

CASHBOX

February 27, 1982



1982 COUNTRY RADIO DIRECTORY

THE LATEST TO JOIN THE GREATEST

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Leon Everette



Don Pfrimmer



Bandana



Joe Allen

Chick Rains



Troy Seals

ascap

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THANKS COUNTRY RADIO

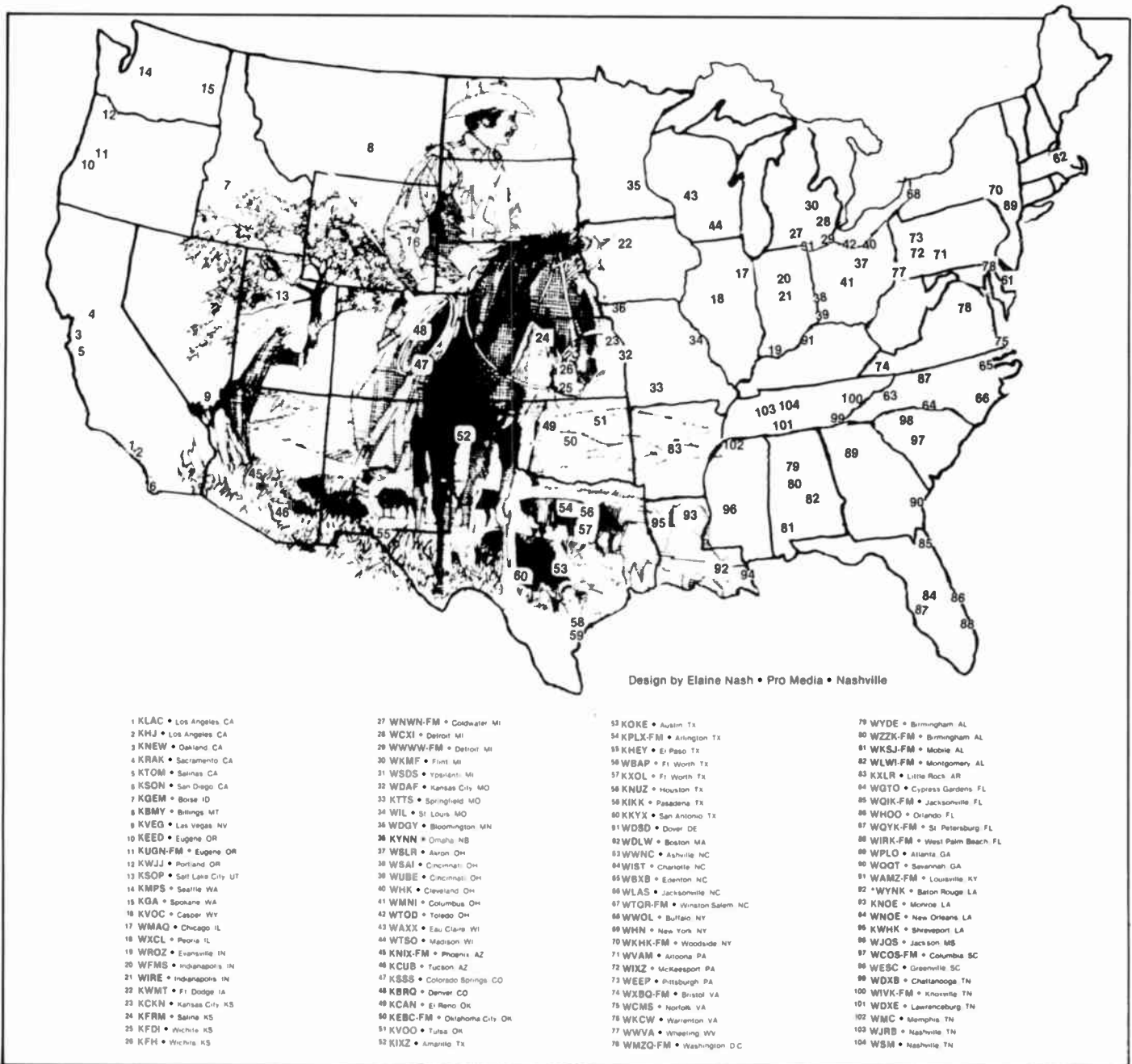


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*Love.
Barbara*

CASH BOX REPORTING STATIONS



Competition Brings Out The Best In Country Radio

by Tom Roland

While many seem generally elated about the acceptance of the country format — an acceptance that many feel brings the distinction of being the mass appeal format of the '80s — country stations in markets across the nation have had to learn to cope with new competition. The number of country-formatted outlets has risen dramatically in the last two years, and management at the older stations has had to learn to adjust its thinking to ward off the newcomers, although no one can seem to agree on the perfect method for dealing with the rise of a new arrival.

While stations like WHN/New York and KKYX/San Antonio remain true to their original formats and approaches to country programming, others, like KNEW/Oakland, have at-

tempted to give the listeners more of the things the newer stations are not offering. Still others, like KEBC/Oklahoma City, have attempted to battle the foes by fighting fire with fire, by keeping an identity while shoring up areas where the competitor clearly has an edge.

Dene Hallam, program director at WHN, took over his position in late December after successfully guiding WWWW-FM/Detroit to a position as the #1 country station in the Motor City during its first book with a country format. "It is interesting," he comments on his current post, "because in Detroit I was on the other end of the spectrum. I was the new station going after the established station (WCXI), and here I am the established station being attacked by a new station (WKHK-FM). I can see WHN through WKHK's

eyes a little bit.

"Speaking as the program director at WHN, the best thing to do is to continue doing what you do best and be cautious and aware of what the competitor is doing, but not to react to them. You can't stumble; you've got to keep on trucking ahead and not look back. I think there are too many people that keep looking back when a new station comes on, and you know what happens when you look back: while you're walking, you run into a pole."

In San Antonio, the market now hosts five local country signals, providing a real identity problem for mainstay KKYX. According to music director Jerry King, the newer stations may take audience share for a period until the newness

(continued on page CRD-8)

Programmers Choice Awards



MALE VOCALIST

1. Don Williams - MCA
2. George Jones - Epic
3. Conway Twitty - MCA and Elektra
4. Ronnie Milsap - RCA
5. Merle Haggard - MCA and Epic

FEMALE VOCALIST

1. Barbara Mandrell - MCA
2. Rosanne Cash - Columbia
3. Emmylou Harris - Warner Bros.
4. Juice Newton - Capitol
5. Gail Davies - Warner Bros.

VOCAL GROUP

1. Alabama - RCA
2. Oak Ridge Boys - MCA
3. Statler Brothers - Mercury
4. Galtin Brothers Band - Columbia
5. Tompall and the Glaser Brothers - Elektra

VOCAL DUET

1. David Frizzell & Shelly West - Warner Bros./Viva
2. Kendalls - Mercury
3. Bellamy Brothers - Warner Bros.
4. Conway Twitty & Loretta Lynn - MCA
5. Moe Bandy & Joe Stampley - Columbia

INSTRUMENTALIST

1. Charlie McCoy - Monument
2. Chet Atkins - RCA
3. Roy Clark - MCA
4. Charlie Daniels - Epic
5. Ricky Skaggs - Epic

SINGLE

1. Elvira - Oak Ridge Boys - MCA
2. Feels So Right - Alabama - RCA
3. (There's) No Gettin' Over Me - Ronnie Milsap - RCA
4. You're The Reason God Made Oklahoma - David Frizzell & Shelly West - Warner Bros./Viva
5. Lord, I Hope This Day Is Good - Don Williams - MCA

ALBUM

1. Feels So Right - Alabama - RCA
2. Seven Year Ache - Rosanne Cash - Columbia
3. Waitin' For The Sun To Shine - Ricky Skaggs - Epic
4. The Pressure Is On - Hank Williams, Jr. - Elektra/Curb
5. No Gettin' Over Me - Ronnie Milsap - RCA

STATION

Large Market - WSM/Nashville
Medium Market - KFDI/Wichita
Small Market - WWVA/Wheeling

DISC JOCKEY

Large Market - Deano Day/WDGY/
Minneapolis
Medium Market - Bob Cole/KOKE/Austin
Small Market - Jacki West/WGTO/
Cypress Gardens, Fla.



Programmers Choice Awards are based on a poll of program directors and music directors at country radio stations.

Thanks Country Radio

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1982 COUNTRY RADIO DIRECTORY

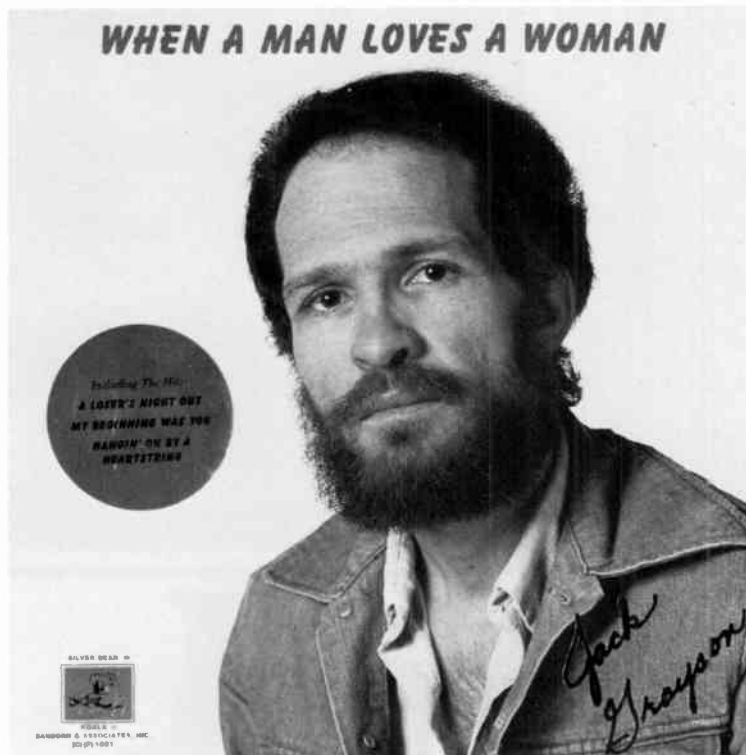
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Watch For New Koala Releases

Competition Fierce At Country Radio

(continued from page CRD-5)

wears off. "We have a station that changed format less than six months ago and did quite well in the last Arb's," he notes. "They made some great gains considering they've only been on the air a short period of time, but, of course, they had no commercial content, so they were playing nothing but solid music. I'm sure after a while they'll be like the other stations and have commercial value, and the market will be back to some point of normalcy."

Because of that philosophy, KKYX like WHN, has made few alterations in combatting the new foes. "We don't run any more promotions than we normally always have," King says. "We maintain the philosophy to do what we've done and try to maintain the high standards that we have over the years and to keep on doing what we've been doing. It has proven a winner, and I think we're going to stick with it."

"We don't run any more promotions than usual," says Jerry King of KKYX. "We try to maintain the high standards that we have set over the years. It has proven a winner, and we're going to stick with it."

The station is maintaining a traditional sound, expected to be lucrative in a Texas market, whereas some of the competition has projected itself into the market, according to King, with a contemporary sound "as well as not being a breaker type station." Adds King: "They'll lean more toward playing the Top 20 and a lot of recurrences and gold without expanding their artist selection — without taking a chance on going on a new artist.

