

COUNTRY RADIO BROADCASTERS
PRESENT THE 19th ANNUAL

COUNTRY RADIO SEMINAR '88

**FEBRUARY 11-13, 1988
NASHVILLE, TENNESSEE**

PROGRAM BOOK & DIRECTORY

**LISTINGS OF COUNTRY RADIO STATIONS AND PERSONNEL
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SOURCE: RADAR 35. NETWORK AUDIENCES TO COMMERCIALS WITHIN PROGRAMS, PERSONS 12+.

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STATE OF TENNESSEE
PROCLAMATION
BY THE GOVERNOR

WHEREAS, the creative and talented people of Tennessee and the United States who work in country radio and the music industry, make it possible for the city of Nashville, Tennessee to be called "Music City, USA"; and

WHEREAS, American country radio stations are making a significant contribution to the current renaissance of country music, one of Tennessee's largest industries; and

WHEREAS, hundreds of country radio and music industry professionals from all across the United States and Canada will gather in Nashville February 11-13, 1988, for the 19th annual Country Radio Seminar; and

WHEREAS, proceeds from the Country Radio Seminar will help to provide scholarships for the education of future radio broadcasters;

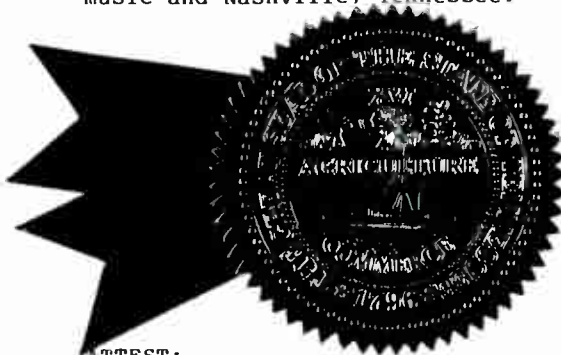
NOW, THEREFORE, I, NED MCWHERTER, as Governor of the State of Tennessee, do hereby proclaim the week of February 8-13, 1988, as

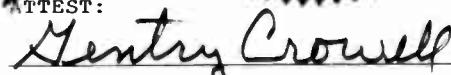
COUNTRY RADIO SEMINAR WEEK

in Tennessee, and urge all our citizens to join me in saluting the country radio leaders who are involved in the betterment of country music and Nashville, Tennessee.

IN WITNESS WHEREOF, I HAVE HEREUNTO
SET MY HAND AND CAUSED THE GREAT
SEAL OF THE STATE OF TENNESSEE TO
BE AFFIXED AT NASHVILLE ON THIS
15TH DAY OF JANUARY, 1988.


GOVERNOR



ATTEST:

SECRETARY OF STATE

Capitol Records Salutes The Country Radio Broadcasters.



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Suzy Bogguss
T. Graham Brown
Kix Brooks
Dean Dillon
Mason Dixon
Dobie Gray
Nisha Jackson

Barbara Mandrell
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Mel McDaniel
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Dana McVicker
Anne Murray
New Grass Revival
Marie Osmond

Johnny Rodriguez
Sawyer Brown
Dan Seals
David Slater
Tanya Tucker
Don Williams
Tom Wopat

Welcome To Nashville!

BILL BONER, MAYOR



OFFICE OF THE MAYOR
METROPOLITAN COURTHOUSE
NASHVILLE, TENNESSEE 37201

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

February 11, 1988

Dear Friends:

As Mayor of Nashville, and on behalf of all its citizens, I am pleased to welcome you to Nashville. We are honored and pleased to host your nineteenth Annual Country Radio Seminar.

Nashville is an exciting city with many opportunities for your personal enjoyment. We think our city is the greatest city in the world and we are especially glad that you are here to enjoy the fun, beauty and southern hospitality that Nashville has to offer its friends and visitors.

As your visit unfolds, should you find that my office can be helpful, please do not hesitate to contact me.

Sincerely

A handwritten signature in cursive script that reads 'Bill Boner'.

BILL BONER
Mayor

BB:mem

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Admission by badge or invitation only

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PRESENTERS OF THE COUNTRY RADIO SEMINAR
GROWTH THROUGH SHARING SINCE 1970



Congratulations on your attending the Country Radio Seminar! By being here, you have exhibited a commitment to continued excellence in the country radio format. The Country Radio Seminar is designed to help you take workable, practical ideas back to your station and hopefully turn them into value for you and your staff. You'll hear ideas, concepts and step-by-step practical applications that will provide workable solutions to your country programming problems.

Those of us who serve on the Board of Directors of the Country Radio Seminar are most proud of the fact that the Seminar is designed not as a convention . . . but as a learning experience! We've always gone to great pains to ensure that the emphasis is on learning — not partying. While we want and expect that you will have a good time while you're here in Nashville, we are hopeful that the academic atmosphere that exists throughout the Seminar will make the investment you've made a double value to you in 1988.

As this format approaches the 90s, the emphasis on quality and professionalism will increase and the Country Radio Seminar pledges to be at the very cutting edge of what's new . . . what's practical . . . and what's innovative for country radio stations across America.

Welcome to the 19th annual Country Radio Seminar! Learn and enjoy!

A handwritten signature in black ink, appearing to read "Mike Oatman".

Mike Oatman
President
Country Radio Broadcasters

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PRESENTERS OF THE COUNTRY RADIO SEMINAR
GROWTH THROUGH SHARING SINCE 1970



Dear Country Radio Broadcaster:

Congratulations! We are pleased to welcome you to Nashville and the 19th Annual Country Radio Seminar. Through the combined efforts of everyone involved, we hope the seminar will prove to be a unique and valuable experience for all of you attending. We are dedicated to making this a successful year for Country Radio. This year's theme says it best "Country . . . America's Music", and we will continue to make that pledge.

The Agenda Committee has devoted much time and energy into planning your schedule for the next several days and we are very proud of our efforts. It is through your continued active participation that we have been able to expand our efforts on behalf of Country Radio and the Country Music industry. We invite you to actively participate by attending as many sessions as your schedule allows.

It is the personal commitment that makes a difference in our industry and it is that commitment that has made this seminar what it is today. We sincerely believe that you will find this to be a profitable experience and we hope to get a chance to meet all of you.

Welcome and enjoy!



*Erica Farber
Agenda Chairperson*

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*Country Radio,
for playing
my country”*

*The
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Dear Friends,

For 30 years, CMA and Country radio have enjoyed a partnership and shared a common goal: the continued growth and enhancement of Country Music all over the world.

The success of these efforts is evidenced by the fact that at CMA's birth in 1958, Country radio stations numbered 88, and as we approach this year's Country Radio Seminar, there are more than 2,200 full-time Country Radio stations. The current excitement surrounding Country Music and the popularity of the new artists performing it is due in large part to Country radio's willingness to ensure and strengthen the future of the format by exposing today's music to a world of Country fans.

For the fifth year, the Music Industry Professional Seminar portion of the Country Radio Seminar offers the opportunity for broadcasters and CMA to examine the current state of the format and implement the most creative means to broaden the boundaries of and increase the audience for Country Music.

Best regards,

A handwritten signature in black ink that reads 'David Conrad'. The signature is written in a fluid, cursive style with a long, sweeping tail on the 'd' and a distinct 'C'.

*David Conrad
President*

"SORRY, THAT'S A LITTLE TOO COUNTRY."

The biggest star in country music will still get this response from some programmers if their latest release strongly reflects country's rural roots.

In the last couple of decades, country music has tried to be all things to all people. In the process, it has sometimes lost its unique identity altogether.

At Great Empire, we think expanding country's audience is a good idea. But when a new listener has been attracted to country radio by one of its more contemporary artists, we feel a responsibility to let that listener also hear the music that started it all: the train songs and early honky-tonk tunes, the original sounds of the Grand Ole Opry, the hill music, the harder country sounds of the Fifties, all the twang and twin fiddles, string bands, swing bands, cowboys and crooners.

We at Great Empire believe it all has a place in even the most modern country format, and that today's artists who echo that sound belong there too.

A plant severed from its roots dies. Sever country radio from *its* roots and it ceases to be country.

COUNTRY MUSIC. NOBODY DOES IT BETTER.

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Welcome to MIPS '88

The Country Music Association is pleased to present the 5th Annual Music Industry Professional Seminar. As the 1988 chairman, I welcome you on behalf of our Board of Directors.

This year the MIPS sessions will focus upon the relationship between radio and other segments of the Country Music industry. We will address issues from concert promotion battles to successful in-store promotions, evaluating problems and exploring solutions, interacting with you, the audience in these discussions.

We urge your attendance and active participation, and look forward to having you join us for MIPS 1988.

A handwritten signature in black ink that reads 'Joe Sullivan'. The signature is fluid and cursive, with a large loop at the beginning.

*Joe Sullivan, Chairman
MIPS Committee*

MIPS Committee

Joe Sullivan, The Sound Seventy Corporation

Bobby Denton, WIVK Radio

Lon Helton, Radio & Records

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Keep your listeners tuned in to what's happening in Music City, USA with **live remote broadcasts**...from state-of-the-art Emerald Sound Studios via the worldwide satellite transmission facilities of IDB.

Please Visit Our Booth In The Exhibit Area



And don't miss our pre-Super Faces Show Wine And Cheese Reception with V.I.P. host Eddie Rabbitt in the Exhibit Hall on Friday, February 12th, from 5pm-7pm.

C o - s p o n s o r s :



Presented by



A Division of Emerald Entertainment Group

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A MESSAGE FOR COUNTRY RADIO SEMINAR ATTENDEES FROM NAB PRESIDENT EDDIE FRITTS

I appreciate the opportunity to touch base with you this week as you gather with fellow Country Broadcasters here in the world capital of country music. Many of you already are longtime friends through your membership with NAB, which proudly represents you as a vital part of our 5,000 radio members coast-to-coast.

Country music radio has continued to come a long way in recent years, in both audience demographics and overall market penetration, and thanks to AM country stations that have remained strong and FM country music programming that dominates many markets. And it's only fitting that you all gather here in Nashville, where so many of your programming resources are produced.

Back in Washington, where I've hung my hat the past few years as a former Indianola, Mississippi, country station owner, a lot is happening these days that directly affects you, both on Capitol Hill and on the technological end. Much of the recent news for all of us in this industry has been highly favorable, although as you know, the challenges to the way we conduct our business and how we may best serve our community are always present.

For our AM colleagues, who have had a rough go of it in some markets, help, of course, is on the way. If you're an NAB member, you're already well aware of the new NRSC Standard — now being adopted for better audio quality — by hundreds of stations throughout the U.S. and Canada. (We've asked our members to notify NAB when they put the new voluntary standard into service, and so far more than 500 AM stations have done so.) Response to the NRSC Standard has been overwhelmingly favorable, and country music broadcasters and others are quickly finding that by staying on the cutting edge of AM advancements, they're being more competitive for listeners who demand the very best technical quality, too, along with program content. If your chief engineer has yet to act on the new standard, I urge you to check on it just as soon as you get back home. If you need more information, please feel free to contact NAB's Science & Technology folks at (202) 429-5346.

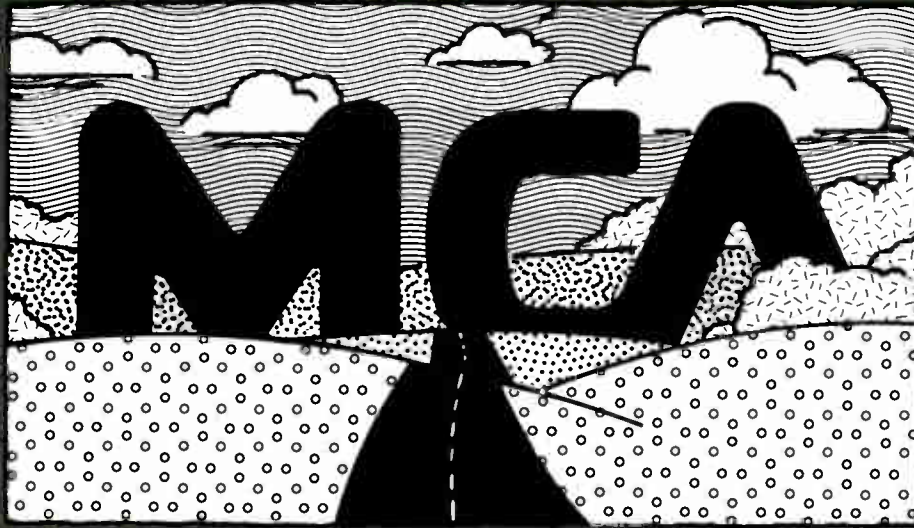
In the Let-Us-Do-What-We-Do-Best Department, we've all seen some significant victories on Capitol Hill and at the FCC since your last convention. The fairness doctrine, of course, is no more. Eliminated by the FCC last year, vetoed by President Reagan last summer, and then struck from a package of unrelated legislation just before Christmas adjournment, this ill-named doctrine is gone, at least for now. The fact is, we've been operating without the doctrine for many months, and as our industry predicted, no problems have developed, no controversies have surfaced.

The past year also played host to a series of direct threats on your sole source of livelihood — advertising. Florida broadcasters, with financial help from NAB and others, were instrumental in repealing that ad tax in Florida in December. I trust this will serve as an omen to those other states, including perhaps your own, that have threatened similar unfair and unproductive revenue measures. Also, on the "tax front," the defeat of a station transfer tax (Congress called it a "fee") in December came in the wake of the most unified, massive and successful industry lobby campaign in recent memory. This particular industry victory once again demonstrated beyond all doubt the power and effectiveness of local broadcasters working together with Washington resources and expertise. A third advertising challenge — an attempt to defer or eliminate the full deductibility of ad expenses for advertisers themselves — also was soundly defeated.

Challenges remain, and new ones will surely surface in this new year. Yet one of our industry's key strengths is its sheer numbers. So I urge you to remain active, or become directly involved in the process of ensuring that Congress, the courts and the federal government know where you stand on the issues. Country music broadcasters serve tens of millions of people every day, and to maintain your high standard of programming, as well as your fiscal and technological standards, I encourage you to stand up for yourself and your industry when the time comes. And it comes often.

I look forward to seeing many of you again at the NAB Convention in Las Vegas, April 9-12, and at Radio '88 next September in Washington, D.C., where you'll find sessions and activities designed with you in mind. My thanks again, to the CRS for letting me share these few thoughts with you and best of luck this week. Welcome to Nashville. Enjoy!

THANKS RADIO
FOR MAKING



THE THREE
GREATEST
LETTERS IN
COUNTRY MUSIC

**MCA RECORDS
NASHVILLE**

CELEBRATING OUR 30TH YEAR OF GREAT COUNTRY MUSIC

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NIGHT LIGHT

Light up your late night programming with **MUSIC COUNTRY RADIO NETWORK** broadcast live **every night** of the week from 10 p.m. until 6 a.m., EST. Throughout the week Charlie Douglas will give your listeners all the magic of Music City as he plays country music and conducts interviews several nights a week with the stars of country music themselves. Bill Berlin follows him offering your listeners a dry wit delivered in a soft spoken manner...and some late night antics that will keep them tuned in. Johnny K. and Dana Christie help keep your weekends full of music, and Kyle Cantrell serves up a well researched "Oldies Show" each Saturday night/Sunday morning.

MCRN will provide you with exclusive concerts and timely specials

throughout the year. A monthly "**TRIVIA NIGHT**" and weekly features for your daytime use if you choose **AP NEWS, MCRN WEATHER and SPORTS** will help keep your listeners in touch too.

The **MUSIC COUNTRY RADIO NETWORK**... late night radio entertainment with country music, interviews, and features... 'live' from Nashville, Tennessee. The only place to be in the country at night.

Visit us during the Country Radio Seminar '88 in our hospitality suite at the Opryland Hotel. Or call Jeff Lyman at (615) 871-6710 or Rosie Oakley at (202) 955-7214 and find out how to switch up to MUSIC COUNTRY RADIO NETWORK. Let us light up your broadcast night.



**MUSIC
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Radio Network®

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Erica Farber, Chairperson

TERMS ENDING 1988

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WYNY - New York, NY
 Mark Tudor
Boston, MA

TERMS ENDING 1989

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 Dave Millar
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TERMS ENDING 1990

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WUBE - Cincinnati, OH
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ONE YEAR TERMS

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MCA RECORDS, Nashville, TN



R&R The Country Leader

1st With a National Airplay Chart
Based Solely on Rotations.

•

1st With Music Information. Gathered
on Monday - in Your Hands the Same Week.

•

1st With PDs and MDs. R&R is Used
Intensively by Twice As Many Radio
Stations As Any Other Publication.*



#1 In Country Music, News and Industry Information!

*Source: CRS 1985 Survey



KENNY ROGERS

Superpopular entertainer Kenny Rogers once told *Playboy* magazine that, despite his experiments with other musical styles, he goes to great lengths to identify himself as a country singer because “I am basically a country singer who’s capable of doing other things. I’ve had a lot of influences, but I can’t lose my Texas twang. Country people are very real to me. I’ll always cater to them first.”

Kenny Rogers’ long and incredible list of chart hits, multiple platinum albums, awards, accolades, and attendance records is ample testament and proof positive that country is indeed America’s music.

His successes in film and television, his ability to marshal national support for charitable causes, and the confidence of national advertisers in his credibility as a brand spokesperson are further evidence of Rogers’ appeal to mainstream America.

His popularity is also evident overseas. He and duet partner Dolly Parton sold out every show on a month-long tour of Australia and New Zealand in early 1987.

Although Rogers carefully divides his time between his career and his family life, greeting fans and radio contest winners is a regular part of his touring schedule. In a cover story in the current issue of *Country Music* magazine, Rogers told journalist Patrick Carr that “You must be in this business because you love it, not because you want success.”

Carr observed of Rogers that “Rather than trying to impress people, to make them feel awed and dazzled by him, he has set out to get large numbers of them feeling good about themselves.”

Rogers says he represents two things to his fans. “One is the importance of family life. The other is the ability — the possibility — in this country of succeeding from nothing.”

Rogers’ own success story, from his childhood in a Houston Federal housing project to stature as the most popular singer in America (as evidenced by record sales exceeding a quarter of a billion dollars), is legendary.

His appearance as the opening speaker at Country Radio Seminar ’88 on Friday morning is a rare opportunity to have a look at country radio from the chart toppers perch.

**Thanks,
Country Radio,
for giving our Dog a home.**



**Welcome to
THE SEMINAR!**



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World Radio History





CHARLIE DANIELS

Charlie Daniels' outspoken support of the American work ethic and of the ideals and principles upon which this nation was founded have solidified his identity with mainstream America, particularly with country radio audiences.

Throughout his career, Daniels has refused to classify his music, but he has often commented that his sound was influenced by the music he heard as a youngster listening both to the Grand Ole Opry on WSM and to the R&B hits broadcast on WLAC. Throughout a 30-year career, and almost as many popular trends, he has presented an identifiable sound incorporating a potpourri of roots music, a sound which has pleased a broad audience and which has been credited with helping to develop new audiences for country radio.

In 1987, The Charlie Daniels Band traveled 75,000 miles and made 116 concert stops, including the U.S. Olympic Opening Ceremonies, the Nissan-Indy Challenge, and the record-breaking Volunteer Jam XIII, which generated two Nashville Network cable specials, a Westwood One radio special, a Voice of America broadcast, and live coverage on the *Jerry Lewis Labor Day Telethon*.

National television appearances included guest spots on the "Today Show," "Tonight Show," "Solid Gold," Dick Clark's "Live From The Palace," "Murder, She Wrote," CBS-TV's "Grammy Lifetime Achievement Awards," and the Country Music Association's 30th Anniversary television special. Additionally, Daniels co-hosted the "Crimestoppers Telethon" and served as a guest host on The Nashville Network's popular "Nashville Now" program.

In addition to his own 1987 album *Powder Keg*, Daniels was instrumental in the re-packaging and re-release of Ernest Tubb's last recordings, *The Ernest Tubb Collection*, last year. (The 30-song double album includes ten previously unreleased cuts.)

The CDB is currently writing and rehearsing a new studio album for release later this year. Insiders predict this record will be of more interest to country radio than any CDB record since *Million Mile Reflections*, a polyplatinum whammy that included the grammy-winning "Devil Went Down To Georgia".

Daniels will present the closing remarks at Country Radio Seminar '88. He arrives directly from Cuba, where The CDB has just performed a USO show for American sailors at Guantanamo Naval Station.

Album Country

Introducing: America's Only Album Cut Countdown Show

Our Record On New Music Speaks For Itself...

Album Country™ is a brand new one hour syndicated radio show based on the Album Cut Charts from *Music Row*, Nashville's music industry trade publication.

Your core audience and actives will 'play along' and try to decide which songs will become tomorrow's hits as we preview hot new songs from the latest LPs by today's favorite

artists. Cutting edge music, combined with an innovative magazine format, gives this show the excitement that will keep your listeners involved, informed and tuned in...

The Predictor

Album Country™ counts down the hottest country album tracks from the charts which have forecasted one hit song right after another. Since the Album Cut Charts began almost 12 months ago, here's what has happened on *Billboard's* Country Singles chart with the songs that were later released as singles:

- **An amazing 42% have climbed all the way to #1.**
- **58% have gone Top 5.**
- **69% went Top 10.**
- **A whopping 88% entered the Top 20.**

Hosted by well known radio personality/programmer Mac Allen, **Album Country™** comes to you each week direct from Nashville. The show is offered on a barter/exchange basis.

Call now and clear Album Country™ for your market!

**Stop by our Album Country™
CRB exhibition booth.**

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A division of Music Row Publications, Inc.

IN-DEPTH SEMINAR SPEAKERS



LAYNE LONGFELLOW

Internationally renowned lecturer and behavioral sciences consultant Layne Longfellow presents the first of our long-form seminars, "Healthy, Wealthy and Wise?"

Hard-driving workaholics are not only dangerous to their own health, but they can affect those who work for them as well. In his Friday morning session, Dr. Longfellow will present ideas on how you can recognize, manage and reduce stress while learning how to improve your managerial style and enjoy your success while achieving it.

As director of the Institute of Human Skills, Dr. Longfellow has presented over 2,000 speeches and seminars internationally since forming the Institute in 1978. As a recipient of the C.P.A.E., the highest award for professionalism granted by The National Speakers Association, his award-winning Outdoor Action Seminars uniquely combine psychological/educational seminars with outdoor expeditions.

In addition, Dr. Longfellow's Life Expectancy Seminars integrate his work at the Institute with that of the National Center for Preventative and Stress Medicine, headed by eminent cardiologist Robert Eliot, M.D.

Dr. Longfellow is the author of several video and audio tapes as well as the inventor of two psychological games. He has been a college professor at The University of Michigan, San Diego State University, Reed College and served as academic vice president of Prescott College until 1974. Prior to forming the Institute of Human Skills, he was the Director of Executive Seminars for the Menninger Foundation, where he designed and conducted seminars for principal executives of multinational corporations.

You will certainly enjoy Dr. Longfellow's presentation, which will include lecture, slides, graphics and music, and will benefit from the insights which have earned him exposure in such noted publications as *U.S. News and World Report*, *Sports Illustrated*, *Los Angeles Times*, *Glamour*, and *Washington Post*.



HANK MANDEL

Noted business planning consultant Hank Mandel returns to address the second long form seminar, "How To Avoid Boxed-In Thinking in Business and Market Planning," on Friday afternoon. His session drew such a rave response last year that we have asked him to join us again.

As planning consultant to major telecommunications companies, financial institutions, major universities, medical organizations, and many others, Mr. Mandel will explore methods for thinking creatively about your business.

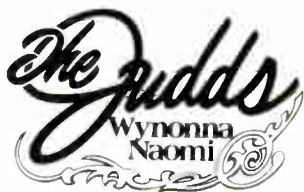
"Radio, record companies, or artists need good business vision in order to be a leader in their industry," Mr. Mandel says. "We will look at the relationship of creative thinking to business planning and market planning and their application for a business vision."

In addition to his lecture, Mr. Mandel's participatory session will include slides, workbooks, and a question and answer session.

A recognized leader in organization change for the business community, Mr. Mandel is president and owner of Consultation Services, a business, communications, and marketing planning firm based in Bethany, Connecticut. He has aided organization planning for more than 16 years, has been involved in the entertainment industry for more than three decades, and has been a consultant to the Country Radio Broadcasters since 1986. He has traveled extensively conferring with clients like AT&T, Bell Atlantic, People's Bank, WICB/Ithaca/N.Y. and KWKH AM&FM/Shreveport, LA.

Prior to the establishment of Consultation Services, Mr. Mandel was an assistant professor at Yale University for ten years. He began working as an actor and mime in his pre-teen years.

THE JUDDS THANKS!



AGENDA OVERVIEW

Since 1970, the Country Radio Seminar has operated on the premise that radio, record and related industries can work together for the betterment of country radio. This year, as in years past, almost every facet of station operation including sales, research, promotion, programming, and management, is addressed, all within the broader context of the entertainment industry as a whole.

The New Faces Show has long been one of the most popular features of the seminar and this year's event showcases some of the most promising and versatile new talent we've ever presented.

For some time, your seminar planners have also been aware of the need to also provide registrants the opportunity to review performances by country music's top talent. We've done it. The Super Faces Show premieres on Friday evening, sponsored by the Academy of Country Music, and starring 1987 double-crown "Entertainer of the Year" Hank Williams, Jr.

At your request, we've added a day to the seminar and hours for the exhibit hall and hospitality suites have been extended to provide everyone the chance to receive maximum benefit from the resources presented here.

Erica Farber and the Agenda Committee have expended many hours to plan and coordinate a spectacular educational agenda including three long form mini-seminars, two CMA-sponsored Music Industry Professional Seminars (MIPS), and 15 panel discussions and workshops. Two of country music's most well-known personalities, Kenny Rogers and Charlie Daniels, will deliver opening and closing remarks, respectively.

Layne Longfellow, director of the Institute of Human Skills and an internationally recognized consultant in the behavioral sciences, presents advice for recognizing, managing, and reducing stress while improving managerial style in "Healthy, Wealthy, and Wise," the first mini-seminar on Friday.

Hank Mandel, president and owner of Connecticut-based Consultation Services, follows with "How To Avoid Boxed-In Thinking In Business and Market Planning," the second mini-seminar on Friday afternoon. A planning consultant to major telecommunications companies, financial institutions, major universities, medical organizations, and many others, Mandel will address thinking creatively in business planning.

In the concluding mini-seminar on Saturday, "The Country Music Industry - Learning What We Are," industry insiders outline the way country music is created, published, licensed, recorded, performed and marketed.

"Radio Wars - The Battle For Exclusive Concert Rights," is a Thursday MIPS session designed to examine the problems faced by market-competitive stations in promotional campaigns, particularly those with artist involvement. In the second MIPS session on Friday, panelists will outline how a successful retail in-store promotion can generate new revenue, establish a radio station as the entertainment authority in the market, and further benefit everyone involved.

Among the wide range of experts and industry leaders scheduled to make individual addresses are Edward Fritts, president, National Association of Broadcasters; Bill Stakelin, president and chief executive officer, Radio Advertising Bureau; noted author/psychotherapist and talk show host Dr. Lynn Weiss; and Dr. John Parikhal, chief executive officer, Joint Communications Corp.

Fritts will update attendees on issues impacting radio's future on Thursday morning, while Stakelin will deliver an overview of the prognosis for country radio sales relative to the total advertising pie on Friday morning.

Dr. Weiss' remarks, addressed to spouses attending the seminar and scheduled on Saturday, will include tips for developing more powerful relationships, especially with husbands or wives, through emotional touching and sharing information.

Dr. Parikhal, a leading expert in youth-based programming and lifestyle research, returns Saturday to reflect on the predictions he presented at Country Radio Seminar '81 and to preview the way country radio will fit into the American lifestyle in the next ten years.

Two workshops, "Production Trax Part I" and "Production Trax Part II," will focus on spot and contest production ideas as well as making daily production something special. Space is limited in both, so if you're interested in these, please sign up at the registration desk immediately.

At a roundtable workshop on Friday, you will be able to question experts about legal affairs, music research, station acquisition, satellite services, syndication, sales, and programming.

POLYGRAM SALUTES

Country

RADIO

WELCOME TO SEMINAR '88

PolyGram Records™

Nashville



STEVE POPOVICH
Sr. Vice President
Nashville Operations



FRANK LEFFEL
Director of
National Country Promotions



PAUL LUCKS
Vice president, General Manager
Nashville Operations



BOBBY YOUNG
Southeast Regional Manager



KEVIN HERRING
Midwest Regional Manager



SANDY O'CONNOR
Southwest Regional Manager



JOHN CURB
West Coast Regional Manager

THE  IS RISING

For those of you who brought aircheck cassettes, top programmers and consultants are here to offer you confidential one-on-one critiques during the "Aircheck Doctor" session on Friday. Our favorite seminar guests, Pinkard and Bowden, are back to host their traditionally hilarious review of country radio's best and worst marketing efforts.

Panels of special interest include "Sales - Forget The Theory, Here's The Reality," an audience participation sales session presented by popular demand. Top journalists will quiz representatives of large, medium, and small market radio about research methodology, programming balance, independent label releases, promotion, and the future when radio meets the press on Friday.

Other panels include "Arbitron vs. Birch. A User's Guide," "Aiming Your Radio Station at Two Targets, The Advertiser and The Listener," "Sales For The Programmer," "Air Personalities: Red, White . . . and Blue," and "How To Run A Winning Country Station On A Tight Budget."

Additionally, winners of the CRB's first annual country promotion awards, representing large, medium, and small markets as well as winners with promotions developed outside radio stations, discuss their creative approach, budget, and results.

In addition to the New Faces Show and banquet, which closes out the seminar on Saturday night, special seminar features include the ever popular artist/attendee reception Thursday night, as well as the artist/radio taping session, which was inaugurated two years ago to give you the chance to secure station IDs and brief interviews with today's top stars.

First time registrants won't want to miss the two-hour Newcomer's Welcome Reception on Wednesday evening. Our board members and representatives of the Agenda Committee will be on hand to greet you and provide tips on how you can get the most from the seminar in areas of special interest to you.

Planning the 19th annual Country Radio Seminar took months of evaluation and planning. Executing these plans required hours of detail work by the Seminar staff, agenda committee, and the Board of Directors. We've tried to present the best possible educational opportunity in broadcasting, and we all hope that you will benefit from it, enjoy it, and that you will want to return next year to help celebrate our 20th anniversary!



DR. JOHN PARIKHAL



When lifestyle research expert Dr. John Parikhhal addressed registrants at the Country Radio Seminar in 1981, disco was dead and the urban cowboy was still king.

Almost ten years later, Dr. Parikhhal returns to reflect on the predictions he presented in the early '80s and to provide a preview of the next 10 years. He will present "Country Radio in the Near '90s . . . How Will Country Radio Fit Into the American Lifestyle of Tomorrow" on Saturday afternoon.

As a partner and chief executive officer of Toronto-based Joint Communications Corporation, Dr. Parikhhal has consulted for numerous U.S. and Canadian record companies and radio stations. Prior to the completion of a PhD thesis on language and perception, he had received an honors BA in statistics and economics and a masters degree in communications.

Dr. Parikhhal is considered North America's leading expert in youth-based programming and lifestyle research. He is co-creator of two successful TV programs, MTV's "Profiles in Rock" and NBC's "Friday Night Videos," and supplies research to *Rolling Stone* magazine, MTV, CBS News, Nationwide Communications, and key radio stations in America, Canada, and Australia.

His strengths in music strategy and research have been utilized by a number of major recording artists including Styx and Bryan Adams. A frequent keynoter at marketing and media functions, Dr. Parikhhal has addressed topics ranging from "Fragmentation of Brand Loyalty" to "The Impact of Baby Boomers" for clients like The National Association of Recording Merchandisers, Johnson and Johnson, and Huffy Corporation.

Joint Communications, under Dr. Parikhhal's direction, has conducted custom market research for media clients all over North America and is responsible for the launch of one of the most successful and fastest growing FM stations in the history of Canadian radio.

Along with day to day assistance in programming and music strategy, Joint Communications provides re-positioning research and future trends information, drawing upon one of the largest data banks on lifestyle and taste among 18-44 year old males and females.

"The radio stations that won in the eighties were the ones that understood their audiences completely," Dr. Parikhhal says. "At Country Radio Seminar '88, we'll take a look at the new audience for country music, reflect on some of the phenomenon of this decade, and I'll try to provide a glimpse of the lifestyle changes that will affect country music and country radio as we move into a new decade."

COUNTRY RADIO HITS OUR PICKS

- Reba McEntire (*MCA*)
- Asleep at the Wheel (*Epic*)
- Juice Newton (*RCA*)
- Nanci Griffith (*MCA*)
- Ricky Van Shelton (*Columbia*)
- Foster and Lloyd (*RCA*)
- New Grass Revival (*Capitol*)
- The Charlie Daniels Band (*Epic*)

Thanks and welcome to Nashville!

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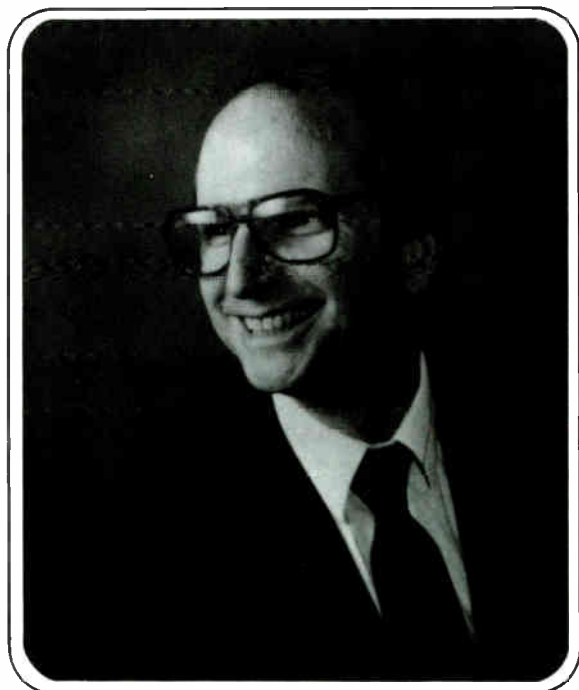
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BOB ABERNETHY



MAC ALLEN



CARL BECKER



ED BENSON



GREAT COUNTRY RADIO
IS BUILT ONE SONG
AT A TIME.
JUST LIKE OUR REPERTORY--
WITH SONGS LIKE:

"DO YA"

by K.T. Oslin (writer: K.T. Oslin)

"THE HAND THAT ROCKS THE CRADLE"

by Glen Campbell (writer: Ted Harris)

"LOVE, YOU AIN'T SEEN THE LAST OF ME"

by John Schneider (writer: Kendal Franceschi)

"80's LADIES" by K.T. Oslin (writer: K.T. Oslin)

We're proud to be part
of your strength.

