH COUNTRY RADIO INC.

PO Box 2008
Conway, NH 03818-2008
(603) 447-5988
Fax: (603) 447-3655

Lawrence H. Sherman, President

- Conway, NH: WBNC-AM & FM & WMWV-FM

NORTHEAST BROADCASTING CO.

288 S. River Rd., # 8
Bedford, NH 03110-6815
(603) 668-9999
Fax: (603) 668-6470

Steven A. Silberberg, President

- Boston: WXRV-FM
- Burlington, VT: WNCS-FM
- Danville, VT: WSHX-FM

NORTHEAST COMMUNICATIONS CORP.

Radio Park, Babbitt Rd.
Franklin, NH 03235
(603) 934-2500

Jeffrey Fisher, President

- Franklin, NH: WFTN-AM & FM
- Moultonborough, NH: WSCY-FM

NORTHERN BROADCASTING

2215 Oak Industrial Dr., NE
Grand Rapids, MI 49505-6037
(616) 459-3008

Richard Dills, President

- Northwest Michigan: WAIR-FM, WIAR-FM, WKLT-FM, WKLZ-FM & WKPK-FM
- Rogers City, MI: WMLQ-FM

NORTHERN INDIANA BROADCASTERS

930 E. Lincoln Ave.
Goshen, IN 46526-3504
(219) 533-1460
Fax: (219) 534-3698

- Goshen, IN: WKAM-AM
- South Bend, IN: WZOW-FM

NORTHERN NEW JERSEY RADIO, LP

PO Box 1975, 330 South St.
Morristown, NJ 07962-1975
(201) 540-9020

Fax: (201) 540-0129

E. Burke Ross Jr.

- Monmouth-Ocean, NJ: WRAT-FM
- Morristown, NJ: WMTR-AM & WDHA-FM

NORTHERN TV INC.

1007 W. 32nd Ave.
Anchorage, AK 99503-3700
(907) 562-3456
Fax: (907) 562-0953

Julianna Guy, President

- Anchorage, AK: KBYR-AM & KNIK-FM
- Fairbanks, AK: KCBF-AM & KXLR-FM

NORTHWESTERN COLLEGE RADIO NETWORK

3003 N. Snelling
St. Paul, MN 55113-1599
(612) 631-5000

Paul Ramseyer, VP/Radio Division

- Fargo, ND-Moorhead, MN: KFNW-FM
- Madison, WI: WNWCFM
- Madison, WI: WMAD-AM
- Minneapolis-St. Paul: KTIS-AM & FM
- Sioux Falls, SD: KNWC-AM & FM
- Waterloo, IA: KNWS-AM & FM
- West Fargo, ND: KFNW-AM

NORTHWOODS BROADCASTING INC.

PO Box 738
Rhineland, WI 54501
(715) 362-6140

Fax: (715) 362-4200

Tom Koser

- Rhineland, WI: WOBT-AM & WRHN-FM
- Three Lakes, WI: WHTD-FM

O'RENICK, ROBERT & DIANE

321 E. Main St.
Cottage Grove, OR 97424-2032
(541) 942-2468

Fax: (541) 942-5797

Robert O'Renck

- Cottage Grove, OR: KCGR-FM
- Eugene-Springfield, OR: KNND-AM

OCEAN BROADCASTING LLC

PO Box 2578
Wilmington, NC 28402-2578
(910) 791-3088

Fax: (910) 791-0112

Charles H. Sullivan Jr., President

- Wilmington, NC: WAHH-AM, WMFD-AM & WRQR-FM

ODYSSEY COMMUNICATIONS INC.

11 Skyline Dr.
Hawthorne, NY 10532-2145
(914) 592-1071

Fax: (914) 592-7451

Michael Kakoyiannis, President/CEO

- Los Angeles: KLYY-FM
- Monmouth-Ocean, NJ: WZVU-FM
- Nassau-Suffolk: WWHB-FM
- New York: WRKL-AM & WRGX-FM
- Oxnard-Ventura, CA: KVVY-FM
- San Diego: KSYF-FM

OLD NORTH WEST BROADCASTING INC.

PO Box 242
Vincennes, IN 47591-0242
(812) 882-6060

Fax: (812) 885-2604

Mark Lange, President

- Greencastle, IN: WREB-FM
- Mt. Carmel, IL: WYER-AM
- Spencer, IN: WSKT-FM
- Vincennes, IN: WAOV-AM & WZDM-FM
- Washington, IN: WWBL-FM

OMNI BROADCASTING CO.

PO Box 1656
Bemidji, MN 56601-1656
(218) 751-4120

Fax: (218) 751-8091

Louis H. Buron Jr., President

- Alexandria, MN: KIKV-FM
- Bemidji, MN: KBUN-AM & KBHP-FM
- Brainerd, MN: WJUY-FM

OPUS BROADCASTING SYSTEMS INC.

1257 N. Riverside Ave., #10
Medford, OR 97501
(503) 772-0322

Henry Flock, President

- Big Spring, TX: KBTS-FM
- Medford-Ashland, OR: KRTA-AM, KCNA-FM & KROG-FM

OSBORN COMMUNICATIONS CORP.

130 Mason St.
Greenwich, CT 06830-6670
(203) 629-0905

Fax: (203) 629-1749

Frank Osborn, President

- Asheville, NC: WWNC-AM & WKSF-FM
- Dayton, Ohio: WING-FM
- Gadsden, AL: WAAX-AM & WQEN-FM
- Huntsville, AL: WBHP-AM, WHOS-AM & WDRM-FM
- Jackson, TN: WTJS-AM, WTNV-FM & WYNU-FM
- Tuscaloosa, AL: WACT-AM & FM & WTXT-FM
- Wheeling, WV: WBBB-AM, WWVA-AM, WEGW-FM, WKWK-FM, WOVK-FM & WRIR-FM

OSBORNE BROADCAST GROUP

Box 9494
Ellsworth, ME 04605
(207) 667-7573

Fax: (207) 667-9494

Mark Osborne, President

- Bangor, ME: WKSQ-FM & WWFX-FM
- Bar Harbor, ME: WLKE-FM

OUR THREE SONS BROADCASTING INC.

PO Box 1748
Lancaster, SC 29721-1748
(803) 324-1340

Fax: (803) 324-2860

Allen Miller, Managing Partner

- Charlotte-Gastonia-Rock Hill: WRHI-AM
- Chesterfield, SC: WVSZ-FM
- Lancaster, SC: WRHM-FM

BUCK OWENS PRODUCTION CO. INC.

3223 Sillect Ave.
Bakersfield, CA 93308-6332
(805) 326-1011

Fax: (805) 328-7503

Buck Owens, President

- Bakersfield, CA: KUZZ-AM & FM & KTIE-FM
- Phoenix, AZ: KCWW-AM & KNIX-FM

Visit R&R's Web Site:
<http://www.rronline.com>

P

P

P&G PROPERTIES INC.

(423) 354-0580

Glenn Hill, President

- Harriman, TN: WUFX-FM
- Rockwood, TN: WOFE-AM & FM

PAR HOLDINGS LLC

499 Hamilton Ave., Ste. 140

Palo Alto, CA 94301-1810

(415) 324-5888

Fax: (415) 688-1166

N. John Douglas, CEO

- Boston: WBPS-AM
- Chicago, IL: WNDZ-AM, WSCR-AM & WVXV-FM
- Houston-Galveston: KGOL-AM
- Los Angeles: KWPA-AM, KXPA-AM & KYPA-AM
- New York: WNJR-AM
- San Francisco: KEST-AM
- San Jose: KSJX-AM
- Seattle-Tacoma: KBLV-AM & KKMO-AM
- Yuba City, CA: KOBO-AM

PSI COMMUNICATIONS

121 NW 6th Ave.

Ft. Lauderdale, FL 33311

Glenn Cherry, President

- Daytona Beach, FL: WPUL-AM
- Greenville-Spartanburg, SC: WHYZ-AM
- Tampa-St. Petersburg-Clearwater: WTMP-AM

PACIFIC BROADCASTING CO.

23 W. Micheltorena St.

Santa Barbara, CA 93101-2509

(805) 966-4131

Fax: (805) 966-4788

- Raymond, WA: KSWW-FM
- Santa Barbara, CA: KDB-FM

PACIFIC CASCADE COMMUNICATIONS

PO Box 492727

Redding, CA 96049-2727

(916) 222-4455

Fax: (916) 222-4484

- Redding, CA: KVIP-AM & FM
- Winston, OR: KGRV-AM

PACIFIC NORTHWEST BROADCASTING

1419 West Bannock St.

Boise, ID 83701

(208) 336-3670

Fax: (208) 336-3734

Charles Wilson, President

- Boise, ID: KBOI-AM, KIZN-FM, KLCI-FM, KQFC-FM & KZMG-FM

PACIFIC SPANISH NETWORK

296 H St., 3rd Fl.

Chula Vista, CA 91910-4753

(619) 427-5877

Fax: (619) 427-1887

Jaime Bonilla-Valdez, President

- Dunnigan, CA: KLNA-FM
- Sacramento, CA: KZAC-FM
- San Diego: KURS-AM
- San Luis Obispo, CA: KJDJ-AM, KSBQ-AM & KRQK-FM

PALM BEACH RADIO BROADCASTING INC.

701 N. Point Pkwy., Ste. 500

West Palm Beach, FL 33407

(561) 686-9505

Fax: (561) 686-0157

Ross Elder, CEO

- Buffalo-Niagara Falls, NY: WBLK-FM
- Ft. Pierce-Stuart-Vero Beach, FL: WHLG-FM
- W. Palm Beach-Boca Raton: WPBZ-FM

PANACHE BCSTG., LP

166 E. Levering Mill Rd.

Bala Cynwyd, PA 19004-2664

(610) 668-1900

Fax: (610) 668-1901

Charles D. Schwartz, President/CEO

- Indianapolis, IN: WTLC-AM & FM & WGLD-FM

PARK LANE GROUP

750 Menlo Ave., Ste. 340

Menlo Park, CA 94025-4735

(415) 324-8464

Fax: (415) 324-3817

James Levy, CEO

- Chico, CA: KALF-FM, KFMF-FM & KPPL-FM
- Cottonwood, AZ: KZGL-FM
- Flagstaff, AZ: KVNA-AM & FM
- George, CA: KATJ-FM
- Kingman, AZ: KAAA-AM & KZZZ-FM
- Mojave, CA: KVOY-AM
- Redding, CA: KQMS-AM & KSHA-FM
- Sacramento, CA: KOWL-AM & KRLL-FM
- Tehachapi, CA: KTPI-FM
- Victorville, CA: KROY-AM

PATHFINDER COMMUNICATIONS INC.

320 North Salem Rd.

Ridgefield, CT 06877

(203) 438-1897

John C. Goodwill, President

- Burlington, VT: WMNM-FM
- Middlebury, VT: WFAD-AM & WGTK-FM

PATTERSON BROADCASTING

400 Perimeter Center Terr., Ste. 75

Atlanta, GA 30346-1227

(770) 391-9525

Fax: (770) 391-0260

Jim Wesley, President/CEO

- Allentown-Bethlehem: WEEEX-AM & WODE-FM
- Battle Creek, MI: WBCX-AM, WRCC-AM, WBXX-FM & WWKN-FM
- Fresno: KCBL-AM, KBOS-FM & KRZR-FM
- Ft. Walton Beach, FL: WWSF-FM
- Grand Rapids, MI: WRCV-AM, WGRD-FM & WLHT-FM
- Harrisburg-Lebanon-Carlisle, PA: WTCY-AM & WNNK-FM
- Honolulu: KHVH-AM, KIKI-AM & FM, KSSK-AM & FM, KKLV-FM & KUCD-FM
- Pensacola, FL: WMEZ-FM & WXBM-FM
- Reno, NV: KCBN-AM, KRNO-FM & KWNZ-FM
- Savannah, GA: WSOK-AM, WCHY-AM & FM, WAEV-FM, WLVA-FM & WYKZ-FM
- Springfield, IL: WFMB-AM & FM & WCVS-FM

PAXSON COMMUNICATIONS CORP.

601 Clearwater Park Rd.

West Palm Beach, FL 33401-6233

(561) 659-4122

Fax: (561) 655-7246

Jon Jay Hoker, President/Radio

- Cookeville, TN: WPTN-AM, WHUB-AM & FM & WGSQ-FM
- Jacksonville, FL: WNZS-AM, WZNZ-AM, WFSJ-FM, WPLA-FM, WROO-FM & WTLK-FM
- Key West, FL: WKRY-FM
- Marathon, FL: WAVK-FM
- Miami-Ft. Lauderdale-Hollywood: WFTL-AM, WINZ-AM, WIOD-AM, WSRF-AM, WLVE-FM, WPLL-FM & WZTA-FM
- Orlando: WQTM-AM, WWNZ-AM, WJRR-FM, WMGF-FM, WSHE-FM & WTKS-FM
- Panama City, FL: WDIZ-AM, WFSY-FM, WPAP-FM, WPBH-FM & WSHF-FM
- Pensacola, FL: WTKX-FM & WYCL-FM
- Plantation Key, FL: WFKZ-FM
- Tallahassee, FL: WNLS-AM, WJZT-FM, WSNL-FM, WTNF-FM & WXSJ-FM
- Tampa-St. Petersburg-Clearwater: WHNZ-AM, WZTM-AM, WHPT-FM, WKES-FM & WSJT-FM

Visit R&R's Web Site: <http://www.rronline.com>

P

PEARSON, Max H.

7450 Midlothian Pike
Richmond, VA 23225-5419
(804) 745-0300
Fax: (804) 745-7823

Max H. Pearson, Owner/President

- De Witt, AR: KDEW-AM
- Gainesville, MO: KMAC-FM
- Lebanon, MO: KLWT-AM & KCLQ-FM
- Little Rock, AR: KLRA-AM & FM
- Mansfield, MO: KTRI-FM
- Marshall, AR: KBCN-FM
- Mena, AR: KTTG-FM
- Paris, AR: KERX-FM
- Richmond, VA: WLEE-AM

PEGASUS BROADCASTING OF MONTANA

1935 Techny Rd., Ste. 18
Northbrook, IL 60062-5305
(630) 509-1661
Fax: (630) 509-1677

Christopher Brennan, CEO

- Billings, MT: KGHL-AM & KIDX-FM
- Helena, MT: KCAP-AM & KZMT-FM

PEMBROOK PINES INC.

1705 Lake St.
Elmira, NY 14901-1220
(607) 733-5626
Fax: (607) 733-5627

Robert J. Pfuntner, President/CEO

- Elmira-Corning, NY: WABH-AM, WELM-AM, WLTV-FM, WOKN-FM & WVIN-FM
- Ithaca, NY: WPIE-AM
- Newark, NY: WACK-AM

PENINSULA COMMUNICATIONS INC.

PO Box 109
Homer, AK 99603-0109
(907) 235-7551
Fax: (907) 235-6683

David F. Becker, President

- Homer, AK: KGTL-AM & KWVV-FM
- Soldotna, AK: KPEN-FM

PETERSON BROADCASTING CORP.

1115 E. Livingston St.
Orlando, FL 32803-5717
(912) 439-9704
Fax: (912) 439-1509

Jon Peterson, President

- Albany, GA: WMGR-FM & WOBB-FM
- Bainbridge, GA: WMGR-AM
- Fayetteville, NC: WRCC-FM
- Tifton, GA: WWGS-AM

PETRACOM EQUITY PARTNERS LP

1527 N. Dale Mabry Hwy., Ste. 105
Lutz, FL 33549-3031
(813) 948-2554
Fax: (813) 948-2557

Henry A. Ash, President/CEO

- Beaumont-Port Arthur, TX: KQHN-AM, KAYD-AM & FM & KQXY-FM

PHILLIPS BROADCASTING Co.

430 Crescent St.
Menomonie, WI 54751-1827
(715) 235-2112
Fax: (715) 235-8466

Michael Phillips, President

- Eau Claire, WI: WBIZ-AM & FM & WMEQ-FM
- Menomonie, WI: WMEQ-AM

PHILLIPS, MATT

Watson Village
Anderson, SC 29624
(803) 224-6733
Fax: (803) 224-6733

Matt Phillips, Owner

- Greenville-Spartanburg, SC: WANS-AM & WRIX-AM & FM

PHOENIX BROADCASTING INC.

PO Box 7568
Chico, CA 95927-7568
(916) 342-2200
Fax: (916) 342-2260

Gary Katz, President

- Chico, CA: KCEZ-FM, KKCY-FM, KLRS-FM, KMJE-FM & KRQR-FM

PILLAR OF FIRE

PO Box 9058
Zarephath, NJ 08890-9058
(908) 469-0991
Fax: (908) 271-1968

Donald Wolfram, President

- Cincinnati: WAKW-FM
- Denver-Boulder: KPOF-AM
- Zarephath, NJ: WAWZ-FM

PILOT COMMUNICATIONS LLC

92 Whetton Rd.
W Hartford, CT 06117-2856

James L. Leven, President/CEO

- Augusta-Waterville, ME: WEZW-AM, WTVL-AM, WEBB-FM & WMME-FM
- Syracuse, NY: WNSS-AM, WAQX-FM, WLTI-FM & WNTQ-FM

PINNACLE BROADCASTING Co.

150 W. 51st St., Ste. 719
New York, NY 10019-3180
(212) 247-1760
Fax: (212) 459-0046

Phillip Marella, President

- Decatur, IL: WSOY-AM & FM
- Evansville, IN: WYNG-FM
- Greenville-New Bern-Jacksonville: WCPQ-AM, WDLX-AM, WRNS-AM & FM, WANG-FM & WERO-FM
- Lubbock, TX: KLLL-AM & FM
- Myrtle Beach, SC: WMYB-FM, WRNN-FM, WYAK-FM & WYAV-FM
- Raleigh-Durham, NC: WDUR-AM, WFXC-FM & WFXK-FM

PINNACLE BROADCASTING INC.

335 N. Washington, Ste. 60
Hutchinson, KS 67501
(316) 665-7201

Joseph F. Newman, President

- Gainesville-Ocala, FL: WLUS-AM
- Trenton, FL: WDJY-FM

PIONEER BROADCASTING Co.

1326 5th Ave., Ste. 540
Seattle, WA 98101-2604
(206) 628-3121
Fax: (206) 628-0118

Elizabeth Williams, President

- Aberdeen, WA: KXRO-AM & KDUX-FM
- Anchorage, AK: KFQD-AM, KHAR-AM, KBRJ-FM, KEAG-FM, KMXS-FM & KWHL-FM
- Mount Vernon, WA: KBRC-AM
- Wenatchee, WA: KKRT-AM & KKRv-FM

PIONEER COMMUNICATIONS

128 Big Hill Ave.
Richmond, KY 40475-2008
(606) 623-1340
Fax: (606) 623-1439

Bob Spradlin, Owner/GM

- Lexington-Fayette, KY: WEKY-AM & WKXO-AM & FM

PLATTSBURGH BROADCASTING

3206 Lake Shore
Peru, NY 12972
(518) 561-0960

George Bissell, VP/GM

- Burlington, VT: WBTZ-FM
- Plattsburgh, NY: WEAV-AM

PLESSINGER RADIO GROUP

8354 Fryer Rd.
Georgetown, OH 45121-9444
(937) 377-2209
Fax: (937) 377-2209

Richard L. Plessinger, President

- Apalachicola, FL: WOYS-FM
- Cincinnati: WCVG-AM, WAOL-FM & WAXZ-FM

POINT COMMUNICATIONS LP

PO Box 1094
Montauk, NY 11954-0899
(516) 668-3844
Fax: (516) 668-4611

Richard Verne, President

- Savannah, GA: WBMQ-AM, WIXV-FM & WSGF-FM

POLAR COMMUNICATIONS CORPORATION

PO Box 1471
Evergreen, CO 80439
(303) 526-1039

David Drucker, President

- Colorado Springs, CO: KXRE-AM
- Key West, FL: WKIZ-AM
- Pueblo, CO: KRRU-AM

POLNET COMMUNICATIONS LTD.

4320 Dundee Rd.
Northbrook, IL 60062-1703
(708) 498-3350

Fax: (708) 498-5743

- Chicago, IL: WKTA-AM
- Vernon Hills, IL: WNVr-AM

P

POWELL BROADCASTING Co. Inc.

PO Box 788
Baton Rouge, LA 70821-0788
(504) 922-4540
Fax: (504) 922-4544

John Peroyea, CEO

- Lafayette, LA: KDYS-AM, KVOL-AM & FM, KDEA-FM & KSMB-FM
- Sioux City, IA: KSCJ-AM & KSUX-FM

PRAIRIELAND STATIONS

337 N. Water St.
Decatur, IL 62523-1136
(217) 423-9744
Fax: (217) 423-9764

Steve Bellinger, Owner

- Decatur, IL: WDZ-AM & WDZQ-FM
- Streator, IL: WIZZ-AM & WSTQ-FM

PRECISION MEDIA CORP.

10 Columbus Blvd.
Hartford, CT 06106-1976
(860) 249-9577
Fax: (860) 522-7567

- Portsmouth-Dover-Rochester, NH: WMYF-AM, WZNN-AM, WERZ-FM & WSRI-FM

PREMIER GROUP

1133 Kresky
Centralia, WA 98531-3765
(360) 736-1355
Fax: (360) 736-4761

Rod Etherton, President

- Centralia-Chehalis, WA: KITI-AM
- Longview, WA: KEDO-AM & KLYK-FM
- Winlock, WA: KITI-FM

PRESS BROADCASTING INC.

PO Box 1550
Neptune, NJ 07754-1550
(908) 922-6000
Fax: (908) 922-6326

Robert McAllan, President

- Atlantic City-Cape May, NJ: WBSS-FM
- Trenton, NJ: WBUD-AM & WKXW-FM

PRETTYMAN BROADCASTING Co.

Ellegood St. & Marine Rd.
Salisbury, MD 21801
(410) 742-3212
Fax: (410) 548-1543

William E. Prettyman Jr., President

- Hagerstown-Chambersburg-Waynesboro: WKMZ-FM
- Martinsburg, WV: WEPM-AM
- Salisbury-Ocean City, MD: WYUS-AM, WICO-AM & FM, WAFL-FM, WLFX-FM & WXJN-FM

PRIDE COMMUNICATIONS LLC

8800 Rt. 14
Crystal Lake, IL 60014-9814
(815) 459-7000
Fax: (815) 459-7027

Jim Hooker, Managing Partner

- Chicago: WAIT-AM, WLIP-AM, WIIL-FM & WZSR-FM
- Milwaukee-Racine: WZXA-FM

PRIORITY COMMUNICATIONS INC.

51 W. Long Ave.
Du Bois, PA 15801-2101
(814) 375-5260
Fax: (814) 375-5262

Jay M. Philippone, President

- Emporium, PA: WLEM-AM & WQKY-FM
- Reynoldsville, PA: WDSN-FM

PROGRESSIVE BROADCASTING Co.

200 Magnolia Dr.
Leviittown, PA 19054-2007
(215) 949-1490
Fax: (215) 949-3671

Pasquale Deon, Sr., co-Owner

- Corinth, MS: WKCU-AM & WXRZ-FM
- Philadelphia: WBCB-AM

PROGRESSIVE UNITED CORP.

6341 Westport Ave.
Shreveport, LA 71129
(318) 688-1130
Fax: (318) 687-8574

William R. Fry, President

- Claxton, GA: WCLA-AM & FM
- Shreveport, LA: KEEL-AM, KWKH-AM, KITT-FM, KRUF-FM & KVKI-FM

PROVIDENT BROADCASTING Co.

PO Box 510
Manchester, GA 31816-0510
(706) 846-3115
Fax: (706) 846-2425

- Columbus, GA: WVJ-FM
- Manchester, GA: WFDR-AM

PUEBLO BROADCASTERS INC.

3305 N. Elizabeth, Ste. A
Pueblo, CO 81008
(719) 543-5900
Fax: (719) 543-7609

Dr. Larry Walters, President

- Pueblo, CO: KCSJ-AM, KGHF-AM & KYZX-FM

PULASKI BROADCASTING INC.

104 S. 2nd St., PO Box 738
Pulaski, TN 38478-3219
(615) 363-2505
Fax: (615) 424-3157

- Pulaski, TN: WKSR-AM & FM
- Rogersville, AL: WFIX-FM

PULITZER BROADCASTING Co.

101 S. Hanley Rd., Ste. 1250
St. Louis, MO 63105-3406
(314) 721-7335
Fax: (314) 721-5363

Ken J. Elkins, President/CEO

- Eden, NC: WETR-AM
- Louisville, KY: WAVG-AM
- Phoenix, AZ: KMVP-AM, KTAR-AM & KKL-TM

PULLEY COMPANIES

PO Box 417
Bolivar, MO 65613-0417
(417) 326-6445

Melvin Pulley, President

- Bolivar, MO: KYOO-AM
- Buffalo, MO: KBFL-FM
- Lamar, MO: KHST-FM

PYRAMID BROADCASTING INC.

851 W. Laketon Ave.
Muskegon, MI 49441-2964
(616) 759-0544
Fax: (616) 759-3410

R. LaVance Carson, President

- North Muskegon, MI: WLCS-FM
- Stephenville, TX: KCUB-FM
- Whitehall, MI: WEFM-AM & FM

Q

Q BROADCASTING CORPORATION INC.

1033 Semoran Blvd., Ste. 253
Casselberry, FL 32707
(407) 830-0800

George M. Arroyo, President

- Chicago: WCGO-AM
- W. Palm Beach-Boca Raton: WPSP-AM

Q MEDIA INC.

119 Bluehill Rd.
San Antonio, TX 78229
(210) 349-0774

Stephen McCormick, Managing Partner

- Lincoln City, OR: KBCH-AM & KCRF-FM
- Port Angeles, WA: KKNW-AM

QUARNSTROM, ALAN

C/O WMFG, 807 W. 37th St.
Hibbing, MN 55746
(218) 879-4534
Fax: (218) 879-1962

Alan Quarnstrom, Station Mgr.

- Cloquet, MN: WKLK-AM
- Duluth, MN-Superior, WI: WMFG-AM & FM

QUASS BROADCASTING Co. Inc.

425 2nd St. SE Ste. 450
Cedar Rapids, IA 52401-1818
(319) 365-9431
Fax: (319) 363-8062

Mary Quass, President

- Cedar Rapids, IA: KTOF-AM, KDAT-FM & KHAK-FM

R

RA-AD OF TRENTON

5600 Brainerd Rd., Ste. G-30
Chattanooga, TN 37411-4087
(423) 899-5111
Fax: (423) 899-1776

Doug Fischer

- Chattanooga, TN: WKWN-AM, WNOO-AM & WBDX-FM

RADIO 2000 INC.

PO Box 790, 5850 Hwy. 93 South
Whitefish, MT 59937
(406) 863-4500
Fax: (406) 863-4515

Frank Copsidas Jr., President

- Ottawa, KS: KCHZ-FM
- Springfield, MO: KHTO-FM & KTOZ-FM

R

RADIO BROADCAST COMMUNICATIONS INC.

613 Glynita Cir.
Reisterstown, MD 21136-1714
(410) 833-0975
William Parris

- Warrenton, VA: WINX-FM
- Washington: WINX-AM

RADIO CAROLINA

Box 5
Union, SC 29379-0005
(803) 427-2999
Fax: (803) 427-2412

Douglas M. Sutton, Jr., Chairman/CEO

- Greenwood, SC: WCRS-AM & WSCZ-FM
- Union, SC: WBCU-AM

RADIO CLEVELAND INC.

Drawer 780
Cleveland, MS 38732-0780
(601) 843-4091
Fax: (601) 843-9805

Homeer Sledge Jr., President

- Clarksdale, MS: WAID-FM & WKDJ-FM
- Cleveland, MS: WCLD-AM & FM
- Rosedale, MS: WMJW-FM

RADIO COLUMBUS INC.

PO Box 707
Columbus, MS 39703-0707
(601) 328-1420
Fax: (601) 328-1421

J.W. Furr, President

- Brooksville, MS: WAJV-FM
- Columbus, MS: WJWF-AM & WMBC-FM

RADIO CORPORATION

555 Rte. 31
Bridgeport, NY 13030
(315) 633-0047
Fax: (315) 633-0161

Ed Levine, President

- Syracuse, NY: WSGO-AM, WTLA-AM, WKRH-FM, WKRL-FM, WTKV-FM & WTKW-FM
- Utica-Rome, NY: WTLB-AM, WKLL-FM & WRCK-FM

RADIO ENTERPRISES

PO Box 738
Ashtabula, OH 44005-0738
(216) 993-2126
Fax: (216) 592-2658

Richard D. Rowley, President

- Ashtabula, OH: WFUN-AM & WREO-FM
- Frankfort, KY: WFKY-AM & WKYW-FM

RADIO ENTERPRISES INC.

108 Erie Blvd.
Schenectady, NY 12305
(518) 381-1180

David Arcara, President/CEO

- Albany-Schenectady-Troy: WQBK-AM & FM, WQBJ-FM & WXCR-FM

RADIO FOUR BROADCASTING INC.

Box 777
St. Matthews, SC 29135
(803) 874-2777
Fax: (803) 874-2777

- Machias, ME: WALZ-FM
- St. Matthews, SC: WQKI-AM & FM

RADIO GREENEVILLE

PO Box 278
Greenville, TN 37744-0278
(615) 638-4147
Fax: (615) 638-1979

- Greenville, TN: WGRV-AM
- Johnson City-Kingsport-Bristol: WIKQ-FM

RADIO GROUP

PO Box 1319
Columbia, LA 71418-1319
(318) 649-7959

Fax: (318) 649-5874

Tom D. Gay, Owner

- Alexandria, LA: KAPB-AM & FM
- Columbia, LA: KCTO-AM
- Ferriday, LA: KFNV-AM & FM
- Jena, LA: KJNA-AM & FM
- Monroe, LA: KCTO-FM & KMYF-FM
- Winnsboro, LA: KMAR-AM & FM

RADIO HYANNIS

154 Barnstable Rd.
Hyannis, MA 02601-2930
(508) 778-2888
Fax: (508) 778-9651

Al Makkay, President

- Cape Cod, MA: WCIB-FM, WPXC-FM & WRZE-FM

RADIO MUSIC BOX CO. LC

Box 147
Plainview, TX 79073-0147
(806) 293-2661
Fax: (806) 293-5732

Michael Fox, GM

- Plainview, TX: KKYN-AM & FM & KVOP-AM & FM

RADIO ONE INC.

400 H St. NE
Washington, DC 20002-4336
(202) 686-9300
Fax: (202) 675-4842

Alfred C. Liggins III, President

- Atlanta: WHTA-FM
- Baltimore: WOLB-AM, WWIN-AM & FM & WERQ-FM
- Philadelphia: WDRE-FM
- Washington: WOL-AM, WKYS-FM & WMMJ-FM

RADIO PROPERTY VENTURES

PO Box 8085
Granite City, IL 62040-8085
(314) 436-6550
Fax: (618) 797-2293

Burt Kaufman, Managing Partner

- Denver-Boulder: KQXI-AM
- Phoenix: KXEG-AM
- St. Louis: KXEN-AM

RADIO REPS INC.

3070 Skyway Dr., Ste. 501
Santa Maria, CA 93455-1832
(805) 928-7707
Fax: (805) 922-8582

Norwood J. Patterson, President

- Eagle, ID: KIDH-AM
- Orcutt, CA: KGDP-AM
- San Luis Obispo, CA: KWQH-FM

RADIO SOUTH INC.

142 Skyland Blvd.
Tuscaloosa, AL 35405
(205) 345-7200
Fax: (205) 349-1715

Houston L. Pearce, President

- Lake Charles, LA: KLCL-AM & KHLA-FM
- Tuscaloosa, AL: WTSK-AM, WTID-FM & WTUG-FM

RADIO STATESBORO INC.

PO Box 958
Statesboro, GA 30459-0958
(912) 764-5448
Fax: (912) 764-8827

Nate Hirsch, President

- Statesboro, GA: WWNS-AM & WMCD-FM
- Sylvania, GA: WSYL-AM & WZBX-FM

RADIO TROPICAL INC.

5203 North Armenia Ave.
Tampa, FL 33603
(813) 875-0086
Fax: (813) 875-9262

Efrain Archilla-Roig, Owner/GM

- Ocoee, FL: WUNA-AM
- Tampa-St. Petersburg-Clearwater: WAMA-AM & WQBN-AM

RADIO WBAW INC.

PO Box 447
Barnwell, SC 29812-0447
(803) 259-3507
Fax: (803) 259-2691

H. Drew Wilder, President

- Augusta, GA: WIIZ-FM
- Barnwell, SC: WBAW-AM & FM

RADIOWORKS INC.

PO Box 1923
Concord, NH 03302-1923
(603) 228-9036
Fax: (603) 224-7280

Lindsay Collins, President

- Manchester, NH: WJYY-FM, WNHI-FM & WRCI-FM

RAINBOW BROADCASTING INC.

7434 E., Stetson Dr., Ste. 255
Scottsdale, AZ 85251-3527
(602) 423-9255
Fax: (602) 423-9382

Charles Jay Brentlinger, President

- Arizona City, AZ: KONZ-FM
- Phoenix, AZ: KRIM-FM

R

R R

RAINEY RADIO INC.

100 22nd Ave. South, Ste. A
Meridian, MS 39301
(601) 673-9898

Kenneth Rainey, President/Director

- Biloxi-Gulfport-Pascagoula, MS: WVMI-AM
- Laurel-Hattiesburg, MS: WMXI-FM
- Newton, MS: WMYQ-AM & FM

RAMA COMMUNICATIONS INC.

8623 Conroy Windermere Rd.
Orlando, FL 32835-3133
(407) 291-1395

Fax: (407) 523-2888

Sabeta Persaud, Owner

- Lakeland-Winter Haven, FL: WIPC-AM
- Melbourne-Titusville-Cocoa, FL: WXXU-AM
- Orlando: WFIV-AM & WOKB-AM

RAVEN BROADCASTING CORP.

Box 96, 7380 Hwy. 51 S
Minocqua, WI 54548-0096
(715) 356-9696

Fax: (715) 356-1977

Dave Raven, President/CEO

- Minocqua, WI: WMQA-AM & FM
- Rhinelander, WI: WHDG-FM

RAY-D-O-BIZ INC.

Box 1408
Elizabeth City, NC 27906-1408
(919) 335-0856

Fax: (919) 335-2496

William S. Ray, President

- Ahoskie, NC: WQDK-FM
- Elizabeth City, NC: WGAI-AM
- Kill Devil Hills, NC: WCXL-FM

REACH SATELLITE NETWORK INC.

220 Great Circle Rd., Ste. 132
Nashville, TN 37228
(615) 742-3969

Fax: (615) 251-4094

James Cumbee, CEO

- Nashville: WBOZ-FM & WVRV-FM
- Waverly, TN: WPHC-AM

REBUS INC.

1820 East Park Ave.
Tallahassee, FL 32301
(904) 671-1450

Jennifer Llewellyn, President

- Monticello, FL: WMFL-AM & WJPH-FM
- Tallahassee, FL: WTAL-AM

REDING BROADCASTING CO.

215 N. Main St.
Pleasanton, TX 78064-3517
(210) 281-5267

Fax: (210) 569-2196

- Pleasanton, TX: KBOP-AM
- San Antonio, TX: KBUC-FM

REDWOOD BROADCASTING INC.

Box 3463
Carefree, AZ 85377-3463
(602) 488-2596
Fax: (602) 488-2384

John C. Power, President

- Hesperia, CA: KVVQ-AM
- Redding, CA: KLXR-AM, KNRO-AM, KARZ-FM, KNNN-FM & KRDG-FM
- Victorville, CA: KVVQ-FM

REIER BROADCASTING CO. INC.

PO Box 519
Bozeman, MT 59771-0519
(406) 587-9999

Fax: (406) 587-5855

William Reier Sr., President

- Bozeman, MT: KBOZ-AM, KOBB-AM, KATH-FM & KZLO-FM
- Livingston, MT: KPKX-FM

REITEN BROADCASTING INC.

3425 S. Broadway
Minot, ND 58701-7419
(701) 852-0361

Fax: (701) 838-9360

Chester Reiten, President

- Minot, ND: KCJB-AM, KMXA-FM & KYYX-FM

RENDA BROADCASTING CORP.

Broadcast Plaza, 1459 Crane Ave.
Pittsburgh, PA 15220-4098
(412) 531-9500

Fax: (412) 531-4068

Anthony Renda, President

- Daytona Beach, FL: WFKS-FM
- Ft. Myers-Naples-Marco Island: WWGR-FM
- Jacksonville, FL: WEJZ-FM & WRRR-FM
- Oklahoma City: KMGL-FM
- Pittsburgh: WJAS-AM & WSHH-FM
- Punxsutawney, PA: WECZ-AM & WPXZ-FM
- Tulsa, OK: KBEZ-FM & KHTT-FM

RESULT RADIO GROUP

PO Box 767
Winona, MN 55987-0767
(507) 452-4000

Fax: (507) 452-9494

Jerry Papenfuss, President

- Blue Earth, MN: KBEW-AM & FM
- Fergus Falls, MN: KBRF-AM & KZCR-FM
- Perham, MN: KPRW-FM
- Winona, MN: KAGE-AM & FM

RESULTS BROADCASTING CORP.

1456 E. Green Bay St.
Shawano, WI 54166
(715) 524-2194

Fax: (715) 524-5126

Bruce Grassman, President

- Clintonville, WI: WFCL-AM & WJMQ-FM
- Shawano, WI: WTCH-AM & WOWN-FM

REX BROADCASTING CORP.

PO Box 50006
Tucson, AZ 85703-1006
(520) 887-1000
Fax: (520) 887-6397

Jim Sloane, President

- Tucson, AZ: KCUB-AM, KHYT-FM & KIIM-FM

REYNOLDS, KENNETH

914 Champions Dr.
Lufkin, TX 75901-7208
(409) 632-3111

Fax: (409) 632-5957

Kenneth Reynolds

- Breckenridge, TX: KBIL-AM & KROO-FM
- Bryan-College Station, TX: KAGG-FM
- Daingerfield, TX: KWSK-FM

RHEA, ROBERT E. JR.

2830 Sandy Hollow Rd.
Rockford, IL 61109-2369
(815) 874-7861

Fax: (815) 874-2202

Robert E. Rhea Jr., President

- Lafayette, IN: WKHY-FM
- Rockford, IL: WNTA-AM, WKMQ-FM & WXRX-FM

ROBERTS BROADCASTING INC.

PO Box 39010
Sarasota, FL 34238-0010
(941) 966-3411

W. Donald Roberts Jr., President

- Ironwood, MI: WJMS-AM & WIMI-FM
- Merrill, WI: WJMT-AM
- Wausau-Stevens Point, WI: WMZK-FM

ROBERTS RADIO LLC

427 Bedford Rd., Ste. 330
Pleasantville, NY 10570
(914) 741-1133

Fax: (914) 741-1173

Robert Sherman, President

- Aberdeen, SD: KKAA-AM, KSDN-AM & FM & KQAA-FM
- Cortez, CO: KISZ-FM
- Durango, CO: KDGO-AM & KWXA-FM
- Farmington, NM: KENN-AM & KRWN-FM
- Minot, ND: KRRZ-AM, KIZZ-FM & KZPR-FM
- Santa Fe, NM: KBAC-FM
- Vail, CO: KSKF-FM

ROCKLAND RADIO CORP.

415 Main St.
Rockland, ME 04841
(207) 594-1450

Fax: (207) 594-2234

Peter K. Orne, President

- Bangor, ME: WABI-AM & WWBX-FM
- Rockland, ME: WRKD-AM & WMCM-FM

R

ROCKY MOUNTAIN INFORMATION NETWORK

PO Drawer J
Dillon, CO 80435
(970) 468-2353
Fax: (970) 468-2384

Al Martischang, President

- Buena Vista, CO: KDMN-AM
- Dillon, CO: KHTH-AM
- Granby, CO: KRKY-AM
- Kremmling, CO: KRKM-FM
- Vail, CO: KSKE-AM

ROCKY MOUNTAIN RADIO Co. LLC

PO Box 5559
Avon, CO 81620-5559
(970) 949-0140
Fax: (970) 949-0266

Cliff Gardiner, Managing Partner

- Avon, CO: KZYR-FM
- Breckenridge, CO: KSMT-FM
- Cortez, CO: KVFC-AM & KRTZ-FM
- Gunnison, CO: KPKE-AM & KKYY-FM
- Hayden, CO: KIDN-FM
- Snowmass Village, CO: KSNO-FM

RODGERS BROADCASTING CORP.

PO Box 1577
Martinsville, IN 46151-0577
(317) 342-3394
Fax: (317) 342-5020

David Rodgers, President

- Connersville, IN: WCNB-AM & WIFE-FM
- Indianapolis, IN: WMCB-AM & WCBK-FM
- Macon, GA: WBML-AM
- Washington Court House, OH: WOFR-AM & WCHO-FM

RODRIGUEZ, PETE C.

1519 34th St., Ste. C
Lubbock, TX 79405-1611
(806) 763-2133
Fax: (806) 763-5817
• Odessa-Midland, TX: KOYL-AM
• Ralls, TX: KCLR-AM

ROOT COMMUNICATIONS LTD.

525 Fentress Blvd.
Daytona Beach, FL 32114-1209
(904) 258-4703
Fax: (904) 253-3267

James L. Devis, President

- Brunswick, GA: WMOG-AM
- Panama City, FL: WAKT-FM & WRBA-FM
- St. Simons Island, GA: WHFX-FM
- Waycross, GA: WBGA-FM & WFGA-FM

ROSER COMMUNICATIONS

PO Box 4490
Utica, NY 13504-4490
(315) 733-1496

Kenneth F. Roser Jr., President/Owner

- Albany-Schenectady-Troy: WBUG-AM & FM
- Utica-Rome, NY: WLFH-AM, WOWB-FM & WOWZ-FM

RUBBER CITY RADIO GROUP INC.

3610 W. Market St., Ste. 107
Akron, OH 44333-9301
(330) 434-6499
Fax: (330) 666-6086

Thomas Mandel, Owner

- Akron, OH: WAKR-AM, WONE-FM & WQMX-FM

RUSK NEVADA CORP.

1201 Louisiana, Ste. 3408
Houston, TX 77002-5609
(713) 651-1691

Fax: (713) 651-1693

Jesse H. Jones, President

- San Antonio, TX: KLUP-AM, KISS-FM & KSMG-FM

RYLINDS LIMITED

1356 Mackinaw Ave.
Cheboygan, MI 49721
(906) 643-9494

Fax: (616) 627-7000

Del Reynolds

- Northwest Michigan: WIDG-AM, WCKC-FM & WMKC-FM

S

S & P BROADCASTING Co.

Abington Executive Park, PO Box 480
Clarks Summit, PA 18411-0480
(717) 586-3070

Fax: (717) 586-3671

Ronald Swanson, President/CEO

- Wilkes Barre-Scranton: WCDL-AM, WDLS-FM & WSGD-FM

**NEED
MORE
COPIES?**

**ADDITIONAL
COPIES OF THE R&R
"RATINGS REPORT
& DIRECTORY"
ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625

SFX BROADCASTING INC.

150 East 58th St.
NY, NY 10155
(212) 407-9151

Fax: (212) 486-4869

Mike Ferrel, President/CEO

- Albany-Schenectady-Troy: WTRY-AM, WGNA-AM & FM, WPYX-FM & WYSR-FM
- Biloxi-Gulfport-Pascagoula, MS: WKNN-FM & WMJY-FM
- Charlotte-Gastonia-Rock Hill: WLYT-FM, WRFX-FM, & WTDR-FM
- Dallas-Ft. Worth: KRRW-FM & KTXQ-FM
- Daytona Beach, FL: WGNE-FM
- Greensboro-Winston Salem-High Point: WMFR-AM, WTCK-AM, WHSL-FM & WMAG-FM
- Greenville-Spartanburg, SC: WGVL-AM, WMYI-FM, WROQ-FM & WSSL-FM
- Hartford-New Britain-Middletown: WPOP-AM, WHCN-FM, WKSS-FM, WMRQ-FM & WWYZ-FM
- Houston-Galveston: KNUZ-AM, KKRW-FM, KODA-FM & KQUE-FM
- Indianapolis, IN: WNDE-AM, WFBQ-FM & WRZX-FM
- Jackson, MS: WJDS-AM, WZR-AM, WJDX-FM, WKTF-FM, WMSI-FM & WSTZ-FM
- Jacksonville, FL: WBWL-AM, WOKV-AM, WAPE-FM, WFYV-FM, WIVY-FM & WKQL-FM
- Nashville: WRVW-FM & WSIX-FM
- New Haven, CT: WPLR-FM
- Pittsburgh, PA: WDVE-FM, WJJJ-FM & WXDX-FM
- Providence-Warwick-Pawtucket, RI: WHJJ-AM, WHJY-FM & WSNE-FM
- Raleigh-Durham, NC: WDCG-FM, WRDU-FM, WRSN-FM & WTRG-FM
- Richmond, VA: WBZU-FM, WKHK-FM, WLEE-FM, WMXB-FM & WVGO-FM
- San Diego: KPLN-FM & KYXY-FM
- Springfield, MA: WHMP-AM & FM & WPKX-FM
- Tucson, AZ: KCEE-AM, KNST-AM, KRQQ-FM & KWFM-FM
- Wichita, KS: KNSS-AM, KKRD-FM & KRZZ-FM

STARADIO CORP.

2 Dearborn Sq.
Kankakee, IL 60901-3909
(815) 935-9555

Fax: (815) 935-9593

Jack Whitley, President

- East Helena, MT: KHKR-FM
- Great Falls, MT: KMON-AM & FM & KLFM-FM
- Kankakee, IL: WKAN-AM & WLRT-FM
- Williston, ND: KEYZ-AM & KYYZ-FM

**Visit R&R's Web Site:
<http://www.rronline.com>**

S S

SABRE COMMUNICATIONS INC.

220 S. Russell Ave.
Williamsport, PA 17701-3824
(717) 323-8200
Fax: (717) 323-5075

Paul H. Rothfuss, President

- Canton, OH: WRQK-FM
- Elmira-Corning, NY: WQIX-AM, WNKI-FM & WPGI-FM
- Olean, NY: WHDL-AM & WPIG-FM
- Williamsport, PA: WFXN-AM, WHTO-FM & WZXR-FM

SAGA COMMUNICATIONS OF NE INC.

73 Kercheval Ave.
Grosse Pointe, MI 48236-3603
(313) 886-7070
Fax: (313) 886-7150

Ed Christian, Broadcast President

- Champaign, IL: WIXY-FM & WLRW-FM
- Columbus, OH: WVKO-AM & WSNY-FM
- Des Moines, IA: KRNT-AM, KXTK-AM, KAZR-FM, KEZT-FM, KIOA-FM & KSTZ-FM
- Manchester, NH: WFEA-AM & WZID-FM
- Milwaukee-Racine: WLZR-AM & FM & WKLH-FM
- Norfolk-Virginia Beach-Newport News: WNOR-AM & FM & WAFX-FM
- Portland, ME: WGAN-AM, WZAN-AM, WPOR-AM & FM, WMGX-FM & WYNZ-FM
- Sioux City, IA: WNAX-AM & FM
- Springfield, IL: WTAX-AM, WVAX-AM, WDBR-FM, WQQL-FM, WYMG-FM & WYXY-FM
- Springfield, MA: WMRE-AM & WAQY-FM

SALEM COMMUNICATIONS CORP.

4880 Santa Rosa Rd., Ste. 300
Camarillo, CA 93012-5197
(805) 987-0400
Fax: (805) 482-8570

Edward G. Atsinger, III, President/CEO

- Akron, OH: WHLO-AM
- Boston: WBNW-AM & WEZE-AM
- Canton, OH: WTOF-FM
- Chicago: WYLL-FM
- Cleveland: WHK-AM
- Colorado Springs, CO: KBIQ-FM
- Columbus, OH: WRFD-AM
- Dallas-Ft. Worth: KEWS-FM
- Denver-Boulder: KNUS-AM & KRKS-AM & FM
- Greensboro-Winston Salem-High Point: WTOB-AM
- Houston-Galveston: KENR-AM & KKHT-FM
- Los Angeles: KGER-AM & KKLA-FM
- Milledgeville, GA: WLRR-FM
- Minneapolis-St. Paul: KKMS-AM
- New York: WMCA-AM & WWDJ-AM
- Oxnard-Ventura, CA: KDAR-FM
- Philadelphia: WFIL-AM & WZZD-AM
- Phoenix, AZ: KPXQ-AM
- Pittsburgh, PA: WPIT-AM & WORD-FM
- Portland, OR: KPQQ-AM & FM
- Pueblo, CO: KGFT-FM
- Riverside-San Bernardino: KKLK-AM
- Rosamond, CA: KAVC-FM
- Sacramento, CA: KFIA-AM & KMJI-AM

SALEM COMMUNICATIONS CORP. Continued

- San Antonio, TX: KSLR-AM
- San Diego: KPRZ-AM
- San Francisco: KFAX-AM
- Seattle-Tacoma: KGNW-AM, KLFE-AM & KMPS-AM
- Washington: WAVA-FM

SALLS, STEVEN & DEVOST, ROLAND

New Eng. Contain Co./Swanton Ind. Park
Swanton, VT 05488
(802) 868-3171

Roland Devost, Manager

- Barre, VT: WSNO-AM & WORK-FM
- Burlington, VT: WWSR-AM & WLFE-FM

SALTER BROADCASTING CO.

Box C-1730
Aurora, IL 60507
(630) 898-1580
Fax: (630) 898-2463

Shelly Salter, President

- Chicago, IL: WKKD-AM & FM
- Rockford, IL: WBEL-AM & WRWC-FM

SAN-DOW BROADCASTING INC.

PO Box 2639
Gulfport, MS 39505-2639
(601) 832-5111

Shelly Salter, President

- McComb, MS: WAPF-AM
- Oxford, MS: WSUH-AM
- Tupelo, MS: WELO-AM, WWMS-FM & WZLQ-FM

SANDUSKY RADIO

601 California St., Ste. 2260
San Francisco, CA 94108-2827
(415) 788-3161
Fax: (415) 788-3165

Norman Rau, President

- Phoenix, AZ: KUKQ-AM, KSLX-AM & FM, KDKB-FM & KUPD-FM
- Seattle-Tacoma: KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM & KWJZ-FM

SARKES TARZIAN INC.

205 N. College Ave.
Bloomington, IN 47404-3950
(812) 332-7251
Fax: (812) 331-4575

R. Geoffrey Vargo, President/Radio Div.

- Bloomington, IN: WGCL-AM
- Ft. Wayne, IN: WAJI-FM & WLDE-FM
- Indianapolis, IN: WTTS-FM

SAVANNAH VALLEY BROADCAST

1305 Georgia Ave.
North Augusta, SC 29841-3019
(803) 279-6610
Fax: (803) 279-0220

Birnie Florie, President

- Augusta, GA: WBBQ-AM & FM & WZNY-FM

SCHURZ COMMUNICATIONS INC.

225 W. Colfax Ave.
South Bend, IN 46626-1000
(219) 287-1001
Fax: (219) 287-2257

Franklin Schurz, President

- Lafayette, IN: WASK-AM & FM & WKOA-FM
- South Bend, IN: WSBT-AM & WNSN-FM

SCONNIX BROADCASTING CO.

1921 Gallows Rd., Ste. 850
Vienna, VA 22182-3900
(703) 356-6000
Fax: (703) 790-1290

Randall T. Odeneal, General Partner

- Laconia, NH: WEMJ-AM & WLNH-FM
- Meredith, NH: WBHG-FM
- Quad Cities, IA-IL: WOC-AM, WLLR-AM & FM, KCQQ-FM, KMXX-FM & KUUL-FM

SEARK RADIO INC.

920 Commerce Rd.
Pine Bluff, AR 71601
(501) 534-8978

Dawn Dean, President

- Pine Bluff, AR: KCLA-AM, KPBB-FM & KZYP-FM

SEATON STATIONS

PO Box 877
Coffeyville, KS 67337-0877
(316) 251-2900

R. M. Seaton, Chairman

- Manhattan, KS: KMAN-AM & KXBZ-FM
- Topeka, KS: KMKF-FM

SEEHAFER BROADCASTING CORP.

PO Box 1385
Manitowoc, WI 54221-1385
(414) 682-0351
Fax: (414) 682-1008

Don Seehafer, President

- Madison, WI: WMJB-FM
- Manitowoc, WI: WOMT-AM & WQTC-FM
- Wausau-Stevens Point, WI: WXCO-AM & WYCO-FM

SEIDEL, WALTER C.

PO Box 548
Phillipsburg, KS 67661-0548
(913) 543-2151

- Phillipsburg, KS: KKAN-AM & FM & KQMA-FM

SERVICE BROADCASTING CORP.

PO Box 530860
Grand Prairie, TX 75053-0860
(972) 263-9911

Hymen Childs, President

- Dallas-Ft. Worth: KAAM-AM, KKDA-AM & FM & KRNB-FM

SEWARD COUNTY BROADCASTING CO.

Box 3125
Liberal, KS 67905-3125
(316) 624-3891
Fax: (316) 624-9472

Jack Landon, President

- Liberal, KS: KSCB-AM & FM & KLDG-FM

S

SHAMROCK COMMUNICATIONS INC.

149 Penn Ave.
Scranton, PA 18503-2022
(717) 348-9108
Fax: (717) 348-9109

William R. Lynett, President/CEO

- Austin, TX: KUTZ-FM
- Baltimore, MD: WTRR-AM & WGRX-FM
- Milwaukee-Racine: WJZI-FM
- Tulsa, OK: KCFM-FM & KMYZ-FM
- Wilkes Barre-Scranton: WBAX-AM, WEJL-AM, WEZX-FM & WQFM-FM

SHARING INC.

PO Box 1112
Tallulah, LA 71284-1112
(318) 574-1500

- Tallulah, LA: KBYO-AM & FM
- Vicksburg, MS: WQBC-AM

SHAW, JOHNNY & OPAL

115 E. Jackson St., # 191
Bolivar, TN 38008-2319
(901) 658-3690

Fax: (901) 658-3408

- Bolivar, TN: WBOL-AM
- Jackson, TN: WOJG-FM

SHELDON COMMUNICATIONS INC.

PO Box 1996
Temple, TX 76503
(817) 771-5550

Don Grabowski

- Killeen-Temple, TX: KTON-AM, KLFX-FM & KOOC-FM

SHEPHERD GROUP

Box 430
Moberly, MO 65270-0430
(816) 263-5800
Fax: (816) 263-2300

David Shepherd, President

- Farmington, MO: KREI-AM & KTJJ-FM
- Festus, MO: KJFF-AM
- Lebanon, MO: KBNN-AM & KJEL-FM
- Moberly, MO: KWIX-AM & KRES-FM

SHERIDAN BROADCASTING CORP.

960 Penn Ave., Ste. 200
Pittsburgh, PA 15222-3811
(412) 456-4008

Fax: (412) 456-4022

Ronald Davenport Sr., CEO

- Buffalo-Niagara Falls, NY: WUFO-AM
- Pittsburgh: WAMO-AM & FM & WSSZ-FM
- Richmond, VA: WSTK-AM

SHOCKLEY COMMUNICATIONS CORP.

2306 W. Badger Rd.
Madison, WI 53713-2322
(608) 273-0077

Fax: (608) 273-0025

Terry Shockley, President

- Duluth, MN-Superior, WI: KXTP-AM, WDSM-AM, KDAL-AM & FM, KRBR-FM & KTCO-FM
- Milwaukee-Racine: WZTR-FM

SIGNAL MEDIA

5781 Keller Springs Rd.
Dallas, TX 75248-2828
(214) 380-6123

Philip Jonsson, President

- Little Rock, AR: KSYG-AM & FM & KKPT-FM

SILVERADO BROADCASTING CO.

455 University Ave., Ste. 100
Sacramento, CA 95825-6513
(916) 569-1880

Fax: (916) 569-1889

John A. Winkel, President

- Modesto, CA: KCDR-AM, KLOC-AM, KTDO-FM & KWNN-FM
- Sacramento, CA: KSQR-AM
- Stockton, CA: KCVR-AM, KWG-AM, KMIX-FM & KWIN-FM

SIMMONS FAMILY INC.

57 West South Temple, Ste. 700
Salt Lake City, UT 84101-1540
(801) 524-2600

Fax: (801) 521-9234

Craig Hanson, President

- Albuquerque, NM: KIVA-AM, KZKL-AM & FM, KIOT-FM, KRZN-FM & KZRQ-FM
- Salt Lake City-Ogden: KDYL-AM, KRSP-FM, KSFI-FM & KTLE-FM
- St. George, UT: KDXU-AM & KSNN-FM

SINCLAIR COMMUNICATIONS INC.

2000 W. 41st St.
Baltimore, MD 21211-1477
(410) 662-4700

Fax: (410) 662-5678

David Smith, President/CEO

- Buffalo-Niagara Falls, NY: WBEN-AM, WGR-AM, WWKB-AM, WWWS-AM, WKSE-FM & WMJQ-FM
- Greenville-Spartanburg, SC: WORD-AM & WFBC-AM & FM
- Los Angeles: KBLA-AM
- Memphis: WJCE-AM, WOGY-FM & WRVR-FM
- Nashville: WLAC-AM & FM & WJZC-FM
- New Orleans: WSMB-AM, WWL-AM, KMEZ-FM & WLMG-FM
- St. Louis: KPNT-FM & WVRV-FM
- Wilkes Barre-Scranton: WGBI-AM, WILK-AM, WILP-AM, WGGY-FM, WKRZ-FM & WWFH-FM

SINCLAIR TELECABLE

999 Waterside Dr, #500
Norfolk, VA 23510-3300
(757) 640-8500

Fax: (757) 640-8552

Bob Sinclair, GM

- Austin, TX: KGSR-FM & KROX-FM
- Norfolk-Virginia Beach-Newport News: WNIS-AM, WTAR-AM, WKOC-FM & WROX-FM
- Richmond, VA: WGCV-AM, WCDX-FM & WPLZ-FM

62ND ST. BROADCASTING

610 Abbott Rd.
East Lansing, MI 48823
(517) 337-2877

R. Charles McLavy, President/CEO

- Lansing-East Lansing, MI: WBHR-FM, WJXQ-FM & WWDX-FM

SMITH BROADCASTING CO. INC.

125 E. 3rd St.
New Richmond, WI 54017-1800
(715) 246-2254

Fax: (715) 246-7090

Robert E. Smith, Owner

- Black River Falls, WI: WWIS-AM & FM
- Minneapolis-St. Paul: WEZU-AM & WIXK-AM & FM

SMITH, G. & HARTMAN, D.

2200 6th Ave., Ste. 707
Seattle, WA 98121-1820
(206) 443-9991

Fax: (206) 443-9998

Gregory Smith, President

- Yakima, WA: KCHT-AM, KHHK-FM & KXDD-FM

SNIDER CORPORATION

PO Box 251920
Little Rock, AR 72225
(501) 661-7500

Ted Snider, Chairman

- Little Rock, AR: KRNN-AM, KARN-AM & FM & KKRN-FM

SOLAR BROADCASTING CO.

1236 Broadway
Columbus, GA 31901-2431
(706) 596-5100

Fax: (706) 596-5115

Allen Woodall, President

- Alexander City, AL: WRFS-AM
- Columbus, GA: WDAK-AM & WSTH-FM

SOMAR COMMUNICATIONS INC.

PO Box 2470
La Plata, MD 20646-2470
(301) 870-5550

Fax: (301) 884-0280

Roy Robertson, GM

- California, MD: WKIK-FM
- Mechanicsville, MD: WSMD-FM
- Waldorf, MD: WSMD-AM

SONORA OZONA BROADCASTING CO.

Box 50 HC 65 Hwy. 277 S
Sonora, TX 76950-0050
(915) 387-3553

Fax: (915) 387-3554

- Ozona, TX: KYXX-FM
- Sonora, TX: KHOS-AM & FM & KTUO-FM

S

S

S

SORENSEN BROADCASTING CORP.

600 N. Kiwanis Ave.
Sioux Falls, SD 57104-1802
(605) 334-1117
Fax: (605) 338-0326

Dean Sorenson, President

- Fort Dodge, IA: KVFD-AM & KUFL-FM
- Pierre, SD: KCCR-AM & KLXS-FM
- Red Wing, MN: KCUE-AM & KWNG-FM
- Volga, SD: KJJQ-AM & KKQQ-FM
- Watertown, SD: KWAT-AM, KDLO-FM & KIXX-FM
- Yankton, SD: KYNT-AM & KKYA-FM

SOUND BROADCASTERS INC.

PO Box 338
Madisonville, KY 42431-0338
(502) 821-4096
Fax: (502) 821-5954

Robert T. Kelley

- Madisonville, KY: WFMW-AM
- Owensboro, KY: WKTG-FM

SOUND BUSINESS INC.

PO Box 458
Elizabethtown, NC 28337-0458
(910) 862-3184
Fax: (910) 872-0100

Lee Hauser, President

- Fayetteville, NC: WAGR-AM, WBLA-AM, WGQR-FM & WJSK-FM

SOUTH CENTRAL COMMUNICATIONS CORP.

1162 Mount Auburn Rd.
Evansville, IN 47720-5428
(812) 424-8284
Fax: (812) 426-7928

John Engelbrecht, President

- Evansville, IN: WJPS-AM & FM & WIKY-FM
- Knoxville, TN: WIMZ-AM & FM & WJXB-FM
- Nashville: WJXA-FM & WRMX-FM

SOUTHERN BROADCASTING COMPANIES

3360 Capital Cir NE, Ste. D
Tallahassee, FL 32308-1575
(904) 422-3107
Fax: (904) 422-0008

Paul C. Stone, President/Owner

- Crawford, GA: WGMG-FM
- Rockmart, GA: WZOT-AM & WTSH-FM
- Rome, GA: WTSH-AM
- Toccoa, GA: WLET-AM & FM

SOUTHERN BROADCASTING CORP.

PO Box 2249
Clarksville, TN 37042-2249
(615) 431-4984
Fax: (615) 431-4986

Thomas Cassetty, President

- Clarksville, TN: WDXN-AM
- Fort Campbell, KY: WABD-AM & WCVQ-FM

SOUTHERN BROADCASTING OF ATHENS INC.

1137 Cedar Shoals Dr.
Athens, GA 30605
(706) 369-7301

R. Sanders Hickey, President

- Athens, GA: WRFC-AM
- Royston, GA: WBIC-AM & WPUP-FM

SOUTHERN MINNESOTA BROADCASTING

122 4th St. SW
Rochester, MN 55902-3320
(507) 286-1010
Fax: (507) 286-9370

Greg Gentling, President

- Rochester, MN: KROC-AM & FM & KYBA-FM
- Sioux Falls, SD: KSOO-AM, KXRB-AM, KIKN-FM, KKLS-FM & KMXC-FM

SOUTHWESTERN BROADCASTING CORP.

Box 7000
Clovis, NM 88102-7000
(505) 762-6200
Fax: (505) 762-8800

Thomas Crane, President

- Brownfield, TX: KLZK-FM
- Clovis, NM: KICA-AM
- Farwell, TX: KICA-FM
- Muleshoe, TX: KMUL-AM & KKYC-FM

SPANISH BROADCASTING SYSTEM

26 W. 56th St., 2nd Fl.
New York, NY 10019-8099
(212) 541-9200
Fax: (212) 541-6904

Raul Alarcon Jr., President

- Callahan, FL: WELX-AM
- Chicago: WYSY-FM
- Los Angeles: KXMG-AM & KLAX-FM
- Miami-Ft. Lauderdale-Hollywood: WCMQ-AM & FM, WRMA-FM, WSKP-FM, WXDJ-FM & WZMQ-FM
- New York: WXLX-AM, WPAT-FM & WSKQ-FM

SPANISH LANGUAGE BROADCASTERS OF WASHINGTON LP

123 S. 2nd St.
Yakima, WA 98901
(509) 457-1000
Fax: (509) 452-0541

Robert Powers, Managing Partner

- Yakima, WA: KJOX-AM, KYXE-AM & KZTA-FM

SPARTA-TOMAH BROADCASTING

113 W. Oak St.
Sparta, WI 54656-1712
(608) 269-3307
Fax: (608) 269-5170

Zel Rice II, President

- La Crosse, WI: WCOW-FM
- Sparta, WI: WKLJ-AM

SPECTRUM COMMUNICATIONS INC.

4429 N. US 23, Box 296
Oscoda, MI 48750
(517) 739-8180
Fax: (517) 739-7788

James Leighty, Chairman

- Kalamazoo, MI: WNTX-FM
- Mio, MI: WAVC-FM
- Oscoda, MI: WCLS-FM

SPENCER BROADCASTING

3102 Bay Ave.
Hoquiam, WA 98550-4225
(360) 532-1200

Brian Spencer, General Partner

- Hoquiam, WA: KJET-AM & KGHO-FM
- Seattle-Tacoma: KGHO-AM

SPRING BROADCASTING LLC

1750 Rockville Pike, Ste. 20
Rockville, MD 20852-1631
(301) 770-4176
Fax: (301) 770-5526

Bill Sherard, President

- Atlantic City-Cape May, NJ: WFPG-AM & FM
- Chicago: WKRS-AM & WLXC-FM
- New Bedford-Fall River, MA: WBSM-AM & WFHN-FM
- New London, CT: WSUB-AM & WQGN-FM

SPRINGER BROADCASTING INC.

PO Box 3069
Bryan, TX 77805
(409) 776-1240

Fax: (409) 776-0123

W. Bennett Springer, Owner

- Bryan-College Station, TX: KTAM-AM, KHLR-FM & KORA-FM

STARCAST STATIONS

PO Box 1309
Bryson City, NC 28713-1309
(704) 488-2682
Fax: (704) 488-3594

- Bryson City, NC: WBHN-AM
- Keyser, WV: WKLP-AM & WQZK-FM

STARCOM

24 W. Division St.
Waite Park, MN 56387-1329
(612) 420-3598

Dennis Carpenter, President

- Atwater, MN: KYRS-FM
- St. Cloud, MN: KXSS-AM, KASM-AM & FM, KKSR-FM & KLZZ-FM

STARLIGHT BROADCASTING CO. INC.

PO Box 471
Central City, KY 42330-0471
(502) 754-3000
Fax: (502) 754-9484

Victoria Anderson, President

- Greenville, KY: WKYA-FM
- Hartford, KY: WSNR-AM & WKHB-FM
- Owensboro, KY: WQXQ-FM

STARVIEW MEDIA INC.

1360 Copenhaffer Rd.
York, PA 17404-8396
(717) 266-6606

Douglas George, President

- Albany-Schenectady-Troy: WZZM-FM
- Beaver Springs, PA: WLZS-FM
- Glens Falls, NY: WBZA-AM
- Hudson Falls, NY: WENU-FM & WHTR-FM
- Mexico, PA: WJUN-AM & FM
- South Glens Falls, NY: WSTL-AM
- York, PA: WOYK-AM

S

STELLAR COMMUNICATIONS

815 Rice Rd.
Tyler, TX 75703-3118
(903) 581-0080
Fax: (903) 509-4152

Don R. Chaney, President/CEO

- Alexandria, LA: KZMZ-FM
- Killen-Temple, TX: KKIK-FM & KNRV-FM

STEPHENS, MICHAEL P.

2448 E. 81st St., Ste. 5950
Tulsa, OK 74137-4272
(918) 492-2660
Fax: (918) 492-8840

Michael Perry Stephens, Owner/GM

- Claremore, OK: KTFR-FM
- Muskogee, OK: KMMY-FM
- Tulsa, OK: KXOJ-AM & FM & KEMX-FM
- Wichita, KS: KTLI-FM

STEWART BROADCASTING INC.

Box 5068
Bend, OR 97708-5068
(503) 382-5611
Fax: (503) 389-7885

Sande Stewart, President

- Bend, OR: KXUX-AM & KXIX-FM
- Redmond, OR: KSJJ-FM

STONEWOOD COMMUNICATIONS CORP.

PO Box K
Benton, TN 37307-1010
(423) 338-2864
Fax: (423) 338-9180

W.J. Woody, President

- Benton, TN: WBIN-AM & FM
- Etowah, TN: WCPH-AM

STOP 26-RIVERBEND INC.

100 South Third St.
Columbus, OH 43215-4236
(412) 346-4113
Fax: (412) 981-4545

- Columbus, OH: WSMZ-FM
- Youngstown-Warren, OH: WRBP-FM

STRAUS MEDIA GROUP

22 N. Main St.
Ellenville, NY 12428-1019
(914) 647-5678
Fax: (914) 647-5008

Eric P. Straus, President

- Catskill, NY: WCKL-AM & WCTW-FM
- Hudson, NY: WHUC-AM & WTHK-FM
- Newburgh-Middletown, NY: WELV-AM & WTHN-FM
- Poughkeepsie, NY: WKIP-AM & WRNQ-FM
- Winchester, VA: WFTR-AM & FM

STUDSTILL BROADCASTING

PO Box 88
Mendota, IL 61342-0088
(815) 539-6751
Fax: (815) 539-5956

Owen L. Studstill Jr., President

- Pana, IL: WXKO-FM
- Swainsboro, GA: WXRS-AM & FM

SUDBURY BROADCAST GROUP

PO Box 989
Blytheville, AR 72316-0989
(501) 762-2093
Fax: (501) 763-8459

Ed White, Mgr./Group Operation

- Hope, AR: KHPA-FM
- Memphis: KLCN-AM, KOSE-AM & FM & KHLS-FM
- Newport, AR: KNBY-AM & KOKR-FM
- Prescott, AR: KTPA-AM

SUMTER BROADCASTING Co. Inc.

215 Georgia Hwy. 30 West
Americus, GA 31709
(912) 924-1290
Fax: (912) 928-3579

- Americus, GA: WISK-AM & FM & WDEC-FM

SUN VALLEY RADIO INC.

PO Box 3369
Logan, UT 84323-3369
(801) 752-1390
Fax: (801) 752-1392

M. Kent Frandsen, President

- Logan, UT: KLGK-AM, KVNU-AM, KBLQ-FM & KVFM-FM
- Preston, ID: KKEX-FM

SUNGROUP INC.

9102 N. Meridian St., Ste. 545
Indianapolis, IN 46260-1809
Fax: (317) 844-7427

John W. Biddinger, President

- Abilene, TX: KEAN-AM & FM
- Albuquerque, NM: KKSS-FM
- Bryan-College Station, TX: KKYS-FM
- Shreveport, LA: KMJJ-FM
- Tyler-Longview, TX: KYKX-FM

SUNAIR COMMUNICATIONS INC.

PO Box 1240
Selinsgrove, PA 17870-0090
(717) 374-8819

David Bernstein, President

- Harrisburg-Lebanon-Carlisle, PA: WYGL-FM
- Selinsgrove, PA: WYGL-AM

SUNBELT BROADCASTING CORP.

PO Box 351
Columbia, MS 39429-0351
(601) 731-2298

Thomas McDaniel, Owner

- Laurel-Hattiesburg, MS: WKNZ-FM
- Prentiss, MS: WJDR-FM

SUNBROOK COMMUNICATIONS INC.

1212 N. Washington St., Ste. 124
Spokane, WA 99201-2401
(509) 326-9500
Fax: (509) 326-1560

Larry Roberts, President/CEO

- Billings, MT: KBLG-AM, KRKX-FM & KYA-FM
- Butte, MT: KXTL-AM, KAAR-FM & KMBR-FM
- East Wenatchee, WA: KYSN-FM
- Great Falls, MT: KMSL-AM, XGFF-AM, KAAK-FM & KQDI-FM
- Missoula, MT: KGRZ-AM, KYLT-AM, KGGL-FM & KZOO-FM
- Quincy, WA: KWWW-FM
- Rock Island, WA: KXAA-FM
- Wenatchee, WA: KWWW-AM

SUNBURST MEDIA LP

1350 One Galleria Tower, 13355 Noel
Dallas, TX 75240
(214) 702-7371

John Borders, President/CEO

- McAllen-Brownsville-Harlingen, TX: KFRQ-FM, KKPS-FM & KVLV-FM
- Springfield, MO: KGMV-AM & FM & KGBX-FM

SUNBURY BROADCASTING CORP.

PO Box 1070
Sunbury, PA 17801-0870
(717) 286-5838
Fax: (717) 743-7837

- Northumberland, PA: WKOK-FM
- Sunbury, PA: WKOK-AM & WQKX-FM

SUNRISE BROADCASTING CORP.

131 E. 62nd St.
New York, NY 10021-7311
(212) 319-7210
Fax: (212) 832-5611

Joerg G. Klebe, President

- Auburn, NE: KNCY-FM
- Nebraska City, NE: KNCY-AM
- Newburgh-Middletown, NY: WGNV-AM & FM
- Omaha-Council Bluffs: KISP-FM
- Topeka, KS: KQTP-FM & KWIC-FM

SUSQUEHANNA RADIO CORP.

140 E. Market St.
York, PA 17401-1219
(717) 852-2139

Fax: (717) 771-1436

Dave Kennedy, President

- Anniston, AL: WHMA-AM & FM
- Atlanta: WNNX-FM
- Cincinnati: WRRM-FM & WVAE-FM
- Dallas-Ft. Worth: KLIF-AM, KTCK-AM, KKZN-FM & KPLX-FM
- Houston-Galveston: KRBE-FM
- Indianapolis, IN: WFMS-FM & WGRL-FM
- Reno, NV: KTHX-FM
- San Francisco: KNBR-AM & KFOG-FM
- San Jose: KFFG-FM
- York, PA: WSBA-AM & WARM-FM

Visit R&R's Web Site:
<http://www.rronline.com>

S

SWANSON, DONALD A.

1534 Buchanan Ave.
Sioux City, IA 51106-5495
(712) 252-4621
Fax: (712) 255-6300

Donald A. Swanson, Owner
• Dakota City, NE: KTFJ-AM
• Sioux City, IA: KTFC-FM

SYNDICATED COMMUNICATIONS

8401 Colesville Rd., Ste. 300
Silver Spring, MD 20910-3363
(301) 608-3203

Herbert Wilkins Sr., General Partner

- Detroit: WWBR-FM
- Kansas City: KISF-FM
- Las Vegas, NV: KJUL-FM
- Phoenix, AZ: KMJK-FM

T

T&W COMMUNICATIONS INC.

1910 14th Ave. North, #1078
Columbus, MS 39701-2406
(601) 328-1050
Fax: (601) 328-1054

- Columbus, MS: WACR-AM
- Tupelo, MS: WACR-FM

TALLEY BROADCASTING CORPORATION

PO Box 10
Litchfield, IL 62056-0010
(217) 324-5921
Fax: (217) 532-2431

Hayward L. Talley, CEO
• Fort Madison, IA: KBKB-AM & FM
• Litchfield, IL: WSMI-AM & FM

TAYLOR BROADCASTING

598 W. Sandtown Rd.
Marietta, GA 30064-2428
(770) 421-1165

Stephen J. Taylor, President
• Macon, GA: WITK-AM, WQTK-AM, WIBB-FM, WQBZ-FM, WRBG-FM & WWIQ-FM
• New Castle, IN: WMDH-AM & FM
• Saginaw-Bay City-Midland: WTLZ-FM

TELE-MEDIA BROADCASTING CO.

804 Jacksonville Rd.
Bellefonte, PA 16823-7906
(814) 355-8355
Fax: (814) 353-2072

Robert Tudek, Chmn./President/CEO
• Allentown-Bethlehem: WEST-AM & WLEV-FM
• Harrisburg-Lebanon-Carlisle, PA: WRKZ-FM
• Johnstown, PA: WGLU-FM & WQKK-FM
• Providence-Warwick-Pawtucket, RI: WLKW-AM, WPRO-AM & FM & WWLI-FM
• Quincy, IL: WTAD-AM, WMOS-FM & WQCY-FM
• State College, PA: WBLF-AM, WRSC-AM, WIKN-FM & WQWK-FM
• Wilkes Barre-Scranton: WARM-AM, WAZL-AM, WMGS-FM & WZMT-FM
• York, PA: WQXA-AM & FM

THREE EAGLES COMMUNICATIONS INC.

19340 Furrow Rd.
Monument, CO 80132
(719) 481-9378
Fax: (719) 481-8793

Rolland Johnson, Chairman/CEO

- Brookings, SD: KBRK-AM & FM
- Chicago: WCCQ-FM
- Columbus, NE: KTTT-AM & KKOT-FM
- Huron, SD: KIJV-AM & KZNC-FM
- Lincoln, NE: KFOR-AM, KMEM-AM, KFRX-FM & KNET-FM
- Sioux Falls, SD: KQAD-AM & KLQL-FM

THUNDERBOLT BROADCASTING CO.

PO Box 318
Martin, TN 38237-0318
(901) 587-9526
Fax: (901) 587-5079

Paul F. Tinkle, President/GM

- Dresden, TN: WCDZ-FM
- Martin, TN: WCMT-AM & FM

TIGER COMMUNICATIONS INC.

468 Macedonia Rd.
Tallahassee, AL 36078
(334) 283-6888
Fax: (334) 283-2152

Fred Randall Hughey, President

- Auburn, AL: WAUD-AM
- Carrville, AL: WACQ-AM
- Tuskegee, AL: WACQ-FM & WTGZ-FM

TIMM ENTERPRISES

PO Box 14369
Tallahassee, FL 32317-4369
(904) 385-8818
Fax: (904) 385-4777

Bruce B. Timm, President

- Ft. Myers-Naples-Marco Island: WSGI-FM
- Tallahassee, FL: WANM-AM & WGLF-FM

TOCCOA FALLS COLLEGE

PO Box 780
Toccoa Falls, GA 30598
(706) 886-1912
Fax: (706) 886-0690

Paul Alford, President

- Macon, GA: WCOP-AM
- Unadilla, GA: WAFI-FM

TRACY CORP.

Box 1263, 2002 Char Ave.
Scottsbluff, NE 69363-1263
(308) 632-5667
Fax: (308) 635-1905

Michael Tracy, President

- Scottsbluff, NE: KOLT-AM & KMOR-FM
- Terrytown, NE: KOAQ-AM

TRALYN BROADCASTING INC.

345 Lorraine Ave.
Pass Christian, MS 39571
(601) 452-7138

Darren William Kies, President

- Lumberton, MS: WLUN-FM
- Richton, MS: WESV-FM
- Wiggins, MS: WIGG-AM

TRAVIS BROADCASTING CORPORATION

PO Box 479, 485 Tower Rd.
Christiansburg, VA 24073-0479
(540) 382-6106

Fax: (540) 381-2932

Robert Travis, President

- Blacksburg-Christiansburg-Radford-Pulaski: WFNR-AM, WNRV-AM, WRAD-AM & WRIQ-FM

TREASURE VALLEY BROADCASTING

PO Box 45234
Boise, ID 83704-5234
(208) 549-2241

Fax: (208) 549-0112

Randal Williamson, President

- Boise, ID: KWEI-FM
- Weiser, ID: KWEI-AM

TREVINO, EDGAR

1050 MacIntosh St.
Brownsville, TX 78521-2484
(210) 544-1600
Fax: (210) 544-0311

Edgar Trevino, President

- McAllen-Brownsville-Harlingen, TX: KBOR-AM, KTJN-FM & KTJX-FM

TRI-COUNTY BROADCASTING CO. INC.

PO Box 1398
Hawkinsville, GA 31036-7398
(912) 892-9061
Fax: (912) 892-9063

James Popwell, Sr. President

- Hawkinsville, GA: WCEH-AM & WQSY-FM
- Statesboro, GA: WPMX-FM

TRIATHLON BROADCASTING

750 B St., Ste. 1920
San Diego, CA 92101-8114
(619) 239-4242
Fax: (619) 239-4270

Norman Feuer, President

- Colorado Springs, CO: KTWK-AM, KVOR-AM, KSPZ-FM & KVUU-FM
- Lincoln, NE: KHAT-AM, KIBZ-FM, KKNB-FM, KTGL-FM & KZKX-FM
- Little Rock, AR: KMKV-FM, KOLL-FM & KSSN-FM
- Omaha-Council Bluffs: KFAB-AM, KGOR-FM, KTNP-FM & KXKT-FM
- Richland-Kennewick-Pasco, WA: KALE-AM, KTCR-AM, KEGX-FM & KIOK-FM
- Spokane, WA: KAQQ-AM, KUDY-AM, KEYF-AM & FM, KISC-FM, KKZX-FM & KNFR-FM
- Wichita, KS: KFH-AM, KQAM-AM, KZSN-AM & FM, KEYN-FM, KRBB-FM & KWSJ-FM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50

PLEASE CALL

310 • 788 • 1625

T

TRIBUNE BROADCASTING Co.

435 N. Michigan Ave., Ste. 1800
Chicago, IL 60611-4008
(312) 222-3333
Fax: (312) 329-0611

Wayne Vriesman, VP/Radio

- Chicago: WGN-AM
- Denver-Boulder: KEZW-AM, KKHK-FM & KOSI-FM
- New York: WQCD-FM

TRUMPER COMMUNICATIONS INC.

900 Oakmont Ln., Ste. 210
Westmont, IL 60559-5503
(630) 789-0090

Fax: (630) 789-0102

Jeffrey E. Trumper, President/CEO

- Albuquerque, NM: KDZZ-AM, KZSS-AM, KLSK-FM, KPEK-FM, KTEG-FM & KZRR-FM
- Salt Lake City-Ogden: KISN-AM & FM & KUMT-FM

TRYON-SEACOAST COMMUNICATIONS

PO Box 280
Gardiner, ME 04345
(207) 582-3303

Fax: (207) 582-8144

Jeffrey Fisher, President

- Augusta-Waterville, ME: WFAU-AM, WABK-FM & WKCG-FM

TSCHUDY COMMUNICATIONS CORP.

15 Campbell St., Ste. 200
Luray, VA 22835-1908
(703) 743-3000

Fax: (703) 743-3002

Earl Judy Jr., President/CEO

- Morgantown-Clarksburg-Fairmont: WPDJ-AM & FM & WMQC-FM
- Parkersburg-Marietta, WV-OH: WURN-FM

TSUNAMI COMMUNICATIONS INC.

1611 S. College Ave., Ste. 211
Ft. Collins, CO 80525-1074
(303) 493-5330

Fax: (303) 484-5451

Anthony Galluzzo, President

- Denver-Boulder: KTCL-FM
- Wellington, CO: KIXX-AM

B. TUCKER ASSOCIATES INC.

PO Box 63
Mobile, AL 36601-0063
(334) 432-1360

Buddy Tucker, Owner

- Daytona Beach, FL: WYND-AM
- Mobile, AL: WMOB-AM

TUNED IN BROADCASTING INC.

401 Church St., 30th Floor
Nashville, TN 37219-2200
(615) 242-5600

Fax: (615) 242-9877

Lester Turner, Chairman/CEO

- Nashville: WRLG-FM, WRLT-FM & WYYB-FM

TUSCARAWAS BROADCASTING

125 Johnson Dr.
Uhrichsville, OH 44683-1017
(614) 922-2700

Fax: (614) 922-2702

- Canton, OH: WNPQ-FM
- Uhrichsville, OH: WBTC-AM

TWO-RIVERS BROADCASTING INC.