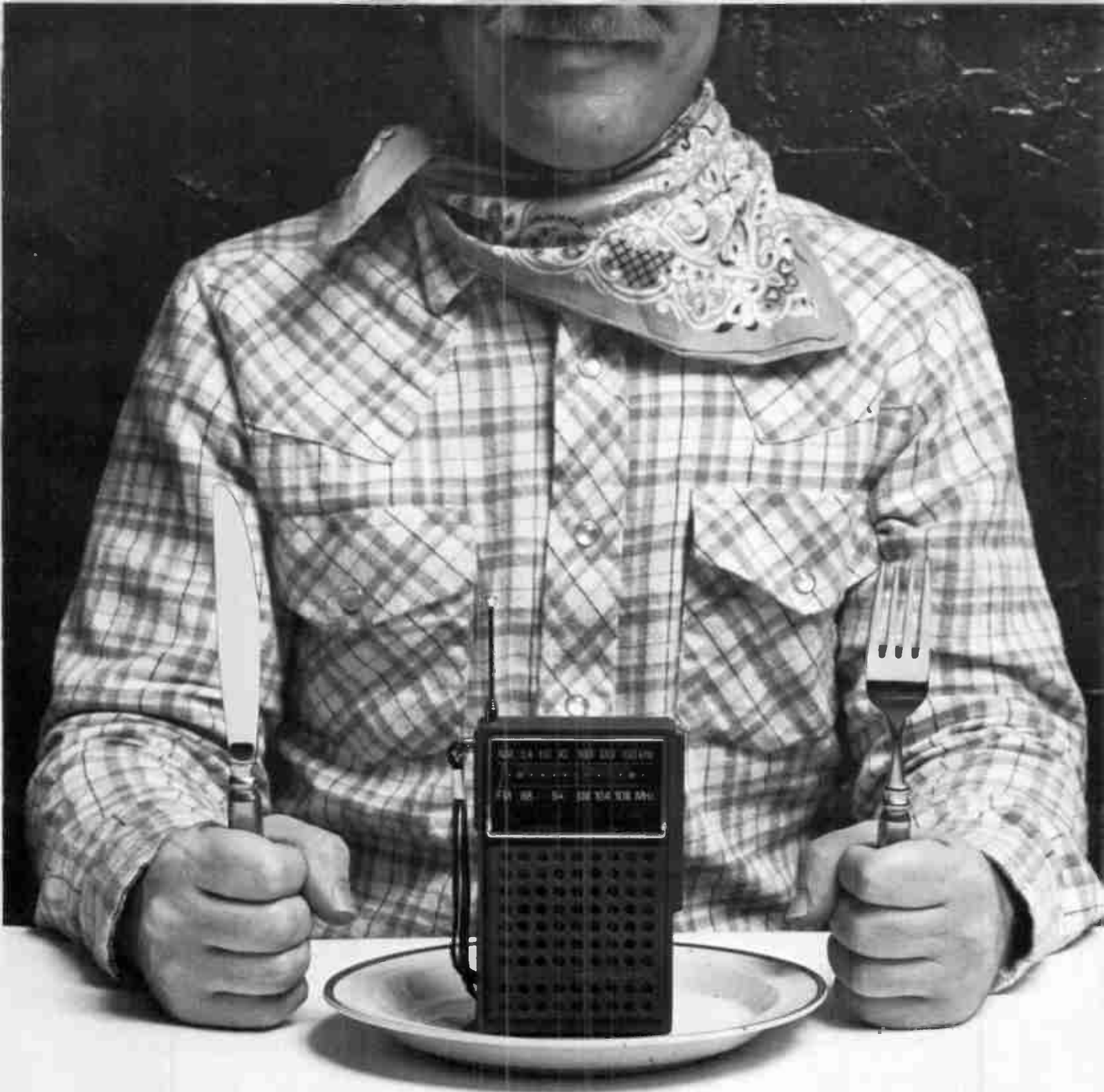
"It is absolutely no good for country," he continues. "Alabama was unheard of 2 1/2 years ago. There's always going to be new artists, and it's going to be up to leading stations to help these artists become established, pending that they are good artists. All (Top 40 stations) are doing is taking the honey: they're not getting any steak and potatoes and gravy to go with it."

Competitive Strategy

KNEW/Oakland was greeted one year ago with a new competitor in the Bay Area, former AOR KSAN-FM/San Francisco. Although Metromedia purchased KSAN at the beginning of 1982, KNEW attempted to gain a profile opposite that of the former rocker.

"We first of all wanted to hear what they were going to do," stated Bob Guerra, KNEW's music

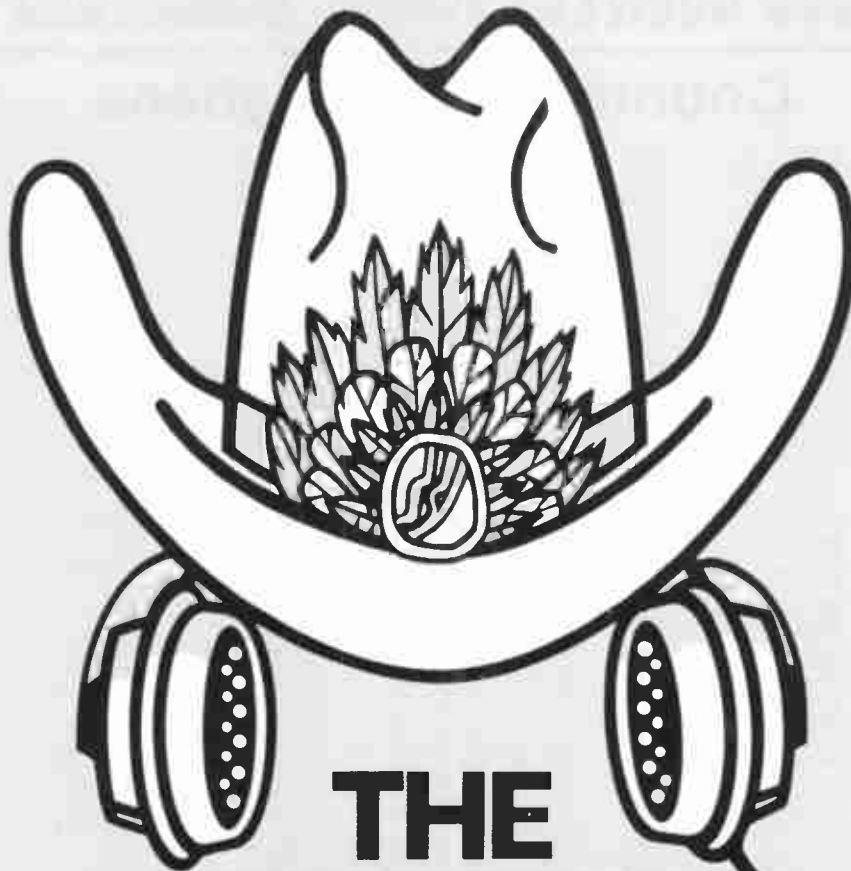
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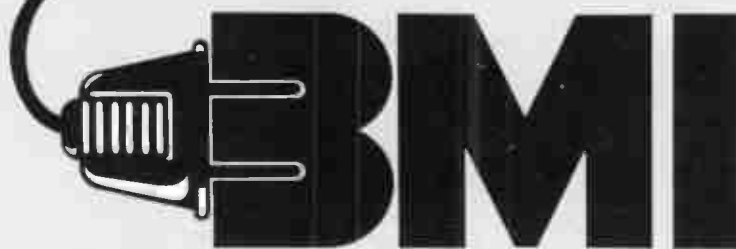
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is our meat and potatoes.*

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CBS Records Nashville

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Los Angeles, California, 90028
(213) 465-2111

1982 COUNTRY RADIO DIRECTORY

Country Music Stations

WNDU	P.O. Box 1616	South Bend	46834	(219) 233-7111	KWLS	P.O. Box 486	Pratt	67124	(316) 672-5581
WTHI	918 Ohio St.	Terre Haute	47808	(812) 232-9481	KWLS-FM	P.O. Box 486	Pratt	67124	(316) 672-5581
WLJE-FM	P.O. Box 149	Valparaiso	46383	(219) 462-8125	KINA	P.O. Box 778	Salina	67401	(913) 825-0266
WAVV-FM	P.O. Box 103	Vevay	47043	(812) 427-2222	KYEZ-FM	P.O. Box 180	Salina	67401	(913) 827-9354
WAOV	P.O. Box 139	Vincennes	47591	(812) 882-6060	KFRM	P.O. Box 1875	Salina	67401	(913) 825-4611
					IOWA				
KWBG-FM	P.O. Box 366	Boone	50036	(515) 432-1590	KTPK-FM	910 First Natl. Tower	Topeka	66603	(913) 234-2627
KHAK	100 1st Ave. NE	Cedar Rapids	52401	(319) 365-9431	*KFDI	P.O. Box 1402	Wichita	67201	(316) 838-9141
KHAK-FM	100 1st Ave. NE	Cedar Rapids	52401	(319) 365-9431	KFDI-FM	P.O. Box 1402	Wichita	67201	(316) 838-9141
KLNT	501 N 2nd	Clinton	52732	(319) 243-1390	*KFH	104 S Emporia	Wichita	67202	(316) 262-4491
KWNT	1019 Mount St.	Davenport	52803	(319) 326-4407	WANY	P.O. Box 400	KENTUCKY		
WZZC-FM	741 Brady St.	Davenport	52803	(319) 322-3182	WANY-FM	P.O. Box 400	Albany	42602	(606) 387-5186
KSO	3900 NE Broadway	Des Moines	50317	(515) 265-6181	WCMI	P.O. Box 949	Ashland	41101	(606) 329-1777
KDTH	8th & Bluff	Dubuque	52001	(319) 588-5700	WYWY	P.O. Box 788	Barbourville	40906	(606) 546-4128
KBCT-FM	P.O. Box 648	Fairfield	52556	(515) 472-4191	WBRT	103 W. Stephen Foster	Bardstown	40004	(502) 348-3943
*KWAT	P.O. Box 578	Fort Dodge	50501	(515) 576-7333	WCBL-AM/FM	P.O. Box 7	Benton	42025	(502) 527-3102
KIMI-FM	1008 Main St.	Keokuk	52632	(319) 524-7777	WLBK	P.O. Box 689	Bowling Green	42101	(502) 843-3212
KMAQ	P.O. Box 940	Maquoketa	62060	(319) 652-2426	WKYR	P.O. Drawer AB	Burkesville	42717	(502) 433-7191
KSMN	P.O. Box 1446	Mason City	50401	(515) 423-8634	WCAK-FM	P.O. Box 635	Catlettsburg	41129	(606) 739-4113
KKSI	P.O. Box 1130	Mount Pleasant	52641	(319) 385-3111	WTCR	One Radio Park Rd.	Catlettsburg	41129	(304) 453-4600
KWPC	3218 Mulberry Ave.	Muscatine	52761	(319) 263-2512	WAIN	P.O. Box 77	Columbia	42278	(502) 384-2135
KOEL-FM	Hwy 150 S	Oelwein	50682	(319) 283-1234	WCTT	P.O. Box 516	Corbin	40701	(606) 528-4717
KDLS-FM	P.O. Box 548	Perry	50220	(515) 465-5357	WCPM	Keller St.	Cumberland	40823	(606) 589-4623
KBCM-FM	1400 Pierce St.	Sioux City	51108	(712) 258-5595	WMGE-FM	P.O. Box 8	Danville	40422	(606) 236-2711
KICD-FM	2600 Highway Blvd.	Spencer	51301	(712) 262-1240	WKMO-FM	P.O. Box 842	Elizabethtown	42701	(502) 765-5143
KCII	P.O. Box 524	Washington	52353	(319) 653-2113	WBFA	P.O. Box 590	Elkhorn City	41522	(606) 754-5044
KCII-FM	P.O. Box 524	Washington	52353	(319) 653-2113	WSTL	P.O. Box 185	Eminence	40019	(502) 845-4200
KXEL	P.O. Box 1540	Waterloo	50704	(319) 233-3371	WCDS	P.O. Box 478	Glasgow	42141	(502) 651-3132
KNEI	P.O. Box 151	Waukon	52172	(319) 568-3476	WGGC-FM	510 Happy Valley Rd.	Glasgow	42141	(502) 651-2141
KNEI-FM	P.O. Box 151	Waukon	52172	(319) 568-3476	WFSR	P.O. Box 818	Harlan	40831	(606) 573-1470
					KANSAS				
KNCK	P.O. Box 629	Concordia	66901	(913) 243-1414	WHBN	P.O. Box 247	Harrodsburg	40330	(606) 734-4321
KNZA-FM	Rt. 1	Everest	66424	(913) 547-3461	WKCM	P.O. Box 1140	Hawesville	42348	(502) 927-8121
KBLT-FM	Rt. 1 Box 249	Gaiens	66739	(316) 389-2203	WSSG-FM	P.O. Box 898	Hazard	41701	(606) 436-5580
KBUF	P.O. Box 798	Garden City	67846	(316) 276-2366	WSON	P.O. Box 418	Henderson	42420	(502) 826-3923
KBUF-FM	P.O. Box 798	Garden City	67846	(316) 276-2366	WHOP-FM	P.O. Box 709	Hopkinsville	42240	(502) 885-5331
WJLS-FM	P.O. Box 364	Hays	67601	(913) 628-1064	WIXI	P.O. Box 632	Lancaster	40444	(606) 792-2152
KNZA-FM	P.O. Box 104	Hiawatha	66434	(913) 547-3461	WLSK-FM	P.O. Box 680	Lebanon	40033	(502) 692-3126
KHUT-FM	P.O. Box 1038	Hutchinson	67501	(316) 662-4486	WAXU	P.O. Box 11845	Lexington	40329	(606) 254-8888
*KCKN	P.O. Box 1185	Kansas City	66117	(913) 321-3200	WAXU-FM	P.O. Box 11845	Lexington	40329	(606) 254-8888
KCKN-FM	P.O. Box 1165	Kansas City	66117	(913) 321-3200	WTKC	614 W. Main St.	Lexington	40508	(606) 233-1515
KANS	8th & Topeka	Larned	67550	(316) 285-2127	WVKY	P.O. Box 890	Louisville	41230	(606) 638-9491
KANS-FM	8th & Topeka	Larned	67550	(316) 285-2127	*WAMZ-FM	P.O. Box 1084	Louisville	40201	(502) 582-7333
KTRO-FM	335 Muncie Rd.	Leavenworth	66048	(913) 727-1410	WINN	660 S. 3rd St.	Louisville	40202	(502) 585-5148
KLJB	P.O. Box 858	Liberal	67901	(316) 624-2556	WTMT	201 W. York St.	Louisville	40203	(502) 583-6200
KNDY	RR 3	Marysville	66508	(913) 562-2361	WFMW	P.O. Box 338	Madisonville	42431	(502) 821-4096
KFN-FM	P.O. Box 102-A	Oberlin	67749	(913) 475-2225	WNGO	Box 679	Mayfield	42066	(502) 247-5122
KOFO	P.O. Box 16	Ottawa	66067	(913) 242-1220	WFTM	626 Forest Ave.	Maysville	41056	(606) 564-3361
KOAM	P.O. Box F	Pittsburg	66762	(316) 231-7200	WFTM-FM	626 Forest Ave.	Maysville	41056	(606) 564-3361
					WMIK	P.O. Box 608	Middlesboro	40965	(606) 248-5842