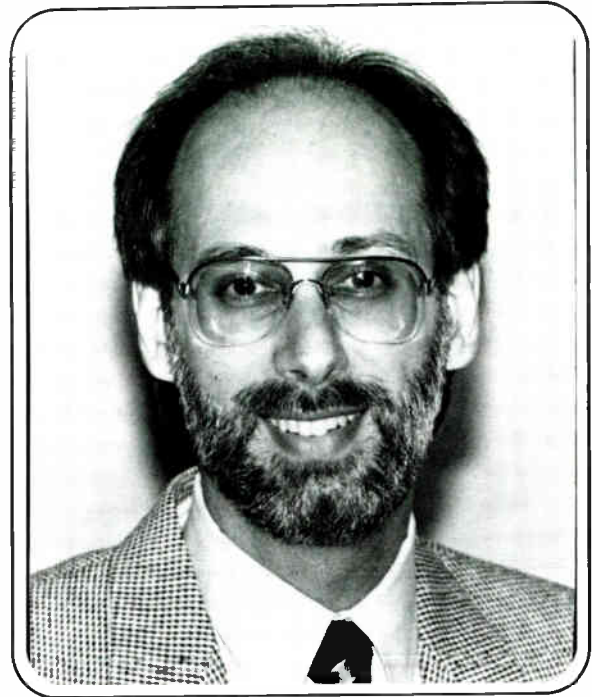


SESAC... more than you expect

1988 CRB BOARD OF DIRECTORS



DON BOYLES



CHARLIE COOK

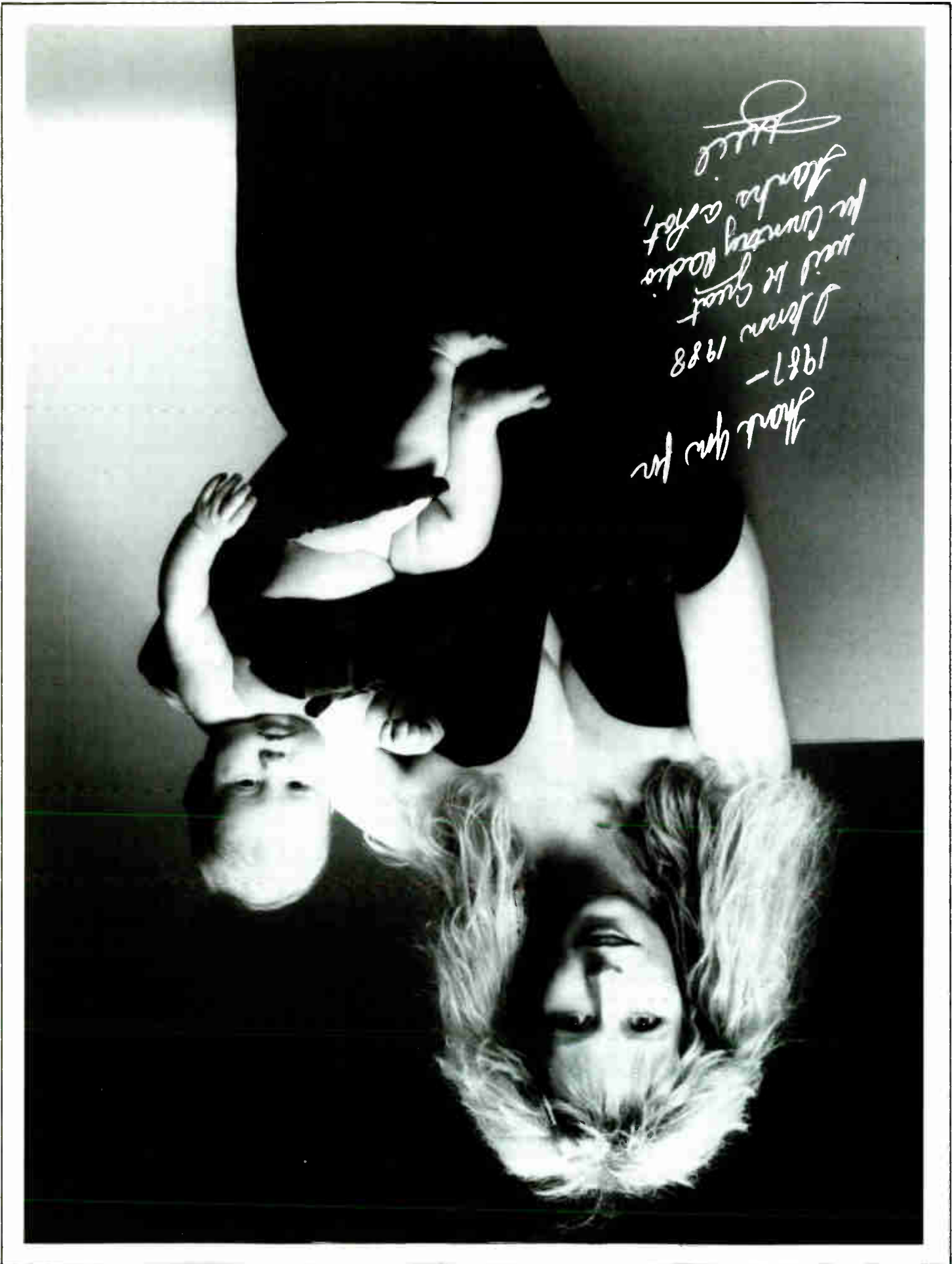


LARRY DANIELS



CHARLIE DOUGLAS



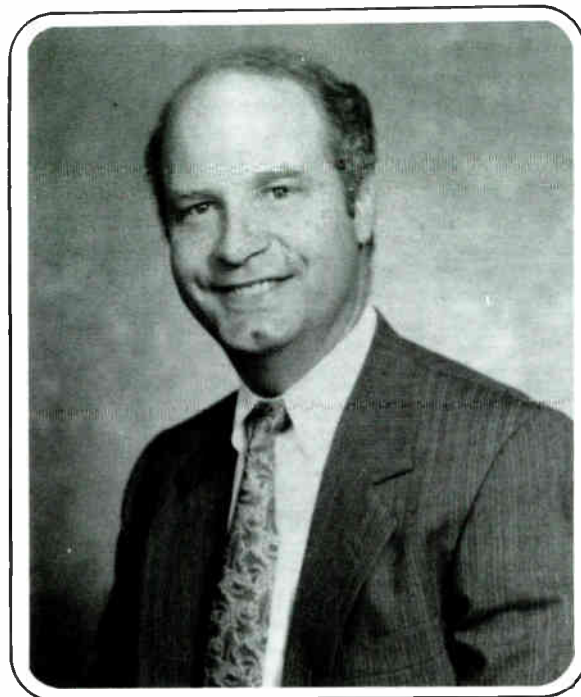


Thank you for
1987-
I know 1988
will be great
for Country Radio
for Nashville a lot!
Alice

1988 CRB BOARD OF DIRECTORS



ERICA FARBER



JOHN FLETCHER



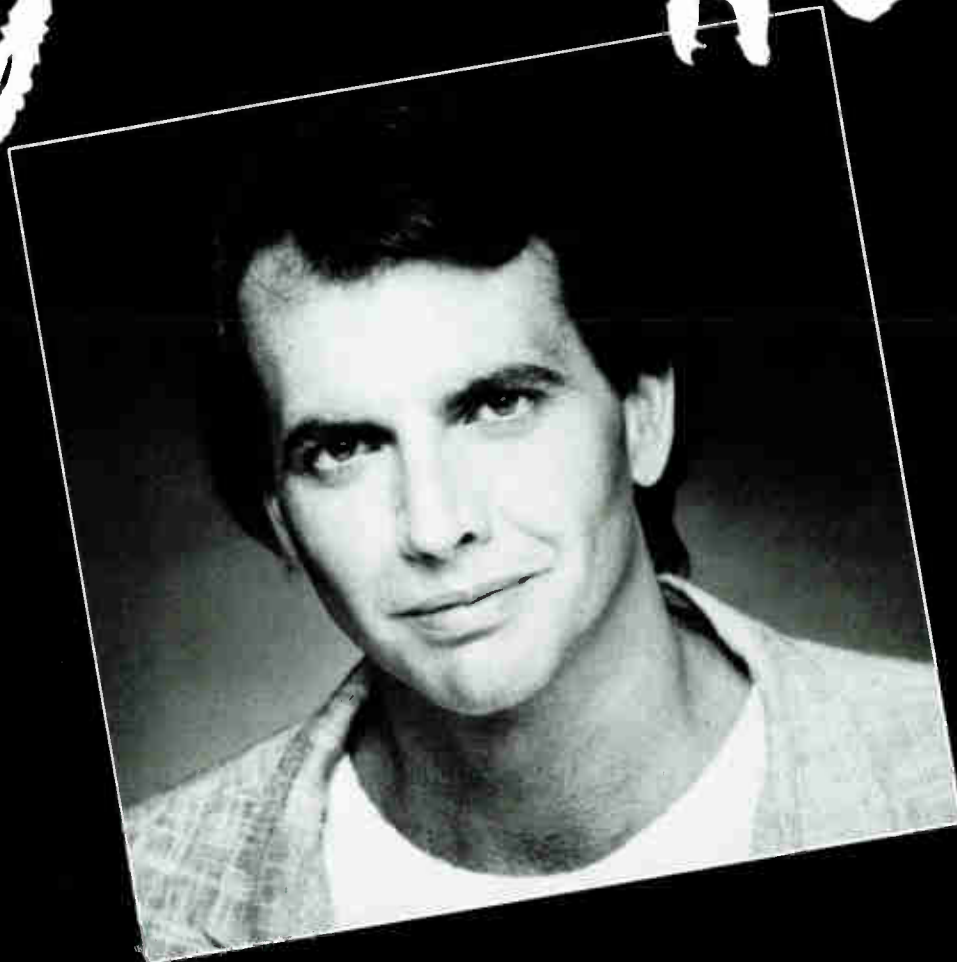
JACK LAMEIER



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Gerry House



We're proud to be associated with America's Number One country disc jockey!



Sponsored by



Starring GERRY HOUSE and ANNE LA VOY
COUNTRYLINE USA is broadcast *live* every Sunday at 8 pm EST.
Check it out on over 180 of the best stations in the country.

And . . . coming soon . . . **AMERICA'S #1'S WITH GERRY HOUSE**, an exciting, innovative, humorous and entertaining program, perfect for your weekends . . . **AMERICA'S #1'S WITH GERRY HOUSE**. Plus . . . there's more quality programming coming your way in 1988 from Gerry House and James-Paul Brown Entertainment.

James-Paul Brown

ENTERTAINMENT

Executive Producer Dana Miller.

World Radio History

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GERRIE McDOWELL



MIKE OATMAN



CAROLYN PARKS



DAVID PARNIGONI



THE
Forester
SISTERS



THANK YOU AGAIN RADIO FOR ALL YOUR SUPPORT!!

MANAGEMENT:
G. GERALD ROY



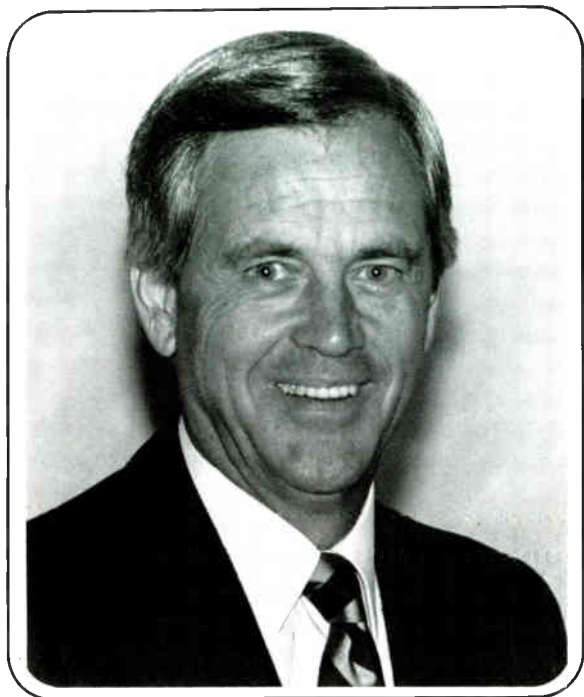
Patty Loveless
Patty's New Single...
"IF MY HEART HAD WINDOWS"
From Her New Album If My Heart Had Windows

**I'LL BE LOOKING FOR YOU ON
THE NEW FACE SHOW.**

Management:
Roger Ramey/G. Gerald Roy

.MCA RECORDS

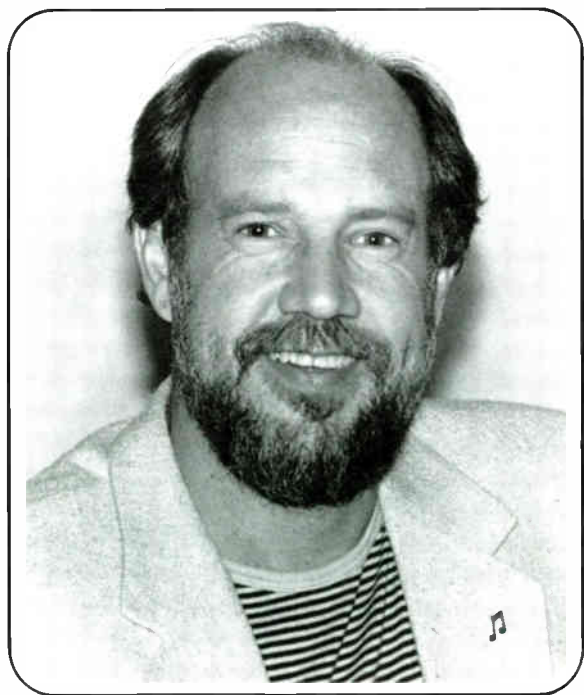
1988 CRB **BOARD OF DIRECTORS**



RUSTY REYNOLDS



ED SALAMON



BOB SAPORITI



BRUCE SHINDLER



Picture Perfect Radio!

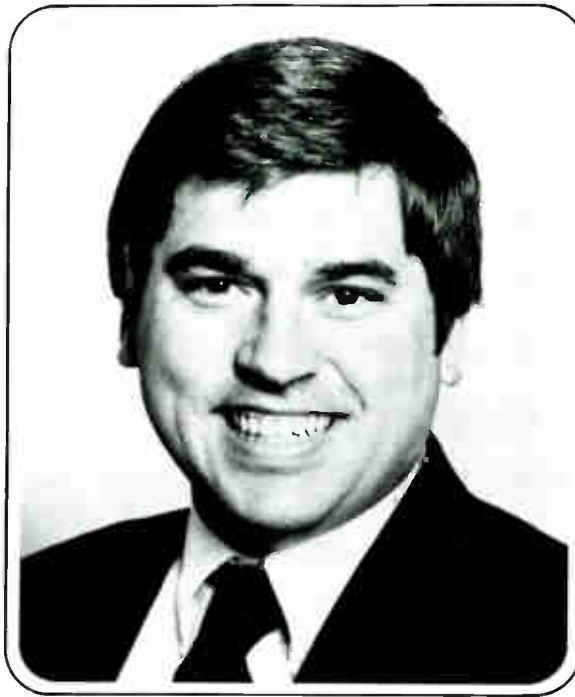


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JEFF WALKER

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- TREASURER:*Jeff Walker* - Aristo Music Associates - Nashville, TN
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- EXECUTIVE DIRECTOR:*Frank Mull* - Country Radio Broadcasters - Nashville, TN
- ADMINISTRATIVE ASSISTANT:.....*Bonnie Goodman* - Country Radio Broadcasters, - Nashville, TN



Country Radio Keeps Working for Us!

Billy Joe Royal

Jeff Stevens & The Bullets

Randy Howard

Augie Meyers

Vickie Rae Von

Robin Lee

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SEMINAR HISTORY

The Country Radio Seminar was established almost twenty years ago as a cooperative effort between country radio broadcasters and the country music/record industry. Designed primarily for the benefit of planners and decision makers in country radio, it is an annual forum for the discussion of common problems.

The Seminar was initiated by a group of music industry professionals including Tom McEntee, Charlie Monk, Dave Olson, Biff Collie, Jerry Seabolt and Barbara Starling.

The first event, billed as "The Country Music Survey Radio Seminar," was held at the Sheraton Hotel in Nashville. Although it attracted fewer than fifty registrants and lost money, organizers remained committed. By the third year, the event was called the Country Radio Seminar and two years later an official board of directors was named.

"Our original intent was to have a learning and sharing seminar," Tom McEntee says, "and that's how it has remained. We didn't want to compete for members with the CMA or NARAS or any other organization. We have no membership and no dues.

The Seminar grew in its second and third years, but it wasn't until the fourth seminar in 1973 that the industry (both record and radio industries) took it seriously. Dave Donahue served as the first agenda chairman that year, and Frank Mull, who now serves as executive director, committed many hours to help make it a success.

"In the early years of the Seminar, it worked like a typical 'barn raising'," states Mull, "with everybody in town pitching in to make it happen. Today, the Seminar agenda is still coordinated entirely by volunteer industry professionals."

Seminar profits support a scholarship fund. To date, the Country Radio Scholarship Fund has awarded more than \$35,000 to students in various parts of the country who are pursuing a degree in broadcasting or communications.

"We feel that through the Country Radio Seminar, which is an aid to broadcasters throughout the country, we are giving something back to the next generation via our scholarship program as well as the college credit extended to students attending the Seminar," Mull said. "It's great to see a former scholarship recipient attending the Seminar as a program director, air personality, or sales manager."

The New Faces Show has been an important element of the Seminar since the beginning and remains as one of the most exciting segments. At this annual Saturday banquet showcase, attendees are introduced to the most promising new talent in country music. Many of the New Faces alumni, such as Larry Gatlin, Crystal Gayle, Alabama, Reba McEntire, Gary Morris, Ricky Skaggs, and George Strait, among others, have gone on to become top stars. An invitation to perform on the New

Faces Show is coveted by developing artists and their business advisors because it is an extremely influential audience including station owners, managers, program, music, and sales directors, record label personnel and guests. The turnout is usually about 1500 and it's growing every year.

As we approach our twentieth anniversary, we are pleased to add another event unique to this seminar, the Super Faces Show, an opportunity to see the top stars in country music live in an intimate setting. Sponsored this year by the Academy of Country Music, the debut Super Faces Show stars Hank Williams, Jr., voted 1987's winner of the "Entertainer of the Year" award by the members of both CMA and ACM.

Three years ago, the agenda committee instituted longform or mini-seminars, which have been very well received. Topics for 1988's longform seminars include stress management, creative thinking in business and market planning, and an overview of the music industry.

Music Industry Professional Seminars (MIPS), which were established by the CMA in 1984, remain an important part of this event and attract a broader cross section of professionals from both the radio and record industries. This year, MIPS speakers will address the relationship between record labels/promoters/artists and market-competitive radio stations, as well as the development of successful retail in-store promotions.

Other panels and workshops focus on a wide range of topics including management, sales, personal improvement, promotion, programming, production, ratings, research, and consulting.

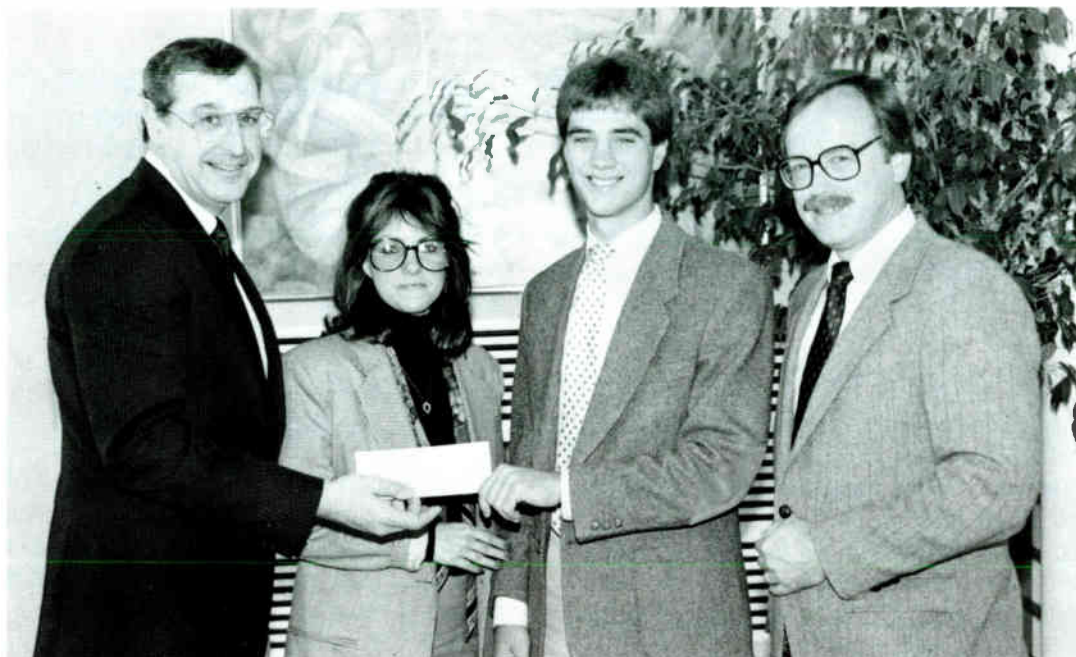
In its earliest years, the Country Radio Seminar adopted the motto "Growth Through Sharing". We have shared and we are growing. We anticipate nearly 1,000 registrants for Country Radio Seminar '88, making it the largest and most successful seminar ever.

We've added a day to the program and extended the hours for the Exhibit Hall. The growing importance of this Seminar as an educational event and the professional caliber of our registrants enable us to attract top executives and industry leaders to present three longform seminars, two MIPS sessions, and 15 panel discussions and workshops to form our main agenda. Dozens of developing and established artists will participate in showcases, as speakers, in the artist/radio taping session, and will be here to say hello at the artist/attendee reception.

It is your participation that has gained this event its reputation as the most important educational seminar in country radio. We're looking forward to growing with you for another twenty years.

INVESTING IN RADIO'S FUTURE

The Scholarship Fund



CRB Scholarship Chairman, Mac Allen, and CRS Agenda Chairperson, Erica Farber, presenting a scholarship check to Middle Tennessee State University recipient Jeff Nichols to the smiling approval of Dr. Dennis J. Oneal, Chairman of the Department of Mass Communications.

Professionalism in country radio has been boosted over the past decade through the helping hand of the Country Radio Broadcasters, Inc., according to Mac Allen, who chairs the CRB's Scholarship Program.

Through profits raised with the CRB's annual Country Radio Seminar, young broadcasters have been awarded scholarships that help receive quality educations at various accredited colleges and universities across the country. To date, more than \$35,000 in scholarships has been awarded through the program to students majoring in broadcasting/communications, and/or journalism.

"Twenty years ago, there were very few radio schools in the country," Allen said. "But the level of professionalism in country radio has increased dramatically since then, and I would like to think we helped that a little bit."

The CRB, Inc., is a non-profit organization that was created in the early 1970s to provide a forum for ideas and information valuable to country broadcasters as well as the recording industry. Each year, the Country Radio Seminar attracts hundreds of attendees for three days of workshops, seminars and panel discussions.

Each year, five scholarships are awarded to deserving students. Recipients are awarded \$1,000 per academic year to help cover the costs of tuition or other scholastic expenses.

To qualify for the scholarship, a student must be 1) enrolled at an accredited institution of higher learning, pursuing a degree in broadcasting, journalism or telecommunications; 2) be an upperclassman, maintaining a "B" average; 3) have financial need, and 4) work a minimum of 10 hours per week for the school's communication department.

In addition to the scholarship, the CRB helps some students earn credit while attending the Country Radio Seminar. Students are also able to receive a discount on the Seminar registration fee as well.

"We want students to participate in the Country Radio Seminar," Allen said. "It gives them the chance to meet and talk with veteran broadcasters before they graduate, and it gives the broadcasters a chance to see future deejays, station managers, program directors, music directors, or sales managers."

Foremost, the seminar offers students an educational environment to learn valuable information about the broadcasting industry through numerous panels, workshops and seminars.

The CRB Board of Directors are investigating ways to increase the funding available, Allen continued. "We'd like to set it up as an annuity fund so it would generate itself," he said. "That would continually put more and more scholarship dollars out there."

"Through the scholarship program, we have helped bring in people who are educated professionals," he added. "This is what we can do to elevate our own business."

Anyone interested in having a CRB Scholarship awarded to a college or university, or would like additional information regarding the program, please contact the Seminar office at 50 Music Square West, Suite 604, Nashville, TN 37203. Please keep in mind the CRB needs as much information as possible about the institution and its broadcasting or communications department.

TWELVE TACTICS FOR COUNTRY SUCCESS

by Ed Shane

There are more Country stations than ever, almost 2300, up 48% since 1980. And there are more styles of Country music today than ever. Consumers can pick from New Traditional, Old Traditional, Pop, Crossover, Mainstream, Rockabilly, and styles (like Lyle Lovett's) that we haven't begun to name.

With that much variety available, programming a Country station is more complex than ever. Here are 12 tactics Shane Media Services has used to achieve success in a variety of markets.

1. BE UNAMBIGUOUSLY COUNTRY

We think programmers who play Lynyrd Skynyrd "to attract the Baby Boomers" make a mistake.

What happens when a new cumer comes to your dial position to sample for the first time the Country station advertised on TV? If the record on the air when the person tunes in doesn't *sound* Country, that new cumer might pass you by, sampling the *next* station on the dial. If that station *sounds* Country, that is, they're unambiguous about being Country, they win; you lose.

(Paul Fiddick, President of Heritage Media coined the term, "unambiguous Country." We stole it from him.)

2. CONDUCT EXTENSIVE RESEARCH

Know the perceptions held by your listeners. Understand their expectations as well. From your research, develop a profile of your average listener so jocks know who they're talking to, and the sales staff knows who the station's consumers are.

3. DON'T USE RESEARCH FROM OTHER MARKETS

A music test conducted in Houston does not apply in St. Louis and vice-versa. There are even remarkable differences between cities in the same region. Charlotte, NC and Greenville, SC, are only 100 miles apart but on the Country Format preference scale, they are many points apart.

4. DEVELOP A PERVERSIVE MARKETING PLAN

Make your station seem totally interactive with the audience by developing constant community awareness. It's not concerts *or* contests; it's concerts *and* contests. Hot topics in the community should have spontaneous response. Make it seem as if your station is everywhere, involved in everything.

5. CONCENTRATE ON SONGS, NOT ARTISTS

Because Country artists create such bonds between themselves and their audiences, radio people often add records because of the artist's impact. Remember that radio plays *songs*, and listeners sing along with *songs*.

6. RELY ON RECURRENTS

Country listeners are adults. They don't have much time to keep up with new music. (Compre Country record sales to youth-oriented pop material.)

Since new records are unfamiliar, give them less of a profile than proven hits. Listeners would rather hear a familiar favorite three times than three unfamiliar songs.

7. TEST EVERY OLDIE

Country gold titles may be unfamiliar to a recent Country convert. Since there's a documented shift from other formats to Country around age 35, the newest Country listeners have no "history." A record from 10 years ago may mean nothing to a newcomer. The same convert from AC is probably burned to a crisp on old Crossover material that was played to death five years ago.

8. TEST RECORDS YOU ARE NOT PLAYING

A lot of records have fallen by the wayside during the past few years of auditorium testing. After all, most tests are done in groups of 350 or 700, eliminating enormous numbers of potential records.

Track every song you've tested so that high-burnout or poor-scoring songs can be retested at regular intervals. Never say a song is history because you've seen one negative test. The public's taste is much more fickle than that.

9. CATEGORIZE YOUR MUSIC BY SOUND

Add sound codes to your tempo and mood controls to protect New Traditional from playing back-to-back with similar sounds. The same coding eliminates long sweeps of Crossover or Mainstream sounds.

Country's biggest music problem today is wimpy male vocalists singing weak lyrics over strong production. Sound coding minimizes their damage to your station.

10. USE CASH AND TRIPS FOR MAJOR PRIZES

Adults are motivated by major cash prizes (\$1,000 always gets a positive response in Focus Groups and Personal Interview research).

Fantasy travel is also hot — trips they think they can't afford. Florida's Disney World is statistically a favorite. (An idea: If you give Disney trips, give them in groups of four so the family can go.)

11. SHOW RESPECT FOR YOUR LISTENERS

I'm constantly amazed by programmers and air talent who treat their listeners like lower life forms. Listeners are called Hicks, Brown-tooths, Crackers, and worse.

Most Country listeners I've interviewed are reasonably intelligent human beings who exhibit real interest in their radio station, a kinship of sorts. It's never a haphazard choice, but a firm choice.

Don't let the attitude of your station say you're better than anybody who listens.

12. GET READY FOR COUNTRY FRAGMENTATION

We use between four and six separate and distinct musical styles in our Country research. We know there are more. The future of Country radio will be just like the recent history of Contemporary — splinter formats that serve smaller and smaller niches.

The possibilities for Country are endless: Gold, Traditional, Progressive, Rock, Soft, you name it.

In smaller markets in the Southwest, there are already mixes of Country and CHR which put George Strait and Bon Jovi back-to-back.

* * * *

A final note: 1990 is 23 months away, and the new decade promises to be tumultuous. Leverages and debt service, growing competition, and shrinking ad dollars will all mean challenges to radio in general, Country in particular.

The good news is: It won't get worse. The bad news is: It won't get better. The fact is: It will get different.

Media consultant Ed Shane operates Houston-based Shane Media Services, providing tactical management and programming consultation to stations in a variety of formats including Country.

*Shane is the author of **Programming Dynamics: Radio's Management Guide** and numerous articles on radio for both trade and consumer press.*

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MUSIC WAR CONTINUES TO ESCALATE

by Bennett M. Griffin



It's like the arms race. Station A plays three in a row. Station C plays seven in a row. Station Q plays nine, ten, or eleven in a row. Where will it all end? The logical extension of this escalation is to play non-stop music 24 hours a day.

Is this more music race good? Is it good for the listener? Maybe, it depends on what he's looking for. Is it good for the station? Well, it sure cuts down on overhead on such things as announcers and news departments. Is it good for the advertiser? No way! I sure wouldn't want my company's message lost in a morass of music.

It has seemed logical to me that there comes a point where the music-dominant format does a dis-service to one of every station's important constituencies: the advertiser. But is there more to this than a hunch? To find out, we undertook a rather ambitious research study. The goal of the study was to evaluate whether or not music-dominant formats were more or less responsive to the advertisers' message than what we might call communication-dominant formats — those that have a mix of conversation, news and information communication as well as music.

To evaluate responsiveness to advertisers' messages, we measured two proxy characteristics: unaided recall of products and services learned about as a result of advertising on a particular station and unaided recall of the station's air personalities who, at least on occasion, deliver the advertiser's message.

The data on which this study was based was obtained by conducting telephone interviews among listeners of the top ten stations (ranked by overall cumes) in the Wichita, Kansas market. Eligible respondents were adults 18+ who listen to the radio at least one hour per day on the average. Respondents were asked to name the station that they listen to most often, the names of air personalities on that station, the names of products or services learned about from that station's advertisers, and finally some demographic information. A minimum of 175 completed interviews were obtained for each station, with the total sample comprising 2,083 interviews.

Prior to analysis of the data, the stations for which we had collected data were grouped into one of the two categories, based on such things as slogans and format content.

So what did we learn? In condensed form, here are the results.

Discovery Number 1:

The ability of listeners to recall the names of air personalities was higher for communication-dominant formats than for music dominant formats.

| | Recall one or more | Recall three or more |
|------------------------|-----------------------|-------------------------|
| Communication Dominant | 59.8% | 18.9% |
| Music Dominant | 20.3% | 2.7% |

Listeners of stations with communication-dominant formats were 2.9 times more likely to recall **one or more** air personalities than were listeners of stations having music-dominant formats.

Listeners of stations with communication-dominant formats were 7.0 times more likely to recall **three or more** air personalities than were listeners of stations having music-dominant formats.

Discovery Number 2:

The ability of listeners to recall the specific names of advertised products or services was higher for listeners of stations with communication-dominant formats than for stations having music-dominant formats.

| | Recall one or more | Recall two or more |
|------------------------|-----------------------|-----------------------|
| Communication Dominant | 27.6% | 10.4% |
| Music Dominant | 15.7% | 4.4% |

Listeners of stations with communication-dominant formats were 1.8 times more likely to recall **one or more** products or services by name than were listeners of stations having music-dominant formats.

Listeners of stations with communication-dominant formats were 2.4 times more likely to recall **two or more** products or services by name than were listeners of stations having music-dominant formats.

There are additional findings such as differences in recall by age groups and performance of individual stations within each of the two groups that are included in the complete study.

What does it mean? I believe it means that the further out we get in the escalation of music-dominant formats, the further removed the advertiser becomes from the listener. As that happens, the advertiser gets less and less effectiveness for his radio dollar. His eventual conclusion is that radio does not work. It doesn't take too long for that attitude to translate into loss of revenue.

There are some real implications for our industry, aren't there. The clearest way to look at it is from the perspective of the advertiser. If I'm the guy writing the checks for air time that is supposed to bring customers to my place of business, which kind of station do I want? I want the one that can make their listeners respond to my message.

Bennett M. Griffin is President of Great Empire Research, Wichita, Kansas, the marketing division of Great Empire Broadcasting. Copies of the complete study are available from Great Empire Research for \$75.00. Write to Great Empire Research, Box 1402, Wichita, KS 67201 or call (316) 838-9183.

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T. Graham Brown



HOW TO GET THE MOST FROM NETWORK FEATURE PROGRAMMING

by Ed Salamon

At the United Stations, we look at a radio network as a service industry to its affiliates. One of the rewards of my job heading our company's programming is being able to help fellow broadcasters achieve higher ratings and, often, increased revenues in the bargain. Network programming has survived and prospered almost as long as radio itself because it is a classic "win-win" situation. By banding together, stations can offer their listeners programs which would be too expensive and time consuming for them to produce on their own.