PO Box 1170
Jamestown, ND 58402-1170
(701) 252-1400

Fax: (701) 252-1402

Janice Ingstad, President

- Harvey, ND: KHND-AM
- Jamestown, ND: KQDJ-AM & KXGT-FM

U

UNITY BROADCASTING NETWORK, NEW YORK INC.

1333 New Hampshire Ave., NW, #1000
Washington, DC 20036
(202) 861-0870

Sydney L. Small, President/Director

- Nassau-Suffolk: WLNG-FM
- New York: WERA-AM & WWRL-AM
- Waterbury, CT: WQQW-AM

UNIVERSAL BROADCASTING

1086 Teaneck Rd.
Teaneck, NJ 07666-4838
(201) 837-0400

Fax: (201) 837-9664

Howard Warshaw, President

- Nassau-Suffolk: WTHE-AM
- Oakland, NJ: WVNJ-AM

UNIVERSITY BROADCASTING Co. LP

135 N. Pennsylvania St., Ste. 2380
Indianapolis, IN 46204-4403
(317) 635-5696

Fax: (317) 635-5699

Arthur A. Angotti, Chairman/President

- Bloomington, IN: WBWB-FM
- Ellettsville, IN: WGCT-FM
- Lafayette, IN: WAZY-FM & WGBD-FM

UNIVERSITY OF MAINE SYSTEM

25 Pleasant St.
Fort Kent, ME 04743-1292
(207) 834-7500

Fax: (207) 834-7503

- Farmington, ME: WUMF-FM
- Fort Kent, ME: WUFK-FM
- Presque Isle, ME: WUPI-FM

V

VCY AMERICA INC.

3434 West Kilbourn Ave.
Milwaukee, WI 53208-3313
(414) 935-3000

Fax: (414) 935-3015

Vic Eliason, GM

- Appleton-Oshkosh, WI: WVCY-AM
- Fort Scott, KS: KVCY-FM
- Gregory, SD: KVCX-FM
- Milwaukee, WI: WVCY-FM
- Tomah, WI: WVCX-FM

VALU BROADCASTING INC.

PO Box 968
Emporia, KS 66801-0968
(316) 342-1400

Fax: (316) 342-0804

Steve Sauder, President

- Emporia, KS: KVOE-AM & FM & KFFX-FM

VANIER, JOHN

PO Box 69
Abilene, KS 67410-0069
(913) 263-1560

Fax: (913) 263-0166

John Vanier

- Abilene, KS: KSAJ-FM
- Salina, KS: KSAL-AM & KYEZ-FM

VEKONY COMMUNICATIONS INC.

4001 W. Walnut
Rogers, AR 72756
(501) 636-4611

Fax: (501) 631-6902

George Hochman

- Fayetteville, AR: KAMO-AM & FM & KREB-FM

VERSTANDIG BROADCASTING

4850 Connecticut Ave., NW, Ste. 103
Washington, DC 20008-5941
(202) 244-1422

Fax: (202) 362-4149

John VerStandig, President

- Hagerstown-Chambersburg-Waynesboro: WCBG-AM, WHGT-AM, WAYZ-FM & WSRT-FM
- Harrisonburg, VA: WHBG-AM, WSWA-AM, WAMM-FM & WQPO-FM

VIDALIA COMMUNICATIONS CORP.

1501 Mount Vernon Rd., # 900
Vidalia, GA 30474-3189
(912) 537-9202

Fax: (912) 537-4477

- Soperton, GA: WKTm-FM
- Vidalia, GA: WVOP-AM & WTCQ-FM

VIRGINIA BROADCASTING Co.

PO Box 954
Virginia, MN 55792-0954
(218) 741-2233

Fax: (218) 741-1415

Frank Befera, President

- Duluth, MN-Superior, WI: WHLB-AM, KUSZ-FM & WUSZ-FM

VIRGINIA BROADCASTING CORPORATION

216 W. Lafayette St.
Ottawa, IL 61350-2082
(815) 434-6050

Fax: (815) 434-5311

- Ottawa, IL: WCMY-AM & WRKX-FM
- Salem, IL: WJBD-AM & FM

V
•
W

V

VISIONARY RELATED ENTERTAINMENT

PO Box 15261
Santa Rosa, CA 95402-7261
(808) 244-9145
John Detz Jr., President

- Hilo, HI: KAOE-FM
- Honolulu, HI: KAOI-FM & KGMZ-FM
- Kealahou, HI: KKON-AM & KAOY-FM
- Kihei, HI: KAOI-AM
- Makawao, HI: KDLX-FM

W

WALT-WEST WISCONSIN INC.

1801 Coral Dr.
Waukeesha, WI 53186-5353
(414) 544-6800
Fax: (414) 544-1705

Edward Piszczek, President
• Lake Geneva, WI: WAUX-AM
• Milwaukee-Racine: WAUK-AM

WAMC/NORTHEAST PUBLIC RADIO

318 Central Ave.
Albany, NY 12206-2522
(518) 465-5233
Fax: (518) 432-0991

Alan Chartock, CEO
• Canajoharie, NY: WCAN-FM
• Great Barrington, MA: WAMQ-FM
• Ticonderoga, NY: WANC-FM

WATS BROADCASTING INC.

204 Desmond St.
Sayre, PA 18840-2041
(717) 888-7745
Fax: (717) 888-9005

C.C. Carver, President
• Binghamton, NY: WATS-AM & WAVR-FM
• Towanda, PA: WTTC-AM & FM

WBUT INC.

1768 N. Main St. Ext.
Butler, PA 16001-1346
(412) 287-5778
Fax: (412) 282-9188

- Pittsburgh: WBUT-AM, WISR-AM & WLER-FM

WDAC RADIO Co. Inc.

PO Box 3022
Lancaster, PA 17604-3022
(717) 284-4123
Fax: (717) 284-2300

Richard Crawford, President
• Lancaster, PA: WDAC-FM
• Reading, PA: WBYN-FM

WDUN RADIO INC.

PO Box 10
Gainesville, GA 30503-0010
(404) 532-9921
Fax: (404) 532-0506

- Clarkesville, GA: WMJE-FM
- Gainesville, GA: WDUN-AM & WGGA-AM

WEHCO MEDIA

113 Madison
Camden, AR 71701
(501) 836-5091
Fax: (501) 836-8196

- Camden, AR: KAMD-AM & FM
- Shreveport, LA: KTAL-FM
- Texarkana, TX-AR: KCMC-AM

WENK BROADCAST GROUP INC.

1729 Nailling Dr.
Union City, TN 38261-2003
(901) 885-1240
Fax: (901) 885-3405

Terry L. Hailey, President
• Fulton, KY: WWKF-FM
• McKinnon, TN: WTPR-FM
• Paris, TN: WTPR-AM & WAKQ-FM
• Union City, TN: WENK-AM

WICKS RADIO LP

25302 Nighthawk Ln.
San Antonio, TX 78255-3636
(210) 698-5338
Fax: (210) 698-5339

D. Rex Tackett, President/COO
• Binghamton, NY: WKOP-AM, WNBK-AM, WAAL-FM, WHWK-FM & WYOS-FM
• Charleston, SC: WTMA-AM, WTMZ-AM, WMGL-FM, WSSX-FM, WSUY-FM & WWWZ-FM
• Chattanooga, TN: WLMX-AM & FM & WZST-FM

WJON BROADCASTING Co.

Box 220
St. Cloud, MN 56302-0220
(612) 251-4422
Fax: (612) 251-1855

Andrew Hilger, President
• St. Cloud, MN: WJON-AM, KMXK-FM & WWJO-FM

WLT ASSOCIATES LP

1000 Memorial Dr.
Griffin, GA 30223-4446
(912) 227-5507
Fax: (912) 229-2291

William Taylor, President
• Atlanta: WKEU-AM
• Bolingbroke, GA: WDBS-FM

WRD ENTERTAINMENT INC.

728 Ramsey St.
Batesville, AR 72501-7139
(501) 793-2374

Preston Grace Jr., President
• Batesville, AR: KAAB-AM, KBTA-AM & KZLE-FM
• Mountain View, AR: KWOZ-FM

WRUS INC.

1715 Nashville St.
Russellville, KY 42276-8855
(502) 726-3555

William McGinnis, President/Director
• Bowling Green, KY: WBVR-FM
• Hopkinsville, KY: WVVR-FM
• Mayfield, KY: WNGO-AM & WXID-FM
• Murray, KY: WNBS-AM, WSJP-AM & WBLN-FM
• Russellville, KY: WRUS-AM

WSHN INC.

517 N. Beebe St.
Fremont, MI 49412-1300
(616) 924-4700
Fax: (616) 924-9746

Todd Noordyk, President
• Fremont, MI: WSHN-AM & FM
• Gulliver, MI: WCMM-FM
• Manistique, MI: WTIQ-AM

Get with the program!

MasterAccess Analyzer

database for radio

BIA's *MasterAccess* databases contain powerful information on trends, revenues, market share and transactions, providing you with critical data right at your fingertips—customizable fields to enter your own notes and fully exportable to your existing software programs.

The premier analytical software on the radio industry.



The Industry Source

Stay on top of your industry. Call today for more information.

BIA Publications, Inc. 800-331-5086



From the
publishers of
*Investing in
Radio Market
Report...*

W

WAGNER BROADCASTING CORP.

117 Portsmouth Rd.
Gallipolis, OH 45631-1047
(614) 446-3543
Fax: (614) 446-3001

Lynn Wagner, VP

- Gallipolis, OH: WJEH-AM
- Huntington, WV-Ashland, KY: WMGG-FM

WALKER BROADCASTING

PO Box 1073
Highland, NY 12528-0073
(914) 691-2850
Fax: (914) 691-6381

William Walker III, President

- Albany-Schenectady-Troy: WKAJ-AM
- Poughkeepsie, NY: WWLE-AM

WALL, STANLEY L

PO Box 763
Connellsville, PA 15425-0763
(412) 628-2800
Fax: (412) 628-7380

Stanley L. Wall, Owner

- Latrobe, PA: WQTW-AM
- Pittsburgh: WLSW-FM

WALTON STATIONS

Box 776
Kermit, TX 79745-0776
(915) 586-3366
Fax: (915) 586-3958

John B. Walton, President

- Colorado Springs, CO: KKCS-AM & FM
- Ruidoso, NM: KBUY-AM & KWES-FM

WARNER STATIONS

PO Box 30181
Lincoln, NE 68503-0181
(402) 475-4567
Fax: (402) 479-1414

Norton E. Warner, President

- Beatrice, NE: KWBE-AM
- Canon City, CO: KRLN-AM & KSTY-FM
- Lincoln, NE: KLIN-AM, KEZG-FM & KKUL-FM

WASHINGTON BROADCAST MANAGEMENT CO.

9700 Court Glenn, #811
Houston, TX 77099
(281) 530-1011
Fax: (281) 530-8712

Fred Lundgren, President

- Lakewood, WA: KNTB-AM
- Seattle-Tacoma: KBRO-AM

WEINBERG, FRED

1500 E. Tropicana, Ste. 122
Las Vegas, NV 89119-6515
Fax: (702) 795-4740

Fred M. Weinberg

- Elk City, OK: KADS-AM
- Guthrie, OK: KOKC-AM
- Las Vegas, NV: KRLV-AM
- Muskogee, OK: KBIX-AM & KMUS-AM
- Tulsa, OK: KMYZ-AM & KTRT-AM

WEST JEWELL MANAGEMENT INC.

7201 Interstate 40 West, Ste. 325
Amarillo, TX 79106
(806) 359-4000
Fax: (806) 359-4294

Roger Anderson, President/Treasurer

- Amarillo, TX: KARX-FM
- Scott City, KS: KFLA-AM & KSKL-FM

WEST VIRGINIA RADIO

1251 Earl L Core Rd.
Morgantown, WV 26505-5881
(304) 296-0029
Fax: (304) 296-3876

Dale B. Miller, President

- Charleston, WV: WCAW-AM, WCHS-AM, WKWS-FM & WVAF-FM
- Morgantown-Clarksburg-Fairmont: WAJR-AM, WFBY-FM & WVAQ-FM
- Weston, WV: WSSN-FM

WESTCOAST BROADCASTING INC.

717 N. Mooney Blvd.
Tulare, CA 93274-2411
(209) 686-2866
Fax: (209) 686-5265

Larry W. Woods, President

- San Luis Obispo, CA: KKJG-FM
- Visalia-Tulare-Hanford: KJUG-AM & FM

WESTERLY BROADCASTING CO.

PO Box 325
Westerly, RI 02891-0325
(401) 596-7728

Natalie Urso, President

- Providence-Warwick-Pawtucket, RI: WADK-AM, WERI-AM & FM, WDGE-FM & WDGF-FM

WESTERN BROADCASTING CO.

400 Ryman St.
Missoula, MT 59802-4294
(406) 728-9300
Fax: (406) 542-2329

- East Missoula, MT: KLCY-AM
- Missoula, MT: KGVO-AM & KYSS-FM

WESTERN COMMUNICATIONS INC.

PO Box 699
Blackfoot, ID 83221-0699
(208) 785-1400
Fax: (208) 785-0184

- Blackfoot, ID: KECN-AM & KLCE-FM
- Idaho Falls, ID: KICN-AM

WESTERN PACIFIC INC.

3982 Glendale
Boise, ID 83703-5116
(208) 336-1145

John Tanner, President

- Boise, ID: KKIC-AM
- Emmett, ID: KJHY-FM

WESTERN SLOPE COMMUNICATIONS

488 Madison Ave., Fifth Floor
New York, NY 10022-5702
(212) 753-5599

Allen Brill, CEO

- Durango, CO: KIUP-AM, KIQX-FM & KRSJ-FM
- Grand Junction, CO: KRGS-AM & KZKS-FM
- Ouray, CO: KURA-FM

WHEELER BROADCASTING CO.

PO Box K
Grand Coulee, WA 99133-0841
(509) 633-2020

Verl Wheeler, President/CEO

- Grand Coulee, WA: KEYG-AM & FM
- Othello, WA: KZLN-FM

WHITEHEAD, E.H.

618 N. Main St., # 475
Rusk, TX 75785-1144
(903) 683-2258
Fax: (903) 683-5104

• Rusk, TX: KTLU-AM

• Tyler-Longview, TX: KWRW-FM

TOM S. WHITEHEAD INC.

223 E. Main
Brenham, TX 77833
(409) 836-3655

Fax: (409) 830-8141

Tom S. Whitehead, President

- Brenham, TX: KWHL-AM
- Bryan-College Station, TX: KTTX-FM

WILKERSON BROADCASTING GROUP

PO Box 340
Lenoir City, TN 37771-0340
(423) 986-7536
Fax: (423) 986-1716

Arthur Wilkerson, President

- Knoxville, TN: WLIL-AM & FM
- Newport, TN: WLIK-AM

WILKINS COMMUNICATIONS NETWORK INC.

PO Box 444
Spartanburg, SC 29304-0444
(864) 585-1885
Fax: (864) 597-0687

Robert Wilkins, President

- Augusta, GA: WFAM-AM
- Chattanooga, TN: WLMR-AM
- Omaha-Council Bluffs: KLNG-AM

WILKS BROADCAST ACQUISITIONS INC.

500 Carolina Springs Rd.
North Augusta, SC 29841
(803) 279-1977
Fax: (803) 279-1175

Jeff Wilks

- Augusta, GA: WGUS-AM, WEKL-FM, WRXR-FM & WUUS-FM

WILLIS BROADCASTING CORP.

645 Church St., Ste. 400
Norfolk, VA 23510-1712
(757) 624-6500
Fax: (757) 624-6515

Bishop L. E. Willis, Sr., President

- Atlanta: WTJH-AM
- Birmingham, AL: WAYE-AM
- Columbia, SC: WKWQ-FM
- Dothan, AL: WGZS-AM
- Greensboro-Winston Salem-High Point: WPOL-AM & WTNC-AM
- Greenville-New Bern-Jacksonville: WELS-AM & FM
- Indianapolis, IN: WPZZ-FM
- Jackson, MS: WJXN-AM & FM & WJNS-FM

W
•
Z

W

WILLIS BROADCASTING CORP. *Continued*

- Jacksonville, FL: WSVE-AM
- Little Rock, AR: KLRG-AM & KMZX-FM
- New Orleans: WBOK-AM
- Orangeburg, SC: WKSO-FM
- Raleigh-Durham, NC: WCRY-AM & WSRC-AM
- Union Springs, AL: WSFU-FM
- Windsor, NC: WBTE-AM & WURB-FM

WILLIS FAMILY BROADCASTING

645 Church St., Ste. 400
Norfolk, VA 23510-1712
(757) 624-6500
Fax: (757) 624-6515

Celestine Willis, President

- Charlotte-Gastonia-Rock Hill: WGSP-AM
- Chicago: WWCA-AM
- Dallas-Ft. Worth: KDFT-AM
- Edenton, NC: WBXB-FM
- Memphis: WSFZ-AM
- Norfolk-Virginia Beach-Newport News: WGPL-AM & WPCE-AM

WILLOW CREEK ENTERTAINMENT

PO Box 649
Palestine, TX 75802-0649
(903) 729-6077
Fax: (903) 729-4742

Chuck McKay, President

- Palestine, TX: KNET-AM
- Tyler-Longview, TX: KYYK-FM

WILSON, JAMES III

805 N. Oates St., Ste. M
Dothan, AL 36303-4556
(334) 671-1753
Fax: (334) 712-9896

James Wilson, III

- Dothan, AL: WAGF-AM & FM & WJUN-FM

WINDWARD COMMUNICATIONS II

601 Abbott Rd.
East Lansing, MI 48823-3322
(517) 337-2877

R. Charles McLravy, President

- Ft. Wayne, IN: WBTU-FM
- Saginaw-Bay City-Midland: WKQZ-FM, WMJA-FM & WMJK-FM

WINSTON RADIO CORP.

109 Plaza Dr.
Johnstown, PA 15905-1212
(814) 255-4186
Fax: (814) 255-6145

Michael Brosig Sr., President/Chairman

- Altoona, PA: WALY-FM
- Johnstown, PA: WJAC-AM & WKYE-FM

WIRELESS GROUP INC.

PO Box 198
Brownsville, TN 38012-0198
(901) 772-3700
Fax: (901) 772-2255

Carlton Veirs, President

- Brownsville, TN: WNWS-AM & WTBG-FM
- Trenton, TN: WTNE-AM & WWEZ-FM

WIRELESS WORKS INC.

Box 239
Ogdensburg, NY 13669-0239
(315) 393-1100
Fax: (315) 393-6673

Patricia Tocatlian, President

- Gouverneur, NY: WIGS-AM & WGIX-FM
- Ogdensburg, NY: WSLB-AM & WPAC-FM
- Oneonta, NY: WZOZ-FM

WITHERS BROADCASTING CO.

PO Box 1508
Mount Vernon, IL 62864-1508
(618) 242-3500
Fax: (618) 242-4444

W. Russell Withers Jr., Owner

- Keokuk, IA: KOKX-AM & FM
- Marion-Carbondale, IL: KAPE-AM & KGMO-FM
- Mount Vernon, IL: WMIX-AM & FM
- Santa Fe, NM: KTRC-AM, KVSF-AM & KBOM-FM
- Sikeston, MO: KMPL-AM & KBXB-FM
- Victoria, TX: KNAL-AM

WOODLAND COMMUNICATIONS CORP.

PO Box 970
Montrose, CO 81402-0070
(970) 249-4546
Fax: (970) 249-2229

J. Stephen Glasmann, President

- Grand Forks, ND-MN: KTRF-AM & KSNR-FM
- Montrose, CO: KUBC-AM & KKXK-FM

WOODS COMMUNICATIONS GROUP INC.

285 N. Foster St., Ste. 7
Dothan, AL 36303-4541
(334) 792-0047
Fax: (334) 712-9346

Charles Woods, President

- Dothan, AL: WQLS-AM & FM & WTVY-FM

WOODWARD COMMUNICATIONS INC.

6313 Odonia Rd.
Madison, WI 53719
(608) 273-9774

Susan Knaack, VP/Broadcasting

- Appleton-Oshkosh, WI: WHBY-AM & WAPL-FM
- Dubuque, IA: KDTH-AM & KATF-FM
- Green Bay, WI: WKSZ-FM
- Madison, WI: WMMM-FM, WOLX-FM & WYZM-FM

WORD BROADCASTERS INC.

17 N. Huron St.
Ypsilanti, MI 48197-2607
(313) 482-4000

Fax: (313) 482-4995

Daniel Poole, President

- Ann Arbor, MI: WWCM-AM
- Clare, MI: WABX-AM

WRIGHT BROADCASTING SYSTEMS

Box 587
Weatherford, OK 73096-0587
(405) 772-5939
Fax: (405) 772-1590

G. Harold Wright, President

- Clinton, OK: KQMX-FM
- Weatherford, OK: KWEY-AM & FM

WYNNE BROADCASTING CO. INC.

1338 Oregon Ave.
Klamath Falls, OR 97601-6540
(541) 882-4656
Fax: (541) 884-2845

Robert Wynne, President

- Klamath Falls, OR: KFLS-AM & KKRB-FM
- Tulelake, CA: KFLS-FM

Y

YATES, STEPHEN

PO Box 1345
Lufkin, TX 75902-1345
(409) 634-6661

Fax: (409) 632-5722

Stephen Yates, President

- Diboll, TX: KSML-AM
- Lufkin, TX: KRBA-AM & KUEZ-FM

Z

Z SPANISH RADIO NETWORK

4058 Flying C Rd., Ste. 17
Cameron Park, CA 95682-9662
(916) 646-4000
Fax: (916) 677-9799

Amador Bustos, President

- Bakersfield, CA: KJAZ-AM, KRME-FM & KSUV-FM
- Chicago: WRZA-FM & WZCH-FM
- Chico, CA: KJAZ-AM & KZCO-FM
- Fresno: KHOT-AM & KZFO-FM
- Nogales, AZ: KZNO-FM
- Phoenix: KVVA-FM
- Sacramento, CA: KZSA-FM
- San Francisco: KZSF-FM & KZWC-FM
- Tucson, AZ: KZLZ-FM

ZAPIS COMMUNICATIONS CORP.

2510 St. Clair Ave.
Cleveland, OH 44114-4013
(216) 621-9300
Fax: (216) 771-4164

Xenophon Zapis, Chairman

- Cleveland: WZAK-FM
- Farrell, PA: WICT-AM
- Youngstown-Warren, OH: WICT-FM & WWSY-FM

ZIA BROADCASTING CO.

PO Box 1907
Clovis, NM 88102-1907
(505) 763-4401
Fax: (505) 769-2564

Barbara Allsup, VP/Finance

- Andrews, TX: KACT-AM & FM
- Borger, TX: KQTY-AM
- Clovis, NM: KCLV-AM & FM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50

PLEASE CALL

310 • 788 • 1625



A

AIM MARKETING

105 White Oak Lane
Old Bridge, NJ 08857
(908) 679-9111
Fax: (908) 679-6131
E-mail: aim@aimmarketing.com
Paul Yeskel, President

ALEXENBURG ENTERTAINMENT GROUP Inc.

PO Box 403
Woodbury, NY 11797
(516) 549-5666
Fax: (516) 549-6688
Ron Alexenburg, President/CEO
Joel Newman, VP/Promotion
Dean Alexenburg, VP/Marketing

* Credible Top 40 & Alternative Promotion
* Full-Service Internet Web Site *
On-Target Marketing * Solid Advice

ALL ACCESS MUSIC GROUP

4025 Latigo Canyon Road
Malibu, CA 90265
(310) 457-6616
Fax: (310) 457-8058
E-mail: jdenver@allaccess.com;
riadenver@allaccess.com;
salexander1@allaccess.com;
nancycon@aol.com
Web Site: http://
www.allaccess.com
Joel Denver, President
Ria Denver, VP/Operations
Shawn Alexander, Alternative
Promotion

ALL THAT JAZZ

1526 14th Street, Suite 109
Santa Monica, CA 90404
(310) 395-6995
Fax: (310) 395-9334
E-mail: alljazz@aol.com
Cliff Gorov, President
Jason Gorov
Tim Fitzgibbon

ANCY MUSIC GROUP

1023 17th Avenue South, Suite 101
Nashville, TN 37212
(615) 321-5707
Fax: (615) 320-3937
E-mail: ancyusic@earthlink.net

DON ANTI PROMOTIONS

3431 Nicole Lane
Custer, WA 98240
(360) 366-3517
Fax: (360) 366-3716
E-mail: anti@memes.com
Don Anti



LEE ARNOLD MARKETING
6944 North Port Washington Road
Milwaukee, WI 53217
(414) 351-9088
Fax: (414) 351-6997
E-mail: thehat@exepc.com
Lee Arnold, President
Mike Lyons, VP/Promotion
Tony Arnold, VP/Sales

B

STEPHANIE B. PROMOTIONS

1747 West Chester Pike, Suite 28
Havertown, PA 19083
(610) 789-7833
Fax: (610) 789-7832
Stephanie Barsamian, Owner

BAY CONCERT/UP FRONT MANAGEMENT

1906 Seward Drive
Pittsburgh, CA 94565
(510) 427-7210
Fax: (510) 427-7210
Charles M. Coke, CEO/President
Terry A. Pitts, VP

MIKE BORCHETTA

13751 Lebanon Road
Old Hickory, TN 37138
(615) 754-9831
Fax: (615) 758-4716



**DONNA
BRAKE
PROMOTION**

**DONNA BRAKE
PROMOTION INC.**
2314 Woodmont Boulevard
Nashville, TN 37215
(615) 297-5969
Fax: (615) 297-6165
E-mail: dbpnash@aol.com
Donna Brake
John Brake

C

**CALLAHAN & ASSOCIATES INC.**

4510 Lee Hill Drive
Boulder, CO 80302
(303) 545-0232
Fax: (303) 545-0239
E-mail: tac@diac.com
Tom Callahan, President

CAT'S EYE

300 Mercer Street, 17th Floor
New York, NY 10003
(212) 353-9632
Fax: (212) 529-4857
Billy Cataldo, President

CHART ATTACK

1106 16th Avenue South
Nashville, TN 37212
(615) 244-7445
Fax: (615) 244-7520
Stan Byrd

CHARTERHOUSE MUSIC GROUP

PO Box 3086
Philadelphia, PA 19002
(215) 641-0459, (215) 641-2636
Fax: (215) 540-0555
E-mail: biff925@aol.com
William (Biff) Kennedy

ANN CHRISMAN

3811 Inglewood Circle South
Nashville, TN 37216
(615) 262-1466
Fax: (615) 228-9143

MICHELE CLARK PROMOTION

6 Prentis Court
Sewell, NJ 08080
(609) 232-8883, (914) 381-1882
Fax: (609) 232-8887, (914) 381-1482
E-mail: a3queen@aol.com
Michele Clark
Madeleine Chattah
Kim Clark

COUNTERPOINT MUSIC GROUP

PO Box 24650
Nashville, TN 37202
(615) 352-0420
Fax: (615) 353-0410
E-mail: counterpoint@aol.com
Jon Grimson, President

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

A
•
C

D
•
M

D

DBA Music Production Group

60 Colonnade Road
Nepean, ON K2E 7J6
CANADA
(819) 827-3113
Fax: (819) 827-9981
Patricia Evans

JOE DETERS PROMOTION INC.

3233 River Oak Place SW
Lawrenceville, GA 30244
(770) 978-2676
Fax: (770) 736-9966
E-mail: promoman@bellsouth.net
Joe Deters, President
Lee Ann Mitchell, Assistant

DR. JAZZ OPERATIONS

24270 Eastwood
Oak Park, MI 48237
(800) 955-4375, (810) 542-7888
Fax: (810) 548-1764
E-mail: drjazz@drjazz.com
Dr. Jazz, President

JERRY DUNCAN PROMOTIONS

1231-A 17th Avenue South
Nashville, TN 37212
(615) 321-2841
Fax: (615) 321-0464
Jerry Duncan, Owner
Lynda Davis-Duncan, VP/Promotions
Beverly Worley, Promotions Manager

E

EAST-2-WEST PROMOTIONS

559 Wanamaker Road
Jenkintown, PA 19046
(215) 884-3308
Fax: (215) 884-1083
Jackie Paul, CEO

JOE P. ETHRIDGE PROMOTIONS

2628 Habersham Avenue
Nashville, TN 37214
(615) 316-9200
Fax: (615) 316-9200
Joe P. Ethridge
Scott Ethridge

TOM EVANS MARKETING

16426 65th Avenue West
Lynnwood, WA 98037
(206) 745-4370
Fax: (206) 745-2043
E-mail: te519@mail.gr.cc.wa.us
Tom Evans, President

H

HEAVY LENNY PROMOTIONS

26 years Rock, Active Rock & AAA promotion expertise. Building and breaking artists for labels of all sizes! 400+ stations weekly!

HEAVY LENNY PROMOTIONS

2343 31st Street
Santa Monica, CA 90405-2021
(310) 450-6224
Fax: (310) 450-8822
E-mail: heavylenny@aol.com
Lenny Bronstein, President

J

JENNIFER JONES PROMOTION

304 Sutherland Avenue
Nashville, TN 37205
(615) 292-6613
Fax: (615) 297-3145
Jennifer Jones, Owner
Korene Wolters, Associate

K

KR MARKETING

92 Bellevue Avenue
San Francisco, CA 94112
(415) 239-1020
Fax: (415) 239-2929
Ken Reuther, CEO

L

FRANK LEFFEL PROMOTION

808 19th Avenue South
Nashville, TN 37203
(615) 329-1124

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL
310 • 788 • 1625

Levitation Entertainment

LEVITATION ENTERTAINMENT INC.

10850 Wilshire Boulevard, Suite 710
Los Angeles, CA 90024
(310) 470-3220
Fax: (310) 470-1892
E-mail:
aaaman259@earthlink.net
Harry Levy
Louisa Rodriguez
Sam Russell

SANDI LIFSON PROMOTIONS INC.

18981 Ventura Boulevard, Suite 304
Tarzana, CA 91336
(818) 345-1891
Fax: (818) 345-1901
Sandi Lifson

LIFT

63 Greene Street, Suite 402
New York, NY 10012
(212) 274-9800
Fax: (212) 274-9899
E-mail: blbcompany@aol.com
Brad LeBeau, President
Max Pedane, GM
Kevin Doran, VP/Marketing

MACEY LIPMAN MARKETING/LIP SERVICE

8739 Sunset Boulevard
Los Angeles, CA 90069
(310) 659-9820, (310) 652-0818
Fax: (310) 652-0907
E-mail: mlmls@aol.com;
docoleman@aol.com
Macey Lipman, President
Don Coleman, VP/Marketing & Research
Leslie Stefanik, Nat'l Marketing Dir.

LOGGINS PROMOTION

26239 Senator Avenue
Harbor City, CA 90701
(310) 325-2800
Fax: (310) 325-2560
E-mail: logprod@aol.com
Paul Loggins, Nat'l Dir./Promotion & Marketing

M

MARCO PROMOTIONS

PO Box 24454
Nashville, TN 37202
(615) 269-7074, (615) 269-7071
Fax: (615) 269-0131, (615) 269-7023
E-mail: cbann@telalink.net
Jeff Walker, President
Craig Bann, VP
Joe Redmond, Dir./Promotions

M

JEFF McCLUSKY & ASSOCIATES INC.

719 West Willow
Chicago, IL 60614
(312) 280-1212
Fax: (312) 280-9318
E-mail: jmapromo@aol.com
Jeff McClusky, President

MCD PROMOTION

1384 Camino Cristobal
Thousand Oaks, CA 91360
(805) 498-7090
Fax: (805) 499-7006
Kevin J. McDonald, Partner
Jill Ramsdell, Partner

TIM McFADDEN

31 Music Square West, Suite 100
Nashville, TN 37203
(615) 259-2255
Fax: (615) 259-0902



THE premier rock promotion company. We cover all aspects of rock including Mainstream, Active, Modern, Hard, and College Alternative. We get results. Period.

McGATHY PROMOTIONS

119 West 23rd Street, Suite 609
New York, NY 10011
(212) 924-7775
Fax: (212) 691-8303
E-mail: turtle@inch.com
Bill McGathy, Rose McGathy
Tony Couch, Phin Daly
Sali Hagan, Roseann Gallo
Gina Santoro, Ryan McWhorter

Hard Rock
(edge@inch.com)
Rob Gill
Steve Krucher

College Alternative
(AltDiv@aol.com)
Corey Sheridan
Scott Rogers
Donovan Finn

MUSIC AMERICA PROMOTIONS

5225 Sheridan Drive
Williamsville, NY 14221
(716) 631-9933
Fax: (716) 631-9366
Steve Evanoff, Owner
Dave MacKay, Owner

MVP ENTERTAINMENT**MVP ENTERTAINMENT**

Montecito, CA 93108
(805) 565-9552
Fax: (805) 565-3382
E-mail: mvpent@aol.com;
mvpent@earthlink.com
Sam Kaiser
Alan Rommelfanger

N

**NATIONAL MUSIC MARKETING INC.**

NATIONAL MUSIC MARKETING
6535 Wilshire Boulevard, Suite 101
Los Angeles, CA 90048
(213) 951-1600
Fax: (213) 658-7414
E-mail:
grossman@primenet.com;
mitchcry@primenet.com
Web Site: <http://www.nat>
Joey Grossman, President
Jeff Laufer, Sr. VP of Rock/GM
Sean Renet, Alternative

NEW ART PROMOTIONS

33 Ascan Avenue
Forest Hills, NY 11375
(718) 261-6458
Fax: (718) 261-6458
Linda Kirishjian, Owner

NIC OF TYME PRODUCTIONS INC.

PO Box 2114
Valparaiso, IN 46384-2114
(219) 477-4075
Fax: (219) 477-4075
Tony Nicoletto, President
Nancy Nicoletto, A&R

P

PEER PRESSURE PROMOTION

30844 Mainmast Drive
Agoura Hills, CA 91301
(818) 991-7668
Fax: (818) 991-7670
Roger A. Lifeset, President

PELEGRINO PROMOTIONS INC.

B.L.A.S.T.
1674 Broadway, Suite 7C
New York, NY 10019
(212) 956-2188
Fax: (212) 956-2632
E-mail: sinnews@sinternet.com
Vince Pellegrino, President
Jerry Rubino, Mgr./Promotion

STEVE POWELL PROMOTIONS

270 Haydens Walk Court
Alpharetta, GA 30202
(404) 242-0807
Fax: (404) 368-4474

JACK PRIDE

5242 Edmondson Pike, Suite 1222
Nashville, TN 37211
(615) 331-3008
Fax: (615) 331-3009

**PRIME HITS MARKETING & PROMOTION**

9035 River Run
Dunwoody, GA 30350-1761
(770) 587-0119
Fax: (770) 587-1329
E-mail: hits4u@aol.com
Bill Smith
Ralph Wimmer
Rita Rice

PRO MOTION

63 Greene Street, Suite 402
New York, NY 10012
(212) 274-9800
Fax: (212) 274-9899
E-mail: blbcompany@aol.com
Brad LeBeau, President

PROGRESSIVE MUSIC MARKETING

2768 La Cuesta Drive
Los Angeles, CA 90046
(213) 969-8422
Fax: (213) 969-0272
Don Graham, CEO

PROMARK RADIO & RETAIL PROMOTIONS

72-35 112th Street, Suite 2D
Forest Hills, NY 11375
(718) 575-5573
Fax: (718) 263-6326
Marla Roseman

THE PROMOTION DEPT.

5859 Kanan Road, Penthouse, Suite 1010
Agoura Hills, CA 91301-1651
(818) 597-1010
Fax: (818) 597-1070
E-mail: punisher@caprica.com
Kenny Ryback, CEO
Calvin Lew, Northwest Rep

P
•
Y

P

PROMOTION MANAGEMENT NETWORK

28024 Dorothy Drive
Agoura Hills, CA 91301
(818) 597-0696
Fax: (818) 707-6498
Marsha Engle, President

R

DIANE RICHEY PROMOTIONS

1110 17th Avenue South
Nashville, TN 37212
(615) 320-7618
Fax: (615) 320-1496

R.J. PROMOTIONS & MARKETING INC.

230 West 55th Street, Suite 30-A
New York, NY 10019
(212) 582-7531
Fax: (212) 977-6827
Rhonda Herlich, Co-President
Julie Rosen, Co-President

S

ST. REGIS INTERNATIONAL

4961 Casa Drive
Tarzana, CA 91356
(818) 609-9689
Fax: (818) 609-1406
E-mail: stregisdgp@aol.com
Debbie Gibson Palmer, Indie Promoter
Gaylene Gibson Palmer, Indie Promoter

SHINDLER-TURNER & ASSOCIATES INC.

814 19th Avenue South
Nashville, TN 37203
(615) 327-0944
Fax: (615) 329-2015
E-mail: stpromo@aol.com
Bruce Shindler, Partner
Susan Turner, Partner

MIKE SIRLS PROMOTIONS

1106 16th Avenue South
Nashville, TN 37212
(615) 244-7255
Fax: (615) 244-7520
Mike Sirls

ROGER SMITH PROMOTION/MARKETING

1902 Westwood Boulevard, Suite 208
Los Angeles, CA 90025
(310) 446-8595
Fax: (310) 446-8597
Roger Smith

SKIP STEVENS PROMOTIONS

1227 17th Avenue South
Nashville, TN 37212
(615) 329-4499
Fax: (615) 329-3430
Skip Stevens

T

TANDEM PROMOTIONS

209 10th Avenue South, Suite 324
Nashville, TN 37203
(615) 313-7746
Fax: (615) 313-7203
E-mail: tpromotion@aol.com

Tari Laes

Rick Rockhill

Claudia Welker

CHRIS TAYLOR PRODUCTIONS INC.

142 Forrest Court
Ashland City, TN 37015
(615) 792-4753
Fax: (615) 796-4753
Chris Taylor, President
LaDonna Taylor, Promotions

THIRD COAST ENTERTAINMENT

1719 West End Avenue, Suite 804E
Nashville, TN 37203
(615) 329-0828
Fax: (615) 329-4080
Bart Allmand
Adrian Michaels

TRI-STATE PROMOTIONS

7801 Beechmont Avenue, Suite 12
Cincinnati, OH 45255
(513) 474-4904
Fax: (513) 474-4905
E-mail: tristate@fuse.net
Bill Scull, President

TWIN VISION LTD.

50 West 34th Street, Suite 17C7
New York, NY 10001
(800) 899-4464, (212) 736-6201
Fax: (212) 967-1524
E-mail: twinvision@aol.com
Peter Hay, President
Faian Alsultamy, Dir./College Promotion

Y

BOBBY YARBROUGH MARKETING

808 19th Avenue South
Nashville, TN 37203
(615) 321-3294
Fax: (615) 321-0129
Bobby Yarbrough

YMH PROMOTIONS

1707 Division Street, 1st Floor
Nashville, TN 37203
(615) 256-7500
Nick Hunter
Bobby Young
Steve Massey

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

Today's News

ONLINE NOW AT: www.rronline.com

TODAY'S NEWS IS NOW AVAILABLE TODAY THROUGH R&R ONLINE

Up-To-The-Minute Industry and Media News

The fastest, most comprehensive way to receive the latest radio industry headlines, station trades, Street Talk, Top 100 market ratings, and financials with continuous daily updates at least twice each business day...all live online.

CALL R&R TO TRY IT FREE! 310-788-1625

(This Feature Is Available For R&R Newspaper Subscribers Only).



A

ACADEMY OF COUNTRY MUSIC
6255 Sunset Boulevard, Suite 923
Hollywood, CA 90028
(213) 462-2351
Fax: (213) 462-3253
Fran Boyd

**AMERICAN FEDERATION OF TELEVISION
& RADIO ARTISTS (AFTRA)**
5757 Wilshire Boulevard, 9th Floor
Los Angeles, CA 90036
(213) 634-8115
Fax: (213) 634-8120

**AMERICAN WOMEN IN RADIO &
TELEVISION INC.**
1650 Tysons Boulevard, Suite 200
McLean, VA 22102
(703) 506-3290
Fax: (703) 506-3266
Terri Dickerson, Executive Director

**R&R's
"RATINGS
REPORT &
DIRECTORY"**

**NOW AVAILABLE ON
A SUBSCRIPTION BASIS.**

**ONLY \$75.00 FOR AN
ANNUAL SUBSCRIPTION.**

(SEMIANNUAL EDITIONS)

(Single copies are available for \$50.00).

**PLEASE CALL
310 • 788 • 1625**



ASCAP

**AMERICAN SOCIETY OF
COMPOSERS, AUTHORS &
PUBLISHERS**

1 Lincoln Plaza
New York, NY 10023
(212) 621-6000
Fax: (212) 595-3342
E-mail: info@ascap.com

ASCAP CHICAGO
1608 West Belmont Avenue
Suite 200
Chicago, IL 60657
(773) 472-1157
Fax: (773) 472-1158

ASCAP LONDON
8 Cork Street
London W1X 1PB
ENGLAND
011-44-0171-439-0909
FAX: 011-44-0171-434-0073

ASCAP LOS ANGELES
7920 Sunset Boulevard
Suite 300
Los Angeles, CA 90046
(213) 883-1000
Fax: (213) 883-1049

ASCAP NASHVILLE
2 Music Square West
Nashville, TN 37203
(615) 742-5000
Fax: (615) 742-5020

ASCAP PUERTO RICO
1519 Ponce de Leon Avenue,
Suite 505
Sanurce, PR 00909
(809) 725-1688
Fax: (809) 721-1190

B

BMI

BMI
320 West 57th Street
New York, NY 10019
(212) 586-2000
Fax: (212) 246-2163
E-mail: newyork@bmi.com
Web Site: <http://bmi.com>
*Frances W. Preston, President/
CEO*

BMI LONDON
79 Harley House
Marylebone Road
London NW1 5HN
ENGLAND,
E-mail: musicman@easynet.com;
london@bmi.com
011-44-171-935-8517
FAX: 011-44-171-487-5091

BMI LOS ANGELES
8730 Sunset Boulevard
Third Floor West
Los Angeles, CA 90069
(310) 659-9109
Fax: (310) 657-6947
E-mail: losangeles@bmi.com

BMI NASHVILLE
10 Music Square East
Nashville, TN 37203
(615) 401-2000
Fax: (615) 401-2707
E-mail: nashville@bmi.com

B

BROADCAST CABLE FINANCIAL MANAGEMENT

701 Lee Street, Suite 640
Des Plaines, IL 60016
(847) 296-0200
Fax: (847) 296-7510
Buz Buzogany, President

BROADCASTERS' FOUNDATION

296 Old Church Road
Greenwich, CT 06830
(203) 862-8577
Fax: (203) 629-5739
E-mail: ghbcast@aol.com
Gordon Hastings, President/CEO

C

COUNTRY MUSIC ASSOCIATION

1 Music Circle South
Nashville, TN 37203
(615) 244-2840
Fax: (615) 726-0314
Ed Benson, Executive Director

COUNTRY RADIO BROADCASTERS INC.

PO Box 120429
Nashville, TN 37212-0429
(615) 327-4487
Fax: (615) 329-4492
Paul Allen, Executive Director

E

ELECTRONIC MEDIA RATING COUNCIL

200 West 57th Street, Suite 204
New York, NY 10019
(212) 765-0200
Fax: (212) 765-1868
Richard Weinstein, Executive Director

I

INTERNATIONAL RADIO & TELEVISION SOCIETY FOUNDATION

420 Lexington Avenue, Suite 1714
New York, NY 10170
(212) 867-6650
Fax: (212) 867-6653
Joyce M. Tudryn, Executive Director

L

LIFE BEAT

810 Seventh Avenue, 4th Floor
New York, NY 10019
(212) 245-3240
Fax: (212) 245-1532
E-mail: lbeat@aol.com

M

THE MUSEUM OF TV & RADIO

25 West 52nd Street
New York, NY 10019
(212) 621-6600
Fax: (212) 621-6700
Michelle S. Stoneburn, VP
465 North Beverly Drive
Beverly Hills, CA 90210
(310) 786-1000
Fax: (310) 786-1086

N

NATIONAL ACADEMY OF SONGWRITERS

6255 Sunset Boulevard, Suite 1023
Hollywood, CA 90028
(213) 463-7178
Fax: (213) 463-2146
E-mail: nassong@aol.com
Brett W. Perkins, Executive Director/CEO

NATIONAL ASSOCIATION OF BROADCASTERS

1771 N Street NW
Washington, DC 20036
(202) 429-5420
Fax: (202) 775-3523
Web Site: <http://www.nab.org/>
Edward O. Fritts, President/CEO
John C. David, Sr. VP/Radio

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

71 George Street
Providence, RI 02912-1824
(401) 863-2225
Fax: (401) 863-2221
E-mail: nacb@aol.com
Mark MacLeod, Executive Director

NATIONAL ASSOCIATION OF FARM BROADCASTERS

26 East Exchange Street, Suite 307
St. Paul, MN 55101
(612) 224-0508
Fax: (612) 224-1956
Steve Pearson, Executive Director

NATIONAL ASSOCIATION OF MEDIA BROKERS (NAMB)

1776 K Street NW, Suite 200
Washington, DC 20006
(303) 239-6670, (203) 327-2800
Fax: (303) 231-9562, (203) 967-9393
Al Perry, President
Dick Foreman, VP

NATIONAL ASSOCIATION OF RECORD MERCHANDISERS

9 Eves Drive, Suite 120
Marlton, NJ 08053
(609) 596-2221
Fax: (609) 596-3268
Pam Horovitz, President

NEW ENGLAND BROADCASTERS ASSOCIATION

Statler Office Building, Suite 914
Boston, MA 02116
(617) 426-3575
Fax: (617) 426-9331
E-mail: neba@bluesky.net
Ron Wayland

NEW YORK MARKET RADIO BROADCASTERS

51 East 42nd Street, Suite 416
New York, NY 10017
(212) 808-4330
Fax: (212) 986-3242
Sanford Josephson, Executive Director

P

PROFESSIONAL DISC JOCKEYS ASSOCIATION

1125 Edith Street
Opelousas, LA 70570
(318) 942-2505
Fax: (318) 942-2505
E-mail: danmil19@mail.idt.net
Dan Miller, President

PROMAX INTERNATIONAL

2029 Century Park East, Suite 555
Los Angeles, CA 90067-2906
(310) 788-7600
Fax: (310) 788-7616
Web Site: <http://www.promax.com>
Jim Chabin, President/CEO

R

RADIO ADVERTISING BUREAU INC.

Headquarters & National Mktg. Center
261 Madison Avenue, 23rd Floor
New York, NY 10016
(212) 681-7200
Fax: (212) 681-7223
Web Site: <http://www.rab.com>
Gary Fries, President/CEO
Wayne Cornils, Executive VP/Meetings
George Hyde, Executive VP/Training

RADIO ADVERTISING BUREAU INC.

Services & Administrative Center
1320 Greenway Drive, Suite 500
Irving, TX 75038
(214) 753-6750
Fax: (214) 753-6727
E-mail: rab@rab.com
Judy Carlough, Executive VP/Marketing
Ron Ruth, Executive VP/Stations
Mike Mahone, Executive VP/Services

RADIO-TELEVISION NEWS DIRECTORS ASSOC.

1000 Connecticut Avenue NW, Suite 615
Washington, DC 20036
(202) 659-6510
Fax: (202) 223-4007
E-mail: rtnda@rtnda.org

S

SESAC Inc.

55 Music Square East
Nashville, TN 37203
(615) 320-0055
Fax: (615) 329-9627
William Velez, COO/President

SOUTHERN CALIFORNIA BROADCASTERS ASSOC.

5670 Wilshire Boulevard, Suite 910
Los Angeles, CA 90036
(213) 938-3100
Fax: (213) 938-8600
Gordon Mason, President

PROMOTIONAL SHOWCASE

STATION MAGAZINES CD/CASSETTE MAILERS



• Custom designed
for your station
• All formats
available



(561) 743-0548

Fax (561) 743-7842

cpmgrp@earthlink.net



ROLL-A-SIGN Cost-effective plastic banners for your station. We print any picture logo, or design in up to four colors. Perfect for concerts, public appearances, expos and giveaways. Packaged on a roll and easy to use.

Call Toll Free:
U.S. 1-800-231-2417
Canada 1-800-847-5616
(713) 507-4295 FAX



PROMO SPECIALS

Best quality • Fast service • Lowest prices
(don't forget to ask about our special pricing)

**WE SPECIALIZE IN RUSH
ORDERS AND HARD TO FIND
IMPRINTED MERCHANDISE**

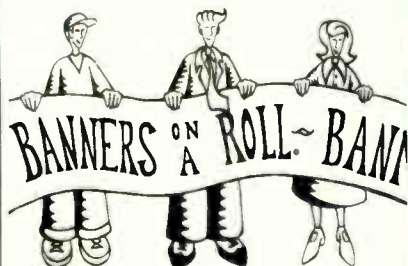
FLYERS • TATTOOS • KAN KOOLERS • LIGHTERS •
KEY CHAINS • BEVERAGE WRENCHES • TOWELS •
FANNY PACKS • YOYOS • ICE SCRAPERS •
SUNGLASSES • BALLOONS • STICKERS • OECALS •
T-SHIRTS • JACKETS • WATCHES • MUGS •
GLASSES • PENS • SOLEFEEZE BOTTLES • HATS •
VISORS • **MOST ITEMS UNDER \$1.00** • BUTTONS
• LETTEROPENERS • SWEATSHIRTS • AND MORE



LEE ARNOLD PROMOTIONS

(414) 351-9088 • Fax (414) 351-6997

An Outstanding Way To Promote Your Event!



FREE STUFF!

Call today for your free
illustrated booklet: "29 Creative
Ways To Use Banners on a Roll!"
1-800-786-7411

**LEHRER
VAN ALLEN**
206-863-7400 Fax: 863-4499

ECONOMICAL • CONVENIENT • EFFECTIVE

PUBLICITY PRINTS

Lithographed On Heavy Gloss Stock

★ REQUEST **FREE**
CATALOG AND SAMPLES!



B/W - 8x10's
500 - \$80.00
1000 - \$108.00

4x6 - JOCK CARDS
1000 - \$91.00
2000 - \$125.00

★ PRICES INCLUDE
TYPESETTING & FREIGHT
★ FAST PROCESSING
★ OTHER SIZES & COLOR
PRINTS AVAILABLE



PICTURES

1867 E. Florida St. • Dept. R
Springfield, MO 65803
(417) 869-3456 FAX (417) 869-9185
<http://www.abcpictures.com>



Merchandising for the Radio & Record Industries



INFLATABLE IMAGES...Attract attention to your station events with a customized giant inflatable. Perfect for your next **BIG** promotion! Blow-up your mascot or create your own shape and event. Contact: Lenny Freed, 2880 Interstate Parkway, Brunswick, OH 44212. FAX: (330) 273-3212. **INFLATABLE IMAGE INDUSTRIES**... Phone: (330) 273-3200, EXT.137.



Prices good
thru 6/30/96

32¢ each

Price includes one
color print.

\$17.00 set-up charge.

1-800-786-8011



RESULTS MARKETING

(800) 786-8011 407-786-5660

CYBERTIME

UNIQUE HOLOGRAPHIC CD CLOCKS



THE PERFECT INDUSTRY PROMO TOOL.
EXCELLENT PRICES. GREAT VISUAL IMPACT.
MADE IN USA.

1 714 347 9633

**A****A****AARO MARKETING INC.**

1018 Delta Avenue, Suite 302
Cincinnati, OH 45208
(513) 321-1117
Fax: (513) 321-1146
Frank Kockritz, President
Kay Sterling, VP
B BP DB DM G ML

AB PROMOTIONS

PO Box 362
Wisconsin Rapids, WI 54495
(715) 424-1718
Fax: (715) 422-1044
Jack Gennaro

ABC PICTURES

1867 East Florida
Springfield, MO 65803
(417) 869-3456
Fax: (417) 869-9185
Carrie Buffington

AD AMERICA

Pine Tree Ctr. Industrial Pk.
2215 29th Street SE, Suite B-7
Grand Rapids, MI 49508
(800) 536-6926, (616) 247-3797
Fax: (616) 247-3798
Kelly Fleming
B P

ADOBE GRAPHICS & DESIGN

300 Northern Boulevard, Suite 26
Great Neck, NY 11021
(800) 726-9683
Fax: (516) 482-7425
Leslie Joaquin Simone
B BP D G P

KEY TO SERVICES

- B = BUMPER STICKERS & DECALS**
- BP = BANNERS & POSTERS**
- CO = COSTUMES**
- D = DISPLAYS & VEHICLES**
- DB = DATABASE MANAGEMENT**
- DM = DIRECT MARKETING**
- E = EVENTS**
- L = ONLINE SERVICES**
- G = GRAPHIC DESIGN**
- ML = MAILING LISTS**
- MP = MEDIA PLACEMENT**
- MU = MUSIC PRODUCTS**
- P = PREMIUMS & INCENTIVES**
- PB = PUBLISHING**
- PS = PROMOTIONAL SOFTWARE**
- R = REMOTE SERVICES**
- T = TELEPHONE SERVICES**
- TR = TRAVEL**
- TV = TV BUYING/PRODUCTION**
- W = WEB SITE SERVICES**

THE ADVANTAGE GROUP INC.

RR 1 Box 119
Chelsea, VT 05038
(802) 889-3511
Fax: (802) 889-3512
E-mail: advantage@quest-net.com
Bob Frenier

AIRWAVES

11288 Ventura Boulevard, Suite 1000
Studio City, CA 91604
(818) 508-8005
Fax: (818) 508-8444
Jeremy Stone, Executive Producer
TV

JAYE ALBRIGHT - RADIO IQ

7699 Fletcher Bay Road NE
Bainbridge Island, WA 98110
(206) 842-5979
Fax: (206) 780-2727
E-mail: albright@usa.net
Jaye Albright, President
Judy Kornbau, Administrative Assistant
Thor Kolner, Client Services Manager
DB PS

ALEXANDER/MILLER & Co. Inc.

5555 DTC Parkway, Suite C 3004
Englewood, CO 80111
(303) 770-5557
Fax: (303) 770-8102
Richard V. Alexander, President
E

ALL AMERICAN COMMUNICATIONS INC.

2114 Pico Boulevard
Santa Monica, CA 90405
(310) 450-3193
Fax: (310) 452-9053
TV

ALTAIR COMMUNICATIONS INC./ACI

1914 Maple Leaf Drive, Suite 100
Windermere, FL 34786
(407) 298-4000
Fax: (407) 297-4077
John Newman
MU

AMERICALIST

Division of Haines & Co.
8050 Freedom Avenue NW
North Canton, OH 44720
(800) 321-0448
Fax: (330) 494-0226
Mark Gillespie, Group Manager
Mike Craver, Marketing Director
Renee Chance, Creative Director
DB DM ML

AMERICAN TELESOURCE INC.

5900 Hollis Street
Emeryville, CA 94608
(800) 466-0444, (510) 428-1111
Fax: (510) 428-2460
Stephen Viets, President
DB T

Bumper Stickers • Window Decals • Static Stickers • Logo Design

IMAGES ink

Toll Free 1-888-768-4259 • <http://www.images-ink.com>1414 E. Third St., Tulsa, OK 74120 • (918) 561-8732 • Fax (918) 561-8734 • E-mail: imagink@aol.com

A

AMFM COMPANY INC.

209 Northridge Circle
Nashville, TN 37221-5308
(615) 646-2950
Fax: (615) 662-9701

E-mail: jhicks@amfmco.com

Jim Hicks, President
BP DB G PS T

ANONYMOUS PRODUCTIONS

875 North Michigan Avenue, Suite 3448
Chicago, IL 60611
(312) 654-8833
Fax: (312) 218-0405

E-mail: marwil@aol.com

Mark Wilhelms, President
E PS T

LEE ARNOLD PROMOTIONS

6944 North Port Washington Road
Milwaukee, WI 53217
(414) 351-9088

Fax: (414) 351-6997

E-mail: thehat@exepc.com

Lee Arnold, President
Tony Arnold, VP/Sales
B BP CO MU P

TOBY ARNOLD & ASSOCIATES INC./TA&A

3234 Commander Drive
Carrollton, TX 75006
(800) 527-5335, (972) 661-8201
Fax: (972) 250-6014

E-mail: toby@taamusic.com

Toby Arnold, President/CEO

Dolly Arnold, VP/COO

Lawrence Mangiameli, VP/Creative
Director
MP MU TV

AUDIOnET

2929 Elm Street
Dallas, TX 75226
(214) 748-6660
Fax: (214) 748-6657

E-mail: webmaster@audionet.com

Mark Cuban, President

Todd Wagner, CEO

L

B

BAILIWICK COMPANY INC.

4 Sanford Road
Stockton, NJ 08559
(609) 397-4880

Fax: (609) 397-4879

E-mail: jburenga@attmail.com

Janis Burenga, President
DM E G MP P TV W

BALDWIN MARKETING SERVICES

1331 Sierra Drive NE, Suite 14
Cedar Rapids, IA 52402
(319) 363-7997

Fax: (319) 363-8199

E-mail: jbhawkfan@aol.com

Judith A. Baldwin, President
DB DM G ML T

**BANNERS ON A ROLL®**

17509 NE 31st Court
Redmond, WA 98052
(800) 786-7411, (206) 883-7400
Fax: (206) 883-4499

E-mail: lehrer@isomedia.com

Brad Lehrer, Partner
Susan Van Allen, Partner
B BP P

BARZMAN & MOSHER ADVERTISING

17337 Ventura Boulevard, Suite 200
Encino, CA 91316
(818) 382-3740

Fax: (818) 382-3745

Tom Mosher, President
MP TV

BAXTER MEDIA BUYERS INC.

1305 SE 106th Avenue
Vancouver, WA 98664
(360) 254-4744

Fax: (360) 254-4765

Clif Baxter, President/CEO

Lee Rooklin, VP/Project Coordinator
MP



Provider of radio's most comprehensive and powerful station, owner, and market database software — MasterAccess. Investment guides and directories: Investing In Radio Market Report and Ownership File; BIA's Radio Yearbook; BIA's Radio Rankers; and BIA's State Of The Radio Industry. Newsletters: The BIA Monitor and The BIA International Monitor.

BIA PUBLICATIONS INC.

14595 Avion Parkway, Suite 500
Chantilly, VA 20151-1102
(703) 818-2425

Fax: (703) 803-3299

E-mail:

pubs@biacompanies.com

Web Site: <http://www.biacompanies.com>

Debbie Metcalf, VP

Erica Garman, Account
Manager

Georgina Santilli, Customer
Service Rep.
MP PB

R&R
Today's News

ONLINE NOW AT: www.rronline.com

TODAY'S NEWS IS NOW AVAILABLE TODAY THROUGH R&R ONLINE

Up-To-The-Minute Industry and Media News

The fastest, most comprehensive way to receive the latest radio industry headlines, station trades, Street Talk, Top 100 market ratings, and financials with continuous daily updates at least twice each business day...all live online.

CALL R&R TO TRY IT FREE! 310-788-1625

(This Feature Is Available For R&R Newspaper Subscribers Only).

B
•
C

B

BIGGER THAN LIFE INC.

1327 Fayette Street
El Cajon, CA 92020
(800) 383-9980, (619) 449-9988
Fax: (619) 449-8299
E-mail: bgrnlife@ix.netcom.com
Connie Clark, Marketing Manager
D

BITEMAN COMMUNICATION

3029-3A Wingate Drive
Kentwood, MI 49512
(616) 285-7116
E-mail: biteman@bigfoot.com
Mike DeBlaey, Owner
T

THE CHUCK BLORE COMPANY

1606 North Argyle Avenue
Los Angeles, CA 90028
(213) 462-0944
Fax: (213) 462-3822
E-mail: bloregroup@aol.com
Chuck Blore, CEO
TV

BOOM MEDIA

PO Box 36349
Richmond, VA 23235
(804) 276-5811
Fax: (804) 745-7778
Martin Snead, President
DM G ML

BRITTANY COMMUNICATIONS

PO Box 1193
Tustin, CA 92681-1193
(714) 544-2532
Fax: (714) 975-1571
E-mail: infonetwork@prodigy.com
Lisa Osborn, Owner/Producer
T

BROADCAST DIRECT MARKETING

2041 SW Third Avenue
Miami, FL 33129-1449
(305) 858-9524
Fax: (305) 859-8777
Courtney Thompson, President/CEO
John Cowan, VP/Marketing
Kathy Walker, VP/Client Services
B BP DB DM G L ML MP MU P PB T W

BROADCAST GRAPHICS

401 Speed Building
333 Guthrie Green
Louisville, KY 40202
(502) 584-5810
Fax: (502) 584-5131
E-mail: wonderwax@aol.com
DM G

BROADCAST HOUSE

PO Box 3272
Oakton, VA 22124
(703) 319-3820
Fax: (703) 319-3822
E-mail: bhouse@netrail.net
David Parnigoni, President
John Parnigoni, VP
B D G MP MU P PS R TV

BROADCAST MARKETING GROUP

FOCUSED MEDIA PLACEMENT

Super-serving the media placement needs of the Radio Industry since 1980. Power Points Research focuses on your targeted listener group for a more effective campaign.

Introducing:

FOCUS TV

Placement for the Consolidation Era

BROADCAST MARKETING GROUP

TV & Outdoor Placement for
Radio Only.

3100 Broadway, Suite 318
Kansas City, MO 64111
(816) 753-3277
Fax: (816) 561-0800

E-mail: focus@primenet.com
Aubrey E. Potter Jr., President
Bill Allen, VP/Sales
Rich DePaoli, VP/Research
Mary Anne Allen, Business
Manager
MP TV

BROADCAST MEDIA CENTER

6430 Sunset Boulevard, Suite 650
Los Angeles, CA 90028
(213) 466-2900
Fax: (213) 463-8382
Lily Shariat
E R T

BROADCAST PRODUCTS INC.

PO Box 2500
Elkhart, IN 46515
(800) 433-8460, (219) 293-4700
Fax: (219) 295-1711
Doug Clark
D

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

Key to Services on Page 222



Direct Marketing Services Exclusively for Broadcasters

The Broadcast Team offers comprehensive direct-mail and telemarketing services exclusively for broadcasters.

THE BROADCAST TEAM

9 Sunshine Boulevard
Ormond Beach, FL 32174
(904) 676-1157
(800) 353-1420
Web Site: <http://www.tbteam.com>

Rob Tuttle, CEO
Mark Edwards, President
Chris Cornelison, Sales Mgr.
Kurt Steier, Account Executive
DB DM G ML PB T

BROADCASTING UNLIMITED INC.

35 Main Street
Wayland, MA 01778
(508) 653-7200
Fax: (508) 653-4088
E-mail: jwilliams@dmrintl.com
Jay Williams Jr., President
Steve Gallagher, Programming
Lou Josephs, Research
DB DM T

LARRY BRUCE COMMUNICATIONS INC.

501 West Broadway, Suite A-370
San Diego, CA 92101-3536
(619) 942-1356
Fax: (619) 942-7297
Elizabeth Burley, President
E

C

CALIFORNIA AIRCHECK

PO Box 4408
San Diego, CA 92164
(619) 460-6104
Fax: (619) 460-5685
George Junak, President

CALIFORNIA DREAMIN' BALLOON ADVENTURES

2006 Palomar Airport Road
Carlsbad, CA 92008
(619) 438-9550
Fax: (619) 431-8964
David Bradley, President
BP E TR

C

CALL INTERACTIVE

2301 North 117th Avenue
Omaha, NE 68164
(402) 498-7000
Fax: (402) 498-7900
Rich Nelson, VP/Marketing

T

**CD MEDIA INC.**

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962

Fax: (212) 459-9343

Tom Shovan, VP/Manager of
Operations

CELEBRATION COMPUTER SYSTEMS

5444 Westheimer, Suite 1850
Houston, TX 77056
(713) 625-4000
Fax: (713) 625-4010
E-mail: jimw@celebration.com
James F. Wiseheart, President
DB G L PB PS T W

CELEBRITY SUPPLIERS

2756 North Green Valley Parkway, Suite 449
Las Vegas, NV 89014
(702) 451-8090
A.J. Sagman, President
E

CENTER FOR RADIO INFORMATION

19 Market Street
Cold Spring, NY 10516
(800) 359-9398, (914) 265-4459
Fax: (914) 265-2715
Maurie Webster, President
Susan Rebutisch, VP/Sales
DB DM ML

CHIP MORGAN BROADCAST ENGINEERING

PO Box 5233
El Dorado Hills, CA 95762
(800) 801-2623
Fax: (916) 933-3903
E-mail: 76711.1641@compuserve.com
Chip Morgan, President
Rex McLean, VP/Architecture
D E R T

CMI

612 Hampton Drive
Venice, CA 90291
(310) 392-8771
Fax: (310) 392-5704
Bob Benderson, President
Michael Watson, VP/Marketing, East
Kerry Benderson, VP/Marketing, West
TV

COAST TO COAST PROMOTION & MARKETING INC.

205 East 42nd Street, Suite 1307
New York, NY 10017
(212) 682-1990
Fax: (212) 682-1984
Susan B. Levin, Owner
Bob Ruttenberg, Owner

COMMUNICATION DATA SERVICES

5123 Phoenix East Court
Fair Oaks, CA 95628
(916) 962-2970
Fax: (916) 962-7468
E-mail: dstroat@interserv.com
Dave Strout, President
G PB

Communication Graphics Inc

World-leading printer of stickers and decals for radio. Using only top quality materials formulated to withstand harsh outdoor environments. Let our expert logo designers and creative services group make your station stand out in your marketplace.

COMMUNICATION GRAPHICS INC.

1765 North Juniper Street
Broken Arrow, OK 74012
(800) 331-4438, (918) 258-6502
Fax: (918) 251-8223
E-mail: radio@cgilink.com
Donna Allbright, VP/Sales
B G

CONTEMPORARY GROUP

1401 South Brentwood Boulevard, 7th Floor
St. Louis, MO 63144
(314) 962-4000
Fax: (314) 962-0445
E-mail: ghducats@aol.com
Gregory J. Hagglund, Sr. VP
E L

COOPER MEDIA

7754 Camargo Road
Cincinnati, OH 45243
(513) 272-3800
Fax: (513) 272-3803
Bob Cooper, President

CORE BROADCAST INC.

8975 Kueler Mill Road
Cincinnati, OH 45243
(513) 272-3800
Fax: (513) 272-3804
Bob Cooper, President
B D DM G P T

COSTA COMMUNICATIONS

8265 Sunset Boulevard, Suite 101
Los Angeles, CA 90046
(213) 650-3588
Fax: (213) 654-5207
E-mail: costacomm@aol.com;
rpfirm@aol.com
Ray Costa, President
E MP

COUPONRADIO INC.

10 Rockefeller Plaza
New York, NY 10020
(212) 595-1313
Fax: (212) 956-7959
David J. Alwadesh
DM

COYOTE LOGO JEWELRY

529 Hillview Court NE
Albuquerque, NM 87123
(505) 296-1921
Bruce Cooley, President
P

CRANBERRY GRAPHICS

323 East Main Street
Westminster, MD 21157
(410) 876-8131
Fax: (410) 876-7052
E-mail: xanvier@cct.infi.net
Ron Forrester, President
G

CREATIVE MARKETING & COMMUNICATIONS CORP.

PO Box 54929
Cincinnati, OH 45254
(800) 845-8477
Fax: (513) 624-8302
E-mail: ideasell@dot-net.net

CREATIVE MEDIA MANAGEMENT INC.

1000 Belcher Road South, Suite 10
Largo, FL 33771-3307
(813) 536-9450
Fax: (813) 536-9711
E-mail: cmm4u@ix.netcom.com
Nancy W. Izor, President
Gordon J. Obarski, Vice President/Sales
Blake Lawrence, Radio Direct Marketing
Consultant
DB DM G ML PB

CREST COMMUNICATIONS

One Lincoln Center, Suite 1120
Oakbrook Terrace, IL 60181
(708) 916-2060
Fax: (708) 916-2065
Claudia Lapetina
D DM G MP

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625

C
•
D

CRITICAL MASS MEDIA

New World. New Rules. New Answers!
Upgrade to Nest Marketing listener cultivation with TrueCore Targeting, TrueVariety music research, Mental Weaponry perceptual.

CRITICAL MASS MEDIA

3857 Ivanhoe Avenue
Cincinnati, OH 45212
(513) 631-4CMM
Fax: (513) 631-4FAX

E-mail: cmm@cmmnet.com
www.cmmnet.com

Michael Albi, Exec. VP/Marketing
Tim Bronsil, General Manager
Brad Ellis, General Manager
MJ McClure, General Manager
DB DM ML PS T

CRN INTERNATIONAL

One Circular Avenue
Hamden, CT 06514
(203) 288-2002

Fax: (203) 281-3291

E-mail: dkalt@crnradio.com

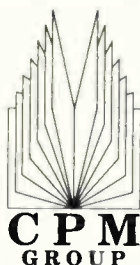
S. Richard Kalt, C.R.M.C., Executive VP
E P T

CUSTOM PRODUCTIONS INC.

725 Arizona Avenue, Suite 306
Santa Monica, CA 90401
(310) 393-4144

Fax: (310) 393-1143

Steve Stockman, President
Keith Dardick, Exec. VP/GM
TV



Reasonable direct marketing for radio.
Completely customized station publications, cassette/CD mailers, SuperLists™, direct-mail, logos, mascots, design and consultation.

CUSTOM PUBLISHING & MARKETING GROUP INC.

1095 Jupiter Park Drive, Suite 13
Jupiter, FL 33458
(561) 743-0548

Fax: (561) 743-7842

E-mail: cpmgrp@earthlink.net
Dick Downes, President
DB DM G ML PB

JIM CUTLER VOICE OVERS

505 Bittersweet Lane
Cutchogue, NY 11935
(516) 734-7145

Fax: (516) 734-7138

E-mail: jccr@jccr.com

TV

DAISI

PO Box 5605
Katy, TX 77491
(800) 324-7401, (713) 224-4000
Fax: (713) 224-4000

Maurice Collins, President

Key to Services on Page 222

DAM GOOD TV!

PO Box 794845
Dallas, TX 75379
(800) 691-6940
Fax: (800) 691-6942
E-mail: damgoodtv1@aol.com
Jill Frank, CEO
G L TV

THE DATING NETWORK

651 Lakeview Plaza Boulevard, Suite F
Worthington, OH 43085
(800) 366-7355, (614) 431-3894
Fax: (614) 431-5793

Kim Robert Scovill

T

MICHAEL DAY ASSOCIATES

Travel Incentives Specialists
11684 Ventura Boulevard, Suite 312
Studio City, CA 91604
(800) 966-2237, (818) 509-9872

Fax: (818) 506-4813

Michael Day, President

San Francisco Office: (415) 662-2237
TR

CHUCK DEES ASSOCIATES

3815 Inverary Avenue
Lansing, MI 48911-1358
(517) 882-1809

Fax: (517) 882-0335

E-mail: cdaonln@aol.com

Chuck Dees, President
BP DB DM L PS TV

DESIGNER DECAL

East 1120 First Avenue
Spokane, WA 99202
(800) 622-6333, (509) 535-0267
Fax: (509) 535-1476

E-mail: designer@eznet.com

Keith Smeltzer, Owner

Dan Pack, GM

B BP D

Turn BIA's Contacts Into *Your* Clients.

The industry's most powerful database software program for station, market and ownership data—accurate, comprehensive and fast.

MasterAccess™ Radio or Television Contacts*

- Over 10,000 radio or 1,600 television stations profiled
- Several points of contact at each station, as well as owner info
- All data fully exportable to your existing software programs
- Updated several times throughout the year

(*Ratings, Revenues, Coverage Maps and In-depth Market Data also available)



A Member of the BIA Family of Companies

BIA Publications, Inc. 14595 Avion Pkwy., Suite 500, Chantilly, VA 20151

800-331-5086 • Internet: <http://www.biacompanies.com>

D

DIRECT MAIL EXPRESS

2441 Bellevue Avenue
Daytona Beach, FL 32114
(904) 257-2500
Fax: (904) 257-2570
E-mail: tpanaggio@dmenet.com
Tom Panaggio, VP
DM G ML



The marketing edge of the 90's

DMR's fully integrated/turnkey direct marketing programs offer inbound/outbound telemarketing, interactive marketing systems, direct mail, phone cards, IVR systems and database management services in North America and Europe.

DIRECT MARKETING RESULTS

35 Main Street
Wayland, MA 01778
(508) 653-7200
Fax: (508) 653-4088

E-mail: jwilliams@dmrintl.com
Jay Williams Jr., CEO
Steve Gallagher, Promotions
Lou Josephs, Research Director

644 Linn Street
Suite 900
Cincinnati, OH 45203
(513) 665-3100
Fax: (513) 665-3120

Catherine Jung-Byrne, VP/Radio
Brad Butler Jr., Mgr./New Technologies
Brad Fuhr, Sales Mgr.
Mark Panetta, Marketing
Tom Zwickl, Mgr./Data Services
Stephanie Bohl, Production Director
Shelley Tinsing, Telemarketing Mgr.
DB DM ML P T

DYNAMIC DISPLAYS/FABULOUS INFLATABLES

5450 West Jefferson
Detroit, MI 48209
(800) 411-6200, (519) 254-9563
Fax: (519) 258-0767
James Thomson Sr., VP
CO D E

Visit R&R's Web Site:
<http://www.rronline.com>

E

Eagle

Marketing Services, Inc.

EAGLE MARKETING

123 North College Ave., Suite 300
Fort Collins, CO 80524
(800) 548-5858
Fax: (970) 224-2445
Paul Meacham, CEO
Mark Heiden, President
J.D. Adams, VP
DB DM G ML W

EASY UP CANOPY PRODUCTS

National Headquarters
8332 Sunnyside Road
Sandpoint, ID 83864
(800) 432-7987, (800) 474-3583
Fax: (208) 263-2589
E-mail: easyup@netw.com
John Ross
BP D E W

EFFECTIVE MEDIA SERVICES

50 Chestnut Ridge Road, Suite 109
Montvale, NJ 07645
(201) 930-9870
Fax: (201) 930-1221
George Feldman, President/CEO
Rich Goldman, Sr. VP/Marketing
Joe Feldman, Dir./Marketing
MP

MICHAEL EISELE & ASSOCIATES

1463 East Galbraith Road
Cincinnati, OH 45215
(888) 257-2346, (513) 821-9777
Fax: (513) 821-9775
Michael Eisele, President
DB DM ML T

ETV NETWORK

568 Broadway, Suite 502
New York, NY 10012
(800) 554-9777, (212) 941-0084
Fax: (212) 941-0186
Victoria Howard, Nat'l Dir./Video Promotion

EVENT MARKETING INC.

9966 Alydar
Cincinnati, OH 45242
(513) 745-9096
Fax: (513) 745-9097
Sara Backman, President
E

EVENT MARKETING GROUP

PO Box 75-8548
Coral Springs, FL 33065
(954) 755-6764
Fax: (954) 755-8785
Craig Clayton, Executive Director
E R

F

FAIRWEST DIRECT

LOYALTY MARKETING SYSTEMS

A Full Service loyalty marketing company specializing in interactive database phone systems, direct mail, telemarketing, database marketing/management and Point of Sale systems.

FAIRWEST DIRECT

9815 Carroll Canyon Road
Suite 206
San Diego, CA 92131
(619) 693-0576

Fax: (619) 693-0778

Reg Johns, President
Greg Fredrick, Senior VP
Rob Sisco, VP/Marketing Services

Laura Bennett, Client Services
Mark Crandell, Director/Research Development
Cheryl Crandell, Database Manager
D DB DM G ML PB PS T

The Leader
filmhouse

FILM HOUSE INC.

810 Dominican Drive
Nashville, TN 37228-1906
(615) 255-4000
Fax: (615) 255-4111

E-mail: results@filmhouse.com
Curt Hahn, President/CEO
Wayne Campbell, Sr. VP/Marketing
Bill Aydelott, Sr. VP/Production & Development
Dave Nichols, VP/Marketing
DM TV

FIRST FLASH!

6209 Constitution Drive
Fort Wayne, IN 46804
(800) 213-5274, (219) 432-2768
Fax: (219) 436-6739
E-mail: jemettler@firstflash.com
Jeff Mettler, Operations Manager
BP

D

F

**F
•
G**

F

FIRST MEDIA GROUP
Strategic Marketing/Database Management

**DIRECT MARKETING DELIVERS
MEASURABLE BANG FOR
YOUR BUCKS!**

FMG specializes in ratings and revenue-producing loyalty marketing programs for broadcasters.

Database Marketing & Management
Direct Mail Promotions * Target Publishing * Contests & Sweepstakes * Interactive Telephone Systems * Loyal Audience Card Programs * Broadcast FAX Telemarketing * Inbound 800 Promotions & Fulfillment * Online Marketing * Multimedia Presentations

FIRST MEDIA GROUP

Gables One Tower
Suite 750

Coral Gables, FL 33146-2938

(800) 321-2560

Fax: (305) 661-4907

E-mail: fmgdirect@aol.com

Web Site: www.fmgdirect.com

Meg Daly, Senior Partner

Hal Martell, Senior Partner

DB DM G L ML PB T W

FIRSTCOM MUSIC

13747 Montfort Drive, Suite 220

Dallas, TX 75240

(800) 858-8880, (972) 934-2222

Fax: (972) 404-9656

E-mail: info@firstcom.com

Cecelia Garr, President/CEO

MU

KERI FRETZY ENTERPRISES

3239 North Marengo

Altadena, CA 91001

(213) 469-3905

Fax: (213) 469-3905

Keri Fretzy, President

E

FUN INDUSTRIES

627 15th Avenue

East Moline, IL 61244

(800) 747-1144

Fax: (309) 755-1684

E-mail: fun@netexpress.net

Melvin W. LaForce

E R

G

GALAXY INC.

6208 Stoneham Road

Bethesda, MD 20817

(301) 571-0490

Fax: (301) 571-0430

Richard Graubard, President

GMR MARKETING

16535 West Bluemound Road, Suite 230

Brookfield, WI 53005

(414) 786-5600

Fax: (414) 786-0697

Marc Smathers, Director/Media Services

E R

GMX1

1674 Broadway, Suite 7C

New York, NY 10019

(212) 956-2188

Fax: (212) 956-2632

E-mail: sinnews@sinternet.com

Vince Pellegrino, President

Gary Morse, Dir./Advanced Technologies

W

Key to Services on Page 222

GOOD SWAG MERCHANDISING INC.

80 Eighth Avenue, Suite 303

New York, NY 10011

(212) 807-5728

Fax: (212) 242-4287

Dave Stern, President

B E P

GOWDY PRINTCRAFT/SPORTS GUIDES

22 North Sierra Madre

Colorado Springs, CO 80903

(719) 634-1493

Fax: (719) 632-0762

Mark Simon, Sports Guide Director

P PB

GREAT!

3527 Knollhaven Drive NE

Atlanta, GA 30319-1908

(404) 303-7311

Fax: (404) 252-0697

E-mail: infogreattv@mailback.com

Dan Smigrod, CEO

Shelley King, Promotion Director

Angela Carpenter, Promotion Manager

T

GREAT SCOTT P.R.ODUCTIONS

135 North Doheny Drive, Suite 203

Los Angeles, CA 90048

(310) 274-0248

Fax: (310) 274-8361

Rick Scott

E MP

GROUP X INC.

PO Box 65

Reynoldsburg, OH 43068-0065

(614) 755-9565

Fax: (614) 866-2636

E-mail: 74567.2565@compuserve.com

Eddie Powell, President

DB MP PB TV

GUERRILLA PRODUCTIONS INC.

1740 Massachusetts Avenue

Boxborough, MA 01719

(508) 635-9255

Fax: (508) 635-9268

E-mail: guerillpro@aol.com

Steve Fox, VP/Dir. of Syndication

RadioPHONESM

Interactive Voice Response System

MEDIA MARKETING TECHNOLOGIES M_[TECH] Tel: 310-792-6060

H

HACKETT MEDIA INC.

1900 Alaquia Drive
Longwood, FL 32779
(407) 333-9447
Fax: (407) 333-9447
Shane Hackett, President
DB DM G L ML MP PB T TV W

HAZEL'S FANTASY FACTORY

1515 North Portland
Oklahoma City, OK 37107
(405) 942-9960
Fax: (405) 946-3259
Diane Beleele, Sales & Marketing
CO

HECKMAN DESIGN STUDIO

PO Box 1246
Grand Rapids, MI 49501
(616) 866-6997
Fax: (616) 866-6997
Mark Heckman, President
BP D E G TV

HOFFMANN'S HIT RADIO CONSULTANCY

PO Box 50537
Indianapolis, IN 46250
(317) 577-9696
Gary Hoffmann, President
TV

HORSESHOE PRODUCTIONS INC.

2600 Avenue K, Suite 200
Plano, TX 75074
(972) 509-9023
Fax: (972) 509-9122
Tracy Brown, President
TV

HOT OFF THE PRESS PROMOTIONS

2441 Bellevue Avenue
Daytona Beach, FL 32114
(904) 257-2500, (817) 329-0648
Fax: (904) 255-7980, (817) 329-6029
E-mail: domino@vr-mail.com
Dominic Lyons
Harry G. Campbell
B DM E P

HUNTSMAN ENTERTAINMENT INC.

1100 16th Avenue South
Nashville, TN 37212
(615) 255-1100
Fax: (615) 255-1107
Ron Huntsman, President
E R

IDEA!BANC

1839 Gresham Road
Louisville, KY 40205
(806) 352-7503
E-mail: creativity@earthlink.net
Ron Chase, System Manager
PS



When it comes to screenprinted decals, Images INK is your one-stop solution. Offering the best in quality, turnaround, and price. Call us first or last and talk to one of our knowledgeable representatives. We understand your promotional goals!

IMAGES INK

1414 East 3rd Street
Tulsa, OK 74120
(888) 768-4259, (918) 561-8732
Fax: (918) 561-8734
E-mail: imagink@aol.com
Web Site:
<http://www.images-ink.com>
Eric Castles, Sales Director
Terry Milligan, Creative Director
B G

IMAGWORKS

55 North 300 West
Salt Lake City, UT 84110-1160
(800) 443-4813, (801) 575-7400
Fax: (801) 575-7449
Jim Yorgason, VP/Division Manager
TV

IMPACT RATINGS

2002 Sproul Road, Suite 2D
Broomall, PA 19008
(610) 353-8311
Fax: (610) 353-8344
Renate Harshaw, President
Michael Gerhardt, VP
DM

**Impact Target Marketing**

ITM is the only full service broadcast marketing company in the industry. ITM specializes in interactive television, telemarketing, direct mail, fax broadcasting, database management, and is the exclusive distributor of V-Lite™-Video Mail.

IMPACT TARGET MARKETING INC.