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1982 COUNTRY RADIO DIRECTORY

Country Music Stations

WFLW	P.O. Box 36	Monticello	42633	(606) 348-8427	KOKI	P.O. Box 847	Morgan City	70380	(504) 395-2853
WMSK	P.O. Box 369	Morganfield	42437	(502) 389-1550	KOKI-FM	P.O. Box 847	Morgan City	70380	(504) 395-2853
WMSK-FM	P.O. Box 389	Morganfield	42437	(502) 389-1550	KDBH-FM	P.O. Box 687	Natchitoches	71457	(318) 352-9596
WMST	34 Broadway	Mount Sterling	40353	(606) 498-1150	KNIR	P.O. Box 1360	New Iberia	70560	(318) 365-2401
WSJP	P.O. Box 527	Murray	42071	(502) 753-2400	WSHO	1001 Howard Ave.	New Orleans	70113	(504) 525-9680
WNVL	P.O. Box 247	Nicholasville	40356	(606) 885-6031	WNOE	529 Bienville	New Orleans	70130	(504) 529-1212
WBKR-FM	P.O. Box 1330	Owensboro	42301	(502) 683-1558	KWCL	P.O. Drawer K	Oak Grove	71263	(318) 428-4253
WKYQ-FM	P.O. Box 2397	Paducah	42001	(502) 442-7383	KWCL-FM	P.O. Drawer K	Oak Grove	71263	(318) 428-4253
WPAD	P.O. Box 450	Paducah	42001	(502) 442-8231	KREH	P.O. Box 571	Oakdale	71463	(318) 335-2308
WDHR-FM	P.O. Box 2228	Pikeville	41501	(606) 432-8103	KPAL	92 W. Shamrock St.	Pineville	71360	(318) 445-5306
WLSI	N. Mayo Trail	Pikeville	41501	(606) 473-7323	KXKZ-FM	P.O. Box 430	Ruston	71270	(318) 255-5000
WTJM-FM	P.O. Box 449	Pineville	40977	(606) 337-2331	KRMD	P.O. Box 21739	Shreveport	71120	(318) 221-6171
WCBR	P.O. Box "O"	Richmond	40475	(606) 623-1235	*KWKH	P.O. Box 31130	Shreveport	71130	(318) 688-1130
WRUS	P.O. Box 110	Russellville	42276	(502) 726-2471	WSDL	P.O. Box 1175	Slidell	70459	(504) 641-1560
WLCK-FM	P.O. Box 158	Scottsville	42164	(502) 237-3148	KTQQ-FM	P.O. Box 172	Sulphur	70663	(318) 625-7777
WCND	P.O. Box 248	Shebville	40065	(502) 633-3814	KTLD	P.O. Box 1112	Tallulah	71282	(318) 574-4052
WSEK-FM	P.O. Box 740	Somersett	42501	(606) 678-5151	KTIB	P.O. Box 682	Thibodaux	70301	(504) 447-9006
WTKY	P.O. Box 308	Tompkinsville	42167	(502) 487-6119	KVCL	P.O. Box 548	Winnsboro	71483	(318) 628-7355
WKKS	1106 Fairlane	Vanceburg	41179	(606) 796-3031	KCRF-FM	P.O. Box 312	Winnsboro	71295	(318) 435-5141
WTCW	P.O. Box 747	Whitesburg	41858	(606) 633-2711	KMAR	P.O. Box 312	Winnsboro	71295	(318) 435-5141
WEGO	P.O. Box 475	Whitley City	42653	(606) 376-5100					
		LOUISIANA					MAINE		
KROF-FM	P.O. Box 610	Abbeville	70510	(318) 893-2531	WFAU	P.O. Box 307	Augusta	04330	(207) 623-3878
KRRV-FM	P.O. Box 591	Alexandria	71301	(318) 443-7454	WFAU-FM	P.O. Box 307	Augusta	04330	(207) 623-3878
WABL	P.O. Box 787	Amite City	70422	(504) 748-8385	WBGW-FM	35 Hildreth St.	Bangor	04401	(207) 947-8321
WVOB	121 Haynie Ave.	Bastrop	71220	(318) 281-1383	WKXA	P.O. Box 900	Brunswick	04011	(207) 725-5507
WIBR	P.O. Box 1226	Baton Rouge	70821	(504) 344-2666	WKXA-FM	P.O. Box 900	Brunswick	04011	(207) 725-5507
*WYNK	P.O. Box 2541	Baton Rouge	70821	(504) 343-8348	WFST	P.O. Box 647	Caribou	04736	(207) 493-3334
WYNK-FM	P.O. Box 2541	Baton Rouge	70821	(504) 343-8348	WCOU-FM	P.O. Box 330	Lewiston	04240	(207) 784-5786
KCTO	P.O. Box 666	Columbia	71418	(318) 649-2756	WPOR-FM	562 Congress St.	Portland	04101	(207) 773-8111
KCTO-FM	P.O. Box 666	Columbia	71418	(318) 649-2756			MARYLAND		
KSIG	320 N. Parkerson Ave.	Crowley	70526	(318) 783-2520	WBMD	5200 Moravia Rd.	Baltimore	21206	(301) 485-2400
WLBI	P.O. Box 68	Denham Springs	70726	(504) 665-5154	WPOC-FM	711 W. 40th St.	Baltimore	21211	(301) 366-3693
KWJM-FM	P.O. Box 398	Farmerville	71241	(318) 368-3094	WTRI	214 13th Ave.	Brunswick	21716	(301) 834-8141
KFRA	P.O. Box 1111	Franklin	70538	(318) 368-3094	WFRB	P.O. Box 430	Frostburg	21532	(301) 689-8871
KFRA-FM	P.O. Box 1111	Franklin	70538	(318) 828-5372	WFRB-FM	P.O. Box 430	Frostburg	21532	(301) 733-4500
KLEB	P.O. Box 726	Golden Meadow	70357	(504) 475-5141	WWCS-FM	P.O. Box 1006	Hagerstown	21740	(301) 733-4500
WSLG	P.O. Box 236	Gonzales	70737	(504) 644-2191	WSMD	P.O. Box 19	La Plata	20646	(301) 934-4612
WFPR	P.O. Box 1779	Hammond	70404	(504) 542-1400	WXTR-FM	P.O. Box 19	La Plata	20646	(301) 934-4612
KCIL-FM	P.O. Box 2068	Houma	70361	(504) 872-6828	WMSG	P.O. Box 271	Oakland	21550	(301) 334-3800
KCKW	P.O. Drawer KK	Jena	71342	(318) 992-4155	WMJS-FM	P.O. Box 547	Prince Frederick	20678	(301) 535-2201
KJNA-FM	P.O. Drawer KK	Jena	71342	(318) 992-4155	WICO	P.O. Box 909	Salisbury	21801	(301) 742-3212
KTOC	622 Hudson Ave.	Jonesboro	71251	(318) 259-4600	WICO-FM	P.O. Box 909	Salisbury	21801	(301) 742-3212
KXKW	P.O. Box J	Lafayette	70502	(318) 232-2632	WTHU	P.O. Box 16	Thurmont	21788	(301) 271-7417
KLCL	P.O. Box 3067	Lake Charles	70601	(318) 433-1641	WTTR	P.O. Box 200	Westminster	21157	(301) 848-5511
KLPL	P.O. Box 231	Lake Providence	71254	(318) 559-1882	WYII-FM	6 E. Potomac St.	Williamsport	21795	(301) 223-8800
KLPL-FM	P.O. Box 231	Lake Providence	71254	(318) 559-1882			MASSACHUSETTS		
KLIC	1700 Parkview Dr.	Monroe	71201	(318) 388-3090	*WDLW	P.O. Box 363	Boston	02116	(617) 890-1400
*KNOE	P.O. Box 4067	Monroe	71203	(318) 387-9900	WMLO	5 Clinton Ave.	Danvers	01923	(617) 774-7000
					WQVR-FM	399 Main St.	Southbridge	01550	(617) 764-4381

WESTERN REGION INDEPENDENT RECORD PROMOTION



Uncle Fred

Fred Benson Promotion
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Long Beach, CA 90803
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(213) 463-9311

Cristy Lane

LANE

"Lies On Your Lips"



From the Album Fragile-Handle With Care

Produced by Ron Gales for Lee Stoller Productions
Executive Producers: Lee Stoller & Don Grierson
Produced by Robert Allen Jenkins
Directed by Lee Stoller