However, a station cannot completely realize the benefits of network programming without some effort on its part to understand how and why radio programming works and what the station should expect of a program supplier. Usually, the station shouldn't expect most suppliers to be advisors. Stations probably know more about their own needs than most network folk. Since relatively few staffers have been successful radio programmers, a station's efforts can only increase a show's success.

Here's how:

EXPECT PROMOTIONAL ASSISTANCE

Your station should consider the host of each program you carry a part of your air staff. For example, if you run "Solid Gold Scrapbook" and a listener telephones for its host, Mike Fitzgerald, the operator should know who he is. To your audience, any program that comes over your airwaves is *you!* Network hosts are normally glad to record station I.D.s, liners, crossplugs, and even contest promos, within reason. It's an easy way to promote the program and add another production voice to your station. If you're having each member of your staff record a Christmas greeting, send some copy to the hosts of any programs you carry and make them a part of the family.

A network can also be a great help in promoting your station *off* the air. It should provide schedules of guests or topics of upcoming programs so you can send them to local newspapers who often include them in radio listings, providing you with free publicity. For example, many stations who carry Del DeMontreux's "Country Datebook" get free daily listings in local publications just by sending them the

list of that month's daily shows in advance. In addition, program producers can also support your promotion director with pictures and bios of shows' hosts. Specials provide yet another reason for a release to local media and writing it is as easy as adding your station's call letters, dial position, and time of broadcast to a program description supplied by its producer.

Taking the best network program and doing nothing to promote it can actually harm your station. If you don't pre-promote a show at least on your own station, here's what happens: A listener tunes in for your regular format and does not hear it. Consequently, the listener turns away. There is no influx of listeners who are interested in that program since they have no way of knowing its schedule. What should have been a major plus for the station is now a negative. Virtually every case in which a United Stations program has not boosted the audience level of a radio station can be traced to the lack of promotion.

EXPECT PROGRAM CHANGES WHEN NECESSARY

You should give frequent feedback to your program suppliers. Programs that are long-term successes usually need to make on-going, if subtle, changes. For example, those of you who signed on with "The Weekly Country Music Countdown" from the beginning may have noticed that a couple of years ago, we reduced the number of commercial breaks in the show from six to four per hour. This was in direct response to station interest in reducing clutter. Chris' delivery and pacing has also evolved as has the presentation of contemporary country radio. The ability to change with its affiliates over the years is what has kept the show as the favorite of major country stations. This is true for news, as well as entertainment programs. Let your news network know what kind of stories your station wants. Any smart producer will be responsive to affiliates; you *can* have an effect on the programming that's available to you.

EXPECT FRESH PROGRAMMING

Unlike television, radio has not had much success with reruns. Unless you're dealing with an oldies concept that hasn't changed, listeners expect fresh material. Current artist

profiles become quickly out of date when the artist releases new material. Even at such traditional times as Christmas, listeners demand to hear the year's latest music. I began producing Mutual's first country specials nearly a decade ago, and, from my first Christmas special for them through the many I've done at the United Stations, as part of our "Country Six Pack," each and every time the show has been totally rewritten.

EXPECT SALES SUPPORT

Network programming can provide a reason for an advertiser who hasn't bought your format to reconsider placing a budget on your station, based on a feature. Programs can also provide a reason for a regular advertiser to spend even more money. Either way, they always provide another opportunity to make a call that can make a sale. Program suppliers can provide advertising sales pieces for your station's sales kits. They should also be able to provide a copy of the network's demo tape, which you can duplicate locally as needed, perhaps adding your own customized introduction and ending. You may sometimes even be able to get extra copies of shows as tangible programming samples to give to your advertisers.

Since the days of "Amos and Andy," "The Lone Ranger," and "Fibber McGee and Molly," radio has been using networks as a resource. Great benefits can be yours, but the greater your efforts, the greater your rewards.

Ed Salamon is Executive VP/Programming, The United Stations and will be available to answer registrants' questions about network programming in the Presidential Suite on Friday evening, after the Super Face show until midnight, and Saturday evening, after the New Faces show. After the seminar, you can contact the United Stations: 130 West 42nd Street, Suite 750, New York, NY 10036, (212) 764-3900.



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THE FUTURE'S GREAT IN '88

by Jay Albright

Randy Travis is hot, the Oak Ridge Boys are NOT.

It would be nice if summing up the next year in country music was that simple. Unfortunately, with the astronomical growth of country stations in the last decade, it's not that easy. In 1980, the Country Music Association reported that there were 1,534 radio stations programming country music full time. Today, there are 32% more . . . at least 2,275!

It might be a bit more accurate to say "songs are hot, artists are NOT." But, even that is an oversimplification of the trends currently affecting country music radio as the new year begins.

Here are 10 major trends that I believe will impact the business of country music on radio in 1988. The interplay of all of them makes "winning" in the next year more challenging - and more FUN - than ever.

1. THE MUSIC

It has improved, and that's cause for optimism about the future of the format. New artists are producing hits that sound like real country, thus servicing our core, while satisfying the younger demos that just three years ago would have eschewed "twang" being produced by the old guard.

Songs like "Diggin' Up Bones" and "Cowboy Man," artists like Holly Dunn, K. T. Oslin, David Lynn Jones and Highway 101 capture both the spirit of true country roots and the sound that is popular with younger prospects.

An exciting development is the changing age of our format's "internal demo," the center of our demographic target. Several years ago, 30-54 was our "real" target, and our biggest problem was that country fans over age 40 felt quite differently about "their" music than country partisans just two or three years younger. Today, the center of our core has come down three to five years. Country radio performs well in the 35-44 demo cell. Yet, the upper end of our target ALSO likes current country music more than ever.

That's because, as the new breed artists have emerged, the more established names have also kept up with the times. Adult contemporary and CHR are being plagued by "sameness" in both sound and radio presentation. This will create both an opportunity and a problem for country broadcasters, as these formats recognize the freshness in our genre and borrow from it.

The variety of sound, content, production values and attitude of fun being produced by country artists today is improving time spent listening. At the same time this broadening of appeal is increasing cume value.

2. MARKETING

Professional mass marketing came to country radio with the advent of "The Urban Cowboy" and the additional competition the fad brought to the format. It's now a truism that a station that fails to consistently force cume to sample its product does just that . . . fail.

Those that DID the television image building and the direct marketing found that the improvements in the music built staying power and listener loyalty other formats admire, in spite of national media talk of "the fad" being over.

Now, with a target younger than ever (that looks better and better to the so-called mass appeal formats), country radio faces additional competition in the marketing dimension to attract our new core. In the latter part of the 80's the competition isn't just "the other country station in town."

The winners will learn the newest skills of marketing and strategic planning, marrying those techniques to sound research.

Never has outside marketing been more important to the growth of country music radio, and never has the format been better positioned to take advantage of it. But, as more broadcasters become aware of this fact, new methods of attracting listeners and new approaches to using traditional media will be developed.

3. LIFESTYLE

The new darling of national advertisers will be the post-baby boomers, those born from about 1965 to 1974, "The Baby Busters," or "Flyers (Fun-loving youth en route to success)."

They value religion, and formal rituals, such as proms and lavish weddings. Busters are returning to tradition. They are characterized as driven people, preoccupied with success in school and career. They are materialistic, entrepreneurial.

There are 37 million of these 13-22 year olds and 43 million 23-32 year olds.

The challenge country marketers will face is attracting these younger folks without turning off people nearing middle age. However, the value system reflected in today's country music and its relevant themes provides an opportunity to mirror the lifestyle of these potential country fans of the NEXT decade.

Thanks Country Radio ... "Just Us"



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4. SAMENESS

Your position slogan today is probably "continuous country favorites." You always play a minimum of four in a row, perhaps guaranteeing up to 12 in a row every hour. At the very least, you promise "fewer interruptions" and 30 minute music sweeps. The only real personality of your station occurs before 9:00 a.m. If that ISN'T your station, chances are it describes at least one of the country stations in your market.

This is country radio (and many adult formats!) greatest problem: how do we remain competitive amidst increasing "niche marketing" as radio evolves into finite targeting and narrowcasting, without succumbing to the "3 share syndrome," where everyone in town is eventually tied with a 3 or 4 share.

Fun, creativity, showmanship, and uniqueness are the cornerstones that will separate the one or two radio stations (regardless of format) that will stand out in each market.

5. STATION TRADING/DEBT SERVICE

According to FCC figures, nearly one in seven U.S. radio stations changed hands in the last year! Wall Street investment bankers, local financial institutions and venture capitalists have all discovered radio because of its quick turn-around potential, high 30-40%+ (to the bottom line) profit possibilities, and escalating station values.

The other side to this coin is that many small market financial situations are very troubled, national ad revenues are flat at best, there is growing competition from local cable and television. TV has a clutter problem of its own — in 1965, there were 1,839 commercials weekly on the networks; in 1985 that count was up to 5,625 units in an average week — their units are up, their rates are down!

Debt service in the double digits is common for many of those newly created radio companies.

Radio's medium-range forecast amid the current questionable national economy is certainly no worse than other sectors, and is better than many. Nonetheless, all of these factors combine to create a climate where this year's winners will be the ones who know how to offer "value added" to both clients and listeners, while doing it with a sharp eye on controlling costs.

Top stations will learn to create excitement, awareness and an atmosphere of fun within a minimal budget. Fortunately, this is not a new approach to most country broadcasters.

6. MORE WOMEN IN THE GENERAL MANAGER'S OFFICE

Some of country radio's most productive sales people, and best prepared air personalities are women. In spite of this fact, as authors Ann M. Morrison, Randall P. White and Ellen Van Velsor point out in their book "Breaking the Glass Ceiling," women in business "are fed up with the extraordinary expectations that others have of them . . . women managers are starting to leave companies at an alarming rate."

Country radio companies will begin to face this situation head on. Several major groups will promote outstanding women to top level management as they face the alternative of losing their best people.

7. SLOWLY, AM RADIO COUNTRY SHARES WILL BEGIN TO CLIMB

Country remains one of the most viable approaches for AM radio.

In markets where AM and FM country stations compete, AM broadcasters will redefine the format in terms of the needs of the psychographic group still available to the band. Emotions, nostalgia, familiar music, fun, personality, localism and information will be approaches exploited by AM country.

8. FM COUNTRY SEES ITS REAL COMPETITION AS FM ADULT CONTEMPORARY

FM country broadcasters will worry less about their AM country competition, becoming more aware of constant erosion from country toward classic rock, oldies and a/c formats. This development will force FM country broadcasters to improve their image, enhancing the format's appeal to younger listeners, improving production values. New breed artists being developed by Nashville will supplement this movement, but familiar music and artists will remain the staple of both AM and FM country.

9. LABELS ACKNOWLEDGE THEIR INCESTUOUS NASHVILLE ORIENTATION

Country music, to truly grow as a worldwide music form, will become more than a vehicle to promote the music business in one city. As the country trade organizations promote more regional and international diversity, the music business will be fostered in diverse locales. It will be more fashionable for artists to remain in their native creative environment, and label executives will search them out.

Independent labels will continue to emerge if major companies fail to respond to this trend.

10. COUNTRY RADIO STARTS TO OVERCOME ITS INFERIORITY COMPLEX

Country broadcasters profit by positioning themselves as the rate/unit load, research, programming and marketing leaders in their communities by understanding more about their audience than other adult formats and using that knowledge to good advantage.

Broadcasters who capitalize on these trends will be positioned for the dawn of the next decade — which will be the best EVER in the long, illustrious history of country music radio.

Jay Albright is Vice President-Broadcast Consultant, Let's Talk, Inc. Seattle, WA.

THE

New Faces of COUNTRY MUSIC



Country music superstar Hank Williams Jr. will be this year's outstanding host when the Mutual Broadcasting System proudly presents the superstars of tomorrow in the 19th annual *New Faces Of Country Music* show.

Coming to you direct from the Country Radio Broadcasters Seminar in Nashville, the spotlight will fall on breakthrough performances from Foster & Lloyd, Nanci Griffith, David Lynn Jones, Patty Loveless, Tim Malchak, New Grass Revival, K.T. Oslin, Ride The River, SKB and Ricky Van Shelton. You'll also hear exclusive artist interviews and a dazzling concert from America's rowdiest country rocker, Hank Williams Jr., the only performer in history to win the coveted 'Entertainer Of The Year' award from both the CMA and ACM in the same year.

So make plans to join Hank and co-host Jim Duncan this Memorial Day weekend for *The New Faces Of Country Music* show. It's a great way to give your listeners a glimpse at the future of country music.

Contact your Mutual representative today in Arlington at (703) 685-2050, in Los Angeles at (213) 204-5000 or Telex 4996015 WWONE.

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These girls couldn't be from New York, Kieran. I bet they just found the badges!



"Dan, let me tell you about this great new dentist of mine."



"Has anybody out there seen Lorrie?"



The one in the middle always smiles the most.



"There are no Arbitrons up my sleeve."



Would someone show Merlin where the camera is.



**"Mine too, Stella!"
"...Mine too, Stella!"**



Is this a party or last year's registration line?

With Our Heartfelt Thanks

If My Life Were A Prayer A Word or Two for Bruce Whiteaker

What if my life were a poem —
I wonder what it would say?
Perhaps I'll never know,
for headier thoughts than mine are spoken in verse.
And what if my life were a song —
I wonder how it would play?
Not with a fanfare, I s'pose,
for cleaverer men than I craft the tunes.

But if my life were a prayer,
just a single, momentary flicker
in the consciousness of God
(as I know it is, beyond a doubt)
then it would be framed in this simple request.

Let me be never bankrupt of a cheerful countenance,
to share with those whose light is temporarily dimmed.

And let me never be unable to thrust forward
a strong hand in friendship
or a willing arm in time of need.

Let it be that I am always filled to my limit
with such a Spirit —
with an Energy of such quality
that I may always,
in every moment,
be reaching toward my highest potential.

And, in so doing,
let me shine as brightly as I may shine —
not with the repeated buffings
of my deeds and accomplishments,
but simply as a reflection of He
Whom I am here to represent.

And when this role is over
and I am called to higher endeavors,
as each of us will someday be,
let it be said, simply, that
this was truly an instrument of God.

— Tom McEntee

Tom Phifer Made a Difference

All of us in country music, and particularly those of us involved in the Country Radio Seminar, lost a long-time friend in 1987.

Tom Phifer, who had been a moving force in the growth of the Seminar, died on December 8, 1987, in Temple, Texas at age 50. He served the Seminar faithfully for a number of years as a member of the board of directors, as the chairman of the Scholarship Committee and worked many long hard hours as a stage manager during the Seminar to keep the sessions moving along on time.

Born November 14, 1937, Tom's first job in radio came at WJOL, Joliet, Illinois, while he was still in high school. After school, Tom spent seven years in the Air Force and then began a career in hotel and restaurant management. It wasn't until 1972, when some friends in Vermont persuaded Tom back into radio, that his real talent was discovered.

Following a stint in Albuquerque, Tom went to work for Jim Phillips at KHEY in El Paso. His real mark was made when Tom transferred to KRMD in Shreveport in 1977. He stayed there until the station was sold in 1985.

Along with his work at the Seminar, Tom contributed his time to the St. Jude's Children Hospital, serving on their board, and started the Super Santa program in El Paso 13 years ago.

Thanks, Tom. Yes, you made a difference.



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TO: Our Friends in Country Radio

The Academy of Country Music is proud to join with you in making the Country Radio Seminar a time to enjoy and remember.

We gratefully appreciate your continued support of our efforts to promote and enhance the image of country music around the world.

We also take great pride in establishing a new feature this year.

“THE SUPER FACES SHOW”

Starring

The Entertainer of the Year

HANK WILLIAMS, JR.

Have A Great Year & Join Us for the 23rd Annual
ACM Awards Show March 21 on NBC-TV.



Gene Weed
President



Bill Boyd
Executive Director



SUPER FACES SHOW

Since its debut almost 20 years ago, the Country Radio Seminar has gained a reputation as an event which gets better and better every year. That's why our attendance has grown from the original three or four dozen broadcasters to an annual attendance now approaching 1,000 country radio leaders and music industry professionals.

Our prior success, our growing importance as an educational event, and the professional caliber of our registrants enable us now to offer you another special event, unique to this seminar — The Super Faces Show, scheduled to premier on Friday evening in the Acuff Theatre and open only to registrants.

The debut Super Faces Show, sponsored this year by the Academy of Country Music, stars Hank Williams, Jr., winner of both the Academy of Country Music and Country Music Association's 1987 "Entertainer of the Year" awards.

The Super Faces Show is unique because it gives you the chance to see a major country artist, accustomed to playing shows in large coliseums around the world, perform in the kind of intimate setting that is a rare luxury for us and for the star.

Since "Bocephus" earned his first Grammy nomination for Best New Male Country Singer in 1964, he has taken country music in a direction that many others have tried to imitate, but few have ever duplicated.

Hank is a "defiantly unreconstructed outlaw rocker," who has become a household name by consistently offering his fans innovative, hard-driving, honest country/rock music.

His records are filled with now-classics such as "Family Tradition," "Old Habits," "All My Rowdy Friends (Have Settled Down)," "My Name is Bocephus," "Born To Boogie," and his latest single, "Heaven Can't Be Found."

The Country Radio Seminar is serious business, but the Super Faces Show is for your pleasure. It was added to give you more chances to meet with one another and discuss country radio. The more events the Seminar offers, the more opportunities you have to do just that.

So in addition to being a unique opportunity to see Hank in this kind of setting, the show provides you with an absolutely "super" chance to get together with your colleagues for an evening we predict you'll talk about for a long time.

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THE ACADEMY OF COUNTRY MUSIC

by Bill Boyd

The Academy of Country Music, a non-profit organization chartered in accordance with the laws of California, was organized in 1964. Four people — Eddie Miller, Tommy Wiggins and Mickey and Chris Christiansen — got together with the dream of promoting country music. That was the beginning of the Country and Western Music Academy. That dream has grown and so has country music.

In 1965, a board of directors was elected to govern the activities of the Academy, Dick Schofield was elected to serve as chairman and this first board was to decide which direction should be taken in fulfilling the dream of promoting the acceptance of country music. They felt the best way to expose the talented artists and promote country music was to hold an awards show, this *first ever* country music awards presentation by a major organization took place in 1965 at the Red Barn in Los Angeles. In 1966, the Academy members elected their first president, Mr. Tex Williams.

By 1968, the rapid growth of the Academy and its expanding activities warranted the organization opening its first home base. An office was established at the Crossroads of the World and the board of directors asked Fran Boyd to accept the responsibilities of executive secretary. This was the year Tex Williams hosted a show which was sponsored by the Academy and aired over the Armed Forces Radio Network.

Country music was continuing to expand — the Academy was continuing in its endeavors to promote and support country music. More records were being bought and listened to, more country music was being aired on more radio stations than ever before. Part of the dream was being realized.

No one can begin a dream and then stop dreaming, especially when they see parts of it coming true . . . as country music grew, so did the dream. In 1969 the Academy took a "giant step", after much consideration, the board of directors made the decision to become an international organization.

In 1971 they were beginning to dream of televising the awards show, and this dream was fulfilled in 1972 with the taping and syndicated release of the Academy's show. In 1974 the Awards Show, produced and directed by Gene Weed, debuted on the ABC television network where it ran for five years. In 1979 with the involvement of Dick Clark, the show moved to NBC prime time where it has placed first in its time block for nine consecutive years. This is the 15th year Gene Weed has produced and directed the Awards Show.

The balloting for the Awards Show each year is done by a certified public accounting firm. This year (for the 10th consecutive year) the Academy has hired the services of Call and Call (Dr. Dwight V. Call) to handle the tabulation of ballots for the 23rd annual presentation. The preliminary nominations for the awards — which cover the preceding calendar year — is the responsibility of a board appointed committee. They, using all major trade publications and other vital materials, research which artists had the top records, albums, appearances, television, etc., for the preceding year to determine the top ten artists, albums and songs for each category.

The nominating committee then presents their recommendations to the full board of directors for their approval. This list is then sent to each member of the Academy with an additional blank in each category for a write-in vote should the nominee of their choice not be listed. The members vote by selecting one in each category, and from this return the top five are selected for the final ballot. This year's show will be televised on March 21st at 9:00 p.m. EST, PST and 8:00 p.m. CST over the NBC television network.

Additionally over the years, the Academy has become involved in projects to assist both country music and worthwhile organizations. Some of their major activities have included new artist showcases at local venues and in Las Vegas, and the annual Celebrity Golf Classic which in the past five years has raised in excess of \$60,000 for the T. J. Martell Foundation/Neil Bogart Memorial Laboratory for cancer and leukemia research, and the American Heart Association.

This is the Academy's fifth year of involvement with the Country Radio Broadcasters Seminar. In the past the Academy has sponsored a luncheon, funded and presented a research project entitled "What's This Country All About?", hosted a suite, and this year, the Academy will sponsor the Seminar's newest addition in its ever-increasing events, Friday night's "Super Faces Show" — The Academy of Country Music presents its Entertainer of the Year, Hank Williams, Jr. . . . and the dream continues.



Ron Martin Remembered



"He's gone." Those were the devastating words which brought silence to the Academy of Country Music office on the afternoon of Tuesday, September 22, 1987. Ron Martin had suffered a fatal heart attack on the golf course at Mountain Gate Country Club.

Ron was instrumental in the growth of the Academy of Country Music — his involvement in the organization's affairs began as a board member representing radio. In 1978 and 1979, he served as the association's president and was currently serving his third term as chairman of the board. He was an avid golfer and helped to establish the Academy's Celebrity Golf Classic which is held annually to benefit charity.

Ron was a partner in the Weedeck Radio Network founded in 1979. His background in radio included being program director at WPDQ in Jacksonville, Florida; WTIX in New Orleans, Louisiana and WHB in Kansas City, Missouri. All number one stations. He moved from WHB to KLAC, Los Angeles, where he took the station "country". From KLAC, he moved to KGBS, Los Angeles, assuming the duties of operations manager and program director, and in his second year there, the station was awarded Station of the Year honors by the Academy of Country Music. Ron was the on-air spokesman for many advertisers, television specials and was the "voice" for several award shows including the Academy of Country Music Awards.

It is indeed hard to accept the reality that Ron will not be around "the porch" this year. He was a wonderful person and friend with a great zest for life — just hearing his voice or seeing his smile could make your day.

Ron enjoyed participating in the Country Radio Broadcasters Seminar — he looked forward to it each year. Those of us who knew Ron's dedication and love of radio, will sorely miss his presence this year.

Even though he's gone, he's left us with some "fun" memories of seminars past, and his contributions to the industry he loved will endure forever.

In the words of Ron Martin — "Have a good one!"



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IN SEARCH OF LEADERSHIP: HOW TO GO BEYOND MANAGEMENT TO LEADING

by Ralph Guild



The distinction between management and leadership is a very subtle one, one that most people don't really understand. And if there's ever been a time in the broadcast industry when leadership, not just management, has been important, the time is now. Our business has changed - the advertising business is not what it used to be; the radio and television business is dramatically different; and just continuing to manage the business the same old way is not going to work. What worked 5 or 10 years ago will not work today.

I'd like to be able to promise you that as a result of what I am saying that you can simply follow step 1, 2 and 3 and become an instant leader. It would be nice if it were that easy, but it isn't. Some books make it *seem* that easy. If you're reading the same books I am you'll see the same themes over and over - that management is nothing without strong leadership, that leadership is nothing without strong management, that managers can put more leadership in their style, that one must manage and lead at the same time. All interesting words, but people, and the companies they work for, don't always "go by the book."

I believe, however, that there *are* certain qualities that leaders possess, demands that leaders face, and abilities that some individuals develop which enable them to go beyond merely managing their day-to-day routines to become leaders. Now, those day-to-day management skills are vital. But true leadership is taking care of *all* the elements of management, and going beyond, to envision new opportunities, and new ways of doing business. As for leadership characteristics, no single characteristic is more important than another - leadership is the total package. But by being aware of what can go into that package, we can measure ourselves, and see what we might do to develop our own leadership potential, and lead an organization to a new level of success.

What are some of the qualities, or traits, a leader might have? We hear a lot about vision. The word "vision" sometimes has an overly grand connotation, as if one were looking down from Mt. Olympus or the "Ivory Tower." But the kind of vision that business leaders require is much more down to earth - a vision that gives an overview of where the business is going.

Having a dream or vision means little unless you can translate that vision into excitement for the people you're leading. And that takes a certain amount of self-confidence, an unshakeable belief in yourself and your ideas that gets those around you enthused about working towards your vision.

Many business people have emphasized the importance of listening in developing leadership skills. Good managers listen to their employees and employers, but I think what leaders do that is crucial is *listening to the marketplace*, as well. In your own departments, companies, and areas within the radio and television industry, ask yourself how well you listen to your marketplace, how aware you are of trends that could affect your future and future opportunities for your company. It's difficult to seize opportunities if you don't know what they might be!

Another vital leadership quality is motivation. All the leadership traits in the world will get you nowhere unless you are motivated, and that motivation must come from within you. There's a theory of motivation that isn't the right kind of motivation - the KITA theory, a very scientific term that stands for "Kick in the ***." If you sit around and wait for someone to kick you in order to get you to do something, or as a manager, you surround yourself with people who have to be kicked, you don't have a very motivated organization. What you want to do is hire people who are already motivated from within.

And how can you become motivated from within? Get to know yourself, find out what it is you love to do. If you can do that - and you can if you try - and then build your career and your job around the things that you enjoy and make you feel good about yourself, you are well on your way to becoming a more productive person, a better manager and leader.

These are by no means the only qualities that turn managers into leaders, Harry Levinson, in his Harvard Business Review article, "Criteria for Choosing Chief Executives," lists 20 separate dimensions that can be used to measure leadership. More importantly, he points out that there's no such thing as a "perfect" leader. But the qualities I've mentioned - looking ahead for opportunities, using self-confidence to create enthusiasm, listening to your marketplace, and being motivated from within - are among the most important ones to have.

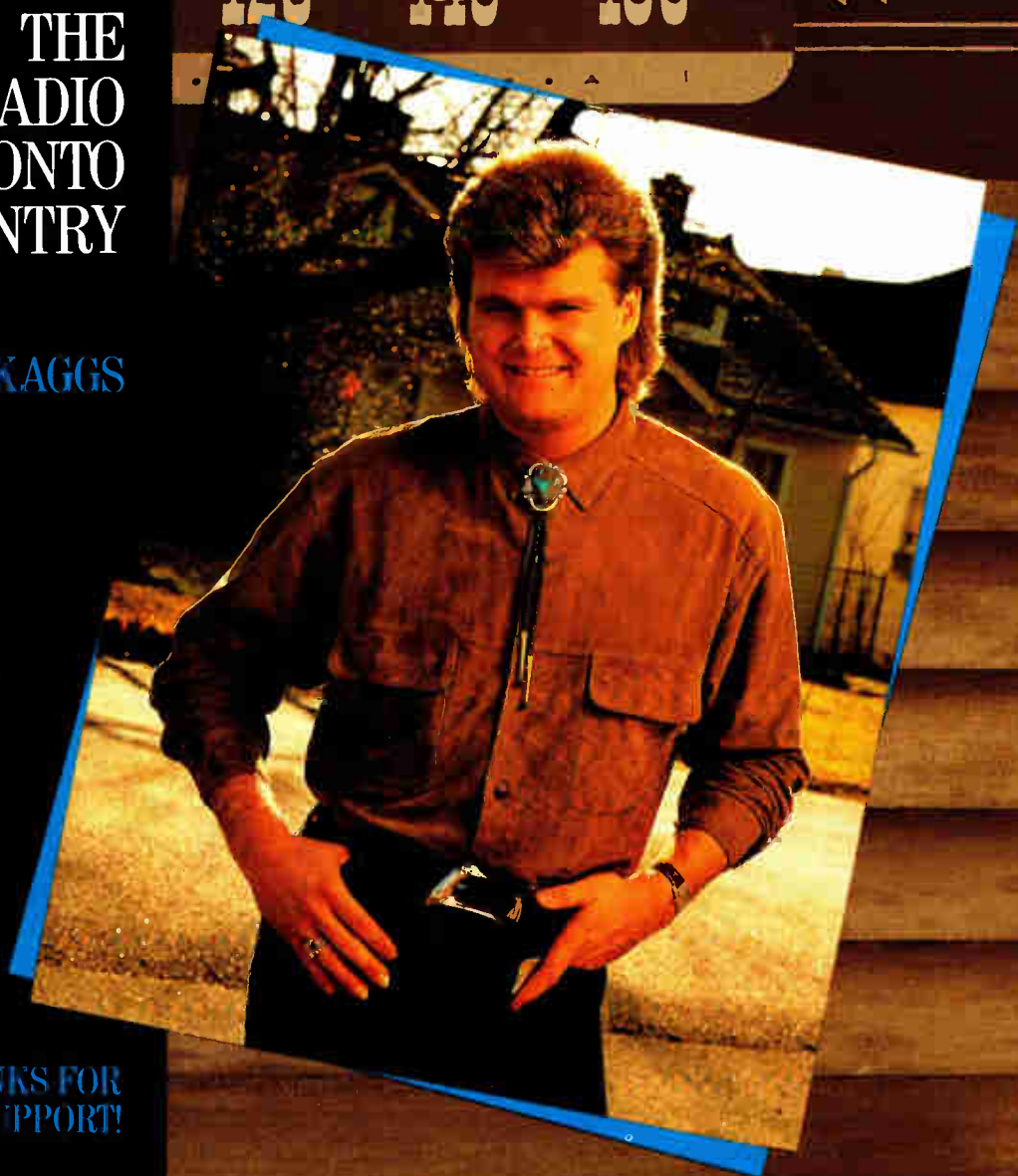
I'd like to urge all of you, leaders and potential leaders, to create something new within yourselves. Once you've established your management skills, assess your leadership qualities - qualities such as vision and motivation. Face the demands that leaders must face - be willing to make sacrifices, have patience and persistence despite setbacks, keep your cool in a crisis. Take a chance on people and on yourself, in both your career and your personal life. There are many people who will lead the broadcasting industry to the most wonderful and innovative achievements in the next century. There's no reason why you can't be among them.

Ralph Guild is Chairman of the Board of INTEREP, New York, New York.

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PREPARING FOR A NATIONAL SALES TRIP

by Mariann DeLuca



The purpose of a national sales trip to visit your rep's sales offices is twofold: to help your rep account executives better understand your market and station so they can do a better selling job and to establish a rapport with key agencies and clients to sell them on both your station and your market.

To help maximize the success of your trip, it is wise to plan your schedule far in advance. Have specific objectives in mind so that you'll be able to measure whether the trip was successful at its completion.

Prepare for your meetings before you leave home. Your impact on the reps salesforce and the buyers you encounter will be remembered until your next trip. These visits should not be public relation visits, and without preparation, this can be the case.

With the high cost of traveling today it is vital to determine your key rep offices and accounts. A schedule should be set up to determine the frequency of visits to each rep office. If one office represents 50% of your potential you should prepare to be with this office and the agencies on a regular basis. Your actual dollar potential also will determine the frequency of visits.

Let's look at two situations:

Major Market-Potential \$2,000,000 national business: This station should have a national sales manager who concentrates his or her efforts on developing national business through the rep. This national sales manager will likely have the following travel plan (depending on regional potential).

| Region | Yearly Trips |
|--------------------|--------------|
| New York | 4x |
| Chicago/Detroit/LA | 2x |
| Dallas/Atlanta | 1x |
| Others | As Needed |

Medium Market-Potential \$250,000 national business:

| Region | Yearly Trips |
|----------------------|--------------|
| Key potential Office | 1-2x |
| Others | As Needed |

Communication and updates can be achieved through telephone and memo updates.

After you have established the potential sources of business and a travel schedule, plan your trip carefully so that your

time is used effectively. Talk to your rep about your goals when you schedule your visit. And during your visit, review these goals to help orient your rep with your efforts and situation once again.

Game plan with rep what agencies you will visit. Don't leave it up to rep 100% . . . let your rep know what your key target accounts are and set up appointments. Also set up meetings with your rep's research department and unwired network department.

Schedule a sales meeting with your rep's salespeople to provide up-to-date and relevant information. Use 30-45 minutes to update your rep on the following station and market news:

- | | |
|--------------------------|-------------------------|
| A) <u>Station Review</u> | B) <u>Market Review</u> |
| Programming | a. Economic factors |
| Promotion/Advertising | b. Station competition |
| Personalities | c. Other media |
| Pricing/Avails | |
| Positioning | |
| Analysis of ratings | |

I have found a typed agenda or outline helps salespeople to follow a presentation better and to remember it. Additionally, the most effective presenters are the most organized. They know what they want to say and simply say it with emphasis on a few very key points. A succinct summary of the facts is vital in this form of communication.

If you are so inclined and if it is in character, publically recognize the good performance of some of the salespeople by discussing a specific effort or sale. Everyone loves a compliment.

During your visit you will probably have an opportunity to meet with the sales manager or another representative of management. The emphasis in this meeting should not be on particular accounts or day-to-day matters but rather on an overall review of the job the rep is doing for your station. If things are going well, this should be said; if there are any serious problems, they should be brought up now. The following three areas and questions should be covered:

- Review of Overall Rep Performance
How is the rep doing overall? How could their performance be improved? What are the strong and weak areas of performance?
- Performance Problems with Particular Offices
Are there performance problems with particular offices? What are the causes of these? What action is being taken to correct these problems?
- Communication on People Problems
Are there any kind of communication problems? Are there problems with particular people? Are there any conflicts or disagreements between station staff and rep people? If any of these problems exist, what has caused them and what can be done to correct them?

Wishing you a profitable journey!

Mariann DeLuca is Sr. Vice President and New York Regional Manager of Torbet Radio.

Capturing the emerging radio opportunity also means changing the way the advertising community thinks about our medium. Gross rating points and cost-per-point have been the prevalent buying criteria, not because they're the most accurate, but because they're easy to understand.

We need to counterbalance these simplistic measures by adding the factor of audience quality to sheer numbers in the agency's or advertiser's decision making process. Specifically, each of us needs to market the concepts of reach and frequency — as well as the specific demographic audiences delivered by each of our client stations. In short, we must encourage buyers — persuasively and articulately — to think in terms of a 'market CPQP' or 'cost-per-quality-point.'

As we approach the end of the '80s, radio is poised to be the winner. We'll capture the opportunity if we're constantly aware of the changes going on around us — and innovative and energetic in securing radio's position to meet advertiser needs more productively and efficiently than the advertiser or agency ever expected.