100 Corporate Place, Suite 202
Peabody, MA 01960
800-3-IMPACT (46-7228)
Fax: (508) 535-0011
E-mail: jimimpact@aol.com
Eric C. Corwin, President/CEO
Perry S. Levy, VP/Operations
Kristy McCullough, Senior
Marketing Consultant
John Legere, Production
Manager
Roz Lannutti, Business
Manager
MP O

RadioPHONESM

Interactive Voice Response System

MEDIA MARKETING TECHNOLOGIES **M**_[TECH.] Tel: 310-792-6060

I
•
K

IN-HOUSE/RDS MARKETING

70 Jackson Drive, Suite Q
Cranford, NJ 07016
(908) 709-1300
Fax: (908) 709-4383
Richard K. Weinman, Executive VP/GM
DB DM ML

INCENTIVE TRAVEL COMPANY

3614 Ashley Phosphate Road, Suite G
North Charleston, SC 29418
(803) 760-1311
Fax: (803) 760-2333
Larry Kirby, President/CEO
E TR

INFLATABLE IMAGES

2880 Interstate Parkway
Brunswick, OH 44212
(330) 273-3200
Fax: (330) 273-3212
Lenny Freed, Account Executive
CO D E

INFOMATION RESEARCH TECHNOLOGIES

PO Box 30441
Phoenix, AZ 85046
(800) 883-2847
E-mail: sales@marketpoll.com
Steve Lewis, President
DB ML T

INFOVIDEO

9853 Pacific Heights Boulevard, Suite B
San Diego, CA 92121
(619) 452-9000
Fax: (619) 452-9059
E-mail: scilurzo@cts.com
Steve Cilurzo
TV

THE INNOVATION NETWORK

23852 Pacific Coast Highway, Suite 267
Malibu, CA 90265
(310) 457-2288
Fax: (310) 457-2880
E-mail: innonet@aol.com
Dave Elliott, President

INTELLIGENCE

410 Ridge Place NE
Albuquerque, NM 87106-4743
(505) 243-4904
Fax: (505) 243-2324
Tom Moody, President
DB DM G TV W

INTERACTIVE MARKETING INC.

2200 Pacific Coast Highway, Suite 318
Hermosa Beach, CA 90254
(310) 798-0433
Fax: (310) 798-0716
E-mail: intmktng@aol.com
Andrew Batkin, President/Creative Dir.



Card readers, IVR systems, pre-paid phone cards and other state-of-the-art interactive products for radio.

INTERACTIVE MARKETING TECHNOLOGIES INC.

35 Main Street
Wayland, MA 01778
(508) 358-4828
Fax: (508) 653-4088
E-mail:
bbutler@imtechnologies.com
Jay Williams Jr., President

644 Linn Street
Cincinnati, OH 45203
(513) 665-3133
Fax: (513) 665-3120
Brad Butler Jr., VP/Mgr.
Interactive systems
Greg Bergmann, PH.D., Chief
Software Engineer
D DM T

INTERVOX COMMUNICATIONS

3009 Cleveland Avenue NW
Washington, DC 20008-3532
(202) 986-2636
Fax: (202) 745-3868
E-mail: pmiles@intervox.com
Peggy Miles
DB E G L MU PS W

INTERWEB MARKETING GROUP

8 Woodlawn Green, Suite 150
5111 Nations Crossing
Charlotte, NC 28217
(704) 525-1121, (704) 833-3941
Fax: (704) 522-1016
Web Site: <http://interweb-group.com>
Rodger Harrison, President
Roz Morton, Account Executive
L W

IQ TELEVISION GROUP

4660 Paran Valley
Atlanta, GA 30327
(404) 255-3550
Fax: (404) 255-8152
E-mail: iqtv@radioiq.com
Tony Quin, President
G MP TV

Key to Services on Page 222

IRADIO-NEWSLETTER

PO Box 22875
San Diego, CA 92192
(619) 491-4876
Fax: (619) 554-0895
E-mail: iradio@aol.com
Howard Freedman, Publisher
L W

JACKPOT PROMOTIONS INC.

5087 Arville Street, Suite D
Las Vegas, NV 89118
(702) 248-6373
Fax: (702) 248-6399
Randy Decker, President
E P R

JAMESON BROADCAST INC.

3005 Normanstone Drive NW
Washington, DC 20008
(202) 338-4800
Fax: (202) 338-4998
E-mail: radio@jamesonbcast.com
Jamie G. Jameson, President
L

JK PROMOTION

3406 North Knoll Drive
Los Angeles, CA 90068
(213) 874-7507
Fax: (213) 874-7435
Jon Konjoyan
David Konjoyan

JTC ADVERTISING

1419 North Wells
Chicago, IL 60610-1395
(312) 640-4284
Fax: (312) 951-9827
Brian Hensgen
G MU TV

KAJA ONE CREATIVE SERVICES

2265 Westwood Boulevard, Suite 479
Los Angeles, CA 90064
(310) 836-5858
Fax: (310) 836-1866
Katie Bleifer-Grendahl, President
B P

KD KANOPY INC.

3755 West 69th Place
Westminster, CO 80030
(800) 432-4435, (303) 650-1310
Fax: (303) 650-5093
E-mail: qcep02a@prodigy.com
Helene Schmid, Dir./Marketing
B P P

KENSINGTON FALLS ANIMATION

2921 Duss Avenue
Ambridge, PA 15003
(412) 266-0329
Fax: (412) 266-4016
Michael Schwab, Producer
G TV

K

K.K. KREATIVE KONCEPTS

307 Jamesway, Suite E
Marion, OH 43302-5886
(614) 386-2653
Fax: (614) 386-2469
E-mail: koncepts@acc-net.com
Kurt S. Kaniewski, "Kreative" Director

KTB RADIO MEDIA

340 Outpost Trail
Ponderosa, NM 87044
(505) 834-7071
Fax: (505) 834-7072
Katy Bee, President
E TR

L

**L'EXPRESS GROUP**

Official promotional ticket distributor to the Grammy Awards as named by NARAS.

Creative Media Promotions.

Unique Rock 'N Sports events.

L'EXPRESS GROUP INC.

3355 Lenox Road NE, Suite 850
Atlanta, GA 30326
(404) 261-9095
Fax: (404) 261-6895
E-mail: lexpress@atlanta.com
Web Site: <http://www.lexpress.com>

Eric Douglass, Managing Director
Chuck Corcoran, Dir./Promotions
E MP TR

JOANIE LAWRENCE ENTERTAINMENT

45 Green View
Nashville, TN 37205
(615) 383-8847
Fax: (615) 385-2331
Joanie Lawrence, Owner/President
Joan McEwen

LIGHTRIX

377 Oyster Point Boulevard, Unit 11
South San Francisco, CA 94080
(800) 850-4656
Fax: (415) 244-9795
E G MU P

LINK MARKETING

1727 Eastern Avenue
Cincinnati, OH 45202
(513) 684-1500
Fax: (513) 684-1506
Lisa Simmons, Dir./Marketing
Meshell Giblin, Account Executive
DB DM G ML T

JAYNE LIPMAN MARKETING & PROMOTION

305 West 98th Street, Suite 7-E South
New York, NY 10025
(212) 662-1790
Fax: (212) 865-6796
E-mail: rkjayne@aol.com
Jayne Lipman, President
E

M

M STREET CORP.

PO Box 1479
Madison, TN 37116
(800) 248-4242
Fax: (615) 865-2598
Robert Unmacht
Pat McCrummen
DB DM MP PB PS

MAJESTIC CONTROL ENTERTAINMENT & MOUTH ALMIGHTY PUBLICITY

221 West 57th Street, 8th Floor
New York, NY 10019
(212) 489-1500
Fax: (212) 489-1575
Matt "1/2 Pint" Davis, CEO
Tatiana Sampson, President
Lezah Perry, Asst. Mgr./Media Relations
E MP MU

THE MARKETEEER

1835 Savoy Drive, Suite 108
Atlanta, GA 30341
(770) 451-5005
Fax: (770) 457-7755
E-mail: tammykinzr@aol.com
Tammy Kinzer, VP/Sales & Marketing
PB

MARKETFORCE INC.

610 North Geyer
St. Louis, MO 63122
(314) 965-4999
Fax: (314) 965-9190
Frank Van Bree, President
DM E G MP P



Gain new listeners and increase TSL with current partisans through cutting-edge, customized marketing campaigns. Telemarketing to offices, households, and latest in video drops to the competition's listeners. Campaigns available in English and Spanish language.

MARKETING/RESEARCH PARTNERS INC.

7981 168th Avenue NE
Redmond, WA 98052
(800) 767-3533, (800) 359-6774
Fax: (206) 883-7391

Joseph H. Heslet, Chairman
Jared Stehney, President
John L. Walker, COO
Tom Casey, Sr. Research Consultant
Jack Messenger, VP/Client Services
Dick Wodrich, Marketing Research Associate
T TR

MARTIN MARKETING

14913 Oak Summit
San Antonio, TX 78232
(210) 494-6170
Fax: (210) 494-7180
E-mail: martinmktg@aol.com
Wayne Martin, President/Owner
Bailey Brown, Regional Sales Mgr.
Loriann Robinson, Nat'l Sales Mgr./TV & Gaming
DM

MCCLAINE ENTERPRISES

PO Box 23344
Nashville, TN 37202-3344
(615) 269-6517
Fax: (615) 269-6648
Carolyn McClain, President
TV

MEASURED MARKETING INC.

3420 Oakcliff Road, Suite 105
Atlanta, GA 30340
(770) 455-1757
Fax: (770) 455-6604
Bob Lewis, President
Brooks Bollman, VP
Brian Bresnahan, Dir./Client Services
D E

MEBANE COMPANIES

2112 Sharondale Drive
Nashville, TN 37215
(800) 823-7933, (615) 292-5624
Fax: (615) 297-6337
E-mail: mebaneco@mail.telalink.net
Alex Mebane, President
TV

Visit R&R's Web Site: <http://www.rronline.com>

M
•
N

M

MEDIA ADVANTAGE CORP.

395 Pleasant Valley Way
West Orange, NJ 07052
(201) 325-0050
Fax: (201) 325-3299

Ron Weener, President
Toni Verga, VP
MP

MEDIA DESIGNS

636 Broadway, Suite 820
New York, NY 10012
(212) 780-0140
Fax: (212) 780-0138

E-mail: mediad@panix.com
Scott Randall, President/Creative Dir.
TV

MEDIA MARK

5111 Nations Crossing
8 Woodlawn Green, Suite 150
Charlotte, NC 28217
(704) 523-4488
Fax: (704) 523-8595

Roz Morton
W

M [TECH].

MEDIA MARKETING TECHNOLOGIES

M[TECH]'s **RadioPHONE Interactive Voice Response System** generates new revenue, reduces on-air clutter, and builds a database of *known* listeners. **MapMAKER** is simple sales software with built-in **Arbitron** ratings that paints a picture of your audience for your advertisers.

MEDIA MARKETING TECHNOLOGIES

21250 Hawthorne Boulevard,
Suite 550
Torrance, CA 90503-5507
(310) 792-6060

Fax: (310) 792-6077
Ruth Presslaff, President
T

MEDIA MASTERS

7804 Ben Hogan Drive
Las Vegas, NV 89129
(702) 655-0154
Fax: (702) 655-0153

Bob Cummings

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL

310 • 788 • 1625

MEDIA MONITORS INC.

2511 East 46th Street, Suite L
Indianapolis, IN 46205-2452
(317) 547-1362
Fax: (317) 549-0331
E-mail: jselig@mediamonitor.com
John Selig, President
ML

MEDIA PRODUCT MANAGEMENT INC.

14242 Ventura Boulevard, Suite 209
Sherman Oaks, CA 91423
(818) 501-5699
Fax: (818) 501-8654
E-mail: mpp@earthlink.net
Marla Pirner, President
Debbie Goodman, Research Director

MEDIAAMERICA INC.

11 West 42nd Street, 28th Floor
New York, NY 10036
(212) 302-1100
Fax: (212) 302-6024
E-mail: garymai@aol.com
Ron Hartenbaum, Chairman
Gary Schonfeld, President
E MP MU

MEDIACASTING INTERNET MARKETING SERVICES

PO Box 1736
Fond du Lac, WI 54936-1736
(414) 926-9620
Fax: (414) 926-9621
E-mail: rcutter@mediacasting.com
Rob Cutter, Owner
W

MEDIAMIX MARKETING

1900 Avenue of the Stars, Suite 1625
Los Angeles, CA 90067
(310) 553-0900
Fax: (310) 553-4814
E-mail: marinoff@aol.com
David Marinoff, President
E

MERCURY TWO PRODUCTIONS

PO Box 1258
Westerville, OH 43086
(614) 523-1400
Fax: (614) 523-1498
Patrick Myers, President

ROBERT MICHELSON INC.

1550 Bryant Street, Suite 200
San Francisco, CA 94103
(415) 626-6862
Fax: (415) 626-8480
E-mail: rmitv@earthlink.net
Robert Michelson, President
TV W

Key to Services on Page 222

JAY MITCHELL ASSOCIATES INC.

PO Box 1285
57½ South Court
Fairfield, IA 52556
(515) 472-4087
Fax: (515) 472-2071
E-mail: jay@ffradio.com
Jay Mitchell, President
PB

THE MIZAK AGENCY

431 Ohio Pike, Suite 311
Cincinnati, OH 45255
(513) 528-4166
Fax: (513) 528-3524
Tim Mizak, President
G MP TV

MJM RESEARCH INC.

5700 Broadmoor, Suite 710
Mission, KS 66202
(800) 945-4656, (913) 384-9494
Fax: (913) 677-2727
C.C. McCartney, Owner/President
Clark Roberts, VP
Mike Heydman, Research Dir.

MUGS UNLIMITED/ASHTRAY SALES UNLIMITED

4283 Jasmine Avenue
Culver City, CA 90232
(310) 559-1643
Les Silverstein
P

MUSIC AWARENESS PROMOTIONS (MAP)

5901 Green Valley Circle, Suite 160
Culver City, CA 90230
(310) 342-9900
Fax: (310) 342-6495
E-mail: map@choice1.com
Jim McGory, President/CEO
D P TR

N

NALPAC LTD.

1111 East Eight Mile Road
Ferndale, MI 48220-2656
(800) 837-5946, (810) 541-1140
Fax: (810) 544-9126
Ralph Caplan
B BP P

NATIONWIDE ENTERTAINMENT SERVICES

2756 North Green Valley Parkway, Suite 449
Las Vegas, NV 89014
(702) 451-8090
A.J. Sagman, President
E

NEAL COMMUNICATIONS INC.

1100 Abernathy Road, Suite 625
Atlanta, GA 30328-5634
(800) 833-6325
Fax: (770) 512-7453
E-mail: nealcom@aol.com
Julie Neal, VP
DM G PB W

N

NETWORKS

875 North Michigan Avenue, Suite 1555
Chicago, IL 60611
(312) 654-7474
Fax: (312) 654-8276
E-mail: markwil@aol.com
Mark Wilhelms, President
G W

NEW WORLD 'N JAZZ MARKETING & PROMOTIONS

PO Box 194
Fairfax, CA 94978
(415) 453-1558
Fax: (415) 453-1727
E-mail: newworldjz@aol.com
Neal Sapper



"Strategies for a New Millennium in Media"

Featuring: TeleDATA Telephone-based Station/Audience Interaction Systems for use as strategic tools to enhance your existing Sales, Marketing, Programming, and Promotion efforts.

Full-Service Marketing Strategies and Services. New and **Truly Unique** Techniques for generating **Non-Traditional, Non-Spot Revenues**. Maximization of **Existing Revenue Streams**. Audience Database Collection, Assimilation, Application, Delivery, and Management. Spectacular **fully interactive CD-ROM Multi-Media Presentations**.

AutoFAX: Automated Fax Coupons.

InstaPOLL: Automated Audience Polling.

NICHE MARKETING, INC.

1900 International Park, Suite 225
Birmingham, AL 35243
(205) 970-9095
Fax: (205) 970-0080
E-mail: nicheprez@aol.com
Dave Carlisle, President/CEO
DB DM PB PS T W

NIMA INTERNATIONAL

1225 New York Avenue NW, Suite 120
Washington, DC 20005-3917
(800) 987-6462, (202) 289-6462
Fax: (202) 682-0603
E-mail: nimaintl@aol.com
Charles W. Bray, President/CEO
DM E PB

NORTHCOAST PROMOTIONAL MARKETING GROUP

104½ High Street, Suite 201
Wadsworth, OH 44281-1800
(330) 336-4570
Fax: (330) 336-0312
E-mail: naanda@aol.com
Nick Anthony, President
Susan Brown, Dir./Marketing Services
BP E G L W

NOSTALGIA BROADCASTING CORP.

10300 SW Greenburg Road, Suite 390
Portland, OR 97223
(503) 293-2601
Fax: (503) 244-9956
John A. Holmes, GM
Dr. Dean Gavoni, Dir./Affiliate Relations
Michael Palmer, Nat'l Sales Manager
G TR W

NOVA MARKETING GROUP INC.

4891 Pacific Highway
San Diego, CA 92110
(619) 291-9322
Fax: (619) 294-9363
E-mail: mramsey1@ix.netcom.com
Mark Ramsey, President
Jeanne Stone, Operations Manager
Kim Sheridan, Research Supervisor
DM

O

ONLINE MEDIA

121 South Ellsworth Avenue
San Mateo, CA 94401
(415) 579-7781
Fax: (415) 579-7978
L

P

PERRYGRAF

19365 Business Center Drive
Northridge, CA 91324
(800) 423-5329, (818) 993-1000
Fax: (818) 993-7572
Cathie Smith, Director/Marketing
DM P

PIE IN THE SKY

PO Box 7190
Redwood City, CA 94063
(415) 366-7700
Fax: (415) 366-4306
Michael Handler, GM

THE PINPOINT COMPANIES

2363 Wescreek Drive
St. Louis, MO 63043-4111
(314) 878-0673
Fax: (314) 878-0916
E-mail: mike@jasj.com
Michael G. Anderson, GM
DM L PB W

POST-PRODUCTION SERVICES INC.

602 Main, Suite 900
Cincinnati, OH 45202
(513) 621-6677
Fax: (513) 421-6141
Jim Bird, President
TV

POSTERWORKS L.P.

6059 Boylston Road, Suite 200
Atlanta, GA 30328
(404) 257-0604
Fax: (404) 257-9088
E-mail: sparrow@internetpassport.com
Sparrow Marcioni
G PS T W



MORE THAN A
MEDIA BUYING COMPANY

We identify the persuadable listeners in your market to help you build come and/or increase TSL with your television campaign.

POWER MEDIA CORPORATION

Penntower
3100 Broadway, Suite 805
Kansas City, MO 64111
(816) 931-6700
Fax: (816) 753-4785
E-mail:
POWER_MEDIA_CORPORATION@
compuserve.com
Chip Osborn, President
Mike Costello, VP/Sales
Murry Ferris, VP/Media
Research
Anita Harnett, VP/Marketing
TV

PRESS PROMOTIONS/DIRECT MAIL FOR RADIO

PO Box 15775, Little Rock, AR 72231-5775
(501) 821-2000
Fax: (501) 376-3226
Carl R. Evans, President/CEO
DM

PRISM ADVERTISING & PRODUCTION

931 West 75th Street, Suite 137-156
Naperville, IL 60565
(630) 904-1081
Fax: (630) 904-1381
Tim Kenwick, President
TV

PRIZE VAULT INDUSTRIES

11505 35th R Street SE
Valley City, ND 58072
(701) 845-0133
Fax: (701) 845-3419
E-mail: triebold@aol.com
J.J. Triebold, Owner
E R

PROMO DEPOT

12965 Huntley Manor Drive
Jacksonville, FL 32224
(800) 337-6801, (904) 992-7040
Fax: (904) 992-7080
E-mail: promodepot@aol.com
Dea Sims, President
Thearon Scurlock, Broadcast Specialist
B BP CO P

P
•
R

P

PROMOMAN

300 East 71st Street
New York, NY 10021
(212) 288-4791
Neil Janover

P

PROMOSUITE FOR WINDOWS

16 Cornell Place
Rye, NY 10580
(212) 321-1629
Fax: (212) 466-1663
E-mail: pbbs27a@prodigy.com
Rocco Macri, VP/Marketing & Sales
DB DM E ML PS W

PROMOTION MANAGEMENT NETWORK

28024 Dorothy Drive
Agoura Hills, CA 91301
(818) 597-0696
Fax: (818) 707-6498
Marsha Engle, President

E

PROMOTIONAL BROADCAST NETWORK INC.

PO Box 19394
San Diego, CA 92159
(619) 233-9531
Fax: (619) 449-8548
E-mail: pbninc@aol.com
Jack McCoy, President
DB DM ML PB PS T W

PROMOTIONAL TATTOOS INC.

(619) 435-2423
Fax: (619) 435-4165
Kim O'Hara

B

PROMOTIONAL VENTURES

2420 Greenbough Drive, Suite 1
Southlake, TX 76092
(800) 772-7732
Fax: (817) 488-2236
Gary Webb, President
B BP

PROMOTIONAL WARFARE

126 West Int'l Speedway Boulevard
Daytona Beach, FL 33114
(904) 255-9300
Fax: (904) 238-6488
Nikki Linn

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50

PLEASE CALL

310 • 788 • 1625

PROVIDEO

2302 West Badger Road
Madison, WI 53713
(800) 569-6810
Fax: (608) 271-2737
Doug Peterson, Radio Marketing Director
TV

PYRAMID INTERACTIVE

9401 West Beloit Road, Suite 114
Milwaukee, WI 53227
(414) 328-5454
Fax: (414) 328-5450
Bob Meister
DB DM PS

R

RR HOT FAX

Utilize R&R's state-of-the-art broadcast fax technology to send your message to your audience. We'll custom design your fax to ensure it has the impact you need.

R&R HOTFAX

10100 Santa Monica Boulevard,
5th Floor
Los Angeles, CA 90067-4004
(310) 788-1626
Fax: (310) 203-8450
E-mail: hmowry@rronline.com
Web Site: <http://www.rronline.com>
Henry Mowry, Sales Manager
DM L PB

RADIO-ACTIVE PROMOTIONS

837 Third Street, Suite 208
Santa Monica, CA 90403
(310) 394-4295
Fax: (310) 394-4295
Christine Strugis
Damon Knight
TR

THE RADIO AGENCY

630 Parkway
Broomall, PA 19008
(610) 325-3100
Fax: (610) 325-2388
E-mail: amfm@cris.com
Mark Lipsky

Key to Services on Page 225

THE RADIO CONSULTANTS

7101 York Avenue South, Suite 220
Edina, MN 55435
(612) 921-3396
Fax: (612) 921-3326
E-mail: radconsul@aol.com
David Martin, President/CEO
G TV

The Radio Events Group

The Radio Events Group is the only company designed specifically to produce "benchmark" special events for radio stations. The Radio Events Group primary focus is the production of high profile radio station concerts and festivals. Let us show you how your radio station can benefit on a financial and promotional level by working with The Radio Events Group. Our company currently produces events for stations in over 30 markets, and works with many top radio groups and stations.

THE RADIO EVENTS GROUP

2105 South Hardy Drive
Suite 17
Tempe, AZ 85282
(602) 921-3333
Fax: (602) 967-3830
Brad Patrick, President
Randy Buzzelli, VP/Event Operations

312 East 22nd Street
Penthouse A
New York, NY 10010
E-mail: radioevent@aol.com
(212) 982-4892
Christine Dennison, Marketing & Promotion
E

RADIO MALL

2412 Unity Avenue North, Suite RA
Minneapolis, MN 55422-3450
(612) 522-6256
Fax: (612) 522-6256
E-mail: mediamall@aol.com
Dave Dworkin, President
DB DM ML MU

RADIO MARKETING DEPARTMENT

155 Sun Valley Way
Morris Plains, NJ 07950
(201) 993-8717
Fax: (201) 984-5115
Ilene Adams, President
DM ML

R

RADIO ONE 2 ONE

1251 West 86th Street, Suite A-3
Indianapolis, IN 46260
(317) 257-7384, (513) 821-9777
Fax: (317) 257-7324, (513) 821-9775
E-mail: radioone2one@juno.com
Diane Shannon, President
Mark Elliott, VP/Operations
Terry Coker, Dir./Sales
DB DM G ML T

THE RADIO RESPONSE COMPANY

12620 War Admiral Way
North Potomac, MD 20878-3738
(301) 251-9450
Fax: (301) 963-9574
Steve Korn, President
DB T

**RADIO TODAY ENTERTAINMENT**

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Geoff Rich, President
Ramona Rideout, VP
Tom Shovan, VP

THE RADIOGUIDE PEOPLE INC.

24725 West 12 Mile Road, Suite 316
Southfield, MI 48034
(248) 355-0022
Fax: (248) 358-0690
Arthur R. Vuolo Jr., President
Barry M. Grant, VP
G P PB

RADIOVISION

318 West Chestnut
Denison, TX 75020
(903) 465-8292
Fax: (903) 465-8293
Shelley McBride
Jim McTighe
Joe Pollaro
TV

RADIO WRITERS

PO Box 65
Reynoldsburg, OH 43068-0065
(614) 755-9565
Fax: (614) 866-2636
E-mail: 74567.2565@compuserve.com
Eddie Powell, President
L PB

Visit R&R's Web Site:
<http://www.rronline.com>

RANTEL RESEARCH

13 C Street, Suite B
PO Box 681
Laurel, MD 20725
(301) 490-8700
Fax: (410) 880-4190
David Tate, President/Partner
Steven A. Smith, VP/Partner
DB MP T

RATINGS & REVENUE INC.

6799 149th Place
Palm Beach Gardens, FL 33418
(651) 627-7052
Fax: (651) 627-7085
E-mail: donfactory@aol.com
Donald T. Loughran, President
DB DM ML PB T

R.C. RAWSON Co.

582 Market Street, Suite 700
San Francisco, CA 94104
(800) 442-4415, (415) 362-7673
Fax: (415) 362-0148
E-mail: rc20000@aol.com
Ronald C. Rawson, President
B P

REEL GOOD PRODUCTIONS

PO Box 6
Excelsior, MN 55331
(800) 800-7335
Fax: (800) 800-7335
E-mail: reelgood@pclink.com
Kyrl Henderson, President
TV

THE RESEARCH GROUP

2601 4th Avenue, Suite 250
Seattle, WA 98121
(206) 443-3888
Fax: (206) 443-3990
Larry Campbell, Chairman

**RESULTS MARKETING**

Creative Promotions... Lasting Impressions
Tel (800) 786-8011 407-539-2221

Your promotional headquarters. Mugs, jackets, key tags, bumper stickers, banners, stadium cups, T-shirts, license plates, and much much more!

RESULTS MARKETING
279 Douglas Avenue, Suite 1108
Altamonte Springs, FL 32714
(800) 786-8011, (407) 539-2221
Fax: (407) 786-5660

E-mail:
results@resultsmarketing.com
Web Site: <http://www.resultsmarketing.com>
Steve Tishman
B BP G P

ROCKY MT. TECHNICAL SERVICES

1508 East 5th Street
Loveland, CO 80327
(303) 760-7112
Fax: (970) 669-6448
Paul Montoya
DB R



PLASTIC
BANNERS

ROLL A SIGN

A Div. of Reef Industries Inc.
PO Box 750245
Houston, TX 77275
(800) 231-2417, (713) 507-4200
Canada Toll-Free (800) 847-5616
Fax: (713) 507-4295
E-mail: ri@reefindustries.com
Web Site: <http://www.reefindustries.com>
Joe Oppenheimer
BP

ROSLER CREATIVE

44454 Fernwood Drive
Mendocino, CA 95460
(707) 937-1414
Fax: (707) 937-0123
Peter Rosler, Owner
TV

RPMC INC.

24013 Ventura Boulevard
Calabasas, CA 91302
(818) 222-7762
Fax: (818) 222-0048
Julie Lightner, Dir./Local Marketing
D E P R TR

RRN INC.

2476 Fifth Street
Fort Lee, NJ 07024-7840
(201) 585-7780
Fax: (201) 585-7488
Tony Niskanen, President
P

RYDER COMMUNICATIONS

3111 University Drive, Suite 406
Ft. Lauderdale, FL 33065
(305) 753-6666
Fax: (305) 753-9505
E-mail: 70672.2141@compuserve.com
David Ryder
T

R

S S

SALES PROMOTION PRINTING INC.

6555 Carnegie Avenue
Cleveland, OH 44103-4693
(800) 228-8249, (216) 361-2600
Fax: (216) 361-0724

Kevin M. Comiskey, Sales Manager
BP

SCA PROMOTIONS

8300 Douglas Avenue, Suite 625
Dallas, TX 75225
(800) 860-3700
Fax: (214) 860-3740

Susan Singer, VP
E

SCOLLON PRODUCTIONS INC.

1016 White Rock Road
PO Box 486
White Rock, SC 29177
(803) 345-3922
Fax: (803) 345-9313
Ellery J. Locklear, VP
CO

RICK SCOTT & ASSOCIATES

2509 152nd Avenue NE, Suite D
Redmond, WA 98052
(206) 867-9397
Fax: (206) 883-1411
E-mail: rickscot@ix.netcom.com
Rick Scott, President
Kathleen Kemis, Project Manager
E G

SCRAMBL-GRAM INC.

1772 State Road
Cuyahoga Falls, OH 44223
(216) 923-2397
Fax: (216) 923-4346
Chic Elum

SECRET IDENTITEE MERCHANDISING

8075 West Third Street, Suite 306
Los Angeles, CA 90048
(213) 857-5520
Fax: (213) 939-8527
Marc Sirkin, President
Jeff Kern, VP
B BP P

Key to Services on Page 222

SAM SHAD PRODUCTIONS

PO Box 10853
Reno, NV 89510
(702) 857-2244
Fax: (702) 857-2272
E-mail: sam@shad.reno.nv.us
Sam Shad, President
L MP TV W

TV Planning & Buying.

SHARK-TV

11103 West Avenue, Suite 200
San Antonio, TX 78213
(800) 798-5982, (210) 344-5982
Fax: (210) 344-9910

Doug McCall
Pam Solvang
JoAnn Ebert
MP



STRETCH YOUR ADVERTISING DOLLARS

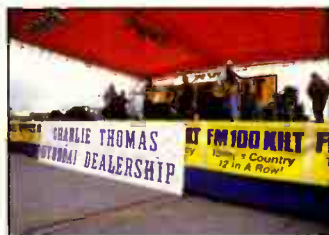
Today's level of fierce competition demands that you prominently display your name every chance you get (location broadcasts, concerts, station sponsored autograph sessions, etc.). With theft, vandalism and loss, it becomes a costly proposition to continuously replace expensive signs and banners. Roll-A-Sign™ offers a better way. With Roll-A-Sign banners you get up to four vibrant colors printed on durable, high quality 4 or 6 mil plastic film to display your logo and message brilliantly for an economical price. Now you can afford to display a bright new sign at every public event. They even make great cost-effective promotional give-aways. Just roll off what you need and cut.



- Durable banners at an affordable price.
- UV stabilized plastic won't fade indoors or outdoors.
- Simply FAX your logo and color separation information for a price quotation today.



Call today
800/231-2417



Reef Industries, Inc. P.O. Box 201752 Houston, TX 77216-1752
713/507-4200 713/507-4295 FAX

©1997 Reef Industries, Inc.

S

S.I.N. MUSIC PROGRAMS

1674 Broadway, Suite 7C
New York, NY 10019
(212) 956-2188
Fax: (212) 956-2632
E-mail: sinnews@sintern.com

Vince Pellegrino, President

Anthony Holland, Editor/S.I.N. New Music Weekly

Tony Monte, Sr. VP/Promotion & Marketing
MU

SOFTSAVER PRODUCTIONS

7720-B El Camino Real, Suite 231
Carlsbad, CA 92002
(619) 793-2002
Fax: (619) 944-0087
Steven Bernson, President/CEO
PS

DENNY SOMACH PRODUCTIONS INC.

812 West Darby Road
Havertown, PA 19083
(610) 446-7100
Fax: (610) 446-7721
Kathleen Somach, President
DM MU P R

SONIC UNDERGROUND

11526 Burbank Boulevard, Suite 17
North Hollywood, CA 91601
(800) 347-6642
Fax: (800) 317-6642
Tony Pellegrino
BP MU

SOUND APPROACH INC.

638 Perimeter Drive
Downingtown, PA 19335
(610) 458-8600
Fax: (610) 458-8686
Richard Weber, President
PB

SPECIALIZED PROMOTIONS

33 Great Neck Road
Great Neck, NY 11021
(800) 666-7736, (516) 466-1067
Fax: (516) 466-4048
Ken Sonenberg
B BP E P

SPORTS STAR SUPPLIERS

2756 North Green Valley Parkway, Suite 449
Las Vegas, NV 89014
(702) 451-8090
A.J. Sagman, President
E

SPOTS & STARS MULTIMEDIA

PO Box 662
Hollywood, CA 90078-0662
(213) 427-7209
Fax: (213) 251-3102
E-mail: 206-9316@mcimail.com
Ann Schnieders, NW Sales/Station Rel.
Don Elliot, Owner
MP W

SPRINT INTEGRATED MARKETING SERVICES

7015 College Boulevard, Suite 400
Overland Park, KS 66211
(800) 829-2955
Fax: (913) 491-7300
Dave Smedley, Program Manager
DB DM

SRDS

3004 Glenview Road
Wilmette, IL 60091
(708) 441-2269
Fax: (708) 441-2401
Rick Wolk
ML PB

SRO COMMUNICATIONS

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5882, (301) 309-1774
Fax: (301) 309-1329
Bill Stabler, President
DB DM E L ML P R W

STAR SCREEN

1000 Brunswick Avenue
Trenton, NJ 08368
(800) 742-1569, (609) 392-7005
Fax: (609) 392-3254
John Slowinski
B BP P

THE STILES SYSTEM RADIO DAY PLANNING

2429 Carina Terrace
Acworth, GA 30101
(770) 974-6590
Fax: (770) 974-6590
Kim Stiles, President

STUDIO CENTER

200 West 22nd Street
Norfolk, VA 23517
(757) 622-2111
Fax: (757) 623-5512
Warren Miller, CEO/Executive Producer
Bob Jump, President
TV

JON SULLIVAN'S RADIO PROMOTION BULLETIN

5350 Pine Cliff Drive
Houston, TX 77084
(713) 855-2964
Fax: (713) 855-2964
E-mail: radiobul@compassnet.com
Jon Sullivan, Editor/Publisher
PB

SUPERSPOTS

216 West Ohio Street, 3rd Floor
Chicago, IL 60610
(312) 751-8999
Fax: (312) 751-9088
E-mail: superspots@aol.com
David Gariano, President/CEO
Jerry Bryant, VP/Creative
TV

T

TALK AMERICA

510 Congress Street
Portland, ME 04101
(800) 827-4697, (207) 775-5007
Fax: (207) 775-1182
Rob Graham, President
Jim DeWolfe, Media Relations Mgr.

TELE-TALENT INTERNATIONAL

7033 Sunset Boulevard, Suite 318
Hollywood, CA 90028
(213) 466-8517
Fax: (213) 466-8295
E-mail: teletalent@earthlink.net
Tony Barnard, Chairman

TELEWORKS

1463 East Galbraith Road
Cincinnati, OH 45215
(513) 821-3666
Fax: (513) 821-9775
Michael Eisele, CEO
Terry Coker, Dir./Sales
Monica Rhodes, Personnel/Production Mgr.
DB DM ML T

TITUS TECHNOLOGICAL LABORATORIES

77 Kreiger Lane, Suite 914
Glastonbury, CT 06033
(860) 633-5472
Fax: (860) 633-8244
Lawrence Titus, Owner

TM CENTURY**TM CENTURY**

2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890

E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP
MU TV

TRANSAMERICA MARKETING SERVICES INC.

Broadcast Division
8130 Boone Boulevard, Suite 350
Vienna, VA 22182-2640
(703) 903-9500
Fax: (703) 903-9511
E-mail: ellyn4496@aol.com
Bruce McBrearty, President
DB DM ML T

S
•
T

T

TRANSCOMMUNICATIONS INC.
6025 Lee Highway, Suite 402
Chattanooga, TN 37421
(800) 546-9873
Sandra Dellinger

TRIPLE PLATINUM
434 East 52nd Street, Suite 1E
New York, NY 10022
(212) 755-5131
Adam Guild

TUNE-IN PUBLICATIONS
9800 Richmond Avenue, Suite 740
Houston, TX 77042
(713) 781-0781
Fax: (713) 781-4721
Ernie Brown, GM
DM G ML PB

\$2.95 GUYS
Smoothreads
8545 Arjons Drive, Suite K
San Diego, CA 92126
(800) 536-5959, (619) 693-5959
Fax: (619) 566-4876, (619) 693-5968
Lance Beesley, President/CEO
P

TYCA CORPORATION
50 Sun Street
Waltham, MA 02154
(617) 891-1811
Fax: (617) 893-7597
Maryann Castillo, Executive VP

U

UNIVENTURE CD PACKAGING & STORAGE
PO Box 28398
Columbus, OH 43228
(614) 529-2100
Fax: (614) 529-2110
T.R. Taylor, Sales
P



U.S. TAPE & LABEL

Pioneers and leaders in the production of bumper strips & window stickers for the broadcast and entertainment industries.

U.S. TAPE & LABEL
1561 Fairview Avenue
St. Louis, MO 63132
(800) 569-1906, (314) 423-4411
Fax: (314) 423-2964
Byron J. Crecelius, VP/Sales
B

**USA
design, inc.**



USA DESIGN INC.
PO Box 213
Wadsworth, OH 44282
(888) 994-4USA, (330) 336-7231
Fax: (330) 336-0312
E-mail: info@usadesign.com
Anthony N. Agnesi, President
Nicholas T. Costides, VP
Susan N. Brown, Client Services Dir.
G L W

V

VENDELY COMMUNICATIONS
4609 Ventura Canyon Avenue
Sherman Oaks, CA 91423
(818) 783-7886
Fax: (818) 783-7529
E-mail: vencomla@aol.com
Elizabeth Vendely, President
Jeff Lewis, VP/Marketing
DM G TV

VISION BROADCASTING
944 Eighth Avenue, 3rd Floor
New York, NY 10019
(212) 765-3827
E-mail: vbn@visionbroadcast.com
Floyd E. Vasquez, President
E L W

W

WALCOFF & ASSOCIATES
12015 Lee Jackson Highway, Suite 500
Fairfax, VA 22315
(703) 934-9848
Fax: (703) 934-9870
E-mail: lsinger@walcoff.com
Lori Singer, Communications Program Director

WALT DISNEY WORLD COMPANY
PO Box 10000
Lake Buena Vista, FL 32830-1000
(407) 397-6813
Fax: (407) 397-6450
E-mail: discrider@aol.com
Tom Daren, Regional Marketing

Key to Services on Page 222

WEBRADIO STRATEGISTS (WRS)
PO Box 22875
San Diego, CA 92192
(619) 491-4876
Fax: (619) 554-0895
E-mail: iradio@aol.com
Howard Freedman, President
L W

WELWOOD INT'L FILM PRODUCTION
160 Washington SE, Suite 138
Albuquerque, NM 87108
(505) 265-1899
Fax: (505) 265-3180
Bill Swortwood, President/Creative Dir.
Barbara E. Ferrel, VP/CEO
TV

RICH WHITE & ASSOCIATES INC.
244 Westchester Avenue
White Plains, NY 10604
(914) 948-6060
Fax: (914) 948-3698
Rich White, Principal
Steve Buxbaum, Principal
DM G ML P W

WIEDERKEHR ENTERPRISES
1604 Euclid Street
St. Paul, MN 55106
(612) 436-8172
Fax: (612) 436-7283, (612) 776-5776
E-mail: flyballoon@aol.com
Matt H. Wiederkehr, President
CO

WILLIAMS BROADCAST COMMUNICATIONS INC.
3001 Executive Drive, Suite 200-K
Clearwater, FL 34622
(813) 572-7589
Fax: (813) 573-7963
E-mail: cdmr67a@prodigy.com
Michael D. Williams, President
DM MP

WINDSTAR STUDIOS INC.
525 Communications Circle
Colorado Springs, CO 80905-1737
(719) 635-0422
Fax: (719) 635-7119
Dale Mitchell, President
TV

WORLD MASTERS INC.
PO Box 24772
Seattle, WA 98124-0772
(206) 933-8700
Fax: (206) 933-8800
Ken Ahroni, President
P

X

XPEDITE SYSTEMS INC.
840 Apollo Street, Suite 351
El Segundo, CA 90245
(310) 414-7444
Fax: (310) 414-7430
E-mail: xsi/santo@mail.xpedite.com
John Santoliquido, Account Rep.
DM



A

ALLEN & COMPANY INC.
711 Fifth Avenue
New York, NY 10022
(212) 832-8000
Fax: (212) 832-8023
Herbert A. Allen, President

AMERICAN RADIO BROKERS INC./SFO
1255 Post Street, Suite 625
San Francisco, CA 94109
(415) 441-3377
Chester P. Coleman, President

AMERICOM RADIO BROKERS
1476 Waterfront Road, Suite 100
Reston, VA 22094
(202) 737-9000
Fax: (202) 737-9001
Tom Gammon, President
Dan Gammon, Managing Partner

B

BARGER BROADCAST BROKERAGE
7800 NW I-10, Suite 330
San Antonio, TX 78230
(210) 340-7080
Fax: (210) 340-1775
John Barger, Principal

BERGNER & Co.
4400 North Federal Highway, Suite 210
Boca Raton, FL 33431
(561) 338-5220
Fax: (561) 338-6544
Michael J. Bergner, President

BLACKBURN & Co. Inc.
201 North Union Street, Suite 340
Alexandria, VA 22314
(703) 519-3703
Fax: (703) 519-9756
James W. Blackburn Jr., Chairman
Richard F. Blackburn, President

FRANK BOYLE & Co.
2001 West Main Street, Suite 280
Stamford, CT 06902-4505
(203) 969-2020
Fax: (203) 316-0800
Frank Boyle, President

BROADCAST MEDIA ASSOCIATES
316 California Avenue, Suite 700
Reno, NV 89509
(800) 237-3777
Fax: (800) 237-3777
Cliff Hunter, President

**BROADCAST PENSION SERVICES
401(K) PLANS**
15130 Ventura Boulevard, Suite 320
Sherman Oaks, CA 91403
(800) 595-4015
Fax: (818) 501-4050
James A. Gilbert, President

BROADCASTING ASSET MGMT. CORP.

1323 Forest Glen Drive
Winnetka, IL 60093
(847) 446-8882
Fax: (847) 446-4855
Jack Minkow, President

C

CAPSTONE COMMUNICATIONS
PO Box 331
Saddle River, NJ 07458
(201) 934-5990
Fax: (201) 934-0192
Josh Mayberry, President

CEA Inc.
375 Park Avenue, Suite 3808
New York, NY 10152
(212) 319-1968
Fax: (212) 319-4293
Bill Lisecky, Executive VP/Broadcasting
Steven Pruitt, Sr. VP

CELEBRATION COMPUTER SYSTEMS
5444 Westheimer, Suite 1850
Houston, TX 77056
(713) 625-4000
Fax: (713) 625-4010
E-mail: jimw@celebration.com
James F. Wiseheart, President

CHAPIN ENTERPRISES
751 NBC Center
Lincoln, NE 68508
(402) 475-5285
Fax: (402) 475-5293
Dick Chapin

DONALD K. CLARK INC.
PO Box 340617
Tampa, FL 33694
(813) 968-8226
Fax: (813) 269-9228
Donald K. Clark, President

THE CONNELLY COMPANY INC.
Hunter's Green/Wynstone
17909 Holly Brook Drive
Tampa, FL 33647-2245
(813) 991-9494
Fax: (813) 991-9444
E-mail: concco@ix.netcom.com
Bob Connelly, President

THE CRISLER COMPANY
441 Vine Street, Suite 3900
Cincinnati, OH 45202
(513) 381-7775
Fax: (513) 381-8808
R. Dean Meiszer, President
Stephen E. Kaufmann, VP

D

DEER RIVER GROUP
888 16th Street NW, Suite 400
Washington, DC 20006
(202) 939-9090
Fax: (202) 939-9091
Robin B. Martin, President/CEO

DONALDSON LUFKIN & JENRETTE
140 Broadway
New York, NY 10005
(212) 504-3000
Fax: (212) 504-4991
Robert Johnson
Michael Connelly
Colin Knudsen

E

EDEN BROADCAST SERVICES
389 Periwinkle Road
Box 647
Eden, NC 27289
(910) 623-7300
Gene Ward Sr., President/Sales Manager

WILLIAM A. EXLINE INC.
4340 Redwood Highway, Suite F-230
San Rafael, CA 94903
(415) 479-3484, (508) 537-1202
Fax: (415) 479-1574, (508) 534-6806
E-mail: exline@nbn.com; pacerho@aol.com
Andrew P. McClure, President
W. Dean LeGras, VP
William A. Exline, Consultant

F

NORMAN FISCHER & ASSOCIATES
2201 North Lamar, Suite 204
Austin, TX 78705
(512) 476-9457
Fax: (512) 476-0540
E-mail: nfisc@onr.com
Norman Fischer, President
Terrill Fischer, VP

WILLIAM FLEMING & ASSOCIATES
176 North Beacon Street
Hartford, CT 06105
(203) 236-4453
Fax: (203) 236-4453
E-mail: wlewisf@aol.com
William L. Fleming, Principal

Force
Communications & Consultants **FC&C**
A Broadcast Brokerage Partnership

Offering over 100 combined years of
broadcast experience.

**FORCE COMMUNICATIONS &
CONSULTANTS LLC**
11 Spiral Drive, Suite 3
Florence, KY 41042
(606) 647-0101
Fax: (606) 647-2616
E-mail: forcecomm@aol.com
John L. Pierce, (606) 647-0101
John E. Lauer, (770) 565-4465
Harold W. Gore, (561) 231-8928

F

MILTON W. FORD & ASSOCIATES
4006 Baronne Way
Memphis, TN 38117
(901) 763-2570
Milton Q. Ford, President



**RICHARD A. FOREMAN
ASSOCIATES INC.**

330 Emery Drive East
Stamford, CT 06902-2011
(203) 327-2800
Fax: (203) 967-9393
E-mail:
RAFAMEDIA@Compuserve.com
Richard A. Foreman, President

G

GAMMON MEDIA BROKERS INC.
8280 Greensboro Drive, 7th Floor
McLean, VA 22102
(703) 761-5020
Fax: (703) 761-5022
James A. Gammon, President
Christopher D. Miller, VP

CLIFTON GARDINER & Co.
Box 3401
Vail, CO 81658
(970) 479-0123
Fax: (970) 949-6208
E-mail: cliff@vailnet.com
Clifton Gardiner

DAVE GARLAND MEDIA BROKERAGE
532 Magnolia Bend
League City, TX 77573
(281) 332-1790
E-mail: garland@radiobroker.com
Web Site: <http://www.radiobroker.com>
Dave Garland, Owner

W. JOHN GRANDY
117 Country Club Drive
San Luis Obispo, CA 93401
(805) 541-1900
Fax: (805) 541-1906
W. John Grandy, President

GRUNTAL & Co. Inc.
717 Fifth Avenue, Floor 12-A
New York, NY 10022
(212) 872-3900, (212) 872-3928
Fax: (212) 826-3441
William J. McCluskey, Managing Director

H

HADDEN & ASSOCIATES MEDIA BROKERS
1385 Ayerswood Court
Winter Springs, FL 32708
(407) 365-7832
Fax: (407) 366-8801
Doyle Hadden, President

HAGUE & Co.
540 Frontage Road, Suite 3020
Northfield, IL 60093
(847) 441-7200
Fax: (847) 441-7262
Lee Hague, President

HENSON MEDIA INC.
455 South Fourth Avenue, Suite 427
Louisville, KY 40202-2508
(502) 589-0060
Fax: (502) 589-0058
E-mail: 10265.437@compuserve.com
Ed Henson, President

THE TED HEPBURN Co.
PO Box 43263
Cincinnati, OH 45243-0263
(513) 271-5400
Fax: (513) 271-5413
E-mail: hepflash@aol.com
Ted Hepburn, President

HICKMAN ASSOCIATES
1137 Willowood Circle
Gulf Breeze, FL 32561
(904) 934-1995
Fax: (904) 934-2727
Ron Hickman, President
Barbara Hickman, VP

HOLT MEDIA GROUP
961 Marcon Boulevard, Suite 400
Allentown, PA 18103
(610) 264-4040
Fax: (610) 266-6464
E-mail: cbwtzk@aol.com
Arthur H. Holt, President

BRUCE HOUSTON ASSOCIATES INC.
2251 Hunter Mill Road
Vienna, VA 22181
(703) 938-1016
Fax: (703) 938-6078
Bruce Houston, President

**INTERNATIONAL BROADCASTING
CONSORTIUM**
3565 Standish Avenue
Santa Rosa, CA 95407
(707) 588-0707
Fax: (707) 588-0777
Frederic W. Constant, President

J

JOHNSEN, FRETTE & Co. LLC
1 Dock Street, Suite 510
Stamford, CT 06902
(203) 406-2424
Fax: (203) 316-0711
James Johnsen, CEO

**JOHNSON COMMUNICATION
PROPERTIES**
4780 Regents Walk
Minneapolis, MN 55331
(612) 474-1100
Fax: (612) 474-1187
Jerry Johnson, President

JORGENSEN BROADCAST BROKERAGE
11521 Innfields Drive
Odessa, FL 33556
(813) 926-9260
Fax: (813) 926-9001
Mark Jorgenson, Managing Partner
Peter Mieuli

K



KALIL & Co. Inc.
3444 North Country Club
Tucson, AZ 85716
(520) 795-1050
Fax: (520) 322-0584
Frank Kalil, President
Fred W. Kalil, VP
Kelly F. Callan, VP
Frank J. Higney, VP
Richard L. Beesemyer, VP
Tom Zlaket, VP

KEPPER, TUPPER & Co.
183 Haviland Road
Ridgefield, CT 06877
(203) 431-3366
Fax: (203) 431-3864
John B. Tupper, President

KOZACKO MEDIA SERVICES
800 Underwood Avenue
PO Box 948
Elmira, NY 14902
(607) 733-7138
Fax: (607) 733-1212
Richard Kozacko, President
Bruce M. Kanner, VP
John C. Clancy, Associate

L

H.B. LaRUE, MEDIA BROKERS
9454 Wilshire Boulevard, Suite 628
Beverly Hills, CA 90212
(310) 275-9266
Fax: (310) 274-4076
Ben LaRue, President
Joy Thomas, VP/West Coast Manager

Visit R&R's Web Site: <http://www.rronline.com>

L

H.B. LaRUE, MEDIA BROKERS

500 East 77th Street, Suite 1909
New York, NY 10021
(212) 288-0737
Fax: (212) 249-1957
Hugh Ben LaRue, President

LEGACY RADIOACTIVITY GROUP

3384 Peachtree Road NE, Suite 300
Atlanta, GA 30326
(404) 816-0660
Fax: (404) 816-8588
E-mail: dstr@aol.com
Mike Easterly, President/CEO
Dain Schult, Exec. VP/COO

M

BOBBY MAGIC & ASSOCIATES

955 Shorepoint Court, Suite 208
Alameda, CA 94501
(510) 337-9632
Fax: (510) 337-9632
Bobby Magic, President

THE MAHLMAN CO.

350 Bob White Drive
Sarasota, FL 34236
(941) 365-2736
Fax: (941) 366-6730
Bob Mahlman
Nancy Mahlman

JACK MALONEY INC.

28 Shore Drive
Huntington, NY 11743
(516) 549-2656
Fax: (516) 549-2656
Jack Maloney, President

MAYO COMMUNICATIONS INC.

PO Box 82784
Tampa, FL 33682
(813) 971-2061
Fax: (813) 977-1947
Lincoln A. Mayo, President

McCoy BROADCAST BROKERAGE INC.

2910 Electra Drive
Colorado Springs, CO 80906-1073
(719) 630-3111
Fax: (719) 630-1871
E-mail: jbmiii@worldnet.att.net
Joseph Bennett (Jody) McCoy III

EDWARD R. MCKENNA

Somerset House
5600 Wisconsin Avenue, Suite 502
Chevy Chase, MD 20815
(301) 986-1118
Fax: (301) 986-0796

R.E. MEADOR & ASSOCIATES

PO Box 36
Lexington, MO 64067
(816) 259-2544
Fax: (816) 259-6424
Ralph E. Meador, President

MEDIA MERGERS & ACQUISITIONS

PO Box 27-3532
Tampa, FL 33688-3532
(813) 960-1101
Fax: (813) 960-4225
Tim Menowsky, President

MEDIA SERVICES GROUP INC.

6802 Patterson Avenue
Richmond, VA 23226
(804) 282-5561
Fax: (804) 282-5703
E-mail: 75120.3425@compuserve.com
Mitt Younts, Managing Director
Shannon Best, Marketing Director

MEDIA VENTURE PARTNERS

1650 Tysons Boulevard, Suite 790
McLean, VA 22102
(703) 827-2727
Fax: (703) 827-2728
Charles E. Giddens
Brian E. Cobb

MEDIACOM INTERNATIONAL INC.

6965 El Camino Real, Suite 105-229
Rancho La Costa, CA 92009
(619) 431-9658
Fax: (619) 431-9640
Larry Lakoduk, President/CEO

MEDIAONE INC.

631 Second Avenue South
Nashville, TN 37210
(615) 259-4607
Fax: (615) 244-1143
Frank A. Woods, Chairman

MILESTONE MEDIA PARTNERS

9600 Koger Boulevard, Suite 201
St. Petersburg, FL 33702
(813) 577-1183
Fax: (813) 577-5802
Michael Drake, Partner
Ton Engel, Partner

MILLER & ASSOCIATES

PO Box 1411
Santa Ynez, CA 93460
(805) 686-8933
Fax: (805) 688-7686
E-mail: 73323.1157@compuserve.com
Brett Miller, President

MONTCALM

PO Box 4608
Rolling Bay, WA 98061-0608
(206) 780-1700
Fax: (206) 780-0859
Gerald B. Dennon, President

N

NEW ENGLAND MEDIA

102 Swanton Road
St. Albans, VT 05478
(802) 524-5963
Fax: (802) 527-1450
David Kimmel, President

O

O'GRADY & ASSOCIATES

46-40 NE Ocean Boulevard, Suite H-2
Jensen Beach, FL 34957
(561) 225-0920
Fax: (561) 225-0920
Jim O'Grady, President

P



PATRICK
COMMUNICATIONS

Station brokerage and investment banking services. Fair market appraisals and personal, confidential service.

PATRICK COMMUNICATIONS

5074 Dorsey Hall Drive,
Suite 205
Ellicott City, MD 21042
(410) 740-0250, (301) 596-6788
Fax: (410) 740-7222
E-mail: patrick@patcomm.com
Larry Patrick, President
Susan Patrick, Exec. VP
Terry Greenwood, VP

PROCTOR-WILLIAMS INC.

980 FM 1746
Woodville, TX 75979
(409) 429-3679
Fax: (409) 429-5257
Gerald R. Proctor, President

Q

QUESTCOM MEDIA BROKERAGE INC.

301 South McDowell Street, Suite 402
Charlotte, NC 28204
(704) 948-9800
Fax: (704) 948-9888
Donald R. Bussell, President

R

STAN RAYMOND & ASSOCIATES INC.

PO Box 8231
Longboat Key, FL 34228
(941) 383-9404
Fax: (941) 383-9132
E-mail: stnray@aol.com
Stan Raymond, President

GORDON RICE ASSOCIATES

PO Box 20398
Charleston, SC 29413
(803) 884-3590
Fax: (803) 881-0358
Gordon Rice, Broker

R

ROEHLING BROADCAST SERVICES LTD.

4235 Foxglove Trace
Indianapolis, IN 46237
(317) 791-1258
Fax: (317) 791-1258
E-mail: edradiobr@aol.com
Edward W. Roehling, President

RUMBAUT & ASSOCIATES

1060 Stillwater Drive
Miami Beach, FL 33141
(305) 868-0000
Fax: (305) 868-7000
E-mail: jrumbaut@ix.netcom.com
Julio Rumbaut, President

S

SATTERFIELD & PERRY INC.

3062 Robb Circle
Lakewood, CO 80215-7067
(303) 239-6670, (610) 520-4488
Fax: (303) 231-9562, (610) 520-4565
Al Perry, Chairman
Jack Satterfield, President

SERAFIN BROS. INC.

PO Box 262888
Tampa, FL 33685
(813) 885-6060
Fax: (813) 885-6857
E-mail: 72563.100@compuserve.com
Glenn Serafin, President

**NEED
MORE
COPIES?**

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

SNOWDEN ASSOCIATES

PO Box 1566
101 West 14th Street, Suite 700
Greenville, NC 27835
(919) 355-0327
Fax: (919) 355-8386
E-mail: jtsnowden@aol.com
C. Zoph Potts, President

RAY STANFIELD & ASSOCIATES

15545 Devonshire Street, Suite 108
Mission Hills, CA 91345-2655
(818) 893-3199
Fax: (818) 893-8020
Ray M. Stanfield

STAR MEDIA CAPITAL

5080 Spectrum Drive, Suite 609-East
Dallas, TX 75248
(972) 458-9300
Fax: (972) 458-1330
E-mail: jpbardwick@starmediagroup.com
J. Peter Bardwick, Managing Director

STERLING ASSOCIATES

One Embarcadero Center, Suite 1350
San Francisco, CA 94111
(415) 693-0599
Fax: (415) 693-0597
Rancy George, Managing Partner

GARY STEVENS & CO. INC.

49 Locust Avenue, Suite 107
New Canaan, CT 06840
(203) 966-6465
Fax: (203) 966-6522
Gary Stevens, Managing Director

SUNBELT MEDIA INC.

797 Winrock Drive
Petit Jean Mt., AR 72110
(501) 727-5454
Fax: (501) 727-5515
Bill Cate

T

TALK AMERICA

510 Congress Street
Portland, ME 04101
(800) 827-4697, (207) 775-5007
Fax: (207) 775-1182
Rob Graham, President
Jim DeWolfe, Media Relations Mgr.

THOBEN VAN HUSS & ASSOCIATES

1010 East 86th Street, Suite 44-C
Indianapolis, IN 46240
(317) 580-0094
Fax: (317) 580-0097
William K. Van Huss, Chairman
Phillip M. Thoben, President

THE THORBURN COMPANY

PO Box 888704
Atlanta, GA 30356
(770) 379-9262
Fax: (770) 379-9263
Robert Thorburn, President

EDWIN TORNBURG & CO. INC.

8917 Cherbourg Drive
Potomac, MD 20854
(301) 983-8700
Fax: (301) 299-2297
Edwin Tornberg, President

V

VERONIS SUHLER & ASSOCIATES INC.

350 Park Avenue
New York, NY 10022
(212) 935-4990
Fax: (212) 935-0877
E-mail: balcius@vsacomm.com
Gene F. Jankowski, Managing Director
Marvin L. Shapiro, Managing Director
James H. Rosenfeld, Managing Director

W

J.N. WELLS & CO. INC.

21 West 075 Monticello Road
Lombard, IL 60148
(630) 916-6491
Fax: (630) 627-1233
Joseph N. Wells, President
Scott Wells, VP
Swede Swenson, VP

THE WHITTLE AGENCY

12716 Lindley Drive
Raleigh, NC 27614
(919) 848-3596
Fax: (919) 848-0519
Gary Whittle, President

WILLIAMS BROADCAST COMMUNICATIONS INC.

3001 Executive Drive, Suite 200-K
Clearwater, FL 34622
(813) 572-7589
Fax: (813) 573-7963
E-mail: cdmr67a@prodigy.com
Michael D. Williams, President

WOOD & CO.

431 Ohio Pike, Suite 200
Cincinnati, OH 45255
(513) 528-7373
Fax: (513) 528-7374
Larry C. Wood, President

WOODING & DEREAX

1407 Sigler Street
Nashville, TN 37203
(615) 646-6375
Fax: (615) 646-6383
Ronald Wooding, President



A

ABC SATELLITE SERVICES

125 West End Avenue
New York, NY 10023
(212) 456-5606

Fax: (212) 456-5622

Sean Tietjen, Sales Mgr./
Satellite Systems

Brian Wilson, Mgr./Tech Support
SU

ABC SOUND

125 West End Avenue
New York, NY 10023
(212) 456-5621

Fax: (212) 456-5326

Doug Doescher, Studio
Manager
SFX SL SU

Full-service digital audio studio specializing in dry or produced liners, promos, and commercials. Top voices — all formats. ISDN, DGS, and DCI-equipped.

ADVANTAGE PRODUCTIONS INC.

6719 Winkler Road, Suite 220
Ft. Myers, FL 33919
(941) 482-1444

Fax: (941) 482-0505

Stephen Floethe, President
Jennifer Vaughn, Sales Mgr.
C PL SFX VO

KEY TO SERVICES

C = COMMERCIAL PRODUCTION
CDD = CD DUPLICATION
H = HOOK TAPES
J = JINGLES & MUSICAL IDs
PL = PRODUCTION LIBRARIES
SFX = SOUND EFFECTS
SL = SONG LIBRARIES
SU = SATELLITE UPLINK SERVICES
TD = TAPE DUPLICATION
VO = VOICEOVER IDs, LINERS & PROMOS

All Custom, All American,
All Fresh Stock Music
*AirCraft Music Library —
81 CDs and growing

*American Music Series — 7 CDs
*Ads Up! Music For Commercials —
4 Volumes
*Rock Sweepers & IDs

AIRCRAFT PRODUCTION LIBRARIES

162 Columbus Avenue
Boston, MA 02116
(800) 343-2514
Fax: (617) 542-7222

E-mail:

lisa.leigh@soundtrackgroup.com

Web Site: [http://](http://www.soundtrackgroup.com)

www.soundtrackgroup.com
C PL VO

AIRFORCE BROADCAST SERVICES

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

Fax: (416) 961-7754

Jennifer Ward, Director/Marketing & Sales
J PL VO

AIRWAVES

11288 Ventura Boulevard, Suite 1000
Studio City, CA 91604
(818) 508-8005
Fax: (818) 508-8444

Jeremy Stone, Executive Producer
VO

RICK ALLEN CREATIVE SERVICES INC.

26805 North 70th Place
Scottsdale, AZ 85331
(602) 473-8318

Fax: (602) 473-8319

E-mail: radigital@aol.com

Rick Allen, Creative Director

Fred Bobrow, Creative Associate

Dallas Stevens, Creative Assistant

J PL VO

ALTAIR COMMUNICATIONS INC./ACI

1914 Maple Leaf Drive, Suite 100
Windermere, FL 34786
(407) 298-4000

Fax: (407) 297-4077

John Newman

C SL VO

ALTERNATE AUDIO

Austin, TX

(512) 250-1556

Fax: (512) 249-0887

E-mail: altaud@aol.com

Scott Rehling

Shawn Merrell

Todd Judge

C J PL SFX SL SU TD VO

AMERICA LISTENS

PO Box 7867

Gaithersburg, MD 20898-7867

(800) 292-5881, (301) 309-1774

Fax: (301) 309-1329

Bill Stabler, President

C VO

AMERICAN PIE

PO Box 57347

Van Nuys, CA 91413

(818) 786-5788

Fax: (818) 786-5790

Wayne Volat, Principal

SL

JAY ANDREWS PRODUCTIONS

282 Mountain Ridge

Dahlonega, GA 30533

(706) 864-8013

Fax: (706) 864-8013

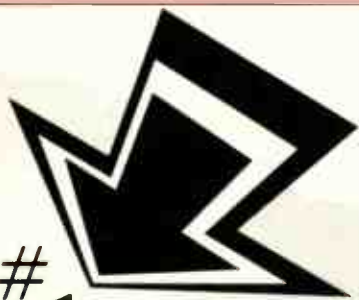
E-mail: jayandrewsproductions@juno.com

Jay Andrews, Owner

VO

Visit R&R's Web Site: <http://www.rronline.com>

PRODUCTION SERVICES SHOWCASE



#1 in Liners & Sweepers
Advantage
 Productions, Inc.
 941-482-1444

Jim Cutler

Voice Overs

Adult yet COOL promo voice of great Radio/TV stations, ESPN, WLVI-TV, all voices & styles are same guy. ISDN/SW56.

Jim Cutler Creative Radio - Boston
 PO Box 8702
 Boston, MA 02114
 (617) 773-6871
 FAX: (617) 773-5704
 E-mail: jccr@aol.com
Jim Cutler

Sean Caldwell

VOICE OVER & IMAGING

Get the Fun! without the growl

KHS-FM, Los Angeles
 WXTU, Philadelphia
 93.1 WDRQ, Detroit
 KISS-FM, Dallas
 Channel 933, San Diego...
 Country • CHR • Hot AC

Voice-over and imaging **ISDN READY**
 (813) 926-1250

From MEMPHIS
 To The World

MITCH CRAIG

VOICE OVER/PRODUCTION
 RADIO TV

SWEEPERS • PROMOS • COMMERCIALS
 Phone: 901-388-8449
 Fax: 901-388-6328

18 years & 300+ clients says alot...
 ... so does **Drew**

Great Pipes,
 Great Range,
 Great to..
 Work With!



DREW DIMMEL
 KMBC • WTAE • KBSG • KOVR • KMGA • WMJC • WDTN
 IDs, Promos, Liners, Commercial Production
 Phone: 913-888-4241
 Fax: 913-888-7212
 E-mail: dimmel-.com@worldnet.att.net

CARTER DAVIS CARTER DAVIS CARTER DAVIS CARTER DAVIS

VOICE AND PRODUCTION
 FOR RADIO AND TV

901-681-0650

A Real Attitude

Studio (818) 766-0491
 Fax (818) 766-0457
 Downtown
 (818) 766-0888

**JOHN
 DRISCOLL**

www.johndriscoll.com

THE VOICE HEARD AROUND THE WORLD

"Charlie's high wattage performance really cranks up our promos"
 -Sue Demarco, Producer/"NOVA" PBS

"He's not just another pretty voice. he gives great modern rock attitude!"
 -Brian Illes, WRXL, Richmod, VA

Liners, Sweepers, Promos,
 Production Music & Effects
 FOR ALL FORMATS

KENDALL ENERGIES INC.

Call for demos and market availability
 (601) 627-7343

BIG AND BOLD ARE OLD.
 COME IN FROM THE COLD.
 WARM UP WITH...

JOE CIPRIANO PROMOS

Promos with Personality®

The Voice of the Fox Television Network



NOW IMAGING
 STAR 100.7 San Diego
 WBLI 106.1 Long Island
 Radio and TV Worldwide

CURRENT PROJECTS
 Co-Host World Chart Show
 Blockbuster Awards.
 Warner Brothers Studios.

Over-night DAT or LIVE ISDN Layer II & III
 Voice Tracks or Fully Produced

CALL NOW FOR A FREE DEMO
 VOX 310-454-8905 • FAX 310-454-3CIP
 Cip@aol.com

PRODUCTION SERVICES SHOWCASE



Tired of paying high prices for low quality?
 Is the same read putting you to sleep?
 Does the turn around time remind you of the Pony Express?

JJ McKay is the answer!!
 The Image Voice For Today & Tomorrow

P.O. Box 292340
 Lewisville, TX 75029-2340
 214.539.2620 FAX 539.2702
<http://rampages.onramp.net/~jjmckay>

The voice for radio and tv. And if you're nervous about hiring a woman... just call her 'Bob'.

roberta SOLOMON
 the voice for radio and tv
(913) 341-8475
 promos • id's • sweepers
 ISDN or overnight

AMERICA'S PREMIERE VOICE
KRIS ERIK STEVENS

Exceptional Voice Imagery
KRIS STEVENS ENTERPRISES
800-231-6100
 Demo Line 818-990-KRIS

CHARLIE TUNA
 30 Years A Los Angeles Radio Legend

Voice of: Dozens of Network TV Shows
 National International
 Syndicated Radio/TV Programs
 Commercials

And NOW Image Liners, Promos, IDs, Commercials
FOR YOUR STATION TODAY!

CHECK OUT THE NEW 1997 DEMO LINE (818) 344-9125

Studio (818) 344-6749
 Fax (818) 344-8083

e-mail: ctuna@dejavedesign.com
 Overnight DAT, Analog Reel, DG Systems or LIVE ISDN code
 Rates scaled to market size

RANDY THOMAS

Sometimes the best man for the job is a woman

RT The Choice Voice
 randy thomas
 IDs, Promos, Liners. For All Formats
Call 1-800 RT VOICE

GET ACQUAINTED WITH THE VOICES BEHIND THE COMPANY NAME

Yeah... but maybe we should also let 'em know we're two of Dallas' top voice talents!

They've probably heard our jingles...

Thompson Creative

Call Larry or Susan Thompson for their latest Promo Sweeper Demo at
1-800-RADIO-ID e-mail: jingles@onramp.net
 4631 INSURANCE LANE DALLAS, TX 75205 FAX 214-521-9578

Quixotic
 Music Productions, L.L.C.
 The Sound Alternative

We are proud to announce the release of the "Quixotic Music Production Library"
 The finest collection of live production music available anywhere, and it is **100% Buyout!!**

- Over 40 Styles Of Music
- At Least 10 Cuts Per Style.
- Each Cut In :60, :30, and :15 edits.
- Priced By Market Size.
- New Updates MONTHLY.

For a free demo CD and rate card, please call
TOLL FREE 1-888-33-SOUND
AT&T, MASTERCARD & AMERICAN EXPRESS
 (We Pay ALL Shipping)

MASTER OF A MILLION VOICES
MARCIA MASTERS

Commercials Radio & TV
 Characters Dialects
 Industrials Jingles
 Impersonations

ANY AND EVERY VOICE YOU NEED
CALL NOW FOR A FREE DEMO
(508) 686-6463

Mike McCartney
 Voice Imaging

KMBZ/Kansas City
 WODJ/Grand Rapids
 WHFB/Benton Harbor
 The Kansas City Royals Radio Network

Consistent, Professional, Dependable
 Live ISDN or Overnight DAT/RtoR

10505 West 90th St.
 Overland Park, KS 66214-2025
(913) 894-4049

A P M

ASSOCIATED PRODUCTION MUSIC

10 Libraries/Over 1400 CDs * Personalized Broadcast Packages * Music Search Services * 10 New CD Releases Monthly * KPM SFX Library (700+ effects)

APM/ASSOCIATED PRODUCTION MUSIC

6255 Sunset Boulevard, Suite 820
Hollywood, CA 90028
(800) 543-4276, (213) 461-3211
Fax: (213) 461-9102
Connie Red, Broadcast Sales
Director
PL SFX

ARCA (AUDIO RECORDING CORP. OF ARKANSAS)

100 North Rodney Parham Road, Suite 1-B
PO Box 5686
Little Rock, AR 72215-5686
(501) 224-1111
Fax: (501) 224-3329
Dick Marendt, President
C J VO

Toby Arnold & Associates



17 Libraries & Sweepers/Stager Packages: Attitude, Attitude II, Generation X1, Slam Jamz, AC Plus, Visions, Lifestyles, The Ultimate, Rock Attacks, Generation X2, Alternate Current, ZX 2000, Synergy, Fun Radio, Rockin' Country, Young Guns, The Works, Double Impact.

TOBY ARNOLD & ASSOCIATES TAA

3234 Commander Drive
Carrollton, TX 75006
(800) 527-5335, (972) 661-8201
Fax: (972) 250-6014
E-mail: toby@taamusic.com
Web Site: <http://www.taamusic.com>
Toby Arnold, President/CEO
Dolly Arnold, VP/COO
**Lawrence Mangiameli, VP/
Creative Director**
Norma Kerr, VP/Regional Mgr.
Fran Sax, VP/Regional Mgr.
C PL SFX

AUDIO ACTION

4444 Lakeside Drive, Suite 340
Burbank, CA 91505
(800) 533-1293, (818) 845-8020
Fax: (818) 845-8039
E-mail: audioaxion@aol.com
Jonathan Fox, Nat'l Sales Director
J SL

AUDIO PRODUCTIONS INC.

1102 17th Avenue South, Suite 200
Nashville, TN 37212
(615) 321-3612
Fax: (615) 321-5770
E-mail: jim29@mail.telalink.net
Jim Reyland, President/Owner
SFX SU VO

AUDIO SERVICE AMERICA INC.

Speak-EZ Productions Div.
15303 Ventura Boulevard, Suite 675
Sherman Oaks, CA 91403
(818) 788-3344
Fax: (818) 788-3443
E-mail: voice@itnnet.com
Kevin Childs
C VO



AVDELI

225 East St. Paul Avenue
Suite 201
Milwaukee, WI 53202
(414) 224-6396
Fax: (414) 224-6393
E-mail: avdeli@aol.com

Tom Flynn
Joe Kelly
C PL SFX

B

BACK LOT STUDIOS

1 College Street
Box 328
Clinton, NY 13323
(315) 853-3908
Fax: (315) 853-2894
E-mail: 70761.1757@compuserve.com
Mark Warner, President
C TD

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

BAILEY BROADCASTING SERVICES

3151 Cahuenga Boulevard West
Suite 200
Los Angeles, CA 90068-1768
(800) 364-9141, (213) 969-0011
Fax: (213) 969-8474
E-mail: bbsradio@leebailey.com;
bbsradio@aol.com
Lee Bailey, President/Executive Producer
C J TD VO

BOB BARNES

262 East Taylor Street
Huntington, IN 46750-3723
(800) 940-2035
Fax: (219) 358-9301
C SFX VO

BEL AIR PRODUCTIONS

41 Avenue Pierre Grenier
Boulogne, Paris 92100
FRANCE
011-331-4694-0684
Fax: 011-331-4694-0688, (818) 896-0243
Mr. Laurent Eveno, International Sales Mgr.
J VO

BENMARADIO INC.

3090 South Jamaica Court, Suite 206
Aurora, CO 80014
(303) 751-6667
Fax: (303) 751-1212
Mark Margulies
C

ROB BENNETHUM'S CARTOON VOICES

228 Elizabeth Drive
Sinking Spring, PA 19608
(610) 678-9993, (610) 678-1753
VO

BETTER BUSINESS PRODUCTIONS

9035 Vinewood Drive
Dallas, TX 75228
(214) 327-9600
Fax: (214) 428-8274
Bruce Bonnheim, President
C J

BITS & PIECES CREATIVE SERVICES INC.

66 Heinz Avenue
Staten Island, NY 10308-3330
(718) 966-0499
Fax: (718) 966-7841
Tony Fiore
Ellie Fiore
J

B

LARRY BLAKENEY VOICEOVERS

PO Box 6408
 Laurel, MS 39441
 (601) 649-0095
 Fax: (601) 649-8199
 E-mail: larryvoice@aol.com
Larry Blakenev, President
 VO

BRG Music Works

PO Box 202
 Bryn Mawr, PA 19010
 (888) 723-4612
 Fax: (610) 825-8310
Andy Mark, President
 C J PL

BRITTANY COMMUNICATIONS

PO Box 1193
 Tustin, CA 92681-1193
 (714) 544-2532
 Fax: (714) 975-1571
 E-mail: infonetnetwork@prodigy.com
Lisa Osborn, Owner/Producer
 C VO

BRL PRODUCTIONS

12356 McLennan Avenue
 Granada, CA 91344
 (805) 520-3500
 Fax: (805) 520-3500
 E-mail: surfdj@aol.com
Bruce Vidal, Partner
Ron Shapiro, Partner
Les Perry, Partner

BROADCAST ARCHITECTURE

17 Hullfish Street
 Princeton, NJ 08542
 (609) 921-1188
 Fax: (609) 921-1915
 E-mail: broadcasta@aol.com
Frank Cody, CEO
 C

BROADCAST MEDIA CENTER

6430 Sunset Boulevard, Suite 650
 Los Angeles, CA 90028
 (213) 466-2900
 Fax: (213) 463-8382
Lilly Shariat
 SU

Key to Services on Page 243

BROADCAST PROGRAMMING

2211 Fifth Avenue
 Seattle, WA 98121
 (800) 426-9082, (206) 728-2741
 Fax: (206) 441-6582
 E-mail: edie@bpradio.com
 Web Site: <http://www.bpradio.com>
Edith Hilliard, President/GM
 PL SL

THE BROADCAST TEAM

9 Sunshine Boulevard
 Ormond Beach, FL 32174
 (904) 676-1157
 Fax: (800) 353-1420
 Web Site: <http://www.tbteam.com>
Rob Tuttle, CEO
Mark Edwards, President
Chris Cornelison, Sales Mgr.
 A CDD H J PL SFX SL SU TD VO

BROWN BAG PRODUCTIONS

4134 South Eudora Street
 Englewood, CO 80110
 (303) 756-9949
 Fax: (303) 759-8213
Mike Lee, Managing Partner
 J PL

B



We are proud to announce the release of the
“Quixotic Music Production Library”
 The finest collection of live production music
 available anywhere, and it is **100% Buyout!!**

- * Over 40 Styles Of Music.
- * At Least 10 Cuts Per Style.
- * Each Cut In :60, :30, and :15 edits.
- * Priced By Market Size.
- * New Updates MONTHLY.
- * Custom uderscores of any track on the library (60 second edits only).
- * Volume discounts to group owners.
- * International distributorship opportunities.

For a free demo CD and rate card, please call **Toll Free 1-888-33-SOUND**

VISA, MASTERCARD & AMERICAN EXPRESS (We Pay ALL Shipping)

<http://www.quixoticmusic.com>

B

BROWN SPOTS INC.

PO Box 905
7 Mahon
Heber Springs, AR 72543
(501) 362-3163
Fax: (501) 362-6488
Bob Brown, President
C VO

BUMPER PRODUCTIONS

905 Whiteheath Court
Nashville, TN 37221-3611
(615) 646-8800
Fax: (615) 646-BUMP
E-mail: bump@nashville.net
Bumper Morgan, Producer/Voice Talent
VO

C

CAFFMANNA COMMUNICORP

115 Skyline Lane
Stamford, CT 06903
(203) 329-1991
Fax: (203) 329-2101
E-mail: mohot100@aol.com
Joseph R. Piasek, President
C PL VO

Sean Caldwell PRODUCTIONS

The voice of successful stations world-wide. On KIIS-FM, WDRQ, B-96, WKIS ... Country, CHR, Hot AC, Rock. ISDN/ Zephyr ready.

SEAN CALDWELL PRODUCTIONS

16209 Hoylake Drive
Odessa, FL 33556
(813) 926-1250
Fax: (813) 926-9140
E-mail: skcaldwell@aol.com
Sean Caldwell, President
Catfish, Producer
Rich Shottland, Producer
PL VO

CALIFORNIA AIRCHECK

PO Box 4408
San Diego, CA 92164
(619) 460-6104
Fax: (619) 460-5685
George Junak, President
TD

Visit R&R's Web Site:
<http://www.rronline.com>

MIKE CARTA/M.A.C. PRODUCTIONS

2719 Muscadine Drive
Maryville, TN 37803
(423) 983-3311
Fax: (423) 379-8411
E-mail: kcarta@ix.netcom.com
Mike Carta, CEO
VO

RON CARTER PRODUCTIONS

12749 Lonsdale
Bridgeton, MO 63044
(314) 289-9726
Ron Carter
VO

CATSPAW PRODUCTIONS INC.

560 Dutch Valley Road
Atlanta, GA 30324
(404) 876-2287
Fax: (404) 881-8409
Doug Paul, President
Larry Melnick, VP/Entertainment Sales
Fred McFarlin, Broadcast/Entertainment
Mgr.
C CDD J SFX TD VO



CD MEDIA INC.

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Tom Shovan, VP/Manager of
Operations

CENTRAL JERSEY AIRCHECKS

PO Box 126
Lincroft, NJ 07738
(800) 357-8273, (908) 591-2522
Fax: (908) 576-4429
E-mail: airchecks@aol.com
Paul Richards
TD



CHATEAU BRAZIL

225 East St. Paul Avenue,
Suite 201
Milwaukee, WI 53202
(414) 224-6396
Fax: (414) 224-6393
E-mail: chbrazil@aol.com
Tom Flynn
C PL SFX

CHICAGO RADIO SYNDICATE INC.

15003 Lemay Street
Van Nuys, CA 91405
(800) 621-6949
Fax: (818) 376-8529
Sandy Orkin, President
C VO

DAVID CHRISTIAN VOICE TRAX

1947 Fillmore Street NE
Minneapolis, MN 55418
(612) 351-7727
Fax: (612) 351-1221
E-mail: dcda50@wavetech.net
David Anderson, President
VO

JOE CIPRIANO PROMOS

Promos with Personality®

The voice of the Fox Television Network.

JOE CIPRIANO PROMOS INC.

15237 Sunset Boulevard
Suite 208
Pacific Palisades, CA 90272
(310) 454-3CIP, (310) 454-8905
Fax: (310) 454-3247
E-mail: cip@joecipriano.com
Web Site: <http://www.joecipriano.com>
Joe Cipriano
VO

KENNY COGLIN "THE AFFORDABLE VOICE CHOICE"

150 Highland Park Boulevard
Toronto L3T 1B7
CANADA
(416) 889-1068
Fax: (416) 512-4838
Ken Coglin
VO

COMEDY, MOVIE, TV, NEWS LIBRARY

269 North Kanan Road
Oak Park, CA 91301
(800) 332-8515, (818) 889-1685
Fax: (818) 991-9560
Andrea Dorfman, Owner
Jason Natov, Dir./Mktg. & Research
C PL SFX SL

CONTINENTAL RECORDINGS INC.

230 Adams Street
Boston, MA 02158
(617) 630-0007
Fax: (617) 630-0019
E-mail: dan_flynn@bcsmac.org
Daniel Flynn, President
C J SFX TD VO

C

COPLEY ENTERTAINMENT INC.

1735 Post Road, Suite 9
Fairfield, CT 06430
(203) 259-0525
Fax: (203) 259-3321
E-mail: copleyent@aol.com
Paul R. Krumins, President
C J SFX

THE CORESON COMPANY

PO Box 22423
Milwaukie, OR 97269
(800) 898-7815, (503) 659-7815
Fax: (503) 659-7824
E-mail: corky@coreson.com
Corky Coreson, President
C VO

**CHRIS CORLEY CUSTOM VOICEWORK**

C-Squared Productions Inc.
6719 Winkler Road, Suite 120-B
Fort Myers, FL 33919
(941) 437-9300
Fax: (941) 437-9294
E-mail: c2prodsinc@aol.com
Chris Corley, President
VO



SATISFACTION...it's the difference that locks in clients for years...and attracts new ones. RADIO/TV voiceover and production.

MITCH CRAIG PRODUCTIONS

PO Box 241655
Memphis, TN 38124-1655
(901) 388-8449
Fax: (901) 388-6328
Mitch Craig, Owner
C PL VO

CREATIVE MARKETING & COMMUNICATIONS CORP.

PO Box 54929
Cincinnati, OH 45254
(800) 845-8477
Fax: (513) 624-8302
E-mail: ideaseil@dot-net.net

CREATIVE RADIO PRODUCTIONS

3861 Apache Court West
Boulder, CO 80303
(888) 494-3322, (303) 494-3322
Fax: (303) 494-3548
E-mail: bgvoice@aol.com
Frank Eriksen, President
C VO

CREATIVE SOUND CORP.