Watch for Cristy Lane's acclaimed new
Gospel album - **Amazing Grace**

1982 COUNTRY RADIO DIRECTORY

Country Music Stations

WNRS	P.O. Box 8605	MICHIGAN	Ann Arbor	48107	(313) 662-2881	KDIO	RR 1 Box 264	Ortonville	56278	(612) 839-2581
WLEW	935 S. Van Dyke		Bad Axe	48413	(517) 269-9931	KPRM	P.O. Box 49	Park Rapids	56470	(218) 732-3306
WWKO	199 Capitol Ave. SW		Battle Creek	49015	(616) 962-6267	WCMP-FM	RR2	Pine City	55063	(612) 629-2525
WXOX	P.O. Box 1250		Bay City	48706	(517) 893-4588	KLOH	P.O. Box 512	Plestone	56164	(507) 825-3363
WPON	P.O. Box 1460		Bloomfield Hills	48013	(313) 681-5000	KFIL	P.O. Box 377	Preston	55985	(507) 765-3856
WCLX-FM	339 State St.		Boyer City	49712	(616) 582-6791	KFIL-FM	P.O. Box 377	Princeton	55965	(507) 765-3856
WKYO	101 N. State		Caro	48723	(517) 673-2136	WOPM	P.O. Box 188	Princeton	55371	(612) 389-1300
WNWN-FM	P.O. Box 1590		Coldwater	49036	(517) 279-9767	WOPM-FM	P.O. Box 188	Princeton	55371	(612) 389-1300
WCXI	18900 James Couzens Hwy.		Detroit	48235	(313) 345-8600	KOLM	114 1/2 S. Broadway	Rochester	55901	(507) 288-1971
WVWW	2930 E. Jefferson Ave.		Detroit	48207	(313) 259-4329	WWJO-FM	P.O. Box 220	Saint Cloud	56301	(612) 251-4422
WBDN	P.O. Box 600		Escanaba	49829	(906) 786-4118	WRD	1995 Century Ave.	Saint Paul	55119	(612) 739-4433
WKMF	P.O. Box 1470		Flint	48501	(313) 742-1470	WRD	1370 Davern St.	Saint Paul	55116	(612) 699-1330
WJEB	3601 West Woods Rd.		Gladwin	48624	(517) 426-4527	WRD	P.O. Box 255	Sauk Rapids	56379	(612) 252-6200
WCUZ	One McKay Tower		Grand Rapids	49503	(616) 451-2551	KTRF	P.O. Box 40	Thief River Fall	56701	(612) 681-1230
WKKM-FM	P.O. Box 549		Harrison	48825	(517) 539-7105	KWMB	P.O. Box 46	Wabasha	55981	(612) 565-4576
WKKM-FM	P.O. Box 549		Harrison	48825	(517) 539-7105	KWAD	P.O. Box 551	Wadena	56482	(218) 631-1803
WJPD	P.O. Box D		Ishpeming	49849	(906) 486-9937	KWDA	P.O. Box 767	Winona	55987	(507) 452-2867
WJPD-FM	P.O. Box D		Ishpeming	49849	(906) 486-9937	KWDA	P.O. Box 592	Worthington	56187	(507) 376-6165
WDJD	310 Glick Hwy.		Jackson	49201	(517) 784-6121			MISSISSIPPI		
WBUK	9112 S. Westnedge		Kalamazoo	49002	(616) 327-7051	WHAY-FM	P.O. Box 98	Aberdeen	39730	(601) 369-4561
WITL	P.O. Box WITL		Lansing	48910	(517) 393-1009	WAMY	P.O. Box 458	Amory	38821	(601) 256-9725
WITL-FM	P.O. Box WITL		Lansing	48910	(517) 393-1010	WBLE	P.O. Box 73	Batesville	38606	(601) 563-7266
WTHM	292 W. Neppesing St.		Lapeer	48446	(313) 664-8555	WXGR	P.O. Box 77	Bay Saint Louis	39520	(601) 467-5452
WSMA	5300 Marine City Hwy		Marine City	48039	(313) 765-8893	WVMI	P.O. Box 4606	Biloxi	39531	(601) 388-2323
WCEN-FM	P.O. Box 407		Mount Pleasant	48858	(517) 773-5961	WRKN	P.O. Box 145	Brandon	39042	(601) 825-5045
WMUS	P.O. Box 5280		Muskegon	49445	(616) 744-1671	WCHJ	210 W Court St.	Brookhaven	39601	(601) 833-6221
WMUS-FM	P.O. Box 5280		Muskegon	49445	(616) 744-1671	WJRL	P.O. Drawer 598	Calhoun City	38916	(601) 628-5130
WAOP	P.O. Box 980		Otsego	49078	(616) 692-6851	WZZB	P.O. Box 310	Centerville	39631	(601) 645-5311
WKQC-FM	P.O. Box 17776		Saginaw	48605	(517) 752-8161	WZZB-FM	P.O. Box 310	Centerville	39631	(601) 645-5311
WSJM	P.O. Box 107		Saint Joseph	49085	(616) 983-3992	WRDC	Hwy. 61 N.	Cleveland	38732	(601) 843-1400
WMIC	19 S. Elk		Sandusky	48471	(313) 648-2700	WFFF	P.O. Box 550	Columbia	39429	(601) 736-1360
WSUE-FM	P.O. Box 1230		Sault Ste. Marie	49783	(906) 632-6369	WACR-FM	P.O. Box 1078	Columbus	39701	(601) 328-1050
WDEE	21700 Northwestern Hwy.		Southfield	48075	(313) 557-1500	WMBC	P.O. Box 707	Columbus	39701	(601) 328-1400
WKJC-FM	P.O. Box 549		Tawas City	48763	(517) 362-3417	WADI-FM	P.O. Box 664	Corinth	38834	(601) 287-3101
WTCM-FM	314 E. Front St.		Traverse City	49684	(616) 947-7675	WCHA	P.O. Box 471	Corinth	38834	(601) 286-5575
WSDS	580 W. Clark Rd.		Ypsilanti	48197	(313) 484-1480	WBSJ-FM	P.O. Drawer F	Ellisville	39437	(601) 477-8526
WZND-FM	P.O. Box 106		Zeeland	49464	(616) 772-2144	WEPA	P.O. Box 710	Eupora	39744	(601) 258-7170
		MINNESOTA	Aitkin	56431	(218) 927-2742	WVAG	P.O. Box 1539	Forest	39074	(601) 469-3701
KKIN	P.O. Box 930		Alexandria	56308	(612) 763-5166	WFTO	P.O. Box 547	Fulton	38843	(601) 862-3191
KCMT-FM	720 Hawthorne St.		Austin	55812	(507) 437-7666	WVGM	P.O. Box 1438	Greenville	38701	(601) 334-4559
KAUS-FM	P.O. Box 159		Detroit Lakes	56501	(218) 847-5624	WNAG	407 Mound St.	Grenada	38901	(601) 226-1400
KVLR-FM	P.O. Box 746		Duluth	55806	(218) 728-8421	WGVF	1505 24th Ave.	Gulfport	39501	(601) 863-1130
KAOH	P.O. Box 6167		East Grand Forks	56721	(218) 773-2424	WBKH	P.O. Box 1508	Hattiesburg	39402	(601) 582-8224
KRAD	P.O. Box 560		East Grand Forks	56721	(218) 773-2424	WFOR	2414 W 7th St.	Hattiesburg	38401	(601) 544-1400
KRAD-FM	P.O. Box 560		Faribault	56031	(507) 235-5595	*WJOS	P.O. Box 22604	Jackson	39205	(601) 948-2401
KSUM	P.O. Box 491		Fergus Falls	56537	(218) 736-7596	KZOZ-FM	P.O. Box A	Kosciusko	39090	(601) 289-1050
KDHL	601 Central Ave.		Hibbing	55746	(218) 262-4545	WLAU	P.O. Box 187	Laurel	39440	(601) 649-1430
KBRF	P.O. Box 494		Mankato	56001	(507) 345-4673	WLSM	P.O. Box 111	Louisville	39339	(601) 773-3481
WKKQ	P.O. Box 1060		Minneapolis	55427	(612) 544-1558	WRBE	P.O. Box 827	Lucedale	39452	(601) 947-8151
KYSM-FM	P.O. Box 1240		Minneapolis	55406	(612) 722-2222	WAKK	P.O. Box 1143	McComb	39648	(601) 684-4116
KTCR	3701 Winnetka Ave. N.		Minneapolis	55420	(612) 881-2633	WOKK	P.O. Box 5797	Meridan	39301	(601) 693-2661
KTCR-FM	3800 Minnehaha Ave. S.		Minneapolis	55406	(612) 722-2222	WGD-FM	P.O. Box 307	Moss Point	39567	(601) 475-2111
WDGY	10332 Bloomington Fwy.		Minneapolis	55420	(612) 881-2633	WMIS	20 E Franklin St.	Natchez	39120	(601) 442-2522
WLOL	730 Midwest Plaza		Minneapolis	55402	(612) 338-1330	WOKM-FM	P.O. Box 808	New Albany	38652	(601) 534-8133
KVDX-FM	P.O. Box 97		Moorhead	56580	(218) 233-1522	WCIS	P.O. Box 1789	Pascagoula	39587	(601) 762-1821
KMRS	P.O. Box 231		Morris	56287	(612) 589-3131	WRJW	P.O. Box 849	Picayune	39166	(601) 798-4835
KCHK	Rt. 2 Box 421		New Prague	56071	(612) 758-2571	WSEL	P.O. Box 240	Fontotoc	38883	(601) 489-1440

America's leading* country music station is in New York.

In the last nationwide Arbitron sweep, Fall 1981, WHN had the highest cum of all country music stations, Mon-Sun, 6AM-12 Midnight, Metro, Total Cum Pe' sons 12'. All data are estimates and subject to survey limitations.