Ellen Hulleberg is President of McGavren Guild Radio, New York, New York.



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THE EMERGING OPPORTUNITY IN RADIO ADVERTISING

by Ellen Hulleberg



Someone once remarked that the measure of real creativity is the ability to turn necessity into virtue. Radio and national spot radio in particular, faces exactly that challenge today.

In almost all the traditional media, from network television to newspapers, ad revenue is flat or in decline.

The softness in mass-media advertising has hurt network television more seriously than any other major category. While all ad spending was up by 6.2 percent from 1984 to 1985, barely enough to cover inflation, network TV revenues actually dropped by 2.8 percent. The consequences have ranged from layoffs by the hundreds to price-cutting. The 1987 fall season saw virtually no rate increases at all.

I believe the explanation has to do with several basic changes in the nature of the network TV industry — changes that open an exiting range of new opportunities for radio.

The reasons are numerous and, for the most part, unconnected:

- Television's effectiveness as an advertising medium has undergone withering scrutiny in recent years. Advertisers have begun distinguishing between 'commercial audience' and 'program audience.' Numerous studies have documented the decline in recall and effectiveness of television commercials. The arrival of the 15-second spot, along with increased commercial load, only adds to the overall clutter and confusion.
- Meanwhile, concern has grown over zappers, those disciples of the VCR fast-forward button flippers, and over flippers, who change channels whenever a commercial comes on. In what approaches the ultimate Band-Aid solution, one industry executive, in a letter to *Advertising Age* (November 17) seriously proposed solving the problem of flipping by having stations and networks all schedule their commercials for the same moments!
- To add to television's woes, cable and independent stations have fragmented the audience that remains. Two vivid examples are the new fourth network, being inaugurated by Fox, and the rapid growth of home-shopping channels.

The cumulative impact of all those forces is evident in a single, dramatic statistic: network TV's share of prime-time audience slide from 90 percent in 1980 to 76 percent this year. In all, the network TV market is at its weakest since 1971, when cigarette advertising was banned.

Is this a fundamental change in the structure of the overall advertising industry? Or in broadcasting? Not necessarily. Don Clifford, co-author of *The Winning Performance: How America's High-Growth Midsize Companies Succeed* (Bantam, 1985) observes that many companies in traditional or mature industries are able to grow and prosper by finding new ways of doing business, new ways of marketing old products, as opposed to launching new products or moving into new areas.

We at McGavren Guild believe this state of affairs offers several important opportunities for us who work in national spot radio sales. The nature of the challenge is obvious: to find new and more effective ways of marketing this immensely powerful medium.

It's a challenge because the opportunities aren't just there for the taking. We have to take the initiative in some by persuading stations to behave differently; in others by convincing the advertising community of the productivity and efficiency of radio in general.

In many instances, radio should be the advertiser's primary tool. Radio is with consumers everywhere — home, office, stores, cars, even on hold on the telephone. Audiences don't flip or zap or leave the room when the radio commercial comes on.

As a national representative, we must be in the forefront. That means we've got to maintain quality sales and at the same time compete successfully in the new radio distribution environment.

Agencies are under tremendous pressure nowadays to cut costs; this appears to have been the main goal of the mergers (and one that hasn't been nearly as successful as the architects of the mergers hoped). Against this background, agencies consider radio difficult and time consuming to buy. It's therefore vitally important that we let agencies know that we're able to help them reduce their costs - in developing station packages, placing commercials, and, perhaps most importantly, in processing the voluminous paperwork (including verification, analysis, and even payment).

Whenever it makes the difference, we need to become the agency's and advertiser's single source for radio buys. The rep company that not only meets advertiser needs but also offers ease of purchase will emerge as the sure winner.

Not the least of our challenges lies in changing some of our own work habits. Typically, we thrust our most junior people in the role of customer development, with our seasoned (and highest-paid) people covering existing business. That's not the most productive pattern. And when did we as an industry last thank our heavy users? Regular thanks ought to be standard operating practice!

“Ain't Nothin' Better.”

GEORGE
Dickel
TENNESSEE SIPPIN' WHISKY

“When it comes to whisky, I've been known to leave one and take up with another. Not anymore. Not since I found this smooth sippin' whisky from Tullahoma, Tennessee. George Dickel.

Whatever it is they do down there turns out the sweetest sour mash this country boys ever tasted. And in my humble opinion, there ain't nothin' better.”

George Haggard

THE MISUNDERSTOOD COUNTRY LISTENER

by Jerry Cregan

A lot of country music lyrics deal with the subject of being misunderstood. But that theme applies as much to country music listeners as it does to the characters mentioned in country music songs.

Perhaps no type of radio listener is as misunderstood by advertisers and agency media buyers as much as the country music listener. Stereotyped as having less buying power and often forsaken by advertisers, country music listeners in reality are potentially among the most desirable audiences that can be reached over the air waves.

As a format, country music — including both traditional and contemporary — currently has a 10.5 share nationally. However, even more significantly, country maintains the highest market average of exclusive listeners of any radio format. About 18.8 percent of all radio listeners listen to country music stations and nothing else.

That's a staggering statistic when you think about it. It means that, on average, nearly one out of every five radio listeners in a market can be reached only through country music stations. And that's certainly too many people for advertisers to ignore.

In addition, advertisers can use country music stations to reach today's most sought after target audience, the so-called "baby boomers", whose reputation as consumers has become almost legendary. Nearly 34 percent of FM country listeners are 18 to 34. And, in light of Country listeners' affinity for listening to country music exclusively, these young listeners could provide advertisers with a base on which, over a period of years, they can establish a brand franchise.

In general, country stations are faring extremely well, especially in the Midwest, Southwest and their "home turf", the South.

In fact, country music is faring far better than most people think. Even in regions where country music has historically been considered weak, such as the Northeast, country music is on the upsurge, particularly in markets like Rochester, Albany, and New York. And in the South, where country enjoys its greatest popularity, the format is virtually mandatory listening. In Atlanta, for example, country stations had a 15.9 share in the Spring '87 Arbitron book.

Country has a desirable audience and is pulling good ratings in most regions and markets. The challenge is to make revenues better reflect the health of the format.

Country's dominance is enjoyed primarily outside the top ten markets. However, the top ten markets are the places from which most media are bought. As a result, there is a commonly held perception among buyers, who aren't as familiar with country as people from other regions, that country stations aren't effective for advertising higher-priced products.

The solution is to educate media buyers, present them with the research and let the facts speak for themselves — country stations offer advertisers a good place to sell selected higher-priced goods.

Female country listeners between 35 and 54 have more professional and managerial positions than is average for the nation as a whole. And more female country listeners in the South make over \$30,000 a year than do women as a whole throughout the United States. Consequently, female country listeners could be a prime target for high-end women's products.

Female country listeners are also far more likely to have children than most other women, making them a good group to target for baby's and children's products as well as packaged foods. In addition, they have higher than average radio drive times, assuring advertisers that they'll be listening to their commercials.

Moreover, country-listening men between the ages of 35 and 54 are above average in income. And while they are also above average in terms of radio listening, they watch less television. Consequently, if an advertiser wants to reach them via a broadcast medium, radio is by far the most effective way of doing it.

Men who listen to country also do a great deal of driving so they make excellent targets for manufacturers of automotive products, as many of those advertisers have already discovered. The country listener's relationship with automotive is enhanced further by the symbiotic association country music has always had with automobiles. Traveling is a recurring theme in country and if there were ever a format well suited for listening in the car, this is it. And what better place is there to have your automotive commercial heard than in a car?

Clearly, country remains a viable format, not only offering listeners some of the greatest music written, but also offering advertisers selective access to some of the nation's ripest markets. The task for stations and reps is to show media buyers and advertisers how country fits into their media mix.

If country stations do their homework, it's only a matter of time before the myths about country listeners will fall by the wayside. Then stations will be "On The Road Again" to reaping even greater financial rewards.

Jerry Cregan is President of Republic Radio.

“Send Me To Wembley!”

This key phrase can win your listeners a trip to the Wembley Country Music Festival in London, March 31- April 7, 1988!

Imagine the excitement as your station gives away an all-inclusive trip for two to London, England, to see country music's best—Willie Nelson, Crystal Gayle, Chris Hillman and the Desert Rose Band and more!

Whether your promotion is designed for P.O.P. or call-in, you can send one lucky winner and guest to London including:

- Round-trip airfare
- First Class Accomodations
- Two tickets to the Festival
- Tour escort, sightseeing, planned activities, and much more.

SEPI adds the sizzle of success to your promotions as it has for Live Aid, Amnesty International, The Superbowl, Michael Jackson's World Tour, Genesis and more. Every day, sponsors such as A&M Records, Pepsi-Cola, Chevrolet and Miller Beer come to SEPI to add excitement to their promotions and impact to their corporate image.

Call SEPI today for details about Wembley!

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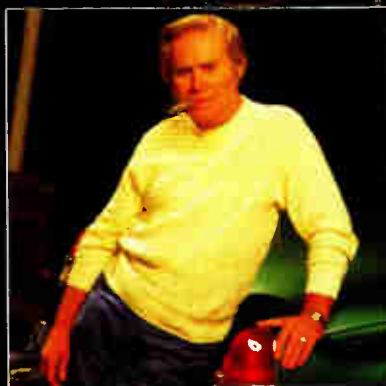
GO AHEAD... MAKE O

In 1988, more than ever, CBS Records Nashville is committed to giving radio the best music ever.

And radio is giving us our best year ever!



Ricky Van Shelton, "Life Turned Her That Way". His next "Somebody Lied"...and that went all the way!



George Jones, "The Bird". The legend continues. Flying high on the charts.



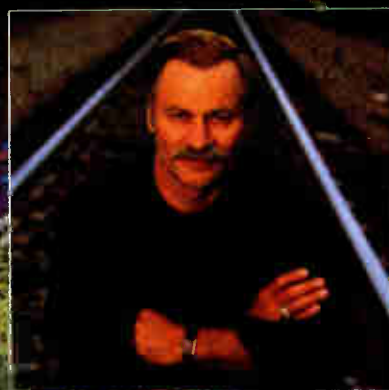
Shenandoah, "Stop The Rain". A hit that's easy to forecast.



Ricky Skaggs, "(Angel On My Mind) That's Why I'm Walkin'". An American original back to basics!



The Shooters, "I Taught Her Everything She Knows About Love". Their surest shot to date.



Vern Gosdin, "Do You Believe Me Now". His Columbia debut, and his biggest hit ever.



Libby Hurley, "You Just Watch Me". The title says it all for this upcoming star.

OUR YEAR!



Darden Smith, "Little Maggie". Hot new Austin talent, produced by Ray Benson.



Tammy Wynette, "Talkin' To Myself Again". And singin' with The O'Kanes!



Rodney Crowell, "It's Such A Small World". Joined by Rosanne Cash! Like you have never before heard him.



The O'Kanes, "One True Love". The perfect way to kick off their second album.



Exile, "Feel Like Foolin' Around". Following up their newest #1.



Sweethearts Of The Rodeo. Everything from their debut was a hit. Now it begins again!



Rosanne Cash, "If You Ever Change Your Mind". Another #1 contender from "Kings Record Shop".

COUNTRY RADIO,
YOU'VE ALREADY STARTED
SOMETHING! THANKS
FROM CBS RECORDS
NASHVILLE.

CBS RECORDS NASHVILLE

COUNTRY RADIO SEMINAR

WEDNESDAY, FEBRUARY 10, 1988

- 3:00 - 7:00 p.m. EXHIBIT HALL OPEN
Jefferson Rm.
- 3:00 - 7:00 p.m. REGISTRATION OPEN
Jefferson Rm.
- 5:00 - 7:00 p.m. NEWCOMER'S WELCOME
Jefferson Rm.
(Exhibit Hall)

THURSDAY, FEBRUARY 11, 1988

- 8:30 - 8:45 a.m. PRESIDENT'S WELCOME REMARKS
Chattanooga Rm. Mike Oatman
GREAT EMPIRE BROADCASTING,
Wichita, KS
- 8:45 - 8:50 a.m. AGENDA CHAIRPERSON
Chattanooga Rm. WELCOME REMARKS
Erica Farber
INTEREP, New York, NY
- 8:50 - 9:00 a.m. OPENING ADDRESS
Chattanooga Rm. David Parnigoni
NAB, Washington, DC
- 9:00 - 9:30 a.m. OPENING CEREMONY
Chattanooga Rm. Country: America's Music
- 9:30 - 11:00 a.m. "CONSULTANTS"
Chattanooga Rm. Moderator:
Michael O'Malley
WYNY, New York, NY
Panelists:
Lee Bayley
LEE BAYLEY BROADCAST
CONSULTANT, Irving, TX
Charlie Cook
McVAY MEDIA, Brentwood, TN
Alan Furst
SHANE MEDIA SERVICES, Houston, TX
Moon Mullins
WSM & Programming Consultant
Nashville, TN
Joel Raab
JOEL RAAB PROGRAMMING
CONSULTANT, New York, NY
Ted Stecker
STECKER-THOMPSON ASSOCIATES
San Antonio, TX
- 11:00 a.m. - EXHIBIT HALL OPEN
5:00 p.m.
- 11:00 a.m. - EXHIBIT HALL LUNCH
2:30 p.m.
Jefferson Rm.

2:30 - 4:00 p.m. ★★CONCURRENT SESSIONS★★

- 2:30 - 4:00 p.m. SESSION "A"
Chattanooga Rm. (MIPS Session)
"RADIO WARS - THE BATTLE FOR
EXCLUSIVE CONCERT RIGHTS"
Moderator:
Lon Helton
RADIO & RECORDS, Nashville, TN
Panelists:
Mike Chapman
WUBE, Cincinnati, OH
Jeff Davis
SPECIAL MOMENTS PROMOTIONS,
Nashville, TN
Greg Fowler
ALABAMA, Fort Payne, AL
Kevin O'Neal
WBIG, Greensboro, NC
Jack Weston
RCA RECORDS, Nashville, TN

- 2:30 - 4:00 p.m. Session "B"
Memphis Rm. "SALES - FORGET THE THEORY
HERE'S THE REALITY"
Moderator:
Dave Klemm
KLEMM MEDIA, INC., Warren, CT
Panelists:
Paul Anovick
WYAY, Atlanta, GA
Gaylon Christie
KOOV, Copperas Cove, TX
Dave Fuellhart
WPOC, Baltimore, MD
Liz Vander Woude
WCUZ, Grand Rapids, MI
Nancy Vaeth
WFMS, Indianapolis, IN

- 2:30 - 4:00 p.m. Session "C"
MCRN Studio "PRODUCTION TRAX Part I"
Hotel Rm. 3100 (Limited Space - Sign Up Early)
Presentation by:
Dan Taylor
WNBC, New York, NY
Introduction by:
Lori Pinkerton
MJI BROADCASTING, New York, NY

- 4:00 - 7:00 p.m. ARTIST RADIO TAPING SESSION
Taylor & (Limited Admission -
Browning Rm. Must Have Tape Recorder)

- 7:30 - 10:30 p.m. ARTIST-ATTENDEE
Washington- WELCOME RECEPTION
Adams Rm.

- 10:30 p.m. EXHIBITOR SUITES OPEN
1:00 a.m. (Badges Required)



**33 NO. 1 RECORDS
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WITHOUT YOU!**

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TWO HOURS WEEKLY IN STEREO / AUTOMATION COMPATIBLE / YEAR-END SPECIALS
MONTHLY GOSPEL TOP 20 COUNTDOWN / LISTENER INVOLVEMENT / DJ-ON-THE-LINE
TOTAL LOCAL SPONSORSHIP / SALES AIDS / WEEKLY FEATURED ARTIST SEGMENTS
SPECIAL ARTIST SPOTLIGHT SEGMENTS / BEHIND-THE-SCENES IN GOSPEL MUSIC

The Gospel Greats
With Paul Heil

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P. O. BOX 1372, LANCASTER, PA 17603 (717) 299-5899

FRIDAY, FEBRUARY 12, 1988

7:30 - 8:15 a.m. **CONTINENTAL BREAKFAST**
Chattanooga Rm.

8:15 - 8:45 a.m. **OPENING PRESENTATION**
Chattanooga Rm.
Presentation by:
Bill Stakelin
RAB, New York, NY
Introduction by:
Mike Oatman
GREAT EMPIRE BROADCASTING,
Wichita, KS

8:45 - 9:00 a.m. **ANNOUNCEMENTS**
Mike Oatman & Erica Farber

9:00 - 9:30 a.m. **OPENING SPEAKER**
Presentation by:
Kenny Rogers
RCA RECORDS, Nashville, TN
Introduction by:
Mike Oatman
GREAT EMPIRE BROADCASTING,
Wichita, KS

9:30 - 12:00 Noon **★★CONCURRENT SESSIONS★★**

9:30 - 11:00 a.m. **Session "A"**
Chattanooga Rm. **"RADIO MEETS THE PRESS ...or...
QUESTIONS YOU ALWAYS WANTED
TO ASK PROGRAMMERS BUT WERE
AFRAID TO ASK"**
Moderator:
Charlie Douglas
MUSIC COUNTRY RADIO NETWORK,
Nashville, TN
Press:
John Lomax
Freelance Writer, Nashville, TN
Bob Oermann
NASHVILLE TENNESSEAN,
Nashville, TN
David Ross
MUSIC ROW, Nashville, TN
Panelists:
Mike Brady
KSON, San Diego, CA
Jay Christian
WGAR, Cleveland, OH
Jack Daniels
KLIK, Jefferson City, MO
Ryan Dobry
WTCM, Travers City, MI
Terry Matthews
WKKW, Clarksburg, WA
Bob Mitchell
KCKC, San Bernardino, CA
Gina Preston
WXTU, Philadelphia, PA
Mike Wilson
KVOO, Tulsa, OK

9:30 - 12:00 Noon **Session "B"**
Memphis Rm. **"HEALTHY, WEALTHY and WISE:
Two Out of Three Ain't Bad"**
Presentation by:
Layne Longfellow
LECTURE THÉATRE, INC., Prescott, AZ
Introduction by:
Michael O'Malley
WYNY, New York, NY

9:30 - 11:00 a.m. **Session(s) "C"**
Nashville Lobby **"ROUNDTABLE WORKSHOPS"**
Participants:
AM STEREO:
Steve Kravitz
MOTOROLA, INC. Schaumburg, IL
LEGAL:
Jason Shrinky
KAYE, SCHOLER, FIERMAN, HAYS
& HANDLER, Washington, DC
Barry Skidelsky
ATTORNEY/CONSULTANT,
New York, NY
MUSIC RESEARCH:
Mike Shepard
KSON, San Diego, CA
STATION ACQUISITIONS:
C.J. Jones
JONES EASTERN RADIO,
Charleston, SC
Gary Stevens
WERTHEIM & CO., New York, NY
SATELLITE SERVICES:
Paul Anderson
KZBQ, Pocatello, ID
Greg Edwards
KUBB, Merced, CA
SYNDICATION:
Dave Edwards
KYEZ, Salina, KS
Tom Miller
WWVA, Wheeling, WV
SALES:
Dave Klemm
KLEMM MEDIA, INC.
Tom O'Brien
HNWH, Chicago, IL
PROGRAMMING:
Lee Bayley
LEE BAYLEY BROADCAST CONSULTANT,
Irving, TX
Charlie Cook
McVAY MEDIA, Brentwood, TN
Joel Raab
JOEL RAAB PROGRAMMING
CONSULTANT, New York, NY
Ed Shane
SHANE MEDIA SERVICES,
Houston, TX



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11:00 - 12:00 Noon
Chattanooga Rm. **Session "D"**
"ARBITRON vs. BIRCH: A Users Guide"

Moderator:
Jay Albright
LET'S TALK, Seattle, WA
Panelists:
Jay Billie
JAY BILLIE ASSOCIATES,
Silver Springs, MD
Todd Doren
DIARY EXPERTS, Haddon Heights, NJ
Dan Halyburton
KPLX, Dallas, TX
Drew Horowitz
WUSN, Chicago, IL
Bill Livek
BIRCH-SCARBOROUGH RESEARCH,
Englewood Cliffs, NJ

11:30 a.m. -
7:00 p.m.
Jefferson Rm. **EXHIBIT HALL OPEN**

12:00 Noon -
2:00 p.m.
Washington-
Adams Rm. **LUNCHEON SHOW**
Sponsored by ASCAP
Hosted by **Connie Bradley**
Featuring **Randy Van Warmer, Dave
Loggins & Rodney Crowell**

2:00 - 5:00 p.m. **CONCURRENT SESSIONS RESUME**

2:00 - 3:30 p.m.
Chattanooga Rm. **Session "A"**
(MIPS Session)

"RETAIL PROMOTIONS WITH RADIO
THAT WORK"

Moderator:
Ron Huntsman
SOUND SEVENTY CORP., Nashville, TN

Panelists:
Bobby Denton
WIVK RADIO, Knoxville, TN
Dave Easterbrook
K-MART, Rome, GA
K.T. Oslin
RCA RECORDS, Nashville, TN
Ron Phillips
RECORD BAR, Durham, NC
Steve Salsberg
HANDLEMAN COMPANY, Troy, MI
Walt Wilson
MCA RECORDS, Universal City, CA

2:00 - 5:00 p.m.
Memphis Rm. **Session "B"**
"MANAGEMENT: How to Avoid
Boxed-In Thinking in Business and
Market Planning"
Presentation by:
Hank Mandel
CONSULTATION SERVICES, Bethany, CT
Introduction by:
John Fletcher
KJNE, Waco, TX

2:00 - 3:30 p.m.
MCRN Studio
Hotel Rm. 3100 **Session "C"**
"PRODUCTION TRAX Part II"
(Limited Space - Sign Up Early)
Presentation by:
Kris O'Kelly
WOWW, Pensacola, FL
Introduction by:
Lori Pinkerton
MJI BROADCASTING, New York, NY

3:30 - 5:00 p.m.
Chattanooga Rm. **Session "D"**
"PROMOTION WINNERS"
Sponsored by: **WRANGLER JEANS**
Panelists:
Panel will feature the winners from large,
medium and small markets.
Moderator:
Lori Pinkerton
MJI BROADCASTING, New York, NY

3:30 - 5:00 p.m.
Nashville Lobby **Session "E"**
"AIRCHECK DOCTOR: Objective
Opinions on your station's sound"
Panelists:
Les Acree
WTQR, Winston Salem, NC
Fred Anderson
WQXX, Youngstown, OH
Lee Bayley
LEE BAYLEY & ASSOCIATES, Irving, TX
Don Crowley
WDAF, Kansas City, MO
Donna Halper
HALPER & ASSOCIATES, Boston, MA
Mike Hammond
WIVK, Knoxville, TN
Bobby Kraig
KPLX, Dallas, TX
Steve LaBeau
KLAC, Los Angeles, CA
Joe Patrick
RADIO ARTS, Los Angeles, CA
Jay Trackman
CREEYADIO SERVICES, Fresno, CA
Steve Warren
THE PROGRAMMING CO-OP,
Fayetteville, AR

5:00 - 7:00 p.m.
Jefferson Rm.
(Exhibit Hall) **WINE & CHEESE PARTY**
Sponsored by: "NASHVILLE, LIVE"
Presented by: **EMERALD SOUND &
IDB COMMUNICATIONS GROUP, INC.**

7:00 - 8:30 p.m.
Roy Acuff
Theatre **SUPER FACES SHOW**
Sponsored by:
THE ACADEMY of COUNTRY MUSIC
featuring Entertainer of the Year
HANK WILLIAMS, JR.
(Buses depart from the Presidential Portico)

9:00 p.m. -
1:00 a.m. **EXHIBITOR SUITES OPEN**
(Badges Required)



RADIO SALARIES

Not including station managers and sales positions at radio stations, the highest "average" salary is collected by those holding the title of operations director with annual earnings \$25,970. They are followed by program directors, \$25,162, chief engineers, \$23,792 and air personalities, \$17,445.

That's according to the just-published "1987 Radio Employee Compensation and Fringe Benefits Report," conducted by the National Association of Broadcasters in conjunction with the Broadcast Financial Management Association. The new report, which represents a survey of 2,075 radio stations as of April 1, 1987, across all market sizes, contains 34 tables based on revenue categories, station type and market population. Each table contains the average and median base salary for 12 department heads.

For upper management, the average salary for general/station manager is \$45,511 with average annual bonuses totaling \$6,033. In the sales area, account executives averaged \$24,043 in salary, bonuses and commissions over the survey period while the general sales managers' compensation package during that time averaged \$44,097. The NAB/BFM report costs \$40 for members of either organization; \$80 for nonmembers.

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RESULTS:

One thing makes HNWH stand out above the competition, and that's results. We go beyond the words and promises to deliver results, day after day, year after year. If you want results, start talking to HNWH—today.

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Call me a consultant, if you want. I prefer to think of myself as a partner in your business with a large stake in your success. Join a limited number of clients who deserve to be super-served. Let's work together to plan, research, program and market your station most effectively. My specialty is communication — training and motivating your staff to perform at their highest potential to achieve your goals.

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Devices to Enhance Communication

Jay Albright, Broadcast Consultant

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SATURDAY, FEBRUARY 13, 1988

7:30 - 8:30 a.m. CONTINENTAL BREAKFAST
Chattanooga Rm. Sponsored by: **ARBITRON**

8:30 - 8:45 a.m. "COUNTRY RADIO TODAY"
Chattanooga Rm. Presentation by:
Rhody Bosley
 ARBITRON, New York, NY
 Introduction by:
Mike Oatman
 GREAT EMPIRE BROADCASTING,
 Wichita, KS

8:45 - 9:00 a.m. ANNOUNCEMENTS
Chattanooga Rm.

9:00 - 12:00 Noon ★★CONCURRENT SESSIONS★★

9:00 - 12:00 Noon Session "A"
Chattanooga Rm. "THE COUNTRY MUSIC INDUSTRY -
LEARNING WHAT WE ARE"
 Presentation by:
Dr. Geoffrey Hull
 RECORDING INDUSTRY
 MANAGEMENT PROGRAM-MTSU,
 Murfreesboro, TN
 Introduction by:
Lon Helton
 RADIO & RECORDS, Nashville, TN
 Panelists:
Mac Allen
 SESAC, Nashville, TN
Alan Bernard
 MTM RECORDS, Nashville, TN
Rick Blackburn
 CBS RECORDS, Nashville, TN
Jimmy Bowen
 MCA RECORDS, Nashville, TN
Bill Bradley
 KUPL, Portland, OR
Tony Brown
 MCA RECORDS, Nashville, TN
David Conrad
 ALMO IRVING, Nashville, TN
Johnny Dark
 WCAO, Baltimore, MD
Steve Earle
 MCA RECORDS, Nashville, TN
Barbara Evans
 WILQ, Williamsport, PA
Jim Foglesong
 CAPITOL RECORDS, Nashville, TN
Joe Galante
 RCA RECORDS, Nashville, TN
Larry Hamby
 CBS RECORDS, Nashville, TN
Bob Kirsch
 WELK MUSIC, Nashville, TN
Jack Lameier
 CBS RECORDS, Nashville, TN
Merlin Littlefield
 ASCAP, Nashville, TN

Bob Montgomery
 TREE INTERNATIONAL, Nashville, TN
Roger Murrah
 TOM COLLINS MUSIC, Nashville, TN
Paul Overstreet
 WRITER'S GROUP, Nashville, TN
Ray Pennington
 STEP ONE RECORDS, Nashville, TN
Steve Popovich
 MERCURY RECORDS, Nashville, TN
Martha Sharpe
 WARNER BROS. RECORDS, Nashville, TN
Roger Sovine
 BMI, Nashville, TN
John Speer
 KFDI, Wichita, KS

9:00 - 10:30 a.m. Session "B"
Memphis Rm. "AIMING YOUR RADIO STATION AT
TWO TARGETS - The Advertiser and
The Listener"
 Moderators:
John Fletcher
 KJNE, Waco, TX
Phil Lamka
 WWWW, Detroit, MI
 Panelists:
Bobby Kraig
 KPLX, Dallas, TX
Steve Marx
 NewCity ASSOCIATES, INC.,
 Worcester, MA
Roxann Miller
 THE RESEARCH GROUP, Seattle, WA
Larry Spiegel
 TRACY-LOCKE ADVERTISING,
 Dallas, TX

9:00 - 10:30 a.m. Session "C"
Sylvan Rm. "SALES FOR THE PROGRAMMER"
 Moderator:
Jay Albright
 LET'S TALK, Seattle, WA
 Panelists:
Bill Figenshu
 VIACOM, New York, NY
Valerie Hubbard
 KFMR, Stockton, CA
Don Schwartz
 WONE, Dayton, OH

10:30 - 12:00 Noon Session "D"
Memphis Rm. "AIR PERSONALITIES: Red, White . . .
and Blue"
 Moderators:
Mike Chapman
 WUBE, Cincinnati, OH
Mark Tudor
 Weymouth, MA



COPING WITH CRITICISM

Since nobody's perfect, we all come in for our fair share of criticism. The inability to handle such criticism can — and most likely will — limit your potential for career advancement.

However, even the most thin-skinned among us can improve our ability to weather even the most vicious blows to our egos. Here, courtesy of Murrieta, CA-based consultant Robert Carl, are some tips on how to effectively deal with criticism:

- *Be honest with yourself.* Realize that you have faults. If you maintain a certain degree of humility, even the most barbed criticism won't cut so deeply.
- *Put yourself in the place of the person criticizing you.* If you held that person's job, what would have been your reaction to whatever prompted the criticism?
- *If you're convinced the criticism is unfounded, discuss that with the person offering it.* Get these feelings out in the open before they cause you to harbor resentment that's bound to surface elsewhere.
- *Don't apologize unnecessarily.* Save it for when circumstances warrant an apology.
- *Don't whine during or after the criticism.* No one wants to work with a whiner.
- *When being criticized, stop talking as soon as you feel your stress level rising.* Give yourself time to think about what you want to say before you say it.
- *Turn criticism into helpful advice.* Ask your critic how you might have done the job better.
- *Focus your efforts on following your superior's critical suggestions.* The result wins raises and promotions.

Reprinted by permission of Radio & Records July 31, 1987.



“Thanks for making Our First Year a Great One.”



*Sweethearts
Of the Rodeo*

COUNTRY GOLD OLDIES 1950-1987

Stereo with 25 Hz cue tones

60 Reels — 1,800 Country Hits

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OF TITLES



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TAPING SESSION**

**THE
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NETWORK**

**ARTIST-ATTENDEE
WELCOME RECEPTION**

**THE
OPRYLAND
HOTEL**

**CRS
NOTEBOOKS**

**THE
McGAVREN
GUILD**

**EXHIBIT HALL
WINE & CHEESE
RECEPTION**

“NASHVILLE LIVE”
Presented by
Emerald Sound Studios
& IDB Communications
Group, Inc.

**SUPER FACES SHOW
STARRING
HANK WILLIAMS, JR.**

**ACADEMY OF
COUNTRY MUSIC**

**NEW FACES SHOW
MEMORIAL WEEKEND
BROADCAST**

**MUTUAL
BROADCASTING
SYSTEM / WWI**

**FRIDAY
LUNCHEON SHOW**

ASCAP

**SATURDAY
CONTINENTAL BREAKFAST**

ARBITRON

**SATURDAY
LUNCHEON SHOW**

BMI

**AIRCHECK
CASSETTES**

**MJI BROADCASTING'S
COUNTRY TODAY**

**PROMOTION
AWARDS**

**WRANGLER
JEANS**

PORTFOLIOS

**THE
OAK RIDGE BOYS**

PANEL PARTICIPANTS



JAY ALBRIGHT
Let's Talk
Seattle, WA



PAUL ANDERSON
KZBQ
Pocatello, ID



PAUL ANOVICK
WYAY
Atlanta, GA



LEE BAYLEY
Lee Bayley
Broadcast Consultants
Irving, TX



MADELINE BOYER
WYNY
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San Diego, CA



JAY CHRISTIAN
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Cleveland, OH



GAYLON CHRISTIE
KOOV
Copperas Cove, TX



RYAN DOBRY
WTCM
Traverse City, MI



BOB DUCHESNE
WQCB
Brewer, ME



GREG EDWARDS
KUBB
Merced, CA



BILL FIGENSHU
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New York, NY



ALAN FURST
Shane Media Services
Houston, TX



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KFMR
Stockton, CA



DAVE KLEMM
Klemm Media, Inc.
Warren, CT



BOBBY KRAIG
KPLX
Dallas, TX



PHIL LAMKA
WWWW
Detroit, MI



JOHN LOMAX
Freelance Writer
Nashville, TN



ROXANN MILLER
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Seattle, WA



TOM MILLER
WWVA
Wheeling, WV



BOB MITCHELL
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New York, NY



DAVID ROSS
Music Row
Nashville, TN



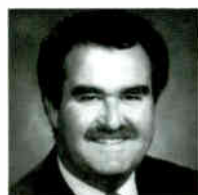
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WONE
Dayton, OH



ED SHANE
Shane Media Services
Houston, TX



LARRY SPIGEL
Tracy-Locke Advertising
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BILL STAKELIN
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INTEREP RESEARCH DESIGNS A NEW REPORT CARD FOR ARBITRON

by Elaine M. Pappas

Report Cards are something we all learn to live with starting at about five years of age. The practice in one form or another continues throughout our adult lives . . . assessment of job performance, which hopefully leads to additional compensation and new responsibilities. Every company in the world has a system to measure their overall performance against the competition and of course, its profit picture. Even the President of the United States goes through an evaluating process through public opinion polls and press coverage.

In the Radio Business, the Report Card we all have learned to deal with throughout the years is the Arbitron Local Market Report. Some of the anxiety has been diminished by the introduction of Arbitrends, but the arrival of the survey itself continues to be a major event! Based on Arbitron's findings, formats are changed, promotion is executed, rate structures fluctuate to accommodate cost-per-points and last but not least, job performance levels are evaluated.

All of this is well and good, because we must have a "yardstick" to sell our stations with and to evaluate how well the competition is really doing. Stations set a target demo and program to reach that target . . . did they reach their goal? We need the Report Card to find out and to do business!

Arbitron has been hard at work to increase response rates and to improve the male 18-24 In-Tab in particular. The New Daypart Diary introduced in the Summer 1986 Survey was all a part of Arbitron's overall plan to bring about improvement. As we all know, the results were surprising to the industry and to Arbitron as well. Throughout all of these changes there have been various reporting of response rates and persons using radio. In some markets response rates and In-Tab for Men 18-24 are performing at anticipated levels . . . in other markets nothing appears to be working! The point is . . . there are differences by market. Overall statements or articles don't answer all of the questions!