25429 Malibu Road
Malibu, CA 90265
(800) 323-7225, (310) 456-5482
Fax: (310) 456-7886, (718) 921-2807
TD

CREATIVE SUPPORT SERVICES

1950 Riverside Drive
Los Angeles, CA 90039
(800) 468-6874, (213) 666-7968
Fax: (213) 660-2070
Mike Fuller, Creative Director
PL SFX

CSR MEDIA

12106 West 75th Lane
Arvada, CO 80005-5306
(303) 420-7106
Fax: (303) 420-7106
E-mail: csreed@prodigy.com
Chris Reed, President
SL VO

CT PRODUCTIONS

21859 West Jeffers Lane
Saugus, CA 91350
(805) 296-9706
Fax: (805) 296-3162
Chris Taylor, President
VO

**Jim Cutler
Voice Overs**

Adult, cool promo voice of 100 great radio and TV stations. IDs, liners, promos. All formats. Call 516-734-7145.

JIM CUTLER CREATIVE RADIO

505 Bittersweet Lane
Cutchogue, NY 11935
(516) 734-7145
Fax: (516) 734-7138
E-mail: jccr@jccr.com
Jim Cutler
C VO

Key to Services on Page 243

CVO SIX PRODUCTIONS

1089 Bannock Street
Denver, CO 80204
(303) 620-5619
Fax: (303) 892-6666
Chet Sisk, President
VO

D

DAM GOOD TV!

PO Box 794845
Dallas, TX 75379
(800) 691-6940
Fax: (800) 691-6942
E-mail: damgoodtv1@aol.com
Jill Frank, CEO
C TD

**CARTER DAVIS
VOICE AND PRODUCTION
FOR RADIO AND TV****CARTER DAVIS CREATIVE SERVICES**

4655 Johnson Cove
Memphis, TN 38117
(901) 681-0650
Fax: (901) 681-9592
Carter Davis, Owner
C SFX VO

JEFF DAVIS PRODUCTIONS

6166 Mullholland Hwy
Hollywood, CA 90068
(213) 464-3500
Fax: (213) 464-1414
E-mail: voicedude@aol.com
Jeff Davis, President/Exec. Producer
C VO

DBA MUSIC PRODUCTION GROUP

60 Colonnade Road
Nepean, ON K2E 7J6
CANADA
(819) 827-3113
Fax: (819) 827-9981
Patricia Evans
TD

PETER DEAN VOICE WORKS

(847) 823-1642
Fax: (847) 823-1676
E-mail: pdvwnow@aol.com
VO

DEWOLFE MUSIC LIBRARY

25 West 45th Street
New York, NY 10036
(800) 221-6713, (212) 382-0220
Fax: (212) 382-0278
E-mail: dewolfe4u@aol.com
Andrew M. Jacobs
PL



The first name in digital delivery.

DG Systems is the leading provider of electronic distribution services, including spot advertising and first release music, to the broadcast industry.

DG SYSTEMS

875 Battery Street
San Francisco, CA 94111
(415) 276-6600

Fax: (415) 276-6601

E-mail: jbyrne@dgsystems.com

Web Site: <http://www.dgsystems.com>

www.dgsystems.com

Jeff Byrne
ED

DIALOGUE (NATIONAL/INTERNATIONAL AFFAIRS, HISTORY, AND CULTURE)

Woodrow Wilson Center
370 L'Enfant Promenade SW, Suite 704
Washington, DC 20024

(202) 287-3000

Fax: (202) 287-3772

E-mail: radiodial@aol.com

George Liston Seay, Producer/Host
PL

DIGITAL FORCE

330 West 58th Street
New York, NY 10019
(212) 333-5953

Fax: (212) 333-4020

E-mail: digforce@tiac.net

Jerome Bunke

Greg Reeves

Scott Mascena

CD

DIMENSION MUSIC & SOUNDEFFECTS INC.

PO Box 992
Newnan, GA 30264-0992
(800) 634-0091
Fax: (770) 253-9388
E-mail: 73573.3436@compuserve.com
Rex Bell, President
PL SFX



18 years & 300+ clients says a lot ...
... so does DREW!

Instant access via ISDN/SW56 + E-MAIL

DIMMEL COMMUNICATIONS

10425 Nieman
Overland Park, KS 66214
(913) 888-9211, (913) 888-4241
Fax: (913) 888-7212

Drew Dimmel, President
C SU VO

DORFMAN MEDIA CORP.

269 North Kanan Road
Oak Park, CA 91301
(800) 332-8515, (818) 889-1685
Fax: (818) 991-9560

Andrea Dorfman, Owner

Jason Natov, Dir./Marketing & Research
SFX SL

JOHN E. DOUGLAS

497 Walmar Drive
Cleveland, OH 44140
(216) 892-8509

Fax: (216) 892-8503

John E. Douglas, President/Exec. Producer
VO



You expect more from a leader, and you get it with an image voice that cuts through the clutter with warmth, character, and intensity! ISDN/SW-56/64/DGS.

JOHN DRISCOLL/VOICEOVER AMERICA®

PO Box 2580
Toluca Lake, CA 91610-0580
(818) 766-0491

Fax: (818) 766-0457

Demoline: (818) 766-6980

E-mail:

johndriscoll@voiceoveramerica.com

Web Site: <http://www.johndriscoll.com>

www.johndriscoll.com

VO

MARK DRISCOLL PROD./MR. VOICE CREATIONS INC.

6201 Sunset Boulevard, Suite 91
Hollywood, CA 90028-8704
(213) 934-2111, (213) 930-0060
Fax: (213) 938-4200

E-mail: driscollmd@aol.com

Mark Driscoll, President/Director
C SFX VO

DUGAN PRODUCTIONS

11204 Haverstick Road
Carmel, IN 46033
(317) 574-0368

Fax: (317) 574-0593

Dave Dugan, President
VO

Visit R&R's Web Site: <http://www.rronline.com>

The world standard in delivering the hits, every week!

The best weekly hit subscription service delivers music on CD from every major genre. We cover all the formats listed on THE BACK PAGES of Radio & Records® and more. If it's on the charts, or about to be, it's on HitDisc. We deliver the hits to your door with the quality broadcasters expect from TM Century. HitDisc delivers hits in these formats:



AC	CHR	Mainstream Rock
Urban	AAA	Alternative
Country	NAC	Urban AC
Dance	Euro Hit	Intl. Hit
Techno	Christian*	Latino
*monthly		



tmci@tmcentury.com
972/406-6800 • fax 972/406-6890
2002 Academy • Dallas TX 75234

D

DAVE DWORKIN'S GHOSTWRITERS

2412 Unity Avenue North, Suite RA
 Minneapolis, MN 55422-3450
 (612) 522-6256
 Fax: (612) 522-6256
 E-mail: mediamall@aol.com
Dave Dworkin, President
Jeff Karter, Sales Manager
 PL SFX SL

E

THE ELECTRIC CAFE

1433 Esplanade Avenue
 New Orleans, LA 70116
 (504) 947-8675
 Fax: (504) 945-8088
 E-mail: j.r.lyons@accesscom.net
J.R. Lyons, President
 VO

DON ELLIOT CREATIVE SERVICES/L.A.

PO Box 662
 Hollywood, CA 90078
 (213) 427-7209
 Fax: (213) 251-3102
 E-mail: 206-9316@mcimail.com
Don Elliot, President
 C CDD J PL VO

ESCHICAGO

850 North Milwaukee Avenue
 Chicago, IL 60622
 (312) 666-6949
 Fax: (312) 666-6949
 E-mail: davesch@tezcat.com
David Esch
 VO

**NEED
 MORE
 COPIES?**

**ADDITIONAL COPIES OF
 THE R&R "RATINGS
 REPORT & DIRECTORY"
 ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625

F

FAR WEST COMMUNICATIONS

3610½ Foothill Boulevard
 La Crescenta, CA 91214-1738
 (800) 783-2946, (818) 248-2400
 Fax: (818) 248-2596
Paul Ward, President
 C CDD H SL TD



The best music in the industry or your money back! Guaranteed to fit your station's format — music doesn't fight copy.

FIRSTCOM MUSIC

13747 Montfort Drive, Suite 220
 Dallas, TX 75240
 (800) 858-8880, (972) 934-2222
 Fax: (972) 404-9656
 E-mail: info@firstcom.com
www.firstcom.com
Cecelia Garr, President/CEO
 PL SFX

**BEN FREEDMAN/CPMG INC./
 GWINNSOUND CLASSICS**

6630 Town Bluff Drive
 Dallas, TX 75248
 (800) 522-7267, (972) 392-4401
 Fax: (972) 866-9377
Ben Freedman, President
 J PL

G

BILL GABLE VOICE WORKS

PO Box 162671
 Altamonte Springs, FL 32715
 (407) 646-6827
 Fax: (407) 834-8273
Bill Gable, President
Patty Gable, VP
 VO

BRUCE GARDNER PRODUCTIONS

8830 Piney Branch Road, Suite 506
 Silver Spring, MD 20915
 (301) 431-6794
 Fax: (202) 801-8285
Bruce Gardner, Owner/Engineer
Gene Thorpe, Songwriter/Engineer
 J

ANITA GARNER COMMUNICATIONS

4804 Laurel Canyon Boulevard, Suite 277
 Valley Village, CA 91607
 (818) 385-1627
 Fax: (818) 780-9796
Anita Garner
 VO

Key to Services on Page 243

GE AMERICAN COMMUNICATIONS INC.

4 Research Way
 Princeton, NJ 08540
 (609) 987-4000
 Fax: (609) 987-4517
Frederick D. Cain, B/C & Business Services
 SU

GHOSTWRITERS COMEDY SERVICES

2412 Unity Avenue North, Suite RA
 Minneapolis, MN 55422-3450
 (612) 522-6256
 Fax: (612) 522-6256
 E-mail: mediamall@aol.com
Dave Dworkin, President
 PL SFX SL

**GMI MEDIA GROUP**

2012 South 314th Street, Suite 121
 Federal Way, WA 98003 USA
 (206) 839-9414
 E-mail: net@gmimedia.com
 Web Site: <http://www.gmimedia.com/net>
Leslie Erak, VP/Sales
 C J PL SFX VO

JOHNNY GOYEN

PO Box 1325
 Montgomery, TX 77356
 (409) 588-3700
 Fax: (409) 588-3700
Johnny Goyen
 VO

TONY GRIFFIN
 PRODUCTIONS

Custom and syndicated music for radio, television, multimedia, and film. Custom jingles, custom and syndicated ID packages for all formats.

TONY GRIFFIN PRODUCTIONS

6102 East Mockingbird Lane,
 Suite 601
 Dallas, TX 75214
 (800) 816-4395, (972) 306-3100
 Fax: (972) 306-3144
 E-mail: tgp.tx@aol.com
Tony Griffin, President
Steve Gustafson, Director of Sales
 C J

G
•
J

G

GROOVE ADDICTS

2048 Armacost Avenue
Los Angeles, CA 90025
(310) 442-1444
Fax: (310) 442-1448
E-mail: info@grooveaddicts.com
Web Site: <http://www.grooveaddicts.com>

Dain Blair
Debra Grobman
J

GROUP W SATELLITE COMMUNICATIONS

250 Harbor Drive
Stamford, CT 06904
(203) 965-6420
Fax: (203) 965-6135
Steve Soule, VP/Affiliate Relations
SU

GROUP X INC.

PO Box 65
Reynoldsburg, OH 43068-0065
(614) 755-9565
Fax: (614) 866-2636
E-mail: 74567.2565@compuserve.com
Eddie Powell, President
C SU VO

H

HALLAND BROADCAST SERVICES INC.

1289 East Alosta Avenue
Glendora, CA 91740
(800) HALLAND, (818) 963-6300
Fax: (818) 963-2070
Web Site: <http://www.h-b-s.com>
Hank Landsberg, President
Steve Steinberg, VP/GM
SL



Broadcast quality hook tapes for most popular formats. Dedicated sole proprietor. Can't wait to get my hooks in your station!

DON HARRIS PRODUCTIONS

1812 Snowmass Drive
Plano, TX 75025
(214) 517-5798
Fax: (214) 517-0795
Don Harris, Owner
H

SPYDER HARRISON VOICEOVERS


2953 Deer Run South
Clearwater, FL 34621
(813) 796-7420
E-mail: spyderh@aol.com
Spyder Harrison
VO

THE HOLLYWOOD EDGE

7060 Hollywood Boulevard, Suite 1120
Hollywood, CA 90028
(800) 292-3755, (213) 466-6723
Fax: (213) 466-5861
E-mail: edgesw@aol.com
Scott Whitney
PL SFX

THE HOOK FACTORY

1831 Hidden Hills Drive
Roseville, CA 95661
(916) 784-9204
Fax: (916) 784-2894
E-mail: hookfact@unlimited.net
Bryan O'Neal-Green, Owner
C H VO



*The World's Premier Music
Hook Service*

HOOKS UNLIMITED
200 Old 63 South, Suite 103
Columbia, MO 65201-6081
(573) 443-4155
Fax: (573) 443-4016
E-mail: hooks@hooks.com;
72223.2705@compuserve.com
Web Site: <http://www.hooks.com>
Bernie Grice, President
PL SL

HOT TRACKS

20250 Finnigan Hill Road
Hillsboro, OR 97123
(503) 538-9243
Fax: (503) 538-9428
Paul Dickson
VO

RICK HULL VOICEOVER PRODUCTIONS

8117 Preston Road, Suite 100
Dallas, TX 75225
(214) 742-5485
Fax: (972) 437-0085
E-mail: 71062.1651@compuserve.com
Rick Hull, Owner
VO

HUM

8713 Sunset Plaza Terrace
Los Angeles, CA 90069
(310) 657-1111
Fax: (310) 652-6509
E-mail: hum@humit.com
Jeff Koz, President
C J SFX

HUMBLE HARVE PRODUCTIONS

17216 Saticoy Street
Van Nuys, CA 91406
(310) 281-7320
Harvey Miller, President
C VO

RON HUMMEL PRODUCTIONS INC.

407 Saddlebrook Lane
Pleasant Hill, CA 94523
(510) 335-0350
Fax: (510) 335-0352
E-mail: rhp_inc@msn.com
Ron Hummel, President
Carolyn Marshall, VP

**IMAGE AUDIO PRODUCTIONS/
JOEY DEE VOICES**

PO Box 1084
Fair Lawn, NJ 07410
(201) 405-1404, (718) 706-7690
Fax: (718) 361-9234
Joey Dee, Production Dir./Imus In The Morning
VO

THE IMAGE GENERATORS

PO Box 742
Olney, MD 20830
(301) 924-5700
Fax: (301) 570-8916
E-mail: sales@imagegenerators.com
Mike Weiner, President
VO

INTERSAT SPACE COMMUNICATIONS

10 South Riverside Plaza, Suite 1240
Chicago, IL 60606
(312) 441-2700
Fax: (312) 441-2709
Hank Zbeirski, President
Barry Taylor, Sales Manager
Greg French, Dir./Marketing
C SL SU VO

J

CHUCK JACKSON RADIO JOB BANK

824 North Talisman Drive
Salt Lake City, UT 84116
(801) 531-7701
Fax: (801) 531-7701
Dwight Woolfork, President/Owner
C VO



**JAM CREATIVE
PRODUCTIONS INC.**

5454 Parkdale Drive
Dallas, TX 75227
(214) 388-5454
Fax: (214) 381-4647
E-mail: info@jingles.com
Web Site: <http://www.jingles.com>
Jonathan Wolfert, President
Mary Lyn Wolfert, Sr. VP
Fred Hardy Jr., VP/Sales
Tom Parma, Sales
Cary Bass, Sales
J PL

J

JDK Music Production

9102 Whitaker Circle
Richmond, VA 23235
(804) 272-6777
Fax: (804) 330-9308
E-mail: jdkmusic@i2020.net
Marilyn Knott, Sales Representative
C J

DOUG JEFFERS

78 Ridge Road
Katonah, NY 10536
(914) 232-0707
Fax: (914) 232-3926
Doug Jeffers, Announcer
VO

DANNY JENSEN PRODUCTIONS

3808 West Dorian Street
Boise, ID 83705
(800) 669-9278, (208) 384-9278
Fax: (208) 384-9278
E-mail: djensen105@aol.com
Danny Jensen, President/Executive
Producer/Announcer
C SU VO

JOCKLINE/VOICELINE

PO Box 742
Olney, MD 20830
(301) 774-6300, (301) 924-4327
Fax: (301) 570-8916
Web Site: <http://www.jockline.com>;
<http://www.voiceline.com>
Michael J. Weiner, President/CEO
VO

K

DAVID KAYE PRODUCTIONS INC.

237 West 16th Street, Suite 11
North Vancouver, BC V7M 1T7
CANADA
(800) 843-3933
Fax: (604) 988-5144
David Kaye, President
VO

KBE

8116 San Francisco NE
Albuquerque, NM 87109
(505) 828-0488
Fax: (505) 821-4226
Karl Baehr, Special Proj. Consultant
VO

KEN R. INC.

1806 Madison Avenue
Toledo, OH 43624
(800) 451-5367, (419) 243-1000
Fax: (419) 241-5367
E-mail: kenr5367@aol.com
Ken R.
Amy
J

KENDALL ENERGIES INC.

IDs, sweepers, promos for radio/TV. All
formats/styles. Produced/dry. Production
music/SFX for ABC, Sony's SW Radio,
and stations worldwide.

KENDALL ENERGIES INC.

PO Box 1595
Clarksdale, MS 38614
(601) 627-7343
Fax: (601) 627-1000
E-mail: ckendall@clarksdale.com
Charlie Kendall, President
Donna Ellis Kendall, VP/GM
PL SFX VO

Key to Services on Page 243

KEYSTONE COMMUNICATIONS

10525 Washington Boulevard
Culver City, CA 90232
(310) 845-3900
Fax: (310) 845-3906
E-mail: keydigital@aol.com
Steve Jordan, Audio Services
Joel Quirt, Managing Director
SU

KILLER MUSIC INC.

3518 Cahuenga Boulevard West, Suite 108
Los Angeles, CA 90068
(213) 850-1966
Fax: (213) 850-3288
Lori Colantuoni, Executive Producer
C J

KILLER TRACKS

The most comprehensive quality production
music library under one roof! Production
music, IDs, sweepers, and more ...
over 500 CDs available in a variety of dif-
ferent packages to suit every broadcast
and production need. TuneBuilder®, the
revolutionary music self-editing software
system, is now available for all our librar-
ies as well as TuneFinder®, the ultimate
music search system.

KILLER TRACKS

6534 Sunset Boulevard
Hollywood, CA 90028
(800) 877-0078, (213) 957-4455
Fax: (213) 957-4470
PL SFX

Visit R&R's Web Site: <http://www.rronline.com>

GoldDisc**GoldDrive****The world standard in music libraries!**

Our GoldDisc and GoldDrive libraries are created specifically for radio. We offer complete by-format and custom-select libraries on CD or preloaded hard drives. We have over 16,000 songs available in these formats:

Adult Contemporary*	Lite Adult Contemporary
Classic Rock/AOR*	Classic Hits (Top 40 Oldies)
CHR/Top 40*	NAC*
Country*	Traditional Country
Urban*	TM Country (Modern)
TM Mix (Hot AC)	Rockin' 70's
Christmas	

*Recurrent/library update service available for these formats.

TM CENTURY

tmci@tmcentury.com
972/406-6800 • fax 972/406-6890
2002 Academy • Dallas TX 75234
Canada: 905/709-3798

K
•
M

K

K.K. KREATIVE KONCEPTS

307 Jamesway, Suite E
Marion, OH 43302-5886
(614) 386-2653
Fax: (614) 386-2469
E-mail: koncepts@acc-net.com
Kurt S. Kaniewski, "Kreative" Director
C

JEFF KLINGER'S VOICE

1224 West Cornelia
Chicago, IL 60657
(312) 918-8600
Jeff Klinger, President
VO

KNIGHT COMMUNICATIONS INC.

125 Fortieth Street
Butler, PA 16001
(412) 776-7351
Bill Knight, President
VO

KNIGHT MEDIACOM INTERNATIONAL

97 Sparkill Avenue
Tappan, NY 10983
(914) 365-1270
Fax: (914) 365-1271
E-mail: info@knightmedia.com
Ron Knight, President
C H J PL SL VO

KTB RADIO MEDIA

340 Outpost Trail
Ponderosa, NM 87044
(505) 834-7071
Fax: (505) 834-7072
Katy Bee, President
VO

L

L&R Productions

87 Church Street
East Hartford, CT 06108
(860) 528-5177
Fax: (860) 291-9341
E-mail: l.and.r.productions@snet.net
Tom Russo
C J TD VO

LABOV & BEYOND

609 East Cook Road
Ft. Wayne, IN 46825
(219) 497-0111
Fax: (219) 497-0007
Daniel Slott, Partner
J

LAMBERT & LANDERS CREATIVE ADVERTISING GROUP

747 Front Street
San Francisco, CA 94111
(888) 526-2378, (415) 397-8037
E-mail: lou@lambertlanders.com
Lou Lambert
C VO

JEFF LAURENCE AUDIO PRODUCTION SERVICES

PO Box 316
Otto, NC 28763
(704) 524-9602
Fax: (704) 524-9602
Jeff Laurence Gill, Prod. Dir./Voice Talent
C VO

AARON LEE PRODUCTIONS UNLIMITED

710 North Mist Drive
Vernonia, OR 97064
(503) 429-1015
Fax: (503) 429-1015
E-mail: aaron@kufo.com
Aaron Lee, President
C VO

M

MAD HATTER RECORDING STUDIO

2635 Griffith Park Boulevard
Los Angeles, CA 90039
(213) 664-5766
C J

JO "MADAME" MAEDER

c/o CED
257 Park Avenue
New York, NY 10010
(212) 371-7500, (212) 477-1666
Jo Maeder, President/Alphasonic Corp.
VO

MAINSTREET PRODUCTIONS INC.

8745 Aero Drive, Suite 105
San Diego, CA 92123
(619) 569-5919
Fax: (619) 292-9548
E-mail: mainst@primenet.com
Michelle Regan, VP
J PL TD VO

MAN FROM MARS PRODUCTIONS

159 Orange Street
Manchester, NH 03104-4217
(603) 668-0652
Fax: (603) 666-4878
Ed Brouder
C TD

MANHATTAN PRODUCTION MUSIC

355 West 52nd Street, 6th Floor
New York, NY 10019
(800) 227-1954, (212) 333-5766
Fax: (212) 262-0814
E-mail: mpmusc@aol.com
Ron Goldberg
PL SFX

BEN MANILLA PRODUCTIONS

111 Sutter Street, Suite 2130
San Francisco, CA 94104
(415) 421-1220
Fax: (415) 421-4749
E-mail: benm@pmpaudio.com; megans@bmpaudio.com; paulw@bmpaudio.com
J. Ben Manilla, President
Megan Seielstad, GM
Paul Wells, Dir./Marketing & Production

MARKETFORCE INC.

610 North Geyer
St. Louis, MO 63122
(314) 965-4999
Fax: (314) 965-9190
Frank Van Bree, President

CHUCK MARTIN ENTERPRISES

444 North Red Cloud Drive
Diamond Bar, CA 91765
(909) 861-8122
Fax: (909) 861-8122
Chuck Martin, President
Dianne Dantico, Dir./Special Projects
C TD VO

MARCIA MASTERS

700 Bulfinch Drive, Suite 601
Andover, MA 01810
(508) 686-6463
Fax: (508) 686-6463
J VO

MATCH PRODUCTION MUSIC (USA) INC.

7857 Convoy Court, Suite 211
San Diego, CA 92111
(619) 505-0572
Fax: (619) 505-0574
Steve Martin, President
J PL

MIKE MCCARTNEY VOICE IMAGING

10505 West 90th Street
Overland Park, KS 66214
(913) 894-4049, (913) 677-8007
Fax: (913) 894-4049
E-mail: mmc949@aol.com
Mike McCartney, President
Nancy M. Stoddart, VP
C VO

**NEED
MORE
COPIES?**

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625

M

JJ McKay Productions, Inc.

The voice for today and tomorrow.

J.J. McKay Productions Inc.

PO Box 292340
Lewisville, TX 75029
(972) 539-2620

Fax: (972) 539-2702

E-mail: jjmckay@onramp.net

J.J. McKay, President

Melinda McKay, GM

VO

MARK MCKAY MEDIA

8503 West 114th Street
Overland Park, KS 66210
(913) 345-2381

Fax: (816) 753-4044

Mark McKay, President

C VO

MEDIA BEAT

PO Box 5372
Louisville, KY 40255
(800) 536-6007, (502) 491-7001
Fax: (502) 493-8545

Brian Curella

J PL

JIM MERKEL VOICE IMAGING

981 Route 228
Mars, PA 16046
(412) 776-9797

Fax: (412) 776-9720

Jim Merkel, President

VO

METRO MUSIC PRODUCTIONS INC.

37 West 20th Street
New York, NY 10011
(800) 697-7392, (212) 229-1700
Fax: (212) 229-9063

E-mail: mbackspin@aol.com

Mitch Cooley, Composer/Producer

PL

MIDDLE EAR

1801 Bay Road
Miami Beach, FL 33139
(305) 672-2390

Fax: (305) 531-8041

E-mail: aftertouch@eworld.com

John Merchant, Studio Manager

C

MJM RESEARCH INC.

5700 Broadmoor, Suite 710
Mission, KS 66202
(800) 945-4656, (913) 384-9494
Fax: (913) 677-2727

C.C. McCartney, Owner/President

Clark Roberts, VP

Mike Heydman, Research Dir.

MLRC-ANNEX

6000 State Road
Memphis, TN 38134
(901) 521-1544

Toyamma Smith

J SFX

MOFFETT PRODUCTIONS

16140 Kuykendahl, Suite 126
Houston, TX 77068
(281) 440-0044

Fax: (281) 580-3227

E-mail: moffett@onramp.net

Bill Moffett, President

Layne Belchic, VP

Joe Krath, Sr. Producer

C VO

MORE THAN WORDS PRODUCTIONS

3 Maple Ridge
Ballston Lake, NY 12019
(518) 877-4752

Fax: (518) 877-4752

E-mail: rmcca@aol.com

Randy McCarten, President

C VO

MR. RADIO'S CREATIVE PRODUCTIONS

PO Box 3026
Garden City, NY 11531
(516) 248-0750

Stephen Springfield, Chairman/CEO

TD

MSA (MUSIC SERVICE ASSOCIATES)

8706 South 71st East Avenue
Tulsa, OK 74133-5053
(918) 492-7222

Fax: (918) 492-2211

Bob Tomarkin

SL

T.J. MURPHY PRODUCTIONS

4086 Laurelwood Drive
Jacksonville, FL 32257
(904) 268-5085

Tom Murphy

VO

MUSIC DIRECTOR PROGRAMMING SERVICE

PO Box 51978
Indian Orchard, MA 01151
(413) 783-4626

Fax: (413) 783-3168

Budd Clain, GM

CDD SL

MUSICAM EXPRESS

The system of choice for instantaneous digital delivery of CD-quality commercials, programming, music and video.

MUSICAM EXPRESS

1050 Sansome Street, Suite 101
San Francisco, CA 94111

(888) 366-4869

Fax: (415) 249-4728

Keith LaHonta, VP/Sales & Marketing

Patrick Hanavan, Dir./Studio Sales

Karin Marke, Dir./Radio Affiliate Sales

ED

N

NARWOOD PRODUCTIONS INC.

211 East 43rd Street, Suite 603
New York, NY 10017
(212) 983-3320

Fax: (212) 983-3325

E-mail: narwood1@aol.com

David LeVan, President

C CDD TD

JEFF NEAL PRODUCTIONS

334 East Lake Road, Suite 150
Palm Harbor, FL 34685
(813) 240-7452

C VO

BILL NESBITT CREATIVE

PO Box 152
Malibu, CA 90265
(213) 860-9900

E-mail: nezz@aol.com

Bill Nesbitt

C VO

NETWORK MUSIC INC.

15150 Avenue of Science
San Diego, CA 92128
(800) 854-2075, (619) 451-6400
Fax: (619) 451-6409, (619) 451-5619

E-mail: feedback@networkmusic.com

Ken Berkowitz, VP/Sales

PL SFX

Key to Services on Page 243

N
•
P

N



NICHE MARKETING, Inc.
1900 International Park, Suite 225
Birmingham, AL 35243
(205) 970-9095
Fax: (205) 970-0080
E-mail: nicheprez@aol.com
Dave Carlisle, President/CEO
C

NJJ Music

420 West 45th Street, 5th Floor
New York, NY 10036
(212) 246-6468
Fax: (212) 582-3926
Scott Schreer, President & Sales
J

NON-STOP PRODUCTIONS Inc.

915 West 100 South
Salt Lake City, UT 84104
(801) 531-0060
Fax: (801) 531-0346
E-mail: custom@nonstopmusic.com
C J VO

NOSTALGIA BROADCASTING CORP.

10300 SW Greenburg Road, Suite 390
Portland, OR 97223
(503) 293-2601
Fax: (503) 244-9956
John A. Holmes, GM
Dr. Dean Gavoni, Dir./Affiliate Relations
Michael Palmer, Nat'l Sales Manager
C J PL SFX SL TD VO

NPR SATELLITE SERVICES

635 Massachusetts Avenue, NW
Washington, DC 20001-3753
(202) 414-2626
Fax: (202) 414-3035
E-mail: lkelly@npr.org
Lisa S. Kelley, Marketing Specialist
SU

NSN NETWORK SERVICES

PO Box 7510
Avon, CO 81620
(800) 345-8728, (970) 949-7774
Fax: (970) 949-9620
E-mail: sales@nsnnet.com
Muffy Montemayor, President/GM
Kelly Hethcote, Dir./Audio Sales
SU

O

O BOY! PRODUCTIONS

1498 Harbert Avenue
Memphis, TN 38104
(800) 789-6269, (901) 722-5466
Fax: (901) 278-7722
Tom Lonardo
C J PL



BOBBY OCEAN Inc.
224 Blackstone Drive
San Rafael, CA 94903
(415) 472-5625
Fax: (415) 472-1686
Demo: (415) 472-7045
E-mail: ocean@nbn.com
Bobby Ocean, President/Exec.
Producer
Elizabeth Salazar, Associate
Producer
C VO

OGM PRODUCTION MUSIC

6922 Hollywood Boulevard, Suite 718
Hollywood, CA 90028
(800) 421-4163, (213) 461-2701
Fax: (213) 461-1543
E-mail: ogmmusic@ogmmusic.com
Ole Georg, President
Curt Kendall, Sales/Marketing
PL

OMNIMUSIC

Currently supplying over 100 CDs of music and sound effects to all broadcast media. Perfect for programs, promos, and commercial spots.

OMNIMUSIC

6255 Sunset Boulevard, Suite 917
Hollywood, CA 90028
(800) 828-6664, (213) 962-6494
Fax: (213) 962-4556
C J PL SFX SL

ORTEGO PRODUCTIONS

6915 Stornaway Drive
Memphis, TN 38119
(901) 754-5051
Fax: (901) 754-5051
E-mail: ortprod@wspice.com
Web Site: <http://www.wspice.com/ortego/>
Mike Ortego
VO

P

PAMS PRODUCTIONS Inc.

5454 Parkdale Drive
Dallas, TX 75227
(214) 388-5454
Fax: (214) 381-4647
E-mail: pams@jingles.com
Jonathan Wolfert, President
J

PANAMSAT

One Pickwick Plaza, Suite 270
Greenwich, CT 06830
(203) 622-6664
Fax: (203) 622-9163
E-mail: chavezl@grn.panamsat.com
Loren B. Chavez, Mgr./International Business Comm.
SU

DOUG PAUL

Catspaw Productions, Inc.
560 Dutch Valley Road
Atlanta, GA 30324
(404) 876-2287
Fax: (404) 881-8409
Fred McFarlin, Broadcast/Entertainment Mgr.
Larry Melnick, VP/Entertainment Sales
C CDD J SFX TD VO

PENINSULA PRODUCTIONS

North Michigan Publishing
2438 Potter Road
Traverse City, MI 49684
(616) 946-6243
Jim Mitchell, President/Owner
SL TD

P.G. PRODUCTIONS

Total Praise Enterprises
7578-B Telegraph Road
Alexandria, VA 22315
(800) 400-8127, (703) 913-2023
Fax: (703) 922-0559
E-mail: sdl246@aol.com
Stephanie Lloyd, CEO/Voice Talent
Gavin Montgomery, COO/Voice Talent
VO

MITCH PHILLIPS VOICEOVERS

11700 NW 39th Street
Sunrise, FL 33323
(800) 454-8642
Fax: (305) 741-3071
E-mail: mitch@netrunner.net
Mitch Phillips, President
VO

PRODUCTION GARDEN MUSIC LIBRARY

4766 Research Drive
San Antonio, TX 78240
(210) 641-6677
Fax: (210) 641-7455
Mel Taylor
J PL

P

PROFILE COMMUNICATIONS LTD.

1196 Habgood Street
White Rock, BC V4B 4W9
CANADA
(604) 531-6908
Fax: (604) 536-8693
E-mail: steve@profilecomm.com
Steve Herringer, President
VO

PROMUSIC INC.

941-A Clint Moore Road
Boca Raton, FL 33487
(800) 322-7879
Fax: (407) 995-8434
E-mail: promuse@aol.com
PL SFX

Q

Q MUSIC CANADA

PO Box 21067
Stratford, ON N5A 7V4
CANADA
(800) 450-6449
Fax: (800) 450-6449
E-mail: 76765.206@compuserve.com
Stewart Reynolds, President
J PL



Over 40 styles of music, 10 cuts per style, each cut in :60, :30, & :15-second edits. All original compositions/arrangements recorded live in 32-track Digital Audio.

QUIXOTIC MUSIC PRODUCTIONS LLC

18245 SW Pacific Highway,
Suite G
Tualatin, OR 97062-8075
(888) 33-SOUND
(503) 692-8186
Fax: (503) 692-9852
Michael R. Lee, General Manager
Erick Gilbertson, Owner, Manager
Patrick Brewer, Owner, Manager
J PL SL VO

Visit R&R's Web Site: <http://www.rronline.com>

R

RADICAL ENTERTAINMENT

145 West 45th Street, Suite 604
New York, NY 10036
(212) 302-0555
Fax: (212) 730-0923
Rob Aster, President
J PL

RADIO ONE NETWORKS

82 East Beaver Creek Boulevard
PO Box 5559
Avon, CO 81620
(800) 746-2141
Fax: (970) 949-0266
E-mail: 104050.1271@compuserve.com;
cliff@vailnet.com
Cliff Gardiner, President
Mollie Christensen, Marketing
C

RADIO POTATOE

1926 Stoneway
Grapevine, TX 76051
(800) 468-6874
Fax: (213) 660-2070
E-mail: potatoe@flash.net
Marshall Such, Head Potato
Mike Fuller, Fry Cook
C J PL SFX VO

RADIO PROGRAMMING & MANAGEMENT INC.

4198 Orchard Lake Road
Orchard Lake, MI 48323
(800) 521-2537, (810) 681-2660
Fax: (810) 681-3936
E-mail: rpmork@aol.com
Tom Krikorian, President
SL

THE RADIO STORE

159 Frederick Street, Suite 701
Toronto, ON M5A 4P1
CANADA
(888) 367-2346, (416) 364-7701
Fax: (416) 364-0177
E-mail: doradio@astral.magic.ca
Maureen Bulley, President
C J VO

**RADIO TODAY PRODUCTIONS**

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Geoff Rich, President
Ramona Rideout, VP
Tom Shovan, VP
PL SFX

Key to Services on Page 243

RADIOCRAFT INC.

PO Box 3278
Fayville, MA 01745
(508) 229-2100
Fax: (508) 460-0584
E-mail: superadio@aol.com
Michael Ortolano, Operations Manager
SU

RAHN PRODUCTIONS INTERNATIONAL

Syntheffex
PO Box 61
Concord, CA 94522
(510) 686-9141
Fax: (510) 686-9141
Greg Rahn
C J PL

REEL GOOD PRODUCTIONS

PO Box 6
Excelsior, MN 55331
(800) 800-7335
Fax: (800) 800-7335
E-mail: reelgood@pclink.com
Kyrl Henderson, President
J PL SFX

**REEL WORLD PRODUCTIONS**

503 Lenora Street
Seattle, WA 98121
(206) 448-1518
Fax: (206) 448-1769
E-mail: staff@reelworld.com
www.reelworld.com
Matt Friesen, Marketing Director
J

RANDY REEVES VOICE AT LARGE

All The Sizzle, with None of The Snarl!

RANDY REEVES VOICE AT LARGE

540 Bircham Way
Roswell, GA 30075
(770) 645-2707
Fax: (770) 645-2732
Randy Reeves, Owner
VO

REVOMEDIA PRODUCTIONS

34 McKinley Street
Rowayton, CT 06853
(800) 307-1088, (203) 866-9396
Fax: (203) 866-6545
E-mail: revo23@aol.com
Dale Reeves, President
C VO

R

REX RECORDING & VIDEO POST

1931 SE Morrison
Portland, OR 97214
(503) 238-4525
Fax: (503) 236-8347
E-mail: info@rexpost.com
Russ Gorsline, GM
C J VO

RIVER CITY SOUND PRODUCTIONS

PO Box 750786
Memphis, TN 38175
(800) 755-8729, (901) 274-7277
Bob Pierce, Marketing Director
J PL VO

NILE RODGERS PRODUCTIONS INC.

Radio City Station
PO Box 928
New York, NY 10101
(212) 420-8700
Fax: (212) 420-8882
Nile Rodgers, President
Budd Tunick, VP/A&R
C J

S

SAN DIEGO AUDIO VIDEO

4909 Ruffner Street
San Diego, CA 92111
(800) 900-8273, (619) 541-0500
Fax: (619) 541-0692
Jim Norr, GM
TD

SEACOAST SOUND

825 Broughton Street
Victoria, BC V8W 1E5
CANADA
(604) 386-1131
Fax: (604) 386-5775
E-mail: cfax@islandnet.com
Mel Cooper, President
Dennis Ferbey, Production Manager
Gary McCartie, Creative Director
C J

SEGUE PRODUCTIONS INC.

PO Box 8121
Pembroke Pines, FL 33024
(800) 335-2328, (305) 436-6757
E-mail: btlebrunch@aol.com
Joe Johnson, Creative Director
Joe Blumenstein, OM
C SFX TD VO

SAM SHAD PRODUCTIONS

PO Box 10853
Reno, NV 89510
(702) 857-2244
Fax: (702) 857-2272
E-mail: sam@shad.reno.nv.us
Sam Shad, President
C VO

J.P. SHANE PRODUCTIONS

Radio Center
434 Bearcat Drive
Salt Lake City, UT 84115
(800) 577-4263, (801) 485-6700
Fax: (801) 487-5369
Jesse Johnson, Producer
Kelly Hammer, Producer
Jean-Paul Shane, President/VO/Talent
C J VO

MIKE SHEPHERD VOICE SERVICES

6201 Grandview Avenue
Erie, MI 48133
(800) 472-8729
Fax: (313) 848-3290
E-mail: mikes425@aol.com
Mike Shepherd, Producer
C VO

SIGNATURE MUSIC LIBRARY

PO Box 921
Chesterton, IN 46304
(800) 888-7151
Fax: (219) 921-0704
Bill Mullin, President
PL SFX

SILVERTREE INC.

2831 Camino del Rio South, Suite 212
San Diego, CA 92108
(619) 296-1601
Fax: (619) 296-0248
E-mail: slvrmusic@aol.com
Bo Donovan, President
C J

SJS ENTERTAINMENT

116 East 27th Street, 11th Floor
New York, NY 10016
(212) 679-3200
Fax: (212) 679-3310
Steven A. Saslow, Chairman/CEO
June E. Brody, President/COO
PL

SMALL PLANET RADIO

PO Box 129
Cold Spring, NY 10516
(914) 424-4722
Fax: (914) 424-4724
E-mail: smallplanet@planetradio.com
Susan Kaiser, Principal
Drew Greenland, Principal
CDD

roberta SOLOMON

the voice for radio and tv

She's versatile, polished, friendly, funny, and knows the business. The voice speaks for itself. ISDN or overnight.

ROBERTA SOLOMON

PO Box 32135
Kansas City, MO 64171
(913) 341-8475
Fax: (913) 341-3533
E-mail: roberta@sky.net
Roberta Solomon
VO



The world standard in Imaging Libraries!

Branding your station with a unique presentation sets it apart from the clutter on the radio dial in your market. TM Century is leading the way with imaging libraries, like the new **IMAGIO**, that provide Audio Architecture® to build your station's image, its style and a presence in the market.

Our **Country House Band**® imaging tool is designed to help build the kind of promos that'll drive the guy across town absolutely crazy.

Memorable, top-of-mind stations that do well in the ratings combine a unique audio style with marketing and programming efforts that don't just reach their audience, they grab 'em by the ears.



tmci@tmcentury.com
972/406-6800 • fax 972/406-6890
2002 Academy • Dallas TX 75234
Canada: 905/709-3798

S

DENNY SOMACH PRODUCTIONS INC.

812 West Darby Road
Havertown, PA 19083
(610) 446-7100
Fax: (610) 446-7721
Kathleen Somach, President
C

SOUND CONCEPTS INC.

3485 Meier Street
Los Angeles, CA 90066
(800) 451-8560
Fax: (310) 391-1165
E-mail: sndcpts@aol.com
Mark McIntyre, President
C VO

SOUND IDEAS

105 West Beaver Creek Road
Richmond Hill, ON L4B 1C6
CANADA
(800) 387-3030, (905) 886-5000
Fax: (905) 886-6800
E-mail: info@sound-ideas.com
Brian Nimens, President
PL SFX

THE SOUND SOURCE

6362 North Delbert
Fresno, CA 93722
(209) 486-2300
Brad Snavelly, Owner/Talent
VO

SOUNDTRACK

162 Columbus Avenue
Boston, MA 02116
(617) 542-7272
Fax: (617) 542-7222
Jeanne McGrail, OM
C J PL SFX SU TD VO

SOUTHEAST MEDIA ENTERPRISES

4429 Dunmore Avenue
Tampa, FL 33611
(813) 835-5343
Fax: (813) 831-8252
E-mail: dstevens96@aol.com
Dan Stevens, President
C PL VO

SPECTACULAR VOICE-OVERS

8407 Bandera Road, Suite 133-171
San Antonio, TX 78250
(210) 647-3316
Fax: (210) 647-3746
E-mail: julie@voice-overs.com
Julie Williams
VO

ALAN SPECTOR'S COMEDY NEWS NETWORK

506 Applewood Avenue
Altamonte Springs, FL 32714
(407) 682-2880
Fax: (407) 682-5760
E-mail: alancomedy@aol.com
Alan Spector

SPLIT SECOND MUSIC

1015 Gayley Avenue, Suite 592
Los Angeles, CA 90024
(310) 471-2494
Fax: (310) 471-2494
Garry Goodman, Producer
J PL VO

SPORTS BYLINE USA

300 Broadway, Suite 8
San Francisco, CA 94133
(415) 434-8300
Fax: (415) 391-2569
E-mail: byline@ix.netcom.com
Ron Barr, Chairman
C VO

SPOTS & STARS MULTIMEDIA

PO Box 662
Hollywood, CA 90078-0662
(213) 427-7209
Fax: (213) 251-3102
E-mail: 206-9316@mcimail.com
Ann Schnieders, NW Sales/Stations Rel.
Don Elliot, Owner
C J PL SFX VO

SRO COMMUNICATIONS

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5882, (301) 309-1774
Fax: (301) 309-1329
Bill Stabler, President
C VO

STARGUIDE DIGITAL NETWORKS

300 East 2nd Street, Suite 1510
Reno, NV 89501
(702) 686-5050
Fax: (702) 686-5055
Brian Peabody, Sales
Robert Peterson, Executive VP
SU

STARTRACKER RECORDING STUDIOS

933 North 45th
Lincoln, NE 68503
(800) 775-2964, (402) 466-7623
Fax: (402) 466-7501
E-mail: stitrcker@aol.com;
b.holihan@startrackerstudios.com
Brett Holihan, Producer/Engineer
Chris Duryee, Producer/Engineer
C H J PL SFX TD VO

STARTRAK STUDIOS

110-E Jefferson Boulevard
Warwick, RI 02888
(401) 732-1880
Fax: (401) 737-2115
Jack Rametta, President
C J

Key to Services on Page 243

STEELWORKS

101 Marshall Avenue
Floral Park, NY 11001
(516) 328-1587
Fax: (516) 328-1587
E-mail: bensteel@aol.com
Ben Steel, Owner/Producer
C J PL SL VO



KRIS ERIK STEVENS
EXCEPTIONAL VOICE IMAGERY

Now appearing on leading radio & TV
stations nationwide! Plus ABC * NBC *
MTV * Fox * FAM. ISDN Instant Access.

KRIS STEVENS ENTERPRISES

5010 N. Pkwy Calabasas Rd.,
Suite 202
Calabasas, CA 91302
(800) 231-6100, (818) 225-7585
Fax: (818) 225-8485
Demo: (818) 990-KRIS
E-mail: kris@kriserikstevens.com
Web Site: <http://www.kriserikstevens.com>
Kris Erik Stevens, President
Lisa Rojas, Administrative
Assistant
VO

STUDIO CENTER

200 West 22nd Street
Norfolk, VA 23517
(757) 622-2111
Fax: (757) 623-5512
Warren Miller, CEO/Executive Producer
Bob Jump, President
C VO

STUDIO 53 PRODUCTIONS

800 East Northwest Highway
Palatine, IL 60067
(708) 202-1200
Fax: (708) 202-1217
Bob Blom
C J

DICK SUMMER COMMUNICATIONS

PO Box 146
Kennett Square, PA 19348
(610) 793-0587
Fax: (610) 793-1667
Dick Summer
C VO

SUPER SWEEPERS

Mike Carta Productions
2719 Muscadine Drive
Maryville, TN 37803
(423) 983-3311
Fax: (423) 379-8411
E-mail: kcarta@ix.netcom.com
Mike Carta, CEO
VO

T
•
V

T

TECHSONICS

709 Shadowfield Court
Chesapeake, VA 23320
(804) 547-4000
Fax: (804) 436-5928
Steve Peppos, Executive Producer
J PL

TELE-TALENT INTERNATIONAL

7033 Sunset Boulevard, Suite 318
Hollywood, CA 90028
(213) 466-8517
Fax: (213) 466-8295
E-mail: teletalent@earthlink.net
Tony Barnard, Chairman
VO

TEMPLE PRODUCTIONS

599 West End Avenue, Suite 4A
New York, NY 10024
(212) 873-4325
Fax: (212) 873-4325
David Temple
VO

R.T. The Choice Voice
randy thomas
IDs, Promos, Liners, Etc

*Sometimes the best man for the job
is a woman —*

*"Just ask WNIC, WAPE, KABL, KLSY &
B-100." Connect via ISDN, Telos Zephyr,
Switch 56.*

RANDY THOMAS PRODUCTIONS

(800) RT-VOICE, (818) 985-2728
Fax: (818) 985-0801
E-mail: Segway2@aol.com
Randy Thomas
Arnie Wohl
VO

SANDY THOMAS PRODUCTIONS

2818 Clubhouse Road
Bellmore, NY 11710
(516) 679-1316
Fax: (516) 679-1329
Sandy Thomas
C J SFX VO

Visit R&R's Web Site:
<http://www.rronline.com>

Thompson Creative

One of the world's leading suppliers of
custom and syndicated radio jingle ID
packages, promo/production music, and
sweepers.

THOMPSON CREATIVE

4631 Insurance Lane
Dallas, TX 75205
(800) 723-4643, (214) 559-4000
Fax: (214) 521-8578
E-mail: jingles@onramp.net
Web Site: <http://www.thompsoncreative.com>
Larry Thompson
Susan Thompson
C J VO

TM CENTURY



TM CENTURY

2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890
E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP
C CDD J PL SFX SL

TRF PRODUCTION MUSIC LIBRARIES

747 Chestnut Ridge Road
Chestnut Ridge, NY 10977
(800) 899-6874, (914) 356-0800
Fax: (914) 356-0895
E-mail: trfemail.aol.com
Michael Nurko, President
J PL SFX SL

NEED MORE COPIES?

ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.

PLEASE CALL

310 • 788 • 1625

CHARLIE TUNA

Art Ferguson Productions

Overnight DAT/Analog Reel Live ISDN
or same day DGS.

CHARLIE TUNA

19611 Anadale Drive
Tarzana, CA 91356
(818) 344-6749
Fax: (818) 344-8083
Demo: (818) 344-9125
E-mail:
ctuna@dejavudesign.com
Web Site: <http://www.dejavudesign.com/charlietune>
Charlie Tuna, President
Dan Ferguson, Studio Mgr./
Graphic Designer
VO

TURNING POINT PRODUCTIONS

PO Box 1358
3777 Newtown Road
Placerville, CA 95667
(800) 748-5658, (916) 622-9472
Fax: (916) 622-2695
Art Mapa, Production
C J

U

U.S. MEDIACORP

44 Kynor Avenue
Stanhope, NJ 07874
(201) 770-1301
Fax: (201) 770-1392
E-mail: usmedia@aol.com
Fred Masey, Managing Director
C VO

V

STEVE VAUS PRODUCTIONS

PO Box 288017
San Diego, CA 92123
(800) 448-7664
Fax: (619) 674-1114
E-mail: stevevaus@earthlink.com
Steve Vaus, Owner
C CDD J

VOGELSOUND

PO Box 342
Charlevoix, MI 49720
(616) 547-4666
Fax: (616) 547-9407
E-mail: captain@freeway.net
Bill Vogel, Zepherboy
VO

V

VOICE BOX

8510 West 64th Terrace
Merriam, KS 66202
(913) 262-8171
Fax: (913) 262-5112
E-mail: ronmoore@oz.sunflower.org
Ronald K. Moore, Director
VO

VOICEPRINT

4855 East Warner Road, Suite 24-119
Phoenix, AZ 85044-3354
(800) 932-9007, (602) 706-9377
Fax: (602) 706-9390
E-mail: maumau@well.com
Mark Maurer
VO

VOICES Inc.

241 Douglass Way
Bolingbrook, IL 60440-2017
(800) 385-5375, (630) 739-0044
Fax: (630) 739-3837
Charles Fuller, Owner/President
VO

VUOLO VIDEO AIR-CHEX

PO Box 880
Novi, MI 48376
(248) 355-0022
Fax: (248) 358-0690
Art Vuolo Jr., Producer
TD

W

WALT DISNEY WORLD COMPANY

PO Box 10000
Lake Buena Vista, FL 32830-1000
(407) 397-6813
Fax: (407) 397-6450
E-mail: discrider@aol.com
Tom Daren, Regional Marketing
SU

WASHINGTON INTERNATIONAL TELEPORT

5600 General Washington Drive, Suite B210
Alexandria, VA 22312
(800) 828-4226, (703) 914-0014
Fax: (703) 658-4919
Henry C. Clark, VP/Sales
SU

STEVE WEST PRODUCTIONS

PO Box 1000
Sparks, NV 89432-1000
(800) 858-4487
Fax: (888) 858-4487
E-mail: stevewest@worldnet.att.net
Steve West, President
CDD SL VO

WHO DID THAT MUSIC INC.

2048 Armacost Avenue
Los Angeles, CA 90025
(310) 442-1444
Fax: (310) 442-1448
E-mail: info@thatmusic.com
Web Site: <http://thatmusic.com>
Dain Blair
Debra Grobman
PL

JOHN WILLYARD

Catspaw Productions, Inc.
560 Dutch Valley Road
Atlanta, GA 30324
(404) 876-2287
Fax: (404) 881-8409
E-mail: catspaw@mindspring.com
Fred McFarlin, Broadcast/Entertainment Mgr.
Larry Melnick, VP/Entertainment Sales
C CDD J SFX TD VO

Key to Services on Page 243

X

X-FX

16209 Hoylake Drive
Odessa, FL 33556
(813) 926-1250
Fax: (813) 926-9140
E-mail: xfx2@aol.com
Hal Knapp, Executive Producer
Sean Caldwell, Marketing Director
PL SFX

Z

ZEUS PRODUCTIONS

814 Pine Ridge Drive
Cheraw, SC 29520
(910) 997-7192
C VO

**NEED
MORE
COPIES?**

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

The world standard in delivering the hits, every week!

The best weekly hit subscription service delivers music on CD from every major genre. We cover all the formats listed on THE BACK PAGES of Radio & Records® and more. If it's on the charts, or about to be, it's on HitDisc. We deliver the hits to your door with the quality broadcasters expect from TM Century. HitDisc delivers hits in these formats:

HitDisc®

AC	CHR	Mainstream Rock
Urban	AAA	Alternative
Country	NAC	Urban AC
Dance	Euro Hit	Intl. Hit
Techno	Christian*	Latino
*monthly		

TM CENTURY

tmci@tmcenury.com
972/406-6800 • fax 972/406-6890
2002 Academy • Dallas TX 75234

**A****A**

ABC RADIO NETWORKS

ABC RADIO NETWORKS
David Kantor, President

EAST REGION-AFFILIATE MARKETING

825 Seventh Avenue
New York, NY 10019
(212) 456-1777

FAX: (212) 456-1884

Karen Freeman
VP/Affiliate Marketing
Sue Saville

Senior Director
Madeline Lawrie
Regional Manager

Bob Carey
Regional Manager
Frank Raphael

VP/Network Programming

WEST REGION-AFFILIATE MARKETING

13725 Montfort Drive
Dallas, Texas 75240
(972) 991-9200

FAX: (972) 991-1512

Darryl Brown

Senior VP/Affiliate Marketing
Frank Woodbeck

VP/Affiliate Marketing
Pamela Young

Regional Mgr./Northwest/Central
Melody Talkington

Regional Mgr./Northwest/Central
Karen Childress

Senior Director/Southwest
Melinda Davis

Regional Mgr./Southwest
Dave Herring

Regional Mgr./Southwest
Todd Fowler

Regional Mgr./Southwest
T.J. Lambert

Senior Director/Small Markets
Denise Reiling

Regional Mgr./Small Markets
Kim Rygh

Regional Mgr./Small Markets

Marcella Riley
Regional Mgr./Small Markets
Steve Allison

Mgr./Talk/Business
Jo Interrante

Director/Affiliate Marketing
Barbara Meade

Mgr./Special Projects
Martin Raab
VP/Marketing

ABC 24-HOUR FORMATS

13725 Montfort Drive
Dallas, TX 75240
(972) 991-9200

FAX: (972) 448-3378

Robert Hall
Senior VP/Programming

ABC RADIO INTERNATIONAL

13725 Montfort Drive
Dallas, TX 75240
(972) 991-9200

FAX: (972) 386-8753

Rafael Eli
Managing Director

ESPN RADIO NETWORK

13725 Montfort Drive
Dallas, TX 75240
(972) 991-9200

FAX: (972) 458-7107

Bob Stevens
Manager

ABC RADIO NETWORKS

125 West End Avenue
New York, NY 10023
Bernard Gershon

VP/News Radio
(212) 456-5103

Wayne Fisk
Dir./Network Programming
(212) 456-5327

AAAS RADIO

1333 H Street NW
Washington, DC 20005
(202) 326-6647

Fax: (202) 371-8238

E-mail: mstewart@aaas.org
Brenda Golden

ABRAMS/DAWSON & ASSOCIATES

115 West Channel Islands Boulevard, Suite 2
Oxnard, CA 93035
(805) 984-2424

Fax: (805) 984-2424

E-mail: h9k@aol.com
Hal Abrams, President

ACCUWEATHER INC.

619 West College Avenue
State College, PA 16801
(814) 234-9601

Fax: (814) 231-0453

E-mail: info@accuwx.com
Sheldon E. Levine, Dir./Sales
Tracy Herth, Dir./Promotions

ADVANCED PRODUCTIONS

16415 NW 67th Avenue
Miami Lakes, FL 33014
(305) 824-9000

Fax: (305) 824-9001

E-mail: advanced@graveline.com
Dave Graveline, Host/Exec. Producer
Steve Edwards, Sr. Producer
Frank Palenzuela, Network Relations

THE AFFECTION CONNECTION

15200 NW Gillihan Road
Portland, OR 97231-1529
(503) 621-1240

Fax: (503) 621-1301

E-mail: ijmckay2@aol.com
J.J. McKay, Executive Producer

AFTERGLOW

2345 Howard
Germantown, TN 38138
(901) 754-7221, (901) 483-6210

Fax: (901) 751-8617

E-mail: afgdon@aol.com
Don Johnson, President/Producer/Host

AGRI-COMMUNICATORS

1515 West Lane Avenue
Columbus, OH 43221-3974
(614) 486-9577

Fax: (614) 487-8205

Grant A. Neilley, Director/Operations
Randy Holt, General Sales Manager

AGRINET FARM RADIO NETWORK

1500 South Croatan Highway, Suite 104
PO Box 3809
Kill Devil Hills, NC 27948

(919) 480-1576

Fax: (919) 480-4655

William Ray, President

THE ALBUM NETWORK

120 North Victory Boulevard
Burbank, CA 91502
(818) 955-4000

Fax: (818) 955-8048

Mark Felsot, Sr. Dir./Broadcast Services

A

ALL STAR RADIO

12745 McCormick Street
North Hollywood, CA 91607
(818) 766-6447
Fax: (818) 766-6732
E-mail: alstr@aol.com

Merrill Barr, President
Ron Stevens, Partner/Creative
Joy Grdnic, Partner/Creative

ALTERNATIVE PROGRAMMING

2109 Clearwater Trail
Carrollton, TX 75010-4137
(800) 231-2818, (972) 394-4102
Fax: (972) 394-4102
E-mail: steveo@gte.net
Gary Knoll, President
Steve Knoll, PD

AMERICA ON THE ROAD INC.

PO Box 66736
Falmouth, ME 04105-6736
(888) 781-9025, (207) 781-5036
Fax: (207) 781-5036
E-mail: hhcast@aol.com
Al Herskovitz, Marketing & Sales
Ed Yelin, Producer
Mike Anson, Affiliate Relations

AMERICA TALKS

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5881, (301) 309-1774
Fax: (301) 309-1329
Bill Stabler, President

AMERICAN CHEMICAL SOCIETY

1155 16th Street NW
Washington, DC 20036
(202) 872-4371
Fax: (202) 872-4370
E-mail: t_l_mutlu@acs.org
Theresa Laranang

AMERICAN COMEDY NETWORK

Park City Plaza
10 Middle Street
Bridgeport, CT 06604
(203) 384-9443
Fax: (203) 367-9346
E-mail: acn@futuris.net
Larry Caringer, Creative Director
Adrienne Munos, Sales Goddess
Doug Mola, Sales Slug

THE AMERICAN COUNTRY DANCE

701 East Bay Street
Charleston, SC 29403
(803) 724-3430
Fax: (803) 724-3420
Barry Kennedy, OM

AMERICAN ENTERTAINMENT NETWORK

400 Mission Avenue
Oceanside, CA 92054
(619) 754-3333
Fax: (619) 754-3344
E-mail: radionet@aol.com
Jim Ballard, President
Peggie Ballard, VP/Operations
Dan Deeb, Affiliate Relations

AMERICAN FREEDOM DJs INC.

1040 Grant Road, Suite 155-231
Mountain View, CA 94040
(415) 962-0945
Fax: (415) 964-1538
E-mail: usadj@aol.com
Robert A. Cross, CEO

AMERICAN LEISURE NETWORK

409 Washington Street, Suite 422
Hoboken, NJ 07030
(201) 795-1201
Fax: (201) 795-1204
E-mail: morrie@hudsonsgt.com
Morrie Trumble, President

AMERICAN MEDICAL ASSOCIATION

515 North State Street
Chicago, IL 60610
(312) 464-4579
Fax: (312) 464-5839
Bruce K. Dixon, Radio
Jeff Molter, Public Information/Science
News

AMERICAN RADIO NETWORK

5287 West Sunset Boulevard
Los Angeles, CA 90027
(213) 464-4580
Dean Lewis, Executive Producer

AMERICAN TALK RADIO

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5881, (301) 309-1774
Fax: (301) 309-1329
Bill Stabler, President

AMERICAN URBAN RADIO NETWORKS

463 Seventh Avenue
New York, NY 10018
(212) 714-1000, (412) 456-4000
Fax: (212) 714-2349, (412) 456-4077
Jack Bryant, President
Jerry Lopes, President/Prog. Op./Affil.

AMERICAN VIEW INC.

307 Lafayette Boulevard, Suite 200
Fredericksburg, VA 22401
(540) 371-0100, (540) 371-5158
Fax: (540) 372-4319, (540) 371-5158
E-mail: amview@aol.com;
viewtwo@erols.com
David Addington, Chairman/CEO
Vince Genson, Sr. VP

AMERICAN VIEW INC.

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5881, (301) 738-3100
Fax: (301) 309-1329
Bill Stabler, Chairman
David Addington, President/CEO
Vince Genson, Sr. VP

AMI NEWS

50 Vashell Way, Suite 300
Orinda, CA 94563
(510) 254-4456
Fax: (510) 254-6135
E-mail: admin@aminews.com

ANDERSON COMMUNICATIONS INC.

2245 Godby Road
Atlanta, GA 30349
(404) 766-8000
Fax: (404) 767-5264
Al Anderson, President

THE ANSWER RADIO SHOW

3046 Hawthorne Boulevard
St. Louis, MO 63104
(314) 771-8271
Fax: (314) 531-9810
Stel Pontikes

**AP ALL NEWS RADIO AND AP NETWORK NEWS**

AP Broadcast News Center
1825 K Street NW, Suite 710
Washington, DC 20006-1253
(800) 821-4747, (202) 736-1100
Fax: (202) 736-1107

Jim Williams, VP/Director
Christine Gabor, Dir./Sales &
Marketing
Brad Kalbfeld, Deputy Dir./
Managing Editor

ARCA (AUDIO RECORDING CORP. OF ARKANSAS)

100 North Rodney Parham Road, Suite 1-B
PO Box 5686
Little Rock, AR 72215-5686
(501) 224-1111
Fax: (501) 224-3329
Dick Marendt, President

ASSOCIATED BROADCASTERS

115 Roslyn Drive
Concord, CA 94518
(510) 827-2382
Fax: (510) 827-1716
Don Vogel

ASSOCIATION OF UNITY CHURCHES

Radio Media Department
PO Box 610
Lee's Summit, MO 64063
(816) 524-7414
Fax: (816) 525-4020
E-mail: radiomd@unity.org
Linda Harbin, Radio/Media Coordinator

ATLANTIC BROADCASTING NETWORK

1201 Battleground Avenue
Greensboro, NC 27408
(910) 373-8255
Fax: (910) 379-8924
E-mail: jstevensh@aol.com
Steve Hutchinson, GM/Owner
Bob Roach, Producer

A
•
B

A

AVATAR PRODUCTIONS

515 28th Street, Suite 106
Des Moines, IA 50312
(515) 282-9746
Fax: (515) 243-3960
Michael A. Meacham, President/GM

B

BACKSTAGE PRODUCTIONS INC.

2 Music Circle South
Nashville, TN 37203
(615) 726-2274
Fax: (615) 726-2278
E-mail: backstage-nashville@juno.com
Jim Darby, President
Connie Lawhorne, VP/Operations
Chris Blizzard, VP/Programming

BACKTRAX USA

55 State Street
Hackensack, NJ 07601
(201) 487-0900
Fax: (201) 488-0721
E-mail: backtrax2@aol.com
Kathy Gilbert, Executive Producer



INFOTAINMENT SPECIALISTS SINCE 1983™

BAILEY BROADCASTING SERVICES

3151 Cahuenga Boulevard West,
Suite 200
Los Angeles, CA 90068-1768
(800) 364-9141, (213) 969-0011
Fax: (213) 969-8474
E-mail: bbsradio@leebailey.com;
bbsradio@aol.com
Lee Bailey, President/Executive
Producer

**BEETHOVEN SATELLITE NETWORK
AROUND THE CLOCK**

5400 North St. Louis Avenue
Chicago, IL 60625
(800) 872-9368, (773) 279-2000
Fax: (773) 279-2199
E-mail: fine.arts@wfmt.com
David Levin, VP
Peter Van De Graaff, PD/Host
Michael Rothe, Host

THE BEST OF THE BLUES NETWORK

3512 Harvard Drive
Bakersfield, CA 93306
(805) 872-6248
Fax: (805) 872-8275
Mike "Bulletproof" Allen, Blues Boss

BEST OF THE OLDIES RADIO NETWORK

15651 Dickens Street, Suite 115
Encino, CA 91436
(818) 905-9388
Darryl Evans

BET RADIO NETWORK

One BET Plaza
2000 W Place NE
Washington, DC 20018
(202) 608-2731
Fax: (202) 608-2798

BIG BAND JUMP

PO Box 52252
Atlanta, GA 30355
(800) 377-0022
Fax: (404) 231-7990
Don Kennedy, President

BITS & PIECES CREATIVE SERVICES INC.

66 Heinz Avenue
Staten Island, NY 10308-3330
(718) 966-0499
Fax: (718) 966-7841
Tony Fiore
Ellie Fiore

BLOOMBERG INFORMATION RADIO

499 Park Avenue
New York, NY 10022
(212) 318-2200
Fax: (212) 318-2080
E-mail: sharp@bn41.bloomberg.com
Fran Sharp

BOYD & BOYD INC.

PO Box 2216
Boca Raton, FL 33427
(954) 698-9825
Mike Boyd, President

BPI ENTERTAINMENT NEWS WIRE

100 Boylston Street
Boston, MA 02116
(617) 482-9447
Fax: (617) 482-9562
John Morgan, GM

JOHN T. BRADY & ASSOCIATES INC.

845 Third Avenue, 19th Floor
New York, NY 10022
(212) 688-2424
Fax: (212) 888-4398
John Patt
Willis Damalt

BRANSON MUSIC NETWORK

PO Box 6610
Branson, MO 65616
(800) 680-2261, (417) 335-2261
Fax: (417) 335-2377
E-mail: draines@bransonmusic.net
Doug Raines

DICK BRESCIA ASSOCIATES

164 Garfield Street
Haworth, NJ 07641
(201) 385-6566
Fax: (201) 385-6449
E-mail: dbasynicators@prodigy.com
Richard M. Brescia, President

BRITISH INFORMATION SERVICES

845 Third Avenue
New York, NY 10022
(212) 745-0376
Fax: (212) 758-5395
Mark Hopkinson, Head/Radio & TV Division



It's Fun! It's Cool! It's for Kids!

It's *Kinetic City Super Crew*, the award-winning radio drama for children. Join the Crew and their computer friend ALEC as they travel the world in a high speed train to solve science mysteries, learn some fantastic facts, and have a lot of fun along the way.

To order or for more information call 202-326-6647.

Duration: 24½ minutes

Format: Cassette, DAT, CD

B

BRITTANY COMMUNICATIONS

PO Box 1193
Tustin, CA 92681-1193
(714) 544-2532
Fax: (714) 975-1571
E-mail: infonynetwork@prodigy.com
Lisa Osborn, Owner/Producer

BROADBANK BURBCASTING CORP.

1111 St. Gregory Street
Cincinnati, OH 45202
(800) 852-7007, (513) 241-9597
Fax: (513) 651-1748
Rick Consolo, GM
Kecia Lipps, Operations Assistant

BROADCAST EQUITIES

1000 Centerville Turnpike, SHB 411
Virginia Beach, VA 23463
(804) 523-7418
Mike Carter



MUSIC PROGRAMMING SOLUTIONS FOR THE NEW RADIO

BROADCAST PROGRAMMING

2211 Fifth Avenue
Seattle, WA 98121
Toll Free: (800) 426-9082
(206) 728-2741
Fax: (206) 441-6582
E-mail: experts@bpradio.com
Web Site: <http://www.bpradio.com>
Edith Hilliard, President/GM
Jim LaMarca, VP/Sales
Walter Powers, VP/
Programming

NEED MORE COPIES?

ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.

PLEASE CALL

310 • 788 • 1625

BUGG BYTES COMEDY

6006 Laketree Lane, Suite K
Tampa, FL 33617
(813) 988-5584
Fax: (813) 980-0306
E-mail: paulhooper@sprynet.com
Fred Bugg
Nita Lace
Paul Hooper

BURBANK'S CREATIONS

431 Ohio Pike, Suite 311
Cincinnati, OH 45255
(513) 528-3375
Fax: (513) 528-3524
E-mail: radiostv@ix.netcom.com
Steve Harper, VP/Syndication Sales

BUSINESS NEWS NETWORK INC.

5025 Centennial Boulevard
Colorado Springs, CO 80919
(719) 528-7040, (212) 594-1500
Fax: (719) 528-1438
E-mail: 103625.3103@compuserve.com
Rick Bockes

BVI/VISIONTRUST

4565 Hilton Parkway, Suite 201
Colorado Springs, CO 80907
(719) 531-7527
Fax: (719) 536-0305
E-mail: bvipres@aol.com
Jeff Behan

C

CAPITOL SPORTS NETWORK

711 Hillsborough
Raleigh, NC 27603
(919) 890-6030
Fax: (919) 890-6024
Sam Matheny, OM
George Habel, GM
Bev Holt, Network Mgr.

CBS RADIO NETWORKS

51 West 52nd Street
New York, NY 10019
(212) 975-4321
Fax: (212) 975-3515
Web Site: <http://www.cbsradio.com>
Robert P. Kipperman, VP/GM
Frank Murphy, VP/Programming
Larry Cooper, VP/CBS News Radio

CCM COMMUNICATIONS

107 Kenner Avenue
Nashville, TN 37205
(615) 386-3011
Fax: (615) 386-3380
E-mail: sthunder@ccmcom.com
John W. Styll, President
Scott Thunder, Director



CD Media is a contemporary-based syndicator/network which produces, packages, and distributes quality radio programming via CD and satellite.

CD MEDIA INC.

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Tom Shovan, VP/Manager of
Operations

CHUCK CECIL'S SWINGIN' YEARS

PO Box 570029
Tarzana, CA 91357
(818) 999-1937
Chuck Cecil, President

CELEBRITY RADIO PRODUCTIONS

136 Summit Avenue
Montvale, NJ 07645
(201) 391-2800
Fax: (201) 391-8203
E-mail: celebradio@aol.com
David Clark, President
Douglas Groner, VP

CHANCELLOR BROADCASTING COMPANY

744 East Pine Street
Central Point, OR 97502
(503) 664-8829
Fax: (503) 664-8261
Lisa Lyon

CHANGEMAKERS

6114 La Salle, Suite 358
Oakland, CA 94611
(510) 339-1625
Fax: (510) 339-1626
E-mail: gjinis@aol.com
76122.2330@compuserve.com
Gini Graham Scott, Ph.D., Director

CHICAGO BEARS & CUBS RADIO NETWORK

Tribune Radio Networks
435 North Michigan Avenue
Chicago, IL 60611
(312) 222-3342
Fax: (312) 222-4876
Jack Rosenberg

CHICAGO RADIO SYNDICATE INC.

15003 Lemay Street
Van Nuys, CA 91405
(800) 621-6949
Fax: (818) 376-8529
Sandy Orkin, President

CHILDREN'S BROADCASTING CORP.

724 1st Street North, 4th Floor
Minneapolis, MN 55401
(612) 338-3300
Fax: (612) 338-4318
Christopher T. Dahl, CEO

CHILDREN'S RADIO SYNDICATION, INC.

PO Box 294
Eaton Rapids, MI 48827
(800) 292-2324
Fax: (517) 663-4341
Sandra L. Bailey-Bristol, President/CEO

CHRISTMAS MUSIC NETWORKS

11702 West 127th Place
Overland Park, KS 66213
(800) 423-9627
Fax: (913) 897-8025
E-mail: xmasnet@primenet.com
Ross Reagan, President
Susan Jay, VP

CIGAR CONNOISSEUR RADIO NETWORK

877 Executive Center Drive West, Suite 300
St. Petersburg, FL 33702
(813) 576-1073
Fax: (813) 577-4339
E-mail: smokethis@cis.compuserve.com
Todd Leiser, GM/Executive Producer
Dave Zepowitz
Victoria Miller

WALLY CLARK PRODUCTIONS

13909 Old Harbor Lane, Suite 308
Marina Del Rey, CA 90292
(310) 821-1618
Fax: (310) 821-1619
Wally Clark, President

THE CLEARANCE GROUP

9441 LBJ, Suite 208
Dallas, TX 75243
(972) 669-1597
Fax: (972) 669-2446
Patricia Evans
Mike Tyler

COLOR RADIO 2000

1850 Union, Suite 1515
San Francisco, CA 94123
(415) 356-4940
Fax: (415) 921-2834
Alex Lacy, President

COLUMBUS BROADCASTING NETWORK

PO Box 22617
Salt Lake City, UT 84087-2617
(801) 296-6847
Fax: (801) 295-9688
Larry Gelwix, CEO
Kristi Knight, Dir./Advertising

COMEDY, MOVIE, TV, NEWS LIBRARY

269 North Kanan Road
Oak Park, CA 91301
(800) 332-8515, (818) 889-1685
Fax: (818) 991-9560
Andrea Dorfman, Owner
Jason Natov, Dir./Mktg. & Research

COMMUNION COMMUNICATIONS

"20: The Countdown Magazine"
PO Box 425
Arlington, TN 38002
(901) 867-2020
Fax: (901) 867-2050
E-mail: rtarrant@memphisonline.com
Rick Tarrant, Dir./Marketing

COMPLEMENTARY COMMUNICATIONS INC.

PO Box 66736
Falmouth, ME 04105-6736
(888) 781-9025, (207) 781-5036
Fax: (207) 781-5036
E-mail: hhcast@aol.com
Al Herskovitz, Marketing & Sales

COMPUTALK RADIO NETWORK

3815 Garrott Street
Houston, TX 77006
(888) 433-5373, (713) 610-1200
Fax: (713) 610-1202
E-mail: tom@computalk.com;
sales@computalk.com
Tom King, Host
Dennis Webb, Sales
Pam Papa, Media

COMPUTER AMERICA SHOW

2786 Tennis Club Drive, Suite 305
West Palm Beach, FL 33417
(407) 640-4228
Fax: (407) 689-8669
E-mail: ccrossman@aol.com
Craig Crossman, President

CONCERT MUSIC NETWORK (CMN)

100 Park Avenue, 5th Floor
New York, NY 10017
(212) 309-9370
Fax: (212) 309-9380
E-mail: cmnetwork@aol.com;
roy_lindau@interep.com
Roy Lindau, VP/GM

CONSULTATION RADIO NETWORK INC.

PO Box 336
Woodstock, MD 21163-0336
(410) 461-0747
Fax: (410) 461-1280
E-mail: crn@clark.net
Web Site: <http://www.clark.net/pub/crn>
John Stupak, Producer

CONTEMPORARY GROUP

1401 South Brentwood Boulevard, 7th Floor
St. Louis, MO 63144
(314) 962-4000
Fax: (314) 962-0445
E-mail: ghducats@aol.com
Gregory J. Hagglund, Sr. VP

CONTINENTAL FEATURES SYNDICATE

905 North Harbor City Boulevard, Suite 100B
Melbourne, FL 32935
(407) 777-2465
Fax: (407) 259-9084
E-mail: cfeatures@prodigy.com
Gordon Butler, President
Dwight Rutledge, Managing Director

CONTINENTAL WEATHER CORP.
1407 Hounds Hollow Court
Lutz, FL 33549
(813) 949-4424
Fax: (813) 949-3875
E-mail: sfrsuy@scfn.thp.lib.fl.us
Alan Archer aka Storm Kennedy,
President

COPRA MEDIA PRODUCTIONS INC.

4444 Westgrove Drive, Suite 210
Dallas, TX 75248
(214) 250-0086, (214) 250-0017
Fax: (214) 250-4394
E-mail: rccopra@aol.com
Dave Cowley, President
Mark Heaton, GSM

CORNERSTONE COMMUNICATIONS

PO Box 620934
Littleton, CO 80162
(303) 933-6114
Fax: (303) 904-0397
Jerry Schemmel, President

COUNTRY-PHONICS

4015 Walnut Drive, Suite D
Eureka, CA 95503
(707) 443-9836
Fax: (707) 443-9853
E-mail: siriusone@aol.com
Alan Olmstead, President

CRAWFORD HOUSTON GROUP INC.

PO Box 12000
Atlanta, GA 30355
(800) 377-0022
Fax: (404) 231-7990
Don Kennedy, President

CREATIVE MARKETING & COMMUNICATIONS CORP.

PO Box 54929
Cincinnati, OH 45254
(800) 845-8477
Fax: (513) 624-8302
E-mail: ideasell@dot-net.net

MORT CRIM COMMUNICATIONS INC.

20416 Harper Avenue
Harper Woods, MI 48225
(313) 882-4700
Fax: (313) 882-7414
E-mail: crimcom@aol.com
Mort Crim, President

C

CRN INTERNATIONAL

One Circular Avenue
Hamden, CT 06514
(203) 288-2002
Fax: (203) 281-3291
E-mail: dkalt@cmradio.com
S. Richard Kalt, C.R.M.C., Executive VP

CROSSLEY COMMUNICATIONS COMPANY

1530 Niskey Lake Trail
Atlanta, GA 30331-6318
(404) 344-1500
Fax: (404) 349-7334
Ralph Crossley

CROWLEY BROADCASTING

5100 NW 33rd Avenue, Suite 155
Ft. Lauderdale, FL 33309
(305) 735-5222
Fax: (305) 735-5226
Stephen Crowley, President
Sean Chastain, Mgr./Radio Operations

CRUISE CONTROL PRODUCTIONS

1275 South Patrick Drive, Suite J
Satellite Beach, FL 32937
(407) 779-1849
Fax: (407) 779-1216
E-mail: dmix@aol.com
Chuck Bennett, VP/Programming

CSR MEDIA

12106 West 75th Lane
Arvada, CO 80005-5306
(303) 420-7106
Fax: (303) 420-7106
E-mail: csreed@prodigy.com
Chris Reed, President

CUTLER PRODUCTIONS

15260 Ventura Boulevard, Suite 500
Sherman Oaks, CA 91403
(818) 377-5300
Fax: (818) 377-5333
Web Site: <http://www.pronex.com/cutler/>
Ron Cutler, President

CYBERBREAK

PO Box 366
Enfield, CT 06083
(860) 763-2838
Fax: (860) 749-2917
E-mail: thebuzz@earthlink.net
Michael Murray, CEO
Kathryn Murray, President

D

D.B. PRODUCTIONS INC.

136 Main Street Suite 1
Westport, CT 06880
(203) 227-5299
Fax: (203) 227-1325
Dick Bartley

THE DAILY FEED

1783 Lanier Place NW, Suite B
Washington, DC 20009
(202) 667-1234
Fax: (202) 667-5578
E-mail: dfeed@dailyfeed.com;
grabmax@dailyfeed.com
John Dryden, President

DEL MAR BROADCASTING NETWORKS

1363 Hermes Avenue
Leucadia, CA 92024
(619) 755-2811
Fax: (619) 942-7597
Michael McKeever, President

DEWOLFE MUSIC LIBRARY

25 West 45th Street
New York, NY 10036
(800) 221-6713, (212) 382-0220
Fax: (212) 382-0278
E-mail: dewolfe4u@aol.com
Andrew M. Jacobs

DIALOGUE (NATIONAL/INTERNATIONAL AFFAIRS, HISTORY, AND CULTURE)

Woodrow Wilson Center
370 L'Entant Promenade SW, Suite 704
Washington, DC 20024
(202) 287-3000
Fax: (202) 287-3772
E-mail: radiodial@aol.com
George Liston Seay, Producer/Host

DIGI-NET SYNDICATION INC.

609 West Horatio Street
Tampa, FL 33606
(813) 254-7444
Fax: (813) 254-7855
E-mail: greg@moreymedia.com
Greg Morey, President
T.C. Cox, Dir./New Ventures

DIMENSION MUSIC & SOUND EFFECTS INC.

PO Box 992
Newnan, GA 30264-0992
(800) 634-0091
Fax: (770) 253-9388
E-mail: 73573.3436@compuserve.com
Rex Bell, President

DORFMAN MEDIA CORP.

269 North Kanan Road
Oak Park, CA 91301
(800) 332-8515, (818) 889-1685
Fax: (818) 991-9560
Andrea Dorfman, Owner
Jason Natov, Dir./Mktg. & Research

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625



Dow Jones Report

THE DOW JONES REPORT

200 Liberty Street
New York, NY 10281
(212) 416-2375
Fax: (212) 416-4195
Peggy Belden, Dir./Broadcast
Services
Gloria Briggs, National Sales
Manager
Anne Su, Mgr./Nat'l Radio
Program Sales
Nancy Abramson, Mgr./"Work &
Family"
Debra Adamski, Affiliate
Relations Coordinator

E

EAGLE MEDIA PRODUCTIONS

PO Box 430
North Salem, NY 10560
(914) 669-5277
Lou Adler, President

EARTH & SKY RADIO SERIES

PO Box 2203
Austin, TX 78768
(512) 477-4441
Fax: (512) 477-4474
E-mail: people@earthsky.com
Web Site: <http://www.earthsky.com>
Deborah Byrd, Writer/Producer/Host
Chris Luther, Associate Producer

EARTH & SPACE COMMUNICATIONS LLC

1334 Canterwood Circle
Sandy, UT 84093
(801) 943-5200
Fax: (801) 943-5408
Bradley J. Lowder

ECHO RADIO PRODUCTIONS INC.

44895 E Highway 82
PO Box 599
Aspen, CO 81612
(800) 385-4612
Fax: (970) 925-9369
E-mail: carsmith@csn.net
Jack Brendlinger, President

EFM MEDIA MANAGEMENT

366 Madison Avenue, 7th Floor
New York, NY 10017
(212) 338-1401
Fax: (212) 661-7945
Edward F. McLaughlin, CEO/Chairman
John Axten, President

E

ENTERTAINMENT COMMUNICATION CONSULTANTS

4555 North Pershing Avenue, Suite 33-376
Stockton, CA 95207
(209) 476-1511
Fax: (209) 476-1211
E-mail: araycomedy@aol.com
Alan Ray, President

ENTERTAINMENT RADIO INC.

11684 Ventura Boulevard, Suite 589
Studio City, CA 91604-2652
(818) 985-4807
Fax: (818) 762-7931
Edward Rasen, President
Gary Southmayd, Sr. VP/Marketing
Herman B. Jones, VP/Production



ENTERTAINMENT RADIO NETWORKS

23730 Malibu Road
Malibu, CA 90265
(310) 456-7879
Fax: (310) 456-0611
Web Site: <http://www.ernsite.com>
Andrea Weiss, VP/Affiliate Rel.

ESPN RADIO NETWORK

13725 Montfort Drive
Dallas, TX 75240-4455
(972) 448-3323
Fax: (972) 458-7107
Bob Stevens, Manager

ETV NETWORK

568 Broadway, Suite 502
New York, NY 10012
(800) 554-9777, (212) 941-0084
Fax: (212) 941-0186
Victoria Howard, Nat'l Dir./Video Promotion

EVERGREEN SYNDICATION

875 North Michigan Avenue, Suite 3750
Chicago, IL 60611
(312) 440-5270
Fax: (312) 440-9896
Larry Wert, Dir./Sales

F

FAMILY HEALTH

OU TCOM Center
9 South College Street
Athens, OH 45701-9970
(614) 593-4979
Fax: (614) 593-0240
E-mail: partusch@ouvaxa.cats.ohiou.edu
Dr. Frank Myers, Host

FAR WEST COMMUNICATIONS

3610½ Foothill Boulevard
La Crescenta, CA 91214-1738
(800) 783-2946, (818) 248-2400
Fax: (818) 248-2596
Paul Ward, President

FAT MUSIC INC.