WHN

A MUTUAL STATION

1982 COUNTRY RADIO DIRECTORY

Country Music Stations

WKPO	P.O. Box 445	Prentiss	39474	(601) 792-5972	KMIS	P.O. Box 250	Portageville	63873	(314) 379-5436
WELQ	P.O. Box 410	Tupelo	38801	(601) 842-7658	KYRO	P.O. Box 280	Potosi	63664	(314) 438-2136
WJLJ	P.O. Box 1626	Tupelo	38801	(601) 844-4646	KZNN-FM	P.O. Box 727	Rolla	65401	(314) 364-2525
WQBC	P.O. Box 589	Vicksburg	39180	(601) 636-1108	KIRL	P.O. Box 1460	Saint Charles	63301	(314) 946-6600
WABO	P.O. Box 507	Waynesboro	39367	(601) 735-4331	KFEQ	P.O. Box 879	Saint Joseph	64502	(816) 233-8881
WONA	Rt. 3 Box 13	Winona	38967	(601) 283-1570	KUSN	2414 S Leonard Rd.	Saint Joseph	64503	(816) 233-2577
WJNS-FM	P.O. Box 1048	Yazoo City	39194	(601) 746-5921	• WIL	300 N 12th Blvd.	Saint Louis	63101	(314) 436-1600
		MISSOURI			WIL-FM	300 N 12th Blvd.	Saint Louis	63101	(314) 436-1600
KSWM	P.O. Box 410	Aurora	65605	(417) 678-4131	KSGM	P.O. Box 428	Sainte Genevieve	63670	(314) 883-2980
KSOA	P.O. Box 366	Ava	65608	(417) 683-4191	KDRO	3106 W. Broadway	Sedalia	65301	(816) 826-5005
KYOO	304 E Jackson	Bolivar	65613	(417) 326-5257	KSTG-FM	P.O. Box 907	Sikeston	63801	(314) 471-1520
KYOO-FM	304 E Jackson	Bolivar	65613	(417) 326-5257	• KTTS	P.O. Box 1806	Springfield	65802	(417) 865-6614
KPCR	P.O. Box 1	Bowling Green	63334	(314) 324-2283	KTTS-FM	P.O. Box 1606	Springfield	65802	(417) 865-6814
KPCR-FM	P.O. Box 1	Bowling Green	63334	(314) 324-2283	KWTO	P.O. Box 4568GS	Springfield	65804	(417) 883-9000
KGHM	107 S Main St.	Brookfield	64628	(816) 256-7477	KALM	P.O. Box 15	Thayer	54791	(417) 264-7211
KMAM	800 E Nursery	Butler	64730	(816) 679-4191	KWRE	P.O. Box 220	Warrenton	63383	(314) 456-3311
KMOE-FM	800 E Nursery	Butler	64730	(816) 679-4191	KFBD	P.O. Box 220	Warrenton	63383	(314) 456-3311
KVVC-FM	Route 3	Cabool	65689	(417) 962-4380	KJFB	P.O. Box 583	Waynesville	65583	(314) 336-3133
KZYM	1025 Broadway	Cape Girardeau	63701	(314) 335-8291	KJPW	P.O. Box 518	Waynesville	65583	(314) 336-4913
KAOL	102 N Mason	Carrollton	64633	(618) 542-0404	KYSD-FM	P.O. Box 518	Waynesville	65583	(314) 336-4913
KAOL-FM	102 N Mason	Carrollton	64633	(618) 542-0404	KWPM	Rt. 2, Box 103-6A	West Plains	65775	(417) 256-3131
KCRV	P.O. Box 909	Caruthersville	63830	(314) 333-1370			MONTANA		
KTGR	P.O. Box 459	Columbia	65205	(314) 449-2433	KANA	105 Main	Anaconda	59711	(406) 563-3473
KDEX	P.O. Box 249	Dexter	63841	(314) 624-3545	KFLN	P.O. Box 790	Baker	59313	(406) 778-3381
KDFM	116 S Grand	Doniphan	63935	(314) 996-3124	• KBMY	P.O. Box 20316	Billings	59102	(406) 259-4586
KOEA-FM	116 S Grand	Doniphan	63935	(314) 996-3124	KIDX-FM	P.O. Box 30198	Billings	59107	(406) 656-1410
KESM	P.O. Box 300	El Dorado Sprgs	64744	(417) 876-2741	KDYN	P.O. Box 956	Billings	59103	(406) 245-4177
KTJJ-FM	P.O. Box 461	Farmington	63640	(314) 756-6476	KXXL	P.O. Box 1689	Bozeman	59715	(406) 587-5188
KJCF	P.O. Box 368	Festus	63028	(314) 937-7642	KKIC	P.O. Box 1250	Forsyth	59327	(406) 356-2711
KFTW	P.O. Box 71	Fredericktown	63645	(314) 783-6461	KMON	7 Holiday Village	Great Falls	59405	(406) 453-0336
KFAL	P.O. Box 561	Fulton	65251	(314) 642-3341	KLYQ	P.O. Box 688	Hamilton	59840	(406) 363-3010
KHMO	P.O. Box 711	Hannibal	63401	(314) 221-3450	KHDN	P.O. Box 369	Hardin	59034	(406) 665-1230
KBTC	SR 8 Box 68	Houston	65483	(417) 967-3353	KPOX-FM	P.O. Box K	Haure	59501	(406) 265-7841
KSCM-FM	SR 8 Box 68	Houston	65483	(417) 967-3353	KGEZ	P.O. Box 800	KallsPELL	59901	(406) 755-6800
KPIA	P.O. Box 437	Ironton	63650	(314) 546-7473	KLCB	P.O. Box 730	Libby	59923	(406) 293-6234
• WMBF	P.O. Box 1687	Joplin	64801	(417) 623-1450	KGRZ	P.O. Box 4106	Missoula	59806	(406) 728-1450
WDAF	Signal Hill	Kansas City	64108	(816) 753-4567	KYSS	400 Pyman	Missoula	59801	(406) 728-9300
KTMO-FM	P.O. Box 509	Kennett	63857	(314) 888-4816	KERR	P.O. Box 1508	Polson	59880	(406) 883-5255
KLWT	Rt. 2 New Buffalo Rd.	Lebanon	65536	(417) 532-3981	KCGM-FM	P.O. Box 220	Scobey	59263	(406) 487-2293
KBK-FM	P.O. Box 188	Lexington	64067	(816) 259-2215	KGCX	P.O. Box 31	Sidney	59270	(406) 482-2115
KLEX	P.O. Box 188	Lexington	64067	(816) 259-2215			NEBRASKA		
KFIX	310 Lafrenz Rd.	Liberty	64068	(816) 781-6601	KMAZ-FM	Sherman & Mary	Beatrice	68310	(402) 228-5923
KLTI	P.O. Box 188	Macon	63552	(816) 385-2191	KCSR	P.O. Box 931	Chadron	69337	(308) 432-5545
KMMO	P.O. Box 128	Marshall	65340	(816) 886-7422	KGMT	P.O. Box 425	Fairbury	68352	(402) 729-3382
KEMM	P.O. Box 586	Marshallfield	65706	(417) 468-4647	KRVN	104 W. 8th St.	Lexington	68850	(308) 324-2371
KRES-FM	P.O. Box 430	Moberly	65270	(816) 263-1300	KECK	P.O. Box 8006	Lincoln	68506	(402) 423-1530
KLRS	9th & Hubbard St.	Mountain Grove	65711	(417) 926-4650	KNCY	P.O. Box 278	Nebraska City	63410	(402) 873-3348
KPWB	Rt. 3 Hwy. HH	Piedmont	63957	(314) 223-4218	KNCY-FM	P.O. Box 278	Nebraska City	68410	(402) 873-3348
KWOC	P.O. Box 399	Poplar Bluff	63901	(314) 785-0881	WJAG	P.O. Box 789	Norfolk	68701	(402) 371-0780



Nationwide Sound and Country Music

*A love affair
that
goes on
forever*



Nationwide Sound Distributors
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Nashville, Tennessee 37202
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Montana Skyline's

* New Hit Single *

"A Woman Like You"

Produced by Montana Skyline & Hal Sacks
From the LP "Full Moon, Empty Pockets" [SNW 2022]



National Promotion by
**Richard P. Colanzi &
Regina Raleigh**

DJ & Distribution Hotline:
[406] 728-8238
606 Edith,
Missoula, MT. 59801

1982 COUNTRY RADIO DIRECTORY

Country Music Stations

* KYNN	615 N. 90th	Omaha	88141	(402) 392-1490	WFLC-FM	P.O. Box 155	Canandalgua	14424	(716) 394-1550
KYNN-FM	615 N. 90th	Omaha	88141	(402) 392-1490	WKRT	292 Tompkins St.	Cortland	13045	(607) 756-2828
KBRX	P.O. Box 150	O'Neill	68763	(402) 336-1612	WBUZ	15 Water St.	Fredonia	14063	(716) 672-2157
KNLV	P.O. Box 268	Ord	68862	(308) 728-3263	WQIX-FM	P.O. Box 288	Horseheads	14845	(607) 739-0771
KEYR	P.O. Box 1263	Scottsbluff	69381	(308) 632-4119	WHUG-FM	P.O. Box 1199	Jamestown	14701	(716) 664-2313
KNEB-FM	P.O. Box 239	Scottsbluff	69361	(308) 632-7121	WXRL	5360 William St.	Lancaster	14086	(716) 681-1313
KVSH	126 W. 3rd St.	Valentine	69201	(402) 376-2400	*WHN	400 Park Ave.	New York	10022	(212) 688-1000
		NEVADA			WEBO	119 McMaster St.	Owego	13827	(607) 687-0371
KKBC-FM	1937 N. Carson	Carson City	89701	(702) 882-6263	WKDR	91 Margaret St.	Plattsburgh	12901	(518) 561-7600
KVLV	1155 Gummow Dr.	Fallon	89406	(702) 423-2243	WADR	9579 Main St.	Remsen	13438	(315) 831-3941
KRAM	925 E. Desert Inn Rd.	Las Vegas	89109	(702) 732-1363	WNYR	360 East Ave.	Rochester	14604	(716) 232-3700
*KVEG	1555 E. Flamingo #435	Las Vegas	89109	(702) 732-7753	WSCP	9190 Main St.	Sandy Creek	13145	(315) 387-3400
KBET	P.O. Box 11710	Reno	89510	(702) 322-1340	WUTO	288 Genesee St.	Utica	13502	(607) 865-4321
KONE	P.O. Box 1928	Reno	89505	(707) 329-9261	WDLA	P.O. Box 58	Walton	13856	(607) 865-4321
		NEW HAMPSHIRE			WDLA-FM	P.O. Box 58	Walton	13856	(607) 865-4321
WOKQ-FM	P.O. Box 576	Dover	03820	(603) 742-7059	WNCQ-FM	P.O. Box 63	Watertown	13601	(315) 789-2390
		NEW JERSEY			WKHK-FM	41-30 58th St.	Woodside	11377	(212) 335-1700
WRDI	1168 S. White Horse Pk.	Hammondton	08037	(609) 561-1900	*WWNC	P.O. Box 6447	Ashville	28806	(704) 253-3835
WRDR-FM	1168 S. White Horse Pk.	Hammondton	08037	(609) 561-1900	WPCM-FM	P.O. Box 1119	Burlington	27215	(919) 584-0126
WIXL-FM	P.O. Box 40	Newton	07860	(201) 383-3400	WPTL	P.O. Box 471	Canton	28716	(704) 648-3576
WKMB	1390 Valley Rd.	Stirling	07980	(201) 647-4400	WAME	P.O. Box 1008	Charlotte	28231	(704) 377-5916
WCRV	P.O. Box 150	Washington	07882	(201) 689-1580	WIST	P.O. Box 9468	Charlotte	28259	(704) 376-3511
		NEW MEXICO			WQCC	1402 E. Morehead St.	Charlotte	28204	(704) 372-1540
KPSA	P.O. Box 720	Alamogordo	88310	(505) 437-1505	WSOC-FM	P.O. Box 34665	Charlotte	28212	(704) 372-0930
KDOQ	4103 Montgomery NE	Albuquerque	87109	(505) 881-5333	WCSL	P.O. Box 367	Cherryville	28021	(704) 435-3297
KRKE	P.O. Box 737	Albuquerque	87103	(505) 765-5400	WHYP	P.O. Box 628	Clayton	27520	(919) 553-6136
KRST-FM	P.O. Box 3280	Albuquerque	87110	(505) 266-5833	WTIK	P.O. Box 1571	Durham	27702	(919) 477-7351
KRZY	P.O. Box 3280	Albuquerque	87190	(505) 884-5833	WCBX	P.O. Box A	Eden	27288	(919) 623-3121
KSVP	317 W. Quay Ave.	Artesia	88210	(505) 746-2751	*WBXB-FM	P.O. Box O	Edentown	27932	(919) 482-3200
KCCC	1011 W. Mermod	Carlsbad	88220	(505) 887-5521	WGHB	P.O. Box 229	Farmville	27828	(919) 753-4122
KICA	P.O. Drawer K	Clovis	88101	(505) 763-5511	WFAL	P.O. Box 649	Fayetteville	28302	(919) 483-0393
KWKA	P.O. Box 1270	Clovis	88101	(505) 762-4411	WFNC	P.O. Box 35297	Fayetteville	28303	(919) 867-3131
KBSQ-FM	P.O. Box 970	Espanola	87533	(505) 753-2201	WBBO-FM	W. Main St.	Forest City	28043	(704) 245-4205
KGAK	401 E. Coal Ave.	Gallup	87301	(505) 863-4444	WFSC	P.O. Box 470	Franklin	28734	(704) 524-4418
KPER-FM	P.O. Box 2276	Hobbs	88240	(505) 393-1551	WAKS	P.O. Box 588	Fuquay	27526	(919) 552-2263
KGRT	P.O. Box 968	La Cruces	86001	(505) 524-8588	WLTC	P.O. Box 3927	Gastonia	28052	(704) 865-1280
KLEA	P.O. Box 877	Lovington	88260	(505) 396-2244	WFMC	P.O. Box 2006	Goldensboro	27530	(919) 734-4211
KLEA-FM	P.O. Box 877	Lovington	88260	(505) 396-2244	WSML	P.O. Box 900	Graham	27253	(919) 227-4254
KENM	P.O. Box 886	Portales	88130	(505) 356-6681	WKJK	P.O. Box 486	Granite Falls	28630	(919) 396-3361
KRSY	P.O. Box 1981	Roswell	88201	(505) 622-0290	WKDX	P.O. Box 826	Hamlet	28345	(919) 582-2653
KAFE	P.O. Box 4097	Santa Fe	87502	(505) 471-2311	WXNC-FM	P.O. Box 1240	Henderson	27536	(919) 438-8111
KNFT	Hwy. 180 E	Silver City	88061	(505) 388-1958	WKIT-FM	P.O. Box 2470	Hendersonville	28793	(704) 693-4193
KINM	P.O. Box 668	Tucumcari	88401	(505) 461-0522	WIRC	P.O. Box 938	Hickory	28601	(704) 332-4130
KTNM-FM	P.O. Box 668	Tucumcari	88401	(505) 461-0522	*WOKX	P.O. Box 2808	High Point	27261	(919) 869-0101
		NEW YORK			WLAS	P.O. Box 760	Jacksonville	28540	(919) 347-4111
WABY	855 Central Ave.	Albany	12206	(518) 482-8614	WRCM-FM	P.O. Box AJ	Jacksonville	28540	(919) 455-2202
WGNA-GM	P.O. Box 1069	Albany	12201	(518) 283-4900	WKTE	P.O. Box 465	King	27021	(919) 983-3111
WOKO	1450 Western Ave.	Albany	12203	(518) 449-1460	WKMT	P.O. Box 669	Kings Mountain	28086	(704) 739-3671
WSEN	P.O. Box 1050	Baldwinsville	13027	(315) 635-3971	WRNS-FM	P.O. Box 609	Kinston	28501	(919) 522-1978
WSEN-FM	P.O. Box 1050	Baldwinsville	13027	(315) 635-3971	WBUY	P.O. Box 668	Lexington	27292	(704) 241-2736
WBTF-FM	438 E. Main	Batesville	14020	(716) 344-1490	WJSK-FM	P.O. Box 1058	Lumberton	28358	(919) 738-4771
WKOP	32 W. State St.	Binghamton	13902	(607) 722-3437	WDSL	P.O. Box 404	Mocksville	27028	(704) 634-2177
*WWOL	Buffalo Hilton	Buffalo	14202	(716) 854-1120	WIXE	P.O. Box 1007	Monroe	28110	(704) 289-2525
					WHIP	P.O. Box 600	Mooresville	28115	(704) 664-5051

Thanks for your support!
Love, David and Shelly

DAVID FRIZZELL & SHELLEY WEST

Includes
You're The Reason God Made Oklahoma
A Texas State Of Mind



Carryin' On The Family Names

BSK 3555

Produced by Snuff Garrett
and Steve Dorff

The David Frizzell & Shelly West Album

Includes
Another Honky-Tonk Night On Broadway
Just Before Dawn/I Just Came Here To Dance



BSK 3643

Produced by Snuff Garrett and Steve Dorff,
an Eastwood Garrett Music Production



On Warner/Viva Records & Tapes. Management: Jackson Brumley.