Interp Research has designed a market review or, if you will, a Report Card on Arbitron's performance levels in all areas on a market by market basis. Interp Research feels a more comprehensive and in-depth analysis is long overdue. The market review will show General Managers, Programmers and Sales exactly what happened in their market and give them a base to evaluate their own performance against Arbitron's.

Interp's market review will cover . . . Response Rates, Population Changes, Unweighted In-Tab by Major Age/Sex Cells, Persons Reached by Radio or Cume Ratings by Age/Sex Cells, Persons Using Radio Ratings by Age/Sex Cells - Total Week, Persons 12+ Using Radio Hour By Hour - 20 Hours Monday - Friday.



All data will be based on a One Year Trend or 5 surveys, i.e. Fall 1986-Fall 1987, however, Interp client stations will receive data only for the surveys to which they subscribe!

Interp Research believes we should all be better educated on the intricacies of Arbitron's performance and the overall happenings in the local market which may affect the results from survey to survey. We know all Interp salespersons will be better informed on a market by market basis and able to relate in a more positive way to the needs of our clients and advertisers. We hope Interp Stations will benefit from and enjoy this turnaround . . . A Report Card for Arbitron! (Get that smile off your face, Birch Radio . . . you may be next!)

Elaine M. Pappas is Vice President and Director of Research for HNWH an Interp Company, New York, New York.



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EXHIBIT HALL



The Country Radio Seminar's Exhibit Hall offers a unique opportunity for registrants who may be considering some types of improvements for their stations, according to Mac Allen, Chairman of the Exhibit Hall.

Located in the Jefferson Room on the main floor between the meeting rooms and the lunch and special events area, the hall features representatives from numerous businesses that supply goods and services to the country radio industry, from syndicated programming to state-of-the-art computer systems.

"Many broadcasters have been studying literature and are considering new and improved systems for their stations, but are still unsure of exactly what they want," Allen said. "The Exhibit Hall provides a chance to actually see several options, and get much more information. This is a physical idea bank."

The Seminar's Exhibit Hall has continued to grow each year, with many of the initial companies who exhibited at the Seminar returning and new companies joining.

The Exhibit Hall gives you a chance to do some "comparison" shopping. And because there is more information available, the chances are, you'll make a better decision.

Established four years ago as an area where manufacturers of radio-oriented products and services can display their wares, the Exhibit Hall is being managed by Trade Associates, Inc., a Maryland-based company with more than 30 years experience in successful exposition management.

On display are hardware products such as consoles, tape players and a variety of the latest computer systems or syndicated programming services.

It's more information than you could ever get from just having product brochures on hand. It's the goal of the Country Radio Seminar to make available to you some of the outside programming tools that you may not normally find. And it's definitely a beneficial situation for broadcasters.

The Country Radio Seminar is the only such event many of you will be attending during the year. Therefore, the Exhibit Hall may be your only opportunity this year to see the latest developments in products and programming services in country radio.

Exhibitors will go out of their way to explain their products to you, since they realize many of you are very involved in the decision making process at your station.

However, the Exhibit Hall features something unique for "comparison" shoppers. The bottom line is, the Country Radio Seminar's Exhibit Hall is a place for you to come and see these developments in radio products and programming without undue pressure.

Hours for the Exhibit Hall have been extended this year to give registrants plenty of time to see everything on display.

The exhibitor suites as well as the Exhibit Hall are intended for the suppliers of products and services for the broadcasters, and are not for record companies or music industry functions.

MANAGING BY OBJECTIVES

One topic of interest to many people, particularly at this time of year, is the presentation or updating of a Management By Objectives (MBO) program for the sales staff. As those who heard her speak at the recent NAB convention already known, one extremely successful MBO program is headed by Susan Hoffman, GSM at KPWR/Los Angeles. Here, she reviews some of the basic points of her program:

Beck: How do you use your MBO program?

Hoffman: At Power 106, our MBO system functions as the prime sales motivator and developer. For us, the MBO program is a tool that we tailor to each salesperson for his specific growth objectives. Each MBO is totally different and, to be successful, should take the emphasis away from billing and put the focus on those elements that generate more revenue.

Beck: What specific areas do you include in an average salesperson's MBO?

Hoffman: Elements common to all MBOs would include pieces of direct mail to be sent out, sales classes or training programs to be attended, the percentage of total billing that's made up of new business, the average unit rate, and things of that nature.

These elements, if done consistently, will increase the amount of new business that we generate, and provide both myself and the salesperson with a barometer that we can review, rather than limiting our discussions strictly to matters of budget.

Beck: So your particular MBO program is used for appraisal as well as motivation?

Hoffman: I believe it's a mistake for managers to think that they can motivate. Instead, managers should provide leadership, preferably by example, and an environment that allows people to motivate themselves.

My feeling is that a manager's job is to show salespeople the components that are necessary and important for each person's ultimate success. *Then* you should turn the responsibilities and accountability over to the individual salespersons, and use your MBO program to monitor the progress.

Beck: Has the impact on your salespeople been positive?

Hoffman: Absolutely! For one thing, when there's a problem with a specific salesperson, it doesn't come as a surprise.

To me, one of the most important elements of our MBO program is that it provides a bridge to create change without so much resistance. Also, it allows our salespeople to create their own destinies, rather than having to live up to a set of imposed quotas.

I believe that the MBO program significantly helps reduce turnover as well.

Beck: How often do you review the objectives?

Hoffman: No less than once each quarter and more frequently when necessary.

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Chris Richey

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EXHIBIT HALL DIRECTORY

We are pleased to announce a larger, more conveniently located *Exhibit Hall* than ever before at the *1988 Country Radio Seminar*. More equipment manufacturers, program syndicators and other broadcast suppliers invite you to visit the booths. Additional special features in this year's *Exhibit Hall* include Thursday's Lunch and Artist Autograph & Photograph Session as well as a special Wine and Cheese Reception sponsored by "Nashville Live" presented by Emerald Sound Studio and IDB Communications Group, Inc. immediately prior to this year's Super Faces Show. Exhibit Hall Hours are: **Wednesday**, 3:00 p.m. to 7:00 p.m.; **Thursday**, 11:00 a.m. to 5:00 p.m. and **Friday** from 11:30 a.m. to 7:00 p.m. As with all *Country Radio Seminar* you *MUST* wear your badge for admission to the *Exhibit Hall*.

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EXHIBITOR SUITE DIRECTORY

Our "Exhibitor Suites" continue to be a very popular *after hours* feature of the *Country Radio Seminar*. Registered *Exhibitors* providing a product or service to radio are listed alphabetically below. Listed below each *Exhibitor's* name are their respective suite numbers. The suites are permitted to be open from 5:00 p.m. to 1:00 a.m. These *Exhibitors* are here for your personal consideration. Because of other events in the hotel at the same time as the Seminar, we remind you that name **BADGES ARE REQUIRED** for entrance to *Exhibitors' Suites!*

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Suite #5406

DON'T WAIT TO GO AM STEREO

by Eric Norberg

I keep reading in the trades that AM broadcasters are frustrated: They want to go stereo, but aren't sure which system to pick. I have also read of appeals to the FCC to "pick a system" to end the "impasse" in the marketplace.

This reminds me of the childhood tale of the emperor and his new clothes. Just as the fairy-tale emperor was persuaded he was wearing clothes when he was in fact naked, an amazing number of allegedly intelligent people seem to believe there's an impasse where none exists. As I pointed out in last week's column, there are well over a million AM stereo receivers available to the public. All tune in the Motorola C-Quam (and Motorola-compatible) AM stereo broadcasts, and of the one percent that tune Kahn-Hazeltine AM stereo, all also tune Motorola C-Quam stereo. There are no Kahn-only AM stereo radios, despite some promises a few years ago from the Muta company. What AM broadcaster would want to install an AM stereo system that can be received by only one percent of available receivers, when by installing a C-Quam transmission system, they can reach every last AM stereo receiver, in stereo? There is no impasse—and no reason to wait to go stereo.

As for the argument that there is no consumer demand and/or no receivers available, this is nonsense. For most new ideas, consumer demand occurs after exposure. The consumer, educated by bad receivers to believe that AM sounds terrible and FM sounds great, is naturally not too interested in the concept of AM stereo. I have watched the faces of people when I put the headphones on them and let them hear AM stereo for the first time. Not one has failed to be impressed and amazed. Most have expressed some interest in getting a radio to listen to AM stereo. Some have spontaneously exclaimed, "This is better than FM stereo!"—which, of course it certainly can be, since less clipping and processing is necessary to transmit it correctly, and it is not subject to the distortions and fading of "multipath" as FM is.

Then, of course, there is the argument that stereo is for music, and a service-or talk-oriented station will not benefit from it. This, too, is nonsense. We hear in stereo, and anything that can be transmitted can be transmitted in stereo. If you have that stereo pilot tone on your signal to switch C-Quam receivers into the stereo mode, you're ahead of the game. If there really is some stereo there, you're way ahead of the game. At least one all-talk station with a C-Quam stereo generator on line and in operation is the CBS-owned KNX/AM in Los Angeles. From a distance of 1,000 miles at night, they have switched on the stereo circuitry of the car I've been driving lately (a Dodge Aries with a stock factory-installed AM stereo/FM stereo). I can't hear anything there in stereo, and perhaps they have it on just to activate the receivers, but it certainly does that. Every FM station I tune

in switched to stereo on this receiver, no matter what its format or talk content. During the daytime, only two AM stations switch to stereo of the many I receive. At night, I get a number more by skywave. (The most distant AM stereo I've received on this car radio—and the quality was good—was WCCO-Minneapolis, quite a ways from Portland, Oregon, where I was driving.)

For the station that has no stereo programming, or doesn't have stereo control board facilities, there is of course always the alternative of using an Orban stereo synthesizer in the mono line just ahead of the stereo generator. It's not real stereo, but it gives surprisingly dimensional quality to much of program content when properly tuned to a satisfactory compromise setting (If you're holding out for "real stereo" or nothing, reflect that, in its first incarnation as an automated "oldies" station more than a decade ago, KRTH/FM-Los Angeles transmitted a "stereo" that consisted of bass-heavy audio on one channel and thin and tinny audio on the other, mono being fed into two graphic equalizer channels with opposite EQ patterns. It mono'd fine and sounded normal. The Orban device is much more sophisticated, but it mono's perfectly, too. KRTH got ratings doing that! So go stereo now and upgrade to full stereo sourcing later.) AM will really benefit when most or all of the stations tuned in turn on the stereo light. But if you are waiting till the other guy does it, we come to the final point.

Do you remember why we have color TV today? It wasn't because of the excitement of color—the early sets were dim; colors misregistered (flesh was often green), and they were very expensive. RCA, whose color transmission system was adopted, presented a number of color programs, but the other two major networks were mostly uninterested. Walt Disney moved his weekly program from ABC, for which it had been extremely important, to NBC when ABC refused to transmit it in color. Only NBC/RCA plugged color, sold small amounts of color sets, and kept supporting them with color programs. (You recall the peacock unfurling at the start of each show, no doubt.) Color TV was being disparaged, as AM stereo is being disparaged today.

Then something happened which began the rush to color and made color TV the worldwide standard today. It was a little thing—a survey underwritten by NBC/RCA. And it found that (get this) people with color TV sets tended to watch color TV programs! This astounding revelation was all it took. The three networks were neck and neck then, as they try to be now, and when ABC and CBS reflected that NBC might have a definite ratings advantage in the few percent of American homes with color TVs, they began transmitting color programs of their own to equalize that difference. With more color programs, the receivers became plentiful, greatly improved and far less expensive.

NBC is the leader at the moment in TV stereo, while CBS and ABC are doing very little with it. Undoubtedly, NBC will have the edge now in households that have stereo TV receivers, which are steadily increasing, until at some point the network competition wakes up. (PBS is also supporting TV stereo in a big way.)

From listening to AM stereo daily, and AM mono daily, on a C-Quam car Radio, I can now tell you that, from my own behavior, I deduce that one is much more apt to listen to an AM stereo station than a mono one when there is a choice. The C-Quam compatible AM stereo stations are developing an advantage over their mono competitors among consumers with AM stereo—who number over a million already, just from radios in the new cars they've bought. Now that Motorola seems to be doing away with the "AM-ST" button to push to get AM stereo in favor of having the receiver switch automatically to stereo when the C-Quam pilot tone is received on a station, this advantage should increase.

If you let the other stations go stereo first, it will eventually hurt you in the ratings. How about that for a reason to go stereo . . . NOW?

Next week: a look at just what AM stereo receivers are available.

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NETWORK RADIO SALES MADE FEW WAVES IN 1987

Nineteen eighty-seven will be a year "not to remember" for network radio sales. Most executives are projecting that advertising expenditures will be flat or slightly off from last year's finish of \$380,024,008. But virtually all network radio officials are forecasting a mid-to-high single-digit percentage increase in business for 1988, spurred on, in part, by a steady upfront buying season.

According to the Radio Network Association (RNA), network radio revenues for January through October are off 3% compared to the same period a year ago to \$309,818,432 (see chart). The RNA data shows network sales beginning the year on a high note with first quarter revenues posting a 10% gain over first quarter 1986, but the momentum began to stall in the spring with business in April dropping 8%. The RNA relies on sales information collected each month from different network companies by the accounting firm of Ernst & Whinney.

"Network radio is on the way back," said Bob Hosking, CBS Radio president. "Football sales have come back strong after the [NFL players] strike," Hosking said. (CBS Radio Network holds the NFL radio football package). "And the upfront season's pace is vigorous, especially with youth-oriented orders," he said.

"The year is like a roller coaster ride," said Lou Severine, senior vice-president and director of sales for the ABC Radio Network, which is taking over the sales efforts for the Dallas-based Satellite Music Network. "Fourth-quarter sales have bounced back from third quarter, but the network marketplace this year will be flat to 2% off," Severine said.

To date this year, the third quarter has registered the largest percentage drop in network expenditures (down 12%). Severine said a number of factors contributed to the downturn in third quarter buying including the continuation of ad agency consolidations. In the fourth quarter, he said, there are some new (brand) accounts and more ad dollars from existing accounts.

The stock market plunge of Oct. 19 apparently has not adversely impacted network radio's 1988 upfront buying season, which typically runs from November through January. "This [the stock market crash] was a concern I had a few weeks ago, but to this point the stock market decline has not affected the upfront season," Severine said.

He also said that the 1988 season is off to a "very good" start with several network radio advertisers already on board for next year. That list includes Sears, Anheuser-Busch, Warner-Lambert, Whirlpool and Campbell's Soup.

Severine noted, however, that last year's upfront season was also fairly strong. "It was the scatter market that hit a brick wall," he said. This year's upfront business, according to Severine, should total nearly \$160 million, which, he said, would be "slightly ahead" of last year. "Next year will not be a great year, but it will be a decent one," said Severine, who is projecting a 5% to 8% increase in business over 1987.

"We've seen a bit of a turnaround in advertising sales, industrywide," said John Tyler, SMN chairman, who agreed that fourth quarter 1987 will outperform the third quarter.

Tyler said that although network radio posted some monthly gains this year, particularly during the first quarter, business was showing signs of getting "soft" at the end of the third quarter in 1986. (Network radio business for third quarter 1986 was up 25% over third quarter 1985 while the fourth quarter was up 8% over the previous fourth quarter, according to the RNA).

"It's difficult to get an accurate picture of network radio business these days as more of an emphasis is being placed on special programs by advertisers," said Norm Pattiz, Westwood One chairman. Westwood One owns and operates the Mutual Broadcasting System, the NBC Radio Networks and the Westwood One Radio Networks—the last offers entertainment-oriented programs. Pattiz noted that many syndicated program suppliers such as DIR Broadcasting and MJI Broadcasting do not report their figures to Ernst & Whinney. "If all the network and program syndicated dollars were counted (on a year-to-year basis), the business would probably finish flat to up compared to last year," he said.

"Why the third quarter was negatively affected had a lot to do with the network television's upfront buying season, which lasted longer than previous years due to the peplemeter situation," said Pattiz. (Advertisers were seeking audience listening level guarantees from networks when the new Nielsen and AGB peplemeter systems were launched in early September [BROADCASTING, Sept. 7].) Pattiz noted that network television upfront, which usually ends at the beginning of the third quarter, ran well into the third quarter, causing advertisers to hold back on other ad expenditures, namely radio.

Pattiz is predicting high single-digit percentage growth for network radio business next year. "Olympic and presidential years are generally good years for all radio advertising," he said. "Because network radio has a smaller advertising base than most other media, all it takes for double-digit growth is to have one or two new major accounts enter the medium," Pattiz said.

Nick Verbitsky, president of the United Stations Radio Networks, which handles the advertising sales efforts of the Transtar Radio Networks, sees 1987 finishing flat to a percentage point off compared to 1986. However, he is expecting 1988 to post a 7% to 8% gain. One of the reasons why 1987 sales pale in comparison to last year, said Verbitsky, is because 1986 recorded an enormous amount of business. (Network radio sales for 1986 were up 16% over 1985 to \$380,024,808). Verbitsky also observed there were less automotive expenditures on the medium this year. "General Motors did not use as much network radio throughout 1987 as it did a year ago."

Verbitsky, chairman of the Radio Network Association, agreed with his colleagues that network radio's upfront buying season is off to a "very strong" start.

Terry Robinson, Transtar chairman, is forecasting a "good economic year" along with a "good advertising year." Said Robinson: "The drop in the stock market was a function of the market being overvalued as well as a lack of progress on

the federal budget and trade deficits. All the basic functions of the economy such as low inflation are still in check."

The year it's been. Following is a month-by-month breakdown on 1987 network radio sales figures (January through October) compared to 1986. Data is from the Radio Network Association, which relies on sales information collected from eight different network companies by the accounting firm of Ernst & Whinney. Those companies are: ABC, CBS, NBC, Westwood (including Mutual), United Stations, Transtar Radio Networks, Satellite Music Network and the Sheridan Broadcasting Network.

| Month | 1987 | 1986 | % change |
|-----------------------|----------------------|----------------------|-------------|
| January | \$25,250,587 | \$21,381,351 | 18% |
| February | \$25,303,850 | \$22,986,582 | 10% |
| March | \$30,589,573 | \$29,372,355 | 4% |
| First Quarter | \$81,144,010 | \$73,740,288 | 10% |
| April | \$29,980,511 | \$32,480,130 | -8% |
| May | \$34,780,841 | \$35,296,364 | -1% |
| June | \$32,780,097 | \$35,257,823 | -7% |
| Second Quarter | \$97,541,449 | \$103,034,317 | -5% |
| July | \$32,522,859 | \$36,950,434 | -12% |
| August | \$30,894,997 | \$36,907,686 | -16% |
| September | \$30,958,826 | \$33,005,195 | -6% |
| Third Quarter | \$94,376,682 | \$106,863,315 | -12% |
| October | \$36,756,291 | \$36,112,892 | 2% |
| Total | \$309,818,432 | \$319,750,812 | -3% |

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RECORDS



ARTIST-RADIO TAPING SESSION

The Artist-Radio Taping Session in the past two years has become a favorite part of the Country Radio Seminar. It's an excellent opportunity for broadcasters to meet the new stars in country music, to develop closer ties with the superstars, and to obtain IDs and mini-interviews to be used throughout the year.

This year's tape session is sponsored by The Nashville Network. "Research shows a strong correlation between TNN viewers and the country radio audience," said TNN General Manager David Hall. "When country radio has a nice day, the sun shines a little brighter in our window. We'll be five years old on March 7, and supporting the Artist-Radio Taping Session is our way of thanking country radio for five years of sunshine."

Here's a glimpse of last year's session . . .



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The Artists Radio
Taping Session

Welcome Country
Radio Broadcasters



Our future is bright as the stars

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CMA & RADIO: BOOSTING COUNTRY'S TRUE POWER AS A COMMERCIAL BEACON

by Kim Freeman

Radio plays a crucial role in maintaining and bettering the health of country music. As such, radio is a key target in all of the Country Music Association's efforts — past, present and future.

"Most consumers say that 80 to 85 percent of the time they find out about records by listening to the radio," says CMA's Ed Benson. To help the country format continue as a viable medium, most of CMA's radio activities are oriented toward sales research, and the related project of finding facts that dispel common stereotypes still held by some about country radio and its listeners.

"One of our main jobs is trying to keep the advertising community convinced that country is a meaningful tool," says Benson. "Some advertising people think that everyone who likes country wears overalls and goes barefoot. Repeated Arbitron studies we've done show that the perception and the reality are quite different. The fact is that country now reaches a very powerful audience, and, in many areas, the country audience is more valuable to advertisers than that of other formats."

Arbitron studies constitute just one form of research CMA provides to help its member stations sell their product, but all the research in the world won't help unless it's used properly. For several years now, CMA has provided video sales presentations to members, and for the first time, the group hosted two radio sales workshops in Atlanta and Cincinnati in 1987.

"Our goal is to have country stations competing to be the best in their markets, not just the best country station," says Benson. As such, stepped up sales aid programs are in the developmental stages.

The prospect Benson seems most excited about is getting a fulltime CMA representative to present the facts of country radio's selling potential to advertisers and time buyers around the country on a regular basis.

Ideally a fulltime CMA rep would keep pace with the changing base of ad buyers to alter their perceptions to fit country radio realities.

Cooperation between the various entities that create and market country product is an element CMA is proud to take substantial credit for. The team spirit in the genre is particularly notable in relations between record label promotion departments and programmers.

"When CMA was formed rock 'n' roll was just coming in and taking over the airwaves," says Benson. "So, we feel that we've had to pull together to survive. I think one of the reasons CMA has done so well over the years, through the ups and downs, is that same spirit of cooperation and awareness, plus an appreciation and understanding of all facets of the business."

But, "survive" was dropped long ago as a CMA theme for radio members. Now it's "thrive." "There remains something of the 'We're number two, we try harder' attitude on the part of some people working in this genre. But, it's not a resignation to that number two spot anymore," says Benson. "Our whole industry has become more mature and gained self-respect, and I think CMA has had a lot to do with that."

Individual stardom is not sacrificed for the sake of CMA's cooperative attitude, however. Illustrative of its commitment to radio members, CMA this year added a host of categories to its radio awards, which formerly went only to air personalities. "It's our way of recognizing excellence," says Benson, noting that entrants in CMA's Broadcast Awards must submit a package of materials for scrutiny by a panel of industry judges.

And, the broadcasts of CMA's annual Awards ceremonies — carried by the Mutual Broadcasting System — are a special programming element most affiliates await with great enthusiasm.

Originally, there was the annual DJ convention for radio members, but that has been replaced by the Country Radio Seminar. CMA is involved with, but not directly responsible for, the annual Country Radio Seminar, which is hosted by the Country Radio Broadcasters.

Each year at the CRS, CMA is a sponsor of various MIP (Music Industry Professional) sessions which examine non-broadcast areas of the country field.

Reference materials are another of CMA's hottest offerings. Its annual reference guide provides a list of all key people in the business, including managers, agents, label personnel, etc. And, CMA's directory of country radio outlets is arguably the most comprehensive and useful format guide available.

Surely, the future will hold many new benefits to CMA radio members, the specifics of which will be determined by member input. This year, the group plans to undertake a membership survey asking constituents what they want from CMA.

"Professional trade groups like CMA have to be more market-driven than they used to be," says Benson. "The fraternal element is not as key, and people are more discerning about what groups they'll join."

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chance to win!

Sawyer Brown

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NEW FACES

Raw talent is the key to success for artists participating in the annual New Faces Show, according to the show's host, Charlie Monk.

"It's their talent and how it comes across live that is so important," Monk observed. "And that's what will keep an artist's career alive for years."

For 19 years, The Country Radio Seminar has introduced, via the live New Faces Show, some of country music's biggest stars. "For the Seminar registrants, which includes station owners, general managers, program directors, sales managers, music directors and deejays, the live format offers the chance to see what the artists can do outside of the recording studio," Monk continued.

Because the show's focus is on new artists, it may be the first time many broadcasters see the acts, Monk added. And that also lets the broadcaster see the artists' appeal to the fans.

"These artists are the creme d'le creme of the industry," Monk said. "The New Faces Show is a valuable opportunity for them to win over the support of program directors and station managers. This is the best audience possible for new artists!"

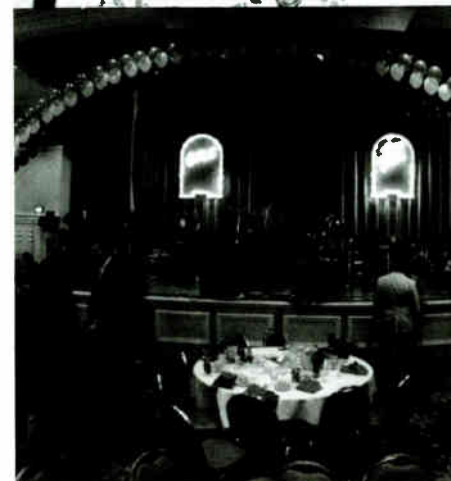
Since the beginning of the Country Radio Seminar in 1970, the New Faces Show has become an increasingly popular event. Alumni of the New Faces Show include: Alabama, Deborah Allen, John Anderson, Razy Bailey, Ed Bruce, John Conlee, Rodney Crowell, Lacy J. Dalton, Holly Dunn, Exile, Janie Frickie, David Frizzell and Shelly West, Larry Gatlin, Crystal Gayle, Terri Gibbs, The Girls Next Door, Jim Glaser, Vern Gosdin, Con Hunley, Lyle Lovett, Charly McClain, Mel McDaniel, Ronnie McDowell, Reba McEntire, Kathy Mattea, Gary Morris, Juice Newton, Eddie Rabbitt, Eddy Raven, Johnny Rodriguez, Dan Seals, Ricky Skaggs, Keith Stegall, Sylvia, Sweethearts of the Rodeo, Steve Wariner, Keith Whitley, Tom Wopat and Dwight Yoakam.

Participants in the New Faces Show are selected by a committee of music industry executives appointed each year by the Country Radio Broadcasters board of directors. To qualify, a recording artist must place a single into the upper reaches of the country music charts. Artists represent both major and independent record companies.

"We've always focused our efforts on showcasing talent that has not been over-exposed," Monk said. "The New Faces Show can give these newer artists a tremendous boost."

In addition to being an important event for the artists, the New Faces Show is a popular attraction for personnel from record companies, booking agencies, publishers and the media.

For nearly two decades the Country Radio Seminar has built a reputation for the New Faces Show as getting better year after year. This year's lineup further enhances that long-standing tradition. "The 1988 New Faces Show is," Monk said, "the best one ever."





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COUNTRY RADIO SEMINAR

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"NINETEEN YEARS OF NEW FACES"

— 1970 —

Jack Barlow
Jamie Kaye
Karen Kelly
Wayne Kemp
Lynda K. Lance
LaWanda Lindsey
Dec Mullins
Norro Wilson

— 1971 —

Crystal Gayle
Bobby Harden
Murray Kellum
Peggy Little
Bill Rice
Bobby G. Rice
Earl Richards
Little David Wilkins

— 1972 —

Connie Eaton
Nashville Edition
Jerry Foster
Dickey Lee
Charlie McCoy
Jim Mundy
Jeanne Pruett
Mel Street

— 1973 —

Nashville Edition
Lloyd Green
O.B. McClinton
Pat Roberts
Johnny Rodriguez
Johnny Russell
Red Stegall
Leona Williams

— 1974 —

Josie Brown
Marti Brown
Dick Feller
Narvel Felts
Lefty Frizzell
Larry Gatlin
Eddy Raven

— 1975 —

Connie Cato
Brian Collins
Billy Larkin
Kenny O'Dell
Eddie Rabbitt
Betty Jean Robinson
Ronnie Sessions
Sunday Sharpe
Brian Shaw
Davis Wills

— 1976 —

Rex Allen, Jr.
Ed Bruce
Earl Thomas Conley
Dottsy
Ruby Falls
Linda Hargrove
Joni Lee
Darrell McCall
Nick Nixon
Chuck Price
Even Stevens

— 1977 —

Kathy Barnes
Bobby Borchers
Randy Cornor
Mike Lunsford
Dale McBride
Charly McClain
Mel McDaniel
Geoff Morgan
Vernon Oxford
Margo Smith

— 1978 —

Janie Fricke
Vern Gosdin
Con Hunley
Don King
Zella Lehr
Ronnie McDowell
Peggy Sue
Kenny Starr
Gene Watson

— 1979 —

Susie Allanson
John Anderson
Razzy Bailey
Randy Barlow
John Conlee
Gail Davis
Mundo Earwood
Christy Lane
Mary K. Miller

— 1980 —

Alabama
Carol Chase
Lacy J. Dalton
Big Al Downing
Leon Everette
Reba McEntire
Juice Newton
Sylvia
Jim Weatherly

— 1981 —

Deborah Allen
Sheila Andrews
Roger Bowling
The Capitols
Sonny Curtis
Frizzell & West
Terri Gibbs
Gary Morris
Orion
Steve Wariner

— 1982 —

Rodney Crowell
Diana
Terry Gregory
Donna Hazard
Kieran Kane
Ronnie Rogers
Ricky Skaggs
Bobby Smith
George Strait
Tennessee Express

— 1983 —

Karen Brooks
Tom Carlile
Chantilly
Karen Taylor-Good
Cindy Hurt
Tommy St. John
Skip and Linda
Keith Stegall
The Whites
Gary Wolf
Younger Brothers

— 1984 —

Atlanta
Bandana
Lane Brody
Rick & Janis Carnes
Exile
Jim Glaser
Jan Gray
Gus Hardin
Kathy Mattea
Dan Seals

— 1985 —

Craig Dillingham
Mark Gray
Vince Gill
Becky Hobbs
Ed Hunnicutt
Carl Jackson
Mason-Dixon
Pinkard & Bowden
John Schneider
Wright Brothers

— 1986 —

T. Graham Brown
The Forester Sisters
Nicolette Larson
Robin Lee
Maines Brothers Band
Restless Heart
Judy Rodman
Billy Joe Royal
Marty Stuart
Randy Travis

— 1987 —

Adam Baker
Larry Boone
Holly Dunn
Girls Next Door
Lyle Lovett
A.J. Masters
Sweethearts of the Rodeo
Keith Whitley
Tom Wopat
Dwight Yoakam

— 1988 —

Foster & Lloyd
Nanci Griffith
David Lynn Jones
Patty Loveless
Tim Malchak
New Grass Revival
K. T. Oslin
Ride the River
Ricky Van Shelton
Schuyler, Knobloch and
Bickhardt

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1988 NEW FACES SHOW

FOSTER AND LLOYD

Recognized by many as one of country music's most exciting new acts, Foster and Lloyd's recording career took off like a rocket with their debut single, "Crazy Over You," a Top 5 success. Radney Foster and Bill Lloyd have long been considered as two of Music City's most promising young songwriters, having penned "Since I Found You" for the Sweethearts of the Rodeo, and "Love Someone Like Me" for Holly Dunn. Texas native Foster met Lloyd, a Kentucky native, as staff writers with MTM Music. Their influences range from the Beatles to Waylon Jennings, Buck Owens to Herman's Hermits. Their current single "Sure Thing" is rapidly climbing the charts.

Management: Fitzgerald-Hartley (213) 934-8002
Agency: Triad (213) 556-2727

NANCI GRIFFITH

The music community has been talking about Texas-singer Nanci Griffith for years, even before she landed a contract with MCA Records. Her first album on the label, *Lone Star State of Mind*, like the four other albums that preceded on independent labels, reflects why critics have hailed both her singing style and her poetic songwriting. For the past 10 years, Griffith has developed a solid reputation as a performer and a songwriter through her frequent tours of clubs and festivals in the United States and abroad. Her forthcoming album, *Little Love Affairs*, will be released in mid-February, and promises to draw even more support for Griffith.

Management: Vector Management (615) 386-9090
Agency: Monterey Artist, Inc. (615) 726-0950

PATTY LOVELESS

Patty Loveless' sound can best be described as "traditional country with a little edge." Since her days as a teenager working on the road with the Wilburn Brothers, Loveless has earned a reputation for her honest performance of her songs, and her undeniably country sound. Her debut self-titled MCP LP yielded two Top 40 hits, "After All," and "Lonely Days, Lonely Nights." Her second album, which like the first was produced by Tony Brown and Emory Gordy, Jr., is titled *If My Heart Had Windows*. Like the first album, the second continues in defining Patty Loveless as the standard against which all female country singers will be judged.

Management: Roger Ramey-Gerald Roy (615) 298-1444
Agency: Buddy Lee Attractions (615) 244-4336

DAVID LYNN JONES

Hailed by Waylon Jennings as the leader of the new generation in Nashville, David Lynn Jones first came to prominence as the writer of Willie Nelson's "Living In The Promiseland." His debut album on the Mercury/Polygram label, *Hard Times On Easy Street*, has drawn praise from critics and chart-topping success with the single, "Bonnie Jean (Little Sister)." An Arkansas native, Jones has been applauded for writing songs about reality and survival. His observations for the working man have brought comparisons of Springsteen, Dylan and Mellencamp.

Management: Richard Albright (615) 794-2172
Agency: The Jim Halsey Company (615) 244-7900

TIM MALCHAK

The past couple of years have been very good to Alpine recording artist Tim Malchak. After years of working on the road as the opening act for such artists as England Dan and John Ford Coley, Jose Feliciano, Pablo Cruise, Lee Greenwood, and Earl Thomas Conley, Malchak began a new phase of his solo career when his self-penned "Colorado Moon" and "Restless Angel" became two of the highest charting independent record releases on the national country charts. That success has translated into some coveted awards, such as the 1987 Independent Country Music's Most Promising Male Star of Tomorrow.

Management: Total Media (615) 383-1000

NEW GRASS REVIVAL

Critical acclaim is nothing new for Capitol recording artists New Grass Revival. For the past 15 years, the group has gained a reputation for offering some of the most innovative music in the world. Individually and collectively, Sam Bush, John Cowan, Bela Fleck, and Pat Flynn have been lifelong innovators. Following numerous groundbreaking independent albums, New Grass Revival's second Capitol album, *Hold To A Dream*, has critics calling them country music's "hottest" new band. Following their first single from the album "Unconditional Love," "Can't Stop Now" was released in January.