PO Box 1869
Freedom, CA 95019
(408) 728-5252
Fax: (408) 353-8907
E-mail: felton@fatmusic.com
Felton Pruitt, President/Program Director

FOCUS COMMUNICATIONS

34 South Main Street
Chagrin Falls, OH 44022
(216) 247-6800
Fax: (216) 247-9049
John Kusik, President
Mark Priebe, Producer

FOCUS ON THE FAMILY BROADCASTING

8605 Explorer Drive
Colorado Springs, CO 80920
(719) 531-3307
Fax: (719) 548-4503
E-mail: dobbsbg@fofb.org
Bob Dobbs, Dir./Briargate Media
John Irwin, Network Representative

FOUR STAR MEDIA

138 East 26th Street, 3rd Floor
New York, NY 10010
(212) 889-9863
Fax: (212) 689-7987
Ellen M. Silver

FOX KIDS NETWORK

5746 Sunset Boulevard
Wilton Building, 6th Floor
Hollywood, CA 90028
(213) 856-1484
Fax: (213) 957-0677
E-mail: robinl@foxinc.com
Robin Lia, Producer

FREEDOM TALK NETWORK

1040 Grant Road, Suite 155-231
Mountain View, CA 94040
(415) 962-0945
Fax: (415) 964-1538
E-mail: usadj@aol.com
Robert A. Cross, Executive Director

GARY J. FREIBERG

Financial Fitness
1304 Garden Street
San Luis Obispo, CA 93401
(800) 676-1607, (805) 541-6674
Fax: (805) 546-0783
E-mail: gfreiberg@aol.com
Gary Freiberg, Host

KERI FRETTE ENTERPRISES

3239 North Marengo
Altadena, CA 91001
(213) 469-3905
Fax: (213) 469-3905
Keri Frette, President

G

ANITA GARNER COMMUNICATIONS

4804 Laurel Canyon Boulevard, Suite 277
Valley Village, CA 91607
(818) 385-1627
Fax: (818) 780-9796
Anita Garner

GLOBAL CLIMATE COALITION

1331 Pennsylvania Avenue NW, Suite 1500
North Tower
Washington, DC 20004
(202) 628-3622
Fax: (202) 639-8685
Tom Calcagni, Media Representative

GLOBAL SATELLITE NETWORK

14958 Ventura Boulevard
Sherman Oaks, CA 91403
(818) 906-1888
Fax: (818) 906-9736
Howard Gillman, President
Mare Jeffries, GM

THE GOLF RADIO NETWORK

PO Box 285
Charleston, WV 25321
(304) 768-4664
Fax: (304) 768-4665
E-mail: gmurray@thegolfshow.com
Gregg Murray, Executive Director

GOOD DAY, USA

1084 Grove Street
Framingham, MA 01701
(508) 877-8700, (704) 322-3111
Fax: (508) 877-8860
Doug Stephan, Host

THE GREAT AMERICAN COMEDY HOUR

Sound On Sound Productions
PO Box 1745
Las Vegas, NV 89125
(702) 363-8000
Fax: (702) 363-8000

GROUP X INC.

PO Box 65
Reynoldsburg, OH 43068-0065
(614) 755-9565
Fax: (614) 866-2636
E-mail: 74567.2565@compuserve.com
Eddie Powell, President

GWENN'S KITCHEN TALK

3549 Laurashawn Lane
Escondido, CA 92026
(619) 741-8572
Gwenn Jensen

H

FRED HALL PRODUCTIONS

PO Box 612478
South Lake Tahoe, CA 96152
(916) 573-0709
Fax: (916) 573-0712
Fred Hall, President

H

HALLAND BROADCAST SERVICES INC.

1289 East Alostia Avenue
Glendora, CA 91740
(800) 425-5263, (818) 963-6300
Fax: (818) 963-2070

Hank Landsberg, President
Steve Steinberg, VP/GM

HANDELMAN/FOX SYNDICATIONS

9253 Glenwater Drive, Suite 1204
Charlotte, NC 28262
(704) 547-9492
Fax: (704) 548-0907, (704) 342-3818
E-mail: handelmana@aol.com;
ahshow@vnet.net

Andrea Cleeland, Affiliate Relations

HARMONY HOUSE

PO Box 769
North Cape May, NJ 08204
(609) 889-2232
Fax: (609) 889-2232
Al Alberts, President

 **DON HARRIS PRODUCTIONS**

Broadcast quality hook tapes for most popular formats. Dedicated sole proprietor. Can't wait to get my hooks in your station!

DON HARRIS PRODUCTIONS

1812 Snowmass Drive
Plano, TX 75025
(214) 517-5798
Fax: (214) 517-0795
Don Harris, Owner

HEADLINE COMEDY NETWORK

130 Spadina Avenue, Suite 608
Toronto, ON M5V 2L4
CANADA
(416) 703-9258
Fax: (416) 703-9403
Jim Black, Executive Producer

HEARTLAND RADIO

125 North Main Street, Suite 202
St. Charles, MO 63301
(314) 947-1921
Fax: (314) 946-6207
Mark Dodson, President

HEAVENS ABOVE

PO Box 885
Willoughby, OH 44094
(216) 951-0030
Dr. Carolyn Zelna, Astrologer/Seer

HEIL ENTERPRISES

PO Box 1372
Lancaster, PA 17608-1372
(717) 898-9100
Fax: (717) 898-6600
E-mail: 71260.2644@compuserve.com
Paul Heil, Owner/Executive Producer

HISPANIC RADIO NETWORK

121 Sandoval Street, 3rd Floor
Santa Fe, NM 87501
(505) 984-0080
Fax: (505) 982-6889
E-mail: radio@hrn.org
Consuelo Luz, President

THE HOLLYWOOD EDGE

7060 Hollywood Boulevard, Suite 1120
Hollywood, CA 90028
(800) 292-3755, (213) 466-6723
Fax: (213) 466-5861
E-mail: edgesw@aol.com
Scott Whitney

HOLLYWOOD REPORT WITH KANDY KLUTCH

PO Box 366
Enfield, CT 06083
(860) 763-2838
Fax: (860) 749-2917
E-mail: thebuzz@earthlink.net
Michael Murray, CEO
Kathryn Murray, President

THE HOOK FACTORY

1831 Hidden Hills Drive
Roseville, CA 95661
(916) 784-9204
Fax: (916) 784-2894
E-mail: hookfact@unlimited.net
Bryan O'Neal-Green, Owner



The World's Premier Music
Hook Service

HOOKS UNLIMITED

200 Old 63 South, Suite 103
Columbia, MO 65201-6081
(573) 443-4155
Fax: (573) 443-4016

E-mail: hooks@hooks.com;
72223.2705@compuserve.com
Web Site: <http://www.hooks.com>
Bernie Grice, President

JOHNS HOPKINS MEDICAL INSTITUTIONS

550 North Broadway, Suite 1100
Baltimore, MD 21205-2011
(800) 633-7234, (410) 955-2877
Fax: (410) 955-4452
E-mail: jsheehan@welchlink.welch.jhu.edu
Jack Sheehan, Dir./Health NewsFeed

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625




radio networks

HORIZON RADIO NETWORKS

342 Madison Avenue, Suite 605
New York, NY 10173
(212) 949-1842
Fax: (212) 949-0632
Jack Healy, President
Peter Tripi, VP/Affiliate Relations
Kelly Cassidy, Mgr./Operations

HORSING AROUND PRODUCTIONS

19318 Ventura Boulevard, Suite 204
Tarzana, CA 91356
(818) 342-4276
Fax: (818) 342-1158
Sheldon J. Eskin, President

**HOT MIX RADIO NETWORK INC.**

5725 North Scottsdale Road,
Suite 100
Scottsdale, AZ 85250
(602) 947-6500
Fax: (602) 947-1330
E-mail: info@hotmix.com
Web Site: <http://www.hotmix.com/radio>
Andrew Starr, President

HOUSE OF MUSIC

5050 Laguna Boulevard, Suite 112
Elk Grove, CA 95758
(800) 641-8000, (916) 684-8000
Fax: (916) 684-5000
Doug Peck, President

RON HUMMEL PRODUCTIONS INC.

407 Saddlebrook Lane
Pleasant Hill, CA 94523
(510) 335-0350
Fax: (510) 335-0352
E-mail: rhp_inc@msn.com
Ron Hummel, President
Carolyn Marshall, VP

HUNTSMAN ENTERTAINMENT INC.

1100 16th Avenue South
Nashville, TN 37212
(615) 255-1100
Fax: (615) 255-1107
Ron Huntsman, President

I

IDENTITY ALTERNATIVE PROGRAMMING
105 Mayfair Road
Warwick, RI 02888
(401) 461-6767
Fax: (401) 463-5840
Steve Bianchi, Executive Producer

IMAGES COMMUNICATION ARTS CORP.
366 North Broadway
Jericho, NY 11753
(516) 939-2990
Robert Braverman, President

IMAGINATION THEATRE FAIRY TALES
PO Box 1317
Merrimack, NH 03054
(603) 424-0568
Fax: (603) 424-0568
E-mail: mzprez@aol.com
Cindy Parente

IMPULSE RADIO & DATA
10 South Riverside Plaza, Suite 240
Chicago, IL 60606
(312) 441-2700
Fax: (312) 441-2709
E-mail: impulseradio@intersat.com
Hank Zbierski, President
Greg French, Dir./Marketing
Jack Monson, Dir./Programming

IN-FISHERMAN RADIO
Two In-Fisherman Drive
Brainerd, MN 56401
(218) 825-2546
Fax: (218) 829-2371
Sherry Fuhrmann, Network Coordinator

INDIANAPOLIS MOTOR SPEEDWAY RADIO
4790 West 16th Street
Indianapolis, IN 46222
(317) 484-6750
Fax: (317) 484-6759
Dawn Bair
Bonnie Locchetta

INNERVIEW INC.
8913 West Olympic Boulevard, Suite 201
Beverly Hills, CA 90211
(310) 652-8710
Fax: (310) 652-2856
Jack Morris

INSIDE SPORTS BROADCASTING
990 Grove Street
Evanston, IL 60201
(708) 491-6440
Fax: (708) 491-6955
Jerry Croft, Exec. VP

INTERSTAR NETWORK INC.
PO Box 12143
La Jolla, CA 92039
(619) 455-6677
Fax: (619) 455-6679
E-mail: 72622.403@compuserve.com
Jack Hayes, President

THE INTERVIEW FACTORY
PO Box 615
Van Nuys, CA 91408
(818) 988-2045
Fax: (818) 787-5653
Howard & Sandy Benjamin, Co-Owners

INTERWEB MARKETING GROUP
8 Woodlawn Green, Suite 150
5111 Nations Crossing
Charlotte, NC 28217
(704) 525-1121, (704) 833-3941
Fax: (704) 522-1016
Web Site: <http://interweb-group.com>
Rodger Harrison, President
Roz Morton, Account Executive

"INTO TOMORROW" RADIO NETWORK
16415 NW 67 Avenue
Miami, FL 33014
(305) 824-9000
Fax: (305) 824-9001
E-mail: advanced@graveline.com
Dave Graveline, Executive Producer/Host

J

CHUCK JACKSON PRODUCTIONS
824 North Talisman Drive
Salt Lake City, UT 84116
(801) 531-7701
Fax: (801) 531-7701
Dwight Woolfork, President

JAMESON BROADCAST INC.
3005 Normanstone Drive NW
Washington, DC 20008
(202) 338-4800
Fax: (202) 338-4998
E-mail: radio@jamesonbroadcast.com
Jamie G. Jameson, President



Jarad Syndication Co., Inc.

The Techno-File and The Debra Wasser Show: The coolest entertainment feature and the hottest talk show of the '90s.

JARAD SYNDICATION CO. INC.
1103 Stewart Avenue
Garden City, NY 11530
(516) 222-1466
Fax: (516) 228-9133
Jed Morey, President

JARVIS PRODUCTIONS
229 Buckingham Street
Hartford, CT 06106
(860) 242-7276
Fax: (860) 243-3385
E-mail: judyjarvis@cis.compuserve.com
Judy Jarvis, President
Deborah Shillo, Business Manager
Jason Jarvis, Executive Producer

Visit R&R's Web Site:
<http://www.rronline.com>



Today's News

ONLINE NOW AT: www.rronline.com

TODAY'S NEWS IS NOW AVAILABLE TODAY THROUGH R&R ONLINE

Up-To-The-Minute Industry and Media News

The fastest, most comprehensive way to receive the latest radio industry headlines, station trades, Street Talk, Top 100 market ratings, and financials with continuous daily updates at least twice each business day...all live online.

CALL R&R TO TRY IT FREE! 310-788-1625

(This Feature Is Available For R&R Newspaper Subscribers Only).

J

JAZZ TRAX

3655 Nobel Drive, Suite 400
San Diego, CA 92122
(619) 458-9586

Fax: (619) 535-0899

E-mail: artgood@jazztrax.com

Art Good

JEFFERSON PILOT RADIO NETWORKS

One Julian Price Place
Charlotte, NC 28208
(704) 374-3689

Fax: (704) 374-3858

E-mail: tgarcia@jpc.com

Tony Garcia, Dir./Syndication

JESUIT PRODUCTIONS

3900 Westminster Place
St. Louis, MO 63108
(800) 747-7692

Fax: (314) 533-0335

Gary Kolarcik, Executive Director

LARRY JOHN & THE HOT TUB

1045 East University Drive
Mesa, AZ 85203

(800) 821-5068

Fax: (602) 969-2895

E-mail: scott@ljwtub.com

Web Site: <http://www.ljwtub.com>

Larry John, President

Scott Anderson, Affiliate Relations

**JONES SATELLITE NETWORKS™**

24-hour, live, satellite-delivered formats:
U.S. Country, CD Country, Classic Hit
Country, NAC, Adult Hit Radio, Soft Hits,
Good Time Oldies, Z Spanish, Rock Al-
ternative, and New Music Of Your Life.
Syndicated Programming: The Crook
and Chase Country Countdown, The
Crook and Chase Center Stage Spe-
cials, and The Nashville News Source.

JONES SATELLITE NETWORKS

8250 South Akron Street, Suite 205
Englewood, CO 80112
(303) 784-8700

Fax: (303) 784-8612

Eric Hauenstein, VP/GM

Gene Ferry, NSM

K

KALEIDOPHONIC JAZZ

4015 Walnut Drive, Suite D
Eureka, CA 95503
(707) 443-9836

Fax: (707) 443-9853

E-mail: siriusone@aol.com

Alan Olmstead, President

JOHN KANE, PSYCHIC

PO Box 1967
Lexington, KY 40593-1967
(606) 259-1933
Fax: (606) 255-4476

**KATZ RADIO GROUP SYNDICATION
DIMENSIONS**

125 West 55th Street
New York, NY 10019
(212) 424-6460

Fax: (212) 424-6465

Patti Mrozowski, VP/Director

KENETICS RADIO ENTERTAINMENT

96 Prospect Place
Brooklyn, NY 11217
(718) 857-6389

Fax: (718) 857-6389

E-mail: ken4kre@aol.com

Ken Levy, President

KEYSTONE BROADCASTING

PO Box 1739
Sharon, CT 06069

(860) 364-2080

Fax: (860) 364-2090

KID COMPANY INC.

65 Lenox Street
West Newton, MA 02165

(617) 354-6003

Fax: (617) 354-4210

Jody Snider, Executive Producer

KIDSTAR INTERACTIVE MEDIA

1334 1st Avenue, Suite 150
Seattle, WA 98101-2003
(206) 382-1250

Fax: (206) 624-7956

Jodell Seagrave, President

Bob Day, Exec. VP/National Oper.



Join the Crew & their computer friend
ALEC as they travel the world in a high-
speed train to solve science mysteries,
learn some fantastic facts, and have lots
of fun along the way.

KINETIC CITY SUPER CREW

1200 New York Avenue NW
Washington, DC 20005
(202) 326-6647

E-mail: rstockda@aaas.org

Renee Stockdale-Homick

Visit R&R's Web Site:
<http://www.rronline.com>

MARK AND BRIAN

Morning show delivered via Satcom C-
5, transponder 23-SEDAT channel 23,
5-10am, Pacific Time.

KLOS SYNDICATIONS INC.

3321 S. La Cienega Blvd.
Los Angeles, CA 90016
(310) 840-4843

Fax: (310) 558-7685

Pam Baker, Dir./Affiliate
Relations

KNUCKLEHEAD NEWS NETWORK

2510 Woodwind
Richmond, TX 77469
(713) 342-9570

Fax: (713) 232-6191

Karen Christy, Publisher

KTB RADIO MEDIA

340 Outpost Trail
Ponderosa, NM 87044
(505) 834-7071

Fax: (505) 834-7072

Katy Bee, President

KTOO-FM

We Like Kids!
360 Egan Drive
Juneau, AK 99801

(907) 586-1670

Fax: (907) 586-3612

Jeff Brown, Producer

LAKESHORE BROADCASTING SALES

22971 Nine Mile Road
St. Clair Shores, MI 48080-1501
(810) 774-4000

Fax: (810) 774-4889

Ken Patt

CHRIS LANE PRODUCTIONS

PO Box 57112
Sherman Oaks, CA 91413
(818) 758-1800

Fax: (818) 982-2020

Chris Lane, Partner

LARSEN COMMUNICATIONS

14402 North 26th Avenue
Phoenix, AZ 85023-5940
(602) 375-8752

Fax: (602) 375-8521

E-mail: larsenbo@aol.com

Bowen Larsen

LEARFIELD DATA

505 Hobbs Road
Jefferson City, MO 65109
(800) 210-9473

Fax: (573) 893-2321

E-mail: sbartow@learfield.com

Sam Bartow, GM

L
•
M

LEARFIELD COMMUNICATIONS

505 Hobbs Road
Jefferson City, MO 65109-6829
(573) 893-7200
Fax: (573) 893-2321
E-mail: info@learfield.com
Steve Mays, VP/News Division
Roger Gardner, VP/Sports Division
Scott Brandon, Producer/Talk Division

LAURA LEE SHOW PRODUCTIONS

700 112th Avenue NE, Suite G-1
Bellevue, WA 98004
(206) 455-3405
Fax: (206) 455-1197
E-mail: lauralee@lauralee.com
Laura Lee

LEFAVI FINANCIAL CENTER

1245 East Brickyard Road, Suite 550
Salt Lake City, UT 84106
(801) 486-9000
Fax: (801) 486-9058
Bruce Lefavi, President

LIFESTYLE INFORMATION SERVICE

7659 Sale Avenue
West Hills, CA 91304
(800) 598-3571
Fax: (818) 702-6908
David Hirsch, Editor

LINE LEVEL PRODUCTIONS

PO Box 740212
Aurora, CO 80047-0212
(303) 751-1540
Fax: (303) 751-3179
E-mail: markblp@aol.com
Mark Bradford, Producer

LUTHERAN HOUR MINISTRIES

2185 Hampton Avenue
St. Louis, MO 63139
(800) 944-3450
Fax: (314) 647-3855
Jim Telle, Director/Mktg. & Comm.

"THE LYONS DEN" WITH JEFFREY LYONS

PO Box 366
Enfield, CT 06083
(860) 763-2838
Fax: (860) 749-2917
E-mail: thebuzz@earthlink.net
Michael Murray, CEO
Kathryn Murray, President

M

M3W MEDIA INC.

3726 Hundred Oaks
San Antonio, TX 78217-3410
(210) 650-5003
Fax: (210) 650-5003
E-mail: 71154.3620@compuserve.com
Bill Lloyd, President

MAINSTREET PRODUCTIONS INC.

8745 Aero Drive, Suite 105
San Diego, CA 92123
(619) 569-5919
Fax: (619) 292-9548
E-mail: mainst@primenet.com
Michelle Regan, VP

MAJOR NETWORKS INC.

54 West Hubbard, Suite 600
Chicago, IL 60610
(800) 714-7200, (312) 755-1300
Fax: (312) 755-0336
Chris Devine, President
Bruce Buzil, Executive VP
Bob McAuliff, Executive VP/Sales & Marketing

MALIBU II BROADCASTING

30844 Mainmast Drive
Agoura Hills, CA 91301
(818) 991-7732
Fax: (818) 991-7670
Roger Lifeset, President
Tom Gamache, GM

BEN MANILLA PRODUCTIONS

111 Sutter Street, Suite 2130
San Francisco, CA 94104
(415) 421-1220
Fax: (415) 421-4749
E-mail: benm@pmpaudio.com;
megans@bnpaudio.com; paulw@bnpaudio.com
J. Ben Manilla, President
Megan Seielstad, GM
Paul Wells, Dir./Marketing & Production

MARKETFORCE INC.

610 North Geyer
St. Louis, MO 63122
(314) 965-4999
Fax: (314) 965-9190
Frank Van Bree, President

MARTIN COMMUNICATIONS INC.

PO Box 9406
Seattle, WA 98109
(206) 282-1642, (206) 224-1661
Fax: (206) 282-1726, (206) 382-3455
Michael T. Martin, President

MARYKNOLL WORLD PRODUCTIONS

PO Box 308
Maryknoll, NY 10545
(800) 227-8523
Fax: (914) 945-0670
Joan Demm

MB PRODUCTIONS

1007 15th Avenue North
St. Petersburg, FL 33704
(813) 895-7500
Fax: (813) 894-5465
E-mail: brattrax@intnet.net
Matthew Bradley, Production Coordinator & Owner

MEDIA DIRECT

16027 Ventura Boulevard, Suite 206
Encino, CA 91436
(818) 501-0700
Fax: (818) 501-7216
E-mail: ssapr@ssapr.com
Steve Syatt, President

MEDIA IQ

6040 North 15th Street, Suite 37
Phoenix, AZ 85014
(602) 279-0660
Renee Blake, President
Nicole Wyatt, Host

MEDIAAMERICA INC.

11 West 42nd Street, 28th Floor
New York, NY 10036
(212) 302-1100
Fax: (212) 302-6024
E-mail: garymai@aol.com
Ron Hartenbaum, Chairman
Gary Schonfeld, President

MEDIABANC

720 NE Flanders, Suite 203
Portland, OR 97232
(800) 980-8255, (503) 234-9383
Fax: (503) 234-9377
E-mail: mediabanc@usa.net
Bill Schroeder, President

MEDIA TRACKS COMMUNICATIONS

1235 Wood Avenue
Deerfield, IL 60015
(847) 317-1515
Fax: (847) 317-1570
E-mail: mediatrack@aol.com
Shel Lustig, President
Sue Sentowski, Dir./Affiliate Relations

MERCURY TWO PRODUCTIONS

PO Box 1258
Westerville, OH 43086
(614) 523-1400
Fax: (614) 523-1498
Patrick Myers, President

METRO NETWORKS INC.

2800 Post Oak Boulevard, Suite 4000
Houston, TX 77056
(713) 407-6000
Fax: (713) 407-6049
Kelly Barton, Dir./Corporate Communications

METRO TRAFFIC CONTROL

2700 Post Oak Boulevard, Suite 1400
Houston, TX 77056
(713) 621-2800
Fax: (713) 622-9121
E-mail: <http://www.metronetworks.com>
Jim O'Neill, Manager/Network Services

METRO WEATHER SERVICES INC.

507-535 Rockaway Avenue
Valley Stream, NY 11581
(800) 488-7866, (516) 568-8844
Fax: (516) 568-8853
E-mail: metrowx@aol.com
Pat Pagano, President

CHARLES MICHELSON INC.

9350 Wilshire Boulevard
Beverly Hills, CA 90212
(310) 278-4546
Fax: (310) 278-7932
Charles Michelson, President

M

ROBERT MICHELSON INC.
1550 Bryant Street, Suite 200
San Francisco, CA 94103
(415) 626-6862
Fax: (415) 626-8480
E-mail: rmitv@earthlink.net
Robert Michelson, President

BILL MILLER'S COLLECTOR'S CORNER
PO Drawer 5408
Anderson, SC 29623
(864) 226-7707, (770) 983-1578
Fax: (864) 226-8332
E-mail: moylrs@aol.com
Kerry Fink, President

MILLER BROADCAST MANAGEMENT INC.
77 West Huron, Suite 1009
Chicago, IL 60610
(312) 266-6665
Fax: (312) 266-6632
Lisa Miller, President
Matt Miller, A.E.

MJI BROADCASTING
1290 Avenue of the Americas, 6th Floor
New York, NY 10104
(212) 245-5010
Fax: (212) 586-1090
Josh Feigenbaum, President
Julie Talbott, COO
Gary Krantz, VP/GM

MNN RADIO NETWORKS INC.
331 11th Street South, Suite 31
Minneapolis, MN 55404-1009
(612) 321-7200
Fax: (612) 321-7202
James Rasmussen, VP/Programming

MODERN ROCK BUZZ
PO Box 366
Enfield, CT 06083
(860) 763-2838
Fax: (860) 749-2917
E-mail: thebuzz@earthlink.net
Michael Murray, CEO
Kathryn Murray, President

THE MORNING SIDEKICK
1295 South Santa Fe
Denver, CO 80223
(303) 733-5850
Fax: (303) 733-3801
E-mail: msidekick@aol.com
Keith Hughes, Principal

MRN RADIO
1801 International Speedway Boulevard
Daytona Beach, FL 32114-1243
(904) 947-6400
John McMullin, President/GM
Cheryl Marzello, Dir./Affiliates

MULTI VERSE NETWORKS
1285 Avenue of the Americas, 35th Floor
New York, NY 10019
(212) 554-4938
Fax: (212) 554-4937
David Landau

MURRAY/WALSH RADIO PROGRAMMING INC.
52 Candlewood
Enfield, CT 06082
(860) 763-2838
Fax: (860) 749-2917
E-mail: thebuzz@earthlink.net
Michael Murray, CEO
Kathryn Murray, President

MUSIC DIRECTOR PROGRAMMING SERVICE
PO Box 51978
Indian Orchard, MA 01151
(413) 783-4626
Fax: (413) 783-3168
Budd Clain, GM

MUSIC OF YOUR LIFE RADIO NETWORK
6212 Bethel Road
Murrayville, GA 30564
(770) 983-1578
Fax: (770) 983-0864
E-mail: moylrs@aol.com
Al Ham, Executive Consultant
Kerry Fink, CEO
Jim West, VP/Dir./Affiliate Relations

MUSICAL STARSTREAMS
PO Box 1409
Mill Valley, CA 94942
(415) 383-7827
Fax: (415) 383-8488
E-mail: forest@well.com
Forest, Producer & Host

N

NASCAR COUNTRY
301 East Boulevard
Charlotte, NC 28203
(704) 376-0075
Fax: (704) 376-2003
Doak Turner

THE NASDAQ STOCK MARKET
1735 K Street NW
Washington, DC 20006
(202) 728-8379, (800) 777-6273
Cameron Brown, Assoc. Dir./Media Services

NATIONAL ALTERNATIVE NETWORK
430 First Avenue North, Suite 680
Minneapolis, MN 55401
(612) 338-2211
Fax: (612) 338-3337
E-mail: nan@bitstream.net
Morgan Church

NATIONAL ASSOCIATION OF REALTORS
700 11th Street NW
Washington, DC 20001
(202) 383-1177
Fax: (202) 383-7563
E-mail: wmolony@realtors.org
Walter Molony, Broadcast News Manager
Radio Features, (800) 832-0338

NATIONAL GARDENING ASSOCIATION
180 Flynn Ave
Burlington, VT 05401
Ruth Kennedy

NATURAL SOUND
16273 Beaverdam Road
Wattsburg, PA 16442-9412
(800) 670-8816, (814) 739-2000
Fax: (814) 739-2000
E-mail: NaturalSound@compuserve.com
Web Site: http://www.NaturalSound.com
Wayne Smith, President

NELSON CREATIVE RADIO NETWORK
3205 Production Avenue, Suite ABC
Oceanside, CA 92054
(800) 433-0030, (619) 433-4400
Fax: (619) 433-1590
D.J. Nelson, President
Denise Bieg, VP/Operations

NEWSMAKER INTERVIEWS
8217 Beverly Boulevard
Los Angeles, CA 90048
(213) 655-2793
Fax: (310) 271-6073
Arthur Levine, President

NEWSWEEK ON AIR/NEWSWEEK MAGAZINE
251 West 57th Street
New York, NY 10019
(212) 445-4432
Fax: (212) 445-5068
David M. Alpern, Sr. Editor/Co-Anchor

NEWYORK TALK NETWORK
PO Box 6
East Rochester, NY 14445
(716) 381-3700
Jack Mindy

NORTH AMERICAN NETWORK
7910 Woodmont Avenue, Suite 1400
Bethesda, MD 20814
(800) 626-2875, (301) 654-9810
Fax: (301) 654-9828
E-mail: stations@radiospace.com
Tom Sweeney, President

**NEED
MORE
COPIES?**

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

N

Nostalgia

BROADCASTING CORP.

Long- and short-form programming available on 3 different networks: Entertainment, Nostalgia, and Sports. Programs offered on a barter basis!

NOSTALGIA BROADCASTING CORP.

10300 SW Greenburg Road,
Suite 390
Portland, OR 97223
(503) 293-2601
Fax: (503) 244-9956
Web Site: <http://www.nbcmedia.com>
John A. Holmes, GM
Dr. Dean Gavoni, Dir./Affiliate Relations
Michael Palmer, Nat'l Sales Manager

NYSE RADIO NETWORK

11 Wall Street
New York, NY 10005
(212) 656-2065
Fax: (212) 656-6973
Ray Pellecchia

O

ON THE RADIO BROADCASTING

3250 Ocean Park Boulevard, Suite 206
Santa Monica, CA 90405
(310) 392-9600
Fax: (310) 452-1770
E-mail: otr@aol.com
Jeff Leve, President
Lori Wilson, GM

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R "RATINGS REPORT & DIRECTORY" ARE \$50 EACH.

PLEASE CALL

310 • 788 • 1625



ONE-ON-ONE SPORTS

The nation's largest, 24-hour, live sports talk radio network, delivering high-quality programming, including personality-oriented weekday shows, and heavy informational weekends.

ONE-ON-ONE SPORTS RADIO NETWORK

1935 Techy Road, Suite 18
Northbrook, IL 60062
(847) 509-1661
Fax: (847) 509-1677
Web Site: <http://www.1on1sports.com>
Chris Brennan, Chairman, President, CEO
Chuck Duncan, VP/Affiliate Relations
Carolyn Phillips, Dir./Marketing

ORANGE PRODUCTIONS INC.

105 Forrest Avenue
Narberth, PA 19072
(610) 667-8620
Fax: (610) 667-8939
Sid Mark, President

OVERDRIVE RADIO NETWORK

PO Box 3187
Tuscaloosa, AL 35403
(800) 633-5953
Fax: (205) 349-3765
Diana Davis, Network Director

P

PAXSON COMMUNICATIONS CORP.

601 Clearwater Park Road
West Palm Beach, FL 33401
(407) 659-4122
Fax: (407) 659-4252
Jay Hoker, President/Radio Group

PELMOREX RADIO NETWORK

186 Robert Speck Parkway, Suite 200
Mississauga, ON L4Z 3G1
CANADA
(905) 566-9511
Fax: (905) 566-8004
E-mail: prn@prn-networks.com
Pierre Morrissette, President/CEO
Don Shafer, Sr. VP/Radio
R. Ridgeway, GM

P.G. PRODUCTIONS

7578-B Telegraph Road
Alexandria, VA 22315
(800) 400-8127, (703) 913-2023
Fax: (703) 922-0559
E-mail: sd246@aol.com
Stephanie Lloyd, CEO/Voice Talent
Gavin Montgomery, COO/Voice Talent

PHONEY CALLS

6006 Laketree Lane, Suite K
Tampa, FL 33617
(813) 988-5584
Fax: (813) 980-0306
E-mail: paulhooper@sprynet.com
Bugg, Hooper & Laca, Partners

PICKLEBERRY PIE INC.

305 Dickens Way
Santa Cruz, CA 95064
(408) 427-3980
E-mail: pickle@well.sf.ca.us
P.J. Swift, Producer
Linda Arnold, Host
Lisa Atkinson, Character Voice

POST MODERN PRODUCTIONS

36 Four Seasons Center, Suite 331
St. Louis, MO 63017
(314) 576-2818
Fax: (314) 576-4337
E-mail: postmodern@metropark.com
Glenn Conley, President/CEO
John Soltys, VP

PRECISION BROADCAST DYNAMICS

PO Box 606
Oceanside, CA 92049
(619) 966-0500
Fax: (619) 966-3726
Daniel L. Deeb

PREMIERE RADIO NETWORKS

PREMIERE RADIO NETWORKS INC.

15260 Ventura Boulevard,
Suite 500
Sherman Oaks, CA 91403
(800) 533-8686, (818) 377-5300
Fax: (818) 377-5333,
(818) 377-5320
E-mail: webmaster@premrads.com
Steve Lehman, President/CEO
Tim Kelly, Exec. VP/Programming
Kraig T. Kitchin, Exec. VP/Sales
Harold Wrobel, Sr. VP/Business & Legal Affairs
Louise Palanker, VP/Creative
Eileen Thorgusen, VP/Affiliate Relations

P

PRIME SPORTS™

Prime Sports is an exciting, fast-paced, and entertaining radio network offering a complete mix of up-to-the-minute sports news and information, interviews, expert analyses, and listener participation 24 hours a day, seven days a week.

PRIME SPORTS RADIO

100 East Royal Lane, Suite 100
Irving, TX 75039
(800) 832-9618, (972) 402-4500
Fax: (972) 402-4505

Jeff Dorf, GM

Christa Dahlander, Marketing
Manager

Tim Parker, Dir./Programming &
Operations

PROMO SAPIEN

3344 Tennyson Street
San Diego, CA 92106
(619) 224-6229
Fax: (619) 224-4273
Harry Martin

PUBLIC INTEREST AFFILIATES INC.

680 North Lake Shore, Suite 1230
Chicago, IL 60611
(312) 943-8888
Fax: (312) 943-5464

PUNCH IN INTERNATIONAL TRAVEL & ENTERTAINMENT

400 East 59th Street, Suite 9F
New York, NY 10022
(212) 755-4363
Fax: (212) 755-4365
E-mail: punchin@gcomm.com
J. Walman, President
Tom Weston, Program Consultant
John Edwards, Marketing Director

R

RADIO AAHS

724 1st Street North, 4th Floor
Minneapolis, MN 55401
(612) 338-3300
Fax: (612) 338-4318
E-mail: aahsnet@minn.net
Christopher T. Dahl, CEO

RADIO AMERICA NETWORK

1030 15th Street NW, Suite 700
Washington, DC 20005
(202) 408-0944
Fax: (202) 408-1087
Jim Roberts, President

RADIO AMEX/AMEX BUSINESS TALK

86 Trinity Place
New York, NY 10006
(212) 306-1644
Mary Sedarat, Manager

RADIO DELUXE

13008 NW Marina Way
Portland, OR 97231
(800) 664-1999, (503) 285-7078
Fax: (503) 285-6483
Don McCulloch, President



EXPRESS

The #1 source of programming for radio stations outside the USA; produces the world's most listened-to radio program, The World Chart Show.

RADIO EXPRESS

3575 Cahuenga Blvd West
Suite 390
Los Angeles, CA 90068 USA
(213) 850-1003
Fax: (213) 874-7753

E-mail:

welcome@radioexpress.com

Tom Rounds, President

John Fleck, VP/GM

Julio Castellanos,

VP/Advertising Sales

Christopher DiMatteo,
Marketing Director

RADIO FOR PEACE INTERNATIONAL

26 Haymarket Lane
Bryn Mawr, PA 19010
(610) 527-6629
Fax: (610) 527-6645
Joni Carley Yamaguchi, Executive
Producer

RADIO LINKS

27560 Winding Way
Malibu, CA 90265
(310) 457-5358
Fax: (310) 457-9869
Lori Lerner, President

Visit R&R's Web Site:
<http://www.rronline.com>

RADIO · ONE

NETWORKS

Only Radio One Networks has the satellite delivery system with true localization! Three 24-hour music formats: Adult Alternative, Mainstream Country, and Modern AC. With total support services.

RADIO ONE NETWORKS

82 East Beaver Creek Boulevard
PO Box 5559
Avon, CO 81620
(800) 746-2141
Fax: (970) 949-0266
Cliff Gardiner, President
Mollie Christensen, Marketing

RADIO PERSONALITIES INC.

1241 Paloma, Suite 1000
St. Louis, MO 63131
(314) 576-6188
Fax: (314) 576-8814
Zip Rzeppa, President

RADIO PROGRAMMING & MANAGEMENT INC.

4198 Orchard Lake Road
Orchard Lake, MI 48323
(800) 521-2537, (810) 681-2660
Fax: (810) 681-3936
E-mail: rpmork@aol.com
Tom Krikorian, President

RADIO & TELEVISION COMMISSION, SBC

6350 West Freeway
Ft. Worth, TX 76150
(800) 433-5757
Fax: (817) 737-9436
E-mail: boston@rtvc.org
Bette Boston, Radio Distribution Mgr.



RADIO TODAY
ENTERTAINMENT

RADIO TODAY ENTERTAINMENT

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Geoff Rich, President
Ramona Rideout, VP
Tom Shovan, VP

R

RADIO UNICA CORP.

2 Alhambra Plaza, Suite 508
Coral Gables, FL 33134
(305) 442-4342, (213) 626-4539
Fax: (305) 669-9767, (213) 626-4590
E-mail: blaya@aol.com; teamedba@aol.com
Joaquin Blaya, Chairman/CEO
Herbert M. Levin, President
Barrett L. Alley, Executive VP/COO

RADIO VENTURES INC.

7 East Cherry Street
Floral Park, NY 11001
(516) 358-2250
Fax: (516) 354-0972
E-mail: jeberle7e@aol.com
Don Eberle, President

RADIO X

2450 Fondren Road, Suite 112
Houston, TX 77063
(713) 952-9221
Fax: (713) 952-1207
E-mail: smsofc@aol.com
Web Site: <http://www.shanemedia.com>
Ed Shane
Jon Lutes

RADIOCRAFT INC.

PO Box 3278
Fayville, MA 01745
(508) 229-2100
Fax: (508) 460-0584
E-mail: superadio@aol.com
Michael Ortolano, Operations Manager

RAY SPORTS RADIO NETWORKS

1500 South Croatan Highway, Suite 104
PO Box 3809
Kill Devil Hills, NC 27948
(919) 480-1576
Fax: (919) 480-4655
William Ray, President
Lisa Ray, GSM
Gem Meyer, Sports Director

RAYBIN COMMUNICATIONS

527 Third Avenue, Suite 294
New York, NY 10016
(212) 573-8100
Fax: (212) 573-5539
E-mail: sportradio@aol.com
John L. Raybin, Executive Producer/Host
Bob Rizzo, Producer
Kristen Speranza, GM

REINHART, McREYNOLDS & MAGNUS

285 East Liberty
Ann Arbor, MI 48104
(313) 761-2043
Fax: (313) 761-4412
Rob Reinhart, VP/Executive Producer
Laura McReynolds, VP/Affiliate Relations

REUTERS

1333 H Street NW, Suite 400
Washington, DC 20004
(202) 898-8400
Fax: (202) 898-8448
Jeanette McClennan

RF PRODUCTIONS

70 Bogart Avenue
Port Washington, NY 11050
(516) 767-2902
Fax: (516) 767-2661
E-mail: 76744.1722@compuserve.com
Roberta Facinelli, Executive Producer
Tom Bensen, Chief Engineer

BOB RIVER'S TWISTED TUNES

PO Box 1639
Snoqualmie, WA 98065
(206) 888-5249
Fax: (206) 888-5269
Bob Rivers, President

ROCK NEWZ

PO Box 366
Enfield, CT 06083
(860) 763-2838
Fax: (860) 749-2917
E-mail: thebuzz@earthlink.net
Michael Murray, CEO
Kathryn Murray, President

CELIA ROCKS COMMUNICATIONS

1015 2nd Street NE, Suite 215
Hickory, NC 28601
(704) 322-3111
Fax: (704) 322-1839
E-mail: celia659@aol.com
Celia Rocks, President

RODKEN ENTERPRISES

HC 65 Box 9C
Pittsfield, VT 05762-7707
(212) 802-8006
Kenneth Hayes, President

ROYAL PROGRAMS

7120 Sunset Boulevard
Los Angeles, CA 90046
(800) 225-4487, (213) 851-2500
Fax: (213) 851-8162
E-mail: origsnd@aol.com
Joanna L. Morones, Executive Assistant/
Sales & Promotions

STAN RUFFO PRODUCTIONS

800 North Ben Maddox Way, Suite 2200
Visalia, CA 93292
(209) 625-6049
Fax: (209) 625-6049
E-mail: stan@ruffo.com
Stan Ruffo

S

JAMES ST. JAMES' HOLLYWOOD

7510 Sunset Boulevard, Suite 333
Hollywood, CA 90046
(310) 399-7966
Fax: (909) 694-8434
E-mail: stjimmy@aol.com
J.C. McKenzie, Mgr./Sales & Marketing

SALEM RADIO NETWORK

545 East John Carpenter Freeway, Suite 450
Irving, TX 75062
(972) 831-1920
Fax: (972) 831-8626
Greg R. Anderson, President
Paul Martin, VP/GM

sonic boom

Perfect for CHR & Urban formats, Sonic Boom's irreverent cast of characters dares a wildly-entertaining approach to everything from life on Mars to body piercing. Build TSL and come by drawing your 14-24 audience to this unique feature.

It's the Bomb!



For more information call Brenda Golden 202-326-7039. Duration: 90 seconds Frequency: Daily Format: Cassette, DAT, CD Terms: Barter

S



Cutting-edge comedy via both Satcom C-5 M-F at 5am each time zone and on CD. Each daily feed contains original spoofs/parodies, TV highlights, and contests.

SATELLITE COMEDY NETWORK

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Tom Shovan, VP/Manager
Operations

**SBI BROADCASTING INTERNATIONAL**

660 Newport Center Drive,
Suite 700
Newport Beach, CA 92660
(714) 720-3999
Fax: (714) 720-3998
Web Site: www.drlaura.com
Dr. Laura Schlessinger,
President
Paul Douglas, Executive VP/GM
Carla Shell, VP

RICK SCOTT & ASSOCIATES

2509 152nd Avenue NE, Suite D
Redmond, WA 98052
(206) 867-9397
Fax: (206) 883-1411
E-mail: rickscot@ix.netcom.com
Rick Scott, President
Kathleen Kemis, Project Manager

SECRET COMMUNICATIONS

312 Walnut Street, Suite 3550
Cincinnati, OH 45202-4024
(513) 621-1600
Fax: (513) 621-3299
Frank Wood, President/CEO
Chuck Finney, VP/Operations
Rob Ridder, VP/Administration

SEGUE PRODUCTIONS INC.

PO Box 8121
Pembroke Pines, FL 33024
(800) 335-2328, (305) 436-6757
E-mail: bttebrunch@aol.com
Joe Johnson, Creative Director
Joe Blumenstein, OM

SEMAPHORE ENTERTAINMENT GROUP

32 East 57th Street
New York, NY 10022
(212) 371-6850
Fax: (212) 888-8650
Robert Meyrowitz, President

SAM SHAD PRODUCTIONS

PO Box 10853
Reno, NV 89510
(702) 857-2244
Fax: (702) 857-2272
E-mail: sam@shad.reno.nv.us
Sam Shad, President

SHADOW BROADCAST SERVICES

555 East City Line Avenue, Suite 1000
Bala Cynwyd, PA 19004
(610) 667-4000
Fax: (610) 660-0744
Warren Maurer

SHADOW/EXPRESS BROADCAST SERVICES

555 East City Line Avenue, Suite 1000
Bala Cynwyd, PA 19004
(610) 667-4000
Fax: (610) 660-0744

SI COMMUNICATIONS

4001 West Magnolia Boulevard
Burbank, CA 91505
(818) 841-9350
Fax: (818) 841-9541

S.I.N. MUSIC PROGRAMS

1674 Broadway, Suite 7C
New York, NY 10019
(212) 956-2188
Fax: (212) 956-2632
E-mail: sinnews@sinternet.com
Vince Pellegrino, President
Anthony Holland, Editor/S.I.N. New Music
Weekly

SIXTY SECOND LP INC.

329 Riverside Avenue, Suite 200
Westport, CT 06880
(203) 222-5858
Fax: (203) 222-5864
Jeff Craig, CEO
Margie Fitzmaurice, VP/Affiliate Relations

SIXTY SECOND PREVIEW INC.

329 Riverside Avenue, Suite 200
Westport, CT 06880
(203) 222-5859
Fax: (203) 222-5864
Jeff Craig, CEO
Margie Fitzmaurice, VP/Affiliate Relations

SJS ENTERTAINMENT

116 East 27th Street, 11th Floor
New York, NY 10016
(212) 679-3200
Fax: (212) 679-3310
Steven A. Saslow, Chairman/CEO
June E. Brody, President/COO

SKYWATCH WEATHER CENTER

347 Prestley Road
Bridgeville, PA 15017-1949
(800) 759-9282, (412) 221-6000
Fax: (412) 221-3160
E-mail: 71020.2556@compuserve.com
Richard J. Mancini, President

SMALL PLANET RADIO

PO Box 129
Cold Spring, NY 10516
(914) 424-4722
Fax: (914) 424-4724
E-mail: smallplanet@planetradio.com
Susan Kaiser, Principal
Drew Greenland, Principal

SNO COUNTRY REPORTS

PO Box 401
Woodstock, VT 05091
(802) 457-3838
Fax: (802) 457-1550
E-mail: scareports@aol.com
Chuck Devine, Dir./Broadcast Operations

SNP NETWORK

2601 Mariposa Street, Suite 250
San Francisco, CA 94110
(415) 522-5480
Fax: (415) 522-5486
E-mail: snpradio@aol.com
Renn Vara, Partner
Maureen Taylor, Partner

DENNY SOMACH PRODUCTIONS INC.

812 West Darby Road
Havertown, PA 19083
(610) 446-7100
Fax: (610) 446-7721
Kathleen Somach, President

THE SONGWRITERS SHOWCASE

Box 8098
600 Franklin Avenue
Garden City, NY 11530
(718) 855-0984
Fax: (718) 855-0984
E-mail: aalker@aol.com
Bob Allen, Host/Producer

Visit R&R's Web Site:
<http://www.rronline.com>

S

S

IT'S THE BOMB

Build TSL and come by drawing your 14-24 audience to this hip, unique, and wildly-entertaining feature.

SONIC BOOM RADIO

1200 New York Avenue NW
Washington, DC 20005
(202) 326-7039
Fax: (202) 371-8238
E-mail: bgolden@aaas.org
Brenda Golden

a Sony Corporation of America company

Sony's SW Networks provides a variety of programs and services -- including entertainment news, prep & production services, weekend music and talk programs, and 24-hour formats -- to domestic and international radio.

SW NETWORKS

1370 Avenue of the Americas
New York, NY 10019
(212) 833-5400
Fax: (212) 833-4994
Web Site: <http://www.swnetworks.com>

Daniel Forth, President/CEO
Todd Sloan, Exec. VP/COO
Dave Logan, VP/Programming

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R "RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

SOUND SOURCE

2 St. Clair Avenue West, Suite 1112
Toronto, ON M4V 1L6
CANADA,
(416) 922-1290
Fax: (416) 323-6834
E-mail: soundsource@inforamp.net
Mr. Jean-Marie Heimrath, VP/GM

SOUNDINGS

National Humanities Center
7 Alexander Drive
PO Box 12256
Research Triangle Pk, NC 27709-2256
(919) 549-0661
Fax: (919) 990-8535
E-mail: sounding@unccecs.edu
Wayne Pond, Host & Producer

SOUNDSCAPES

PO Box 369
Santa Barbara, CA 93102-0369
(805) 965-5212
Fax: (805) 683-8196
E-mail: hunter@west.net
Paul Hunter

SPIRIT SPORTS

7000 Chippewa, Suite 200
St. Louis, MO 63119
(314) 352-2100
Fax: (314) 352-2555
E-mail: spiritsprt@aol.com
Mark Phares, Sr. VP/Affiliate Relations

SPORTCOM ASSOCIATES/MOTOR SPORTS RADIO

80 Zevan Road
Johnson City, NY 13790-4633
(607) 770-9165
Fax: (607) 770-9165
E-mail: motorsportsradio@compuserve.com
Paul Kaminski, CEO/News Director

SPORTS BYLINE USA

300 Broadway, Suite 8
San Francisco, CA 94133
(800) 783-7529, (415) 434-8300
Fax: (415) 391-2569
E-mail: byline@ix.netcom.com
Ron Barr, Host

SPORTSFAN RADIO NETWORK

10 Harrison Street, Suite 205
Seattle, WA 98109
(206) 285-5055
Fax: (206) 285-6052
Kyle A. Heinrich, CEO

SPORTSTICKER ENTERPRISES, L.P.

Harborside Financial Center
600 Plaza Two
Jersey City, NJ 07311-3992
(201) 309-1200
Fax: (201) 860-9742
Lou Monaco, Director/Mktg. Services

SRN RADIO NETWORK

12685 Dorsett Road, Suite 136
Maryland Heights, MO 63043-2100
(314) 781-5404
Fax: (314) 426-4014
Michael Talir, President/CEO

SRO COMMUNICATIONS

PO Box 7867
Gaithersburg, MD 20898-7867
(800) 292-5882, (301) 309-1774
Fax: (301) 309-1329
Bill Stabler, President

STANDARDNEWS RADIO NETWORK

1301 Pennsylvania Avenue NW, Suite 402
Washington, DC 20004
(202) 783-3375
Fax: (202) 737-3362
Diana Lucas, Bureau Chief

STANDING ROOM ENTERTAINMENT

3759 Knole Lane
Chadds Ford, PA 19317
(610) 358-0762
Fax: (610) 358-0762
Chris Albert

STAR BROADCASTING INC.

175 East Fifth Street, Suite 417, Box 7
St. Paul, MN 55101-2901
(612) 290-2190
Fax: (612) 290-2095
Pat DiPlacido, President



StarDate and its Spanish-language counterpart, Universo, provide two minutes of astronomical information every day of the year. Sample CD: 1-800-StarDate.

STARDATE/UNIVERSO

University of Texas McDonald Observatory
2609 University Avenue,
Suite 3.118
Austin, TX 78712
(800) 782-7328, (512) 471-5285
Fax: (512) 471-5060
E-mail: susanne@astro.as.utexas.edu
Susanne Harm, Marketing Director

STARTER ENTERPRISES INC.

2970 Peachtree Road NW, 8th Floor
Atlanta, GA 30305
(404) 233-1400
Fax: (404) 816-0748
Bruce Maduri

STEELWORKS

101 Marshall Avenue
Floral Park, NY 11001
(516) 328-1587
Fax: (516) 328-1587
E-mail: bensteel@aol.com
Ben Steel, Owner/Producer

S

DAN STEVENS KWIK BITS COMEDY PHONERS

4429 Dunmore Avenue
Tampa, FL 33611
(813) 831-7067
Fax: (813) 831-8252
Dan Stevens, President

**KRIS STEVENS ENTERPRISES**

5010 N. Parkway Calabasas Rd.,
Suite 202
Calabasas, CA 91302
(800) 231-6100, (818) 225-7585
Fax: (818) 225-8485
E-mail: kris@kriserikstevens.com
Web Site: <http://www.kriserikstevens.com>
Kris Erik Stevens, President
Lisa Rojas, Administrative Assistant

STRZ ENTERTAINMENT NETWORK

463 Seventh Avenue, 6th Floor
New York, NY 10018
(212) 714-1000
Fax: (212) 714-1563
Jack Bryant, President

DICK SUMMER COMMUNICATIONS

PO Box 146
Kennett Square, PA 19348
(610) 793-0587
Fax: (610) 793-1667
Dick Summer

**NEED
MORE
COPIES?**

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625



Helping the world's great radio stations sound their best! Now transmitting live to Eastern and Western Europe, North Africa, plus all 50 United States, Canada, and the Caribbean.

SUPERADIO NETWORKS

56 Central Street
Southborough, MA 01745
(508) 480-9000
Fax: (508) 480-9233
E-mail: (name)@superadio.com
John Garabedian, CEO
Gary Bernstein, President/Radio Prog.
Rich O'Brien, VP/Radio Prog.
Robin Barbero, VP/GM

SWEDISH-AMERICAN NETWORK

5441 Panoramic Lane
San Diego, CA 92121
(619) 587-0235
Fax: (619) 558-2375
E-mail: mlind@netcom.com
Ben Lindeblad, President

SWEET TALK PRODUCTIONS

9 West 57th Street, 20th Floor
New York, NY 10019
(212) 546-7118
Fax: (212) 546-7220
Jeff Tronccone

SYNDICOM

PO Box 12837
San Luis Obispo, CA 93406
(805) 543-9214
Fax: (805) 543-9243
Michael Hesser, President

THE SYSTEMATION CORPORATION

337 North Water Street
Decatur, IL 62523
(217) 423-9744
Fax: (217) 423-9764
Steve Bellinger, President

T

JACK TADDEO COMMUNICATIONS CORP.

3 South Prospect Avenue, Suite 4
Park Ridge, IL 60068
(847) 518-0340
Fax: (847) 518-0341
E-mail: jtaddeo@wwa.com
Jack Taddeo, President

TALK AMERICA RADIO NETWORK

354 Turnpike Street
Canton, MA 02021
(617) 828-4546
Fax: (617) 828-3822
John Crohan, President
Tom Star, VP
Bob Long, Station Relations

THE TALK RADIO COMPANY

PO Box 8255
Seminole, FL 33775-8255
(813) 399-8283
Fax: (813) 319-3299
Ed Hartley, President

TECHSONICS

709 Shadowfield Court
Chesapeake, VA 23320
(804) 547-4000
Fax: (804) 436-5928
Steve Peppos, Executive Producer

TELE-JOKE

4555 North Pershing Avenue, Suite 33-376
Stockton, CA 95207
(209) 476-1511
Fax: (209) 476-1211
E-mail: araycomedy@aol.com
Alan Ray, Author

TELEMEDIA NETWORK RADIO

40 Holly Street, Suite 900
Toronto, ON M4S 3C3
CANADA
(416) 482-9383
Fax: (416) 482-5696
Mark Winokur

THE ROBERT THOMAS GROUP

1423 West Norwich Avenue, Suite 101
Fresno, CA 93705
(209) 221-7510
Fax: (209) 225-8423
E-mail: netrep7510@aol.com
John LaBaum, President

TIMELESS VOYAGER RADIO

PO Box 6678
Santa Barbara, CA 93160
(800) 576-8463, (805) 964-3301
Fax: (805) 683-4456
E-mail: timelessvr@channel2000.org
Bruce Stephen Holms, Producer/Host

TM CENTURY

**TM CENTURY**

2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890
E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP

T
•
W

TOO LUNAR PRODUCTIONS

2107 Camorilla Drive
Los Angeles, CA 90065
(213) 550-1636, (818) 766-4971
Fax: (213) 550-1626

Gary Jackson, General Partner
J.J. Johnson, General Partner
Cal Shields, Affiliate Relations

TRANS-NET

PO Box 8331
New Haven, CT 06531
(203) 876-2802
Fax: (203) 876-2802
Carl Grande, President
George Grande, Program Executive
Les Fox, PD

TRANSMEDIA

350 Pacific
San Francisco, CA 94111
(800) 229-7234, (415) 956-3118
Fax: (415) 956-2595
Dave Adams, President

TRAVEL NOTES

6414 Kelly-Elliott Road
Arlington, TX 76001
(817) 478-9302
Fax: (817) 483-2216
E-mail: travel99@airmail.net
Steve Coryell, Host/Producer

TRIBUNE RADIO NETWORKS

435 North Michigan Avenue
Chicago, IL 60611
(312) 222-3342
Fax: (312) 222-5165
Kenton Morris, GM

MORRIE TRUMBLE & ASSOCIATES

409 Washington Street, Suite 422
Hoboken, NJ 07030
(201) 795-1201
Fax: (201) 795-1204
E-mail: morrie@hudsonsgt.com
Morrie Trumble, President

TUNE-IN PUBLICATIONS

9800 Richmond Avenue, Suite 740
Houston, TX 77042
(713) 781-0781
Fax: (713) 781-4721
Ernie Brown, GM

U

UNITED BROADCASTING NETWORK

3 River Street
White Springs, FL 32096
(904) 397-4300
Fax: (904) 397-4149
Pat Choate, Chairman
J. Clifford Curley, Media
Tom Maguire, GM



UNITED STATIONS RADIO NETWORKS

25 West 45th Street, 11th Floor
New York, NY 10036-4902
(212) 869-1111

Fax: (212) 869-1115

E-mail: radio@usrn.com

Nick Verbitsky, President
Charlie Colombo, Executive VP
Andy Denemark, VP
Rob Pierce, Dir./Affiliate Relations
Michael A. Castello, Dir./Affiliate Relations/Talk

UNITED STATIONS TALK

25 West 45th Street, 11th Floor
New York, NY 10036
(212) 764-5800
Fax: (212) 398-6905
Mike Castello

UPI RADIO NETWORK

1400 Eye Street NW
Washington, DC 20005
(800) 777-5336
Fax: (202) 898-8124
Howard Dicus, VP/Programming

U.S. DEPARTMENT OF THE INTERIOR

Country Music Salute To America
1849 C Street NW, Mail Stop 6013
Washington, DC 20240
(202) 208-3771, (202) 273-3147
Fax: (202) 219-1436
E-mail: steve_brooks@ios.doi.gov
Steve Brooks

U.S. SENATE REPUBLICAN CONFERENCE

405 Hart Senate Office Building
Washington, DC 20510
(202) 224-2764
Fax: (202) 224-6984
Kris Seeger, Director/Broadcasting

USA COUNTRY NETWORK

9 Music Square South, Suite 343
Nashville, TN 37203
(800) 786-2654, (615) 742-1177
Fax: (615) 321-0384
E-mail: usadj@aol.com
Robert A. Cross, Executive Director
Sean McKay, Affiliate Relations

USA RADIO NETWORK

2290 Springlake, Suite 107
Dallas, TX 75234
(800) 829-8111, (214) 484-3900
Fax: (214) 241-6826
David Reeder, VP/GM
Mark Maddoux, CFO
Mike Sala, GSM

USA TALK NETWORK

PO Box 17143
Boulder, CO 80308-0143
(303) 443-2626
Fax: (303) 443-2960
Ron Meyer, Producer
Andy Thornberry, Media Coordinator

UTOPIA NETWORK

PO Box 2732
Costa Mesa, CA 92628
(800) 883-5620, (714) 646-5877
Fax: (714) 646-3682
E-mail: ior@ni.net
Mitch Barnett

V

VIDEO VIEWER INC.

329 Riverside Avenue, Suite 200
Westport, CT 06880
(203) 222-5860
Fax: (203) 222-5864
Jeff Craig, CEO
Margie Fitzmaurice, VP/Affiliate Relations

VISION BROADCASTING

944 Eighth Avenue, 3rd Floor
New York, NY 10019
(212) 765-3827
E-mail: vbn@visionbroadcast.com
Floyd E. Vasquez, President

W

WALCOFF & ASSOCIATES

12015 Lee Jackson Highway, Suite 500
Fairfax, VA 22315
(703) 934-9848
Fax: (703) 934-9870
E-mail: lsinger@walcoff.com
Lori Singer, Communications Program Director



THE WALL STREET JOURNAL RADIO NETWORK

200 Liberty Street
New York, NY 10281
(212) 416-2375
Fax: (212) 416-4195
Peggy Belden, Dir./Broadcast Services
Gloria Briggs, Advertising Sales Manager
Anne Su, Mgr./Nat'l Radio Program Sales
Nancy Abramson, Mgr./"Work & Family"
Debra Adamski, Coordinator

W

LIONEL WAXMAN

PO Box 65869
Tucson, AZ 85728
(520) 444-0556
Fax: (520) 529-2524
E-mail: 104047.2612@compuserve.com
Lionel Waxman

WAXWORKS RADIO

A Div. of Nelson Creative Radio Network
3205 Production, Suite ABC
Oceanside, CA 92054
(619) 433-4400
Fax: (619) 433-1590
D.J. Nelson, President
Kathleen Kreyling, GM



The Frequency Of Weather.

**THE WEATHER CHANNEL
RADIO NETWORK**

300 Interstate North Parkway
Atlanta, GA 30339
(770) 226-0000
Fax: (770) 226-2965
E-mail:
twcradio@mindspring.com
Web Site: <http://www.weather.com>
Norman Zeller, VP/Syndication
Neal Jones, Mgr./TWC Radio
Networks
Jennifer Looney, Asst. Mgr./
Syndication

WEATHER IMAGE

1807 Pheasant Hills Drive
Loveland, OH 45140-7178
(513) 583-5966, (513) 352-5082
Fax: (513) 352-5081
E-mail: weather5@sprintmail.com
Tom Burse, President/Chief Meteorologist

WEATHER SERVICES CORP.

420 Bedford Street
Lexington, MA 02173
(617) 676-1305
Fax: (617) 676-1001
E-mail: gstamos@wx.com
George J. Stamos, VP

WEATHERWATCH SERVICE

3205 Midway Drive, Suite G
San Diego, CA 92110
(619) 223-8163
Fax: (619) 223-4245
E-mail: weawatch@ix.netcom.com
Tim Root, Chief Meteorologist

**WESTWOOD ONE****WESTWOOD ONE ENTERTAINMENT®**

Producers and distributors of entertainment programming for all radio formats from music to talk, major year round sports and special-event live concert broadcasts from around the world.

WESTWOOD ONE RADIO NETWORKS®

Producers and distributors of news from CNNRadio, NBC Radio, Mutual News, The Source, CNBC Business Radio, special news programs and features, plus nine 24-hour music formats including the continuous CNN Headline News.

1675 BROADWAY, 17TH FLOOR, NEW YORK, NEW YORK 10019
(212) 641-2000
Fax: (212) 247-0393

Greg Batusic, President

Jeff Lawenda, President

Sam Benrubi, Exec. VP/Dir. of Sales
Ron Werth, Sr. VP/Research

Larry Kahn, Dir./Talk Programming

Robert W. Dunn, Exec. VP/Affiliate Relations
Rob Magaziner, VP/Affiliate Services
Denise Oliver, VP/Programming

9540 WASHINGTON BLVD.
CULVER CITY, CALIFORNIA 90232
(310) 204-5000
Fax: (310) 840-4052

25060 WEST AVENUE STANFORD
VALENCIA, CALIFORNIA 91355-3411
(805) 294-9000
Fax: (805) 294-1111

Thom Ferro, Exec. VP/GM
Johnny Biggs, VP/International
Liz Laud, VP/Affiliate Relations, Music &
Event Programming

Ed Salamon, President/Formats
Erle Younker, VP/Affiliate Sales/West
Charlie Cook, VP Programming/Formats

1755 SOUTH JEFFERSON DAVIS HIGHWAY, ARLINGTON, VIRGINIA 22202
(703) 413-8300
Fax: (703) 413-8445

Gorden Pell, Sr. VP/Affiliate Relations
Larry Michael, VP/Sports Programming

Bob Hoffmaster, VP/Affiliate Sales/East
Bart Tessler, VP/News

SHADOW BROADCAST SERVICES™

Producers and distributors of traffic, news, sports, weather and entertainment programming for all radio formats. All reports are customized to the specific station. Operates as Express Broadcast Services in Philadelphia.

555 EAST CITY LINE AVE., SUITE 1000
BALA CYNWYD, PENNSYLVANIA 19004
(610) 667-4000
Fax: (610) 660-0744

Michael D'Ambrose, President/CEO
Warren Maurer, Exec. VP/COO

W

W

W

KEN WEBB ENTERPRISES INC.
 PO Box 548
 Wheatley Heights, NY 11798
 (516) 491-5368
 Fax: (516) 491-1354
 Ken Webb, President

WESTERN FRONT BROADCASTING
 4807 Van Noord Avenue, Suite 11
 Sherman Oaks, CA 91423
 (818) 783-3472
 Fax: (818) 753-6393
 Julio Flores, President

WESTSTAR TALKRADIO NETWORK
 2711 North 24th Street, Suite 125
 Phoenix, AZ 85008
 (602) 912-9458
 Fax: (602) 955-4354
 E-mail: weststar95@aol.com
 Barry Young, President
 Scott Duffy, Affiliate Relations

WFMT FINE ARTS NETWORK
 5400 North St. Louis Avenue
 Chicago, IL 60625
 (800) 872-9368, (773) 279-2000
 Fax: (773) 279-2199
 E-mail: fine.arts@wfmt.com
 David Levin, VP
 Carol Martinez, Station Relations Mgr.

WFMT IDEAS NETWORK
 5400 North St. Louis Avenue
 Chicago, IL 60625
 (800) 872-9368, (773) 279-2000
 Fax: (773) 279-2199
 E-mail: fine.arts@wfmt.com
 David Levin, VP
 Carol Martinez, Station Relations Mgr.

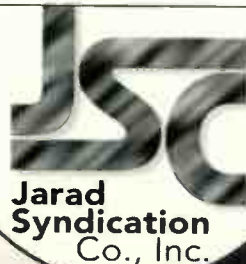
WIRELESS FLASH NEWS SERVICE
 827 Washington Street
 San Diego, CA 92103
 (619) 220-7191
 Fax: (619) 220-8590
 E-mail: weird@flashnews.com
 Patrick Glynn, Managing Editor
 David Louie, Sales Manager

WOMEN'S RADIO NETWORK CORP.
 1130 East Cold Spring Lane
 Baltimore, MD 21239
 (410) 433-4976
 Fax: (410) 323-4976
 Leigh Thomas, President/CEO
 Karen Coker, Asst. to the President

WOR RADIO NETWORK
 1440 Broadway
 New York, NY 10018
 (212) 642-4533
 Fax: (212) 642-4549
 E-mail: richwood@commspec.com
 Rich Wood, Director

WORLD SPACE REPORT
 PO Box 3366
 Stamford, CT 06905
 (800) 622-1992, (203) 329-1992
 Fax: (203) 329-2101
 E-mail: mohot100@aol.com
 Joe Piasek, Executive Producer
 Wendy Weiner, Office Manager

The 60 Second Technology Feature



The DEBRA WASSER Show



*The
 Hottest
 New*

One Hour Weekly Live Talk Show

*About Relationships &
 Attitudes in the 90's.*

Heard on over 90 affiliates.
 Available on barter terms. Call Today!

Inducted
 in to **M&R**
 THE MUSEUM OF TELEVISION & RADIO

(516)
 222.1466



A



RECORDS

A&M RECORDS

1416 North La Brea Avenue
Hollywood, CA 90028
(213) 469-2411

Fax: (213) 856-2600

Al Cafaro, President/CEO
Rick Stone, Sr. VP/Promotion
Lori Holder-Anderson, VP/CHR
Promotion

Ross Grierson, Sr. Dir./Nat'l
Promotion, Chicago

Scott Finck, Sr. Dir./Nat'l
Promotion, L.A.

Mark Tindle, VP/Alternative
Promotion

Mike Rittberg, VP/Rock
Jay Hughen, Dir./Nat'l College
Promotion

Scott Emerson, Dir./Nat'l AC
Promotion

Charlie Londono, Dir./Nat'l
Alternative Promotion

825 Eighth Avenue, 27th Floor
New York, NY 10019
(212) 333-1328

Fax: (212) 333-1301

Chuck Bliziotis, VP/East Coast
Operations

Randy Spendlove, Sr. Dir./Nat'l
Promotion

Lorraine Caruso, Dir./Nat'l
Alternative Promotion

ABKCO

1700 Broadway, 41st Floor
New York, NY 10019
(212) 399-0300

Fax: (212) 582-5090

Allen Klein, President

AIF RECORDS

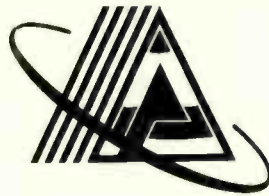
PO Box 122
Rye, NY 10580

(914) 381-3559

Fax: (914) 698-7952

Robert Jackson, President

Visit R&R's Web Site:
<http://www.rronline.com>

**ALL AMERICAN MUSIC GROUP**

(incl. Scotti Bros., Street Life, Backyard)
(distributed by WEA)

808 Wilshire Boulevard
Santa Monica, CA 90401
(310) 656-1100

Fax: (310) 656-7430

Chuck Gullo, President
Johnny Musso, President/
International
Eric B., VP/Street Life Records
Terry McGill, VP/Urban Promotion
Steve Lake, Sr. Dir./Nat'l
Promotion

Andre "Cool Dre" McJimson,
Nat'l Dir./Street, Rap Promotion

Fred Scotti Jr., Nat'l Dir./
Rhythmn Crossover Promotion

Damon Greenfield, Nat'l Dir./
Club & Mix Show Promotion

ALL POINTS MUSIC

138 Arena Street, Suite A
Los Angeles, CA 90245
(310) 333-1733

Fax: (310) 333-1732

Sean Sullivan

ALLIGATOR RECORDS

PO Box 60234
Chicago, IL 60660
(773) 973-7736

Fax: (773) 973-2088

**ALMO SOUNDS**

1904 Adelia Avenue
Nashville, TN 37212
(615) 321-0820

Fax: (615) 327-4706

Web Site: <http://www.geffen.com/almo>

Garth Fundis, Dir./Nashville
Operations

Larry Pareigis, Nat'l Promotion/
Nashville

Juanita Duthie, Operations
Manager

Cynthia Grimson, Marketing &
Product Development

ALPINE RECORDS

2 Music Circle South
Nashville, TN 37203
(615) 259-4373

Fax: (615) 259-0773

Johnny Rutenschroer, President

AMERICAN GRAMAPHONE

9130 Mormon Bridge Road
Omaha, NE 68152
(402) 457-4341

Fax: (402) 457-4332

John Brumbach, Promotion Director
Dan Wieberg, Radio Promotion

**AMERICAN RECORDINGS**

(distributed by WEA)

3500 West Olive Avenue
Suite 1550

Burbank, CA 91505
(818) 973-4545

Fax: (818) 973-4571

E-mail:

american@american.recordings.com

Rick Rubin, President

Mark DiDia, GM

Karen Durkot

Mark Neiter

AMHERST RECORDS

1762 Main Street
Buffalo, NY 14208
(716) 883-9520

Fax: (716) 884-1432

Leonard Silver, President

Rose Rupert, Nat'l Promotion

A.M.I. RECORDS (AMERICAN MUSIC INC.)

(incl. Tamara Records)

PO Box 1157
Hendersonville, TN 37075
(615) 230-9434

Fax: (615) 230-9137

Michael R. Radford, President

Jeff Hewell, VP

ANCY MUSIC GROUP

1023 17th Avenue South, Suite 101
Nashville, TN 37212
(615) 321-5707

Fax: (615) 320-3937

E-mail: ancymusic@earthlink.net

A

ANTHEM RECORDS
 (distributed by MCA Music Canada)
 189 Carlton Street
 Toronto, ON M5A 2K7
 CANADA
 (416) 923-5855
 Fax: (416) 923-1041
 E-mail: sro@sromgt.com
Ray Danniels, President
Pegi Cecconi, VP

ARABESQUE
 (distributed by Allegro Imports)
 10 West 37th Street, 5th Floor
 New York, NY 10018
 (800) 966-1416
 Fax: (212) 279-1806



ARISTA
 (incl. LaFace, Bad Boy)
 (distributed by BMG)
 6 West 57th Street
 New York, NY 10019
 (212) 489-7400
 Fax: (212) 830-2308
Clive Davis, President/CEO
Roy Lott, Executive VP
**Richard Palmese, Sr. VP/
 Promotion**
Ken Lane, VP/Promotion
Jeff Backer, VP/Field Operations
Paul Brown, VP/Rock Promotion
Jim Elliott, VP/Top 40 Promotion
**Joe Hecht, VP/Rhythm/
 Crossover Promotion**
Mark Rizzo, VP/AC Promotion
**Tom Gates, Nat'l Dir./Modern
 Rock Promotion**
**Marc Zimet, Sr. Dir./Video
 Promotion**

9975 Santa Monica Boulevard
 Beverly Hills, CA 90212
 (310) 789-3900
 Fax: (310) 789-9190
**Joe Reichling, Regional Dir./
 West Coast**

7 Music Circle North
 Nashville, TN 37203-4310
 (615) 780-9100
 Fax: (615) 780-9190
Tim DuBois, President/Nashville
**Bobby Kraig, VP/Promotion &
 Artist Development**
**Jack Weston, Mgr./Promotion &
 Artist Development**



ASYLUM RECORDS
 1906 Acklen Avenue
 Nashville, TN 37212
 (615) 292-7990
 Fax: (615) 292-8219,
 (615) 298-4385
**Joe Mansfield, Co-President/
 CEO**
Kyle Lehning, Co-President
**Kristi Brake, Mgr./Creative
 Services**

**R&R's
 "RATINGS
 REPORT &
 DIRECTORY"**

**NOW AVAILABLE ON
 A SUBSCRIPTION BASIS.**

**ONLY \$75.00 FOR AN
 ANNUAL SUBSCRIPTION.**

(SEMIANNUAL EDITIONS)

(Single copies are available for \$50.00).

**PLEASE CALL
 310 • 788 • 1625**



ATLANTIC
 (incl. Atlantic Nashville, Big Beat,
 Lava, Tag, Nonesuch & Teldec,
 Es Paranza, Mammoth, Modern,
 Rhino)
 1290 Avenue Of The Americas
 New York, NY 10104
 (212) 707-2000
 Fax: (212) 405-5530
 Web Site: <http://www.atlantic-records.com>
ValAzzoli, Co-Chairman/Co-CEO
Ron Shapiro, Sr. VP/GM
**Andrea Ganis, Executive VP/
 Promotion**
Danny Buch, Sr. VP/Promotion
**Manny Bella, Sr. VP/Urban
 Promotion**
**Robert Clark, VP/West Coast
 Operations**
Lou Sicurezza, VP/Nat'l Promotion
**Lisa Velasquez, VP/Crossover
 Promotion**
**Lea Pisacane, VP/Rock
 Promotion**
Erik Ford, VP/Urban Promotion
John Weston, Sr. Dir./Promotion
**Gary Spivack, Sr. Dir./Nat'l
 Promotion**
**Mark Fritzges, Sr. Dir./Nat'l
 Promotion**
**Kim Stephens, Sr. Dir./Nat'l
 Promotion and A&R**
**Mary Conroy, Dir./Nat'l AC
 Promotion**
**Kris Metzdorf, Dir./Alternative
 Promotion**
**Jon Nardachone, Dir./Rock
 Promotion**
**Bonnie Sliifkin, Dir./Progressive
 Rock Promotion**
Just-O Faison, Dir./Rap Promotion
John Treinis, Dir./Promotion

9229 Sunset Boulevard
 Los Angeles, CA 90069

1812 Broadway
 Nashville, TN 37203
 (615) 327-9394
 Fax: (615)329-2008
Rick Blackburn, President, Nashville
Bryan Switzer, VP/GM
Larry King, Dir./Nat'l Promotion

A

AUBERGINE

PO Box 770-270
Park City, UT 84060
(801) 566-1089
Fax: (801) 295-6864
E-mail: aubergine@junc.com
Randy Lovoi, President

AUTONOMOUS RECORDS

1100 Spring Street, Suite 340
Atlanta, GA 30309
(404) 733-5505
Fax: (404) 724-0889
Steve Epstein, President

AVALANCHE RECORDS

12000 West Pico Boulevard, Suite 201
Los Angeles, CA 90064
(310) 477-4645
Fax: (310) 477-5756
E-mail: avalanche@bonaire.com

B

BIG CAT RECORDS

67 Vestry Street, 5th Floor
New York, NY 10013
(212) 941-6060
Fax: (212) 941-8040
Shelley Maples, Label Manager

BLACKHEART RECORDS

155 East 55th Street, Suite 6-H
New York, NY 10022
(212) 644-8900
Fax: (212) 688-1883
Kenny Laguna, President
Julie Rader, 413-774-6484

BLACKHORSE ENTERTAINMENT

1275 East MacArthur Street
Sonoma, CA 95476
(707) 996-2748
Fax: (707) 996-2658
E-mail: transvs@community.net;http://community.net/~transvs
Howard Sapper, President
Kerri Marshall, Promotions

BLIND RECORDS

PO Box 336
North Chili, NY 14514
(716) 594-8123
Fax: (716) 594-8123
E-mail: blindrec@aol.com



BLUE NOTE/METRO BLUE
(incl. World Pacific, Capitol Jazz,
Roulette Jazz, Pacific Jazz,
Manhattan)
(distributed by CEMA)
1290 Avenue Of The Americas,
35th Floor
New York, NY 10104
(212) 492-5300
Fax: (212) 492-5458
Bruce Lundvall, President
Neil Gorov, Consultant/Radio
Promotion
Tom Evered, VP/Marketing



BNA RECORDS
(distributed by BMG)
1 Music Circle North
Nashville, TN 37203-4310
(615) 780-4400
Fax: (615) 780-4475
Dale Turner, VP
Ken Van Durand, VP/Nat'l
Promotion

BONAIRE RECORDS

12000 West Pico Boulevard, Suite 201
Los Angeles, CA 90064
(310) 477-4645
Fax: (310) 477-5756
E-mail: bonaire@bonaire.com

BRAINCHILD RECORDS

PO Box 632981
San Diego, CA 92163-2981
(619) 297-2310
Fax: (619) 297-7246
E-mail: brnchild@aol.com
Dean Whitney
Rex Sampaga

BROTHER RECORDS/BOULDER CREEK ENT. CORP.

4860 San Jacinto Circle West
Fallbrook, CA 92028
(619) 728-1569
Fax: (619) 723-4472
Elliott Lott

C

CABIN FEVER

100 West Putnam Avenue
Greenwich, CT 06830
(203) 863-5251
Fax: (203) 863-5258
Tom Molito, President
Christopher Walker, Dir./Nat'l Promotion

CADENCE JAZZ RECORDS

Cadence Building
Redwood, NY 13679
(315) 287-2852
Fax: (315) 287-2860
Robert D. Rusch, President

CANYON CREEK

(incl. Lemon Square, Branch International,
Yatahey)
PO Box 671008
Dallas, TX 75367-1008
(214) 750-0720
Fax: (214) 987-4638
Bart Barton, President/CEO

CAPITOL

(incl. Blue Note, Manhattan,
Capitol Jazz)
(distributed by CEMA)
1750 North Vine Street
Hollywood, CA 90028
(213) 462-6252

E-mail:

robin@hollywoodandvine.com

Web Site: http://

hollywoodandvine.com

Gary Gersh, President/CEO

Phil Costello, Sr. VP/Nat'l

Promotion

Ritch Bloom, VP/Nat'l

Promotion

Dave Ross, VP/Rock Promotion

Frank Palombi, Sr. Dir./Field

Promotion, Dallas

Brian Rhodes, Sr. Dir./Nat'l

Promotion

Nick Bedding, Nat'l Dir./Adult

Formats

Brian MacDonald, VP/Nat'l

Alternative Promotion

Tommy Daley, Nat'l Dir./Rock

Promotion

1290 Avenue Of The Americas
35th Floor
New York, NY 10104
(212) 492-5300
Fax: (212) 492-5455



CAPITOL NASHVILLE
(distributed by CEMA)
3322 West End Avenue, 11th Floor
Nashville, TN 37203
(615) 269-2050
Fax: (615) 269-2053
Scott Hendricks, President
Bill Catino, Sr. VP/Promotion



CAPRICORN
450 14th Street
Atlanta, GA 30318
(404) 873-3918
Fax: (404) 874-2204
Web Site: <http://www.capri.com>
Jeff Cook, Sr. VP/Marketing & Promotion
Nan Fisher, Dir./Alternative Promotion
Traci McPerson, Nat'l Promotion Coordinator



CAREER RECORDS
7 Music Circle North
Nashville, TN 37203-4310
(615) 313-2400
Fax: (615) 313-2401
Tim Dubois, President
Bobby Kraig, VP/Promotion & Artist Development
Denise Nichols, Dir./Nat'l Promotion

CARIBE RECORDS LTD.
12358 Ventura Boulevard, Suite 305
Studio City, CA 91604
(818) 567-4624
Fax: (818) 567-4219
E-mail: carbierc@aol.com
Randolph Nader, Co-President
Kevin Rix, Co-President
Bernie Corrigan, VP/Promotion

CARMEL
(incl. Rainin' Records, Edgetone, Fountain, KS, Acoustic Moods, Magical Music Express, Nightingale, Navarre Jazz)
(distributed by Carmel Records)
2331 Carmel Drive
Palo Alto, CA 94303
(415) 856-3650
Fax: (415) 856-0371
Donald E. Groshart, Exec. Producer

CASTLE COMMUNICATIONS US INC.
352 Park Avenue South, 10th Floor
New York, NY 10010
(212) 685-6303
Fax: (212) 685-7184

CELESTIAL HARMONIES
(incl. Kuckuck, Black Sun, Fortuna, Monte Video)
(distributed by Musicland, Music Design, Passport Music, Action Music, Valley Record Dist., Paulstarr)
PO Box 30122
Tucson, AZ 85751
(520) 326-4400
Fax: (520) 326-3333
E-mail: 72120,3673@compuserve.com
Web Site: <http://www.harmonies.com>
Eckart Rahn, President

CEXTON
(incl. Anello/Cexton, Blue, Triangle, Raresound, Tobias, Wildcat)
2740 South Harbor Boulevard, Suite K
Santa Ana, CA 92704
(714) 641-1074
Fax: (714) 641-1025
E-mail: john@cexton.com
John Anello Jr., President

CHASE MUSIC GROUP
(incl. Mighty Tiger)
PO Box 11178
Glendale, CA 91226
(818) 507-4240
Fax: (818) 241-9778
E-mail: cmgrec@earthlink.net
William Stilfield, President

CHESKY RECORDS
355 West 52nd Street, 6th Floor
New York, NY 10019
(800) 426-8576, (212) 586-7799
Fax: (212) 262-0314
E-mail: chesky@pipeline.com
Norman Chesky, Co-CEO
David Chesky, Co-CEO

CIMP RECORDS
Cadence Building
Redwood, NY 13679
(315) 287-2852
Fax: (315) 287-2860

CLASSIC RECORDS
1444 North Highland
Hollywood, CA 90028
(800) 457-2577, (213) 466-9694
Fax: (213) 466-1437
Rick Smith
Michael Hobson
Mary Cardas

CLEAR VIEW RECORDS
211 South Beverly Drive, Suite 108
Beverly Hills, CA 90212
(310) 246-0462
Fax: (310) 246-1680
Sunny Sassoon, President

COLUMBIA

COLUMBIA
(incl. Ruffhouse, So So Def)
(distributed by Sony Music)
550 Madison Avenue
New York, NY 10022
(212) 833-8000
Web Site: <http://www.sony.com>
Don Ienner, Chairman/President
Michael Mauldin, Exec. VP/Black Music
Will Botwin, Sr. VP
John Ingrassia, Sr. VP
Jerry Blair, Sr. VP/Promotion
Jim Delbalzo, Sr. VP/Album Promotion
Jon Leshay, Sr. VP/Special Projects
Kid Leo, VP/Album Promotion
Roland Lewis, Acting VP/Urban Promotion
Paul Rappaport, VP/Artist Development
Liz Pokora, Nat'l Dir./Pop & Crossover Promotion
Jim Burruss, Sr. Dir./Operations
Kevin Gore, Sr. Dir./Jazz Promotion & Marketing
John Strazza, Sr. Dir./Crossover Promotion
Charlie Walk, VP/Pop Promotion
Elaine Locatelli, Sr. Dir./AC Promotion
Jon Cohen, Dir./Alternative Promotion

2100 Colorado Boulevard
Santa Monica, CA 90404
(310) 449-2903
Chris Woltman, West Coast Dir./Nat'l Promotion
Ken James, Dir./R&B Album Promotion, West Coast

C

CONCORD

(incl. Concord Jazz, Concord Vista, Concord Picante, Concord Concerto, The Jazz Alliance, The Blues Alliance, Stretch Records)

PO Box 845

Concord, CA 94522

(510) 682-6770

Fax: (510) 682-3508

Allen Farnham, Radio Promotion/East

Stan Dunn, Radio Promotion/West

CONTINUUM

(distributed by UNI Distribution)

380 Ludlow Avenue

Cranford, NJ 07016

(908) 709-0011, (310) 328-5055

Fax: (908) 709-0641

Alex Miller, GM

Roger Holdredge, VP/Sales & Marketing

Nicole Dinkle, Nat'l Dir./Promotion

COUNTRY INTERNATIONAL

(incl. Merry-Go-Round, Ford, Emkay)

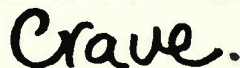
23 Music Circle East

Nashville, TN 37203

(615) 244-7457

Fax: (615) 789-3247

Sherman Ford, President


CRAVE RECORDS

20 West 55th Street, 9th Floor

New York, NY 10019

(212) 893-1852

Fax: (212) 893-1860

Rick Bisceglia, President

Lisa Wolfe, VP/Promotion

Morace Landy, VP/R&B Promotion

Dawn Fox, Dir./Nat'l Promotion


CRITIQUE RECORDS

50 Cross Street

Winchester, MA 01890

(617) 729-8137

Fax: (617) 729-2320

E-mail: critiquer@aol.com

Carl Strube, President

John "J.C." Colasanti, VP/

Promotion

1114 17th Avenue South Suite 105

Nashville, TN 37212

(615) 321-4548

Fax: (615) 321-5205

Wade Conklin, Label Mgr.