1982 COUNTRY RADIO DIRECTORY

Country Music Stations

WSAN *WVAM WASP WHYL WCBG WPDC WRKZ-FM WFEM-FM WIOV-FM WLKK WSKE WOKU-FM WCMB WJAC WWBR WCNS WVLV WBPZ-FM WVFC *WIXZ WVVC-FM WBZY WHYP WHYP-FM WRCP WFIL-FM WUSL WPHR *WDSY-FM *WECP WHUM WTMX-FM WKMC WGBI WGMR-FM WAYZ WAYZ-FM WBAX WNOW	P.O. Box 568 P.O. Box 1827 P.O. Box 270 1013 S. Hanover St. Broadcast Bldg. P.O. Box 1600 P.O. Box 1600 226-5th St. P.O. Box 430 471 Robinson Rd. W P.O. Box 187 245 Brown St. P.O. Box 3433 Hickory Ln. 1724 Scalp Ave. 317 Depot St. P.O. Box 940 132 1/2 E. Main St. P.O. Box 1530 400 Lincoln Hwy. East 333 Chestnut St. Kennedy Sq. W 10325 W. Main Rd. 10325 W. Main Rd. 2043 Locust St. 440 Domino Ln. 440 Domino Ln. P.O. Box 361 107 6th St. Fulton Bldg. 107 6th St. P.O. Box 1657 Main & Broad Sts. P.O. Box 191 1000 Wyoming Ave. P.O. Box 247 33 E. Main St. 33 E. Main St. One Broadcast Plaza P.O. Box 1747	Allentown Altoona Brownsville Carlisle Chambersburg Elizabethtown Elizabethtown Ellwood City Ephrata Erie Everett Greensburg Harrisburg Johnstown Johnstown Latrobe Lebanon Lock Haven McConnellsburg McKeespport Millfillburg New Castle North East North East North East Philadelphia Philadelphia Philadelphia Phillipsburg Pittsburgh Pittsburgh Reading Ridgway Roaring Spring Scranton Tyrone Waynesboro Waynesboro Wilkes-Barre York	18105 16603 15417 17013 17201 17022 17022 16117 17522 16509 15537 15601 17105 15907 15904 15650 17042 17745 17233 15035 17844 16101 16428 16428 16428 19103 19104 19104 19104 16886 15222 15222 19603 15853 16673 18509 16686 17268 17268 18703 17405	(814) 944-9476 (814) 944-9456 (412) 785-3450 (717) 249-1717 (717) 263-4131 (717) 367-7700 (717) 367-7700 (412) 758-5466 (717) 738-1191 (814) 868-9656 (814) 652-2600 (412) 834-0600 (717) 763-7020 (814) 255-5831 (814) 467-6644 (412) 537-3338 (717) 273-2611 (717) 748-4038 (717) 484-3117 (412) 566-1360 (717) 966-1777 (412) 656-1140 (814) 725-9664 (814) 725-9664 (215) 564-2300 (215) 482-7000 (215) 483-8900 (814) 342-2300 (412) 471-9950 (412) 471-9950 (215) 376-3987 (814) 773-3166 (814) 224-2151 (717) 961-2222 (814) 684-3200 (717) 762-3138 (717) 762-3138 (717) 288-7575 (717) 755-1049	WKDY WAZS WFIG WYAK WYAK-FM WGOG	P.O. Box 5035 P.O. Box 859 P.O. Box 38 P.O. Box A P.O. Box A P.O. Box 278	Spartanburg Sumterville Sumter Surfside Beach Surfside Beach Walhalla	29304 29483 29150 29577 29577 29691	(803) 583-2727 (803) 873-2691 (803) 495-2575 (803) 651-7936 (803) 651-7936 (803) 638-3616		SOUTH DAKOTA	Aberdeen Huron Lemmon Milbank Mobridge Pierre Rapid City Rapid City Sioux Falls Sturgis Sturgis Yankton	57401 57501 57638 57252 57601 57501 57701 57701 57106 57785 57785 57078	(605) 225-1560 (605) 352-1933 (605) 374-5747 (605) 432-5516 (605) 845-3654 (605) 224-8686 (605) 348-1100 (605) 343-0888 (605) 367-3993 (605) 347-4455 (605) 347-4455 (605) 665-7442		TENNESSEE	Athens Bolivar Brownsville C Camden Carthage Carthage Centerville Centerville Chattanooga Chattanooga Chattanooga Clinton Clinton Clinton Columbia Cookeville Cookeville Cowart Crossville Dayton Dyersburg Dyersburg Elizabethtown Etowah Etowah Fayetteville Franklin Gallatin Greeneville Greeneville Harriman Henderson Humboldt Humboldt Humboldt Jackson Jackson Jamestown Jamestown Jefferson City Johnson City Kingsport Knoxville Knoxville Lawrenceburg Lebanon Lobelville Madisonville Maryville Memphis Memphis Memphis Milan	37303 38008 38012 38320 37030 37030 37033 37033 37405 37402 37409 37040 37311 37716 37716 38401 38501 38019 37318 38555 37321 38024 38024 37643 37331 37331 37334 37064 37066 37743 37743 37743 37781 38340 38343 38343 38343 38301 38301 38556 38556 37760 37760 37662 37917 37919 38416 37087 37097 37354 37801 38138 38104 38103 38358	(615) 745-1390 (615) 658-5500 (901) 772-3700 (801) 584-4606 (615) 735-1350 (615) 735-1350 (615) 729-5191 (615) 729-5191 (615) 266-5117 (615) 266-1114 (615) 821-3555 (615) 645-2411 (615) 472-6511 (615) 457-1380 (615) 457-1380 38401 (615) 526-2131 (901) 476-7129 (615) 967-7471 (615) 484-5115 (615) 775-2331 (901) 285-1284 (901) 285-1330 (901) 543-3191 (615) 263-5585 (615) 263-5585 (615) 433-2537 (615) 794-4103 (615) 452-3456 (615) 639-1831 (615) 638-3188 (615) 682-1600 (901) 989-5981 (901) 784-1190 (901) 784-1740 (615) 784-1740 38301 (901) 427-9611 38301 (615) 679-8164 38556 (615) 879-8164 (615) 475-3825 (615) 477-3127 (615) 247-7131 (615) 546-6104 (615) 588-6511 (615) 762-4411 (615) 444-0474 (615) 593-2294 (615) 442-4567 (615) 983-4310 (901) 365-2032 (901) 726-0555 (901) 529-4368 (901) 686-7481			
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RHODE ISLAND SOUTH CAROLINA

Cash Box Chart Methodology

The Cash Box Top 100 Country Singles chart is based on a quantitative analysis of playlist reports from 105 country radio stations across the country, plus 33 sales reports representative of individual markets. The purpose of the following is to describe the preparation of the most authoritative country music chart in the industry.

Every week, Cash Box contacts radio reporters, logging the top 15 records, debuts to the chart, new additions to the playlist and five point moves within the top 50 records. Each report is documented and made available to artists, promoters, record labels, publishers, writers and all industry personnel concerned with the activity of a record. Cash Box has adopted this open chart measure to allow the industry to scrutinize and evaluate the progress of a record as we do.

For a record to debut on the Top 100 Country chart it must receive at least 15 radio reports within a two-week period. This means that the stations must either add the single or jump it five or more points.

To debut with a bullet, a record has to garner at least 15 radio reports in a single week. The more reports, the higher the record will debut.

Once a record is on the chart, the number of reports needed to receive a bullet is determined by its position on the chart. The higher the chart position, the more reports it takes to bullet.

Taking this analysis a step further, a record that appears between positions 100 to 76 needs 15 reports for a bullet. For records between 75 and 61, 20 reports are required for a bullet; from 60 to 51, 25 reports; from 50 to 41, 30 reports; from 40 to 31, 35 reports; from 30 to 21, 45 reports; from 20 to 11, 50 reports; and records in the top 10 need 55 reports for a bullet.

The chart also reflects sales data reported to Cash Box from a broad cross-section of retailers, rack jobbers and one-stops. For example if a record falls short of the required number of radio reports for a bullet, but shows exceptionally strong sales support, we weigh the sales information in determining whether the record receives a bullet. Conversely, if a record in the top 30 shows ample radio support but lacks the sales reports corresponding to its chart position, we take that into consideration also.

INSTANT ACTION

JIM STORIE

"DIG A LITTLE DEEPER"
(LS-190)

PICK HIT IN
B/B & C/B



PRODUCED BY:
JOHNNY ELGIN AND RICK DAVIS

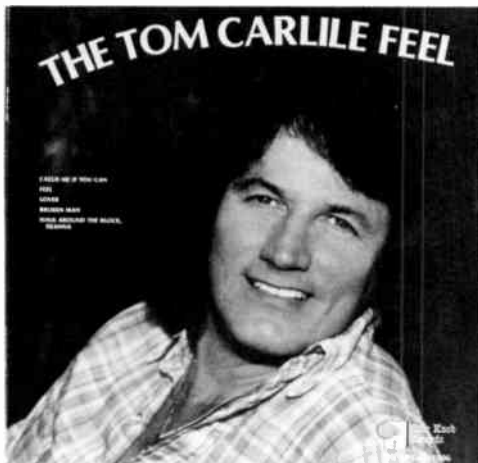
PROMOTION BY JOHNNY ELGIN AND RICK DAVIS