Management: Vector Management (615) 386-9090
Agency: Monterey Artist, Inc. (615) 726-0950

K. T. OSLIN

Admittedly, much of K.T. Oslin's musical journey has been spent "along the scenic route." Prior to signing with RCA Records, she spent time on the Houston music scene, in the Los Angeles club world, in the New York ad jingle and TV commercial scene, performing in Broadway musicals, and with national songwriting successes. Over the past year, Oslin has scored big with such huge records as "80's Ladies," which is nominated for two Grammy's, and the chart topping "Do Ya." Her debut album brought scores of compliments from music critics around the nation for her ability to write intelligent songs from a woman's perspective.

Management: Mores Nanas Entertainment (213) 450-9797
Agency: William Morris Agency (615) 385-0310

RIDE THE RIVER

Since they formed in 1986, Ride the River has seen a tremendous response to their music. Formed by vocalist Danny Stockard, Ride the River has found its way onto the charts with songs such as "You Left Her Loving You" and "The First Cut Is The Deepest," which also became their debut video. Detroit-native Stockard met Michigan native Sammy Wray, Wisconsin's Gary Wolk and West Virginian Brian Harrington by hearing tapes they submitted to a company where he worked, or through mutual friends. Having a fondness for the band situation, Ride the River was formed and soon signed with Advantage Records.

Management: Our Gang Management (615) 255-2888
Agency: McFadden & Associates (615) 244-1500

SCHUYLER, KNOBLOCH AND BICKHARDT

As songwriters, the members of Schuyler, Knobloch, and Bickhardt have long been a respected part of Music City's music community. Thom Schuyler, a native of the steel-town Bethlehem, Pennsylvania, is known for penning such songs as "16th Avenue," "Love Will Turn You Around" and "I Fell In Love Again Last Night." Mississippian J. Fred Knobloch himself topped the pop charts with his songs, "Why Not Me" and "Killing Time," a duet he performed with Susan Anton. And Bickhardt, also a Pennsylvania native, has written top songs such as "Never Been In Love," and "That's How You Know Love's Right." Through "Ain't No Easy Horses" and "This Old House," the trio proves they are also adept performers.

Management: Tangerine Music (615) 329-0759
Agency: The Jim Halsey Company (615) 244-7900

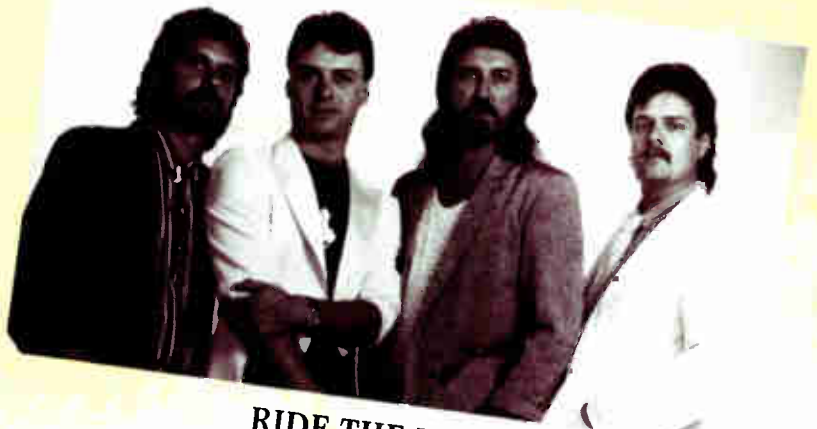
RICKY VAN SHELTON

With a recent number one single in both airplay and sales, CBS recording artist Ricky Van Shelton is fulfilling the promise of being named *Billboard's* Top New Male Vocalist of 1987. The newcomer has reached the top of the country singles charts in three steps. His debut single, "Wild-Eyed Dream," reached the Top 20, and last summer, "Crime of Passion" went Top 10. Next, "Somebody Lied" hit the number one spot. His latest single, "Life Turned Her That Way," was a top hit for Mel Tillis some 20 years ago, and is already shaping up to be just as successful for the Grit, Virginia native. The successes of his first singles kept Shelton's debut album, *Wild-Eyed Dream* in the Top 10 for country album sales for several months.

Management: Jerry Thompson (615) 259-8000
Agency: Buddy Lee Attractions (615) 244-4336



NANCI GRIFFITH



RIDE THE RIVER



FOSTER & LLOYD

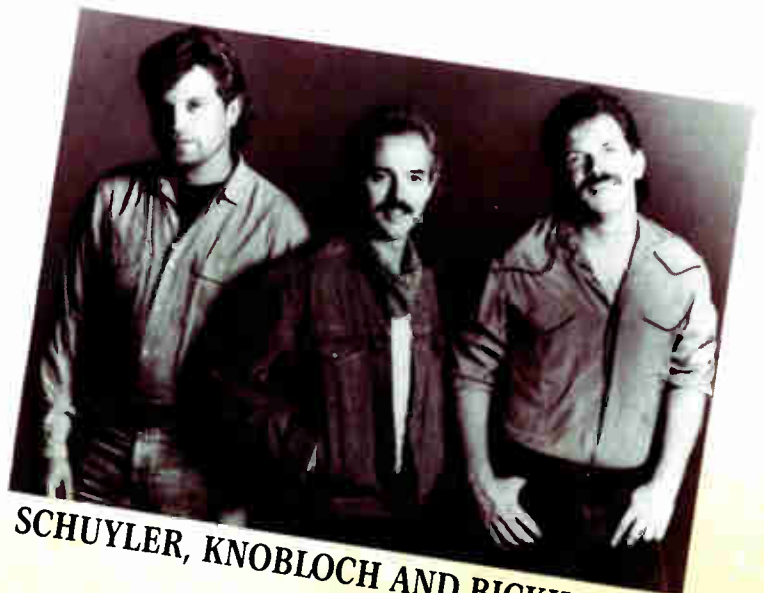
COUNTRY RADIO SEMINAR

★ 1988 ★

NEW FACES SHOW



DAVID LYNN JONES



SCHUYLER, KNOBLOCH AND BICKHARDT



TIM MALCHAK



NEW GRASS REVIVAL



RICKY VAN SHELTON



K.T. OSLIN



PATTY LOVELESS

THE NEW FACES SHOW WILL BE BROADCAST VIA THE MUTUAL BROADCASTING SYSTEM AS THE NEW FACES MEMORIAL DAY WEEKEND SPECIAL AND WILL BE CO-HOSTED BY JIM DUNCAN AND HANK WILLIAMS, JR.