CSI

5384 Blair Road

Cohutta, VA 30710

(706) 694-4142

Fax: (706) 694-4127

E-mail: jsbwiz@aol.com

Web Site: <http://members.aol.com/jsbwiz>

Jay Scott Berry, CEO

Mayr, President

Cassandra Stish, VP/Marketing & Promotion

CTI RECORDS

88 University Place

New York, NY 10003

(212) 645-9302

Fax: (212) 727-0415

John W. Taylor, VP/Operations

Dave Anderson, Radio Promotion, Nat'l Marketing


CURB NASHVILLE

(distributed by WEA)

47 Music Square East

Nashville, TN 37203

(615) 321-5080

Fax: (615) 327-3003

Web Site: <http://www.curb.com>

Mike Curb, Chairman

Dennis P. Hannon, Sr. VP/

Marketing/GM

John Brown, VP/Nat'l Country

Promotion

Claire West, VP/Contemporary

Christian & AC

Gerrie McDowell, Dir./Nat'l

Country Promotion

Sue Austin, Dir./Creative Services


CURB UNIVERSAL

(distributed by UNI)

3907 West Alameda Avenue

Suite 102

Burbank, CA 91505

(818) 843-0378

Fax: (818) 843-0601

Mike Curb, Chairman

Carson Schreiber, VP

Curb/Universal Nashville

43 Music Square East

Nashville, TN 37203

(615) 742-3332

Fax: (615) 255-3370

Gerrie McDowell, VP/Nat'l

Country Promotion

D

DANGER RECORDS

400 Franklin Street

Braintree, MA 02184

(617) 848-8200

Fax: (617) 843-0826

Lenny Collins, President

Fred Danner, VP/Operations


DECCA RECORDS

60 Music Square East

Nashville, TN 37203

(615) 244-8944

Fax: (615) 880-7475, (615) 242-0941

Web Site: [http://decca-](http://decca-nashville.com)

[nashville.com](http://decca-nashville.com)

Bruce Hinton, Chairman

Shelia Shipley Biddy, Sr. VP/

GM

Mark Wright, Sr. VP/A&R

John Lytle, VP/Nat'l Promotion

DEF JAM RECORDINGS INC.

160 Varick Street, 12th Floor

New York, NY 10013

(212) 229-5266

Fax: (212) 229-5296

Wes Johnson, Sr. VP/Promotion

Kevin Liles, GM/Promotion

DELICIOUS VINYL

6607 Sunset Boulevard

Los Angeles, CA 90028

(213) 465-2700

Fax: (213) 465-8926

Rick Ross, VP

Karen Hogan, GM

Frank Higgenbotham, Nat'l Promotion

Eric Calvo, Record Pool/Promotion

Coordinator

DENON/SAVOY JAZZ

200 West 57th Street, Suite 907

New York, NY 10019

(212) 581-2550

Fax: (212) 581-2591

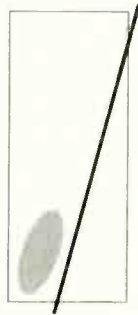
Katsuhiko Fujii, GM/Dir.

Daniel Marx, Nat'l Media & Marketing Mgr.

Visit R&R's Web Site:
<http://www.rronline.com>

D
•
E

D



DISCOVERY

DISCOVERY

2034 Broadway
Santa Monica, CA 90404
(310) 828-1033
Fax: (310) 828-9763
Syd Birenbaum, President/CEO
Leigh Armistead, Nat'l NAC/AC/
Jazz Promotion

DOCTOR DREAM RECORDS

(distributed by Abbey Road, Bayside, Select-O-Hits, Sound of California, Dutch, East India Trading Co, Twin Cities, Cargo In Canada, CD One Stop, Rotz Records)
841 West Collins Avenue
Orange, CA 92667
(714) 997-9387
Fax: (714) 997-0184
E-mail: doctordrm@aol.com
David Hayes, CEO

DOLCE & NUIT PRODUCTIONS

PO Box 1071
Melrose, MA 02176-0007
(954) 340-1133
Fax: (954) 340-1133
E-mail: mattntp@aol.com
Matt Johnson, President

DOMO RECORDS INC.

245 South Spalding Drive, Suite 105
Beverly Hills, CA 90212
(310) 557-2100
Fax: (310) 557-1894
E-mail: domo@domo.com
Eiichi Naito, President
Penny Muck
Mitch Rabin

D'VILLE RECORD GROUP

1310 Clinton Street, Suite 215
Nashville, TN 37203
(615) 320-8855
Fax: (615) 320-1030
E-mail: truth2@aol.com; dville1@aol.com
Ron Lasalle, President/CEO
Catherine Douglas, Sr. Dir./Nat'l Promotion

E

EDUCATIONAL SONGS INTERNATIONAL INC.

Children's Division of S.O.S. Worldwide Music Productions Inc.
PO Box 800555
Miami, FL 33280-0555
(305) 653-5321, (305) 932-2384
Fax: (305) 654-8082, (305) 932-2888
E-mail: 76402.1537@compuserve.com
Sylvia Ozner Segal, President/USA
Amiel Moskona-France, President/International

ELATION ARTISTS

9200 West Cross Drive, Suite 510
Littleton, CO 80123
(800) 453-8437, (303) 973-8291
Fax: (303) 973-8499
E-mail: etherean@aol.com
Chad Darnell



ELEKTRA ENTERTAINMENT GROUP

(distributed by WEA)
75 Rockefeller Plaza, 15th Floor
New York, NY 10019
(212) 275-4000
Fax: (212) 974-9314

Web Site: <http://www.elektra.com>

Sylvia Rhone, Chairman/CEO
Seymour Stein, President
Aaron Levy, Vice Chairman/COO
Alan Voss, Executive VP/GM
Greg Thompson, Sr. VP/
Promotion

Steve Heldt, Sr. VP/Sales
Richard Nash, Sr. VP/R&B
Promotion

Bill Pfordresher, VP/Promotion
George Cappellini, VP/Rock
Promotion

Matt Pollack, VP/Alternative
Promotion

Dana Keil, Sr. Dir./Nat'l AC Promotion

Don Coddington, Sr. Dir./Pop
Promotion

Diane Valensky, Sr. Dir./Video
Promotion

Tom Maffei, Sr. Dir./Crossover
Promotion

Lisa Michelson-Sonkin, Sr. Dir./AAA
Pete Rosenblum, Dir./Nat'l

Alternative Promotion
Erik Olesen, Dir./National Promotion

Matt Levy, Dir./Nat'l Secondaries

Larry Max, Dir./Video Promotion
Mark Snider, Dir./Nat'l Promotion

Mike DePippa, Mgr./College
Promotion

Rana Alem, Mgr./Nat'l Promotion

345 North Maple Drive, Suite 123
Beverly Hills, CA 90210

(310) 288-3800
Fax: (310) 274-9491

Linde Thurman, Sr. Dir./Nat'l AC
Promotion

Mike Whited, Dir./Nat'l Top 40
Promotion

Al Tavera, Dir./Rock Promotion,
West Coast

Margie Weatherly, Dir./Nat'l
Alternative Promotion



NOW AVAILABLE ON
A SUBSCRIPTION BASIS.

ONLY \$75.00 FOR AN
ANNUAL SUBSCRIPTION.

(SEMIANNUAL EDITIONS)

(Single copies are available for \$50.00.)

PLEASE CALL

310 • 788 • 1625

E

EMI CHRISTIAN MUSIC GROUP

(incl. Sparrow Records, Vireo)
101 Winners Circle
PO Box 5085
Brentwood, TN 37024-5010
(800) 347-4777, (615) 371-6800
Fax: (615) 371-4015
E-mail: jim.houser@emimusic.com
Michelle Younkman, Mgr./Nat'l Promotion
Jim Houser, Mgr./Nat'l Promotion

EMI Records**EMI RECORDS GROUP —
NORTH AMERICA**

(incl. EMI, SBK, Chrysalis,
Pendulum)
(distributed by EMD)
1290 Avenue Of The Americas
New York, NY 10104
(212) 492-1200
Fax: (212) 245-4115
Web Site: <http://www.rockonline.com/emi/>
Charles Koppelman, Chairman
Davitt Sigerson, President/CEO
Peter Napoliello, Sr. VP/
Promotion
Michael Steele, VP/Top 40
Promotion
Dave Rosas, Sr. VP/R&B
Promotion
Nick Bull, Sr. Dir./Alternative
Promotion
Diane Gentile, Sr. Dir./Rock
Promotion
Tony Shelton, Sr. Dir./Rap &
Street Promotion
Etoile Shapiro, Nat'l Dir./AC
Promotion
Chris Gordon, Mgr./Nat'l Video
Promotion

THE ENCLAVE

THE ENCLAVE
936 Broadway, 5th Floor
New York, NY 10010
(212) 253-4970
Fax: (212) 253-4993
Tom Zutaut, President
Valerie DeLong, Head/
Promotion



epic

EPIC

(incl. Epic Associated)
(distributed by Sony Music)
550 Madison Avenue,
21st & 22nd Floors
New York, NY 10022-3211
(212) 833-8000
Web Site: <http://www.sony.com>
Dave Glew, Chairman
Richard Griffiths, President,
Epic Assoc./Exec. VP, Epic
Tony Martell, Sr. VP, Epic Associated
Craig Lambert, Sr. VP
Stu Bergen, VP/Alternative Music
Ron Cerrito, VP/Artist Development
John Boulos, VP/Promotion
Dale Connone, VP/Nat'l Singles
Promotion
Dwayne Cunningham, VP/Black
Music Promotion
Laura Curtin, VP/Rock Promotion
Harvey Leeds, VP/Promotion
2100 Colorado Avenue
Santa Monica, CA 90404
(310) 449-2100
Fax: (310) 449-2932
Steve Einzsig, VP/Marketing
34 Music Square East
Nashville, TN 37203
(615) 742-4321
Fax: (615) 742-4338
Allen Butler, Executive VP/GM
Jack Lameier, Sr. VP/Nat'l
Promotion
Doug Johnson, Sr. VP
Rob Dalton, Sr. Promotion Dir.



Epitaph

EPITAPH RECORDS
2798 Sunset Boulevard
Hollywood, CA 90026
(213) 413-7353
Fax: (213) 413-9678
Brett Gurewitz, President
Robbie Hanjobbie, Promotion
Michael Schumbait, Promotion

EUREKA RECORDS US

9005 Burton Way, Suite 406
Los Angeles, CA 90048
(310) 859-9482
Joel Wertman, GM

F

F&L

(incl. Progress, W.T.M.)
PO Box 23333
Nashville, TN 37203
(615) 292-3611
Bobby Fischer, President

F2 ENTERTAINMENT

2170 South Parker Road, Suite 115
Denver, CO 80231
(800) 783-4487, (303) 755-2546
Fax: (303) 755-2617
E-mail: fsquared@fsquared.com
Web Site: <http://www.fsquared.com>

FANTASY INC.

(incl. Contemporary, Fantasy, Galaxy, Good
Time Jazz, Milestone, Pablo, Prestige,
Riverside, Specialty, Stax, Takoma, Kicking
Mule)
Tenth and Parker
Berkeley, CA 94710
(510) 549-2500
Fax: (510) 486-2015
E-mail: pjones@fantasyjazz.com
Ralph Kaffel, President
Phil Jones, Executive VP
John Rogers, Jazz Radio Promotion

FEA

432 North Clermont Avenue
Margate, NJ 08402
(609) 823-2777
Fax: (609) 822-4759
E-mail: mpedicin@waldenu.edu
Michael Pedicin, President

57 RECORDS

3155 Roswell Road, Suite 330
Atlanta, GA 30305
(404) 237-5757
Fax: (404) 237-5739
Brendan O'Brien, CEO
Mala Sharma, GM

FLY RECORDS INC.

231 Main Street
Farmingdale, NY 11735
(516) 249-3313
Fax: (516) 293-4641
E-mail: freco13@aol.com
Stan Stecker, CEO
Tom Chianti, President
Linda Stecker, Exec. VP
Iana Ohrenstien, VP/Promotion &
Marketing

FRONTIER

PO Box 22
Sun Valley, CA 91353
(818) 506-6886
Fax: (818) 506-0723
E-mail: frontiermo@aol.com
John Troutman, Minister/Propaganda

G



GEFFEN

GEFFEN/DGC

(distributed by MCA/UNI)
9130 Sunset Boulevard
Los Angeles, CA 90069
(310) 278-9010

Fax: (310) 271-4563

Web Site: <http://www.geffen.com>
<http://www.iuma.com/dgc/>;

Ed Rosenblatt, Chairman/CEO

Bill Bennett, President

Bob Catania, VP/Promotion

**Steve Leavitt, Dir./Nat'l CHR
Promotion**

**Craig Coburn, Mgr./Nat'l CHR
Promotion/Information Dir.**

**Warren Christensen, Dir./Nat'l
AOR Promotion**

**Ted Volk, Dir./Nat'l Alternative
Promotion**

**Gaby Skolnek, Dir./West Coast
Alt. Promotion**

**Alex Coronfly, Dir./AC/NAC/
Jazz Promotion**

**David Grant, Mgr./College
Promotion**

1755 Broadway
New York, NY 10019
(212) 841-8600

Fax: (212) 247-8852

**Steve Kline, Dir./East Coast Top
40 Promotion**

**Ross Zapin, Dir./East Coast Alt.
Promotion**



GIANT RECORDS

1514 South Street
Nashville, TN 37203
(615) 256-3110

Fax: (615) 742-1560

James Stroud, President

Alan Shapiro, GM

Bill Mayne, Sr. VP/Promotion

**Jack Purcell, Sr. Dir./Nat'l
Promotion**

**GNP CRESCENDO RECORD COMPANY
INC.**

(incl. Creative World)
8400 Sunset Boulevard, Suite 4-A
Los Angeles, CA 90069
(213) 656-2614
Fax: (213) 656-0693
Gene Norman, President
Neil Norman, VP

GOLD CITY RECORDS INC.

10 Deepwell Farms Road
South Salem, NY 10590
(914) 533-5096
Fax: (914) 533-5097
Chris Jasper, President
Margie Jasper, VP/General Counsel

GOLDEN GATE RECORDS

PO Box 4100
Santa Cruz, CA 95063
(408) 476-6068
Fax: (408) 478-6104
E-mail: music@garylamb.com
Gary Lamb, President

GRASS RECORDS

72 Madison Avenue, 8th Floor
New York, NY 10016
(212) 843-8300
Fax: (212) 843-0786
Alan Meltzer, President
Jeff Aber, Sr. VP/Operations
Shanna Fischer, VP/Promotion



GRP RECORDING COMPANY

(including Blue Thumb Records,
GRP Records, Impulse!)
(distributed by MCA/UNI)

555 West 57th Street
New York, NY 10019
(212) 424-1000

Fax: (212) 424-1007

Web Site: <http://www.grp.com>

**Suzanne Berg, Sr. VP/
Promotion**

**Duke Dubois, Sr. Dir./Nat'l Jazz
Promotion**

GTSP RECORDS

825 Eighth Avenue, 26th Floor
New York, NY 10019
(212) 333-8106
Fax: (212) 333-8402
E-mail: gtsjoze@aol.com;
gtsrecords@aol.com
Web Site: <http://www.tesh.com>



GUARDIAN RECORDS

810 Seventh Avenue
New York, NY 10019
(212) 603-8700

Fax: (212) 603-8711

E-mail: mlpipes@aol.com
**Susanne White, Dir./Nat'l
Promotion**

**Mark Pipes, Sr. Coordinator/
Marketing & Promotion**

H

HEADS UP INTERNATIONAL LTD.

PO Box 976
Lynnwood, WA 98406
(206) 349-1200
Fax: (206) 349-1166
E-mail: dave@headsup.com
Dave Love

HEARTBEAT RECORDS

One Camp Street
Cambridge, MA 02140
(617) 354-0700
Fax: (617) 491-1970

**HEARTS OF SPACE/WORLD CLASS/
FATHOM**

PO Box 31321
San Francisco, CA 94131
(415) 242-8888
Fax: (415) 759-1166
E-mail: info@hos.com
**Audrey Howe, Mgr./Radio Promotions &
Advertising**
Jennifer Daunt, Radio Promotion

HIGH ROCKET RECORDS

(Incl. High Sky Records)
11311 Audella Road, Suite 283
Dallas, TX 75243
(214) 348-4151, (210) 599-7741
Fax: (214) 783-0444
Dick Michaels, President

HIGHER OCTAVE MUSIC

23852 Pacific Coast Highway, Suite 2C
Malibu, CA 90265
(310) 589-1515
Fax: (310) 589-1525
Web Site: <http://www.higheroctave.com>
Matt Marshall, President
Scott Bergstein, Sr. VP

Visit R&R's Web Site:
<http://www.rronline.com>

H

HIGHTONE

220 4th Street, Suite 101
Oakland, CA 94607
(510) 763-8500
Fax: (510) 763-8558

Darrell Anderson, Dir./Nat'l Promotion



R E C O R D S

HOLLYWOOD

(distributed by PGD)

500 South Buena Vista Street
Burbank, CA 91521
(818) 560-5670

Fax: (818) 567-4837

Bob Pfeifer, President

John Fagot, King

Tim Burruss, VP/Promotion

Michael Motta, Nat'l Dir./

Promotion

Joel Habbeshaw, Nat'l Dir./

Promotion

Jeff Marks, Nat'l Dir./Promotion

Frank Murray, Nat'l Dir./

Promotion-N.Y.

Peter Shaev, Nat'l Dir./

Promotion-N.Y.

Will Knapp, Metal/College

Promotion

Michael Lieberman, NAC/

College Promotion

IGUANA RECORDS

30 Glen Street
White Plains, NY 10603
(914) 428-8600
Fax: (914) 949-5005
E-mail: iguana@inch.com
Carl Porcaro

THE IMAGO RECORDING COMPANY

530 Broadway
New York, NY 10012
(212) 343-3400
Fax: (212) 343-3344
E-mail: info@imagorec.com
Terry Ellis
Clay W. Farmer


IMPRINT RECORDS

209 10th Avenue South, Suite 500
Nashville, TN 37203
(615) 244-9585

Fax: (615) 244-9586

Roy Wunsch, CEO

Bud Schaetzle, President

Wayne Halper, CFO

Anne Weaver, VP/Promotion

Connie Baer, VP/Marketing &

Artist Devel.

Tracy Gershon, VP/A&R

**INTERSCOPE**

10900 Wilshire Boulevard, 12th Floor
Los Angeles, CA 90024
(310) 208-6547

Fax: (310) 208-7343

Ted Field

Jimmy Iovine

Tom Whalley

David Romano

David Cohen

Steve Berman

Lori Earl

James Evans

Howard Geiger

Step Johnson

Lynn McDonnell

Michael Papale

Paula Tuggey

540 Madison Avenue, 7th Floor
New York, NY 10022
(212) 508-5900

Fax: (212) 980-7042

Jeff Anderson

John Kohl

Rob Tarantino

Intersound®**INTERSOUND**

PO Box 1724
Roswell, GA 30077

(404) 664-9262

Fax: (404) 664-7316

Don Johnson, President

Bryan Hadley, Executive VP

Lynn Forman, Mgr./Nat'l Promotion

J.W. Sewell, Dir./So-Lo Jam

Ron Patterson, Dir./Urban

George Collier, VP/Country

James Bullard, VP/Gospel

**ISLAND****ISLAND RECORDS**

(incl. 4th & Broadway, Great
Jones, Mango, Axiom)
(distributed by PGD)

Worldwide Plaza

825 Eighth Avenue

New York, NY 10019

(212) 333-8000

Fax: (212) 333-8142

Hooman Majd, Executive VP

Pat Monaco, Sr. VP/GM

Joe Riccitelli, Sr. VP/Promotion

Jeff Appleton, VP/Promotion

Jessica Harley, Head/Rock

Promotion

Marthe Reynolds, Sr. Dir./

Crossover Promotion

Ed Green, Dir./CHR Promotion

Paul Langton, Associate Dir./

Alternative Promotion

Debbie Cerchione, Dir./AC

Promotion

Tina Dunn, Dir./Video Promotion

John Rosenfelder, Mgr./Non-

Commercial Radio

Stacey Snowden, Nat'l

Promotion Coordinator

8920 Sunset Boulevard

Los Angeles, CA 90069

(310) 276-5400

Fax: (310) 247-8264

Vicki Leben, VP/Promotion

Howie Miura, Sr. Dir./Alternative

Promotion

Linda Murdock, Sr. Dir./CHR

Promotion

ICHIBAN

(incl. Naked Language, Sky, Techno 404,
Wrap, Wild Dog, Ichiban International)

PO Box 725188

Atlanta, GA 31139

(770) 427-1318

Fax: (770) 427-6032

John Abbey, President

Randy Saad, VP/Nat'l Radio Promotion

Van James, VP/R&B/Urban Radio Promotion

"Easy Lee" Moyer, R&B/Urban Radio

Promotion

Mike Kondo, Nat'l Top 40/Dance Promotion

Lindsay Shannon, Nat'l Rock/Alternative

Promotion

Lisa Campbell, Nat'l Top 40 Promotion

Howard Petruziello, Nat'l Rock/Alternative

Promotion

ISLAND INDEPENDENT LABELS

(incl. Mango, 4th & Broadway, G-Zone, Gee Street Independent, Island Jamaica, Axiom, Margaritaville, Quango, Hola)
825 Eighth Avenue, 24th Floor
New York, NY 10019
(212) 333-8000
Fax: (212) 995-7857
E-mail: squag@aol.com
John Jr., Nat'l Mgr./Club/Mix-Show Promotion

J

Jazzology/GHB

1206 Decatur Street
New Orleans, LA 70116
(504) 525-1776
Fax: (504) 523-2629
George H. Buck Jr., President

JERDEN

PO Box 4608
Rolling Bay, WA 98061
(206) 780-0857
Fax: (206) 780-0859
Jerry Dennon, President
Bob Wikstrom, GM



JIVE

(distributed by BMG)
137-139 West 25th Street,
11th Floor
New York, NY 10001
(212) 727-0016
Fax: (212) 645-3783
Barry Weiss, President
Jack Satter, Sr. VP/Pop Promotion

JUSTICE RECORDS

3215 West Alabama
Houston, TX 77098
(713) 520-6669
Fax: (713) 525-4444
E-mail: justice@justicerecords.com
Gary Moore, VP/Sales & Marketing
Larry Wall, National Promotions Manager

JVC Music

(incl. jmi Records)
3800 Barham Boulevard, Suite 305
Los Angeles, CA 90068
(213) 878-0101
Fax: (213) 878-0202
E-mail: jvcm@pacifinet.net
Del Costello, GM
Takao Tsutsumi, VP/Business Affairs
Dan Davis, VP/Marketing & Distribution
Jeff Neben, VP/Promotion
David Kunert, Nat'l Promotion Dir.
Paul Perrodin, Nat'l Urban Promotion Mgr.

K

K-tel International (USA) Inc.

(incl. K-tel, K-tel Country, K-tel Latin, ERA, Nouveau, AJK, Arrival, Dominion, K-Tel Irish, Coldfront, Kid-Tel, Chuckle, Audioscope)
2605 Fernbrook Lane North
Minneapolis, MN 55447
(612) 559-6800
Fax: (612) 559-6803
Mary Kuehn, VP/Business Affairs
Dennis Hofer, VP/Sales
Bill Hallquist, Mgr./Entertainment Marketing

KAUPP RECORDS

(distributed by Cal-Centron/Merri-Webb Production) (affiliated with Kaupp's & Robert Publishing Co, BMI, Most Wanted Bookings)
PO Box 5474
Stockton, CA 95205
(209) 948-8186, (209) 942-2129
Fax: (209) 942-2163
Nancy L. Merrihew, President
Robert Merrihew, VP

L

LaFACE RECORDS

One Capital City Plaza
3350 Peachtree Road, Suite 1500
Atlanta, GA 30326
(404) 848-8050
Fax: (404) 848-8051
Antonio Reid, Co-President
Kenneth Edmonds, Co-President

LASERLIGHT

(distributed by Delta Music)
2500 Broadway, Suite 380
Santa Monica, CA 90404-3601
(310) 453-9504
Fax: (310) 828-2154
E-mail: info@deltamusic.com
Michael McClain, President

LAURIE

(incl. Nalli, Playback, Happy Hour, Cafe, World Alchemy, Vision Quest, Connoisseur Records, American Jukebox, Silver City)
1411 West Emily Court
Abingdon, MD 21009
(800) 344-8249
Fax: (410) 676-2003
Ron Bollon, President

LEFT FIELD RECORDS INC.

PO Box 3273
New York, NY 10008-3273
(212) 912-1260
Fax: (212) 321-9108
Harvey L. Freedman, President

LIVING MUSIC

(distributed by Distribution North America)
PO Box 72
Litchfield, CT 06759
(860) 567-8796
Fax: (860) 567-4276
E-mail: pwclmr@aol.com
Paul Winter, President

LMR STREET

(distributed by Indi)
1344 Broadway, Suite 208
Hewlett, NY 11557
(516) 569-1995
Fax: (516) 569-1464



LONDON RECORDS

(incl. ffr, Slash, MoWax, Payday)
825 Eighth Avenue, 23rd Floor
New York, NY 10019
(212) 333-8507
Fax: (212) 333-8030
E-mail: amreggie@aol.com
Peter Koepke, President
Bob Biggs, Sr. VP
Bill Carroll, VP/Alternative Promotion
Anne Marie Reggie, Sr. Dir./Pop & Crossover Promotion
Matt Smith, Alternative/College Radio
Guy Leger, Nat'l Mix Show Promotion

LOOKOUT! RECORDS

PO Box 11374
Berkeley, CA 94712-2374
(510) 849-8300
Fax: (510) 849-0512
E-mail: info@lookoutrecords.com
Lawrence Hayes, President

LOWRY MUSIC PUBLISHING CO. INC.

3051 Clairmont Road NE
Atlanta, GA 30329
(404) 325-0832
Fax: (404) 325-1075
E-mail: mark.dorminy@sid.net
Bill Lowery
Butch Lowery, CEO

L

LUCKY RECORDS

10 NW 6th Avenue
Portland, OR 97209
(503) 248-1988
Fax: (503) 227-4418
Bill Hall Jr.
David Leiken
Tarshene Watkins

LUKE RECORDS/LUTHER CAMPBELL MUSIC

8400 NE Second Avenue
Miami, FL 33138
(305) 757-1969
Fax: (305) 757-3456
Luther Campbell, President

M

MACOLA RECORD GROUP INC.

115 West Torrance Boulevard, Suite 200
Redondo Beach, CA 92077
(310) 937-3789
Fax: (310) 937-3793
Don Macmillan, President
Amy Bliss, Marketing & Promotions

**MAGNATONE RECORDS**

1516 16th Avenue South
Nashville, TN 37212
(615) 383-3600
Fax: (615) 383-0020
Colin Stewart, President
**Chuck Rhodes, Sr. VP/
Promotion & Marketing**

MAMMOTH

101 B Street
Carrboro, NC 27510
(919) 932-1882
Fax: (919) 932-1885
E-mail:
airwaves@mammoth.com
Jay Faires, President
**Sean Maxson, Nat'l Dir./Radio
Promotion**

**MAVERICK****MAVERICK RECORDING COMPANY**

(distributed by Sire/Warner Bros./
WEA)

8000 Beverly Boulevard
Los Angeles, CA 90048
(213) 852-1177
Fax: (213) 852-1505
Madonna, Co-CEO
Freddy DeMann, Co-CEO
Ronnie Dashev, Executive VP
Russ Rieger, GM
Terry Anzaldo, Head/Promotion
Tommy Nappi, Nat'l Promotion
**Darren Eggleston, Rock
Promotion**
**Sherri Trahan, Alternative
Promotion**
**Lelle Lutts, AAA/College
Promotion**

MAYHEM/FIERCE RECORDINGS

(distributed by ALD/Indi)
285 West Broadway, Suite 300
New York, NY 10013
(212) 226-7272
Fax: (212) 941-9409
E-mail: flg@earthlink.net
Mark Puma, President
Paul Bibeau, GM
Kevin Rose, Dir./Promotions
Rich Burke, College Promotions

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

MCA**MCA**

(distributed by Universal)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000
Web Site: [http://www.mca.com/
mca_records](http://www.mca.com/mca_records)
**Doug Morris, Chairman,
Universal Music Group**
Jay Boberg, President
**Mel Lewinter, Co-Chairman/
COO**
**Abbey Konowitch, Executive
VP**
**Ken Wilson, President/Black
Music**
Skip Bishop, Sr. VP/Promotion
Mark Gorlick, Sr. VP/Promotion
**David Fleischman, VP/AOR
Promotion**
**Bobby Shaw, VP/Dance
Promotion**
**Stanley Winslow, VP/R&B
Promotion**
**Bruce Reiner, VP/Pop &
Crossover Promotion**
**Lisa Cristiano, VP/Alternative
Promotion**
John Sigler, VP/Rock Promotion
**Dennis Boerner, VP/Video &
Alternative Promotion**
**Susan Greenwood, Sr. Dir./
Alternative Promotion**
**Jan Teifeld-Krum, Nat'l Dir./Pop
Promotion**
1755 Broadway, 8th Floor
New York, NY 10019
(212) 841-8000
Fax: (212) 397-1403
**Paul Barrette, East Coast
Promotion Director**
60 Music Square East
Nashville, TN 37203
(615) 244-8944
Fax: (615) 880-7425
**Bruce Hinton, Chairman/
Nashville**
Tony Brown, President/Nashville
**Scott Borchetta, Sr. VP/Nat'l
Promotion**
**David Haley, Nat'l Promotion
Director**

M

M



MCG/CURB

3907 West Alameda Avenue,
Suite 101
Burbank, CA 91505
(818) 843-1616
Fax: (818) 843-5429
Mike Curb, Chairman
John Curb, VP/Promotion
Gaylen Adams, Dir./Nat'l Promotion

MEGAFORCE

PO Box 779
New Hope, PA 18938
(215) 862-5411
Fax: (215) 862-9470
Jon Zazula, CEO
Marsha Zazula, President
Missi Callazzo, Nat'l Promotion
Murray Richman, CFO



MERCURY

(distributed by PGD)
825 Eighth Avenue, 19th Floor
New York, NY 10019
(212) 333-8000
Fax: (212) 333-8245
Danny Goldberg, President/CEO
David Leach, Executive VP
Wayman Jones, Sr. VP/
Marketing & R&B Promotion
Steve Ellis, VP/Promotion
Kerry Wood, VP/AC Promotion
Tony Smith, VP/Singles & Field
Promotion
Drew Murray, Sr. Dir./Rock Promotion
Michael Idlis, Dir./Alternative
Promotion
David Einstein, Dir./Adult Rock
Promotion
Bill Cason, Mgr./NAC & AC
Secondaries
66 Music Square West
Nashville, TN 37203
(615) 320-0110
Fax: (615) 329-9619
Luke Lewis, President
Larry Hughes, VP/Nat'l Country
Promotion
Norbert Nix, VP/Promotions &
Artist Development
Pat Surnegie, VP/West Coast
Promotion

MERIDIAN RECORDS

1310 Clinton Street, Suite 217
Nashville, TN 37203
(615) 327-9389
Fax: (615) 322-5396
E-mail: truthz@aol.com;tuneden@aol.com
Ron LaSalle, President/CEO
Jimmy Miller, Nat'l Dir./Media Relations
Catherine Douglas, Nat'l Dir./Radio
Promotion
Nate Bishop, Mgr./College Promotions

MESA/BLUEMOON

(distributed by WEA)
9229 Sunset Boulevard
Los Angeles, CA 90069
(310) 205-7445
Fax: (310) 205-5911
Jim Snowden, President
George Naufal, Executive VP

METAL BLADE

(distributed by Priority, R.E.D.)
2345 Erringer Road, Suite 108
Simi Valley, CA 93065
(805) 522-9111
Fax: (805) 522-9380
E-mail: mtblbrdcs@aol.com
Brian Slagel, CEO
Mike Faley, President
Tracy Vera, Executive VP

METROPOLITAN RECORDING CORP.

900 Passaic Avenue
East Newark, NJ 07029
(201) 483-8080
Fax: (201) 483-0031
E-mail: metropol@mars.superlink.net
Jerry R. Salerno, Esq., President
Jason McFadden, Dir./Nat'l Promotion
Marcy Salerno, Dir./Operations
Laura Hurowitz, Retail & Club Promotion

DICK MICHAELS PRODUCTIONS

11311 Audella Road, Suite 283
Dallas, TX 75243
(214) 348-4151, (210) 599-7741
Fax: (214) 783-0444
Dick Michaels, President

MIRAMAR

200 Second Avenue West
Seattle, WA 98119
(206) 284-4700
Fax: (206) 286-4433
E-mail: miramar@usa.net
G. Paul Sullivan, President



MJJ Music

(distributed by Sony Music)
2100 Colorado Avenue
Santa Monica, CA 90404
(310) 449-2960
Fax: (310) 449-2959
Jerry Greenberg, President
Patricia Bock, VP/Promotion

MOBILE FIDELITY

105 Morris Street
Sebastopol, CA 95472-3857
(707) 829-0134
Fax: (707) 829-3746
E-mail: mofi@mofi.com
Herbert Belkin, President

MODERN RECORDS

6535 Wilshire Boulevard, Suite 101
Los Angeles, CA 90048
(213) 658-7600
Fax: (213) 656-9532
Paul Fishkin, President/CEO



MoJAZZ RECORDS

5750 Wilshire Boulevard
Los Angeles, CA 90036
(213) 634-3521
Fax: (213) 461-4853
James Cochran, Sr. VP/R&B
Promotion
Bruce Walker, GM
Doc Remer, Dir./Nat'l Promotion
& Marketing
Eric Talbert, Associate Director

MOONSHINE MUSIC

8525 Santa Monica Boulevard
West Hollywood, CA 90069
(310) 652-8145
Fax: (310) 652-8146
E-mail: mail@moonshine.com
Jonathan Levy, CEO
Stephen Levy, President
Jeremy Brown, VP/Nat'l Promotion

Visit R&R's Web Site:
<http://www.rronline.com>

M

**MOTOWN**

(distributed by PGD)

825 8th Avenue, 29th Floor

New York, NY 10019

(212) 445-3353

Clarence Avant, Chairman**Steve Corbin, Executive VP/GM****James Cochran, Sr. VP/R&B**

Promotion

Barbara Seltzer, VP/Pop

Promotion

Davey Ingenloff, Sr. Dir./Pop

Promotion

Barry O'Neil, Operations

Manager/R&B Promotion

Lisa Bronitt, Operations

Manager/Pop Promotion

MTM ENTERTAINMENTA Division Of The Family Channel
12700 Ventura Boulevard, Suite 300

Studio City, CA 91604

(818) 755-2578

Fax: (818) 755-2447

Tony Thomopoulos, CEO**Al Kasha, President/Head of A&R****MUTE**

140 West 22nd Street, 10th Floor

New York, NY 10011

(212) 255-7670

Fax: (212) 255-6056

Mark Fotiadis, VP/GM

N

NARADA MEDIA

(incl. Sona Gaia, Enso)

(distributed by UNI)

4650 North Port Washington

Milwaukee, WI 53212

(414) 961-8350

Fax: (414) 961-8351

E-mail: kdamian@narada.com

NESAK INTERNATIONAL

21000 Boca Rio Road, Suite A15

Boca Raton, FL 33433

(407) 477-6422

Fax: (407) 477-3120

Martin Kasen, President**NEW ALLIANCE**

(distributed by SST)

PO Box 1389

Lawndale, CA 90260

(310) 590-8900

Fax: (310) 590-8513

Greg Ginn, Owner**NEW FACES**

5948 Little Brook Way

Columbus, OH 43232

(614) 755-9565, (614) 755-9996

Fax: (614) 866-2636

Eddie Powell, Owner**Dave Segel, Owner****NEXT PLATEAU RECORDS INC.**

536 Broadway

New York, NY 10012

(212) 274-7500

Fax: (212) 941-0509

Eddie O'Loughlin, President**Dale Roadcap, Executive VP/GM****Heidi Jo Spiegel, Sr. VP/Promotion****NMC RECORDS**

PO Box 725188

Atlanta, GA 31139

(770) 509-9600

Fax: (770) 509-5600

E-mail: nmcrc@aol.com

Nina Easton, President**Bruce Negrin, Dir./Nat'l Radio Promotion****NOTEWORTHY RECORDS**

25825 104th Avenue SE, Suite 258

Kent, WA 98031

(206) 292-0989

Fax: (206) 292-0988

Kathy Monahan**NOVEMBER RECORDS INC.**

1040 Avenue Of The Americas, 20th Floor

New York, NY 10018

(212) 302-7018

Fax: (212) 302-6933

E-mail: novrec@aol.com

Ken Fehskens, President**Nigel Morgan, CFO****Al Wester, VP/GM****NYC MUSIC GROUP**

(incl. NYC, Exit Nine)

275 West 10th Street

New York, NY 10014

(212) 627-9426

Fax: (212) 633-9773

E-mail: mmvibe@earthlink.net

Mike Mainieri, President

O

OMAHA

(incl. Creative Energy Prods, Living Proof)

PO Box 4187

Omaha, NE 68104

(402) 551-0123

Tony Pflug, President**ORIGINAL SOUND**

(incl. Now)

7120 Sunset Boulevard

Los Angeles, CA 90046

(800) 225-4487, (213) 851-2500

Fax: (213) 851-8162

E-mail: origsnd@aol.com

Joanna L. Morones, Executive Assistant/**Sales & Promotions**

P

PANDISC MUSIC CORP.

6157 NW 167th Street, Suite F-9

Miami, FL 33015

(305) 557-1914

Fax: (305) 557-9262

E-mail: pandisc@quadzone.com

Bo Crane, President**Nat Rew, VP/GM****Hadassa Fyfe, Urban Promotion****PDS**

(incl. Universal Jazz, Paradigm, Pryme

Tyme, PDS Associated, ADJ's House)

PO Box 191

New York, NY 10116-0191

(800) 473-7550

Fax: (800) 810-6693

Peter Coldhouse, VP/GM**Derrick Shivers, Dir./Nat'l Promotion****PENTHOUSE MUSIC**

6728 Eton Avenue

Canoga Park, CA 91303

(818) 992-4777

Fax: (818) 992-4979

Toni Biggs Andrews, President**P.E.P. RECORDS**

1341 North Delaware Avenue

Philadelphia, PA 19125

(215) 425-8682

Fax: (215) 425-4376

Ernest Cimadamore, President**PERSPECTIVE RECORDS**

(distributed by MCA)

1416 North La Brea Avenue

Hollywood, CA 90028

(213) 856-2717

Fax: (213) 856-2640

Gwen Irby, GM**Eric Thrasher, Sr. VP/Promotion****Rodney Shealey, Dir./Nat'l Promotion****PM**

(incl. Plug)

176 Irving Place

Basking Ridge, NJ 07920-3082

(908) 604-6275

Fax: (908) 604-6298

E-mail: gperla@ccinyc.com

Gene Perla, President

P
•
R

P



POLYDOR RECORDS

1416 North La Brea Avenue
Hollywood, CA 90028
(213) 856-6600

Fax: (213) 856-6610

Nick Gatfield, President
Dave Darus, VP/Promotion & Marketing

825 Eighth Avenue
New York, NY 10019
(212) 603-3905

Fax: (212) 603-3919
Denis McNamara, VP/ International A&R

POSITIVE MUSIC

PO Box 1521
Columbia, MD 21044
(410) 750-3813
Fax: (410) 750-1897
E-mail: positivemu@aol.com
Ken Navarro, President
Kristin Leonhard, VP

PRA RECORDS

1543 7th Street, 3rd Floor
Santa Monica, CA 90401
(310) 393-8283
Fax: (310) 393-9053
E-mail: pra@prarecords.com
Patrick Rains, President
Ted Joseph, Marketing & Promotion



PRIORITY

6430 Sunset Boulevard, Suite 900
Hollywood, CA 90028
(213) 467-0151

Fax: (213) 856-0150

Bryan Turner, President/CEO
Mark Cerami, President/Sales
Stephen Drath, GM
Andrew Shack, Sr. VP/Business Affairs/Soundtracks
Marc Benesch, Sr. VP/ Promotion & Marketing
Sean Lynch, VP/Promotion
Shellie Fontana, VP/Video Promotion
Jae Scott, Dir./Urban Promotion
Kelly Woo, Dir./Mix Show Promotion
Rod Edwards, Dir./College Promotion

PROFILE ENTERTAINMENT

740 Broadway, 7th Floor
New York, NY 10003
(212) 529-2600
Fax: (212) 420-8216
Steve Plotnicki, President
Fred Feldman, VP/Promotion & Marketing
Hazel Zaleta, Mgr./CHR Promotion
Mel Plowden, Mgr./Urban Radio Promotion
Jim Mahoney, Pop Promotion Coordinator

PROPHECY ENTERTAINMENT

11150 West Olympic Boulevard
Los Angeles, CA 90069
(310) 205-6471
Fax: (310) 288-4506
Tom Korstad, President
1050 Bluff Pass North
Chaska, MN 55318

PYRAMID RECORDS GROUP INC.

1208 Lula Lake Road
Lookout Mountain, TN 37350
(423) 821-2667, (706) 820-2356
Fax: (706) 820-0539
Scott MacLellan

Q

QUALITY

(incl. Pump)
15260 Ventura Boulevard, Suite 980
Sherman Oaks, CA 91403
(818) 905-9250
Fax: (818) 905-7533
Tom Yamamoto, President
Steve Allison, Nat'l Promotion

QUARK

(incl. Outer Limits)
PO Box 7320
FDR Station
New York, NY 10150
(212) 838-6775
Fax: (212) 838-6775
E-mail: quarkent@aol.com
Curtis Urbina, President



QWEST

(distributed by Warner Bros.)
3800 Barham Boulevard, Suite 503
Los Angeles, CA 90068
(213) 874-7770
Fax: (213) 874-2299
Mark Persaud, Executive VP

R



RADIOACTIVE

8570 Hedges Place
Los Angeles, CA 90069
(310) 659-6598
Fax: (310) 659-1679
Web Site: <http://radioactive.net>
Gary Kurfurst, President
Brendan Bourke, GM
Kerry Marsico, Nat'l Promotion/ West Coast
John DiMaio, Nat'l Promotion/ East Coast

RAZOR & TIE ENTERTAINMENT

214 Sullivan Street, Suite 4A
New York, NY 10012
(212) 473-9173
Fax: (212) 473-9174
Cliff Chenfeld, co-President
Craig Balsam, co-President
Liz Opoka, Dir./Radio Promotion
Edith Bellinghausen, Marketing Coordinator



RCA

(incl. Rendezvous, Novus, Bluebird)
(distributed by BMG)
1540 Broadway, Times Square
New York, NY 10036
(212) 930-4000
Fax: (212) 930-4512
Promotion Fax: (212) 930-4546
Promotion Fax: (213) 468-4031
Butch Waugh, Sr. VP/Nat'l Promotion
Geary Tanner, VP/Nat'l Promotion
Eric Murphy, Nat'l Dir./Top 40
Bonnie Goldner, VP/Pop Promotion
Ron Poore, VP/Alternative Promotion
Michael Johnson, VP/Urban Promotion
Dave Loncao, VP/Rock Promotion
8750 Wilshire Boulevard
Beverly Hills, CA 90211
(310) 358-4000
Fax: (310) 358-4031
Kevin Evans, Sr. VP/Black Music
1 Music Circle North
Nashville, TN 37203
(615) 664-1200
Fax: (615) 664-1276
Joe Galante, Chairman/RLG
Dale Turner, VP/Promotion RLG
Mike Wilson, VP/Promotion

R

REAL MUSIC

85 Libertyship Way, Suite 207
Sausalito, CA 94965
(415) 331-8273
Fax: (415) 331-8278
E-mail: realmuse@aol.com



entertainment

RED ANT ENTERTAINMENT

9777 Wilshire Boulevard, Suite 600
Beverly Hills, CA 90212
(310) 247-1133
Fax: (310) 246-5977
Randy Phillips, President
Nancy Levin, Sr. VP
Steve Zap, VP/Pop Promotion
Randy Miller, GM

RELATIVITY

79 Fifth Avenue, 16th Floor
New York, NY 10003
(212) 337-5300
Fax: (212) 337-5353
Sal Licata, President
Kevin Carroll, VP/Promotion



**ADDITIONAL
COPIES OF THE R&R
"RATINGS REPORT
& DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

**REPRISE**

(incl. American Recordings, 4AD,
Maverick, Qwest, Sire, Slash,
Tommy Boy, Earthbeat!)
(distributed by WEA)
300 Warner Boulevard
Burbank, CA 91505
(818) 846-9090
Fax: (818) 846-8474

Web Site: <http://repriserec.com/>

Howie Klein, President
Rich Fitzgerald, Exec. VP/GM
**Sandy Alouette, VP/East Coast
Label Mgr.**
Steve Tipp, Sr. VP/Promotion
**Marc Ratner, VP/Singles
Promotion**
**Michael Linehan, VP/Rock
Promotion**
Bob Divney, VP/Alt Promotion
Rich Garcia, Dir./AAA Promotion
Bob Weil, Dir./Singles Promotion
Jann Hendry, Dir./Rock Promotion
**Jay Harding, Mgr./College/
Alternative Promotion**
**Sergio Goncalves, Assoc. Dir./
Crossover/Special Projects
Promotion**
**Irene Vargas, Mgr./AC
Promotion**
**Ann Hesem, Mgr./Singles
Promotion**
**Phyllis Palmetto, Mgr./Nat'l
Promotion**
**Joann Bianchi, Mgr./Nat'l
Promotion**

75 Rockefeller Plaza
New York, NY 10019
(212) 275-4500
Fax: 275-4595

**Jennifer Henry, Dir./AC
Promotion**
**Tom Cunningham, Mgr./Singles
Promotion**

20 Music Square East
Nashville, TN 37203
(615) 748-8000
Fax: (615) 327-4252

Jim Ed Norman, Chairman
Eddie Reeves, Sr. VP/GM
**Bill Mayne, Sr. VP/Nat'l
Promotion, Nashville**
Jack Purcell, Dir./Nat'l Promotion

RESTLESS

(incl. Twin/Tone, Medium Cool, Spanish Fly,
On-U Sound)
(distributed by Alternative Distribution
Alliance)
1616 Vista Del Mar
Hollywood, CA 90028
(213) 957-4357
Fax: (213) 957-4355
Rich Schmidt, VP/Marketing

**REVOLUTION**

(distributed by WEA)
8900 Wilshire Boulevard
Suite 200
Beverly Hills, CA 90211
(310) 289-5500
Fax: (310) 289-5501
Irving Azoff, Owner
**Missy Worth, Sr. Creative
Executive**
Gary Poole, Rock Promotion
**Doug LaGambina, Alternative
Promotion**
**Jean Johnson, Top 40/AAA
Promotion**

RGB RECORDS

PO Box 31321
San Francisco, CA 94131
(415) 242-8888
Fax: (415) 759-1166
E-mail: info@hos.com
**Audrey Howe, Mgr./Radio Promotions &
Advertising**
Jennifer Daunt, Radio Promotion

RHINO

(incl. Word Beat, Tomato, Forward, Kid
Rhino, Skanless, Avenue, Pyramid)
(distributed by WEA)
10635 Santa Monica Boulevard
Los Angeles, CA 90025-4900
(310) 474-4778
Fax: (310) 441-6575
Web Site: [http://www.w2.com/
rhincatalog.html](http://www.w2.com/rhincatalog.html)
Richard Foos, President
Harold Bronson, Managing Director
Jim Neill, Sr. Dir./Nat'l Promotion

RHYTHM SAFARI

(distributed by Priority)
19528 Ventura Boulevard, Suite 577
Tarzana, CA 91356
(818) 343-3087
Fax: (818) 344-9638
Hilton Rosenthal, President
Magda Summerfield, Dir./Nat'l Promotion

R
•
S

R



RISING TIDE

RISING TIDE

48 Music Square East
Nashville, TN 37203
(615) 254-5050
Fax: (615) 313-3700,
(615) 313-3800

Ken Levitan, President
Joel Hoffner, VP/Sales &
Marketing
Tim Murphy, VP/Promotion
Rick Moxley, Nat'l Dir./Promotion

RIVER NORTH JAZZ

610 North Fairbanks Court
Chicago, IL 60611
(312) 944-1107
Fax: (312) 944-1810
Lynette Brockett

RIVER NORTH RECORDS

RIVER NORTH NASHVILLE

1222 16th Avenue South,
3rd Floor
Nashville, TN 37212
(615) 327-0770
Fax: (615) 327-0011
Eddie Mascolo, VP/GM
Kevin Herring, VP/Promotion
Grace Paden, Promotion
Coordinator
Michelle Brown, Dir./Publicity

ROADRUNNER RECORDS

536 Broadway, 4th Floor
New York, NY 10012
(212) 274-7500
Fax: (212) 219-0301
Jeb Hart, Sr. VP/Label GM
Billy Cox, VP/Promotion
Mark Abramson, Nat'l Dir./Rock Promotion



ROUNDER

ROUNDER

(incl. *Flying Fish*, *Bullseye Blues*,
Philo, *Daring*, *Dead Reckoning*,
Upstart)

1 Camp Street
Cambridge, MA 02140
(617) 354-0700

Fax: (617) 354-4840

E-mail: bradp@rounder.com
Brad Paul, VP/Nat'l Promotion
John Cain, Blues & Jazz
Promotion

Shay Quillen, Folk/Rock/
Bluegrass/World Promotion
Leslie Rouffe, AAA & American
Promotion

RYKODISC

(incl. *Hannibal*, *Gramavision*)
Shetland Park
27 Congress Street
Salem, MA 01970
(508) 744-7678
Fax: (508) 741-4506
E-mail: promo@rykodisc.com
Don Rose, President
Peter Wright, GM
Mike Marrone, Dir./Promotion
Jamie Canfield, Mgr./Nat'l Promotion

S

SATELLITES RECORDS

400 West 43rd Street, Room 15D
New York, NY 10036
(212) 736-4202
Fax: (212) 268-3115
E-mail: satellites@earthlink.net
Web Site: <http://www.satellitesrecords.com>
Ryo Kawasaki

SEA BREEZE

(incl. *Night Life*)
PO Box 11267
Glendale, CA 91226
(818) 242-2093
Danny Beher, Owner

SELECT

16 West 22nd Street, 10th Floor
New York, NY 10010
(212) 691-1200
Fax: (212) 691-3375
Fred Munao, President
Greg Riles, VP

SERENITY

PO Box 168
8016 Marion Drive
Maria Stein, OH 45860
(419) 925-1215
Fax: (419) 925-1216
Jim Moeller, Owner

SHANACHIE ENTERTAINMENT

(incl. *Yazoo*)
(distributed by *Koch International*)
37 East Clinton Street
Newton, NJ 07860
(201) 579-7763
Fax: (201) 579-7083
Richard Nevins, President/CEO
13 Laight Street
6th Floor
New York, NY 10019
(212) 334-0284
Fax: (212) 334-5207
Randall Grass, GM
R. Wayne Martin, Executive VP
Lee Goldstein, Nat'l Dir./Marketing
Cindy Bryan, Dir./Nat'l Promotion
Frank Ritchie, Radio Promotion
4207 York Boulevard
Los Angeles, CA 90065
(213) 258-3817
Fax: (213) 258-3875
Claudia Navarro, Nat'l Dir./Promotion

SHEFFIELD LAB RECORDINGS

408 Bryant Circle, Suite C
Ojai, CA 93023-4210
(800) 576-4745
Fax: (800) 576-5640
Tom Volpe

SILVERTONE RECORDS

SILVERTONE RECORDS

137-139 West 25th Street, 11th Floor
New York, NY 10001
(212) 727-0016
Fax: (212) 645-3783
John Butler, Dir./Nat'l
Promotion
Michael Tedesco, Dir./
Silvertone North America

SILVER WAVE RECORDS INC.

PO Box 7943
Boulder, CO 80306
(303) 443-5617
Fax: (303) 443-0877
E-mail: info@silverwave.com
James Marienthal, President

S

SIN-DROME RECORDS LTD.

(incl. CGR Productions, Vie Records)
18344 Oxnard Street, Suite 101
Tarzana, CA 91356
(818) 344-8880
Fax: (818) 344-8882
Henry Marx, President

SIX-ONE-FIVE

PO Box 110829
Nashville, TN 37222
(615) 776-2060
Fax: (615) 776-2181
Bill Wence, President

SLASH

(distributed by ADA, WEA)
7381 Beverly Boulevard
Los Angeles, CA 90036
(213) 937-4660
Fax: (213) 933-7277
Bob Biggs, President
Mark Trilling, Executive VP
Michelle Zichella, Dir./Marketing & Promotions
Kerry Murphy, Nat'l Radio Promotion

SOLAR RECORDS

(distributed by J. Hines Co.)
1635 North Cahuenga Boulevard
Los Angeles, CA 90028
(213) 461-0390
Fax: (213) 461-9032
Dick Griffey, Chairman
Virgil Roberts, President

SONIC IMAGES

PO Box 691626
West Hollywood, CA 90069
(213) 650-1000, (213) 650-4000
Fax: (213) 650-1016
E-mail: sonicimages@sonicimages.com
Christopher Franke, President
Roger Lifeset, Radio Promotion

**NEED
MORE
COPIES?**

**ADDITIONAL COPIES OF
THE R&R "RATINGS
REPORT & DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**

**SONY 550 MUSIC**

550 Madison Avenue
New York, NY 10022-3211
(212) 833-8000
Fax: (212) 833-5441
Web Site: <http://www.sony.com>
Polly Anthony, President
John Doelp, Executive VP
Vince Bannon, Sr. VP/Artist Development
Hilary Shaev, Sr. VP/Promotion
Joel Klaiman, VP/Alternative Music
Vivian Scott, VP/Black Music
Tom Bracamontes, VP/Black Music Promotion
Dave Gottlieb, VP/Marketing
Desiree Schuon, Dir./Pop Promotion
Jo Hodge, Dir./Alternative Promotion
Randy Franklin, Dir./Black Music Promotion
Doug Movehil, Dir./Video Promotion
2100 Colorado Boulevard
Santa Monica, CA 90404
(310) 449-2100
Fax: (310) 449-2932
Neda Leppard Tobin, VP/Rock Promotion/Field Operations

**SOR**

1300 Division Street, 3rd Floor
Nashville, TN 37203
(800) 264-2054, (615) 255-3009
Fax: (615) 255-6282
Ray Pennington, President
Buzz Ledford, Dir./Nat'l Promotion

S.O.S. WORLDWIDE PRODUCTIONS INC.

20416 NE 10th Court Road
PO Box 800555
Miami, FL 33280
(305) 653-5321
Fax: (305) 654-8082
E-mail: 76402.1537@compuserve.com
Sylvia Ozner Segal, President
Amiel Moskona-France, Music Director

SOUND WAVE

(distributed by WEA)
333 Washington Boulevard, Suite 101
Marina Del Rey, CA 90292
(310) 306-5105
Fax: (310) 822-1122
Rick Laudati, President

SOVEREIGN

1501 Broadway, Suite 1310
New York, NY 10036
(212) 730-4848
Fax: (212) 730-4858
Ruby Fisher, President

SUBPOP RECORDS

1932 1st Avenue, Suite 1103
Seattle, WA 98101
(206) 441-8441
Fax: (206) 441-8245
E-mail: susiet@subpop.com
Susie Tennant, Nat'l Dir./Promotion

SUGAR HILL

(incl. Pamlico Sound)
(distributed by Koch International, Record Depot)
PO Box 55300
Durham, NC 27717-5300
(919) 489-4349
Fax: (919) 489-6080
Barry Poss, President
Gail High, Radio Coordinator

SUGO MUSIC

790 Main Street
Half Moon Bay, CA 94019
(415) 726-0696
Fax: (415) 726-0698
E-mail: cddirect@sugomusic.com
Jeremy Hale, President
Scott Kellner, VP/Marketing

T

Telarc International

23307 Commerce Park Road
Cleveland, OH 44122-5804
(216) 464-2313
Fax: (216) 360-9663, (216) 464-4108
E-mail: kathydejohn@telarc.com

TOMMY BOY MUSIC INC.

902 Broadway, 13th Floor
New York, NY 10010
(212) 388-8300
Fax: (212) 388-8400
Tom Silverman, Chairman
Monica Lynch, President
Mike Becce, Dir./Nat'l CHR Promotion
Stacy Scott LaCroix, Dir./Urban Promotion

TON RECORDS

6201 Sunset Boulevard, Suite 77
Hollywood, CA 90028
(213) 467-6002
Fax: (213) 467-7737
E-mail: tonrecords@aol.com
Web Site: <http://www.tonrecords.com>
R.J. Vasquez, President/Director

T
•
V

T

TONE CASUALTIES/CASUAL TONALITIES

1258 North Highland Avenue
Hollywood, CA 90038

(213) 463-0145

Fax: (213) 463-8709

E-mail: mena@netscape.com

Mike Mena, Dir./Operations

TOPNOTCH ENTERTAINMENT CORP.

(incl. TopNotch Records)

(distributed by MS Distribution)

PO Box 1515

Sanibel Island, FL 33957-1515

(941) 982-1515

Fax: (941) 472-5033

E-mail: topnotchcd@aol.com

Vincent M. Wolanin, President/CEO

TRAUMA RECORDS

15165 Ventura Boulevard,
Suite 320

Sherman Oaks, CA 91403

(818) 382-2515

Fax: (818) 990-2038

E-mail: debbtrauma@aol.com

Danny Ostrow, Promotion

TRILOKA RECORDS/WORLDLY MUSIC

(distributed by Navarre)

306 Catron

Sante Fe, NM 87501

(505) 820-2833

Fax: (505) 820-2834

E-mail: triloka@roadrunner.com

Mitchell Markus, President

Carlos Ruis, Dir./Promotion

TRISTAR MUSIC

79 Fifth Avenue

New York, NY 10003

(212) 337-5400

Fax: (212) 337-5433

E-mail: howard_gabriel@sonymusic.com

Sal Licata, President

Howie Gabriel, VP/GM

TSR

18653 Ventura Boulevard, Suite 513

Tarzana, CA 91356

(818) 705-3512

Fax: (818) 705-3403

Tom Hayden, President

Visit R&R's Web Site:
<http://www.rronline.com>



TVT RECORDS

(incl. Wax Trax!, Blunt
Recordings)

23 East Fourth Street

New York, NY 10003

(212) 979-6410

Fax: (212) 979-8375

(212) 979-6489

E-mail: radio@tvtreports.com

Web Site: <http://www.tvtreports.com>

Steve Gottlieb, President

Vera Savcic, GM

John Perrone, Dir./Nat'l

Alternative/Adult Radio Promotion

Gary Jay, Dir./Nat'l Alternative/
Adult Radio Promotion

Sudi Gaasche, Dir./Rock/Metal
Promotion

Zach Lanier, Alternative Radio
Promotion

Anya Feldman, College Radio
Promotion

Mark Jackson, Dir./West Coast
Radio Promotion

Eddy Calibrutto, Club Promotion/
Marketing

Chris "Hitman" Thomas, Dir./
Urban Promotion

Keith "Wok" Watts, Dir./Mix
Show Promotion

George "Geo" Scott, College/
Record Pool Promotion

EI-Ness Moreland, Rap
Promotion

TWILIGHT SOULS MUSIC

505 South Beverly Drive, Suite 716

Beverly Hills, CA 90212

(213) 656-1394

Fax: (310) 843-3999

Michael Parker, VP/Promotion

TWINTONE

2217 Nicollet Avenue South

Minneapolis, MN 55404

(612) 874-2400

Fax: (612) 874-2430

Paul Stark, President

TWISTED RECORDS

594 Broadway, Suite 310

New York, NY 10012

(212) 941-9484

Mike Bergin, Radio Promotion

U

UNDER COVER MUSIC GROUP NY

622 Broadway, Suite 3B

New York, NY 10012

(212) 777-2661

Fax: (212) 777-3068

E-mail: ucmny@aol.com

Jerome Tokarz, President

UNITY ENTERTAINMENT GROUP/ COUNTDOWN RECORDS

207 Ashland Street

Santa Monica, CA 90405

(310) 581-2700

Fax: (310) 581-2727

E-mail: unitylab1@aol.com

Robert Tauro

Hyman Katz

Bill Clodfelter

Chris Maggione



UNIVERSAL RECORDS

1325 Avenue of the Americas,
5th Floor

New York, NY 10019

(212) 373-0770

Fax: (212) 489-8195

Jean Riggins, President/Black
Music

Steve Leeds, Sr. VP/Promotion

Monte Lipman, VP/Promotion

Howard Leon, Nat'l Dir./
Alternative & Rock Promotion

Charlie Foster, Sr. Nat'l Dir./Top
40 Promotion

V

VALLEY VUE

555 Commercial Road, Suite 10

Palm Springs, CA 92262

(619) 778-6510, (619) 778-6509

Michael Dion, VP/GM

VANGUARD RECORDS

1299 Ocean Avenue, Suite 800

Santa Monica, CA 90401

(310) 451-5727

Fax: (310) 394-4148

E-mail: vanguardrec@aol.com

Christine Hamilton, CEO

Meg MacDonald, Dir./Promotion



THE VERVE GROUP
(incl. Verve, Verve Forecast, Antilles, i.e. music, and Harmolodic)
(distributed by PGD)
Worldwide Plaza
825 Eighth Avenue
New York, NY 10019
(212) 333-8000
Fax: (212) 333-8194
Web Site: <http://www.jazzonln.com/jazz/verve.htm>
Chuck Mitchell, Sr. VP/GM
Rachel Lewis, Dir./Nat'l Promotion
Bud Harner, Mgr./West Coast Promotion

VICTORY MUSIC INC.
(distributed by A&M)
3800 Barham Boulevard, Suite 305
Los Angeles, CA 90068
(213) 874-3388
Fax: (213) 874-3405
Phil Carson, President

VIE RECORDS
(distributed by Ms Distributing)
28205 Agoura Road
Agoura Hills, CA 91301
(818) 889-1000
Fax: (818) 889-1208
E-mail: dianeve@aol.com
Diane Ricci, Marketing

NEED MORE COPIES?

ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.

PLEASE CALL
310 • 788 • 1625



VIRGIN RECORDS
(incl. PointBlank, PointBlank Classics, Virgin Movie Music, Charisma Records, America, Noo Trybe, Vernon Yard Recordings)
(distributed by CEMA)
338 North Foothill Road
Beverly Hills, CA 90210
(310) 278-1181
Fax: (310) 288-2433
Web Site: <http://www.vmg.co.uk/>
Phil Quartararo, President
Michael Plen, Sr. VP/Promotion
Dwight Bibbs, VP/R&B Promotion
Al Moinet, VP/Promotion
Jeffrey Naumann, VP/Promotion
Bob Frymire, Sr. Dir./Operations, Promotion & Mktg.
Dawn Hood, Sr. Dir./Nat'l Alternative Promotion
Rick Squillante, Dir./Nat'l Dance Promotion
Susie Steiner, Dir./Nat'l Promotion/Artist Rel.
Tom Delaney, Dir./Nat'l College Promotion
1790 Broadway 20th Floor
New York, NY 10019
(212) 332-0400
Fax: (212) 765-0989
Scott Douglas, Nat'l Director/Alternative

VOYAGER
(distributed by MCA)
812 West Darby Road
Havertown, PA 19083
(610) 446-7100
Fax: (610) 446-7721
Denny Somach, President



WALT DISNEY RECORDS
350 South Buena Vista Street
Burbank, CA 91521-6230
(818) 973-4370
Fax: (818) 953-9910
Carolyn Beug, Sr. VP

WARLOCK RECORDS INC.
(incl. Quality, Ligosa, High Power, Idlers, Fever, So Deff, Loud House, Reel Life Prod., Omyx, Warlock Classics, Funky Base, Pump, G.W.K., S.D.E.G., Represent Ent., Cheetah Records)
122 East 25th Street, 6th & 7th Floors
New York, NY 10010
(212) 673-2700
Fax: (212) 677-7666, (212) 677-2515
Adam Levy, President
Joey Bonner, VP



WARNER BROTHERS
(incl. American Recordings, 4AD, Maverick, Qwest, Sire, Slash, Tommy Boy, Earthbeat!, Music for Little People)
(distributed by WEA)
3300 Warner Boulevard
Burbank, CA 91505
(818) 846-9090 Fax: (818) 846-8474
Web Site: <http://www.wb>
Stu Cohen, Sr. VP/Promotion
Denise Brown, Sr. VP/Black Music
Kenny Puvogel, VP/Promotion
A.D. Washington, Sr. VP/Marketing & Promotion
Barney Kilpatrick, Dir./Nat'l Singles Promotion
Ed Nuhfer, Mgr./Nat'l Singles Promotion
Nancy Stein, Dir./Nat'l Promotion
Dave Lombardi, Dir./Nat'l Promotion
Chris Jonz, Sr. Dir./Jazz Promotion
Tom Biery, Dir./Nat'l Alternative Promotion
75 Rockefeller Plaza
New York, NY 10019
(212) 275-4500
Fax: (212) 275-4595
Matt Pierson, Sr. VP/Jazz & Progressive
Debra Lewow, Nat'l Dir./Jazz & Progressive Promotion
Stacy LaCroix, Dir./Nat'l Black Music Promotion
Hilda Williams, Dir./Co. Nat'l Black Music Promotion
Valarie Moses, East Coast Album Promotion
Dave Dannheisser, Dir./Nat'l Album Promotion
20 Music Square East
Nashville, TN 37203
(615) 748-8000
Fax: (615) 214-1475
Jim Ed Norman, Chairman
Eddie Reeves, Sr. VP/GM
Bill Mayne, Sr. VP/Promotion, Nashville
Rick Baumgartner, Dir./Nat'l Promotion

W
•
Z

W

WAVEFORM

(distributed by Navarre)
PO Box 1310
Mill Valley, CA 94942
(415) 383-8886
Fax: (415) 383-8488
E-mail: waveform@well.com
Mike Barnett, President
Forest, VP



WAY COOL MUSIC

Box 100
Sunset Beach, CA 90742
(310) 592-6157
Fax: (310) 592-6373
Mike Jacobs, Head Dumbass & CEO
Michael Prince, VP/Promotion

WCG/HARVEST MUSIC

7807 East Greenway, Suite 6
Scottsdale, AZ 85260
(602) 951-2324
Fax: (602) 951-4202
Sam Rodenberger

WELK MUSIC GROUP

(incl. Vanguard, Ranwood)
1299 Ocean Avenue, Suite 800
Santa Monica, CA 90401
(310) 451-5727
Fax: (310) 394-4148
E-mail: vangardrec@aol.com
Christine Hamilton, CEO

WILD PITCH

89 5th Avenue, Suite 308
New York, NY 10003
(212) 929-0222
Fax: (212) 924-7206
Stu Fine, President

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625



WINDHAM HILL/HIGH STREET RECORDS

(incl. Dancing Cat)
8750 Wilshire Boulevard
Beverly Hills, CA 90211-2713
(310) 358-4845
Fax: (310) 358-4802
E-mail: vernilej@windham.com
Web Site: <http://www.windham.com/>
Crystal Ann Lea, Mgr./Nat'l Non-Commercial Radio Promotion
1540 Broadway, 33rd Floor
New York, NY 10036-4098
(212) 930-7083
Fax: (212) 930-4827
Dave Morrell, Nat'l Promotion Mgr.

WORK

WORK GROUP

(distributed by Sony Music)
2100 Colorado Boulevard
Santa Monica, CA 90404
(310) 449-2666
Fax: (310) 449-2095,
(310) 449-2350
Jeff Ayeroff, Co-President
Jordan Harris, Co-President
Burt Baumgartner, GM
Pam Edwards, VP/Rock Promotion
Justin Fontaine, VP/Top 40 Promotion
Geordie Gillespie, Nat'l Dir./Alternative Promotion
Johnny Coppola, Sr. Dir./Nat'l Promotion
Dennis Reese, Dir./East Coast Promotion
Laura Kim, Mgr./Nat'l Alternative Promotion

WORLD DISC PRODUCTIONS INC.

915 Spring Street
Friday Harbor, WA 98250
(360) 378-3979
Fax: (360) 378-3977

WORLD DOMINATION

(distributed by Red Dist.)
3575 Cahuenga Boulevard West, Suite 450
Los Angeles, CA 90068
(213) 850-0254
Fax: (213) 874-6246
E-mail: dave@world-dom.com;
ultmode@earthlink.net
Dave Allen, President
Rosie Estrada, Nat'l Dir./Alternative Promotion

Y

YOU GUYS RECORDS

490 North Steel Street
Ishpeming, MI 49849
(906) 485-5595
Fax: (906) 485-5039
E-mail: youguys1@up.net

Z

ZEBRA RECORDS

200 Bell Canyon Road
Bell Canyon, CA 91307
(818) 346-6666
Fax: (818) 346-5072
Ricky Schultz, President



ZOO ENTERTAINMENT

(incl. Volcano Ent.)
(distributed by BMG)
8750 Wilshire Boulevard
Beverly Hills, CA 90211
(310) 358-4200
Fax: (310) 358-4207
Lou Maglia, President
Doug Ingold, Sr. Dir./Alternative Promotion

Visit R&R's Web Site:
<http://www.rronline.com>



A

ALLIED

RADIO PARTNERS

ALLIED RADIO PARTNERS

100 Park Avenue
New York, NY 10017
(212) 309-9099

Fax: (212) 309-9079, (212) 309-9088

Warner Rush, Sr. Managing Partner

Anthony Fasolino, Managing Partner

Paul Anovick, Managing Partner

Mike Bellantoni, Managing Partner

Bob Lion, Partner

Atlanta (770) 953-0417

Los Angeles (310) 474-7620



C



CABALLERO SPANISH MEDIA

CABALLERO SPANISH MEDIA

261 Madison Avenue, 18th Floor
New York, NY 10016
(212) 697-4120

Fax: (212) 697-9152

Eduardo Caballero, CEO

Ramon J. Pineda, President

Chicago (312) 616-7290

Dallas (214) 522-1888

Kansas City (816) 471-5502

Los Angeles (310) 441-8121

Miami (305) 285-3210

San Antonio (210) 220-3777

San Francisco (415) 772-2740



B

BANNER RADIO

125 West 55th Street, 4th Floor
New York, NY 10019-5366
(212) 424-6150

Fax: (212) 424-6180, (212) 424-6192

Mike Chires, President

Atlanta (404) 365-3060

Boston (617) 357-1670

Chicago (312) 755-3960

Dallas (214) 999-2148

Detroit (810) 614-7060

Los Angeles (213) 966-5000

New York (212) 424-6160

Houston (713) 961-2974

Minneapolis (612) 339-9904

Philadelphia (215) 564-2533

St. Louis (314) 421-0888

San Francisco (415) 281-2477

Seattle (206) 441-4242

Visit R&R's Web Site:
<http://www.rronline.com>

CBS RADIO SALES

CBS RADIO SALES

100 Park Avenue
New York, NY 10017
(212) 309-9300

Fax: (212) 309-9393

Michael Weiss, President

Chad Brown, VP/GM

Tony Miraglia, VP/GM

Peggy Kafka, VP/GM

Sue McNamara, VP/GM

Chicago (312) 616-7230

Dallas (972) 518-9612

Los Angeles (310) 441-8150



NEED MORE COPIES?

ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.

PLEASE CALL

310 • 788 • 1625

CHRISTAL RADIO

125 West 55th Street, 6th Floor
New York, NY 10019-5366
(212) 424-6150

Fax: (212) 424-6508

Bill Fortenbaugh, President

Atlanta (404) 365-3040

Boston (617) 357-1660

Chicago (312) 755-3920

Dallas (214) 999-2166

Detroit (810) 614-7230

Los Angeles (213) 966-5180

Minneapolis (612) 333-8833

New York (212) 424-6500

Philadelphia (215) 564-4561

Portland (503) 222-2122

St. Louis (314) 421-4946

San Francisco (415) 957-9960

Seattle (206) 284-5088



RADIO SALES

CLEAR CHANNEL

Corporate Headquarters

100 Park Avenue

New York, NY 10017

(212) 309-9250

Fax: (212) 309-9272

Bob Turner, President

Atlanta (770) 661-6100

Boston (617) 426-5444

Chicago (312) 616-7280

Dallas (972) 756-2115

Detroit (810) 353-7910

Los Angeles (310) 441-8180

Philadelphia (215) 732-9520

St. Louis (314) 231-0114

San Francisco (415) 772-2770



COMMERCIAL MEDIA SALES INC.

1439 Denniston Street

Pittsburgh, PA 15217

(412) 421-2600

Fax: (412) 421-6001

CONCERT MUSIC BROADCAST SALES (CMBS)

100 Park Avenue, 5th Floor

New York, NY 10017

(212) 309-9370

Fax: (212) 309-9380

E-mail: peter_cleary@interep.com

Peter J. Cleary, President

Roy C. Lindau, VP/GM

Atlanta (770) 661-6129

Chicago (312) 616-7290

Dallas (214) 518-9630

Detroit (810) 540-8660

Los Angeles (310) 441-8120

New York (212) 532-1900

San Francisco (415) 772-2777

D
•
L

D



Danuta Rosowsky

D&R RADIO

100 Park Avenue, 5th Floor
New York, NY 10017
(212) 309-9000

Fax: (212) 309-9030

Jacqui Rossinsky, President

Atlanta	(770) 859-0026
Boston	(617) 426-8487
Chicago	(312) 616-7210
Dallas	(972) 518-9620
Detroit	(810) 357-0900
Los Angeles	(310) 441-8130
Minneapolis	(612) 333-2626
Philadelphia	(215) 985-1494
St. Louis	(314) 241-7799
San Francisco	(415) 772-2730



E

EASTMAN RADIO

125 West 55th Street, 5th Floor
New York, NY 10019-5366
(212) 424-6400

Fax: (212) 424-6407, (212) 424-6415

Carl Butrum, President

Atlanta	(404) 365-3090
Boston	(617) 357-1666
Chicago	(312) 755-3940
Dallas	(214) 999-2127
Detroit	(810) 614-7055
Los Angeles	(213) 966-5108
Minneapolis	(612) 339-8941
New York	(212) 424-6400
Philadelphia	(215) 557-6610
Portland	(503) 222-2122
St. Louis	(314) 241-7040
San Francisco	(415) 512-9320
Seattle	(206) 284-7886

G

GILLIS BROADCASTING REPRESENTATIVES

4421 Strohn Avenue
Toluca Lake, CA 91602
(818) 505-1097

Fax: (818) 505-1099

Jim Gillis, President

H

HACKETT MEDIA INC.

1900 Alauqua Drive
Longwood, FL 32779
(407) 333-9447

Fax: (407) 333-9447

Douglas Shane Hackett, President

I



INTEREP

100 Park Avenue
New York, NY 10017
(212) 916-0700

Fax: (212) 916-0755

Ralph Guild, Chairman

Les Goldberg, President

Marc Guild, President/Marketing Division

Atlanta	(770) 933-4248
Boston	(617) 451-1395
Chicago	(312) 616-7200
Connecticut	(203) 295-8607
Dallas	(214) 518-9625
Detroit	(810) 358-2061
Florida	(305) 720-0464
Los Angeles	(310) 441-8100
Maryland	(301) 816-2048
Minneapolis	(612) 333-8033
Nashville	(615) 673-1151
Portland	(503) 223-1707
Philadelphia	(215) 545-5380
San Francisco	(415) 772-2717
St. Louis	(314) 231-0114

K

KATZ HISPANIC MEDIA

125 West 55th Street, 7th Floor
New York, NY 10019-5366
(212) 424-6256

Fax: (212) 424-6264

Felix Perez, President

Chicago	(312) 755-3885
Dallas	(214) 999-2080
Los Angeles	(213) 966-5095
New York	(212) 424-6256
San Francisco	(415) 281-2434

KATZ & POWELL RADIO

470 Park Avenue South
New York, NY 10016
(212) 545-0600

Fax: (212) 889-6370

Shelly Katz, President

Atlanta	(404) 264-4553
Boston	(617) 423-2411
Chicago	(312) 467-0200
Dallas	(214) 243-8770
Detroit	(313) 773-7700
Los Angeles	(310) 274-8885
San Francisco	(415) 986-1147

KATZ RADIO

125 West 55th Street, 7th Floor
New York, NY 10019
(212) 424-6212

Fax: (212) 424-6230

Michael Agorino, President

Atlanta	(404) 365-3100
Boston	(617) 357-1657
Chicago	(312) 755-3890
Dallas	(214) 999-2100
Detroit	(810) 649-4333
Houston	(713) 961-2974
Los Angeles	(213) 966-5000
Minneapolis	(612) 339-2002
New York	(212) 424-6200
Philadelphia	(215) 567-5166
St. Louis	(314) 241-5535
San Francisco	(415) 777-3788
Seattle	(206) 284-4383

KATZ RADIO GROUP

125 West 55th Street, 21st Floor
New York, NY 10019-5366
(212) 424-6789, (212) 424-6784

Fax: (212) 424-6491, (212) 424-6491

E-mail: gerry_boehme@katz-media.com

Stu Olds, President

Gerry Boehme, Sr. VP/Research Director

KRG DIMENSIONS

125 West 55th Street
New York, NY 10019-5366
(212) 424-6450

Fax: (212) 424-6465

Bonnie Press, President

Atlanta	(404) 365-3100
Chicago	(312) 755-3890
Dallas	(214) 999-2081
Detroit	(810) 649-3900
Los Angeles	(213) 966-5153

L

LOTUS HISPANIC REPS

50 East 42nd Street, Suite 2301
New York, NY 10017
(212) 697-7601

Fax: (212) 697-8215

Richard Kraushaar, President

Chicago	(312) 346-8442
Dallas	(214) 960-1707
Detroit	(810) 773-7700
Los Angeles	(213) 769-2210
Miami	(305) 446-3069
San Francisco	(415) 773-8244

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625

M


MCGAVREN GUILD RADIO

MCGAVREN GUILD RADIO
100 Park Avenue
New York, NY 10017
(212) 916-0501
Fax: (212) 916-0759
Peter Doyle, President
Atlanta (770) 953-1111
Los Angeles (310) 441-8170



MEDIAAMERICA INC.

11 West 42nd Street, 28th Floor
New York, NY 10036
(212) 302-1100
Fax: (212) 302-6024

Ron Hartenbaum, Chairman
Gary Schonfeld, President

Chicago (312) 751-4262
Dallas (214) 715-2650
Detroit (810) 642-2579
Los Angeles (310) 575-4809

MOSS BROADCASTING COMMUNICATIONS INC.

4975 Ireland Lane
West Linn, OR 97068
(503) 656-5005
Fax: (503) 656-5676
E-mail: johnmoss@teleport.com
John L. Moss, President

P

PATT MEDIA SALES

The Michigan Radio Network
22971 9 Mile Road
PO Box 691
St. Clair Shores, MI 48080
(810) 773-7700
Fax: (810) 774-4889
Kenneth D. Patt, President
Michael A. Martin, VP
Atlanta (404) 633-9080
Chicago (312) 263-3340
Dallas (214) 788-1630
New York (212) 545-0600
San Francisco (415) 391-1984

R

RADIO TIME SALES/INTERNATIONAL

559 Pacific Avenue
San Francisco, CA 94133
(415) 391-1984
Fax: (415) 788-3844
Sam Posner, President
Atlanta (404) 373-2662
Dallas (214) 350-9314
Detroit (313) 961-3353
Los Angeles (818) 500-7201
New York (212) 679-3910
Portland (503) 226-2911
St. Louis (314) 991-4261
Seattle (206) 285-1913

REGIONAL REPS CORP.

1100 Chester Avenue, Suite 100
Cleveland, OH 44115-1404
(216) 781-0030
Fax: (216) 781-7508
E-mail: ngvw43a@prodigy.com;
73532.1753@cis.com
Stuart J. Sharpe, President
Douglas L. Trostler, VP/Regional Manager
Sharon A. Morrow, VP/Operations
Atlanta (770) 394-7377
Cincinnati (513) 651-1511

ROSLIN RADIO SALES INC.