1982 COUNTRY RADIO DIRECTORY

Country Music Stations

WBLB	P.O. Box 915	Pulaski	24301	(703) 980-3411	WRRL-FM	P.O. Box 764	Rainelle	25962	(304) 438-7811
WRAD	P.O. Box 1168	Radford	24141	(703) 639-2461	WMOV	P.O. Box 647	Ravenswood	26164	(304) 273-2544
WEET	P.O. Box 11163	Richmond	23230	(804) 359-1357	WKLC	P.O. Box 556	Saint Albans	25177	(304) 722-3308
WXGI	P.O. Box 8872	Richmond	23225	(804) 233-7666	WKLC-FM	P.O. Box 556	Saint Albans	25177	(304) 722-3308
WJLM-FM	P.O. Box 6099	Roanoke	24017	(703) 342-3131	WHAW	P.O. Box 431	Weston	26452	(304) 269-5555
WSLC	P.O. Box 8002	Roanoke	24017	(703) 387-0234	• WVVVA	1015 Main St.	Wheeling	26003	(304) 232-1170
WNLB	P.O. Box 602	Rocky Mount	24151	(703) 483-7011	WXCC-FM	P.O. Box 261	Williamson	25661	(304) 235-3600
WYTI	P.O. Box 430	Rocky Mount	24151	(703) 483-9955			WISCONSIN		
WKDW	P.O. Box 2189	Staunton	24401	(703) 886-2376	WXCE	P.O. Box 1260	Amery	54001	(715) 268-7165
WTZE	P.O. Box 89	Tazewell	24651	(703) 988-4150	WATK	P.O. Box 310	Antigo	54409	(715) 623-4124
• WCMS	900 Commonwealth Pl.	Virginia Beach	23464	(804) 424-1050	WYNE	P.O. Box 1237	Appleton	54912	(414) 739-1158
WCMS-FM	900 Commonwealth Pl.	Virginia Beach	23464	(804) 424-1050	WXRO-FM	98 Stoddard St.	Beaver Dam	53916	(414) 885-4442
• WKCW	P.O. Box 740	Warrenton	22186	(703) 347-1420	WBEL	504 W. Grand Ave.	Beloit	53511	(608) 365-6641
WNNT	P.O. Box 877	Warsaw	22572	(804) 333-4900	WDMP	P.O. Box 116	Dodgeville	53533	(608) 935-2302
WNNT-FM	P.O. Box 877	Warsaw	22572	(804) 333-4900	WDMP-FM	P.O. Box 116	Dodgeville	53533	(608) 935-2302
WYUS-FM	P.O. Box 3300	Winchester	22801	(703) 662-0123	• WAXX-FM	P.O. Box 47	Eau Claire	54701	(715) 832-1530
WYVA-FM	P.O. Box 941	Yorktown	23690	(804) 898-7293	WJJK	P.O. Box 24	Eau Claire	54701	(715) 835-5111
		WASHINGTON			WGEE	115 S. Jefferson St.	Green Bay	54301	(414) 435-3771
KBKW	P.O. Box 188	Aberdeen	96520	(206) 532-1450	WEMP	1800 W. Grand Ave.	Hales Corners	53130	(414) 529-1250
KBFW	P.O. Box D	Bellingham	98225	(206) 734-6555	WLXR-FM	P.O. Box 2017	La Crosse	54601	(608) 782-8335
KNWR-FM	P.O. Box 1170	Bellingham	98225	(206) 734-1170	WIBU	P.O. Box 3336	Madison	53704	(608) 251-1158
KELA-FM	1635 S. Gold	Centralia	98531	(206) 736-3321	• WTSO	P.O. Box 8030	Madison	53708	(608) 274-1070
KOZI	P.O. Box 819	Chelan	98816	(509) 682-4033	• WWQM-AM/FMP	O. Box 4408	Madison	53711	(608) 271-6611
KCLK	P.O. Box 86	Clarkston	99403	(509) 758-3361	WCUB	P.O. Box 98	Mantowoc	54220	(414) 682-8226
KCLK-FM	P.O. Box 86	Clarkston	99403	(509) 758-3361	WCJL	844 Pierce Ave.	Marinette	54143	(715) 735-3384
KWYZ	P.O. Box 1234	Everett	98206	(206) 252-5123	WIGM	P.O. Box 59	Medford	54451	(715) 748-2566
KOTY	P.O. Box 6127	Kennewick	99336	(509) 586-4165	WIGM-FM	P.O. Box 59	Medford	54451	(715) 748-2566
KBAM	P.O. Box 96	Longview	98632	(206) 423-1210	WMNE	P.O. Box 1360	Menomonie	54751	(715) 235-2112
KWIQ	P.O. Box 999	Moses Lake	98837	(509) 765-1761	WBSC	5407 W. McKinley Ave.	Milwaukee	53208	(414) 453-4130
KAPS	P.O. Box 70	Mount Vernon	98273	(206) 424-7676	WBSC-FM	5407 W. McKinley Ave.	Milwaukee	53208	(414) 453-4130
KARY	P.O. Box 1310	Prosser	99350	(509) 786-1310	WEKZ-FM	P.O. Box 460	Monroe	53566	(608) 325-2161
KNOI	P.O. Box 1	Pullman	99163	(509) 332-6551	WCCN	Wisconsin Pavilion	Neillsville	54456	(715) 743-3333
• KMPS	P.O. Box 24888	Seattle	98124	(206) 622-2312	WCCN-FM	Wisconsin Pavilion	Neillsville	54456	(715) 743-3333
KMPS-FM	P.O. Box 24888	Seattle	98124	(206) 622-2312	WYTL	P.O. Box 1490	Oshkosh	54903	(414) 235-3150
KAYO	2839 4th Ave. S.	Seattle	98134	(206) 623-2480	WGLB	P.O. Box 347	Port Washington	53080	(414) 284-2666
KMAS	P.O. Box 760	Shelton	99584	(206) 426-4404	WPDR	P.O. Box 1350	Portage	53901	(608) 742-2350
KZUN	P.O. Box 14029	Spokane	99214	(509) 924-2400	WVEG	2200 N. Greenbay Rd.	Racine	53405	(414) 552-7359
KZUN-FM	P.O. Box 14029	Spokane	99214	(509) 924-2400	WRDB-FM	P.O. Box 349	Reedsburg	53959	(608) 524-2321
• KGA	6228 S. Regal	Spokane	99203	(509) 448-2311	WJMC-FM	P.O. Box 352	Rice Lake	54868	(715) 234-2131
KREW-FM	P.O. Box 149	Sunnyside	98944	(509) 837-2277	WCOW	113 W. Oak St.	Sparta	54656	(608) 269-3307
KMO	P.O. Box 1277	Tacoma	98401	(206) 927-1360	WCOW-FM	113 W. Oak St.	Sparta	54656	(608) 269-3307
KENE	P.O. Box 350	Toppenish	98948	(509) 865-3900	WXYQ	P.O. Box 247	Stevens Point	54481	(715) 341-1300
KENE-FM	P.O. Box 350	Toppenish	98948	(509) 865-3900	WDSM	1105 E. Superior St.	Superior	54880	(218) 728-6406
KGAR	P.O. Box 4638	Vancouver	98662	(206) 256-9043	WJJO	P.O. Box 81	Tomahawk	54487	(715) 453-4481
KHIT	P.O. Box 796	Walla Walla	99362	(509) 525-3190	WRTR	P.O. Box 266	Two Rivers	54241	(414) 793-1348
KTEL	P.O. Box 948	Walla Walla	99362	(509) 525-4103	WGBM-FM	Rt. 4	Viroqua	54665	(608) 637-7288
KUTI	P.O. Box 2309	Yakima	98907	(509) 248-2900	WLKE	609 Home Ave.	Wausau	53963	(414) 324-4442
		WEST VIRGINIA			WXCO	P.O. Box 778	Wausau	54401	(715) 845-8218
WJLS	P.O. Box 1452	Beckley	25801	(304) 253-7311	KTWO	P.O. Box 2720	Casper	82602	(307) 237-3711
WCST	P.O. Box 8	Berkeley Springs	25411	(304) 258-1010	• KVOG	P.O. Box 2090	Casper	82602	(307) 265-2727
WCST-FM	P.O. Box 8	Berkeley Springs	25411	(304) 258-1010	KUUY	P.O. Box 926	Cheyenne	82001	(307) 632-0551
WBUC	P.O. Drawer C	Buckhannon	26201	(304) 472-1460	KODI	P.O. Box 1222	Cody	82414	(307) 587-2211
WCAW	P.O. Box 4318	Charleston	25304	(304) 925-4986	KIML	P.O. Box 1009	Gillette	82716	(307) 682-4747
WQBE-FM	P.O. Box 871	Charleston	25323	(304) 345-3232	KUGR	P.O. Box 980	Green River	82935	(307) 875-6666
WKKW-FM	P.O. Box 2696	Clarksburg	26301	(304) 623-6546	KMMZ	P.O. Box 806	Greybull	83426	(307) 765-2332
WPDX	P.O. Box 1920	Clarksburg	26301	(304) 624-6425	KSGT	P.O. Box 100	Jackson	82001	(307) 733-2120
WPDX-FM	P.O. Box 1920	Clarksburg	26301	(304) 624-6425	KOJO	P.O. Box 818	Laramie	82070	(307) 745-7396
WMTD	P.O. Box 820	Hinton	25951	(304) 466-1360	KQSW-FM	P.O. Box 2128	Rock Springs	82901	(307) 382-5619
WEPM	P.O. Box 787	Martinsburg	25401	(304) 263-8868	KWYO	P.O. Box 727	Sheridan	82801	(307) 674-4461
WNST	P.O. Box 266	Milton	25541	(304) 743-9056	KTHE	P.O. Box 591	Thermopolis	82443	(307) 864-2119
WAJR	Greer Bldg.	Morgantown	26505	(304) 296-0029	KERM-FM	P.O. Box 670	Torrington	82240	(307) 532-2158
WEIF	P.O. Box 0	Moundsville	26041	(304) 845-1230			DISTRICT OF COLUMBIA		
WRJL-FM	P.O. Box 251	Oak Hill	25901	(304) 465-0534	• WMZQ-FM	5513 Connecticut Ave. NW	Washington	20015	(202) 362-8330
WADC	P.O. Box 1747	Parkersburg	26101	(304) 485-7354	CKBR	P.O. Box 180	Brooks	TOJJOJ	(403) 362-3418
WKYG	P.O. Box 368	Parkersburg	26101	(304) 485-4585			ALBERTA		
WAEY	P.O. Box 1011	Princeton	24740	(304) 425-2151					
WRRL	P.O. Box 764	Rainelle	25962	(304) 438-7811					

Welcome to the Country Radio Seminar



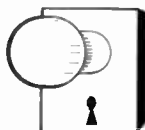
From

TOM CARLILE

Latest Single:

“LOVER (Right Where I Want You)”

[DK 81-170]



Door Knob
Records

2125 8TH AVE., SO., NASHVILLE, TN. 37204

1982 COUNTRY RADIO DIRECTORY

Record Companies

A&M RECORDS

1416 N. La Brea Ave.
Hollywood, CA 90028
(213) 469-2411

A.M.I. RECORDS

803 18th Ave., So.
Nashville, TN 37075
(615) 320-0594

ADAMAS RECORDS

813 18th Ave., So.
Nashville, TN 37203
(615) 327-1150

ASHLEY RECORD CO.

249 Blue Grass Dr.
Hendersonville, TN 37075
(615) 824-3573

AUTUMN HILL PRODUCTIONS

P.O. Box 844
Hendersonville, TN 37075
(615) 824-4594

AUTUMN INT'L. RECORDS

3810 Cavalier St.
Garland, TX 75042
(214) 494-3494

THE BENSON COMPANY

365 Great Circle Rd.
Nashville, TN 37228
(615) 259-9111

BOYD RECORDS

2609 NW 36 St.
Oklahoma City, OK 73112
(405) 942-0462

BRENT RECORDS

1400 South St.
Nashville, TN 37212
(615) 255-0561

C.M.H. RECORDS, INC.

P.O. Box 39439
Los Angeles, CA 90039
(213) 633-8073

CAPITOL RECORDS

29 Music Square, E.
Nashville, TN 37203
(615) 244-7770

CASABLANCA RECORDS

1800 Grand Ave.
Nashville, TN 37212
(615) 327-2211

CASCADE MOUNTAIN RECORDS

18039 Crenshaw Blvd. Suite 300
Torrance, CA 90504
(213) 538-5476

CHARTA RECORDS

44 Music Square, E.
Nashville, TN 37203
(615) 255-2175

CHURCHILL RECORDS LTD.

3225 South Norwood
Tulsa, OK 74135
(918) 663-3883

COLUMBIA RECORDS, INC.