CRB UPDATE DIRECTORY

Country Radio Stations and Personnel

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|----------------|-----------------|----------------------|------------------|-------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| ALABAMA | | | | | | | | |
| WQSB-FM | Randy Smith | Randy Smith | Dale Stallings | Jeff Allen | Ernest Stone | 100 | 105.1 | 24 |
| | Albertville | Box 190 | AL 35950 | (205) 878-1311 | | | | |
| WACD | Robert Gunn | Marie Hoffman | Mike McNeill | Robert Gunn | Richard Daugherty | 1 | 1590 | 12 |
| | Alexander City | Box 936 | AL 35010 | (205) 234-2528 | | | | |
| WAAO | Lee Williams | Jamey Williams | Jamey Williams | John Daniel | Mike Ezell | 1 | 1530 | 17 |
| | Andalusia | Box 987 | AL 36420 | (205) 222-1166 | | | | |
| WKYD-FM | Donald Cooke | Sales Manager | Bobby Tomberlin | Bobby Tomberlin | Leon Strickland | 100 | 98.1 | 24 |
| | Andalusia | Box 8 | AL 36420 | (205) 222-1144 | | | | |
| WHMA-FM | Jim Dobbs | Jim Dobbs | Tommy Lee | Valerie Hutchison | Jim Hudson | 100 | 100.5 | 24 |
| | Anniston | Box 278 | AL 36202 | (205) 237-8741 | | | | |
| WRAB | Kerry Rich | Kerry Rich | Kerry Rich | Tim Maze | Carl Sampieri | 1 | 1380 | 11 |
| | Arab | Box 625 | AL 35016 | (205) 586-4123 | | | | |
| WASZ-FM | Al Haynes | Al Haynes | Sharon Morgan | Sharon Morgan | Hugh O'Neal | 1 | 95.3 | 19 |
| | Ashland | Box 395 | AL 36251 | (205) 354-4600 | | | | |
| WJMW | Bill Dunnavant | Sales Manager | Tim Lambert | Abby Knox | Carl Sampieri | 10 | 770 | 24 |
| | Athens | Box 389 | AL 35611 | (205) 232-3911 | | | | |
| WKAC | Keith Casey | Keith Casey | Kirk Harvey | Eddi Smith | Kenneth Casey | 5 | 1080 | 12 |
| | Athens | Box 1083 | AL 35611 | (205) 232-6827 | | | | |
| WASG | Dale Gehman | Jerry Gehman | David Gehman | Randy Jeter | Randy Gehman | 50 | 1140 | 10 |
| | Atmore | 1210 S. Main St. | AL 36502 | (205) 368-2511 | | | | |
| WKNU-FM | Hugh Ellington | Hugh/Carol Ellington | Carol Ellington | Carol Ellington | Hugh Ellington | 3 | 106.3 | 24 |
| | Brewton | Box 468 | AL 36427 | (205) 867-4824 | | | | |
| WQGL-FM | Darryl Jackson | George Vice | Lynn Long | Lynn Long | Henry Tyson | 3 | 93.5 | 14 |
| | Butler | Box 566 | AL 36904 | (205) 459-3222 | | | | |
| WBYE | Doc Lughton | Doc Lughton | Steve Teller | Steve Teller | Doc Lughton | 1 | 1370 | 13 |
| | Calera | Drawer E | AL 35040 | (205) 668-1370 | | | | |
| WBIB | David Rigdon | Sales Manager | Ward Hinds | Ward Hinds | Chief Engineer | 1 | 1110 | 14 |
| | Centreville | Box 217 | AL 35042 | (205) 926-4969 | | | | |
| WDLK | John Wilcox | John Wilcox | Michael Pugh | Michael Pugh | Richard Daugherty | 1 | 1450 | 16 |
| | Dadeville | Rt. 4, Box 263 | AL 36853 | (205) 825-7878 | | | | |
| WTVY-FM | Chris Bence | Charlene Bryson | Debbie Adams | Ken Carlile | Oscar Lanman | 100 | 95.5 | 24 |
| | Dothan | Box 1089 | AL 36302 | (205) 792-0047 | | | | |
| WLDX | Eloise Thomley | Carolyn Stough | John Holmes | John Holmes | Bruce Albright | 1 | 990 | 17 |
| | Fayette | Box 293 | AL 35555 | (205) 932-3318 | | | | |
| WAAX | Rish Wood | Liz Wheeler | Jim Pruett | Jim Pruett | Roger Parker | 5 | 570 | 24 |
| | Gadsden | Box 570 | AL 35902 | (205) 543-9229 | | | | |
| WBHP | Ron Bailey | Rolfe Grover | Jack Evans | Steve Dallas | Moe Kunkle | 1 | 1230 | 24 |
| | Huntsville | Box 1230 | AL 35805 | (205) 534-3521 | | | | |
| WLWI-FM | David Coppock | Rick Brown | Sam Faulk | Greg Mozingo | Larry Wilkins | 100 | 92.3 | 24 |
| | Montgomery | Box 4999 | AL 36195 | (205) 240-9274 | | | | |
| WHIY | Ray Wallace | Ray Wallace | Rice Towry | Ted Wallace | Kenneth Casey | 2.5 | 1190 | 14 |
| | Moulton | Box 307 | AL 35650 | (205) 974-0681 | | | | |
| WKKR-FM | Gary Fuller | Chuck Heartsal | Roy Harrison | Roy Harrison | Terry Harper | 3 | 97.7 | 24 |
| | Opelika | Box 2329 | AL 36803 | (205) 745-4656 | | | | |
| WAMI-FM | Bill Smith | Bill Smith | Bill Smith | Scott Richburg | Robert Page | 3 | 102.3 | 17 |
| | Opp | Box 169 | AL 36467 | (205) 493-3588 | | | | |
| WOPP | Robert Boothe | Robert Boothe | Robert Boothe | Kim Ducker | Ronnie Boothe | 2.5 | 1290 | 17 |
| | Opp | Box 560 | AL 36467 | (205) 493-4545 | | | | |
| WRMG | Keith Ledbetter | Maurice Fikes | Keith Ledbetter | Keith Ledbetter | Paul Slaton | 1 | 1430 | 12 |
| | Red Bay | Box 656 | AL 35582 | (205) 356-4458 | | | | |
| WELR-FM | Earl Manning | Earl Manning | Earl Manning | Mal Banks | Mal Banks | 3 | 102.3 | 17 |
| | Roanoke | Box 709 | AL 36274 | (205) 863-4139 | | | | |
| WWIC | Greg Bell | Russell Scirally | Greg Bell | Greg Bell | Ernie Stone | 1 | 1050 | 20 |
| | Scotsboro | Box 759 | AL 35768 | (205) 259-1050 | | | | |
| WHBB | Ellis Stewart | Ellis Stewart | Ed Davies | Ed Davies | Skip Reynolds | 1 | 1490 | 15 |
| | Selma | Box 1055 | AL 36702 | (205) 875-3350 | | | | |
| WVSV-FM | Tommy Nelson | Jerry Nelson | Jerry Nelson | Glenda Shirley | Robert Gay | .94 | 101.7 | 24 |
| | Stevenson | Box 397 | AL 35772 | (205) 437-2206 | | | | |
| WJDB-FM | Cecil Goodreau | Cecil Goodreau | Cecil Goodreau | Cecil Goodreau | Gene Vinson | 3 | 95.3 | 8 |
| | Thomasville | Box 219 | AL 36784 | (205) 636-4438 | | | | |
| WTBF | Asa Dudley | Jim Roling | Doc Kirby | Doc Kirby | Joe Gilchrist | 5 | 970 | 6 |
| | Troy | Box 747 | AL 36081 | (205) 566-0300 | | | | |
| WYLS | W.B. Grant | Sales Manager | Tim Craddock | Tim Craddock | W.B. Grant | 5 | 670 | 12 |
| | York | Rt. 1, Box 400B | AL 36925 | (205) 392-5234 | | | | |
| ALASKA | | | | | | | | |
| KASH-FM | Dennis Bookey | Steve Hood | Matthew Gillian | Daryl Webster | Bill Emanuel | 100 | 107.5 | 24 |
| | Anchorage | 1300 E. 68th St.#208 | AK 99518 | (907) 522-1515 | | | | |
| ARIZONA | | | | | | | | |
| KBAS | Rick White | Gary Hershey | Terry Black | Terry Black | Chief Engineer | 1 | 1490 | 24 |
| | Bullhead City | 2332 Hwy 95, Suite A | AZ 86442 | (602) 763-5227 | | | | |
| KPGE | Clark Jaques | Sue Brecht | Clark Jaques | Matt Jaques | Chief Engineer | 1 | 1340 | 16 |
| | Page | Box CC | AZ 86040 | (602) 645-2262 | | | | |
| KLPZ-FM | Linda Hoffort | Dorothy Odell | Program Director | Mike Hogan | Steve Easley | 2.5 | 1380 | 3 |
| | Parker | 816 6th St. | AZ 85344 | (602) 669-9274 | | | | |
| KVSL | Hugh Williams | Sales Manager | Hugh Williams | Dennis Laurshure | Hugh Williams | 1 | 1450 | 8 |
| | Show Low | Box 940 | AZ 85901 | (602) 537-2921 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-------------------|----------------------------------|---|------------------------------|------------------------------------|-------------------|------------|-------|---------------|
| City | Address | State | Zip | Phone | | | | |
| ARIZONA | | | | | | | | |
| KUKQ | Lloyd Melton Tempe | Bob Morrison 1900 W. Carmen | Don Cristl AZ 85283 | Richard Lee (602) 838-3062 | Jim Clark | 5 | 1060 | 24 |
| KNIX-FM | Michael Owens Tempe (Phoenix) | Robert Podolsky Box 3174 | Larry Daniels AZ 85281 | Buddy Owen (602) 966-6236 | Mike Malo | 100 | 102.5 | 24 |
| KIIM-FM | Jim Slone Tucson | Jay Price Box 50006 | Dave Nicholson AZ 85703 | Bruce Agler (602) 887-1000 | Bob Malsbury | 100 | 99.5 | 24 |
| KHIL | Glenn Nelson Willcox | Glenn Nelson Box 1250 | Russ Johnston AZ 85644 | Kelly Rowden (602) 384-4244 | Bill Fickett | 5 | 1250 | 12 |
| KINO | Loy Engelhardt Winslow | Steve Adams Box K | Program Director AZ 86047 | Rusty Davis (602) 289-3364 | George Donahue | 1 | 1230 | 16 |
| KTTI-FM | Jon Harris Yuma | Jane Mullen Box 5609 | Lee Poole AZ 85364 | Paul Ward (602) 782-4355 | Lee Poole | 25 | 95.1 | 1 |
| ARKANSAS | | | | | | | | |
| KBBA | John Riddle Benton | John Riddle 1100 Military #5 | Bill Haywood AR 72015 | Bill Haywood (501) 778-2690 | Chester Pearce | .25 | 690 | 17 |
| KQMC-FM | John Harper Brinkley | John Harper Box 44 | Paul Rice AR 72021 | Paul Rice (501) 734-1570 | Ray Lowery | 3 | 102.3 | 10 |
| KLYR-FM | Randy Forrester Clarksville | Jay Davis Box 188 | Program Director AR 72830 | Myron Been (501) 754-3092 | Phil Latimer | 3 | 92.7 | 11 |
| KDQN-FM | Jay Bunyard DeQueen | Terry Williamson Box 311 | Jay Bunyard AR 71832 | Gerald Nix (501) 642-2446 | Sonny Grams | 3 | 92.7 | 24 |
| KXSA-FM | Larry Dean Dermott | Larry Dean Box 247 | Larry Dean AR 71638 | Angie Baker (501) 538-3337 | Lynn Rockenbach | 10 | 103.1 | 24 |
| KDDA | Craig Eastham Dumas | Michael Lambert Box 720 | James Cessor AR 71639 | James Cessor (501) 382-5606 | Craig Eastham | .5 | 1560 | 15 |
| KFAY | Pat Demaree Fayetteville | Patt Free Box 878 | J.L. Fisk AR 72701 | J.L. Fisk (501) 521-5566 | Tim Anthony | 10 | 1030 | 24 |
| KWXI | Tom Nichols Glenwood | Polly Nichols Box S | Program Director AR 71943 | Bill Fields (501) 356-2151 | Doyce Golden | 5 | 670 | 24 |
| KAJJ-FM | George Cabaniss Greenwood | George Cabaniss Box 1060 | Mike Passen AR 72936 | Jay Steele (501) 783-1867 | Allen Garner | 3 | 106.3 | 24 |
| KCWD-FM | Tom Arnold Harrison | Patrick Kelly Box 850 | Patrick Kelly AR 72601 | Music Director (501) 741-1402 | Glenn Rowe | 3 | 96.7 | 24 |
| KAWW-FM | Charles Howell Heber Springs | Nita Thompson Box 324 | Charles Howell AR 72543 | Paul Headden (501) 362-5863 | Dale Johnson | 3 | 96.7 | 15 |
| KXAR-FM | Station Manager Hope | Wanda Hays Box 320 | Greg Bobo AR 71801 | Greg Bobo (501) 777-3601 | Norm Mason | 3 | 101.7 | 20 |
| KIXT | Jeff Wood Hot Springs | Sales Manager 208 Buena Vista | Jay Harvey AR 71913 | Music Director (501) 525-1301 | Buddy McLelland | 5 | 1420 | 18 |
| KFXE-FM | Cal Arnold Little Rock | Gordon Hodges 955 Plaza W. Ste. 955 | Robert Hallmark AR 72205 | Sherry Westbrook (501) 663-0092 | Jerry Kesterson | 100 | 92.3 | 24 |
| KZOT | Rick Albin Marianna | Shelly Albin Drawer J | Rick Albin AR 72360 | Rick Albin (501) 295-2195 | Sonny Baker | .50 | 1460 | 24 |
| KPCA | Shirley Haner Marked Tree | Shirley Haner Box 550 | Shirley Haner AR 72472 | Shirley Haner (501) 358-5722 | Eddie DeBoard | .25 | 1580 | 24 |
| KZRO-FM | Coy Horton Marshall | Leon Jones Drawer Zero | Program Director AR 72650 | Music Director (501) 448-5800 | David Stevens | 100 | 104.3 | 19 |
| KVOM-FM | Stan Willis Morrilton | Harold Nichols Box 541 | Dick Bailey AR 72110 | Dick Bailey (501) 354-2484 | Dan Winn | 3 | 101.7 | 24 |
| KTLO | Larry Mophew Mountain Home | Danny Ward Box C | Larry Mophew AR 72653 | Kyle Kellams (501) 425-3101 | Ken Wilkens | 1 | 1240 | 24 |
| KBHC | Pete Gathright Nashville | Pete Gathright 1513 S. 4th St. | Rick Castleberry AR 71852 | Dale Gathright (501) 845-3601 | R.G. McKeever | .5 | 1260 | 12 |
| KCCL-FM | Marty Houston Paris | Gene Williams 24 S. Express St. | Marty Houston AR 72855 | Marty Houston (501) 963-3100 | Alan Garner | 3 | 95.3 | 18 |
| KAMO-FM | Harvey Graves Rogers | Selton Sims Route 2 | Charley Faax AR 72756 | Wally South (501) 636-4611 | Jim Parkinson | 3 | 94.3 | 24 |
| KWCK | Dennis May Searcy | Jill Rose 100 E. Arch | Ken Simmons AR 72143 | Don McCabe (501) 268-7123 | Melvin Thompson | 10 | 1300 | 24 |
| KWAK | C.R. Sandine Stuttgart | C.R. Sandine Box 907 | Lance Brown AR 72160 | Lance Brown (501) 673-1595 | C.R. Sandine | 1 | 1240 | 24 |
| KRLW | Jim Kelley Walnut Ridge | Lucinda Kelley Box 30 | Tim Taylor AR 72476 | Randy Myers (501) 886-6666 | Leonard Ringle | 1 | 1320 | 12 |
| KWRF-FM | Weldon Sledge Warren | Jimmy Sledge Box 480 | Shelly Mitchell AR 71671 | Jimmy Sledge (501) 226-2653 | Weldon Sledge | 3 | 105.5 | 15 |
| CALIFORNIA | | | | | | | | |
| KKAL | Jim Barker Arroyo Grande | Jim Barker 129 N. Halcyon Rd. | Chad Stevens CA 93420 | Chad Stevens (805) 489-1280 | William Miller | 5 | 1280 | 24 |
| KUZZ | Mel Owens Bakersfield | Richard Trejo 3223 Sillect Ave. | K.C. Adams CA 93309 | Jeff Woods (805) 326-1011 | Terry Geiser | 5 | 550 | 24 |
| KIBS-FM | John Young Bishop | Jeff Marcel Box 757 | John Young CA 93514 | Joe Fiorella (619) 873-5427 | John Young | 50 | 100.7 | 24 |
| KICO | Willard Gleeson Calexico | Sales Manager 695 Hwy. 111 | Willard Gleeson CA 92231 | Willard Gleeson (619) 357-1490 | Richard Sampson | 1 | 1490 | 20 |
| KCHJ | Jean Johnes Delano | Bill Lambert Box 1000 | Cindy Colo CA 93216 | Cindy Colo (805) 725-8676 | Charles H. Johnes | 5 | 1010 | 15 |
| KEKA-FM | Michael Jones Eureka | Mike Jones Box 1386 | Rod Allen CA 95501 | Ken Conlin (707) 445-9211 | Alan Bethel | 100 | 101.5 | 24 |
| KFRE-FM | Al Grosby Fresno | Bob Walker 999 N. Van Ness Avenue | Bob Mitchell CA 93728 | Bob Mitchell (209) 441-7600 | Hal Torosian | 50 | 101.9 | 24 |
| KUBB-FM | Julie Campbell Merced | Sharon Crosswell Box 429 | Greg Edwards CA 95340 | Greg Edwards (209) 383-1580 | Ken Warren | 2 | 96.3 | 24 |
| KTRB | Kathy Pappas Modesto | Jerry Rosenthal 1192 Norwegian Ave. | Ken Roberts CA 95355 | J.W. Ford (209) 526-8607 | Steve Menshall | 50 | 860 | 15 |
| KCSN-FM | Jack Brown Northridge | Melody Kanschat 1811 Nordhoff St. | Michael Turner CA 91330 | Mark Humphrey (818) 885-3089 | Jack Foster | 3 | 88.5 | 19 |
| KIKF-FM | Jim Votaw Orange | Garth Starn 2 City Blvd. E. #183 | Chris Adams CA 92668 | Don Jefferies (714) 835-1300 | Paul Sakrison | 3 | 94.3 | 24 |
| KPCO | Ralph Wittick Quincy | Shirley Laschinsky Box 11370 | Ann Nook CA 95971 | Music Director (916) 283-1370 | Chet Stuart | 5 | 1370 | 12 |
| KALF-FM | Gary Herron Red Bluff | Laura Herron Box 1490 | Gary Herron CA 96080 | Randy Chapman (916) 527-3511 | Don Campbell | 7 | 95.7 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|------------------------|-----------------------------------|--|-------------------------------|------------------------------------|--------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| CALIFORNIA | | | | | | | | |
| KNCQ-FM | Craig McCarthy Redding | Steve Thomas 2551 Park Marina Dr. S. | Gary Popejoy CA 96001 | Gary Popejoy (916) 244-9700 | Mike Birdsill | 100 | 97.3 | 24 |
| KPAK | Franke Jolle Redding | Kathy Watson Box 1917 | Charlie Foxx CA 96099 | Ron Day (916) 221-1171 | Robert Balongie | 1 | 1230 | 24 |
| KWDJ-FM | Jim Knudsen Riverside | Dale Dickerson 7351 Lincoln Ave. | Kari Lynn CA 92504 | Bill Georgi (714) 688-1570 | Bill Ellege | 3 | 92.7 | 24 |
| KRAK-FM | John Winkel Sacramento | Bruce Cambern 1436 Auburn Blvd. | Don Langford CA 95815 | Rick Stewart (916) 923-9230 | Jay Lemmons | 50 | 105.1 | 24 |
| KTOM-FM | Charles Banta Salinas | Bob Sherry Box 81380 | Jeff Iler CA 93912 | Jeff Iler (408) 422-7484 | Mike Blankenbecler | 3 | 100.7 | 34 |
| KCKC | Sheila Brown San Bernardino | Les Crook Box 2565 | Bob Mitchell CA 92410 | Bob Mitchell (714) 882-2575 | Kevin Scott | 5 | 1350 | 22 |
| KSON-FM | Clarke Brown San Diego | Mike Stafford Box 1591240 | Mike Shepard CA 92115 | Nick Upton (619) 589-1240 | John Buffaloe | 50 | 97.3 | 24 |
| KEEN | Chris Snell San Jose | Jim Farr Box 6616 | John Bettencourt CA 95150 | John Bettencourt (408) 370-1370 | John Higdon | 5 | 1370 | 24 |
| KSNI-FM | Alice Bayliss Santa Maria | Joe Bayliss Box 1240 | Jeff Harris CA 93456 | Jeff Harris (805) 925-2582 | Dennis Bornhoff | 15 | 102.5 | 24 |
| KPLS | Maria Maertins Santa Rosa | Maria Maertins Box 6004 | Roger Shannon CA 95406 | Jade Howell (707) 544-1150 | Phil Moore | 5 | 1150 | 24 |
| KVML | Randolph Holder Sonora | Sales Manager 20445 Johnny Ave. | Program Director CA 95370 | Tom D'Attilio (209) 533-1450 | Rick Jerome | 1 | 1450 | 14 |
| KFMR-FM | Susan Carson Stockton | Valerie Hubbard 1120 N. San Joaquin St. | Susan Carson CA 95202 | Susan Carson (209) 462-5367 | Les Lester | 3 | 100 | 24 |
| KSUE-FM | Cecil Webb Susanville | Cecil Webb 3015 Johnstonville Rd. | Hugh Hardaway CA 96130 | Tom Craig (916) 257-2121 | Bub Stuart | 100 | 93.3 | 18 |
| KJUG-FM | Wayne Foster Tulare | Sales Manager 717 N. Mooney Blvd. | John Katz CA 93274 | Scott Michaels (209) 686-2866 | Scott Dean | 50 | 106.7 | 24 |
| KIAH-FM | Bruce Williams Ukiah | Linda Dalton 1400 Kuki Ln. | Kathleen Hine CA 95482 | Music Director (707) 462-4771 | Tom Driggers | 50 | 103.3 | 18 |
| KHAY-FM | Dave Loe Ventura | Pete Deridics Box 699 | Don Sinclair CA 93002 | Don Sinclair (805) 642-8595 | Dow Jones | 39 | 100.7 | 24 |
| KUBA | Bob Harlan Yuba City | Bob Woelfel Box 309 | Randy Blount CA 95992 | Moe Howard (916) 673-1600 | Paul Bateman | 5 | 1600 | 24 |
| COLORADO | | | | | | | | |
| KKCS-FM | Bob Gourley Colorado Springs | Rob Bogren Box 320 | Charlie Cassidy CO 80901 | Charlie Cassidy (303) 632-1561 | Melvin Rauh | 79 | 101.9 | 24 |
| KSSS | Larry Lakoduk Colorado Springs | R. Mitchell/D. Cech 2864 S. Circle Dr. #1200 | Tony Lynn CO 80906 | Tony Lynn (303) 579-0880 | Fred Periquet | 1 | 740 | 24 |
| KRTZ-FM | Bill Beasley Cortez | Lan Degenres Box XX | Scott Sparks CO 81321 | Scott Sparks (303) 565-6565 | Pat Talcott | 27 | 98.7 | 24 |
| KYGO-FM | Wayne Phillips Denver | Bill Sauer 1095 S. Monaco Parkway | Rick Jackson CO 80224 | Jennifer Page (303) 321-0950 | Brad Hart | 100 | 98.5 | 24 |
| KLZ | Bill Struck Denver | Jon McNutt 2149 S. Holly St. | Steve Gramzay CO 80222 | Steve Lewis (303) 759-5600 | Ron Stevens | 5 | 560 | 24 |
| KRSJ-FM | John Mackley Durango | John Mackley Drawer P | Larry Whiteside CO 81302 | Music Director (303) 247-4464 | John Morton | 100 | 100.5 | 20 |
| KEKB-FM | Dick Maynard Fruita | Martley Miller Box 68 | Michael Flwelling CO 81521 | Tom Sheldon (303) 858-3699 | Norm Price | 80 | 99.9 | 24 |
| KMTS-FM | Allen Bell Glenwood Springs | Linda Koenig Box 1028 | Allen Bell CO 81602 | Jody Williams (303) 945-9124 | Allen Bell | 3 | 92.7 | 19 |
| KQIL | Dave Beck Grand Junction | Dave Beck Box 340 | Robert St. John CO 81502 | Bob Goss (303) 242-7800 | Brian Anderson | 1 | 1340 | 24 |
| KISF-FM | Ed Elliott Greeley | Ray Velasquez Box K | Jim Elliott CO 80632 | Jeff Goodwin (303) 356-1310 | Ward Harsten | 100 | 96.1 | 4 |
| KLMR | Bill Arnold Lamar | Bill Arnold Box 890 | Russ Baldwin CO 81052 | Russ Baldwin (303) 336-2206 | Chuck Springer | 5 | 920 | 24 |
| KLMO | W.G. Stewart Longmont | Greg Scarpella Box 799 | L.J. Stewart CO 80501 | Greg Scarpella (303) 776-2323 | Oscar Cuellar | 10 | 1060 | 15 |
| KSLV | Jim Moeny Monte Vista | Mary Cole Box 631 | Greg Magness CO 81144 | Paul Chavez (303) 852-3581 | Ray Welch | 1 | 1240 | 17 |
| KIDN | Paul Jones Pueblo | Rolland Ashmore Box 293 | Randy Hill CO 81002 | Randy Hill (303) 542-5570 | Bill Cook | 5 | 1350 | 24 |
| KCCY-FM | J. Ralph Carter Pueblo | Abe Sandoval Box 5010 | Dave Moore CO 81002 | Kevin Hayes (303) 545-2080 | Chief Engineer | 100 | 97.9 | 24 |
| KAVI-FM | Peter Lapioli Rocky Ford | Kevin Schrock Box 632 | N. Hall CO 81067 | Jerry Lucero (303) 254-7427 | Randy Thomas | 2.6 | 95.9 | 24 |
| KCRT | Charles Smith Trinidad | Jim Costin 100 Fisher Drive | Molly Smith CO 81082 | Molly Smith (303) 846-3355 | Charles Smith | .25 | 1240 | 15 |
| KJCO-FM | Norma Propp Yuma | Keith Bourquin Box 246 | Norma Propp CO 80759 | Norma Propp (303) 848-5828 | Dan Boltjes | 3 | 100.9 | 24 |
| CONNECTICUT | | | | | | | | |
| WKHT | John Lohmann Hartford | Martie French 905 Wethersfield Ave. | Ken Borden CT 06114 | Ken Borden (203) 527-0888 | Gene Faltus | 1 | 1230 | 24 |
| WCTY-FM | Jim Reed Norwich | John London Box 551 | Mark Wayne CT 06360 | Mark Wayne (203) 887-3511 | Wayne Gignac | 3.2 | 97.7 | 24 |
| DELEWARE | | | | | | | | |
| WDSF-FM | Ward McCleary Dover | Martha Burns Drawer B | Randy Hooker DE 19903 | Donna Cavender (302) 734-5816 | Allen Searfoss | 50 | 94.7 | 24 |
| WYUS | Alex Kolobielski Milford | Alex Kolobielski Box 324 | Tim Hopkins DE 19963 | Sandy McGuire (302) 422-7575 | Chief Engineer | .5 | 930 | 24 |
| WASHINGTON D.C. | | | | | | | | |
| WMZQ-FM | Paul Wilensky Washington | Nancy Bryant 5513 Connecticut Ave. N. | Bob McNeill DC 20015 | Music Director (202) 362-8330 | Tom Shedlick | 50 | 98.7 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|----------------|-------------------|--------------------------|-------------------|-------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| FLORIDA | | | | | | | | |
| WOKD-FM | Dixie Mangold | Dan Sessler | Paul Ayers | Charlie Burkhart | Murray Benton | 3 | 98.3 | 20 |
| | Arcadia | Box 794 | FL 33821 | (813) 494-2525 | | | | |
| WAPR | Charles C. Castle | Charles C. Castle | Charles C. Castle | Charles C. Castle | Charles C. Castle | 1 | 1390 | 12 |
| | Avon Park | Box 1390 | FL 33825 | (813) 453-3139 | | | | |
| WYBT | Jim Fletcher | Jim Fletcher | Kathy Knight | Kathy Knight | Ray Chamberlain | 1 | 1000 | 9 |
| | Blountstown | 269 Kelly Ave. | FL 32424 | (904) 674-5101 | | | | |
| WQUH-FM | Art Dees | Lynn Stewart | Jeff Cutshaw | Jeff Cutshaw | Art Dees | 3 | 103.1 | 6 |
| | Defuniak Spring | Box 627 | FL 32433 | (904) 892-3158 | | | | |
| WTRS-FM | Jerry Webb | Bob Davis | Rick Parrish | Cliff Desmond | Mark Johnson | 3 | 102.3 | 24 |
| | Dunnellon | 960 W. Wighlacoochee Tr. | FL 32630 | (904) 489-2800 | | | | |
| WLCF | Paul Spurlock | Ken McGuire | Rusty Sands | Douglass Adams | Paul Spurlock | 1 | 1240 | 24 |
| | Eustis | Box 1905 | FL 32726 | (904) 357-1600 | | | | |
| WHOG | Mark Hogan | Robert Hart | Mark Hogan | Mark Hogan | Jeff Hogan | 5 | 1570 | 12 |
| | Fernandina Beach | Box 496 | FL 32034 | (904) 261-6157 | | | | |
| WDKC | Jim Lord Chaplin | Walter Heinrich | Mike Walker | Mike Walker | Fran Sharewood | 5 | 1330 | 24 |
| | Ft. Pierce | Box 1330 | FL 34954 | (305) 464-1330 | | | | |
| WYGC-FM | Kevin Lein | Kevin Lein | Mark Andrews | Morgan Scott | John Carro | 3 | 100.9 | 24 |
| | Gainesville | Box 5069 | FL 32602 | (904) 375-1317 | | | | |
| WKQS-FM | Jeff Greenhawt | Ray Perry | Bob McKay | Bob McKay | Greg Strom | 100 | 99.9 | 24 |
| | Hollywood | 9881 Sheridan St. | FL 33024 | (305) 431-6200 | | | | |
| WQIK-FM | Bill Mize | Les Samuels | Allen Mathews | Ron Ellis | Jerry Smith | 100 | 99.1 | 24 |
| | Jacksonville | 5555 Radio Lane | FL 32205 | (904) 388-7711 | | | | |
| WCRJ-FM | Linda Byrd | Paul Rogers | Bill Jones | Bill Jones | Kyle Dickson | 100 | 107.3 | 24 |
| | Jacksonville | 8386 Baymeadows Rd. | FL 32216 | (904) 636-0507 | | | | |
| WDSR | Dean Blackwell | Dean Blackwell | Steve Glowacki | Steve Glowacki | Mark Schmucker | 1 | 1340 | 19 |
| | Lake City | Box 2109 | FL 32056 | (904) 752-1340 | | | | |
| WRFA | Norman Bie | Norman Bie | Bob Hensler | Bob Hensler | Art Karmgard | 50 | 820 | 24 |
| | Largo | Box 800 | FL 34649 | (813) 581-7800 | | | | |
| WQBQ | Duke Roberts | Bob Baker | Betty Stoehr | Betty Stoehr | Don Connely | 5 | 1410 | 18 |
| | Leesburg | 29820 County Rd. 25A | FL 32748 | (904) 787-1410 | | | | |
| WQHL-FM | George Day | Jack Hall | Shannon Day | Wayne Littrell | Mark Schmucker | 60 | 98.1 | 19 |
| | Live Oak | Box 130 | FL 32060 | (904) 362-1250 | | | | |
| WJXR-FM | Charley White | Greg Perich | Kim Cafferty | Kim Cafferty | Marvin Sigers | 3 | 92.1 | 18 |
| | Jacksonville | Box 1 | FL 32234 | (904) 259-2292 | | | | |
| WFFG | June Thacker | Ray Dubois | John West | John West | Bill Smily | 2.5 | 1300 | 19 |
| | Marathon | Box 488 | FL 33050 | (305) 743-5563 | | | | |
| WCKC | Robert Williamson | Sales Manager | Program Director | Music Director | Dave Kiker | 1 | 1490 | 24 |
| | Milton | 703 Berryhill Rd. | FL 32570 | (904) 623-4691 | | | | |
| WXBM-FM | Lou Mahacek | John Gurene | Ken Martin | Ken Martin | Danny Wester | 100 | 102.7 | 24 |
| | Milton | 1687 Quintel Rd. | FL 32570 | (904) 994-5357 | | | | |
| WMFL | Jack Hyden | Jack Hyden | Billy Rachels | Billy Rachels | Frank White | 1 | 1090 | 12 |
| | Monticello | 1275 S. Jefferson | FL 32344 | (904) 997-3536 | | | | |
| WMOP | Carol Carpenter | Carol Carpenter | Capps Sutherland | Richard Kirk | Bill Boyer | 5 | 900 | 16 |
| | Ocala | Box 1136 | FL 32678 | (904) 732-2010 | | | | |
| WOKC | Al Stokes | Karolyn Rhodes | Rick Stokes | Rick Stokes | Al Stokes | 1 | 1570 | 12 |
| | Okeechobee | Box 1247 | FL 34972 | (813) 763-3181 | | | | |
| WWKA-FM | Bob Longwell | Ray Cal | Steve Holbrook | Kevin Ray | Tom Bohannon | 100 | 92.3 | 24 |
| | Orlando | 4192 John Young Pkwy. | FL 32804 | (305) 298-9292 | | | | |
| WSUZ | Don Sports | Don Sports, Jr. | Don Sports, Jr. | Reese Johnson | Alan Alsobrook | 1 | 800 | 17 |
| | Palatka | Box 668 | FL 32078 | (904) 328-1177 | | | | |
| WIYD | Suzanne Tumlin | Mary Mackie | Bob Henry | Bob Henry | Ed Hudson | 1 | 1260 | 24 |
| | Palatka | Box 640 | FL 32077 | (904) 325-4556 | | | | |
| WPAP-FM | Bo Boman | Rob Ashe | Rick Braswell | Rick Braswell | Reed Kenny | 100 | 92.5 | 24 |
| | Panama City | Box 2288 | FL 32402 | (904) 769-1408 | | | | |
| WOWW-FM | Barbara Oliphant | Mike Barnhart | Jay Christopher | Chris Hampton | Bob Stroupe | 100 | 107.3 | 24 |
| | Pensacola | Box 2788 | FL 32513 | (904) 434-7388 | | | | |
| WCCF | Joan Winters | David Ayres | Michael Kenny | Rick Mundy | Paul Wolf | 1 | 1580 | 16 |
| | Punta Gorda | Box 1929 | FL 33950 | (813) 639-1188 | | | | |
| WZIP | Howard Griboff | Dave Albano | Program Director | Steve Welch | Harold Utter | 1 | 1590 | 24 |
| | S. Daytona | Box 4010 | FL 32021 | (904) 767-1131 | | | | |
| WWOJ-FM | Robert Young | Robert Young | John Deder | Glenn Moree | Jim Johnson | 3 | 106.3 | 24 |
| | Sebring | 3750 U.S. 27 N #1 | FL 33870 | (813) 382-1063 | | | | |
| WAOC | Kenneth Stein | Eileen Rowe | Program Director | Music Director | Ed Voss | 4 | 1420 | 11 |
| | St. Augustine | Route 8, Box 395R | FL 32086 | (904) 797-4444 | | | | |
| WQYK-FM | Charlie Ochs | Dave Hutchinson | Jay Miller | Bill Pyne | Frank Berry | 100 | 99.5 | 24 |
| | St. Petersburg | Box 20087 | FL 33742 | (813) 576-6055 | | | | |
| WSUN | Shawn Portmann | Don Marion | Jack Russell | Jay Roberts | David Godwin | 10 | 620 | 24 |
| | St. Petersburg | Box 42195 | FL 33742 | (813) 576-6090 | | | | |
| WTNT-FM | Mark Halverson | Judy Powell | Sue Jordan | Bill Kelly | Emory Mallory | 100 | 94.9 | 24 |
| | Tallahassee | 325 John Knox Rd. | FL 32303 | (904) 386-6143 | | | | |
| WCTQ-FM | Doug Tweedy | Dave McClure | Craig Dalton | Kim Ashley | Tim White | 3 | 92.1 | 24 |
| | Venice | 282 N. Auburn Rd. | FL 34292 | (813) 484-2636 | | | | |
| WAUC | Ted Hite | Ted Hite | Ted Hite, Jr. | Ted Hite, Jr. | Jim Kowalsui | 5 | 1310 | 16 |
| | Wauchula | Box 908 | FL 33873 | (813) 773-5008 | | | | |
| WYXY | Roger Bald | Roger Bald | Matt Helm | Matt Helm | Matt Helm | 5 | 1360 | 24 |
| | Winterhaven | 1505 Dundee Rd. | FL 33880 | (813) 299-1141 | | | | |
| GEORGIA | | | | | | | | |
| WNGC-FM | Mary Betts | Richard Mattocks | Larry England | Larry England | Dan Davis | 100 | 95.5 | 24 |
| | Athens | 850 Bobbin Mill Rd. | GA 30610 | (404) 549-1340 | | | | |
| WYAY-FM | Bob Green | Paul Anavick | Herb Crowe | Rhubarb Jones | Johnny Bridges | 100 | 106.7 | 24 |
| | Atlanta | 200 Galleria Pky. #900 | GA 30339 | (404) 955-0106 | | | | |
| WKHX-FM | Vern Ore | Victor Sansone | Neil McGinley | Johnny Grey | Bill Massey | 100 | 101.5 | 24 |
| | Atlanta | 360 Interstate N #101 | GA 30339 | (404) 955-0101 | | | | |
| WGUS-FM | Charles Young | Elizabeth Oakley | Charles Young | Brian Ansley | Don Talbot | 3 | 102.3 | 24 |
| | Augusta | Box 1475 | GA 30913 | (803) 279-1380 | | | | |
| WJTH | Sam Thomas | Lamar Gravitt | Lamar Gravitt | Bob Grady | Phil Baker | 1 | 900 | 16 |
| | Calhoun | Box 1119 | GA 30701 | (404) 629-6397 | | | | |
| WOFF-FM | Robert McCaskill | Mary Beth Bateman | Ben Bateman | Debbie Ragan | Clark Harrell | 30 | 105.5 | 14 |
| | Camilla | Box 434 | GA 31730 | (912) 294-2105 | | | | |
| WCHK-FM | Byron Dobbs | Bill West | Byron Dobbs | Chris Griffin | Keith Brown | 3 | 105.5 | 19 |
| | Canton | Box 1290 | GA 30114 | (404) 479-2101 | | | | |
| WYXC | Julia Frew | Sales Manager | Program Director | Julie Frew | John Frew | .5 | 1270 | 13 |
| | Cartersville | 1410 Highway 411 NE | GA 30120 | (404) 382-1270 | | | | |
| WRWH | Dean Dyer | George Sattler | Dean Dyer | Bonnie Dyer | Boyd Anderson | 1 | 1350 | 8 |
| | Cleveland | Box 181 | GA 30528 | (404) 865-3181 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------|-------------------------------|---|------------------|--------------------------------------|------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| GEORGIA | | | | | | | | |
| WVMG-FM | Jim Ball Cochran | Jim Ball Box 570 | GA 31014 | Kyle Taylor (912) 934-4548 | Jim Ball | 3 | 96.7 | 24 |
| WQMT-FM | Donnie Trevitt Dalton | Teresa Bennett 716 S. Thornton Ave. | GA 30720 | Marty Hackney (404) 278-9950 | Dave Wright | 3 | 99.3 | 24 |
| WXLI | Ray Beck Dublin | Ray Beck Box 967 | GA 31021 | Steve O'Neal (912) 272-4282 | Clint Branch | 1 | 1230 | 24 |
| WLBA | Jerry Kearns Gainesville | Linda Dotson Box 2849 | GA 30503 | Chuck Bagley (404) 532-6331 | Vaughn Dotson | 10 | 1130 | 12 |
| WHTE | Fred Watkins Griffin | Fred Watkins Drawer G | GA 30224 | Bonnie Pfrogner (404) 227-9451 | Sydney Daniel | 5 | 1320 | 17 |
| WCEH-FM | Jim Popwell Hawkinsville | Charlie Hill Box 489 | GA 31036 | Rick Reed (912) 892-9061 | Jim Popwell, Jr. | 3 | 103.9 | 18 |
| WLOP | Don Laduke Jesup | Bill Houchins Box 647 | GA 31545 | Freddie Frye (912) 427-3711 | Jim Coate | 5 | 1370 | 11 |
| WLFA | Rich Gwyn La Fayette | Sales Manager Box 746 | GA 30728 | Doug Williams (404) 638-3276 | Micky Lowry | 5 | 1590 | 24 |
| WGNN | Ron Lucas Lawrenceville | Ron Lucas Box 246 | GA 30246 | Tommy Cain (404) 962-4848 | Don Eller | 1 | 1360 | 24 |
| WPEH-FM | Ott Stephens Louisville | Ott Stephens Box 425 | GA 30434 | John Reid (912) 625-7248 | Wendell Stephens | 3 | 92.1 | 15 |
| WBBT | James Johnson Lyons | Tony Deloach Box 392 | GA 30436 | Tony Deloach (912) 526-8122 | Tim Clegg | 1 | 1340 | 18 |
| WDEN-FM | Doug Grimm Macon | Patty Peters Box 46 | GA 31297 | T. Martin/J. Riley (912) 745-3383 | John Timms | 105 | 105.3 | 24 |
| WKUN | Deral Morris Monroe | Chip Morris 204 W. Spring St. | GA 30655 | Dillard Rowe (404) 672-6558 | Nick Gheer | 1 | 1580 | 24 |
| WMTM-FM | Donnie Turner Moultrie | Donnie Turner Box 788 | GA 31776 | Brian Waits (912) 985-1300 | Doug Turner | 100 | 93.9 | 12 |
| WDAX | Roy Woods McRae | Roy Woods Box 1410 | GA 31055 | Ken Howard (912) 868-5611 | Roy Woods | 1 | 1410 | 24 |
| WNGA | Johny May Nashville | Johny May Box 645 | GA 31639 | Susan Farr (912) 686-2001 | Larry Nixon | 1 | 1600 | 12 |
| WSFB | Bill Hoopes Quitman | Bill Hoopes Box 632 | GA 31643 | Chris Hoopes (912) 263-4373 | Chris Hoopes | 1 | 1490 | 13 |
| WRGA | Leeta McDougald Rome | Jerry Rucker Box 1187 | GA 30162 | Ben Cleary (404) 291-9742 | Phil Baker | 5 | 1470 | 15 |
| WBLW | Julie Irby Royston | Julie Irby 431 Turner St. | GA 30662 | Michelle McElreath (404) 245-6101 | Dan Davis | .25 | 810 | 24 |
| WLKC-FM | Randy Horn Saint Marys | Paul Hafer Box 1171 | GA 31558 | Ken Cameron (912) 882-3000 | Bill Kitchen | 3 | 93.5 | 22 |
| WXRS-FM | Lee Studstill Swainsboro | Fred Morgan Box 1590 | GA 30401 | Jeff Wiggins (912) 237-0104 | Jeff Wiggins | 3 | 103.9 | 24 |
| WJAT | Capers Brazzell Swainsboro | Capers Brazzell Box 289 | GA 30401 | Shirley Smoak (912) 237-2011 | Jim Slawson | 1 | 800 | 24 |
| WKNG | Station Manager Tallapoosa | Sales Manager Box 606 | GA 30176 | Chuck Rich (404) 574-7655 | Chief Engineer | 5 | 1060 | 8 |
| WTHO-FM | Tom Ptak Thomson | Betty Davis Box 900 | GA 30824 | Justin Higdon (404) 595-5122 | Mike Wall | 3 | 101.7 | 24 |
| WLET | Gene Bollinger Toccoa | Gene Bollinger Box 106 | GA 30577 | John Wilson (404) 886-2191 | Alan Brooks | 5 | 1420 | 12 |
| WAAC-FM | Jay Clark Valdosta | Jay Clark Box 1207 | GA 31603 | Robert Whitt (912) 242-4513 | Michael Moore | 100 | 92.9 | 24 |
| WVOP | Ray Billbrey Vidalia | Julie Raddy Box 900 | GA 30474 | Melodi Garrett (912) 537-9202 | Ray Billbrey | 5 | 970 | 24 |
| WLOV-FM | Fred Neilson Washington | Fred Neilson Box 400 | GA 30673 | Fred Neilson (404) 678-2125 | Dan Davis | 3 | 100.1 | 12 |
| WBRO | Bill Buchanan Waynesboro | Bill Buchanan Box 866 | GA 30830 | Mike Holland (404) 554-2139 | Rodney Blackman | 1 | 1310 | 24 |
| WCJM-FM | Terrell Whaley West Point | Terrell Whaley 705 4th Ave. | GA 31833 | Terrell Whaley (404) 645-2991 | Chief Engineer | 3.6 | 100.9 | 24 |
| WIMO | Sid Griffin Winder | Sid Griffin Box 1300 | GA 30680 | Earnest Hardigree (404) 867-1300 | Dan Davis | 1 | 1300 | 6 |
| HAWAII | | | | | | | | |
| KDEO | Bob Loew Waipahu | Donna Shieffar 94-1088 Farrington Hwy. | HI 96797 | Ed Kanol (808) 671-2851 | Dave Moore | 10 | 940 | 24 |
| IDAHO | | | | | | | | |
| KIZN-FM | Bob Cross Boise | Bob Cross 1002 W. Franklin St. | ID 83702 | Jon E. Mitchell (208) 343-9393 | Lee Eichelburger | 50 | 93.1 | 24 |
| KQFC-FM | Al Vuylsteke Boise | Bob Rosenthal Box 1280 | ID 83701 | Chris Adams (208) 336-3670 | Bill Frahm | 50 | 97.9 | 24 |
| KCID-FM | Dale Peterson Caldwell | Dale Peterson Box 1175 | ID 83605 | Carl Follick (208) 459-3608 | Lee Eichelberger | 3 | 107.1 | 16 |
| KSKI | Robert Greer Hailey | Kay Phillips Box 1340 | ID 83333 | Jeffrey Rew (208) 788-4504 | Bill Brown | 5 | 1340 | 14 |
| KART | Kent Lee Jerome | Donna Peterson 47 N. 100 W. | ID 83338 | Kipp Sherry (208) 324-8181 | Kelly Carlson | 1 | 1400 | 24 |
| KRLC | George McPherson Lewiston | Dan Fallor 805 Stewart Ave. | ID 83501 | Jerry Jolley (208) 743-1551 | Steve Franko | 5 | 1350 | 24 |
| KZID | Dave Johnson McCall | Jan McIntosh Box 907 | ID 83638 | Eddie Bear (208) 634-2248 | Chic Davis | .5 | 1240 | 18 |
| KSRA | Renee Smith Salmon | Leo Marshall 315 Hwy. 93 N. | ID 83467 | Ed Gibson (208) 756-2218 | Richard Smith | 1 | 960 | 10 |
| KOFE | Terry Duffey St. Maries | Sales Manager 1525 Main Ave. | ID 83861 | Music Director (208) 245-4559 | Dale Bobbitt | 1 | 1240 | 24 |
| KEZJ-FM | Terry Tario Twin Falls | David Brower Box 346 | ID 83303 | Sherry Howard (208) 733-7512 | Kelly Klaas | 50 | 95.7 | 24 |
| KWEI-FM | Randel Williamson Weiser | Rex McNeill 556 S. Hwy. 95 | ID 83672 | Shari Snow (208) 549-0886 | Ed Miller | 3 | 99.3 | 18 |
| ILLINOIS | | | | | | | | |
| WKRO | Bill Crain Cairo | Marian Stone Box 311 | IL 62914 | Bill Crain (618) 734-1490 | Earl Abanathy | 1 | 1490 | 16 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------|------------------|-----------------------|--------------------|----------------|------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| ILLINOIS | | | | | | | | |
| WRUL-FM | Roger Swan | Ruby Treece | Irma Dennis | Scott Mareing | Jack Herren | 50 | 97.3 | 18 |