Suite 1104
New York, NY 10022
(212) 486-0720
Fax: (212) 486-1958
Marvin Roslin, President
Alan Korowitz, VP/GSM
Atlanta (404) 266-0614
Boston (617) 262-3400
Chicago (312) 920-0103
Dallas (214) 823-7092
Detroit (313) 354-0691
Los Angeles (310) 278-8098
Philadelphia (215) 735-3947
San Francisco (415) 789-8726

S

SAVALLI RADIO & TV REPS

11 Penn Plaza
New York, NY 10001
(212) 239-3288
Fax: (212) 563-1301
Joseph Savalli, CEO

T

THE TACHER CO.

1512 SW 18th Street
Portland, OR 97201
(503) 226-2911
Fax: (503) 226-6596
Jim Cummings, GM

W

HUGH WALLACE INC.

740 Basetdale Avenue
North Whittier, CA 90601
(818) 330-3474
Fax: (818) 330-9334
Hugh Wallace
Thomas Wyatt



For more
information call
(212) 581-3962

RADIO TODAY ENTERTAINMENT





A

A

ACCURATINGS

180 North Wabash, 2nd Floor
Chicago, IL 60601
(800) 777-8877
Fax: (312) 726-8383
Kurt Hanson, President

ACTUAL RADIO MEASUREMENT INC. (ARM)

8116 San Francisco NE
Albuquerque, NM 87109
(505) 828-0488
Fax: (505) 821-4226
Karl Baehr, President
R S O

ADULT CONTEMPORARY MUSIC RESEARCH LETTER

1837 SE Harold Street
Portland, OR 97202-4932
(800) 929-5119, (503) 232-9787
Fax: (800) 929-5119, (503) 232-9787
Eric Norberg, Editor/Publisher
F P R O

KEY TO SERVICES

A = AUDITORIUM TESTING	P = PERCEPTUAL
C = CALLOUT	R = RATINGS
D = DIARY STUDIES	S = SOFTWARE
F = FOCUS GROUPS	

JAYE ALBRIGHT CONSULTING

7699 Fletcher Bay Road NE
Bainbridge Island, WA 98110
(206) 842-5979
Fax: (206) 780-2727
E-mail: albright@usa.net
Jaye Albright, President
Judy Kornbau, Administrative Assistant
Jon Badaeux, Operations Manager
D F P R

ALTAIR COMMUNICATIONS INC./ACI

1914 Maple Leaf Drive, Suite 100
Windermere, FL 34786
(407) 298-4000
Fax: (407) 297-4077
John Newman
R S

AMERICAN MEDIA RESEARCH INC.

5700 Broadmoor, Suite 710
Mission, KS 66202
(913) 384-4482
Fax: (913) 677-2727
E-mail: amrwcl@wwgv.com
William Lochman, President
Ray Robbins, Software Design
Rob Lochman, Project Manager
S

ANALYSIS RESEARCH

4655 Ruffner Street, Suite 180
San Diego, CA 92111
(619) 268-4800
Fax: (619) 268-4892
James F. Smith, President
Dave Parks, VP/Media Research
Carol L. Gailey, VP/GM
A F P S

THE ARBITRON COMPANY

142 West 57th Street
New York, NY 10019
(212) 887-1300
Fax: (212) 887-1375
Pierre Bouvard, GM/Radio
Thom Mocarsky, VP/Communications
R S

IN AN ASSEMBLY LINE,



COOKIE CUTTER,



READY TO AIR WORLD,



PARAGON OFFERS YOU SOMETHING BETTER:

Research that is custom designed for your station, your duopoly, your multipoly. We can help you find a franchise format or a strategic niche, improve your ratings, or strengthen your leadership.



No preconceptions. No agenda. Just tons of experience and all the right tools, from the people that radio stations have come to trust most. To learn what we can do for you, **call Michael Henderson at (303) 922-5600.**

- ◆ Perceptual Studies ◆ Auditorium Music Tests ◆ Call-Out
- ◆ Auditorium Format Analyses ◆ Tracking Studies ◆ Focus Groups

A

AUDIENCE PULSE

PO Box 30441
Phoenix, AZ 85046
(800) 883-2847
E-mail: sales@marketpoll.com
Steve Lewis, President
C S

B

B&B RESEARCH SERVICES INC.

8005 Plainfield Road
Cincinnati, OH 45236
(513) 793-4223
Fax: (513) 793-9117
Jim Moler Jr., President

*The Benchmark Company***THE BENCHMARK COMPANY**

611 South Congress, Suite 200
Austin, TX 78704
(512) 707-7010
Fax: (512) 707-7015
E-mail: jaybench@aol.com
Robert Balon, President/CEO
Paige Blount, Research Director
Jason N. Donovan, Sr.
Research Analyst
A C F P O

**NEED
MORE
COPIES?**

**ADDITIONAL
COPIES OF THE R&R
"RATINGS REPORT
& DIRECTORY"
ARE \$50 EACH.**

**PLEASE CALL
310 • 788 • 1625**



Provider of radio's most comprehensive and powerful station, owner, and market database software — MasterAccess. Investment guides and directories: Investing In Radio Market Report and Ownership File; BIA's Radio Yearbook; BIA's Radio Rankers; and BIA's State Of The Radio Industry. Newsletters: The BIA Monitor and The BIA International Monitor.

BIA PUBLICATIONS INC.

14595 Avion Parkway, Suite 500
Chantilly, VA 20151-1102
(800) 331-5086, (703) 818-2425
Fax: (703) 803-3299
E-mail:
pubs@biacompanies.com
Web Site: <http://www.biacompanies.com>
Debbie Metcalf, VP
Erica Garman, Account
Manager
Georgina Santilli, Customer
Service Rep.
S O

BIRCH RESEARCH CORP.

11971 Glenmore Drive
Coral Springs, FL 33071
(954) 255-9024
Fax: (954) 341-5559
E-mail: birch-radio@worldnet.att.net
Thomas C. Birch, President
R

Visit R&R's Web Site:
<http://www.rronline.com>

**Bolton Research
CORPORATION**

The industry's leading research and marketing company. Providing customized research that produces consistent ratings winners.

**BOLTON RESEARCH
CORPORATION**

42 West Lancaster Avenue
Ardmore, PA 19003
(610) 649-8100
Fax: (610) 642-7770
E-mail: bolton@netreach.net
Web Site: <http://www.boltonresearch.com>
Ted Bolton, President
Lisa Hennelly, Research
Director
Doug Keith, Research Director
A C F P

BOSLEY ASSOCIATES INC.

810 Chumleigh Road
Baltimore, MD 21212
(410) 377-5859
Fax: (410) 377-8254
Rhody A. Bosley, President

BOSTON MEDIA GROUP INC.

PO Box 944
Mansfield, MA 02048
(508) 698-0220
Fax: (508) 698-2848
Peter Heidt, President
A C F P O

BP CONSULTING GROUP

2211 Fifth Avenue
Seattle, WA 98121
(800) 426-9082, (206) 728-2741
Fax: (206) 441-6582
E-mail: experts@bpradio.com
Edith Hilliard, GM
Ken Moultrie, Consultant
L.J. Smith, Consultant

BROADCAST ARCHITECTURE

17 Hulfish Street
Princeton, NJ 08542
(609) 921-1188
Fax: (609) 921-1915
E-mail: broadcasta@aol.com
Frank Cody, CEO
P

BROADCAST DATA SYSTEMS

1515 Broadway 15th Floor
New York, NY 10036
(212) 536-5041
Fax: (212) 536-5310
Martin Feely, President

B
•
D

B

BROADCAST INFORMATION SYSTEMS

23507 Heritage Oak Court
Santa Clarita, CA 91321
(805) 259-2856
David Adams, President
P O

BURKHART/DOUGLAS & ASSOCIATES INC.

PO Box 502168
Atlanta, GA 31150
(770) 394-4756
Fax: (770) 394-4853
Greg Gillispie, President

KENT BURKHART'S OFFICE INC.

5600 Roswell Road, Suite E-300
Atlanta, GA 30342-1119
(404) 255-1055
Fax: (404) 255-7443
Kent Burkhardt, Owner
A F P O

BURNS MEDIA CONSULTANTS INC.

709 Hacienda Street
Anaheim, CA 92804
(714) 758-7057
Fax: (714) 772-1322
E-mail: burnsmmedia@earthlink.net
George A. Burns, President
Sandra Kasberger, VP
A C F P O

C

STEVE CASEY RESEARCH

4375 East Superstition Boulevard
Apache Junction, AZ 85219
(602) 983-0901
Fax: (602) 288-8417
E-mail: scasey@cmmnet.com
Steve Casey, President
A C D O

CELEBRATION COMPUTER SYSTEMS

5444 Westheimer, Suite 1850
Houston, TX 77056
(713) 625-4000
Fax: (713) 625-4010
E-mail: jimw@celebration.com
James F. Wiseheart, President
A C P S O

CENTER FOR RADIO INFORMATION

19 Market Street
Cold Spring, NY 10516
(800) 359-9898, (914) 265-4459
Fax: (914) 265-2715
Maurie Webster, President
Susan Rebentisch, VP/Sales
R O

COLEMAN RESEARCH

PO Box 13829
Research Triangle Park, NC 27709
(919) 571-0000
Fax: (919) 571-9999
E-mail: coleman-res.com
Jon Coleman, President
Andy Bloom, VP
Chris Ackerman, VP
A F P

COMPETITIVE MEDIA REPORTING

11 West 42nd Street
New York, NY 10036
(212) 789-1431
Fax: (212) 789-1450
Joseph McCallion, Executive VP



The In-House Call-Out Music System

COMQUEST

PO Box 420132
San Diego, CA 92142-0132
(619) 268-4821
Fax: (619) 268-4947
E-mail: garry@callout.com
Web Site: <http://www.callout.com>
Garry Mitchell, President
Mike Reily, Customer Service
A C P R S

CORE BROADCAST INC.

8975 Kueller Mill Road
Cincinnati, OH 45243
(513) 272-3800
Fax: (513) 272-3804
Bob Cooper, President



CORE CALL OUT RESEARCH

20121 Ventura Boulevard
Suite 209
Woodland Hills, CA 91367
(818) 887-CORE
Fax: (818) 888-8168
Jodie Renk, VP/GM
Bekkie Reising, Dir./Research Services
C

Key to Services on Page 306

CRITICAL MASS MEDIA

New World. New Rules. New Answers!
Upgrade to TrueVariety music research,
Mental Weaponry perceptual, Nest Mar-
keting listener cultivation, with TrueCore
Targeting.

CRITICAL MASS MEDIA

3857 Ivanhoe Avenue
Cincinnati, OH 45212
(513) 631-4CMM
Fax: (513) 631-4FAX
E-mail: cmm@cmmnet.com
www.cmmnet.com

John Martin, President
Carolyn Gilbert,
Exec. VP/Research
Joel Lind,
Exec. VP/Mental Weaponry
Steve Casey,
Weapons Wizard
A C D F P R S



Custom Audience Consultants, Inc.

CUSTOM AUDIENCE CONSULTANTS INC.

PO Box 6878
Arlington, VA 22206
(703) 671-6303
Fax: (703) 845-1660
Sam Paley

D

TERRY DANNER RESEARCH

5820 SW 18th Drive
Portland, OR 97201
(503) 452-9315
Fax: (503) 244-7195
E-mail: research@teleport.com
Terry Danner, President

DATAWORLD

PO Box 30730
Bethesda, MD 20824
(800) 368-5754, (301) 652-8822
Fax: (301) 656-5341
E-mail: ed@dataworld.com;
info@dataworld.com
Jack Neff, President
Hank Brandenburg, Executive VP
S.E. Hawkins Jr., VP/Marketing
C S O

After 23 Years It Becomes Clear What Really Makes Radio Stations Win.



After 23 years working with hundreds of the leading radio stations in America, we've seen that there is only one thing that is certain and common to all situations: Radio stations don't win because they have good facilities, good financial backing, or good research.

Those things are certainly helpful. But what we've learned is that radio stations win—first and foremost—because they have a smart winning strategy. And when it comes to the top name in successful marketing strategy, there is only one...

Moyes Research Associates
— America's Premier Radio Strategists —

205 East Cheyenne Mountain Blvd., Colorado Springs, CO 80906
719-540-0100 Facsimile 719-576-2276

D
•
H

D

CHUCK DEES ASSOCIATES

3815 Inverary Avenue
Lansing, MI 48911-1358
(517) 882-1809
Fax: (517) 882-0335
E-mail: cdaonln@aol.com

Chuck Dees
D F R S

DEFINITIVE MARKET RESEARCH INC.

8258 Dr. Craik Court
Alexandria, VA 22306
(703) 360-7759
Fax: (703) 360-7746
Andrea Brunk, President

DIARY EXPERTS

302 Ninth Avenue
Haddon Heights, NJ 08035
(609) 547-3939
Fax: (609) 546-6929
E-mail: diaryexperts@compuserve.com

Todd Doren, President
D

DIRECTIONS IN RADIO

5353 Mission Center Road, Suite 310
San Diego, CA 92108
(800) 676-5883, (619) 299-5883
Fax: (619) 299-5888
E-mail: 75061.02215@compuserve.com

Mike Shepard, President
A C F P

DUNCAN'S AMERICAN RADIO INC.

PO Box 90284
Indianapolis, IN 46290
(317) 844-0988, (708) 577-4660
Fax: (317) 571-0372

James Duncan Jr., President

E



The Eagle Group
Strategic and tactical research

THE EAGLE GROUP

12157 West Cedar Drive
Denver, CO 80228
(303) 980-1888
Fax: (303) 980-5980

Matt Hudson, Executive VP
A C F P S O



edison media research

EDISON MEDIA RESEARCH

100 Franklin Square Drive, Suite 103
Somerset, NJ 08873
(908) 560-8787

Fax: (908) 560-8989

E-mail: larryrosin@aol.com

Larry Rosin, President

Joe Lenski, VP

Rob Farbman, Dir./Research

Melissa Pettersson, Project

Director

Jayne Charneski, Project

Director

Jason Hollins, Project Director

A C D F P R S O

F

FIRST MEDIA GROUP

Gables One Tower, Suite 750
Coral Gables, FL 33146-2938
(800) 321-2560

Fax: (305) 661-4907

E-mail: fmgdirect@aol.com

Hal Martell, Sr. Partner

Meg Daly, Sr. Partner

R

FIRSTTRACK

9 Desmet Avenue
Milltown, NJ 08850
(908) 937-5757

Fax: (908) 937-5858

E-mail: getmom@aol.com

Michael O'Malley

A C D F P R



ASSOCIATES, INC.

Perceptual, programming, music studies, callout, telemarketing, and pioneer in programming and music mix electronic listener response research.

FMR ASSOCIATES INC.

6045 East Grant Road
Tucson, AZ 85712
(520) 886-5548

Fax: (520) 886-9307

E-mail: fmrassoc@aol.com

Web Site: http://

www.radioinfo.com

Bruce Fohr, President

Andy Wellik, Sr. Research

Analyst

Helen Molloy, Project Director

A C F P

G

THE GRIFFIN REPORTS

622 West Poplar Avenue, Suite 5-357
Collierville, TN 38017
(800) 723-4743, (901) 853-3090

Fax: (901) 854-2008

Craig N. Harper, President

O

H

HAGEN MEDIA RESEARCH

PO Box 40542
Washington, DC 20016-0542
(703) 534-3003

Fax: (703) 534-3073

E-mail: donhagen@aol.com

Don Hagen, President

A F P O

...CAN'T WAIT...

FOR THE NEXT EDITION OF R&R's "RATINGS REPORT & DIRECTORY"?
TAKE ADVANTAGE OF OUR RR&D SUBSCRIPTION AND RECEIVE BOTH
SEMIANNUAL EDITIONS AS SOON AS THEY'RE PUBLISHED.

ONLY \$75.00!!

(Single copies are available for \$50.00)

310 • 788 • 1625

So... you want to know
the average **age** of your
diarykeepers,
where your listeners are
(by zip and by location),
how your **format** is
performing in your market,
and the strength
of your **P1** listeners.
Oh, and you'd like to see it
over a **five-book** period
...along with your
competitors' numbers.

Anything else?

The new Programmers Package from Arbitron

ARBITRON

H
•
L

H

**Harker
Research**

Our Strategic Information System includes Perceptual Studies, Auditorium Music Tests, Focus Groups and Callout all designed to help you succeed.

HARKER RESEARCH

6131 Falls of the Neuse Road,
Suite 112
Raleigh, NC 27609
(919) 954-8300
Fax: (919) 954-8844
Richard Harker, President
Glenda Shrader, VP/Research



BOB HARPER & CO

Focus Groups, Perception Studies, Music Preference Tests, HIT.fit callout song testing, TVT television spot testing, Format Boundaries clustering analysis, GOODMORNING show research.

BOB HARPER & COMPANY

8585 El Paseo Grande
La Jolla, CA 92037-3016
(619) 456-1290
Fax: (619) 456-0457
E-mail:
bobharper@compuserve.com
Bob Harper, President
Connie Harper, VP/GM
A C F P



Broadcast quality hook tapes for most popular formats. Dedicated sole proprietor. Can't wait to get my hooks in your station!

DON HARRIS PRODUCTIONS

1812 Snowmass Drive
Plano, TX 75025
(214) 517-5798
Fax: (214) 517-0795
Don Harris, Owner
A

JACK HAYES & ASSOCIATES

PO Box 12143
La Jolla, CA 92039-2143
(619) 455-6678
Fax: (619) 455-6678
E-mail: jhayes@usa.pipeline.com
Jack Hayes, President

NORMAN HECHT RESEARCH INC.

33 Queens Street
PO Box 698
Syosset, NY 11791
(516) 496-8866
Fax: (516) 496-8165
E-mail: normhecht@aol.com
Norman S. Hecht, President
F R

THE HOOK FACTORY

1831 Hidden Hills Drive
Roseville, CA 95661
(916) 784-9204
Fax: (916) 784-2894
E-mail: hookfact@unlimited.net
Bryan O'Neal-Green, Owner
A C



*The World's Premier Music
Hook Service*

HOOKS UNLIMITED

200 Old 63 South, Suite 103
Columbia, MO 65201-6081
(573) 443-4155
Fax: (573) 443-4016
E-mail:
hooks@hooks.com;72223.2705@
compuserve.com
Web Site: <http://www.hooks.com>
Bernie Grice, President

INFOMATION RESEARCH TECHNOLOGIES

PO Box 30441
Phoenix, AZ 85046
(800) 883-2847
E-mail: sales@marketpoll.com
Steve Lewis, President
C F P S

THE INNOVATION NETWORK

23852 Pacific Coast Highway, Suite 267
Malibu, CA 90265
(310) 457-2288
Fax: (310) 457-2880
E-mail: innet@aol.com
Dave Elliott, President

Key to Services on Page 306

INTELLIGENCE

410 Ridge Place NE
Albuquerque, NM 87106-4743
(505) 243-4904
Fax: (505) 243-2324
Tom Moody, President
A C D F P R

LIZ JANIK ASSOCIATES

66 Joseph Street
Brampton, ON L6X 1H8
CANADA
(905) 454-3865
Fax: (905) 457-2171
Liz Janik, President
A F P

JOINT COMMUNICATIONS CORPORATION

9 Old Kings Highway South, Suite 301
Darien, CT 06820-4518
(203) 656-4680
Fax: (203) 656-4685
E-mail: jointcom@aol.com
John Parikhal, CEO
Chris Kennedy
Bob Elliot, (770) 321-0900
A F P O

K

MARK KASSOFF & CO.

SUCCESS STRATEGIES FOR RADIO

The MOST POWERFUL, ADVANCED RESEARCH IN RADIO to give your station a competitive edge. Strategic surveys, focus groups, music testing.

MARK KASSOFF & Co.

220 East Huron, Suite 209
Ann Arbor, MI 48104
(313) 662-5700
Fax: (313) 662-3255
E-mail: mkco@ix.netcom.com
Mark I. Kassoff, President
Amy Johnson, Research Assistant

KELLY MUSIC RESEARCH

1912 Darby Road, Suite 200
Havertown, PA 19083-2322
(610) 446-0318
Fax: (610) 446-0319
Tom Kelly, President
A C

L

OWEN LEACH MOMENTUM RESEARCH

29 Bedens Brook
Skillman, NJ 08558
(609) 466-9555
Fax: (609) 466-9444
E-mail: 74563@compuserve.com
Owen Leach, President

L

LEGACY RADIOACTIVITY GROUP

3384 Peachtree Road NE, Suite 300
Atlanta, GA 30326

(404) 816-0660

Fax: (404) 816-8558

E-mail: dstrr@aol.com

Mike Easterly, President/CEO

Dain Schult, Exec. VP/COO

F P O

LP MEDIA STRATEGIES

711 Conshohocken State Road

Bala Cynwyd, PA 19004

(610) 667-1484

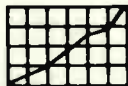
Fax: (610) 617-3116

E-mail: loupatrik@aol.com; 76747.3435@

compuserve.com

Lou Patrick, President

LUND MEDIA RESEARCH



Radio's Research Experts in duopoly strategy, format design/tracking, perceptual research, Music Manager@ music tests, focus groups, sales research.

LUND MEDIA RESEARCH

1330 Millbrae Avenue

Millbrae, CA 94030

(415) 692-7777

Fax: (415) 692-7799

E-mail: tic2radio@aol.com

John C. Lund, President

A C F P R

M

FRANK N. MAGID ASSOCIATES

One Research Center

Marion, IA 52302

(319) 377-7345

Fax: (319) 377-5861

E-mail: bruce_nothcott@magid.com

Bruce Northcott, President

MARKET SOLUTIONS GROUP INC.

12251 North 32nd Street, Suite 100

Phoenix, AZ 85032

(602) 992-7500

Fax: (602) 992-7078

Jay Bycer, President

Steve Lewis, Programmer

C F P



We provide research methodologies that can increase your listeners "need to re-experiment" library texturing and callout research delivered instantly online with MRPTrak and MRPIdeas, our Intranet Delivered Executive Analysis System. Call the leader in today's information technology!

MARKETING/RESEARCH PARTNERS INC.

7981 168th Avenue NE

Redmond, WA 98052

(800) 767-3533, (800) 359-6774

Fax: (206) 883-7391

Joseph H. Heslet, Chairman

Jared Stehney, President

John L. Walker, COO

Tom Casey, Sr. Research

Consultant

Jack Messenger, VP/Client

Services

Dick Wodrich, Marketing

Research Associate

A C F P S O

MARKETRON INC.

2929 Campus Drive, Suite 400

San Mateo, CA 94403

(415) 341-4004

Fax: (415) 341-8197

E-mail: mkt@marketron.com

Jerome P. Cronin, President

Michael D. Rooney, GSM

A C R S T

MARTIN MARKETING

14913 Oak Summit

San Antonio, TX 78232

(210) 494-6170

Fax: (210) 494-7180

E-mail: martinmktg@aol.com

Wayne Martin, President/Owner

Bailey Brown, Regional Sales Mgr.

Loriann Robinson, Nat'l Sales Mgr./TV &

Gaming

THE MEDIA AUDIT

3355 West Alabama, Suite 500

Houston, TX 77098-1718

(800) 324-9921, (713) 626-0333

Fax: (713) 626-0418, (713) 552-1412

Jim Higginbotham, Chairman

Bob Jordan, President

R

MEDIA DIAL-UP

3102 Tennessee Avenue

Dallas, TX 75224

(214) 330-8393

Fax: (214) 330-7060

Wayne Kirkwood, President

O

MEDIA MONITORS INC.

2511 East 46th Street, Suite L

Indianapolis, IN 46205-2452

(317) 547-1362

Fax: (317) 549-0331

E-mail: jselig@mediamonitor.com

John Selig, President

MEDIA PERSPECTIVES

127 Greensward lane

Cherry Hill, NJ 08002

(800) 929-3589, (609) 482-7979

Fax: (609) 482-0957

Steven Apel, President

A C D F P R

MEDIA PRODUCT MANAGEMENT INC.

14242 Ventura Boulevard, Suite 209

Sherman Oaks, CA 91423

(818) 501-5699

Fax: (818) 501-8654

E-mail: mpm@earthlink.net

Marla Pirner, President

Debbie Goodman, Research Director

MEDIA RESEARCH GRAPHICS INC.

4615 Rubio Avenue

Encino, CA 91436-3203

(818) 789-4000

Fax: (818) 789-2928

E-mail: askmrginc@aol.com

Allen Klein, President

R O

**MEDIABASE RESEARCH —
PREMIERE**

15260 Ventura Boulevard

5th Floor

Sherman Oaks, CA 91403

(818) 377-5300

Fax: (818) 377-5333

E-mail:

webmaster@premrads.com

Steve Lehman, Chairman/

Premiere Radio

Rich Meyer, President/

Mediabase

C

MEDIACOM INTERNATIONAL INC.

6965 El Camino Real, Suite 105-229

Rancho La Costa, CA 92009

(619) 431-9658

Fax: (619) 431-9640

Larry Lakoduk, President/CEO

A

M

MILLER, KAPLAN, ARASE & Co.

10911 Riverside Drive
North Hollywood, CA 91602
(818) 769-2010
Fax: (818) 769-3100
E-mail: 76261.1072@compuserve.com
George Nadel Rivin, Partner

JAY MITCHELL ASSOCIATES INC.

PO Box 1285
57½ South Court
Fairfield, IA 52556
(515) 472-4087
Fax: (515) 472-2071
E-mail: jay@ffradio.com
Jay Mitchell, President



MJM, INC.

MJM RESEARCH INC.

5700 Broadmoor, Suite 710
Mission, KS 66202
(888) 384-9494, (913) 384-9494
Fax: (913) 677-2727

**C.C. McCartney, Owner/
President**

Clark Roberts, VP
Mike Heydman, Research Dir.
Jonathan Hopmayer, Sr.
Account Executive

Moyes Research Associates

America's Premier
Radio Strategists

**MOYES RESEARCH
ASSOCIATES**

(719) 540-0100
Bill Moyes, President
Don Gilmore, Exec. VP

MUSIC FORECASTING INC.

12005 Garrison Forest Road
Owings Mills, MD 21117
(410) 654-8900
Fax: (410) 654-8901
E-mail: rgregory@clark.net
Ron Gregory, President
A C F P

MUSIC TECHNOLOGIES LLC

205 East Cheyenne Mountain Blvd., Suite 100
Colorado Springs, CO 80906-3786
(719) 579-9555
Fax: (719) 579-9526
E-mail: mike_maloney@musictec.com
Michael Maloney, Dir./Research Operations
O

MYERS CONSULTING GROUP, LLC

322 Route 46 West
Parsippany, NJ 07054
(201) 808-7333
Fax: (201) 882-3651
E-mail: myerscom@aol.com
Jack Myers, President
Leah Reznick, Sr. VP
P

N

NAAR MEDIA/"THE EXTRAPOLATOR"

PO Box 5335
North Branch, NJ 08876-1303
(908) 685-0808
Fax: (908) 725-1948
Stuart Naar, President
R S O

NATIONAL AIRCHECK

411 North Walnut Avenue, Suite 23
Wood Dale, IL 60191
(630) 238-8115
Fax: (630) 350-9254
E-mail: natlairchk@aol.com
Robb Wexler, President



NICHE MARKETING, INC.

1900 International Park, Suite 225
Birmingham, AL 35243
(205) 970-9095
Fax: (205) 970-0080
E-mail: nicheprez@aol.com
Dave Carlisle, President/CEO
S O

Key to Services on Page 306



MARKETING GROUP, INC.

NOVA MARKETING GROUP INC.

4891 Pacific Highway
San Diego, CA 92110
(619) 291-9322
Fax: (619) 294-9363
E-mail:
mramsey1@ix.netcom.com
Web Site: <http://www.commerce.com/nova>
Mark Ramsey, President
**Jeanne Stone, Operations
Manager**
**Kim Sheridan, Project
Manager**

O



Full Service
Audience Research

- focus groups
- perceptual studies
- music tests
- ad creative tests

The most advanced research company in America. State-of-the-art, full-service, custom-designed audience surveys and focus groups for all formats.

OAKES RESEARCH

27 Garden Avenue, Suite 100
Toronto, ON M6R 1H5
CANADA
(416) 532-1999
Fax: (416) 532-1999
E-mail:
76021.3223@compuserve.com
David Oakes, President
F P O

ON-AIR RESEARCH

24 Woodland Road
Sewickley, PA 15143
(412) 741-2920
Fax: (412) 741-8865
E-mail: research@telerama.lm.com
Ted Ruscitti, President
A C D F P R S

Visit R&R's Web Site:
<http://www.rronline.com>

O

OPTIMUM BROADCAST CONSULTING & RESEARCH

2041 SW 3 Avenue
Miami, FL 33129-1449
(305) 858-9577, (619) 633-1433
Fax: (305) 859-8777, (619) 633-3511
E-mail: optimum@paradise.net
Courtney Thompson, President/CEO
Bob O'Connor, Sr. VP
Rich McMillan, Sr. VP
C F P O

P



Customized programming & marketing research. Success stories in all formats and market sizes. Experienced, reliable, quality controlled. In-house phone center.

PARAGON RESEARCH

550 South Wadsworth Boulevard,
Suite 401
Denver, CO 80226
(303) 922-5600
Fax: (303) 922-1589
E-mail: info@paragon-research.com
Web Site: <http://www.paragon-research.com>
Mike Henry, Managing Partner
Chris Porter, Executive VP
Mike Henderson, VP/Radio
Larry Johnson, VP/Research
A C D F P R S

PATHFINDER

1145 Kensington Road
Kensington, CT 06037
(860) 828-8815
Fax: (860) 828-3088
E-mail: 76455.3341@compuserve.com
Dan Hayden, President

PROMOTIONAL BROADCAST NETWORK INC.

PO Box 19394
San Diego, CA 92159
(619) 233-9531
Fax: (619) 449-8548
E-mail: pbninc@aol.com; dherman@cts.com
Jack McCoy, President
C P S

R

THE RAD REPORT

23507 Heritage Oak Court
Santa Clarita, CA 91321
(805) 259-2856
David Adams, President
P O

THE RADIO CONSULTANTS

7101 York Avenue South, Suite 220
Edina, MN 55435
(612) 921-3396
Fax: (612) 921-3326
E-mail: radconsul@aol.com
David Martin, President/CEO

RADIO INDEX

6044 East Foothill Drive North
Paradise Valley, AZ 85253
(800) 528-6082, (602) 443-3500
Fax: (602) 948-7800
E-mail: 70662.2615@compuserve.com
Todd Wallace, President
C P R S O

RADIORESEARCH INC.

980 Broadway, Suite 236
Thornwood, NY 10594
(914) 686-9055
Fax: (914) 948-5351
Lori Adelsberg, President
R

RANTEL RESEARCH

13 C Street, Suite B
PO Box 681
Laurel, MD 20725
(301) 490-8700
Fax: (410) 880-4190
Web Site: <http://www.rantel.com>
David Tate, President/Partner
Steven A. Smith, VP/Partner

RATING POINT MANAGEMENT

735 Post Road East
Westport, CT 06880-5219
(203) 454-0877
Fax: (203) 454-1209
David Lebow, President
D R

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

RESEARCH CONCEPTS COMPANY

15 Wellspring Circle
Owings Mills, MD 21117-5405
(410) 654-9440
Fax: (410) 654-9441
E-mail: jayrrc@aol.com
Jay M. Krakowitz, President
D O

Research Director, Inc.

Diary Reviews
PD PROFILE®
Custom Sales One-Sheets
Ratings Analysis

RESEARCH DIRECTOR, INC.

810 Chumleigh Road
Baltimore, MD 21212
(410) 377-5859
Fax: (410) 377-8254
Rhody Bosley, Partner

RESEARCH DIRECTOR, INC.

914 Bay Ridge Road, Suite 215
Annapolis, MD 21403
(410) 974-8101
Fax: (410) 268-1915
Julie Heath, Partner
Marc Greenspan, Partner

The Research Group

The acknowledged leader in strategy for radio. Specializing in increasing ratings through advanced strategic marketing research to maximize profit and station value.

THE RESEARCH GROUP

2601 4th Avenue, Suite 250
Seattle, WA 98121
(206) 443-3888
Fax: (206) 443-3990
Larry Campbell, Chairman

REVENUE DEVELOPMENT SYSTEMS

PO Box 92
Boston, MA 02113
(617) 424-8718
Fax: (617) 424-8775
Kathryn Biddy Maguire, President

Visit R&R's Web Site: <http://www.rronline.com>

R

ROBERTS COMMUNICATIONS MARKET RESEARCH & CONSULTING

6003 Satsuma Cove
Austin, TX 78759
(512) 338-1019
Fax: (512) 338-1489
E-mail: robcodr@aol.com
Dave Roberts
A C F P

TED RUSCITI ASSOCIATES

24 Woodland Road
Sewickley, PA 15143
(412) 741-2920
Fax: (412) 741-8865
E-mail: research@telerama.lm.com
Ted Rusciti, President
A C D F P R S

J.R. RUSS PROGRAMMING & RESEARCH

PO Box 16956
Philadelphia, PA 19142
(610) 494-0910
Fax: (610) 494-0672
E-mail: jruss@erols.com
J.R. Russ, President
F D F P R S

S

SCARBOROUGH RESEARCH

11 West 42nd Street
New York, NY 10036
(212) 789-3575
Fax: (212) 789-3577
Robert Cohen, President
R



SHANE MEDIA

Custom-designed strategic surveys, projective focus groups, and music testing. A full menu of methodology. No boilerplate. No mass production.

SHANE MEDIA SERVICES

2450 Fondren Road, Suite 112
Houston, TX 77063
(713) 952-9221
Fax: (713) 952-1207
E-mail: smsofc@shanemedia.com
Web Site: <http://www.shanemedia.com>
Ed Shane
Pamela Shane
Jon Lutes
A C F P

SIMMONS MARKET RESEARCH BUREAU

309 West 49th Street
New York, NY 10019
(212) 373-8900
Fax: (212) 373-8918
Rebecca McPheters, CEO
Stan Simon, VP/Syndicated Studies
F P R

SMITH AND COMPANY

5910 John Hancock Center
175 East Delaware Place
Chicago, IL 60611-1727
(312) 822-0123
Fax: (312) 822-0123
E-mail: 76003.1412@compuserve.com
James A. Smith, President
A C D F P R S O

SOUND DATA RESEARCH INC.

4065 South Willow Way
Denver, CO 80237
(303) 770-4962
Fax: (303) 773-3198

SOUND DECISIONS

2051 Glenhill Road
Colorado Springs, CO 80906-3352
(800) 552-2545, (719) 471-4125
Fax: (719) 579-0884
E-mail: hike14@aol.com
Bobby Christian

SPECTRUM RESEARCH

1808 Landmark One
Cherry Hill, NJ 08034-2217
(609) 795-7990
Fax: (609) 795-6013
E-mail: peter@spectrumresearch.com
Peter Mokover, President
A C F P O

STADLEN RADIO ASSOCIATES INC.

3123 Adirondack Drive NE
Cedar Rapids, IA 52402-3309
(319) 365-0410
Fax: (319) 365-0567
E-mail: stadrad@aol.com
Richard Stadlen, President

STRATEGIC MEDIA RESEARCH

180 North Wabash, 2nd Floor
Chicago, IL 60601
(312) 726-8300
Fax: (312) 726-8383
Kurt Hanson, President
Michelle Erikson, VP/GM
Amy Vokes, VP/Client Services

Key to Services on Page 306

STRATFORD RESEARCH

One Buckhead Plaza
3060 Peachtree Road NW, Suite 750
Atlanta, GA 30305
(404) 688-1166
Fax: (404) 688-3024
E-mail: stratmail@aol.com
Lew Dickey, President
John Dickey, VP
William L. Hansen, VP/Brand Marketing
A C F P

STREET PULSE GROUP

220 North Central Park Avenue
Hartsdale, NY 10530
(914) 328-9100
Fax: (914) 328-0234
Mike Shalett, CEO

SUPERATINGS RESEARCH CORP.

Mark D. Olson & Associates Inc.
410 West Badillo Street
Covina, CA 91723
(818) 915-3333
Fax: (818) 331-1111

SYMMETRICAL RESOURCES INC.

700 West Hillsboro Boulevard
Building 4, Suite 201
Deerfield Beach, FL 33441-1620
(954) 427-4104
Fax: (954) 427-3760
Bill Livek, President
Bill Engel, Chairman
D P R

T

TELEPULSE RESEARCH

104½ High Street, Suite 201
Wadsworth, OH 44281-1800
(330) 336-4570
Fax: (330) 336-0312
E-mail: telepulse@usadesign.com
Nick Anthony, President

T.O.M.A. RESEARCH

1405 SE 164th Avenue, Suite 201
Vancouver, WA 98684
(360) 254-5600
Fax: (360) 254-0189
Steve Wasser, President

TRANSAMERICA MARKETING SERVICES INC.

Broadcast Division
8130 Boone Boulevard, Suite 350
Vienna, VA 22182-2640
(703) 903-9500
Fax: (703) 903-9511
E-mail: ellyn4496@aol.com
Bruce McBrearty, President

T

TRENDATA CORPORATION

101 East First Avenue, Suite 208
Mesa, AZ 85210
(602) 649-3745
Fax: (602) 649-5376
E-mail: webmaster@trendata.com
Jerry Piorkowski, President

TWA SYSTEMS

6044 East Foothill Drive North
Paradise Valley, AZ 85253
(800) 528-6082, (602) 443-3500
Fax: (602) 948-7800
E-mail: 70662.2615@compuserve.com
Todd Wallace, President
C P R S

V

VALLIE * RICHARDS CONSULTING INC.

4443 Brookfield Corporate Drive, Suite 120
Chantilly, VA 20151
(703) 802-0700
Fax: (703) 802-0714
E-mail: valirich@aol.com
Dan Vallie
Jim Richards
Mike Donovan
D F O

VIEWFACTS MEASUREMENT SERVICE OF VMI

70 West Madison Avenue, Suite 700
Chicago, IL 60602
(312) 759-1250
Fax: (312) 759-0095
Mark Polsfuss, VP/Marketing

W

WALRUS RESEARCH

PO Box 40
Greenbush, WI 53026
(414) 526-3593
Fax: (414) 526-3757
George Bailey, President

MONA WARGO

1021 Arlington Boulevard
Suite 917, East Building
Arlington, VA 22209
(703) 243-9352
Fax: (703) 243-5795

WILLHIGHT RESEARCH INC.

2104 SW 152nd Street, Suite 4
Seattle, WA 98166
(206) 431-8430
Fax: (206) 431-0603
E-mail: dbhaste@aol.com
Dave Hastings, VP/Sales & Marketing Dir.
R S

NEED MORE COPIES?

**ADDITIONAL COPIES OF
THE R & R "RATINGS REPORT
& DIRECTORY" ARE \$50 EACH.**

PLEASE CALL

310 • 788 • 1625Visit R&R's Web Site: <http://www.rronline.com>

More than Research—AnswersSM

Harker Research

919 • 954 • 8300



A
•
D

A

ABC RADIO NETWORKS

ABC RADIO NETWORKS **The ABC 411 Urban Show Prep**

125 West End Avenue
New York, NY 10023
(212) 456-5131
Fax: (212) 456-5397
Web Site: <http://www.abcradionet.com>

Frank Raphael, VP/Network Programming
Wayne Fisk, Director

ABC Morning Show Prep

125 West End Avenue
New York, NY 10023
(212) 456-5131

FAX: (212) 456-5397
Frank Raphael, VP/Network Programming
Wayne Fisk, Director

ABC's Urban NEWSBEAT

125 West End Avenue
New York, NY 10023
(212) 456-5131

FAX: (212) 456-5397
Frank Raphael, VP/Network Programming
Wayne Fisk, Director

ABC Wake Up Call Prep Service

125 West End Avenue
New York, NY 10023
(212) 456-5131

FAX: (212) 456-5397
Frank Raphael, VP/Network Programming
Wayne Fisk, Director

ABC NewsWire

125 West End Avenue
New York, NY 10023
(212) 456-5131

FAX: (212) 456-5397
Glenn Leeder, Mgr.

AMERICAN COMEDY NETWORK

Park City Plaza
10 Middle Street
Bridgeport, CT 06604
(203) 384-9443
Fax: (203) 367-9346
E-mail: acn@futuris.net
Larry Caringer, Creative Director
Adrienne Munos, Sales Goddess
Doug Mola, Sales Slug



AP MORNING AND AFTERNOON PREP

AP Broadcast News Center
1825 K Street NW, Suite 710
Washington, DC 20006-1253
(800) 821-4747, (202) 736-1100
Fax: (202) 736-1107

Jim Williams, VP/Director
Christine Gabor, Dir./Sales & Marketing

Brad Kalbfeld, Dep. Dir./Managing Editor
Ron Stone, Dir./Radio Membership

B

BITMAN COMEDY & SHOW PREP SERVICE

8649 North Hines Avenue, Suite 222
Tampa, FL 33614
(818) 377-5300
Fax: (818) 377-5333
E-mail: bitman1@aol.com
David Evjen, President

BROADCAST INTERVIEW SOURCE

Yearbook of Experts,
Authorities & Spokespersons
2233 Wisconsin Avenue NW
Washington, DC 20007
(800) 932-7266, (202) 333-4904
Fax: (202) 342-5411
E-mail: editor@yearbooknews.com
Mitchell P. Davis, Editor

THE BULL SHEET

(905) 937-2489
Fax: (800) 268-6048
E-mail: bullmail@aol.com
Cliff Elford

BURBANK'S CREATIONS

431 Ohio Pike, Suite 311
Cincinnati, OH 45255
(513) 528-3375
Fax: (513) 528-3524
E-mail: radiostv@ix.netcom.com
Steve Harper, VP/Syndication Sales

C

CALIFORNIA AIRCHECK

PO Box 4408
San Diego, CA 92164
(619) 460-6104
Fax: (619) 460-5685
George Junak, President

CANWELL PRODUCTIONS

14916 Shady Slope Road
Spokane, WA 99208
(509) 468-9269
Fax: (509) 487-4648
Jeff Soukup

CENTRAL JERSEY AIRCHECKS

PO Box 126
Lincroft, NJ 07738
(800) 357-8273, (908) 591-2522
Fax: (908) 576-4429
E-mail: airchecks@aol.com
Paul Richards

COMEDY CONNECTION

North Brewster Road
RR 1, Box 112
Vineland, NJ 08360
(609) 697-2298
Fax: (609) 697-4460
E-mail: comedy1@aol.com
Craig Granato, President

CONTEMPORARY COMEDY

5804 Twineing
PO Box 271043
Dallas, TX 75227
(214) 381-4779
E-mail: comedy@flash.net
Joe Hickman

COPLEY ENTERTAINMENT INC.

1735 Post Road, Suite 9
Fairfield, CT 06430
(203) 259-0525
Fax: (203) 259-3321
E-mail: copleyent@aol.com
Paul R. Krumins, President

THE COUNTRY EXTRA

1149 Caddie Lane
Paso Robles, CA 93446
(805) 227-4626
Fax: (805) 227-4626
Jo Armstrong

COZMIK DEBRIS

714 Elizabeth Street
Ogdensburg, NY 13669
(315) 393-1645
Mark John Astolfi, Owner

D

THE DAILY FEED

1783 Lanier Place NW, Suite B
Washington, DC 20009
(202) 667-1234
Fax: (202) 667-5578
E-mail: dfeed@dailyfeed.com; grabmax@dailyfeed.com
John Dryden, President

E

ECHO AIRWORKS

350 Lafayette Street
Cresskill, NJ 07626-1326
(201) 871-7331
Fax: (201) 871-7305
E-mail: airworks@aol.com
Larry Kuttner

G

GALAXY SHOW PREPARATION SERVICE

PO Box 820608
Dallas, TX 75382-0608
(214) 233-4393
Fax: (214) 696-4290
Don Crabtree, Publisher
Ken Mendez, Managing Editor

GHOSTWRITERS COMEDY SERVICES

2412 Unity Avenue North, Suite RA
Minneapolis, MN 55422-3450
(612) 522-6256
Fax: (612) 522-6256
E-mail: mediamail@aol.com
Dave Dworkin, President

THE GREEN BOOK OF SONGS BY SUBJECT

4825 Trousdale Drive, Suite 576-R2
Nashville, TN 37220
(615) 832-1942
Fax: (615) 331-1410
E-mail: prodesk@nashville.net
jeffg@nashville.net
Jeff Green

H

HEADLINE COMEDY NETWORK

130 Spadina Avenue, Suite 608
Toronto, ON M5V 2L4
CANADA
(416) 703-9258
Fax: (416) 703-9403
Jim Black, Executive Producer

I

InterPrep ONLINE

Featuring radio's original daily e-mailed show prep service, "InterPrep," links to hundreds of free show prep resources with "The Ultimate Prep Site," the weekly "Cecil's Trashy Tabloid Gossip," and more.

INTERPREP.COM

(217) 356-6372

E-mail: holstein@interprep.com

Web Site: <http://interprep.com>

Steve Holstein, Publisher

J

JOKEFAX

PO Box 571045
Tarzana, CA 91357
(818) 881-6865
Fax: (818) 881-6865
Terry Heath, Head Writer

K

JOHN KANE, PSYCHIC

PO Box 1967
Lexington, KY 40593-1967
(606) 259-1933
Fax: (606) 255-4478

KNUCKLEHEAD NEWS NETWORK

2510 Woodwind
Richmond, TX 77469
(713) 342-9570
Fax: (713) 232-6191
Karen Christy, Publisher

L

LAMBERT & LANDERS CREATIVE ADVERTISING GROUP

747 Front Street
San Francisco, CA 94111
(888) 526-2378, (415) 397-8037
E-mail: lou@lambertlanders.com
Lou Lambert

LIFESTYLE INFORMATION SERVICE

7659 Sale Avenue
West Hills, CA 91304
(800) 598-3571
Fax: (818) 702-6908
David Hirsch, Editor

M

MAINSTREET PRODUCTIONS INC.

8745 Aero Drive, Suite 105
San Diego, CA 92123
(619) 569-5919
Fax: (619) 292-9548
E-mail: mainst@primenet.com
Michelle Regan, VP

MJI BROADCASTING

1290 Avenue of the Americas, 6th Floor
New York, NY 10104
(212) 245-5010
Fax: (212) 586-1090
Josh Feigenbaum, President
Julie Talbott, COO
Gary Krantz, VP/GM

MLRC-ANNEX

6000 State Road
Memphis, TN 38134
(901) 521-1544
Toyamma Smith

MORNING FAX

1149 Caddie Lane
Paso Robles, CA 93446
(805) 227-4626
Fax: (805) 227-4626
Jo Armstrong

THE MORNING PUNCH

239 Muirfield Court
Columbia, SC 29212
(803) 781-6608
Fax: (803) 781-7820
E-mail: crossan1@aol.com
Jim Crossan, Marketing

THE MORNING SIDEKICK

1295 South Santa Fe
Denver, CO 80223
(303) 733-5850
Fax: (303) 733-3801
E-mail: msidekick@aol.com
Keith Hughes, Principal

MR. RADIO'S CREATIVE PRODUCTIONS

PO Box 3026
Garden City, NY 11531
(516) 248-0750
Stephen Springfield, Chairman/CEO

N

NEWSMAKER INTERVIEWS

8217 Beverly Boulevard
Los Angeles, CA 90048
(213) 655-2793
Fax: (310) 271-6073
Arthur Levine, President

O

O'LINERS

11060 Cashmere Street
Los Angeles, CA 90049
(310) 476-8111
E-mail: danoday@cis.compuserve.com

ONE TO ONE/CREEYADIO SERVICES

PO Box 9787
Fresno, CA 93794
(209) 448-0700
Fax: (209) 448-0761
E-mail: jayt@ix.netcom.com
Jay Trachman, Editor/Publisher

OVER THE EDGE

20519 Tullio
Clinton Twp., MI 48035
(810) 792-8987
Sandra McNeill

P

PREP

5903 Spring Valley
San Antonio, TX 78247-1615
(800) 788-7737, (210) 650-3221
Fax: (210) 650-3221
E-mail: brad@ktsa.com
Brad Messer

R

RADIO LINKS

27560 Winding Way
Malibu, CA 90265
(310) 457-5358
Fax: (310) 457-9869
Lori Lerner, President

R
•
W

R

RADIO ONLINE

PO Box 50262
Amarillo, TX 79159
(806) 352-7503
Fax: (806) 352-3677
E-mail: customer.service@radio-online.com
Ron Chase, System Manager
Modem, (806) 352-9365

THE RADIO REPORT

1167 Morro Avenue
Morro Bay, CA 93442
(800) 953-7529
Fax: (805) 772-6702
E-mail: trreport@aol.com
Tom Keffury, VP/Operations



RADIO TODAY ENTERTAINMENT

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Geoff Rich, President
Ramona Rideout, VP
Tom Shovan, VP

RADIO-TV INTERVIEW REPORT MAGAZINE

PO Box 1206
Lansdowne, PA 19050-8206
(610) 259-1070
Fax: (610) 284-3704
Steve Hall

S



SATELLITE COMEDY NETWORK

1776 Broadway, 4th Floor
New York, NY 10019
(212) 581-3962
Fax: (212) 459-9343
Tom Shovan, VP/Manager
Operations

RICK SCOTT & ASSOCIATES

2509 152nd Avenue NE, Suite D
Redmond, WA 98052
(206) 867-9397
Fax: (206) 883-1411
E-mail: rickscot@ix.netcom.com
Rick Scott, President
Kathleen Kemis, Project Manager



■ Sony Corporation of America company

SW Networks is a full-service multimedia network that creates premier audio programming, accompanied by interactive, online services.

SONY WORLDWIDE NETWORKS

1370 Avenue of the Americas
New York, NY 10019
(212) 833-5400
Fax: (212) 833-4994
Web Site: <http://www.swnetworks.com>
Daniel Forth, President/CEO
Todd Sloan, Exec. VP/COO
Joyce MacDonald, VP/Affiliate
Marketing

ALAN SPECTOR'S COMEDY NEWS NETWORK

506 Applewood Avenue
Altamonte Springs, FL 32714
(407) 682-2880
Fax: (407) 682-5760
E-mail: alancomedy@aol.com
Alan Spector

SPORTS BYLINE USA

300 Broadway, Suite 8
San Francisco, CA 94133
(800) 783-7529, (415) 434-8300
Fax: (415) 391-2569
E-mail: byline@ix.netcom.com
Ron Barr, Host

STARDATE/UNIVERSO

University of Texas McDonald Observatory
2609 University Avenue, Suite 3.118
Austin, TX 78712
(800) 782-7328, (512) 471-5285
Fax: (512) 471-5060
E-mail: susanne@astro.as.utexas.edu
Susanne Harm, Marketing Director

T

TELE-JOKE

4555 North Pershing Avenue, Suite 33-376
Stockton, CA 95207
(209) 476-1511
Fax: (209) 476-1211
E-mail: araycomedy@aol.com
Alan Ray, Author

Visit R&R's Web Site:
<http://www.rroonline.com>



TM CENTURY

2002 Academy
Dallas, TX 75234-9220
(972) 406-6800
Fax: (972) 406-6890
E-mail: tmci@tmcentury.com
Neil Sargent, President/CEO
Bob Shannon, VP/Creative
David Graupner, Executive VP

U



UNITED STATIONS RADIO NETWORKS

25 West 45th Street, 11th Floor
New York, NY 10036-4902
(212) 869-1111
Fax: (212) 869-1115
E-mail: radio@usrn.com
Nick Verbitsky, President
Charlie Colombo, Executive VP
Andy Denemark, VP
Bill Quinn, VP
David Kolin, VP

URBAN ARTIST BIOS

6333 SE Belmont Street
Portland, OR 97215
(503) 233-7848
Fax: (503) 233-7884
E-mail: markndark@aol.com
Mark Shands, Editor

W

WINNING EDGE PRODUCTIONS & SOFTWARE

16012 Daybreak Lane
Beaverdam, VA 23015-9340
(804) 227-3390
Fax: (804) 227-3390
E-mail: deitz@richmond.infi.net
Corey Deitz, President

WIRELESS FLASH NEWS SERVICE

827 Washington Street
San Diego, CA 92103
(619) 220-7191
Fax: (619) 220-8590
E-mail: weird@flashnews.com
Patrick Glynn, Managing Editor
David Louie, Sales Manager



- Strategic Campaigns
- Tactical Promotions
- Animation
- Broadcast Production
- Full Service Agency

RadioVision features:
Dynamic Creative, Marketing and Production for Radio, TV and Automotive Clients.

"We invented the Dancing Calls"

**Shelley McBride
 Jim McTighe
 Joe Pollaro**

**RadioVision Bldg.
 318 W. Chestnut
 Denison, Texas 75020
 903.465.8292
 Fax .465.8293
 800.326.3198**



A

AIRWAVES

11288 Ventura Boulevard, Suite 1000
 Studio City, CA 91604
 (818) 508-8005
 Fax: (818) 508-8444
Jeremy Stone, Executive Producer

ALL AMERICAN COMMUNICATIONS INC.

2114 Pico Boulevard
 Santa Monica, CA 90405
 (310) 450-3193
 Fax: (310) 452-9053

TOBY ARNOLD & ASSOCIATES INC./ TA&A

3234 Commander Drive
 Carrollton, TX 75006
 (800) 527-5335, (214) 661-8201
 Fax: (214) 250-6014
 E-mail: toby@compu tek.net
Dolly Arnold, VP/COO

B

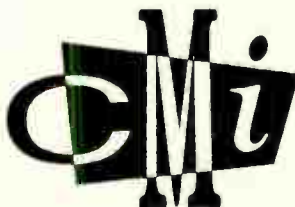
THE CHUCK BLORE COMPANY

1606 North Argyle Avenue
 Los Angeles, CA 90028
 (213) 462-0944
 Fax: (213) 462-3822
 E-mail: bloregroup@aol.com
Chuck Blore, CEO

BROADCAST MARKETING GROUP

3100 Broadway, Suite 318
 Kansas City, MO 64111
 (816) 753-3277
 Fax: (816) 561-0800
 E-mail: focus@primenet.com
*Aubrey E. Potter Jr., President
 Bill Allen, VP/Sales
 Rich DePaoli, VP/Research*

C



CMI

612 Hampton Drive
 Venice, CA 90291
 (310) 392-8771
 Fax: (310) 392-5704
*Bob Benderson, President
 Mike Watson, VP/Marketing*

D



DAM GOOD TV!

PO Box 794845
 Dallas, TX 75379
 (800) 691-6940
 Fax: (800) 691-6942
 E-mail: damgoodtv1@aol.com
Jill Frank, CEO

F



The leader in broadcast marketing for over a decade. From strategy to execution, Film House TV marketing campaigns deliver results.

FILM HOUSE INC.

810 Dominican Drive
 Nashville, TN 37228-1906
 (615) 255-4000
 Fax: (615) 255-4111
 E-mail: results@filmhouse.com
*Curt Hahn, President/CEO
 Wayne Campbell, Sr. VP/Marketing
 Bill Aydelott, Sr. VP/Production & Development
 Dave Nichols, VP/Marketing*

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R "RATINGS REPORT & DIRECTORY" ARE \$50
 PLEASE CALL
310 • 788 • 1625

**G
•
M**

G

Guerilla
Productions

GUERRILLA PRODUCTIONS INC.
1740 Massachusetts Avenue
Boxborough, MA 01719
(508) 635-9255
Fax: (508) 635-9268
E-mail: guerillpro@aol.com
Steve Fox, VP/Dir. of Syndication

H

HOFFMANN'S HIT RADIO CONSULTANCY
PO Box 50537
Indianapolis, IN 46250
(317) 577-9696
Gary Hoffmann, President

HORSESHOE PRODUCTIONS INC.
2600 Avenue K, Suite 200
Plano, TX 75074
(972) 509-9023
Fax: (972) 509-9122
Tracy Brown, President

I

IMAGWORKS
55 North 300 West
Salt Lake City, UT 84110-1160
(800) 443-4813, (801) 575-7400
Fax: (801) 575-7449
Jim Yorgason, VP/Division Manager

INFOVIDEO
9853 Pacific Heights Boulevard, Suite B
San Diego, CA 92121
(619) 452-9000
Fax: (619) 452-9059
Steve Ciurzo



IQ TELEVISION GROUP
4660 Paran Valley
Atlanta, GA 30327
(404) 255-3550
Fax: (404) 255-8152
E-mail: iqtv@radioiq.com
Web Site: <http://www.radioiq.com>
Tony Quin, President

J



JORDAN TAMRAZ CARUSO ADVERTISING, INC.

Strong, image-building campaigns that deliver a creative advantage. Oldies, Hits of the '70s, Classic Rock, and News/Talk.

JTC ADVERTISING
1419 North Wells
Chicago, IL 60610-1395
(312) 640-4284
Fax: (312) 951-9827
Brian Hensgen

K

KENSINGTON FALLS ANIMATION
2921 Duss Avenue
Ambridge, PA 15003
(412) 266-0329
Fax: (412) 266-4016
Michael Schwab, Producer

M



McCLAIN
ENTERPRISES

Radio's Most Creative TV Marketing and Film Production Source, Specializing in Country and AC Formats.

McCLAIN ENTERPRISES
PO Box 23344
Nashville, TN 37202-3344
(615) 269-6517
Fax: (615) 269-6648
Carolyn McClain, President
4405-B Belmont Park Terrace
Nashville, TN 37215-3609

MEBANE COMPANIES

2112 Sharondale Drive
Nashville, TN 37215
(800) 823-7933, (615) 292-5624
Fax: (615) 297-6337
E-mail: mebaneco@mail.telalink.net
Alex Mebane, President

MEDIA DESIGNS

636 Broadway, Suite 820
New York, NY 10012
(212) 780-0140
Fax: (212) 780-0138
E-mail: mediad@panix.com
Scott Randall, President/Creative Dir.

"Media Placement for the Consolidation Era."

FOCUS TV
PLACEMENT
Broadcast Marketing Group

Coordinated TV Placement for Radio - Call Aubrey E. Potter, Jr. 800-581-3277
Broadcast Marketing Group • Kansas City • Phoenix • Omaha

M

ROBERT MICHELSON INC.
1550 Bryant Street, Suite 200
San Francisco, CA 94103
(415) 626-6862
Fax: (415) 626-8480
E-mail: rmitv@earthlink.net
Robert Michelson, President

P

POST-PRODUCTION SERVICES INC.
602 Main, Suite 900
Cincinnati, OH 45202
(513) 621-6677
Fax: (513) 421-6141
Jim Bird, President



MORE THAN A MEDIA
BUYING COMPANY

We identify the persuadable listeners in your market to help you build come and/or increase TSL with your television campaign.

POWER MEDIA CORPORATION
Penntower
3100 Broadway, Suite 805
Kansas City, MO 64111
(816) 931-6700
Fax: (816) 753-4785
E-mail:
POWER_MEDIA_CORPORATION@compuserve.com
Chip Osborn, President
Mike Costello, VP/Sales
Murry Ferris, VP/Media Research
Anita Harnett, VP Marketing



PRISM

Advertising & Production

A creative new perspective on television advertising. Breakthrough campaigns for Oldies, '70s, Classic Rock, News/Talk and more.

PRISM ADVERTISING & PRODUCTION

931 West 75th Street
Suite 137-156
Naperville, IL 60565
(630) 904-1081
Fax: (630) 904-1381
Tim Kenwick, President



PROVIDEO

2302 West Badger Road
Madison, WI 53713
(800) 569-6810
Fax: (608) 271-2737
Doug Peterson, Radio Marketing Director

NEED MORE COPIES?

ADDITIONAL COPIES OF THE R & R
"RATINGS REPORT & DIRECTORY" ARE \$50
PLEASE CALL
310 • 788 • 1625

R



RADIOVISION

318 West Chestnut
Denison, TX 75020
(903) 465-8292
Fax: (903) 465-8293
Shelley McBride
Jim McTigue
Joe Pollaro

ROSLER CREATIVE

IS YOUR MORNING SHOW GOOD ENOUGH FOR THIS CAMPAIGN? Look at the CHUM-FM/Toronto & KRQ/Tucson "UNREAL PEOPLE!" spots.
WANT HUGE AT-WORK NUMBERS? See the newest CLICKON spot for KHMV/Houston, #1 25-54 for the 1st time!
NEED TO ESTABLISH A MUSIC POSITION? View CHECKERBOARD!, the top-testing spot that really works.
TESTIMONIALS? See the best — "REALPEOPLE" campaigns. Decades of experience. TV that gets results. Ask your consultant.

ROSLER CREATIVE
44454 Fernwood Drive
Mendocino, CA 95460
(800) 707-1414
Fax: (707) 937-0123
Peter Rosler, Owner

REEL SOLUTIONS TO YOUR TV MARKETING NEEDS IN TODAY'S CHANGING MARKETPLACE



McCLAIN
ENTERPRISES

Call now for demo information from radio's most creative TV marketing and film production source, specializing in AC and Country formats.

PH: 615-269-6517 FX: 615/269-6648

Mailing Address: P.O. Box 23344, Nashville, TN 37202-3344

Street Address: 4405-B Belmont Park Terrace, Nashville, TN 37215-3609

CAROLYN McCLAIN, President

R
•
W

R

REEL GOOD PRODUCTIONS

PO Box 6
Excelsior, MN 55331
(800) 800-7335
Fax: (800) 800-7335
E-mail: reelgood@pclink.com
Kyrl Henderson, President

S



SUPERSPOTS.

SUPERSPOTS

216 West Ohio Street, 3rd Floor
Chicago, IL 60610
(312) 751-8999
Fax: (312) 751-9088
E-mail: superspots@aol.com
David Gariano, President/CEO
Jerry Bryant, VP/Creative

V



Chuck Blore protege grows up and is ready to produce your TV campaign! Announcing Vendely Communications. We took what we learned from Chuck Blore and combined it with '90s marketing know-how. Results-oriented television at an affordable price.

VENDELY COMMUNICATIONS

4609 Ventura Canyon Avenue
Sherman Oaks, CA 91423
(818) 783-7886
Fax: (818) 783-7529
E-mail: vencomla@aol.com
Elizabeth Vendely, President
Jeff Lewis, VP/Marketing

W



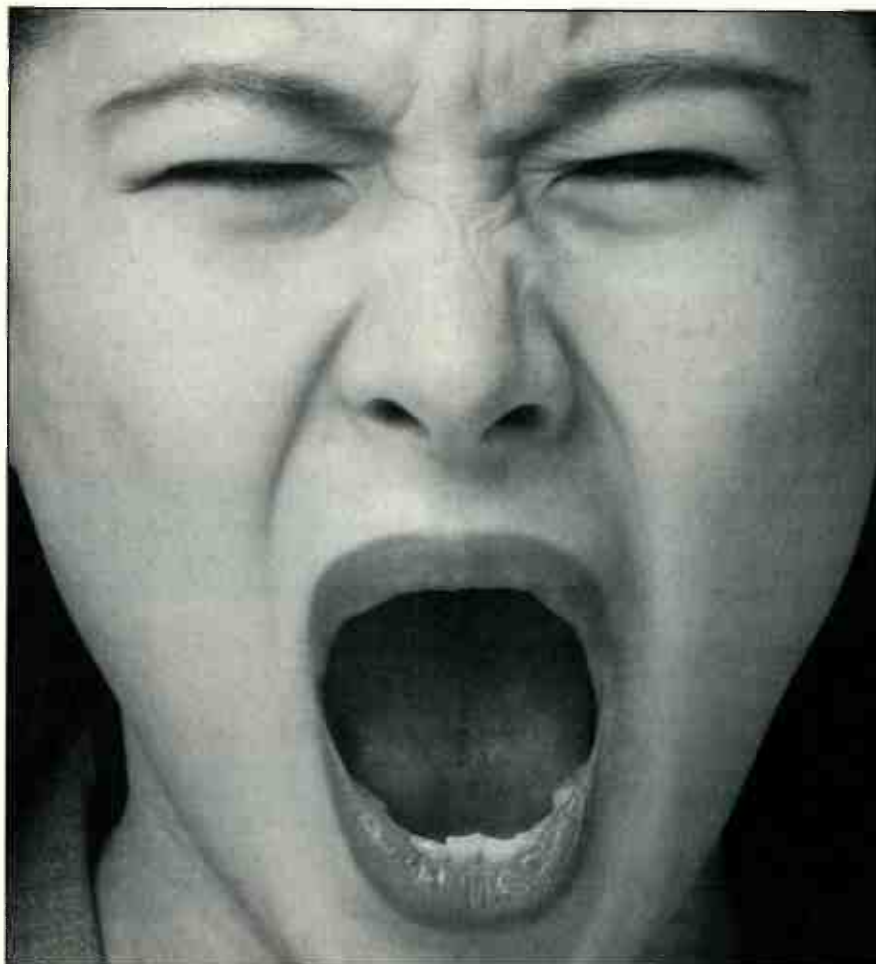
Ten years working with consultants, research companies, winning client stations. We know TV Production for Radio — it's all we do.

WELWOOD INTERNATIONAL FILM PRODUCTION

160 Washington SE, Suite 138
Albuquerque, NM 87108
(505) 265-1899
Fax: (505) 265-3180
**Bill Swortwood, President/
Creative Dir.**
Barbara E. Ferrel, VP/CEO

WINDSTAR STUDIOS INC.

525 Communications Circle
Colorado Springs, CO 80905-1737
(719) 635-0422
Fax: (719) 635-7119
Dale Mitchell, President



POWERful TV Spots for Radio

If your spot doesn't **SCREAM OUT FOR ATTENTION** you won't get to first base. Think about how you watch TV. When you sit down in front of the box, what spots get your attention? It's the spot that's really original, clever, powerful or funny. Of course it has to clearly communicate the message, but if it doesn't grab your attention in the first place, what's the point?

IQ has the most powerful, most creative TV spots for radio. Don't take our word for it, see our demo for yourself. Call us and we'll overnight it, or you can download our latest spots NOW:



www.radioiq.com

4660 Paran Valley
Atlanta, Georgia 30327

404 255-3550

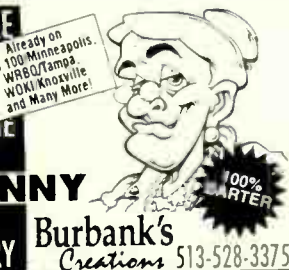
COMEDY

KYNG/WDAF/WYCD **Earl Pitts**
WNOR/WHOK/KFRG
WDRM/KRPQ/KNFM
KYCW/KAJA/KYCY
WBOB/WKHK/KCKI
WQIK/WBBS/KRYS **Uhmerikun**

These stations, along with more than 100 others, have found being **Politically Incorrect** has never been funnier or more popular!

Burbank's Creations
 To check availability in your market, call Steve Harper at
 431 OHIO PIKE, STE 311 CINCINNATI, OH 45255 **513-528-3375**

ENERGIZE YOUR SHOW WITH THE HIPPEST GRANNY IN THE COUNTRY



Burbank's Creations 513-528-3375



THIS IS ONE CALLER YOUR MORNING SHOW CAN'T DO WITHOUT

Burbank's Creations 513-528-3375
 Currently on WUSY/Chattanooga, KHEY/El Paso, WLWI/Montgomery and More!

COMEDY BY FAX

HEY PERSONALITIES!

Do you find yourselves suddenly without your comedy service? Well, don't sweat it! Call us at 803-781-6608 and we'll set you up with a free week of...

THE MORNING PUNCH™

Our clients tell us again & again: "Your stuff is the best in the business!" Call and see for yourself. We'll fax (or e-mail) you five pages a day of comedy!

*And if you just lost your service, mention what you had when you call, and we'll send you a **second week free!!!**

**Offer subject to availability. ©1996 Crossan & Crossan Creative™

COMEDY SERVICES

MARLON KENT PRODUCTIONS

Specializing in Pre-recorded Comedy Wacked out Audio, Drop-in's and Fake Commercials/Phoney Feature Spots

Call 415-854-6476 After 7 AM Pacific

FREE 900 NUMBERS

900 NUMBER OPINION POLLS FREE TO BROADCASTERS!

Stations EARN 30¢ per call - No set-up charges or minimum calls. Costs you nothing! It's your 900 line and your Poll...not an extension.

Natl/Local Politics • Current Events • Sports • Editorial • you decide. Use as a new business sales tool. Immediate activation.

IF YOU HAVE A FORMAT - WE HAVE A 900 PROGRAM
RUFFINO/ASSOCIATES • a 900 Promotional Service
 (909) 679-8103 or 1-800-235-9111

MUSIC SOFTWARE

AFFORDABLE Music Software

No Lease Charges

Features & Flexibility PD's want at a price even small markets can afford.

For More Information call:
HALPER & ASSOCIATES
 (617) 786-0666

PRODUCTION LIBRARIES



We are proud to announce the release of the "Quixotic Music Production Library" The finest collection of live production music available anywhere, and it is **100% Buyout!!**

- Over 40 Styles Of Music.
- At Least 10 Cuts Per Style.
- Each Cut In :60, :30, and :15 edits.
- Priced By Market Size.
- New Updates MONTHLY

For a free demo CD and rate card, please call **TOLL FREE 1-888-33-SOUND**

VISA, MASTERCARD & AMERICAN EXPRESS
 (We Pay ALL Shipping)

SPANISH RADIO

SPANISH RADIO IS HOT!

TOP SOUND is the **only** Spanish Radio Consulting firm. Over 20 years experience in Mexico and the United States. Affordable Programing, Research, RESULTS!!

Call (818) 841-0078 Ricardo Salazar.

STAFFING SERVICES

MEDIA'S INNOVATIVE STAFFING SOLUTIONS

- ▲ Sales ▲ Buyers
- ▲ Traffic ▲ Promotions
- ▲ Assistants
- ▲ Managers ▲ Research



TEMPS, INC.
 1 (800) 556-5550

STORY IDEAS & GUESTS



Yearbook of Experts, Authorities & Spokespersons®

Thousands of story ideas and sources for interview. More than 1,400 individuals and organizations, indexed by more than 14,000 subject categories.

Call for your **FREE** copy:

1-800-YEARBOOK

<http://www.YearbookNews.com>

TRAVEL

FIRST CLASS LAX TO JFK
 1-800-677-9776

Overnight Delivery No Charge

\$799rt
2 DAY ADVANCE

VO/PRODUCTION SERVICES

CHARLIE TUNA
 29 Years A Los Angeles Radio Legend

Voice of: Dozens of National, TV Shows • National & International Specifications • Radio • TV • Print • News • Events
 And NOW... Image Liners, Promos, IDs, Commercials and **CUSTOM FEATURES YOU CAN SELL!**

Call now and put **CHARLIE TUNA** Demo Line (818) 344-9125 on your station staff today! Studio/Fax (818) 344-6749

Overnight DAT/Analog Reel or LIVE ISDN e-mail: ctuna@dejavudesign.com
 Rates scaled to market size <http://www.dejavudesign.com/charlietuna>

KRIS ERIK STEVENS
EXCEPTIONAL VOICE IMAGERY
 ♦ Demoline 818-990-KRIS
 ♦ Instant ISDN Connection
800-231-6100
<http://www.kriserikstevens.com>

SEARCH UNTIL YOU FIND... For (818) 708-0857... Executive Rates 700-8000
<http://www.johndriscoll.com>
JOHN DRISCOLL
 VOICE OVER

A

4-K Radio, Inc.	169
A&B Broadcasting, Inc.	169
A&M Records	283
A Train Management & Consulting	131
A-Ware Software Inc.	124
AAAS Radio	262
Aaro Marketing Inc.	221
AB Promotions	221
ABC Pictures	221
ABC Radio	169
ABC Radio Networks	262, 318
ABC Satellite Services	243
ABC Sound	243
ABG/Audio Broadcast Group Inc.	154, 243
ABKCO	283
ABN AMRO Bank, N.V.	163
Abrams/Dawson & Associates	131, 262
Lee Abrams Inc.	131
ABRY Partners Inc.	163
A/C & CHR Consultants	131
Academy Of Country Music	219
Accend Broadcast Service	131
AccuRatings	306
AccuWeather Inc.	262
Actual Radio Measurement Inc. (ARM)	306
Ad America	221
Add Radio Group Inc, The	169
Adelman Communications, Inc.	169
AdMedia Partners Inc.	163
Adobe Graphics & Design	221
Adult Contemporary Music Research Letter	131, 306
Advanced Productions	262
The Advantage Group Inc.	131, 221
Advantage Productions Inc.	243
Adventure Communications, Inc.	269
The Affection Connection	262
AFTERGLOW	262
Agri-Communicators	262
AgriNet Farm Radio Network	262
Appal Broadcasting, Inc.	169
AIF Records	283
AIM Marketing	215
AIR corp	154
Air South Radio, Inc.	169
AirCraft Production Libraries	243
Aire/Ink, Inc.	169
Airforce Broadcast Services	243
AirTalents.com	153
Airwaves	221, 243, 321
Akai Musical Instrument Corp.	154
AKG Acoustics	154
Alaska Broadcast Communications, Inc.	169
Albany Broadcasting Co., Inc.	169
Albany Radio Corp.	169
Jaye Albright Consulting	131, 221, 306
The Album Network	262
Alesis Studio Electronics	154
Alexander/Miller & Co. Inc.	131, 221
Alexenburg Entertainment Group Inc.	215
All Access Music Group	215
All American Communications Inc.	221, 321
All American Music Group	283
All Points Music	283
All Pro Broadcasting	169
All Star Radio	263
All That Jazz	215
Allegheny Mountain Network	169
Allen & Company Inc.	163, 239
David Allen Oldies Consulting	131
Rick Allen Creative Services Inc.	243
Allied Capital	163
Allied Radio Partners	303
Alligator Records	283
Allur Communications Group, Inc.	169
Gary Allyn Radio Enterprises	131
Almo Sounds	283
Alpine Records	283
Alta Broadcasting Co.	169
Altair Communications Inc./ACI	124, 134, 154, 221, 243, 306
Alternate Audio	243
Alternative Programming	263
Altus Radio, Inc.	170
Amaturo Group Ltd	170
America Listens	243
America On The Road Inc.	263
America Talks	263
Americalist	221
American Broadcast Financial Corp.	163
American Chemical Society	263
American Comedy Network	263, 318
The American Country Dance	263
American Entertainment Network	263
American Federation Of Television & Radio Artists (AFTRA)	219

American Freedom DJs Inc.	263
American General Media	170
American Gramophone	283
American Leisure Network	263
American Media Management	170
American Media Research Inc.	306
American Medical Association	263
American Pie	243
American Radio Brokers Inc./SFO	173, 239
American Radio Network	263
American Radio Systems License Corp.	170
American Recordings	283
American Talk Radio	263
American Telesource Inc.	154, 221
American Urban Radio Networks	263
American View Inc.	263
American Women In Radio & Television Inc.	219
Americom Broadcasting	170
American Radio Brokers	239
Americus Communications, LLC	170
Ameron Broadcasting	170
amfm Company Inc.	222
Amherst Records	283
A.M.I. Records (American Music Inc.)	283
AM News	263
AmSouth Bank	163
Analysis Research	306
Anchor Baptist Broadcasting	170
Ancy Music Group	215, 283
Anderson Broadcasting Co., Inc.	170
Anderson Communications Inc.	263
Anderson Radio Group	170
Anderson, William C.	170
Jay Andrews Productions	243
Don Anti Promotions	215
Anonymous Productions	221
ANS	124
The Answer Radio Show	263
Anthem Records	284
Anthony Media Concepts	134
Nick Anthony & Associates Inc.	134
AP All News Radio and AP Network News	263, 318
AP Morning and Afternoon Prep	318
Apex Radio Consultants	134
Aphex Systems, Ltd.	154
APM/Associated Production Music	246
Appalachian Broadcasting Co.	170
Appalachian Educational Communication Corp.	170
Ira Apple & Associates	134
Arabesque	284
The Arbitron Company	306
ARCA (Audio Recording Corp. Of Arkansas)	246, 263
Arctic Broadcast Association	170
Arista	284
Ark-La-Tex Broadcasting Co.	171
Arkansas County Broadcasters, Inc.	171
Lee Arnold Marketing	215
Lee Arnold Promotions	222
Toby Arnold & Associates Inc./TA&A	222, 246, 321
Arrakis Systems Inc.	154
Arrownet	124
Arso Radio Corp.	171
American Society of Composers, Authors & Publishers (ASCAP)	219
Assistant Software	124
Associated Broadcasters	263
Associated Communications	171
The Associated Press	124
Association of Unity Churches	263
Asterisk Communications, Inc.	171
Astor Broadcast Group	171
Asylum Records	284
AT&T Capital Corp.	163
AT&T Solutions	134
ATA Information Systems Inc.	163
Athens Broadcasting Co.	171
ATI-Audio Technologies Inc.	154
Atkinson Consultants	134
Atlantic	284
Atlantic Broadcasting Co.	171
Atlantic Broadcasting Network	263
Atlantic Coastal Ventures L.P.	163
Atsinger III, Edward	171
Aubergine	285
Audience Development Group	134
Audience Pulse	307
Audio Accessories Inc.	154
Audio Action	246
Audio Productions Inc.	246
Audio Service America Inc.	124, 246
Audioarts Engineering	154
Audion Laboratories	154
AudioNet	124, 222
Audiopak	154
Auditronics Inc.	154
Auratone Corp.	154
Austin Broadcasting Corp.	171
Autogram Corp.	154

Automated Business Concepts	124
Autonomous Records	285
Avalanche Records	285
Avatar Productions	264
AVDel	246
AVI Communications Inc.	134

B

B&B Broadcasting	171
B&B Research Services Inc.	307
Stephanie B. Promotions	215
Back Lot Studios	246
Backstage Productions Inc.	264
Backtrax USA	264
Bahakel Communications	171
Bailey Broadcasting Services	246, 264
Balliwick Company Inc.	222
Baker Family Stations	172
Baldwin Broadcasting	172
Baldwin Marketing Services	222
Ballard Broadcasting	172
Bank Of America	163
Bank Of America NT & SA	163
Bank Of Boston/Media & Comm. Group	164
Bank Of California	164
Bank Of Montreal	164
Bank Of New York	164
Bank One Indianapolis	164
Bank South	164
Banker's Trust Co.	164
Banner Radio	303
Banners On A Roll	222
Banque Paribas, New York	164
Barclays Bank	164
Barden Broadcasting, Inc.	172
Barger Broadcast Brokerage	239
Barger, John	172
Bob Barnes	246
Barnette, Earl	172
Barnstable Broadcasting, Inc.	172
Barzman & Mosher Advertising	222
Baxter Media Buyers Inc.	222
Bay Concert/Up Front Management	215
Lee Bayley & Associates	134
Bay Star Communications, Inc.	172
BBE Sound Inc.	154
BBN Planet Corp.	124
Beard, Sam & Pamela	172
Beasley Broadcast Group	172
Chris Beck Communications	134
Bee Broadcasting, Inc.	170
Beethoven Satellite Network Around The Clock	264
Lawrence Behr Associates, Inc.	135
Bel Air Productions	246
Belar Electronics Laboratory Inc.	154
Bell Broadcasting Co.	172
The Benchmark Company	135, 307
Benefield Broadcasting, Inc.	172
BENMARadio Inc.	246
Rob Bennethum's Cartoon Voices	246
Benns, William, et. al.	172
Bentley Associates LP	164
Benton-Weatherford	172
Berger Broadcast Consultants	135
Bergman Broadcasting Co., Inc.	172
Bergner & Co.	164, 239
Berkowitz Broadcast Consulting Inc.	135
Berkshire Broadcasting Co.	172
Berkshire Broadcasting Corp.	172
Bernal, Paulino	172
The Best Of The Blues Network	135, 264
Best Of The Oldies Radio Network	264
BET Radio Network	264
Bethesda Christian Broadcasting, Inc.	173
Better Business Productions	135, 246
beyerdynamic	154
BGI Broadcasting, LP	171
BIA Capital Corp.	164
BIA Consulting Inc.	135
BIA Publications Inc.	124, 222, 307
Biamp Systems	155
Bible Broadcasting Network	173
Bick Broadcasting Co.	173
Big Band Jump	264
Big Broadcast of Arizona, LLC	173
Big Cat Records	285
Big Mack Broadcasting, LLC	173
Big River Broadcasting Corp.	173
Big Sky Radio, Inc.	173
Bigger Than Life Inc.	223
Binx Custom Software	124
Birach Broadcasting Corp.	173
Birch Research Corp.	307
BiteMan Communication	223
Bitman Comedy & Show Prep Service	318
Bob Bittner Broadcasting	173
Bits & Pieces Creative Services Inc.	246, 264

B

Black Crow Broadcasting 173
 Blackburn & Co. Inc. 239
 Blackheart Records 285
 Blackhorse Entertainment 285
 Blakeney Communications, Inc. 173
 Blain Consulting Inc. 135
 Larry Blakeney Voiceovers 247
 Blind Records 285
 Bliss Communications, Inc. 173
 Bloomberg Information Radio 264
 Bloomington Broadcasting 173
 The Chuck Blore Company 223, 321
 Blount Communications Group 173
 Blount County Broadcasting 173
 Blue Chip Broadcasting Ltd 173
 The BLUE Group 155
 Blue Note/Metro Blue 285
 Blues 'N Jazz 135
 Bluestone Broadcasters, Inc. 173
 BMI 219
 BNA Records 285
 Allen Boaz Electronic Services 135
 Boch Broadcasting, LP 173
 Bohn & Associates Media 135
 Bolton Research Corporation 135, 307
 Bomar Broadcasting Corporation 174
 Bonaire Records 285
 Bond & Pecaro Inc. 135, 164
 Bonneville International Corp. 174
 Boom Media 223
 Boonville Broadcasting Co. 174
 Mike Borchetta 215
 Border Broadcasters, Inc. 174
 Borealis Broadcasting, Inc. 174
 Bosley Associates Inc. 135, 307
 Boston Media Group Inc. 307
 Boswell Broadcasting Co. 174
 Botik Broadcast Services Inc. 135
 Bott Broadcasting Co. 174
 Boyd & Boyd Inc. 264
 Boyd Enterprises, Inc. 174
 Frank Boyle & Co. 239
 BP Consulting Group 136, 307
 BPI Entertainment News Wire 264
 Bradley Broadcast Sales 155
 John T. Brady & Associates Inc. 2646
 Brainchild Records 285
 Donna Brake Promotion Inc. 215
 Braden, Ruth M. & Douglas L. 174
 Branstock Communications, Inc. 174
 Branson Music Network 264
 Breakthrough Marketing 136
 Breen Broadcast 136
 Dick Brescia Associates 264
 Brewer Broadcasting Co. 174
 Brewer Broadcasting of Chattanooga, Inc. 174
 BRg Music Works 247
 Brill Media Co. 174
 British Information Services 264
 Britanny Communications 223, 247, 265
 BRL Productions 247
 Broadbank Burbasting Corp. 265
 Broadcast Architecture 136, 247, 307
 Broadcast Cable Financial Management 220
 Broadcast Cartridge Service 155
 Broadcast Communications, Inc. 174
 Broadcast Data Consultants 124
 Broadcast Data Systems 307
 Broadcast Direct Marketing 136, 223
 Broadcast Electronics 155
 Broadcast Equities 265
 Broadcast Graphics 223
 Broadcast House 223
 Broadcast Information Systems 136, 308
 Broadcast Interview Source 318
 Broadcast Marketing Group 136, 223, 321
 Broadcast Media Associates 136, 239
 Broadcast Media Center 223, 247
 Broadcast Partners, Inc. 174
 Broadcast Pension Services 401(k) Plans 124, 136, 239
 Broadcast Products Inc. 223
 Broadcast Programming 247, 265
 Broadcast Strategies International 136
 Broadcast Supply Worldwide 155
 The Broadcast Team 223, 247
 Broadcasters' Foundation 220
 Broadcasters General Store 155
 Broadcasters & Publishers 174
 Broadcasting Asset Mgmt. Corp. 164, 239
 Broadcasting Corp. Southwest 174
 Broadcasting Unlimited Inc. 136, 164, 223
 Brooke Communications, Inc. 174
 Brother Records/Boulder Creek Ent. Corp. 285
 Brothers Broadcasting Corp. 174
 Alex. Brown & Sons Inc. 164