49 Music Square, W.
Nashville, TN 37203
(615) 329-4321

COMSTOCK RECORDS

P.O. Box 3247
Shawnee, KS 66203
(913) 631-6060

CRESCENT RECORDS

463 So. Robertson Blvd.
Beverly Hills, CA 90211

DELTA RECORDS

P.O. Box 225
Nacogdoches, TX 75961
(713) 564-2509

DIMENSION RECORDS

P.O. Box 17087
Mt. Juliet, TN 37217
(615) 754-9400

DOOR KNOB RECORDS

2125 8th Ave., So.
Nashville, TN 37204
(615) 383-6540

E.I.O. RECORDS

1300 Division St. #103
Nashville, TN 37203

ELEKTRA RECORDS

1216 17th Ave., So.
Nashville, TN 37212
(615) 320-7525

ELM RECORDS

P.O. Box 1100
14621 Allen
Westminster, CA 92683
(714) 898-7317

EPIC RECORDS

49 Music Square, W.
Nashville, TN 37203
(615) 329-4321

EQUA RECORDS

1800 Mowry Ave.
Freemont, CA 94538
(415) 794-6637

F & L RECORDS

50 Music Square, W. Suite 902
Nashville, TN 37203
(615) 329-2278

FARVIEW RECORDS

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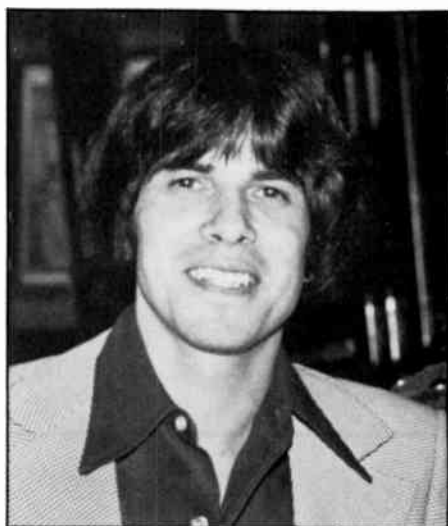
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Competition Brings Out The Best In Country Radio

(continued from page CRD-8)

director, in outlining the station's methods in handling the city's new blood. "They went to a very traditional type sound on the FM — it was almost like a Texas-sounding FM — so we tightened the belt up as far as the music rotation is concerned and stuck pretty much to the hits, running a tight music list, 30-35 records. They were playing a great deal of music, sweeping three records in a row. We went to personality — which I think is the trend on the AM anyway — and the news features and the traffic, emphasizing them along with a great deal of promotion and contests. Plus, we did a lot of outside advertising on the boards and on television, and we found after the first book that the country audience expanded because our share went up and KSAN's held about the same as it was when it was rock."

Natural elements, however, have been significant for KNEW, too. "In the Bay Area, the terrain is not productive for FM," Guerra said. "Unlike some of your flatter cities, where the FM really



such — any way we can to try to analyze the perception our listeners have of KEBC, and we have responded to that."

Tighter Playlist

"As far as the music, which I'm more involved in, we have tightened our playlist. KEBC has been known nationally as a breaking station, and Oklahoma artists have always had a lot of pride in hearing their records played on KEBC. Now, because of our competition — not only KOMA, but also KCLR, which is playing three in a row — we have tightened up our belt, and now we're playing 70 records. The rotation of the Top 40 and recurrences and oldies has been boned up a little, and we've increased the number of records we're playing (in an hour), with the jocks saying less and public affairs and public services being shifted around to different time slots.

"As far as our promotion, we've been more actively involved with a broader range of participatory or active promotion. As opposed to just giving out records only, we give out those records in conjunction with concert appearances by the artist. It's more of an active approach, though, than 'caller number four, you get a chicken'."

He feels, however, that the competition KCLR and KOMA provide may actually be in KEBC's best interests. "We'd all gotten a little sedentary or settled in our way here," Hamilton admits, "until KCLR came along and started letting people know that they're playing three-in-a-row

stations increased, but so has the amount of country product being played in other formats, such as A/C and pop. Whether this provides country a competitive edge or a hindrance has become a topic of debate.

Difficult To Distinguish

"At times, it makes finding a distinguishable format rather difficult," suggests Guerra, "because the adult/contemporary stations have started leaning to country to program their music, so at times you can have problems with your target audience. You're going to start sharing them with the A/C station; you always have, but there's even more of a need to identify yourself.

"I think one of the big problems that we've had is taking songs that crossed over; you have to be careful how you play these songs. Sometimes, with a song like (The Oak's) 'Elvira,' you play it out of the box, and you bring it up into your hot rotation in a big hurry because it's such a popular record. Then, maybe by the time it's starting to be a recurrent, the pop stations, the A/Cs and the rockers are playing it heavy, and, all of a sudden, you're hearing this song all over town. A couple of things can happen: it can burn out really quick, or it can become popular all over again while you've taken that song out of your hot rotation. You have to kind of time those songs. It's important to keep an eye on them."

WHN's Hallam, on the other hand, feels that the advent of country in pop and A/C playlists gives the country station an edge. "Country is finding more acceptance in an A/C format than it is in any other (non-country) format," he states, "and I don't feel that the A/C format has got a position in the listener's mind like a country format does. When you say 'country,' you know exactly what you're getting; when you say 'adult/contemporary' to an average listener on the street, I don't know if they know what they're getting.

Educating The Masses

"What the A/Cs especially are doing is making country more acceptable to the masses, so that it'll be easier for us to transform them to an all-country station. They're making those non-country listeners very familiar with country product; they like it, and, therefore, when they hear it on a country station, they feel more comfortable about listening to it because they're more familiar with more of the music.

"This way, with the combination of them playing more of those country artists and the rarities that we play in the scheme of a day's programming that aren't by specific country artists, there's a lot of stuff that's already familiar to them, and if they'll come and listen because of those records, or if they're flipping the dial because someone else has news on or something, maybe they'll hear the follow-up song that we play, and they'll decide that one's not so bad.

"One of the biggest reasons people listen to a particular station is familiarity, and that's where country's had the buck because there isn't a lot of familiarity to the masses," Hallam says. "But now, some of those mass appeal stations are playing so much country that they are going to make country more palatable, and, in fact, they're going to get people to love country music."

Unlike other cities, the FM signal is not that good in San Francisco because of the Bay Area's mountainous terrain, and that works to AM's advantage.

Bobby Guerra

kicks out, there's so much mountainous terrain here and hills that the FM signal is never really all that good outside of San Francisco, and that always works to AM's advantage."

At KEBC-FM/Oklahoma City, in direct contrast to KNEW's approach, music director Al Hamilton reports that the station has reacted to the presence of tighter playlists by tightening its own, with heavier reliance on "familiar" records, and has provided more music and promotions, too, since competitors are likewise using more music and promotions.

"We had a thorough session of analyzing the content that goes out over the air," says Hamilton, "and we've tried to tighten up any loose ends. We sent out survey cards to research our market; we've done our own research and our promotion department has done a tremendous job by reaching out to various civic groups and

music. Then KOMA came on with their big check book, and we were giving away \$94.70 for our license plates; they started a bumper sticker-license plate combination, as we had already been running for years, and they were giving away \$150.20. At first, they came along with a blitz of concert promotions where we've had to bargain better with the promoters to get that, but I think we've proven ourselves as ticket sellers.

"I think we've definitely improved, because it made us look at our shortcomings. I can't say we wouldn't have looked and analyzed ourselves anyway, but I will say once we had this stiff of competition from two stations, we certainly did it a lot quicker and were more thorough in our research."

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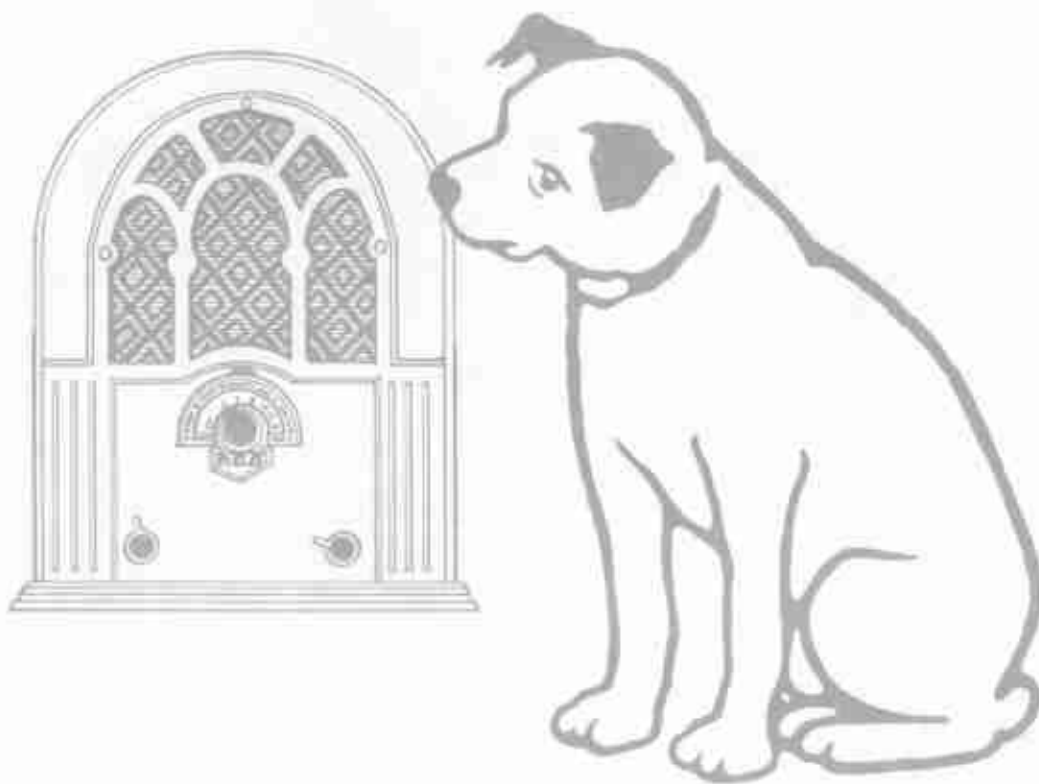
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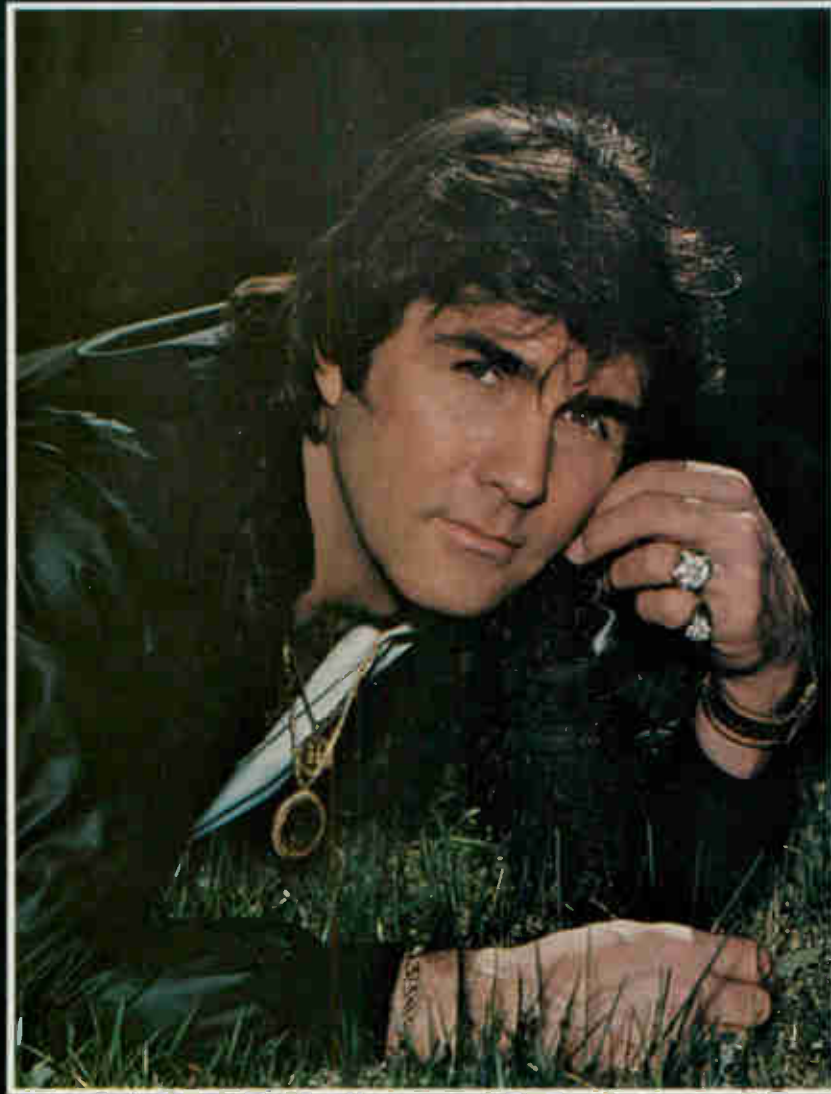
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