Brown Bag Productions 247
 Brown Radio Group, Inc. 174
 Brown Spots Inc. 248
 Larry Bruce Communications Inc. 136, 223
 BSS 155
 BT Securities Corp. 164
 BTMI 164
 Buckley Broadcasting Corporation 175
 Bugg Bytes Comedy 265
 The Bull Sheet 318
 Bumper Productions 248
 Bunyard, Jay & Anne 175
 Burbach Broadcasting Group 175
 Burbank's Creations 265
 Burk Technology 155
 Brad Burkhart Christian Media 136
 Burkhart/Douglas & Associates Inc. 136, 308
 Kent Burkhart's Office Inc. 136, 308
 Alan Burns & Associates 136
 Burns Media Consultants Inc. 136, 308
 Scott Burton Media 136
 Business News Network Inc. 265
 BVIVisionTrust 265

C

C & C Consulting, Inc. 175
 Caballero Spanish Media 303
 Cabin Fever 285
 Caddo Broadcasting Co. 175
 Cadence Jazz Records 285
 Caffmanna Communicorp 248
 Cahn Capital Corp. 164
 Sean Caldwell Productions 248
 Calendar Broadcasting, Inc. 175
 California Aircheck 223, 248, 318
 California Dreamin' Balloon Adventures 223
 Caliper 137
 Call Interactive 224
 Callahan & Associates Inc. 215
 CAM Audio Inc. 155
 Cameron Communications Inc. 137
 Camp, Cary D. 175
 Canadian Imperial Bank Of Commerce 164
 Canwell Productions 318
 Canyon Creek 285
 Cantorair Communications Co. 175
 Cape Fear Broadcasting 175
 Capital Kids Radio 176
 Capital Media Corp. 176
 Capitol 285
 Capitol Broadcasting Co., LLC 176
 Capitol Nashville 286
 Capitol Sports Network 265
 Capricorn 286
 Capstar Broadcasting Partners 176
 Capstone Communications 239
 Career Records 286
 CarePhil Communications 176
 Cargill Communications 176
 Caribe Records Ltd. 286
 Caribou Communications Co. 176
 Carmel 286
 Carrelo, Candido D. 176
 Carroll Enterprises 176
 Mike Carta/M.A.C. Productions 137, 248
 Carter Broadcasting Corp. 176
 Ron Carter Productions 248
 Cartworks/dbm Systems Inc. 155
 Cascades Broadcasting Group 176
 Cal Casey, Radio Programming Consultant 137
 Steve Casey Research 308
 Castle Communications US Inc. 286
 Catalyst Broadcasting Limited 176
 Cat's Eye 215
 Catspaw Productions Inc. 248
 CBS Corp. 175
 CBS Radio Networks 265
 CBS Radio Sales 303
 CBSI/Custom Business Systems Inc. 125
 CCA Electronics 155
 CCM Communications 265
 CD Media Inc. 224, 248, 265
 CEA Inc. 164, 239
 Chuck Cecil's Swingin' Years 265
 Celebration Computer Systems 125, 224, 239, 308
 Celebrity Radio Productions 265
 Celebrity Suppliers 224
 Celestial Harmonies 286
 Center Broadcasting Co, Inc. 176
 Center for Radio Information 125, 224, 308
 Central Jersey Airchecks 153, 248, 318
 Central Illinois Broadcasting Co. 176
 Central Iowa Broadcasting, Inc. 176
 Central NE Broadcasting, Inc. 176
 Cessna Communications, Inc. 176
 Cexton 286

CGN Corp. 175
 Chagal Communications 176
 Chambersburg Broadcasting 177
 Chameleon Radio Corp. 177
 Champion Broadcasting Corp. 177
 Chancellor Broadcasting Company 177, 265
 Changemakers 265
 Chapin Enterprises 164, 239
 Chaparral Broadcasting, Inc. 177
 Charisma Communications Group 177
 Charles River Broadcasting 177
 Charlottesville Broadcast 177
 Chart Attack 215
 Charterhouse Music Group 215
 Chase Manhattan Bank 164
 Chase Music Group 286
 CHATEAU Brazil 248
 Cherokee Broadcasting Co, Inc. 177
 Chesterman Communications, Inc. 177
 Chesky Records 286
 CHET-5 Broadcasting, LP 175
 Chicago Bears & Cubs Radio Network 265
 Chicago Radio Syndicate Inc. 248, 266
 Children's Broadcasting Corp. 177, 266
 Children's Radio Syndication, Inc. 266
 Chip Morgan Biprocast Engineering 137, 224
 Chisholm Trail Broadcasting Co, Inc. 177
 Ann Chrisman 215
 Christal Radio 303
 Christensen Broadcast Group 177
 David Christian Voice Trax 248
 Christmas Music Networks 266
 Chrysler Capital Corp. 164
 Chuckie Broadcasting Co. 177
 CHUM Group Radio 175
 Church Point Ministries 177
 Cigar Connoisseur Radio Network 266
 CIMP Records 286
 Joe Cipriano Promos Inc. 248
 The CIT Group — Communications Finance 164
 Citadel Communications Corp. 177
 Citibank 165
 Citizens Committee to Keep & Bear Arms 178
 Citizens And Southern Bank 165
 Citywide Communications, Inc. 178
 Clarendon County Broadcasting 178
 Clark Broadcasting Enterprises 178
 Donald K. Clark Inc. 239
 Michele Clark Promotion 215
 Wally Clark Productions 266
 Clarke Broadcasting Corp. 178
 Classic Broadcasting 178
 Classic Communications, Inc. 178
 Classic Records 286
 Clear Channel 178, 303
 Clear View Records 286
 The Clearance Group 266
 Clearly Superior Radio, LLC 178
 Cluff & Company/Success Training Int'l 137
 CMI 224, 321
 Co-Opportunities 125, 137
 Coast To Coast Promotion & Marketing Inc. 224
 Kenny Coglin "The Affordable Voice Choice" 248
 Coleman Research 137, 308
 Collantes, Rolando 178
 Colonial Broadcasting 178
 Colonial Broadcasting Co. 178
 Color Radio 2000 137, 266
 Columbia 286
 Columbia School Of Broadcasting 153
 Columbine JDS Systems Inc. 125, 137
 Columbus Broadcasting Network 266
 Comedy Connection 318
 Comedy, Movie, TV, News Library 248, 266
 Commercial Media Sales Inc. 303
 Commodore Media, Inc. 178
 Commonwealth Audio Visual Enterprises 178
 Commonwealth Broadcasting Corporation 178
 Communication Data Services 125, 137, 224
 Communication Graphics Inc. 224
 Communications Corp. of America 179
 Communications Properties, Inc. 179
 Communicom 179
 Communion Communications 266
 Community Airwaves 179
 Community Broadcasting Services of Tennessee, Inc. 179
 Community Service Radio, Inc. 179
 Competitive Media Reporting 308
 Complementary Communications Inc. 266
 CompuTalk Radio Network 266
 Computer America Show 266
 Computer Concepts Corp. 125, 155
 ComQuest 308
 Comrex Corp. 155
 ComStream Corporation 155
 Concentric Network Corp. 125
 Concert Music Broadcast Sales (CMBS) 303

C

Concert Music Network (CMN)	266
Concord	287
Conley & Associates	165
The Connelly Company Inc.	239
Conner Media Corp.	179
Connoisseur Communications	179
Connor Broadcasting Corp.	179
Dennis Constantine	137
Consultation Radio Network Inc.	266
Contemporary Comedy	318
Contemporary Group	137, 224, 266
Contemporary Media	
Broadcasting Group	179
Continental Broadcast Group, Inc.	179
Continental Broadcasting	179
Continental Features Syndicate	266
Continental Recordings Inc.	248
Continental Weather Corp.	266
Continuum	287
Holland Cooke Media	137
Cooper Media	224
Copley Entertainment Inc.	137, 249, 318
Copra Media Productions Inc.	266
Core Broadcast Inc.	224, 308
Core Call Out Research	308
The Coreson Company	249
CoreStates	165
Chris Corley Custom Voicework	249
Cornerstone Communications	266
Costa Communications	137, 179, 224
Counterpoint Music Group	215
The Country Extra	318
Country International	287
Country Music Association	220
Country-Phonics	266
Country Radio Broadcasters Inc.	220
CouponRadio Inc.	224
Covenant Communications Corp.	179
Cox Enterprises	179
Coyote Logo Jewelry	224
Cozmik Debris	318
CR Acquisition, Inc.	175
Mitch Craig Productions	249
Cranberry Graphics	224
Crave	287
Crawford Broadcasting Co.	179
Crawford Houston Group Inc.	266
Creative Broadcast Consulting	137
Creative Marketing	
& Communications Corp.	224, 249, 266
Creative Media Management Inc.	137, 224
Creative Radio Productions	249
Creative Sound Corp.	249
Creative Support Services	249
Credit Lyonnais	165
Crest Communications	224
Crestar Bank	165
Mort Crim Communications Inc.	266
The Crisler Company	165, 239
Crista Ministries	179
Criterion Media Group, Inc.	180
Critical Mass Media	226, 308
Critique Records	287
CRN International	267
CRN Media Inc.	137, 226
Cromwell Group Inc, The	180
Cross-Country Communications Inc.	137, 180
Crossley Communications Company	267
Crossroads Communications, LLC	180
Crowley Broadcasting	267
Cruise Control Productions	267
Michael Cruise	138
Crystal Clear Communications	180
Crystal Radio Group	180
CSI	287
CSN International	175
CSR Media	138, 249, 267
CT Productions	249
CTI Records	287
Cumberland Media Group	180
Curb Nashville	287
Curb Universal	287
Curt Gowdy Broadcasting	180
Curtis Media Group	180
Custom Audience Consultants Inc.	308
Custom Productions Inc.	138, 226, 321
Custom Publishing	
& Marketing Group Inc.	138, 226
Jim Cutler Creative Radio	249
Jim Cutler Voice Overs	226
Cutler Productions	267
Cutler & Sedlmayr LLP	138
Cutting Edge Technologies	155
CVO Six Productions	249
Cyberbreak	267

D

D.B. Broadcasting	180
D.B. Productions Inc.	267
DCP Broadcasting Corp.	180
DJ Broadcasting, Inc.	180
D.L. Consulting	138
D&R Radio	304
The Daily Feed	267, 318
DAISI	125, 155, 226
Dakota Communications Limited	180
Dalet Digital Media Systems	155
DAM GOOD TV!	138, 226, 249, 321
Dame Media, Inc.	180
Danger Records	287
Terry Danner Research	308
Bob Darling	138
Datacount	125
Dataworld	138, 308
The Dating Network	226
Davidson County Broadcasting	180
Davila, Manuel	180
Davis Broadcasting	180
Carter Davis Creative Services	249
E. Alvin Davis & Associates	138
Jeff Davis Productions	249
Michael Day Associates	138, 226
DBA Music Production Group	216, 249
DBX	155
DCM Software Solutions	125
DDS Sales Training & Management Consultants	138
Peter Dean Voice Works	249
Dean, Richard C.	180
Dearborn County Broadcasters, Inc.	181
Decca Records	287
Deer River Group	138, 165, 181, 239
Chuck Dees Associates	125, 138, 226, 310
Def Jam Recordings Inc.	287
Definitive Market Research Inc.	310
Del Mar Broadcasting Networks	267
Delaware County Broadcasting Corp.	181
Delicious Vinyl!	287
Dellar Survivor Trust	181
Delmarva Broadcasting Co.	181
Delphi	125
Delta Electronics Inc.	155
Delta Radio Inc (AR)	181
Delta Radio Inc (MS)	181
Demaree Media, Inc.	181
DeMers Programming Media Consultants	138
Denon Electronics	155
Denon/Savoy Jazz	287
Deposit Guaranty National Bank	165
Deschutes River Broadcasting, Inc.	181
Designer Decal	226
Joe Deters Promotion Inc.	216
DeWolfe Music Library	249, 267
DG Systems	125, 155, 250
DGS Pro-Audio	155
Dialogue (National/International Affairs, History, And Culture)	250, 267
Diamond Broadcasting, Inc.	181
Diamond Head Radio	181
Diamond Net	125
Diary Experts	310
Diaz, Victor & Martha	181
DIC Digital Supply Corp.	155
Dick Broadcasting Co., Inc.	181
Digi-Net Syndication Inc.	267
Digital Courier International Inc.	125, 156
Digital Force	250
Digital Generation Systems Inc.	156
Digital Juke Box Automation	156
Dimension Music & Soundeffects Inc.	250, 267
Dimmel Communications	250
Dinis, Edmund	181
Direct Mail Express	227
Direct Marketing Results	125, 138, 227
Directions In Radio	138, 310
Discovery	288
DMG Global Link Inc.	125
Doctor Dream Records	288
Dr. Jazz Operations	216
Dolby Laboratories Inc.	156
Dolce & Nuit Productions	288
Domerese, George	181
Domo Records Inc.	288
Donaldson Lufkin & Jenrette	165, 239
Doran, Kevin	181
Dorfman Media Corp.	250, 267
Dorough Electronics	156
Dorsey Management Services	138
John E. Douglas	250
The Dow Jones Report	267
Dowdy & Dowdy	181
Down Home Broadcasting	181
Drake Communications, Inc.	181

Dreamcatcher Communications Incorporated	181
John Driscoll/Voiceover Amerlca	250
Mark Driscoll Prod./Mr. Voice Creations Inc.	250
Dubois County Broadcasting	181
Dudley Communications	182
Dudman Communications Corp.	182
Dugan Productions	250
Duke Broadcasting Corp.	182
Jerry Duncan Promotions	216
Duncan's American Radio Inc.	310
Dunphy Strategic Media	139
Durant Broadcasting Corp.	182
Durst Broadcasting Co., Inc.	182
D'ville Record Group	288
Dave Dworkin's Ghostwriters	251
Dynacom Radio Group	182
Dynamic Broadcasting Co.	182
Dynamic Displays/Fabulous Inflatables	227
Dyson, Robert R	182

E

Eagle Bluff Enterprises	182
Eagle Broadcasting Co., Inc.	182
The Eagle Group	310
Eagle Marketing	227
Eagle Media Productions	267
Eagle Radio, Inc.	182
Earth & Sky Radio Series	267
Earth & Space Communications LLC	267
EarthLink Network	125
East Arkansas Broadcasters, Inc.	182
East-2-West Promotions	216
Eastern Media, Inc.	182
Eastman Radio	304
Easy Up Canopy Products	227
Echo Airworks	319
Echo Radio Productions Inc.	267
Eden Broadcast Services	239
Edgefield Saluda Radio Co. Incorporated	182
Edison Media Research	310
Educational Media Foundations	182
Educational Songs International Inc.	288
Effective Media Services	139, 227
EFM Media Management	267
Michael Eisele & Associates	227
El Dorado Communications, Inc.	182
Elation Artists	288
Elba Radio Co.	182
The Electric Cafe	251
Electric Works Corp.	156
Electronic Media Rating Council	220
Elektra Entertainment Group	288
Elletra Broadcasting, Inc.	182
Doc Elliot & Associates	139
Don Elliot Creative Services/LA	139, 251
Chris Elliott	139
Elyria-Lorain Broadcasting	183
Emerald City Radio	183
EMI Christian Music Group	289
EMI Records Group North America	289
Emmis Broadcasting Corp.	183
Empire Broadcasting Corp.	183
The Enclave	289
ENCO Systems Inc.	156
Encore Broadcasting of Maryland	183
Engles Enterprises, Inc.	183
Entercom	183
Entertainment Communication Consultants	268
Entertainment Radio Inc.	268
Entertainment Radio Networks	268
Eoin Broadcasting, Inc.	183
Epic	289
Epitaph Records	289
ESCHICAGO	251
ESE	156
ESPN Radio Network	268
Joe P. Ethridge Promotions	216
ETV Network	227, 268
Eure Communications, Inc.	183
Eureka Broadcasting Co.	183
Eureka Records US	289
Evans Broadcast Consulting	139
Tom Evans Marketing	216
Event Marketing Inc.	139, 227
Event Marketing Group	227
Eventide Inc.	156
Evergreen Syndication	268
Exchange National Funding	165
EXCL Communications, Inc.	182
Executive Decision Systems Inc.	139
William A. Exline Inc.	239
The Express Group	156
EZDial	125

F

F&L	289
F2 Entertainment	289

F

F.W. Robbert Broadcasting 183
 Fahnestock & Co. Inc. 165
 Fairbanks Communications, Inc. 183
 Faircom, Inc. 183
 Fairfield Broadcasting Co. 183
 Fairlight USA 156
 Fairwest Direct 139, 227
 Faith Broadcasting, LP 183
 Family Broadcasting Network 183
 Family Health 268
 Family Life Communications, Inc. 184
 Family Stations, Inc. 184
 Fantasia Broadcasting, Inc. 184
 Fantasy Inc. 289
 Far West Communications 126, 139, 251, 268
 Fat Music Inc. 268
 FEA 289
 Federated Media 184
 Ferrari Broadcasting Incorporated 184
 Fidellpac Corp. 156
 Fidelity Bank 165
 57 Records 289
 Film House Inc. 227, 321
 Findlay Publishing Co. 184
 Neil Fink Associates 153
 FINOVA Capital Corp. 165
 First Assembly God 184
 First Flash! 227
 First Interstate Bank Of Denver 165
 First Media Group 228, 310
 First Union National Bank Of North Carolina 165
 First Radio, Inc. 184
 FirstCom Music 126, 228, 251
 FirstTrack 310
 Norman Fischer & Associates 239
 Fisher Broadcasting 184
 Fleet Bank Of Maine 165
 Fleet National Bank 165
 William Fleming & Associates 165, 239
 Flinn Broadcasting Corporation 184
 Fly Records Inc. 289
 FM Idaho, Inc. 183
 FMR Associates Inc. 310
 Focus Communications 268
 Focus On The Family Broadcasting 268
 Force Communications & Consultants LLP 239
 Ford Broadcasting, Inc. 184
 Milton W. Ford & Associates 240
 Richard A. Foreman Associates Inc. 240
 Forever Broadcasting, Inc. 184
 Ft Myers Broadcasting Co. 185
 Forum Communications, Inc. 184
 Forus Communications 184
 Foster Communications 184
 Four Star Media 268
 Fox Communications Co, Inc. 184
 Fox Kids Network 268
 Franklin Broadcasting Corp. 184
 Free Lance-Star 184
 Ben Freedman/CPMG Inc./Gwinsound Classics 251
 Freedom Talk Network 268
 Gary J. Freiberg 268
 French, Jo & Rolland 184
 Keri Fretty Enterprises 228, 268
 Friends Communications 184
 Frisch, Robert 184
 Frischling, Saul 185
 Fritz Broadcasting 185
 Frontier 289
 The Frugal Consultant 139
 Fuller Broadcasting 185
 Fuller, John 185
 Fuller-Jeffrey Broadcasting 185
 Fun Industries 228

G

Bill Gable Voice Works 251
 Chris Gable Broadcast Services 139
 Galaxy Inc. 228
 Galaxy Broadcasting Partners 185
 Galaxy Show Preparation Service 319
 Gammon Media Brokers Inc. 240
 Gannett Co., Inc. 185
 Gannon Broadcasting Systems, Inc. 185
 Garcia, Lorenzo 185
 Clifton Gardiner & Co. 165, 240
 Bruce Gardner Productions 251
 Dave Garland Media Brokerage 240
 Arita Garner Communications 251, 268
 Gaylord Broadcasting Co. 185
 GE American Communications Inc. 156, 251
 G.E. Capital Corp. 165
 Geffen/DGC 290
 Geller Media International 139

General Internet 126, 156
 Genesis Communications, Inc. 185
 Gentner Communications Corp. 269
 GHB Broadcasting 185
 Ghostwriters Comedy Services 251, 319
 Giant Records 290
 Gibbons, James L 185
 Dave Gifford International 139
 Gilbert Broadcasting Corp. 185
 Walter K. Gilbride & Associates 139
 Gillis Broadcasting Representatives 304
 Glades Media Co. 185
 Gladstone Consulting 139
 Gleason Marketing Services, Inc. 185
 Geisler Communications, Inc. 185
 Global Climate Coalition 268
 Global Enterprise Services Inc. 126
 Global Internet 126
 Global Pacific Records Inc. 290
 Global Sales Development 139
 Global Satellite Network 268
 GMI Media Group 139, 251
 GMR Marketing 228
 GMX1 126, 228
 GNP Crescendo Record Company Inc. 290
 GO Radio, Inc. 185
 Goetz Broadcasting Corp. 186
 Gold City Records Inc. 290
 Gold Coast Broadcasting 186
 Golden Gate Records 290
 Goldsmith, Howard & Susan 186
 The Golf Radio Network 268
 Good Day, USA 268
 Good Neighbor Broadcasting 186
 Good Swag Merchandising Inc. 228
 Goodrich Radio Marketing, Inc. 186
 Goodstar 186
 Gore-Overgaard Broadcasting 186
 Gorman Media 139
 Gowdy Printcraft/Sports Guides 228
 Johnny Goyen 251
 Grace University 186
 Billy Graham Evangelistic Association 186
 Grand Valley State University 186
 Grande Radio, Inc. 186
 Grant Radio Group, LLC 186
 Grantell Broadcasting Co. 186
 W. John Grandy 240
 Grass Records 290
 Gray Communications 139
 GREAT! 228
 The Great American Comedy Hour 268
 Great Circle Broadcasting 186
 Great Down East Wireless 186
 Great Empire Broadcasting 186
 Great Scott Broadcasting 186
 Great Scott P.R.roductions 228
 Great Southern Broadcasting 186
 Greater Hwy. Church of Christ Association, Inc. 186
 Greater Media 187
 The Green Book Of Songs By Subject 319
 George Green Enterprises 140
 Green Group, The 187
 The Greenfield Group 140
 Greenlake Communications 126
 Greenwood Performance Systems 140
 The Griffin Reports 310
 Griffith Broadcasting, Inc. 187
 Tony Griffin Productions 251
 Groody, William 187
 Groove Addicts 252
 Group W Satellite Communications 252
 Group X Inc. 228, 268, 252
 Growth Consultants Of America 140
 GRP Recording Company 290
 Gruntal & Co. Inc. 165, 240
 GTSP Records 290
 Guaranty Broadcasting Corp. 187
 Guardian Communications, Inc. 187
 Guardian Records 290
 Guerilla Productions Inc. 228, 322
 Guerra Enterprises 187
 Gulf Atlantic Media 187
 Gulf Coast Radio Partners 187
 Gulf South Communications, Inc. 187
 Gulfstar Communications, Inc. 187
 Guyann Corporation 187
 Gwenn's Kitchen Talk 268

H

H and P Radio, LLC 187
 Hackett Media Inc. 140, 229, 304
 Hadden & Associates Media Brokers 240
 Hafley, W. Grant 187
 Hagen Media Research 310
 Hague & Co. 165, 240

Hall Communications 187
 Fred Hall Productions 268
 Halland Broadcast Services Inc. 252, 269
 Donna Halper & Associates 126, 140
 Ham Broadcasting Co, Inc. 188
 Hamilton Communications 140
 Hammond Broadcasting, Inc. 188
 Handelman/Fox Syndications 269
 Hanevan Financial Services Corp. 140, 165
 Hanson Communications, Inc. 188
 Hara Broadcasting, Inc. 188
 Harker Research 140, 312
 Harman Music Group 156
 Harmony House 269
 Bob Harper & Company 140, 312
 Harris and Associates 140
 Harris Broadcast Center 156
 Don Harris Productions 252, 269, 312
 Harrison By GLW 156
 Spyder Harrison Voiceovers 252
 Susan Harrison Associates, Inc. 140
 Hawes-Saunders Broadcast Properties, Inc. 188
 Hawkins Broadcasting Co. 188
 Hayco Broadcasting, Inc. 188
 Jack Hayes & Associates 140, 312
 Hazel's Fantasy Factory 229
 HCI/Humphries Communications Inc. 140
 Headline Comedy Network 269, 319
 Heads Up International Ltd. 290
 Hearst Broadcasting Group 188
 Heartbeat Records 290
 Heartland Radio 269
 Hearts Of Space/World Class/Fathom 290
 Heavens Above 269
 HEavy Lenny Promotions 216
 Norman Hecht Research Inc. 312
 Heckman Design Studio 229
 Hedberg Broadcast Group 188
 Hefel Broadcasting Corp. 188
 Heil Enterprises 269
 Bob Henabery Associates Inc. 140
 Henderson, Roy E. 188
 Bill Hennes & Associates 141
 Henry Broadcasting Co. 188
 Henry Engineering 156
 Henson Media Inc. 240
 The Ted Hepburn Co. 240
 Heritage Media Corp. 188
 HGF Media Group 187
 Hickman Associates 240
 High Rocket Records 290
 Higher Octave Music 290
 HighTone 291
 Keith Hill 141
 Hilltopper Broadcasting, Inc. 188
 Hispanic Radio Network 269
 Histed, William Mark 188
 HKM Corporation 141
 Hoberg Family 188
 Hochman, George 188
 Hoeflicker Stations 188
 Hoffmann, Fred 188
 Hoffmann's Hit Radio Consultancy 141, 229, 322
 Holladay Broadcasting 189
 Hollywood 291
 The Hollywood Edge 252, 269
 Hollywood Report With Kandy Klutch 269
 HoloNet 126
 Holston Valley Broadcasting Corp. 189
 Holt Media Group 240
 Hometown Broadcasting Corp. 189
 Hometown Broadcasting, Inc. 189
 The Hook Factory 252, 269, 312
 Hooks Unlimited 126, 141, 252, 269, 312
 Hooper, Walter E, III 189
 Hopkins-Hall Broadcasting 189
 Johns Hopkins Medical Institutions 269
 Horizon Radio Networks 269
 Horseshoe Productions Inc. 229, 322
 Horsing Around Productions 269
 Hot Mix Radio Network Inc. 269
 HOT OFF The Press Promotions 229
 Hot Tracks 252
 House Of Music 269
 Bruce Houston Associates Inc. 165, 240
 Rick Hull Voiceover Productions 252
 Hum 252
 Humble Harve Productions 252
 Ron Hummel Productions 252, 269
 Hunt, Gerald W. 189
 Hunt, Jack G. 189
 Huntsman Entertainment Inc. 229, 269
 HVS Partners 187

I

IBM Global Network 126
 Ichiban 291

I

Idaho Wireless Corp.	189
IdealBanc	126, 229
Identity Alternative Programming	270
Iguana Records	291
Illinois Bible Institute	189
Image Audio Productions/Joey Dee Voices	252
The Image Generators	252
Images Communication Arts Corp.	126, 270
Images INK	229
IMAGEWORKS	229, 322
Imagination Theatre Fairy Tales	270
Imagine Communications Corp.	126
The Imago Recording Company	291
Impact Ratings	141, 229
Impact Target Marketing	141, 229
Imprint Records	291
Impulse Radio & Data	270
In-Fisherman Radio	270
In-House/RDS Marketing	230
Incentive Travel Company	230
Independent Group, LP	189
Indianapolis Motor Speedway Radio	270
Inflatable Images	230
Information Research Technologies	126, 230, 312
Infovideo	230, 322
Ingstad, James	189
Ingstad, Robert E.	189
Ingstad, Tom	189
Inner City Broadcasting	189
Interview Inc.	270
The Innovation Network	141, 230, 312
Innovative Adv Cnslt	189
Inovonics Inc.	156
Inside Sports Broadcasting	270
Intelligence	230, 312
Interactive Marketing Inc.	141, 230
Interactive Marketing Technologies Inc.	230
The Interep Radio Store	304
Intermart Broadcasting	189
Intermedia Arts	141
International Broadcast Consultants	126, 141
International Broadcasting Consortium	141, 240
International Datacasting	157
International Radio & Television Society Foundation	220
International Tapetronics Corp. (ITC)	157
InterPrep.com	319
InterSat Space Communications	252
Interscope	291
Intersound	291
Interstar Network Inc.	270
The Interview Factory	270
Intervox Communications	126, 230
Interweb Marketing Group	126, 230, 270
"Into Tomorrow" Radio Network	270
Intraplex Inc.	157
Iowa Great Lakes Broadcasting	190
IPSnet	126
IQ Radio Incorporated	189
IQ television group	141, 230, 322
iRADIO-Newsletter	126, 141, 230
IS Software	126
Island Records	291
Island Independent Labels	292
Ives Broadcasting, Inc.	190

J

J & K Broadcasting	190
J&V Communication, Inc.	190
J4 Broadcasting Co, Inc.	190
Jackpot Promotions Inc.	230
Chuck Jackson Productions	270
Chuck Jackson Radio Job Bank	153, 252
Jacobs Media	141
Jacor Communications, Inc.	190
JAM Creative Productions Inc.	252
James River Group Inc.	126
Jameson Broadcast Inc.	230, 270
Jan-Di Broadcasting, Inc.	190
Liz Janik Associates	141, 312
Jarad Syndication Co. Inc.	270
Jarvis Productions	270
Jay Man Productions, Inc.	190
Jazz Trax	271
Jazzology/GHB	292
JBL Profession	157
Doug Jeffers	253
Jefferson Broadcasting, Inc.	190
Jefferson-Pilot Communications	190
Jefferson Pilot Radio Networks	271
Danny Jensen Productions	253
Jerden	292
Jesuit Productions	271

Jive	292
JK Promotion	230
JNS Electronics Inc.	157
Jockline/Voiceline	253
Larry John & The Hot Tub	271
Johnsen, Fretty & Co. LLC	240
Johnson Communications, Inc.	190
Johnson Communication Properties	240
Johnson County Broadcasters	190
Joint Communications Corporation	142, 312
Jokefax	319
Jennifer Jones Promotion	216
Jones Satellite Networks	271
Jorgenson Broadcast Brokerage	240
Mike Joseph	142
Journal Broadcast Group, Inc.	191
Joy Broadcasting, Inc.	191
JRK Broadcasting, LP	190
JT Parker Broadcasting Corp.	190
JTC Advertising	230, 322
Justice Records	292
JVC Music	292

K

K & B Broadcasting, Inc.	191
K-tel International (USA) Inc.	292
Kagan Media Appraisals Inc.	142
Kaja One Creative Services	142, 230
Richard P. Kale	142
Kaleidophonic Jazz	271
Kalili & Co. Inc.	240
Kallback	126
John Kane, Psychic	271, 319
KANZA, Inc.	191
Gary Kaplan & Associates	142
Karas, Sobol, Wolinsky	191
KASA Radio Hogar, Inc.	191
Kaspar Broadcasting Co.	191
Mark Kassof & Co.	312
Katz Hispanic Media	304
Katz & Powell Radio	304
Katz Radio	304
Katz Radio Group	304
Katz Radio Group Syndication Dimensions	271
Kaupp Records	292
David Kaye Productions Inc.	253
KBE	142, 253
KCBR-AM, LP	191
KCD Enterprises, Inc.	191
KCI Communications Network	142
KD Kanopy Inc.	230
KDK Media	142
David Keister Stations	180
Kelly Communications	191
Don Kelly & Associates Inc.	142
Joe Kelly Programming	142
Kelly Music Research	312
Kempff Communications Co.	142
Ken R. Inc.	253
Kendall Energies Inc.	253
Genetics Radio Entertainment	271
KenMar, Inc.	192
Kensington Falls Animation	230, 322
Kepper, Tupper & Co.	240
KEXT Broadcasters, Inc.	191
Key Broadcasting, Inc.	192
KeyBank	166
Keystone Broadcasting	271
Keystone Communications	157, 253
KFIL, Inc.	191
Kid Company Inc.	271
KidStar Interactive Media	271
Killer Music Inc.	253
Killer Tracks	253
Kimble, George	192
Kimble, George, et. al.	192
Kinetic City Super Crew	271
The Kingsbury Group	166
KIRX, Inc.	191
K.K. Kreative Concepts	231, 254
Jeff Klinger's Voice	254
KLOS Syndications Inc.	271
KMAP, Inc.	191
KMEX, Inc.	191
Knight Communications Inc.	254
Knight Quality Stations	192
Knight Mediacom International	254
KNOX Broadcasting Corp.	191
Knucklehead News Network	271, 319
KNZA, Inc.	191
KPSI Radio Corp.	191
Kommerstad Communications Co., LLC	192
Konopnicki, William	192
Kortes Communications, Inc.	192
Koss Corp.	157
Kovas Communications	192
Kozacko Media Services	240

KR Marketing	216
KRG Dimensions	304
KRIG, Inc.	191
KTB Radio Media	231, 254, 271
KTC Broadcasting, Inc.	191
KTOO-FM	271
Kuiper Stations	192
KVET Broadcasting	191

L

L'Express Group Inc.	231
LBJ Broadcasting Co LC	192
LH&S Communications, Inc.	192
L. M. Communications	192
L&R Productions	254
LA Media Interests	192
La Favorita, Inc.	192
LaBov & Beyond	254
Lagniappe Broadcasting, Inc.	192
LaFace Records	292
Lake Cities Broadcasting Corp.	192
Lake Michigan Broadcasting, Inc.	192
Lakeshore Broadcasting Sales	271
Lambert & Landers Creative Advertising Group	254, 319
The Lampo Group	319
Chris Lane Productions	271
Lane, Douglas	192
The Randy Lane Company	142
Langford, Larry, Jr.	192
Larsen Communications	271
Lartique Multimedia Systems Incorporated	192
H.B. LaRue, Media Brokers	240
Laserlight	292
Latto Group	193
Bob Laurence Radio Consulting	142
Jeff Laurence Audio Production Services	254
Laurie	292
Lawder, Harold L.	193
Joanle Lawrence Entertainment	231
Lazard Freres & Co. LLC	166
LBA Technology Inc.	157
Owen Leach Momentum Research	312
Learfield Data	271
Learfield Communications	272
Aaron Lee Productions Unlimited	254
Laura Lee Show Productions	272
Lefavi Financial Center	272
Frank Leffel Promotion	216
Left Field Records Inc.	292
Legacy Radioactivity Group	142, 241, 313
Leighton Enterprises	193
Leviton Entertainment Inc.	216
Lexicon Inc.	157
Liberman Broadcasting, Inc.	193
LIFEbeat	220
Lifestyle Information Service	272, 319
Sandi Lifson Promotions Inc.	216
LIFT	216
Liggett Broadcast, Inc.	193
Lightrix	231
Linder Broadcasting Group	193
Line Level Productions	272
Link Marketing	231
Linn, John R.	193
Jayne Lipman Marketing & Promotion	231
Macey Lipman Marketing/Lip Service	216
Lipson & Co	153
Little Dixie Radio	193
Jonathan W. Little Consulting	142
Living Music	292
LMR Street	292
Loesch, L.F. & M.A.	193
Logan River Media	193
Loggins Promotion	126
Logical Net Corp.	217
Logitek	157
London Records	292
Lontos Sales & Motivation	142
Lookout! Records	292
Lotus Communications Corp.	193
Lotus Hispanic Reps	304
James Loupas Associates Inc.	142
Lovcom, Inc.	193
Lowry Music Publishing Co. Inc.	292
R.M. Lowry & Company	142
LP Media Strategies	142, 313
LPB Inc.	157
Lucky Records	293
Luke Records/Luther Campbell Music	293
Lund Consultants To Broadcast Mgmt Inc.	142
Lund Media Research	313
Lutheran Church-Missouri Synod	193
Lutheran Hour Ministries	272
Lyles Consultancy	143
"The Lyons Den" With Jeffrey Lyons	272
Chris Lytle & Associates	143

M

M.B. Communications, Inc. 194
M/C Partners 166
M & H Broadcasting Corp. 193
M.L. Media, LP 194
M&M Broadcasting, Inc. 194
M Street Corp. 127, 143, 231
M3W Media Inc. 272
MacDonald Broadcasting Co. 194
MacNeil Media Ideas 143
Macola Record Group Inc. 293
Mad Hatter Recording Studio 254
Jo "Madame" Maeder 254
Bobby Magic & Associates 143, 241
Magic Broadcasting, Inc. 194
Magic City Media, Inc. 194
Frank N. Magid Associates 143, 313
Magnatone Records 293
Magnolia Broadcasting Co. 194
Magnum Radio, Inc. 194
Mahaffey Enterprises 194
The Mahlman Co. 143, 241
Mainstreet Productions Inc. 254, 272
Majac of Michigan, Inc. 194
Majestic Control Entertainment & Mouth
Almighty Publicity 143, 231
Major Market Stations 194
Major Networks Inc. 272
Malikan Broadcast Association 194
Malibu II Broadcasting 272
Jack Maloney Inc. 241
Malvern Entertainment Corp. 194
Mammoth 293
Man From Mars Productions 254
Manhattan Production Music 254
Ben Manilla Productions 143, 254, 272
Marathon Media, LLC 194
Marathon Products Inc. 157
Marco Promotions 216
Mark Media Group 194
Market Solutions Group Inc. 127, 143, 313
Market Survey Group 313
The Marketeer 231
MarketForce Inc. 143, 231, 254, 272
Marketing Entertainment Group
Of America (MEGA) 143
Marketing/Research Partners Inc. 231, 313
Marketron Inc. 127, 313
Marlin Broadcasting, Inc. 194
Bruce Marr & Associates 143
Mars Hill Broadcasting Co., Inc. 194
Marshall Media Group, Inc. 195
Marti Electronics 157
Martin Broadcasting 195
Chuck Martin Enterprises 254
Martin Communications Inc. 272
Martin Leasing 166
Martin Marketing 231, 313
Pat Martin & Associates 143
Martz Communications Group 195
Maryknoll World Productions 272
Marcia Masters 254
Match Production Music (USA) Inc. 254
Maumee Valley Broadcasting, Inc. 195
Maverick Recording Company 293
Max Media Properties 195
Maxagrid International Inc. 127, 143
Mayhem/Fierce Recordings 293
Mayo Communications Inc. 241
MB Productions 272
MCA 293
McCarthy Enterprises 195
Mike McCartney Voice Imaging 254
McClain Enterprises 231, 322
McClure Broadcasting 195
Jeff McClusky & Associates Inc. 217
McCoy Broadcasting Co. 195
McCoy Broadcast Brokerage Inc. 241
McD Promotion 217
McDonald Investment Co., Inc. 195
Tim McFadden 217
MCG/Curb 294
McGathy Promotions 217
McGavren Guild Radio 305
McGraw, R. & K. 195
J.J. McKay Productions Inc. 143, 255
Mark McKay Media 255
Edward R. McKenna 241
McKenzie River Broadcasting 195
McKinley Capital Partners Ltd. 166
McNaughton Stations 195
McVay Media Inc. 143
Kenneth R. Meades 144
R.E. Meador & Associates 241
Measured Marketing Inc. 231
Mebane Companies 231, 322

Media Advantage Corp. 232
The Media Audit 313
Media Beat 255
Media Consultants Inc. 144
Media Designs 232, 322
Media Dial-Up 313
Media Direct 272
The Media Gallery/RadioPhone 157
Media IQ 272
Media Mark 232
Media Market Resources 127, 144
Media Marketing Technologies 127, 232
Media Masters 232
Media Mergers & Acquisitions 144, 166, 241
Media Monitors Inc. 232, 313
Media Perspectives 144, 313
Media Product Management Inc. 144, 232, 313
Media Research Graphics Inc. 144, 313
Media Services Group Inc. 144, 166, 241
Media Systems Inc. 127
Media Technology Capital Corp. 166
Media Touch Systems Inc. 157
Media Venture Partners 241
MediaAmerica Inc. 232, 272, 305
Mediabanc 272
Mediabase Research — Premiere 313
Mediacasting Internet Marketing Services 232
Mediacom International Inc. 144, 241, 313
Mediamix Marketing 232
MediaOne Inc. 241
MediaTracks Communications 272
Mediavision Ltd. 144
MEG Associates Limited 194
Mega Broadcasting 195
Megaforce 294
Mellon Bank NA 167
Merced Radio Partners 195
Merchants Broadcasting System of GA 195
Mercury 294
Mercury Radio Communications 195
Mercury Two Productions 232, 272
Meridian Broadcasting 195
Meridian Records 294
Jim Merkel Voice Imaging 255
Mesa/Bluemoon 294
Mesa Entertainment 195
Metal Blade 294
Metro Music Productions Inc. 255
Metro Networks Inc. 272
Metro Traffic Control 272
Metro Weather Services Inc. 272
Metropolitan Radio Group, Inc. 195
Metropolitan Recording Corp. 294
Meyer Communications, Inc. 196
Dick Michaels Productions 294
Charles Michelson Inc. 272
Robert Michelson Inc. 232, 273, 323
Michigan National Bank 167
Micropower Corporation 127
Mid Atlantic Network 196
Mid-America Radio Group 196
Mid-West Family Broadcast Group 196
Midcom Inc. 157
Midcontinent Media 196
Middle Ear 255
Midland Broadcasters, Inc. 196
Midway Broadcasting Co. 196
Midwest Broadcasting Corp. 196
Midwest Communications, Inc. 196
Midwest Dimensions 196
Midwest TV, Inc. 196
Midwestern Broadcasting 196
Midwestern Broadcasting Co. 196
Mifflin County Broadcasting Co. 196
Milestone Media Partners 241
Millennium Media, Inc. 196
Miller & Associates 241
Miller Broadcasting, Inc. 196
Bill Miller's Collector's Corner 273
Miller Broadcast Management Inc. 153, 273
Miller, Kaplan, Arase & Co. 144, 167, 314
Minnesota Public Radio 196
Mlramar 294
Mississippi Valley Broadcasters, LLC 196
Missouri Ozarks Radio Network 197
Mitchell Broadcasting Co. 197
D. Mitchell Self Broadcasting, Inc. 180
Jay Mitchell Associates Inc. 144, 232, 314
The Mizak Agency 232
MJI Broadcasting 273, 319
MJJ Music 294
MJM Research Inc. 144, 232, 255, 314
MLRC-Annex 255, 319
MNN Radio Networks Inc. 157, 273
Mobile Fidelity 294
Modern Records 294
Modern Rock Buzz 273
Modulation Sciences 157

Moffett Productions 255
Moffit, Thomas H. 197
MoJazz Records 294
Mondosphere Broadcasting 197
Monroe-Stephens Broadcasting, Inc. 197
Montcalm 241
Montgomery Broadcasting, Ltd. 197
Montrose Broadcasting Corp. 197
Moody Bible Institute of Chicago, Inc. 197
Moon Song Communications, Inc. 197
Moonshine Music 294
Moore, A. T. 197
M.O.R. Media/Country Company 144
Moran, David H. 197
More Than Words Productions 255
Morgan Guaranty Trust Co. 167
JP Morgan 167
Morgan Murphy Stations 197
Morgan Stanley & Co. Incorporated 167
Morning Fax 319
The Morning Punch 319
The Morning Show Consulting Group 144
The Morning Sidekick 273, 319
Morris Communications Corp. 197
Mortenson Broadcasting 197
Moseley Associates 157
Moss Broadcasting Communications Inc. 305
Moss Entertainment 197
Moss, Gary L. 197
Motown 295
Mountain Wireless 197
Mt. Rushmore Broadcasting, Inc. 197
Mt. Wilson FM Broadcasters 197
Moyes Research Associates 144, 314
Mr. Radio's Creative Productions 144, 153, 255, 319
MRN Radio 273
MSA (Music Service Associates) 255
MSB, Inc. 194
MTM Entertainment 295
MTS Broadcasting 194
Mugs Unlimited/Ashtray Sales Unlimited 232
Moon Mullins Company 144
Multi Verse Networks 273
Multicultural Radio Broadcasting, Inc. 197
Multimedia Broadcast Investment 167
Murphy Studio Furniture 157
T.J. Murphy Productions 255
Murray/Walsh Radio Programming Inc. 273
The Museum Of TV & Radio 220
Music America Promotions 217
Music Awareness Promotions (MAP) 232
Music Director Programming Service 255, 273
Music Forecasting Inc. 314
Music Manager 127
Music Of Your Life Radio Network 273
Music 1 For Windows 127
Music Technologies LLC 314
Musical Starstreams 273
Musicam Express 255
Musicam USA 157
MusicMaster 127
MusicMix Software 128
Mustang Broadcasting Co. 197
Mute 295
MVP Entertainment 217
Myers Consulting Group, LLC 314
MyStar Communications Corp. 198

N

Naar Media/"The Extrapolator" 128, 144, 314
Nalpac Ltd. 232
Narada Media 295
Narwood Productions Inc. 255
NASCAR Country 273
The Nasdaq Stock Market 273
Nassau Broadcasting Partners, LP 198
National Academy Of Songwriters 220
National Aircheck 144, 314
National Alternative Network 273
National Association Of Broadcasters 220
National Association Of College Broadcasters 220
National Association Of Farm Broadcasters 220
National Association Of Media Brokers (NAMB) 220
National Association Of Realtors 273
National Association Of Record Merchandisers 220
National Broadcast Talent 153
National Gardening Association 273
National Music Marketing 217
National Westminster Bank 167
Nationwide Communications, Inc. 198
Nationwide Entertainment Services 232
Natural Sound 273
Neal & Associates 144
Neal Communications Inc. 232
Jeff Neal Productions 255

M
•
N

N

Nebraska Rural Radio Association	198
Nelson Creative Radio Network	273
Nelson, David, et al	198
Nesak International	295
Bill Nesbitt Creative	255
NETWORK For Talent	153
Network Music Inc.	255
Networks	233
Neuhoff Broadcasting Corp.	198
Neumann/USA	157
New Alliance	295
New Art Promotions	217
New Century AZ, LLC	198
New Century Media	198
New Directions Media	198
New England Broadcasters Association	220
New England Media	241
New Faces	295
New Frontier Communications, Inc.	198
New Planet Radio	198
New River Media Group	198
New South Communications, Inc.	198
New West Broadcasting Co.	198
New World Communications	144
New World Financial Services Corp.	167
New World Music & Sound	158
New World Radio, Inc.	198
New World 'N Jazz Marketing & Promotions	233
New York Market Radio Broadcasters	220
News/Talk Strategies	145
Newsmaker Interviews	273, 319
Newsweek On Air/Newsweek Magazine	273
NewYork Talk Network	273
Next Plateau Records Inc.	295
Nic Of Tyme Productions Inc.	217
NICHE Marketing, Inc.	128, 145, 158, 233, 256, 314
Nicol Broadcasting Limited	198
Nicolet Broadcasting, Inc.	198
NIMA International	233
Nininger Stations	198
The Nippon Credit Bank Ltd	167
NJJ Music	256
NMC Records	295
Noalmark Broadcasting Corp.	198
Nolan Broadcast Group	198
Non-Stop Productions Inc.	256
North American Network	273
North Country Communications	199
North Country Radio, Inc.	199
Northcoast Promotional Marketing Group	233
Northeast Broadcasting Co.	199
Northeast Broadcast Lab	158
Northeast Communications Corp.	199
Northern Broadcasting	199
Northern Indiana Broadcasters	199
Northern New Jersey Radio, LP	199
Northern TV, Inc.	199
Northwestern College Radio Network	199
Northwoods Broadcasting, Inc.	199
Norwest Bank Minnesota	167
Nostalgia Broadcasting Corp.	128, 233, 256, 274
Noteworthy Records	295
Nova Marketing Group Inc.	145, 233, 314
NovaLink USA Corp.	127
November Records Inc.	295
NPR Satellite Services	256
NSN Network Services	145, 158, 256
NYC Music Group	295
NYSE Radio Network	274

O

O Boy! Productions	256
Oakes Research	314
Bobby Ocean Inc.	256
Ocean Broadcasting, LLC	199
Dan O'Day	145
Odyssey Communications, Inc.	199
OGM Production Music	256
O'Grady & Associates	241
Old North West Broadcasting, Inc.	199
O'LINERS	319
Omaha	295
Mike O'Malley	145
Omni Broadcasting Co.	199
Omnimusic	256
On Air Concepts	145
"On Air" Job Tip Sheet	145, 153
On-Air Research	314
On The Radio Broadcasting	274
One-On-One Sports Radio Network	274
One To One/Creedyadio Services	145, 319
Online Media	233
Oppenheimer & Co. Inc.	167

Optimum Broadcast Consulting & Research	145, 315
Opus Broadcasting Systems Incorporated	199
Orange Productions Inc.	274
Orban	158
O'Renck, Robert & Diane	199
Original Sound	295
Ortego Productions	256
Osborn Communications Corp.	199
Osborne Broadcast Group	199
Otari Corp.	158
Ott & Associates	145
Ottawa Communications Inc.	145
Our Three Sons Broadcasting Incorporated	199
Over The Edge	319
Overdrive Radio Network	274
Buck Owens Production Co., Inc.	199
Ozmon Media Inc.	145

P

P&G Properties, Inc.	200
Pacific Broadcasting Co.	200
Pacific Cascade Communications	200
Pacific Northwest Broadcasting	200
Pacific Research & Engineering Corp.	158
Pacific Spanish Network	200
Packer TalkRadio Consulting	145
Palm Beach Radio Broadcasting, Inc.	200
Pams Productions Inc.	256
Panache Bcstg., LP	200
PanAmSat	256
Pandisc Music Corp.	295
PAR Holdings, LLC	200
Paragon Research	146, 315
Park Lane Group	200
Pathfinder	146, 315
Pathfinder Communications Incorporated	200
Patrick Broadcasting Consulting	145
Patrick Communications	145, 167, 241
Patrick Programming Services	146
Patt Media Sales	305
Patterson Broadcasting	200
Doug Paul	256
Paxson Communications Corp.	200, 274
PDS	295
Pearson, Max H.	201
Pearson Presentations	146
Peer Pressure Promotion	217
Pegasus Broadcasting of Montana	201
Pellegrino Promotions Inc.	217
Pelmorex Radio Network	274
Pembrook Pines, Inc.	201
Peninsula Communications, Inc.	201
Peninsula Productions	256
Penthouse Music	295
P.E.P. Records	295
Donald A. Perry & Associates Inc.	167
Perrygraf	233
Perspective Records	295
Peters Communications	146
Peterson Broadcasting Corp.	201
Petracom Equity Partners, LP	201
P.G. Productions	256, 274
Phillips Broadcasting Co.	201
Phillips, Matt	201
Mitch Phillips Voiceovers	256
Phoenix Broadcasting, Inc.	201
Phoney Calls	274
Pickleberry Pie Inc.	274
Pie In The Sky	233
Pillar of Fire	201
Pilot Communications, LLC	201
Pinnacle Broadcasting Co.	201
Pinnacle Broadcasting, Inc.	201
The Pinpoint Companies	146, 233
Pioneer Broadcasting Co.	201
Pioneer Communications	201
PK Consulting	146
Plattsburgh Broadcasting	201
Plessinger Radio Group	201
PM	295
PNC Bank N.A.	167
Point Communications, LP	201
Polar Communications Corporation	201
Polnet Communications Ltd	201
Pollack Media Group Inc.	146
Polydor Records	296
Portal Information Network	128
The Positioning Works	146
Positive Music	296
Post Modern Productions	274
Post-Production Services Inc.	233, 323
PosterWorks L.P.	233
Powell Broadcasting Co. Inc.	202
Steve Powell Promotions	217
Power Media Corporation	146, 233, 323
PRA Records	296

PrairieLand Stations	202
Precision Broadcast Dynamics	274
Precision Media Corp.	202
Premier Group	202
Premiere Radio Networks Inc.	274
Prep	319
Press Broadcasting, Inc.	202
Press Promotions/Direct Mail For Radio	233
Prettyman Broadcasting Co.	202
Pride Communications, LLC	202
Jack Pride	217
Prime Capital Associates	167
Prime Hits Marketing & Promotion	217
Prime Sports Radio	275
Priority Communications, Inc.	202
Priority	296
Prism Advertising & Production	233, 323
Pristine Systems Incorporated	128, 158
Prize Vault Industries	233
Pro Motion	217
Proctor-Williams Inc.	241
Production Garden Music Library	256
Professional Audio Supply	158
Professional Disc Jockeys Association	220
Professional Management Services Inc.	158
Profile Communications Ltd.	257
Profile Entertainment	296
The Programming Associates	146
Progressive Broadcasting Co.	202
Progressive Music Marketing	217
Progressive Networks	128
Progressive United Corp.	202
Promark Radio & Retail Promotions	217
PROMAX International	220
Promo Depot	233
Promo Sapient	275
PromoMan	234
PromoSuite For Windows	128, 234
The Promotion Dept.	217
Promotion Management Network	146, 218, 234
Promotional Broadcast Network Inc.	147, 234, 315
Promotional Tattoos Inc.	234
Promotional Ventures	234
Promotional Warfare	234
Promusic Inc.	257
Prophecy Entertainment	296
Provident Broadcasting Co.	202
ProVideo	234, 323
Prudential Securities	167
PSI Communications	200
Public Interest Affiliates Inc.	275
Pueblo Broadcasters, Inc.	202
Pulaski Broadcasting, Inc.	202
Pulitzer Broadcasting Co.	202
Pulley Companies	202
Punch In International Travel & Entertainment	275
Pyramid Interactive	128, 234
Pyramid Broadcasting, Inc.	202
Pyramid Records Group Inc.	296

Q

Q Broadcasting Corporation, Inc.	202
Q Media Inc.	202
Q Music Canada	257
QEI Corp.	158
Quality	296
Quark	296
Quarnstrom, Alan	202
Quass Broadcasting Co., Inc.	202
Questar Microsystems Inc.	128
Questcom Media Brokerage Inc.	241
Quixotic Music Productions LLC	257
Qwest	296

R

R&R HOTFAX	234
R&R Job Hotline	153
R&R Music Tracking	128
R&R's Today's News	128
RA-AD of Trenton	202
Joel Raab Associates	147
The RAD Report	147, 315
Radical Entertainment	257
Radio AAHS	275
Radio-Active Promotions	234
Radio Advertising Bureau Inc.	220
Radio Advisory Group	147
The Radio Agency	147, 234
Radio America Network	275
Radio AMEX/AMEX Business Talk	275
Radio Broadcast Communications	147, 203
Radio Carolina	203
Radio Channel	128
Radio Cleveland, Inc.	203
Radio Columbus, Inc.	203

R

Radio Computing Services (RCS) 128, 158
 The Radio Consultants 147, 153, 234, 315
 Radio Corporation 203
 Radio DeLuxe 275
 Radio Enterprises 203
 Radio Enterprises, Inc. 203
 The Radio Events Group 234
 Radio Express 275
 Radio For Peace International 275
 Radio Four Broadcasting, Inc. 203
 Radio Greenville 203
 Radio Group 203
 Radio Hyannis 203
 Radio Index 315
 Radio Intelligence 147
 Radio Links 275, 319
 Radio Mail 128, 234
 Radio Marketing Concepts 147
 Radio Marketing Department 234
 Radio Music Box Co., LC 203
 Radio One, Inc. 203
 Radio One Networks 257, 275
 Radio One 2 One 147, 235
 Radio Online 320
 Radio Personalities Inc. 275
 Radio Potato 257
 Radio Programming & Management Inc. ... 257, 275, 158
 Radio Property Ventures 203
 The Radio Report 320
 Radio Reps, Inc. 203
 Radio Research Inc. 315
 Radio Resources And Services Corp. 158
 The Radio Response Company 235
 RADIO Rx 147
 Radio Sales Intelligence 147
 Radio South, Inc. 203
 Radio Statesboro, Inc. 203
 The Radio Store 147, 257
 Radio Systems Inc. 158
 Radio & Television Commission, SBC 275
 Radio-Television News Directors Assoc. ... 220
 Radio Time Sales/International 305
 Radio Today Entertainment 235, 275, 320
 Radio Today Productions 257
 Radio Tropical Incorporated 203
 Radio-TV Interview Report Magazine 320
 Radio 2000, Inc. 202
 Radio Unica Corp. 276
 Radio Unlimited 147
 Radio Ventures Inc. 276
 Radio WBAW, Inc. 203
 Radio X 276
 Radioactive 296
 Radiocraft Inc. 257, 276
 The RADIOGUIDE People Inc. 235
 RadioResearch Inc. 315
 RadioVision 235, 323
 RadioWorks, Inc. 203
 RadioWriters 235
 RadioXcellence Group Inc. 147
 RAG Electronics Inc. 158
 Rahn Productions International 257
 Rainbow Broadcasting, Inc. 203
 Rainey Radio, Inc. 204
 Rama Communications, Inc. 204
 Ramko Research 158
 Lee Randall 147
 Rantel Research 128, 147, 235, 315
 Rating Point Management 147, 315
 Ratings & Revenue Inc. 235
 Rattigan Resources 147
 Raven Broadcasting Corp. 204
 R.C. Rawson Co. 235
 Ray-D-O-Biz, Inc. 204
 Ray Sports Radio Networks 276
 Raybin Communications 276
 Stan Raymond & Associates Inc. 241
 Razor & Tie Entertainment 296
 RCA 296
 RCS Traffic 128
 Reach Satellite Network Incorporated 204
 Real Music 297
 Rebus, Inc. 204
 Red Ant Entertainment 297
 Reding Broadcasting Co. 204
 Redwood Broadcasting, Inc. 204
 Reel Good Productions 235, 257, 324
 ReelWorld Productions 257
 Randy Reeves Voice At Large 257
 Regional Reps Corp. 305
 Register Data Systems 129
 Reinhart, McReynolds & Magnus 276
 Reier Broadcasting Co, Inc. 204
 Reiten Broadcasting, Inc. 204
 Relativity 297

Renda Broadcasting Corp. 204
 Rep Temps 153
 Reprise 297
 Research Concepts Company 147, 315
 Research Director, Inc. 147, 148, 315
 The Research Group 148, 235, 315
 Restless 297
 Result Radio Group 204
 Results Broadcasting Corp. 204
 Results Marketing 235
 Reuters 276
 Revenue Development Systems 148, 315
 Revolution 297
 Revomedia Productions 257
 Rex Broadcasting Corp. 204
 Rex Recording & Video Post 258
 Reynolds, Kenneth 204
 RF Productions 276
 RGB Records 297
 Rhea, Robert E, Jr. 204
 Rhino 297
 Rhythm Safari 297
 Gordon Rice Associates 241
 Bill Richards Radio Consulting 148
 Richardson Programming 148
 Diane Richey Promotions 218
 Rising Tide 298
 River City Sound Productions 258
 River North Jazz 298
 River North Nashville 298
 Bob River's Twisted Tunes 276
 Bobby River's Blues Consultants 148
 R.J. Promotions & Marketing Inc. 218
 Roadrunner Records 298
 Roberts Broadcasting, Inc. 204
 Roberts Communications Market Research & Consulting 148, 316
 Roberts Radio, LLC 204
 Rock Newz 276
 Rockland Radio Corp. 204
 Celia Rocks Communications 276
 Rocky Mountain Information Network 205
 Rocky Mountain Radio Co., LLC 205
 Rocky Mt. Technical Services 235
 Rodgers Broadcasting Corp. 205
 Nile Rodgers Productions Inc. 258
 Rodken Enterprises 276
 Rodriguez, Pete C. 205
 Roehling Broadcast Services, Ltd. 148, 242
 Roland Corporation U.S. 158
 Roll A Sign 235
 Root Communications Ltd 205
 Roser Communications 205
 Rosier Creative 235, 323
 Roslin Radio Sales Inc. 305
 Rounder 298
 Royal Programs 276
 RPMC Inc. 235
 RRN Inc. 235
 Rubber City Radio Group, Inc. 205
 Stan Ruffo Productions 276
 Rumbaut & Associates 242
 Ted Ruscitti Associates 148, 316
 Rusk Nevada Corp. 205
 J.R. Russ Programming & Research 148, 316
 Ryder Communications 235
 Rykodisc 298
 Rylands Limited 205

S

S & P Broadcasting Co. 205
 Sabo Media 148
 Sabre Communications, Inc. 206
 Saga Communications of NE, Inc. 206
 James St. James' Hollywood 276
 St. Regis International 218
 Salant Broadcast Consulting 148
 Salem Communications Corp. 206
 Salem Radio Network 276
 Sales Athlete 148
 Sales Promotion Printing Inc. 236
 Salls, Steven & Devost, Roland 206
 Salter Broadcasting Co. 206
 San Diego Audio Video 258
 San-Dow Broadcasting, Inc. 206
 Sanders & Co. 167
 Sandler Capital Management 168
 Sandusky Radio 206
 Sarkes Tarzian, Inc. 206
 Satellite Comedy Network 277, 320
 Satellites Records 298
 Satterfield & Perry Inc. 242
 Savalli Radio & TV Reps 305
 Savannah Valley Broadcast 206
 Sawtooth Technologies 129

SB Management 148
 SBI Broadcasting International 277
 SBR Radio Company 148
 SCA Promotions 148, 236
 Scarborough Research 129, 316
 Schafer World Communications Corp. 158
 Schurz Communications, Inc. 206
 Scollon Productions Inc. 236
 Sconnix Broadcasting Co. 206
 Craig Scott & Associates 148
 Rick Scott & Associates 148, 236, 277, 320
 Scott Studios Corp. 159
 Scrambl-Gram Inc. 236
 Sea Breeze 298
 Seacoast Sound 258
 Seark Radio, Inc. 206
 Seaton Stations 206
 Secret Communications 277
 Secret Identitee Merchandising 236
 Seehafer Broadcasting Corp. 206
 Segue Productions Inc. 258, 277
 Seidel, Walter C. 206
 Select 298
 Semaphore Entertainment Group 277
 Sennheiser Electronic Corp. 159
 Serafin Bros. Inc. 168, 242
 Serenity 298
 Service Broadcasting Corp. 206
 SESAC Inc. 220
 Seward County Broadcasting Co. 206
 SFX Broadcasting, Inc. 205
 Sam Shad Productions 236, 258, 277
 Shadow Broadcast Services 277
 Shadow/Express Broadcast Services 277
 Shamrock Communications, Inc. 207
 Shanachie Entertainment 298
 Doug Shane & Associates/Country Specialists ... 149
 J.P. Shane Productions 258
 Shane Media Services 149, 316
 SharePoint Management Inc. 149
 Sharing, Inc. 207
 SHARK-TV 149, 236
 Shaw, Johnny & Opal 207
 Shawmut Bank Connecticut 168
 ShearerLab Broadcasting 149
 Sheffield Lab Recordings 298
 Sheldon Communications, Inc. 207
 Shepherd Group 207
 Mike Shepherd Voice Services 258
 Sheridan Broadcasting Corp. 207
 Shindler-Turner & Associates Inc. 218
 Shively Laboratories 159
 Shockley Communications Corp. 207
 Shure Brothers Inc. 159
 SI Communications 277
 Signal Media 207
 Signature Music Library 258
 Sillerman Companies 168
 Silver Broadcast Consultants 149
 Silver Wave Records Inc. 298
 Silverado Broadcasting Co. 207
 Silvertone Records 298
 Silvertree Inc. 258
 Simmons Family, Inc. 207
 Simmons Market Research Bureau 316
 Sin-Drome Records Ltd. 299
 S.I.N. Music Programs 237, 277
 Sinclair Communications, Inc. 207
 Sinclair Telecast 207
 Sine Systems Inc. 159
 Sinton, Barnes & Associates 149
 Mike Sirls Promotions 218
 Six-One-Five 299
 Sixty Second LP Inc. 277
 Sixty Second Preview Inc. 277
 62nd St. Broadcasting 207
 SJS Entertainment 258, 277
 Barry Skidelsky, Esq. 149
 Skywatch Weather Center 149, 277
 Slash 299
 SM Communications Ltd. 149
 Small Market Radio Services 149
 Small Planet Radio 258, 277
 Clark F. Smidt Inc. 149
 Smith Broadcasting Co, Inc. 207
 Smith And Company 149, 316
 Smith, G. & Hartman, D. 207
 Roger Smith Promotion/Marketing 218
 Steve Smith Radio And Ratings 149
 Alan D. Sneed 149
 Snider Corporation 207
 Sno Country Reports 277
 Snowden Associates 242
 SNP Network 277
 Softsaver Productions 129, 237
 Solar Broadcasting Co. 207
 Solar Records 299
 Solgate Internet Access Inc. 129

R
S

S

Roberta Solomon	258
Denny Somach Productions Inc.	237, 259, 277
Somar Communications, Inc.	207
The Songwriters Showcase	277
Sonic Boom Radio	278
Sonic Images	299
Sonic Solutions	159
Sonic Underground	237
Sonora Ozona Bctg. Co.	207
Sony 550 Music	299
Sony Worldwide Networks	278, 320
SOR	299
Sorenson Broadcasting Corp.	208
S.O.S. Worldwide Productions Inc.	299
Sound Approach Inc.	237
Sound Broadcasters, Inc.	208
Sound Business, Inc.	208
Sound Concepts Inc.	259
Sound Data Research Inc.	316
Sound Decisions	149, 316
Sound Ideas	259
Sound Source	259, 278
The Sound Source	259
Sound Wave	299
Soundcraft	159
Soundings	278
Soundscape	278
Soundtrack	259
South Central Communications Corp.	208
Southcoast Capital Corp.	168
Southeast Media Enterprises	259
Southern Broadcasting Companies	208
Southern Broadcasting Corp.	208
Southern Broadcasting of Athens, Inc.	208
Southern California Broadcasters Assoc.	220
Southern Minnesota Broadcasting	208
Southwestern Broadcasting Corp.	208
Sovereign	299
Spacecom Systems	159
Spanish Broadcasting System	208
Spanish Language Broadcasters of Washington, LP	208
Sparta-Tomah Broadcasting	208
Specialized Promotions	237
Spectacular Voice-Overs	259
Alan Spector's Comedy News Network	259, 320
Spectrum Communications, Inc.	208
Spectrum Research	316
Spencer Broadcasting	208
Spirit Sports	278
Spit Second Music	259
Sportcom Associates/Motor Sports Radio	278
Sports Byline USA	259, 278, 320
Sports Star Suppliers	237
SportsFan Radio Network	278
SportsTicker Enterprises, L.P.	278
Spots & Stars Multimedia	237, 259
Spring Broadcasting, LLC	208
Springer Broadcasting, Inc.	208
Sprint Integrated Marketing Services	237
SRDS	237
SRN Radio Network	278
SRO Communications	149, 237, 259, 278
Stadlen Radio Associates Inc.	149, 316
StandardNews Radio Network	278
Standing Room Entertainment	278
Ray Stanfield & Associates	242
Stanton Magnetics Inc.	159
Star Broadcasting Inc.	278
Star Media Capital	168, 242
Star Screen	237
STARadio Corp.	205
Starcast Stations	208
Starcom	208
StarDate/Universo	278, 320
Starguide Digital Networks	159, 259
Starlight Broadcasting Co., Inc.	208
Starview Media, Inc.	208
Starter Enterprises Inc.	278
Startracker Recording Studios	259
StarTrak Studios	259
State Street Bank & Trust Co.	168
StationBase	129
Stecker-Thompson Associates	150
Steelworks	259, 278
Stellar Communications	209
Stephens, Michael P.	209
Sterling Associates	242
Dan Stevens Kwik Bits Comedy Phoners	279
Gary Stevens & Co. Inc.	242
Kris Stevens Enterprises	259, 279
Skip Stevens Promotions	218
Stewart Broadcasting, Inc.	209
Kim Stiles Marketing & Promotion	150
The Stiles System Radio Day Planning	237

Stonewood Communications Corp.	209
Stop 26-Riverbend, Inc.	209
Strata Marketing Inc.	129
Strategic Media Research	316
Stratford Research	316
Straus Media Group	209
Street Pulse Group	316
STRZ Entertainment Network	279
Studer Editech Corp.	159
Studio Center	237, 259
Studio 53 Productions	259
Studstill Broadcasting	209
SubPop Records	299
Success Track Inc.	129, 150
Sudbury Broadcast Group	209
Sugar Hill	299
Sugo Music	299
Jon Sullivan's Radio Promotion Bulletin	237
Michael Sullivan & Associates	150
Dick Summer Communications	259, 279
Sumter Broadcasting Co., Inc.	209
Sun Valley Radio, Inc.	209
Sunair Communications, Inc.	209
Sunbelt Broadcasting Corp.	209
Sunbelt Media Inc.	242
Sunbrook Communications, Inc.	209
Sunburst Media, LP	209
Sunbury Broadcasting Corp.	209
SunGroup, Inc.	209
Sunrise Broadcasting Corp.	209
Super Sweepers	259
Superadio Networks	279
Superatings Research Corp.	150, 316
SuperSpots	237, 324
SuperTalk Radio Consultants	150
Susquehanna Radio Corp.	209
Swanson, Donald A.	210
Swedish-American Network	279
Sweet Talk Productions	279
Symetrix Inc.	159
Symmetrical Resources Inc.	150, 316
Syndicated Communications	210
Syndicom	279
The System Corporation	129, 159, 279
Szabo Associates Inc.	168

T

T&W Communications, Inc.	210
The Tacher Co.	305
Jack Taddeo Communications Corp.	150, 279
TALENTMASTERS	150, 153
Talk America	237, 242
Talk America Radio Network	279
The Talk Radio Company	150, 279
Talley Broadcasting Corporation	210
Tandem Promotions	218
TAPSCAN Analyst	129
Taylor Broadcasting	210
Chris Taylor Productions Inc.	218
Taz Media	150
TEAM Technologies	129
Technosics	259, 279
Teeson Media Services	299
Telarc International	150
Tele-Joke	279, 320
Tele-Media Broadcasting Co.	210
Tele-Talent International	237, 259
Telemedia Network Radio	279
Teleplex Inc.	159
Telepulse Research	316
TeleWorks	237
Telos Systems	159
Temple Productions	260
TFT Inc.	159
TheOnRamp Group Inc.	129
Third Coast Entertainment	218
Thoben Van Huss & Associates	242
Randy Thomas Productions	260, 279
The Robert Thomas Group	279
Sandy Thomas Productions	260
Thompson Creative	260
The Thorburn Company	242
Three Eagles Communications Incorporated	210
360 Systems	159
Thunderbolt Broadcasting Co.	210
Tiger Communications, Inc.	210
Timeless Voyager Radio	279
Timm Enterprises	210
Titus Technological Laboratories	159, 237
TM Century	130, 150, 159, 237, 260, 279, 320
Tobias Communications	150
Toccoa Falls College	210
T.O.M.A. Research	316
Tommy Boy Music Inc.	299
TON Records	299
Tone Casualties/Casual Tonalties	300
Too Lunar Productions	280

TopNotch Entertainment Corp.	300
Edwin Tornberg & Co. Inc.	242
Tracy Corp.	210
Tralyn Broadcasting Incorporated	210
Trans-Net	280
TransAmerica Marketing Services Inc.	237, 316
Transcommunications Inc.	238
TransMedia	280
Trauma Records	300
Travel Notes	280
Travis Broadcasting Corporation	210
Treasure Valley Broadcasting	210
Trendata Corporation	317
Trevino, Edgar	210
TRF Production Music Libraries	260
Tri-County Broadcasting Co. Inc.	210
Tri-State Promotions	218
Triathlon Broadcasting	210
Tribune Broadcasting Co.	211
Tribune Radio Networks	280
Triloka Records/Worldly Music	300
Triple Platinum	238
TriStar Music	300
Morrie Trumble & Associates	280
Trumper Communications, Inc.	211
Tryon-Seacoast Communications	211
Tschudy Communications Corp.	211
TSR	300
Tsunami Communications, Inc.	211
B. Tucker Associates, Inc.	211
Mark Tudor & Associates	150
Charlie Tuna	260
Tune-In Publications	238, 280
Tuned In Broadcasting, Inc.	211
Turning Point Productions	260
Tuscarawas Broadcasting	211
TVT Records	300
TWA Systems	130, 317
Twilight Souls Music	300
Twin/Tone	300
Twin Vision Ltd.	218
Twisted Records	300
\$2.95 Guys	238
Two-Rivers Broadcasting, Inc.	211
Tyca Corporation	238

U

Under Cover Music Group NY	300
Union Bank Of California	168
United Broadcasting Network	280
United Stations Radio Networks	280, 320
United Stations Talk	280
Unity Broadcasting Network, New York, Inc.	211
Unity Entertainment Group/Countdown Records	300
Univenture CD Packaging & Storage	238
Universal Broadcasting	211
Universal Records	300
University Broadcasting Co., LP	211
University of Maine System	211
UPI Radio Network	280
Urban Artist Bios	320
UREI	159
U.S. Department Of The Interior	280
U.S. Mediacorp	260
U.S. Senate Republican Conference	280
U.S. Tape & Label	238
USA Country Network	280
USA Design Inc.	238
USA Radio Network	280
USA Talk Network	280
Utility Tower Co.	160
Utopia Network	280
UUNET Technologies	130

V

Valley Audio	160
Valley Vue	300
Vallie * Richards Consulting Inc.	151, 317
Valu Broadcasting, Inc.	211
Vanguard Records	300
Vanier, John	211
Steve Vaus Productions	260
VCY America, Inc.	211
Vega (A Mark IV Co.)	160
Vekony Communications, Inc.	211
VerStandig Broadcasting	211
Vendely Communications	238, 324
Veronis Suhler & Associates, Inc.	168, 242
The Verve Group	301
Victory Music Inc.	301
Vidalia Communications Corp.	211
Video Viewer Inc.	280
Videoquip Research Limited	160
Vie Records	301
Viewfacts Measurement Service Of VMI	317
Virgin Records	301

V

Virginia Broadcasting Co. 211
 Virginia Broadcasting Corporation 211
 Vision Broadcasting 238, 280
 Visionary Related Entertainment 212
 Vogelsound 260
 Voice Box 261
 Voiceprint 261
 VOICES Inc. 261
 VoiceTrak 151
 Voyager 301
 VS&A Communications Partners 168
 Vuolo Video Air-Chex 261

W

Wagner Broadcasting Corp. 213
 Walcoff & Associates 130, 238, 280
 Walker Broadcasting 213
 Rusty Walker 151
 Wall, Stanley L 213
 Wall Media 151
 The Wall Street Journal Radio Network 280
 Hugh Wallace Inc. 305
 Todd Wallace/Associates 151
 Walrus Research 317
 WALT-WEST Wisconsin, Inc. 212
 Walt Disney Records 301
 Walt Disney World Company 238, 261
 Walton Stations 213
 WAMC/Northeast Public Radio 212
 Ward-Beck Systems Ltd. 160
 Mona Wargo 151, 317
 Warlock Records Inc. 301
 Warner Brothers 301
 Warner Concepts Inc. 151
 Warner Consulting Service 151
 Warner Stations 213
 Warren Media 151
 Washington Broadcast Management Co. 213
 Washington International Teleport 261
 WATS Broadcasting, Inc. 212
 Waveform 302
 Lionel Waxman 281
 WaxWorks Radio 281
 Way Cool Music 302
 WBUT, Inc. 212
 WCG/Harvest Music 302
 WDAC Radio Co., Inc. 212
 WDUN Radio, Inc. 212
 The Weather Channel Radio Network 281

Weather Image 281
 Weather Services Corp. 281
 WeatherWatch Service 281
 Ken Webb Enterprises Inc. 282
 WebRadio Strategists (WRS) 130, 152, 238
 WebSpinners Inc. 130
 Bob Weed Master Trainer 152
 WEHCO Media 212
 Weinberg, Fred 213
 WENK Broadcast Group, Inc. 212
 Welk Music Group 302
 The WELL Inc. 130
 Wells Fargo Bank 168
 J.N. Wells & Co. Inc. 242
 Welwood Int'l Film Production 238, 324
 West Jewell Management, Inc. 213
 Jim West Company 152
 Steve West Productions 261
 West Virginia Radio 213
 Western Front Broadcasting 282
 Westcoast Broadcasting, Inc. 213
 Westery Broadcasting Co. 213
 Western Broadcasting Co. 213
 Western Communications, Inc. 213
 Western Indian Ministries 213
 Western Pacific, Inc. 213
 Western Slope Communications 213
 WestStar TalkRadio Network 282
 Westwood One 281
 WFMT Fine Arts Network 282
 WFMT Ideas Network 282
 Wheatstone Corp. 160
 Wheeler Broadcasting Co. 213
 Rich White & Associates Inc. 238
 Ron White 152
 Whitehead, E.H. 213
 Tom S. Whitehead, Inc. 210
 The Whittle Agency 242
 Who Did That Music Inc. 261
 WICKS Radio, LP 212
 Wiederkehr Enterprises 238
 Wild Pitch 302
 Wilkerson Broadcasting Group 213
 Wilkins Communications Network, Inc. 212
 Wilks Broadcast Acquisitions, Inc. 213
 Willlight Research Inc. 130, 317
 Williams Broadcast Communications Inc. 152, 238, 242
 George Williams Communications 152
 Willis Broadcasting Corp. 213
 Willis Family Broadcasting 214
 John Willyard 261
 Willow Creek Entertainment 214
 Wilson, James III 214

Windham Hill/High Street Records 302
 Windstar Studios Inc. 238, 324
 Windward Communications II 214
 Winning Edge Productions & Software 130, 320
 Winston Radio Corp. 214
 Wireless Group, Inc. 214
 Wireless Flash News Service 282
 Wireless Works, Inc. 214
 Withers Broadcasting Co. 214
 WJON Broadcasting Co. 212
 WLT Associates, LP 212
 Women's Radio Network Corp. 282
 Wood & Co. 242
 Wooding & Dereaux 168, 242
 Woodland Communications Corp. 214
 Woods Communications Group, Inc. 214
 Woodward Communications, Inc. 214
 WOR Radio Network 282
 Word Broadcasters, Inc. 214
 WORK Group 302
 World Disc Productions Inc. 302
 World Domination 302
 World Masters Inc. 238
 World Space Report 282
 WRD Entertainment, Inc. 212
 Wright Broadcasting Systems 214
 WRUS, Inc. 212
 WSHN, Inc. 212
 Wynne Broadcasting Co., Inc. 214

X

X-FX 261
 Xing Technology Corp. 130
 Xpedite Systems Inc. 238

Y

Bobby Yarbrough Marketing 218
 Yates, Stephen 214
 YMH Promotions 218
 You Guys Records 302

Z

Z Spanish Radio Network 214
 Zapis Communications Corp. 214
 Zapoleon Media Strategies 152
 Zebra Records 302
 Zeus Productions 261
 Zia Broadcasting Co. 214
 Zimmer Enterprises 214
 The Zitelman Group 168
 Zoo Entertainment 302

V
•
Z

Allied Capital 163
 Arbitron 311
 The Associated Press 5
 BIA 130, 168, 171, 193, 212, 226
 Broadcast Marketing 322
 The Broadcast TEAM 221
 CEA 166
 CMBE 134
 Consultants Showcase 132, 133
 Critical Mass Media 1
 Harker Research . 26, 28, 30, 32, 34, 36, 38
 40, 42, 44, 46, 49, 51, 53, 56
 59, 66, 76, 77, 90, 91, 96, 317

Images INK 222
 iqTV 324
 Jarad Syndication 282
 Kinetic City Super Crew 264
 The Lund Consultants 131
 Marketing & Promotion Showcase 221
 McClain Enterprises 323
 Media Marketing
 Technologies 228, 229
 Micropower 127
 Moyes Research 309
 One On One Sports 9
 Paragon Research 306

Production Services
 Showcase 244, 245
 Quixotic Music Prod. 247
 Radio Today .. 25, 27, 29, 31, 33, 35, 37, 39
 41, 43, 45, 47, 48, 50, 52, 54, 55, 57
 58, 60, 61, 62, 64, 65, 67, 69, 75, 93
 RadioVision 321
 Roll A Sign 236
 Serafin Bros. 162
 Sonic Boom 276
 SW Networks 3
 TM Century 250, 253, 258, 261
 US Tape & Label 7



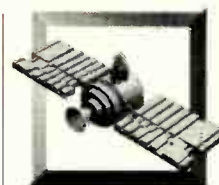
Computer Software

124



Group Owners

169



Program Suppliers & Networks

262



Consultant Firms

131



Independent Record Promotion

215



Record Companies

283



Employment Services

153



Industry Organizations

219



Rep Firms

303



Equipment Suppliers

154



Marketing & Promotion

222



Research Firms

306



Federal Communications Commission

161



Media Brokers

239



Show Prep

318



Financial

163



Production Services

243



TV Production

321

We let Rick Dees use one and now he won't give it back!



"Nope. No way. Forget it. This Instant Replay is mine."

Hey, we understand. After all, Instant Replay puts 1,000 of his favorite noises right in front of him — ready for instant playback. No other audio player makes it so easy to be spontaneous and creative. It's fast, it's easy and it's fun.

Check it out. One Instant Replay can store up to 16 hours of stereo sound. That's 16 hours of sound effects, spots, promos, even entire songs — anything — and you can play any of them back instantly just by pressing one of 50 Hot-Keys! There's no need for a computer and no need for training. It's self-contained and it works right out of the box — just push the buttons and go!

**Try Instant Replay Free!
Call 818-991-0360**

To prove how Instant Replay can make your station better, you can Test Drive one with no obligation! Call us now for free overnight delivery of your Test Drive unit. And like Rick Dees, once you get your hands on Instant Replay you won't want to give it back either.



Transfer one cut or one thousand between machines using the D-NET high-speed digital audio network.



Print hard copy lists of all stored cuts so you always know what's where!



Store up to 16 hours of CD-quality digital audio on Instant Replay's internal hard disk.

360 Systems


PROFESSIONAL DIGITAL AUDIO

5321 Sterling Center Drive • Westlake Village, CA 91361
(818) 991-0360 • fax (818) 991-1360 • <http://www.360systems.com>



If you're a call-letter station, you can try Instant Replay for 10 days with no obligation. If you decide to buy Instant Replay, we'll make arrangements through one of our authorized dealers. Offer good in the continental US only. Offer expires December 31, 1996.

*Suggested retail prices: \$2995 for 4 hours of storage; \$3495 for 8 hours of storage and \$3995 for 16 hours of storage.
360 Systems Instant Replay is a registered trademark of 360 Systems. ©1996 360 Systems.



Can They
See You?

Nobody knows how to help your listeners see your station better than CGI. A beautiful, high-quality decal or sticker is the most economical way to reinforce your station's identity. That's why successful stations rely on us. We create images your audience can identify with, images that are striking and memorable. Our award-winning creative group can help you

from design all the way to finished production. So you get the quality and image you're looking for. When you want your station to be seen, there's just one place to call. 1-800-331-4438

**Communication
Graphics Inc**

IMAGES THAT LAST
1765 North Juniper, Broken Arrow, OK 74012
918-258-6502 • Fax 918-251-8223