| | Carmi | Box 400 | IL 62821 | (618) 382-4161 | | | | |
| WHOW | Mike Collins | Mike Collins | Kevin Wahl | Tim Tarter | Lonnie Newnum | 5 | 1520 | 18 |
| | Clinton | Box 160 | IL 61727 | (217) 935-2161 | | | | |
| WAIT | John Schaller | John Schaller | Paul Babecky | Music Director | John Church | 2.5 | 850 | |
| | Crystal Lake | 300 Commerce Dr. | IL 60014 | (815) 459-7000 | | | | |
| WIAI-FM | Brent Marlin | Bill Craig | Ken Ball | Ann Rhoton | Alan Woodrum | 50 | 99.1 | 24 |
| | Danville | 4 N. Vermilion St. | IL 61832 | (217) 443-5500 | | | | |
| WFIW | Dave Land | Dave Land | Dave Land | Dave Land | Gil Wallace | 1 | 1390 | 13 |
| | Fairfield | Box 310 | IL 62837 | (618) 842-2159 | | | | |
| WAAG-FM | Harry Greenwald | Jack Stower | Jon Raymond | Rob Myers | Roger Lundeen | 50 | 94.9 | 24 |
| | Galesburg | Box 1227 | IL 61401 | (309) 342-5131 | | | | |
| WGEN-FM | Joe Lobalto | G.L. Bright | G.L. Bright | B.P. Lindell | Ron Jurgs | 3 | 104.9 | 10 |
| | Geneseo | Box 67 | IL 61254 | (309) 944-4633 | | | | |
| WGEL-FM | John Kennedy | John Kennedy | Jeff Alexander | Jeff Alexander | John King | 3 | 101.7 | 14 |
| | Greenville | Box 177 | IL 62246 | (618) 664-3300 | | | | |
| WEBQ | Dave Bard | Dave Bard | Cathy Horton | Cathy Horton | Bob Romonsky | 1 | 1240 | 17 |
| | Harrisburg | 701 S. Commercial St. | IL 62946 | (618) 253-7812 | | | | |
| WJIL | Ron Gray | Bob Straczek | Gene Bergschneider | Gene Shelton | Paul Figge | 1 | 1550 | 24 |
| | Jacksonville | Box 1065 | IL 62651 | (217) 245-5119 | | | | |
| WJBM | David Fuhler | Mike Adams | George Depper | George Depper | Chief Engineer | | | |
| | Jerseyville | Box 310 | IL 62052 | (618) 498-2185 | | .5 | 1480 | 12 |
| WCCQ-FM | Robert Channick | Richard Fredrickson | Mark Stevens | Music Director | Art Reis | 3 | 98.3 | 24 |
| | Joliet | 1520 N. Rock Run Dr. | IL 60435 | (815) 729-4400 | | | | |
| WSMI-FM | Hayward Talley | Sales Manager | Terry Toot | Tom Allman | Chief Engineer | 50 | 106.1 | 11 |
| | Litchfield | Box 10 | IL 62056 | (217) 324-2345 | | | | |
| WDDD-FM | Dutch Doelitzsch | Jerry Crouse | Program Director | Music Director | Chief Engineer | 50 | 107.3 | 24 |
| | Marion | One Broadcast Center | IL 62959 | (618) 997-8123 | | | | |
| WMIX-FM | Bruce Cox | Lisa Gilchrist | Jerry Mayo | Bob Ebert | Ray Millmaker | 50 | 94.1 | 24 |
| | Mount Vernon | Box 1508 | IL 62864 | (618) 242-3500 | | | | |
| WMLA-FM | Jeff Hancock | Jeff Hancock | Dan Weathoff | Dan Weathoff | Neil Burk | 3 | 92.7 | 24 |
| | Normal | Box 307 | IL 61761 | (309) 454-3333 | | | | |
| WXCL | Dave McCormick | Bill Early | Bob Look | Joe Jackson | Neil Hartley | 1 | 1350 | 24 |
| | Peoria | 3641 Meadowbrook Rd. | IL 61604 | (309) 685-5975 | | | | |
| WJEZ-FM | David Schmidt | Kevin Anfield | Marc Edwards | Marc Edwards | Lane Lindstrom | 3 | 103.1 | 12 |
| | Pontiac | 315 N. Mill St. | IL 61764 | (815) 844-6101 | | | | |
| WTAY-FM | Denny Hare | Dan Lawhead | Roger Dee | Roger Dee | Gary Beard | 3 | 101.7 | 18 |
| | Robinson | Box 245 | IL 62454 | (618) 544-2191 | | | | |
| WKKN | Duane Daniels | Tom Koser | Jim Reed | Ron Scott | Duane Dargel | 1 | 1150 | 24 |
| | Rockford | 1901 Reid Farm Rd. | IL 61111 | (815) 877-3075 | | | | |
| WMAY | Tom Kushak | Dane Jenson | Paul Layendecker | Carl Drake | Paul Kern | 1 | 970 | 24 |
| | Springfield | Box 460 | IL 62705 | (217) 629-7077 | | | | |
| WFMB-FM | Geoff Neuhoff | Kevin O'Dea | Greg Thomas | T.J. Hart | Steve Delay | 43 | 104.5 | 24 |
| | Springfield | Box 2989 | IL 62708 | (217) 544-9855 | | | | |
| WSQR | Barbara Falk | Donna Boatman | Norm Marion | Terry Mares | Chief Engineer | .25 | 1560 | 14 |
| | Sycamore | Box 249 | IL 60178 | (815) 895-6517 | | | | |
| WTIM | Marsha Linton | Marsha Linton | Tim Sanders | Bob Trout | Larry Craig | 1 | 1410 | 12 |
| | Taylorville | Box 387 | IL 62568 | (217) 824-3395 | | | | |
| INDIANA | | | | | | | | |
| WAXT-FM | Jim Mougeotte | Jim McConville | Tony Giltner | Tony Giltner | Dennis Wallace | 3 | 96.7 | 24 |
| | Alexandria | Box D | IN 46928 | (317) 724-7716 | | | | |
| WRBI-FM | Ronald Green | Ronald Green | Ronald Green | Joe Martini | Ronald Green | 3 | 103.9 | 17 |
| | Batesville | Box 201 | IN 47006 | (812) 934-5111 | | | | |
| WBIW | Dean Spencer | Suzi Holdman | Myron Rainey | Wendell Hudson | Vance Lockenauer | 1 | 1340 | 24 |
| | Bedford | Box 1307 | IN 47421 | (812) 275-7555 | | | | |
| WGTC | Dave Nathan | Bonnie Lavender | Dave Cole | B.J. Thomas | Mike Fleming | 5 | 1370 | 24 |
| | Bloomington | 400 One City Centre | IN 47401 | (812) 332-3366 | | | | |
| WBNI-FM | Norman Hall | Larry Schweizer | Gary Krick | George McCoy | Jerry Kissinger | 3 | 107.1 | 16 |
| | Boonville | Box 273 | IN 47601 | (812) 897-2080 | | | | |
| WKKG-FM | James Kauper | Ernie Caldemone | Kurt Heminger | C.P. Marsh | Dennis Rund | 20 | 101.5 | 24 |
| | Columbus | Box 709 | IN 47202 | (812) 372-4448 | | | | |
| WJDW | Jon Walsh | Dennis Hill | Jon Walsh | Dennis Hill | Joe Pollack | .25 | 1550 | 24 |
| | Corydon | 1666 Old Hwy. 135 N. | IN 47112 | (812) 738-3241 | | | | |
| WCMR | Edwin Moore | Ken Woodcox | Rick Carson | Greg Harris | Don Baad | 5 | 1270 | 24 |
| | Elkhart | Box 307 | IN 46515 | (219) 875-5166 | | | | |
| WYNG-FM | John Reintinger | Bill Skelton | Dale Carter | Myra Collins | Jim Blockford | 50 | 105.3 | 24 |
| | Evansville | Box 2777 | IN 47714 | (812) 425-4226 | | | | |
| WBTU-FM | Carl Lanci | John Henry | Doug Wagner | Doug Wagner | Jeff Goode | 50 | 93.3 | 24 |
| | Fort Wayne | 2100 Goshen Rd. #232 | IN 46808 | (219) 482-9288 | | | | |
| WBDC-FM | Paul Knies | Terry Seltz | Program Director | Greg Bradshaw | Dave Ferguson | 3 | 100.9 | 24 |
| | Huntingburg | Box 330 | IN 47542 | (812) 683-4144 | | | | |
| WFMS-FM | Nancy Vaeth | Jan Knaus | Russ Schell | J.D. Cannon | Dave Fort | 50 | 95.5 | 24 |
| | Indianapolis | 8120 Knue Rd. | IN 46250 | (317) 842-9550 | | | | |
| WKVI-FM | Ted Hayes | Nancy Dembowski | Mike Holaday | Paul Stage | Paul Stage | 3 | 99.3 | 17 |
| | Knox | Box 12 | IN 46534 | (219) 772-6241 | | | | |
| WWKI-FM | Dick Lange | Bruce Mughmaw | Dave Broman | Mualc Director | Jim Schroeder | 50 | 100.5 | 24 |
| | Kokomo | 519 North Main St. | IN 46901 | (317) 459-4191 | | | | |
| WCOE-FM | Kenneth Coe | Charlie Alvey | Stan Black | Mark Lingren | Jay Scott | 3 | 96.7 | 22 |
| | LaPorte | 902 1/2 Lincolnway | IN 46350 | (219) 362-5290 | | | | |
| WBCI-FM | John Dotas | John Dotas | Paul Raymonds | Paul Raymonds | David Copp | 3 | 100.9 | 18 |
| | Lebanon | Box 227 | IN 46052 | (317) 482-4427 | | | | |
| WQTY-FM | Mike McDaniel | Jerry Lee | Kevin Long | Kevin Long | Mike McDaniel | 3 | 93.5 | 17 |
| | Linton | Box 231 | IN 47441 | (812) 847-4474 | | | | |
| WCBK-FM | David Keister | Dave Sakel | John Taylor | David Bruce | John Taylor | 3 | 102.3 | 18 |
| | Martinsville | Box 1577 | IN 46151 | (317) 342-3394 | | | | |
| WMDH-FM | Steve Mohr | Steve Mohr | Steve Brown | Herb Hobbs | Jeff Walker | 50 | 102.5 | 24 |
| | New Castle | Box 690 | IN 47362 | (317) 529-1688 | | | | |
| WFPC-FM | Marilyn Bruner | Marilyn Bruner | Marilyn Bruner | Marilyn Bruner | Mike Voyles | 3 | 102.3 | 24 |
| | Petersburg | Box 538 | IN 47567 | (812) 354-9923 | | | | |
| WHON | David Stryker | Dave Stryker | Marilyn Williams | Steve Thomas | Horace Smith | .5 | 930 | 19 |
| | Richmond | Box 1647 | IN 47374 | (317) 962-1595 | | | | |
| WMPI-FM | Raymond Rice | Raymond Rice | John Ross | Bill Jones | Larry Fawbush | 3 | 100.9 | 24 |
| | Scottsburg | Box 270 | IN 47170 | (812) 752-3688 | | | | |
| WJCD-FM | Bob Shippee | Robert Shippee | Robert Shippee | Dan Honeyman | James Walker | 10 | 93.7 | 6 |
| | Sevmour | Box 806 | IN 47274 | (812) 522-1390 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer * | Power (kw) | Freq. | Hours Per Day |
|-----------------|-------------------|------------------------|------------------|----------------|------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| INDIANA | | | | | | | | |
| WNDU | Bob Nowicki | Sales Manager | Steve Delaney | J.K. Dearing | Chief Engineer | 1 | 1490 | 22 |
| | South Bend | Box 1616 | IN 46634 | (219) 239-1616 | | | | |
| WTHI-FM | David Liston | James Bell | Barry Kent | Steve Hall | Jerry Arnold | 50 | 99.9 | 24 |
| | Terre Haute | 918 Ohio St. | IN 47808 | (812) 232-9481 | | | | |
| WAOV | Phil Smith | Keith Doades | Dave Millar | Dave Millar | Jim Evans | 1 | 1460 | 24 |
| | Vincennes | Box 2000 | IN 47591 | (812) 882-6060 | | | | |
| IOWA | | | | | | | | |
| KLEH | Lanier Korsmeyer | Janet Blair | Lanier Korsmeyer | Ken Albrecht | Lanier Korsmeyer | .5 | 1290 | 15 |
| | Anamosa | Box 488 | IA 52205 | (319) 462-4384 | | | | |
| KCFI | Lori McConville | Sales Manager | Dave Stein | Ron Carleton | Chief Engineer | 1 | 1250 | 24 |
| | Cedar Falls | 721 Shirley St. | IA 50613 | (319) 277-1918 | | | | |
| KHAK-FM | Mary Quass | Kerry Murray | Mike McCoy | Nick Thomas | George Nicholas | 100 | 98.1 | 24 |
| | Cedar Rapids | 425 2nd St. SE | IA 52401 | (319) 365-9431 | | | | |
| KJJY-FM | Michael McCoy | Gordon Roskamp | Beverlee Bleisch | Music Director | Eldon Schlenker | 3 | 106.3 | 24 |
| | Des Moines | Box 270 (Ankeny) | IA 50021 | (515) 289-2444 | | | | |
| KSO | William Wells | Suzanne McDonald | Jarrett Day | Jim Patrick | Jerry Bowers | 5 | 1460 | 24 |
| | Des Moines | 3900 NE Broadway | IA 50317 | (515) 265-6181 | | | | |
| KCTN-FM | Frank Weeks | Milton Voss | Lorna Lovell | Music Director | Dan Voss | 3 | 100.1 | 24 |
| | Eikader | Rt. 1, Box 86 | IA 52043 | (319) 245-1400 | | | | |
| KWMT | Paulette Lundberg | Paulette Lundberg | Dale Eichor | Dale Eichor | Reese Hull | 5 | 540 | 24 |
| | Ft. Dodge | Box 578 | IA 50501 | (515) 576-7333 | | | | |
| KFTX-FM | David Rabbit | Tim Meacham | Doug Benton | Tracy Joel | Gordon DeKoster | 3 | 92.1 | 20 |
| | Ft. Dodge | Box 1736 | IA 50501 | (515) 955-5656 | | | | |
| KXLQ | Hank Warner | Al Foote | Jim Warner | Jim Warner | Bob Preston | 1 | 1490 | 17 |
| | Indianola | 2104 W. 2nd Ave. | IA 50125 | (515) 961-6291 | | | | |
| KOKX-FM | Tom Palormini | Sales Manager | Ted Elting | Music Director | Chris Cate | 3 | 95.3 | 24 |
| | Keokuk | Box 427 | IA 52632 | (319) 524-5410 | | | | |
| KMAQ | Leighton Hepker | Leighton Hepker | Demmos Vpu | Lyle Schepers | Bob Jordan | .5 | 1320 | 16 |
| | Maquoketa | Box 940 | IA 52060 | (319) 652-2426 | | | | |
| KOEL-FM | Ray Leafstedt | Tom Parsley | Mike Baumgartner | Dave Horton | Arnie Zaruba | 100 | 92.3 | 24 |
| | Oelwein | Box 391 | IA 50662 | (319) 283-1234 | | | | |
| KJJC-FM | Jim McBride | Kate Emanuel | Shel Fredricks | Vicki Hoppe | Harold Buehle | 3 | 107.1 | 24 |
| | Osceola | Box 464 | IA 50213 | (515) 342-6536 | | | | |
| KIWA-FM | Frank Luepke | Frank Luepke | Joe Tokheim | Joe Tokheim | Bob Grote | 3 | 105.5 | 15 |
| | Sheldon | Box 250 | IA 51201 | (712) 324-2597 | | | | |
| KVDB | Donald Broek | Dan Bonnema | Tom Aldrich | Tom Aldrich | Rich Haan | .5 | 1090 | 18 |
| | Sioux Center | Box 35A | IA 51250 | (712) 722-1090 | | | | |
| KNEI-FM | David Hogendorn | Chuck Bloxham | Chuck Bloxham | Roger Koecke | Dave Hogendorn | 3 | 103.9 | 16 |
| | Waukon | Box 151 | IA 52172 | (319) 568-3476 | | | | |
| KWAY | Ael Suhr | Larry Schultt | Bob Foster | Bob Foster | Chief Engineer | 1 | 1470 | 17 |
| | Waverly | Box 307 | IA 50677 | (319) 352-3550 | | | | |
| KANSAS | | | | | | | | |
| KSOK | Tom Markley | Tom Markley | Tom Light | Scott Morris | David Foster | 1 | 1280 | 16 |
| | Arkansas City | Box 917 | KS 67005 | (316) 442-5400 | | | | |
| KCLY-FM | Vernadell Yarrow | Judy Lloyd | Vernadell Yarrow | Neil Losh | Joe Eck | 3 | 100.9 | 15 |
| | Clay Center | Box 16 | KS 67432 | (913) 632-5661 | | | | |
| KEGS-FM | Mike Law | Mike Law | Randy Jackson | Brad Lyman | Bill Nolan | 3 | 101.7 | 24 |
| | Emporia | 1013 W. 12th Ave. | KS 66801 | (316) 342-8529 | | | | |
| KBLT-FM | Tom Schulte | Tom Schulte | Gary Cooper | Suni Stevens | Gene Wilson | 3 | 107.1 | 24 |
| | Galena | Box 536 | KS 66739 | (316) 389-2203 | | | | |
| KBUF | Scott Smith | Mike Triebold | Jesse Morgan | Lory Williams | Don Brintall | 25 | 1030 | 18 |
| | Garden City | Box 798 | KS 67846 | (316) 276-2366 | | | | |
| KKJQ-FM | Scott Smith | Sales Manager | Charlie Hale | Tim Richardz | Don Brintall | 100 | 97.3 | 24 |
| | Garden City | Box 798 | KS 67846 | (316) 276-2366 | | | | |
| KHAZ-FM | Joe Engel | Joe Engel | Sandy White | Sandy White | Odus Trowber | 100 | 99.5 | 18 |
| | Hays | Box 6 | KS 67601 | (913) 625-8500 | | | | |
| KJCK | Daryl Gatz | Don Wolf | Mark Ediger | Mark Ediger | Dave Wiese | 1 | 1420 | 24 |
| | Junction City | Box 789 | KS 66441 | (913) 762-5525 | | | | |
| KSLS-FM | Larry Anderson | Gary Meserve | Darin Cram | Vic Magri | Bill Nolan | 100 | 101.5 | 19 |
| | Liberal | RR 2, Box 431 | KS 67901 | (316) 624-8156 | | | | |
| KNDY | Herb Hoeflicker | Bruce Dierring | Bruce Dierring | Paul Lovell | Dennis Mason | .25 | 1570 | 24 |
| | Marysville | RR 3 | KS 66508 | (913) 562-2361 | | | | |
| KFNF-FM | Ed Briley | Lance Saylor | Jan Bainter | Jan Bainter | Ed Briley | 100 | 101.1 | 18 |
| | Oberlin | Rt. 2, Box 125 | KS 67749 | (913) 475-2225 | | | | |
| KZOC-FM | Gene McCoy | Gene McCoy | Rex Winz | Ed Funston | Ed Lipson | 3 | 92.7 | 24 |
| | Osage City | Box 93 | KS 66523 | (913) 528-4128 | | | | |
| KOFO | Andy Eichenwald | Andy Eichenwald | Brad Howard | Bob Osburn | Brad Howard | .25 | 1220 | 16 |
| | Ottawa | Box 16 | KS 66067 | (913) 242-1220 | | | | |
| KSSC-FM | Tim Mensendieck | Joe Shiverdecker | Don Blythe | Chuck Foster | Tim Mensendieck | 3 | 98.3 | 16 |
| | Pittsburg | Box 359 | KS 66762 | (316) 231-0830 | | | | |
| KYEZ-FM | Jerry Hinrikus | Larry Riggins | Bill Ray | Bill Ray | Don Englehardt | 100 | 93.7 | 24 |
| | Salina | Box 80 | KS 67401 | (913) 823-1111 | | | | |
| KTPK-FM | Pat Powers | Sales Manager | Marlene Adkison | Jim Gigg | Mike Slocum | 100 | 106.9 | 24 |
| | Topeka | 910 Bank IV Tower | KS 66603 | (913) 234-2627 | | | | |
| KZSN-FM | Larry Wilson | Larry Wilson | Rick Edwards | Randy McKay | Earl Russell | 100 | 102.1 | 24 |
| | Wichita | 5610 E. 29th Street N. | KS 67220 | (316) 683-4566 | | | | |
| KFH | Gene Rump | Terry Allred | Tom Jordon | Robin Wells | Les Campbell | 5 | 1330 | 24 |
| | Wichita | 104 S. Emporia | KS 67202 | (316) 262-4491 | | | | |
| KFDI-FM | Mike Oatman | Jim Gustasson | John Speer | Gary Hightower | Craig Maudlin | 100 | 101.3 | 24 |
| | Wichita | Box 1402 | KS 67201 | (316) 838-9141 | | | | |
| KENTUCKY | | | | | | | | |
| WLBJ | Dean Maggard | Stan McKenney | Branden Kelley | Bill Hatchett | Dean Maggard | 5 | 1410 | 17 |
| | Bowling Green | Box 689 | KY 42101 | (502) 843-3212 | | | | |
| WKYR | Ray Mullinix | Ray Mullinix | Ray Mullinix | Don Johnson | Larry Nelson | 1 | 1570 | 24 |
| | Burkesville | Box 340 | KY 42717 | (502) 433-7191 | | | | |
| WKXJ | Marti Hazel | Marti Hazel | Brian Newton | Tom McClendon | Harvey Kingsbury | 1 | 1450 | 24 |
| | Campbellsville | Box 1053 | KY 42718 | (502) 789-1450 | | | | |
| WTCR-FM | Mark Jesse | Shelia Desantis | Jim Schnelder | Dave McLain | Eddie Walters | 50 | 103.3 | 24 |
| | Catlettsburg | Box 2186 | KY 25722 | (304) 453-6323 | | | | |
| WKYA-FM | Andy Anderson | Lynette Magee | Stan Barnett | Stan Barnett | Frank Hertal | 100 | 101.9 | 24 |
| | Central City | Box 471 | KY 42330 | (502) 754-3000 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|------------------|------------------|------------------------|------------------|-------------------|--------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| KENTUCKY | | | | | | | | |
| WCYN | Reed Anderson | Sales Manager | Program Director | Chuck Gooden | Chief Engineer | | | |
| | Cynthiana | 10 Court St. | KY 41031 | (606) 234-1400 | | 1 | 1400 | 24 |
| WKLO | John Randolph | John Randolph | John Randolph | Fran Couch | Honus Shain | | | |
| | Danville | 427 S. 4th St. | KY 40422 | (606) 236-1116 | | 1 | 1000 | 14 |
| WKMO-FM | Ken Trimble | Paul Steiner | Zach Morton | Cale Tharp | Greg Happel | | | |
| | Elizabethtown | Box L | KY 42701 | (502) 769-0106 | | 3 | 106.3 | 24 |
| WKED | Leigh Allan | Ken Mitchell | Leigh Allan | Leigh Allan | Leigh Allan | | | |
| | Frankfort | 306 W. Main St. #509 | KY 40601 | (502) 875-1130 | | .5 | 1130 | 24 |
| WKYW-FM | Gary White | Marylou Philpot | Russ Kennedy | Russ Kennedy | Greg Happel | | | |
| | Frankfort | Box 757 | KY 40602 | (502) 223-8282 | | 3 | 104.9 | 18 |
| WCDS | Sarah Barrick | Ann Morgan | Rob Cain | Music Director | Orville Cox | | | |
| | Glasgow | Box 478 | KY 42141 | (502) 651-3132 | | 5 | 1440 | 24 |
| WGOH | Francis Nash | Francis Nash | Terry Kidd | Terry Kidd | William Craig | | | |
| | Grayson | Box 487 | KY 41143 | (606) 474-5144 | | 5 | 1370 | 24 |
| WGRK-FM | Mike Wilson | Joy Wilson | John Boggs | John Boggs | Mike Wilson | | | |
| | Greensburg | Box 246 | KY 42743 | (502) 932-7401 | | 3 | 103.1 | 24 |
| WHIC-FM | Valerie Simmons | Elaine Wilson | Brent Black | Brent Black | Greg Happel | | | |
| | Hardinsburg | Box 88 | KY 40143 | (502) 756-2105 | | 3 | 94.3 | 24 |
| WFSR | Lanola Lawson | Dee Huddleston | Frank Smith | Frank Smith | Bernie Leonard | | | |
| | Harlan | Box 818 | KY 40831 | (606) 573-1470 | | 5 | 1470 | 24 |
| WHBN-FM | Bob Martin | Bob Martin | Bob Martin | Bob Martin | Tom Devine | | | |
| | Harrodsburg | Box 247 | KY 40330 | (606) 734-4321 | | 3 | 99.3 | 15 |
| WLLS-FM | Lloyd Spivey | Lloyd Spivey | Carol Saling | Leonard Renfrow | Lloyd Spivey | | | |
| | Hartford | Highway 231 South | KY 42347 | (502) 298-3268 | | 3 | 106.3 | 16 |
| WEKG-FM | Jim Hay | Sales Manager | Program Director | Music Director | Jim Hay | | | |
| | Jackson | 1024 College Ave. | KY 41339 | (606) 666-7531 | | 5 | 97.7 | 18 |
| WKYY | LaJeune Cantwell | LaJeune Cantwell | Kim Cantwell | Kim Cantwell | Chief Engineer | | | |
| | Lancaster | Box 632 | KY 40444 | (606) 792-2152 | | 1 | 1280 | 10 |
| WLSK-FM | J.T. Whitlock | Jamie Whitlock | Tommy Burris | Frank Kemp | J.B. Crawley | | | |
| | Lebanon | Box 680 | KY 40033 | (502) 692-3126 | | 3 | 100.9 | 19 |
| WLVK-FM | Ralph Hacker | Connie Joiner | Susan Plston | Tad Murray | Tom Devine | | | |
| | Lexington | Box 1559 | KY 40592 | (606) 253-5900 | | 100 | 92.9 | 24 |
| WKDO-FM | Carlos Wesley | Carlos Wesley | Ricky Wesley | Ricky Wesley | Rick Melson | | | |
| | Liberty | Box B | KY 42539 | (606) 787-7331 | | 3 | 105.5 | 24 |
| WVKY | Jim Bradley | Bill Hammond | Mike Compton | Mike Webb | Pete Boyce | | | |
| | Louisa | Box 890 | KY 41230 | (606) 638-9491 | | 1 | 1270 | 18 |
| WAMZ-FM | Robert Scherer | Jerry Solomon | Coyote Calhoun | Bobby Jack Murphy | Charlie Strickland | | | |
| | Louisville | Box 1084 | KY 40201 | (502) 582-7830 | | 100 | 97.5 | 24 |
| WTMT | Lee Stinson | Lee Stinson, Jr. | E.J. Clark | E.J. Clark | John Smith | | | |
| | Louisville | 162 W. Broadway | KY 40218 | (502) 583-6200 | | .5 | 620 | 24 |
| WFMW | Bob Simmons | Bob Kelly | Danny Koeber | Danny Koeber | David Simpson | | | |
| | Madisonville | Box 338 | KY 42431 | (502) 821-4096 | | .5 | 730 | 24 |
| WKLB | Larry Barker | Larry Barker | Larry Barker | Kevin Murrell | Paxton Durham | | | |
| | Manchester | 106 Richmond Rd. | KY 40962 | (606) 598-2445 | | 5 | 1290 | 18 |
| WXID-FM | Roth Stratton | Roth Stratton | Jerry Snowden | Jerry Snowden | Kirk Harnack | | | |
| | Mayfield | Box 679 | KY 42066 | (502) 247-5122 | | 50 | 94.7 | 16 |
| WFTM-FM | Doug McGill | Doug McGill | Doug McGill | Doug McGill | Doug McGill | | | |
| | Maysville | Box 100 | KY 41056 | (606) 564-3361 | | 3 | 95.9 | 24 |
| WFLW | Steve Staples | Debbie Brown | Program Director | Steve Staples | Bruce Correll | | | |
| | Monticello | Box 427 | KY 42633 | (606) 348-8427 | | 1 | 1360 | 24 |
| WMSK-FM | Bob Hite | Don Sheridan | Don Sheridan | Howard Dosssett | J.H. Greenwell | | | |
| | Morganfield | Box 369 | KY 42437 | (502) 389-1550 | | 3 | 95.3 | 16 |
| WSJP | Sam Parker | Greg Delaney | Program Director | Janie Parker | Alan Fowler | | | |
| | Murray | 1500 Diuguid Rd. | KY 42071 | (502) 753-2400 | | 2.5 | 1130 | 24 |
| WNKY | Charles Engle | Charles Engle | Program Director | Lori Dee | Tom Abdo | | | |
| | Neon | Box 248 | KY 41840 | (606) 855-4414 | | 5 | 1480 | 10 |
| WNVL | Bill Laney | Sales Manager | Al Snyder | Al Snyder | Chief Engineer | | | |
| | Nicholasville | Box 247 | KY 40356 | (606) 885-6033 | | .5 | 1250 | 12 |
| WBKR-FM | Paul Daniel | Bob Burns | Bill Love | Music Director | John Coe | | | |
| | Owensboro | Box 1330 | KY 42302 | (502) 683-1558 | | 100 | 92.5 | 24 |
| WKYQ-FM | Gary Morse | Sales Manager | Kent King | Jeff Lawrence | Joe Weittlauf | | | |
| | Paducah | Box 2397 | KY 42001 | (502) 554-4400 | | 89 | 93.3 | 24 |
| WPRT | Jeff Meek | Dan Lyons | Paul Marshall | Jerry Grass | Paul Marshall | | | |
| | Prestonburg | Box 271 | KY 41653 | (606) 886-2995 | | 5 | 960 | 13 |
| WHRZ-FM | Douglas Hamby | Douglas Hamby | Ron Ramirez | Ron Ramirez | Leo Wilson | | | |
| | Providence | Box 127 | KY 42450 | (502) 667-2044 | | 3 | 97.7 | 16 |
| WBVR-FM | Bill McGinnis | Bill McGinnis | Bob Cleaver | Rusty Springfield | Mike Golchert | | | |
| | Russellville | Box 298 | KY 42276 | (502) 726-3555 | | 100 | 101.1 | 24 |
| WVLE-FM | Danny Tabor | Danny Tabor | Scoop Gibbs | Scoop Gibbs | Danny Tabor | | | |
| | Scottsville | Box 158 | KY 42164 | (502) 237-3148 | | 3 | 99.3 | 19 |
| WRSL-FM | Ruth Smith | Ruth Smith | Joe Smith | Joe Smith | David Smith | | | |
| | Stanford | Box 237 | KY 40484 | (606) 365-2136 | | 3 | 95.9 | 16 |
| WSKV-FM | Bud Parks | John Meins | Program Director | Jim Chadwick | Chief Engineer | | | |
| | Stanton | Box 627 | KY 40380 | (606) 663-2811 | | .5 | 104.9 | 16 |
| WTCW | Gregg Yack | Kenny Miles | Tim Webb | Tim Webb | Bryon Thacker | | | |
| | Whitesburg | HC 87, Box 1085 | KY 41858 | (606) 633-4435 | | 5 | 920 | 15 |
| WEQO | Peggy Beauden | Sales Manager | Program Director | Ron Martin | Chief Engineer | | | |
| | Whitley City | Box 475 | KY 42653 | (606) 376-5100 | | 1 | 1220 | 15 |
| WEZJ | Paul Estes | Paul Estes | David Paul | Theresa Estes | Dave Smith | | | |
| | Williamsburg | 522 Main St. | KY 40769 | (606) 549-2285 | | 2.5 | 1440 | 16 |
| LOUISIANA | | | | | | | | |
| KROF-FM | Garland Bernard | Garland Bernard | Anthony Keith | Music Director | Chief Engineer | | | |
| | Abbeville | Box 610 | LA 70511 | (318) 893-2531 | | 3 | 104.9 | 24 |
| KRRV-FM | Hank Lazerone | Jack Sharp | Rick Stevens | Rick Stevens | Hank Lazerone | | | |
| | Alexandria | Box 591 | LA 71301 | (318) 443-7454 | | 100 | 100.3 | 24 |
| WKJN-FM | Michael Baer | Bill Reynolds | Jim Williams | B. Mitchell | George Webb | | | |
| | Baton Rouge | 3029 S. Sherwood Frst. | LA 70816 | (504) 292-9556 | | 100 | 103.3 | 24 |
| WYNK-FM | John Peroyea | John Peroyea | Brian Doucet | Brad West | Richard Petty | | | |
| | Baton Rouge | Box 2541 | LA 70821 | (504) 343-8348 | | 100 | 101.5 | 24 |
| KAGY | Faye Gilbert | Linda Fletcher | Jean Houston | Faye Gilbert | Ken Devine | | | |
| | Belle Chasse | Box 220 | LA 70037 | (504) 394-3859 | | 1 | 1510 | 12 |
| WBOX-FM | Mel Hall | Terri Lyn Smith | Barbara Klein | Barbara Klein | Mel Hall | | | |
| | Bogalusa | Box 280 | LA 70427 | (504) 732-4288 | | 3 | 92.7 | 18 |
| KRRP | Florence Bethard | Wanda Kent | Florence Bethard | Florence Bethard | Tommy Moore | | | |
| | Coushatta | Box 910 | LA 71019 | (318) 932-6704 | | .5 | 950 | 16 |
| KSIG | Phil Lizotte | Melinda Lizotte | Chuck Childress | Chuck Childress | Tony Evans | | | |
| | Crowley | Box 228 | LA 70527 | (318) 783-2520 | | 1 | 1450 | 18 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|----------------------|----------------------------------|--|-------------------------------|-------------------------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| LOUISIANA | | | | | | | | |
| KWJM-FM | Doyle Barron Farmerville | Jay Martin 113 N. Main | Glynn Hayes LA 71241 | Jay Martin (318) 368-3094 | Larry Young | 3 | 92.7 | 18 |
| KJIN | Ken Winstanley Houma | Ken Winstanley Box 2068 | Jan Jackson LA 70361 | Larry Hyatt (504) 851-1020 | Jan Jackson | 1 | 1490 | 24 |
| KJNA-FM | Danny Krouse Jena | Danny Krouse Box 1340 | Program Director LA 71342 | Barbara Paul (318) 992-4155 | Woody Fryer | 3 | 99.3 | 16 |
| KJEF-FM | Bill Bailey Jennings | Bill Bailey Box 1248 | Bill Bailey LA 70546 | Bill Bailey (318) 824-2934 | Bill Bailey | 3 | 92.7 | 24 |
| KXKW | Bob Mouisset Lafayette | Damian Calato Box J | Damian Calato LA 70502 | Kevin Stuart (318) 232-2632 | Clarence Cooper | 10 | 1520 | 19 |
| KAOK | Ed Prendergast Lake Charles | Renee Amos Drawer S | Jayne Willis LA 70602 | Lynette Johnson (318) 436-7541 | Ed Prendergast | 1 | 1400 | 4 |
| KYKZ-FM | Rita Chambers Lake Charles | Johnette Laborde Box 999 | Steve Lake LA 70602 | Jimmy Lsnr (318) 439-3300 | Dave Chimeno | 100 | 96.1 | 24 |
| KLPL-FM | Duane Hamon Lake Providence | Duane Hamon Box 469 | Dave Musgrave LA 71254 | Dave Musgrave (318) 559-2340 | Emmett Rushing | 2 | 92.7 | 19 |
| KJLO-FM | Steve Stevenson Monroe | Terry Kenny Box 4808 | Mike Lee LA 71211 | Mike Lee (318) 388-2323 | Ernie Sandage | 100 | 104.1 | 24 |
| KNOE | Tom Deal Monroe | Keith Parker Box 4067 | Brian Ringo LA 71211 | Brian Ringo (318) 388-8888 | Mark Wilson | 5 | 540 | 24 |
| KQKI-FM | Paul Cook Morgan City | Marjon Cook 10 Pluto St. | Ernest Polk LA 70380 | Kevin Francis (504) 395-2853 | Consultant | 3 | 95.3 | 24 |
| KNIR | Guy Martin New Iberia | Guy Martin Box 1360 | Ralph Bergeron LA 70561 | Ralph Bergeron (318) 365-2401 | Rick Morel | 1 | 1360 | 18 |
| WNOE-FM | Eric Anderson New Orleans | Otto Goessl 529 Bienville | Ralph Cherry LA 70130 | Ralph Cherry (504) 529-1212 | Danny Miller | 100 | 101.1 | 24 |
| KICR-FM | Betty Carrier Oakdale | Betty Carrier Box 571 | Scott Nichols LA 71463 | Scott Nichols (318) 335-2900 | Chief Engineer | 3 | 104.9 | 21 |
| KSLO | Wandell Allegood Opelousas | Johnny Wright Box 1150 | Program Director LA 70571 | Music Director (318) 942-2633 | Ronald Mills | 1 | 1230 | 18 |
| KXKZ-FM | Dan Hollingsworth Ruston | Dan Hollingsworth Box 430 | Dan Hollingsworth LA 71270 | Dan Hollingsworth (318) 255-5000 | Dan Hollingsworth | 100 | 107.5 | 24 |
| KRMD-FM | Tom Williams Shreveport | Claude Dolese Box 41011 | Ray Randall LA 71134 | Ray Randall (318) 865-5173 | Rudy Johnson | 100 | 101.1 | 24 |
| KWKH-FM | Gene Dickerson Shreveport | Jerry Fentress Box 31130 | Rob Hough LA 71119 | Leslie Welch (318) 688-1130 | John Rutten | 100 | 94.5 | 24 |
| KTQQ-FM | Mike Basso Sulphur | Marti Hernandez Box 2418 | Dale Mann LA 70664 | Aaron Ladd (318) 625-7777 | Randy Schell | 3 | 100.9 | 24 |
| KVPI | Jim Soileau Ville Platte | Jim Soileau Drawer J | Mark Layne LA 70586 | C. DeBaillon (318) 363-2124 | Homer Kleiser | .25 | 1050 | 12 |
| KNCB | Ruby Collins Vivian | Ruby Collins Box 1072 | Doris Linn LA 71082 | Cheryl Garner (318) 375-3278 | Tommy Moore | 5 | 1320 | 10 |
| KVCL-FM | Betty Hall Winnfield | Betty Hall Box 548 | Larry Evans LA 71483 | Larry Evans (318) 628-5822 | Woody Fryer | 3 | 92.1 | 18 |
| MAINE | | | | | | | | |
| WKCG-FM | J. Bent Augusta | Bart Ryan Box 307 | Mark Snowden ME 04330 | Len Roberts (207) 622-4944 | Joe Roy | 50 | 101.3 | 24 |
| WQCB-FM | Katherine Dolley Brewer | Pete Cummings Box 273 | Bob Duchesne ME 04412 | Music Director (207) 989-5631 | Brent Stephens | 100 | 106.5 | 24 |
| WALZ-FM | Henry Chausse Machias | Henry Chausse 12 Cooper Street | Neal Sawick ME 04654 | Rosemary Chausse (207) 255-8321 | Bruce Look | 3 | 95.3 | 19 |
| WPOR-FM | Robert Gold Portland | Bonnie Grant 15 Barter Blvd. | Tom Hennessey ME 04101 | Hal Knight (207) 773-8111 | Gene Terwilliger | 50 | 101.9 | 24 |
| MARYLAND | | | | | | | | |
| WPOC-FM | Dave Fuellhart Baltimore | Bill Branch 711 W. 40th St. | Bob Moody MD 21211 | Greg Cole (301) 366-3693 | Mike Fast | 50 | 93.1 | 24 |
| WCAO | Owen Weber Baltimore | Richard Mack 8001 Park Heights Ave. | Johnny Dark MD 21208 | Johnny Dark (301) 653-2200 | Erich Steinnagel | 5 | 600 | 24 |
| WTRI | George Shannon Brunswick | Joe Cohen Box 248 | J.P. Morgan MD 21716 | George Shannon (301) 834-8141 | Dave Keefer | 110 | 1520 | 12 |
| WROG-FM | Bernard Stevens Cumberland | Bernard Stevens 516 White Ave. | Pat Sullivan MD 21502 | Bill Weber (301) 777-5400 | George Keady | 3.5 | 102.9 | 24 |
| WKIK | Robert E. Johnson Leonardtown | Tom Cooper Box 510 | Sharon Johnson MD 20650 | Sharon Johnson (301) 475-8937 | Sharon Johnson | 1 | 1370 | 24 |
| WDMV | Andrew Douds Pocomoke City | Andrew Douds Box 210 | Mike Stanley MD 21851 | Mike Stanley (301) 957-0540 | Earl McCleary | .5 | 540 | 19 |
| WICO-FM | Bill Prettyman Salisbury | Bill Prettyman Box 909 | David Parks MD 21801 | C.R. Hook (301) 742-3212 | Len Healy | 3 | 94.3 | 24 |
| WYII-FM | Ken Smith Williamsport | Bob Merritt 6 E. Potomac St. | Wayne Raye MD 21795 | Wayne Raye (301) 223-8800 | Ken Smith | 3 | 95.9 | 24 |
| MASSACHUSETTS | | | | | | | | |
| WBOS-FM | Station Manager Boston | Bob Pedder 441 Stuart St. | Dean James MA 02116 | Music Director (617) 542-0712 | Paul Shulins | 50 | 92.9 | 24 |
| WCAV-FM | William Sebet Brockton | Paul Cunningham Box 787 | Michael McIver MA 02403 | Mark Burns (617) 587-2400 | Dale Waugh | 3 | 97.7 | 24 |
| WLLH | Mark Ericson Lowell | Deborah Dery Box 1818 | Frank Palazzi MA 01853 | Kurt Sanborn (617) 458-8486 | Jeffrey Merrow | 2 | 1400 | 18 |
| WQVR-FM | John Neuhoff Southbridge | Scott Flurry 26 Hamilton St. | Russ Dowd MA 01550 | Joe Grivalski (617) 764-4381 | Richard Lavalee | 3 | 100.1 | 17 |
| WDLW | William McCarthy Waltham | James Harris Box 1330 | Mark Biase MA 02254 | Nina Ryder (617) 890-1400 | Grady Moates | 5 | 1330 | 24 |
| MICHIGAN | | | | | | | | |
| WLEN-FM | Julie Koehn Adrian | Julie Koehn Box 687 | Doug Spade MI 49221 | Doug Spade (517) 263-1039 | Jerry Rice | 3 | 103.9 | 12 |
| WATZ | Don Rhea Alpena | Don Rhea Box 536 | Dave Hanson MI 49707 | Elaine Wils (517) 354-8400 | Chief Engineer | 3 | 93.5 | 19 |
| WXOX | Don Mayle Bay City | Paula Adams Box 657 | Conrad Michaels MI 48707 | Conrad Michaels (517) 893-4588 | Bob Friedle | 1 | 1250 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------|------------------|-----------------------|------------------|----------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| MICHIGAN | | | | | | | | |
| WBRN | Jack White | Jim Nostrant | Program Director | Molly McNeiley | Darnett Zimmermin | | | |
| | Big Rapids | Box 1460 | MI 49307 | (616) 796-7684 | | 5 | 1460 | 24 |
| WCXI-FM | Philip Lamka | Mark Davidson | Barry Mardit | Katy O'Neil | Ralph Hunt | 67 | 106.7 | 24 |
| | Detroit | 2930 E. Jefferson | MI 48207 | (313) 259-4323 | | | | |
| WKMF | John Risher | Michael Dach | Steve King | Gene Louis | Bill Sanderson | 5 | 1470 | 24 |
| | Flint | Box 1470 | MI 48501 | (313) 742-1470 | | | | |
| WCUZ-FM | Ronald Dykstra | Mike Gordon | Ed Buchanan | Joe Devine | Dale Gale | 50 | 101.3 | 24 |
| | Grand Rapids | 140 Monroe Center | MI 49503 | (616) 451-2551 | | | | |
| WMUS-FM | Tim Achterhoff | Randy Crow | Chris Roberts | Chris Roberts | John Alan | 50 | 106.9 | 24 |
| | Grand Rapids | Box 2871 | MI 49501 | (616) 451-8766 | | | | |
| WKKM-FM | Dave Carr | David Bigelow | Dave Carr | Dave Carr | Dave Carr | | | |
| | Harrison | Box 549 | MI 48625 | (517) 539-7105 | | 3 | 92.1 | 24 |
| WCSR | Tony Flynn | Parke Hayes | Mary Rarick | Bob Flynn | Ed Trombley | .5 | 1340 | 6 |
| | Hillsdale | Box 273 | MI 49242 | (517) 437-4444 | | | | |
| WMKM | Pete Michaels | Sales Manager | Bob Peters | Bob Peters | Doug Lowell | 5 | 1290 | 18 |
| | Houghton Lake | 3431 W. Houghton Lake | MI 48629 | (517) 366-5364 | | | | |
| WJCO | Cash McCall | Sales Manager | Cash McCall | Cash McCall | Chief Engineer | .5 | 1510 | 24 |
| | Jackson | 1293 Floyd | MI 49203 | (517) 784-1510 | | | | |
| WQSN | Fred Bohn | Rick Mason | Ken Lanphear | Dan Chamberlin | Bob Torstenson | .5 | 1470 | 24 |
| | Kalamazoo | 4200 W. Main St. | MI 49007 | (616) 345-7121 | | | | |
| WITL-FM | Charles Mefford | Maryjo Rousseau | John Dakins | Allan Gibbs | Geary Morrill | 55 | 100.7 | 24 |
| | Lansing | 3200 Pine Tree Rd. | MI 48911 | (517) 393-1010 | | | | |
| WSMA | Jeff Thomas | Jimmy Williams | Jeff Thomas | Jeff Thomas | Jimmy Williams | 1 | 1590 | 18 |
| | Marine City | 5300 Marine City Hwy. | MI 48039 | (313) 765-8893 | | | | |
| WNBY | Jack St. Andre | Petty St. Andre | Program Director | Music Director | Chief Engineer | | | |
| | Newberry | Box 501 | MI 49868 | (906) 293-3221 | | 1 | 1450 | 18 |
| WKQC-FM | Ken MacDonald | Duane Alverson | Tom Samoray | Tom Samoray | Gary Harding | 50 | 98.1 | 24 |
| | Saginaw | Box 1776 | MI 48605 | (517) 752-8161 | | | | |
| WMKC-FM | Kerin Barnett | Clyde Bradford | Tim Ahlborn | Tim Ahlborn | Marvin Veurink | 100 | 102.9 | 24 |
| | Saint Ignace | 334 N. State St. | MI 49781 | (906) 643-9652 | | | | |
| WWSJ | Robert Dittmer | Bill Boggs | Robert Dittmer | Mark Hull | Tim Kosten | 1 | 1580 | 24 |
| | Saint Johns | Box 276 | MI 48879 | (517) 224-7911 | | | | |
| WKJC-FM | John Carroll | Mark Kilmer | Kevin Bailey | Kevin Bailey | Bob Friedle | 3 | 103.9 | 24 |
| | Tawas City | Box 549 | MI 48763 | (517) 362-3417 | | | | |
| WTCM-FM | Ross Biederman | Jon Patrick | Jack O'Malley | Ryan Dobry | Jim Sofonia | 100 | 103.5 | 24 |
| | Traverse City | Box 472 | MI 49684 | (616) 947-7675 | | | | |
| WPBK | Jay Ronn | Lou Lananga | Sharon Leigh | Andy Scott | Jim Duram | | | |
| | Whitehall | Box 158 | MI 49461 | (616) 894-9725 | | 1 | 1490 | 24 |
| WSDS | Michael Callanan | Mike Callanan | Clyde Beaver | Clyde Beaver | Tom Gardull | 5 | 1480 | 18 |
| | Ypsilanti | 580 W. Clark Rd. | MI 48198 | (313) 484-1480 | | | | |

MINNESOTA

| | | | | | | | | |
|---------|-------------------|------------------|----------------|----------------|----------------|-----|-------|----|
| KKIN | Boyd Bremner | Steve Moore | John Woodrow | John Anderson | John Heltemes | 1.5 | 930 | 24 |
| | Aitkin | Box 930 | MN 56431 | (218) 927-2344 | | | | |
| KKBJ | Jim Syrdal | Harry Hasting | Bill Betz | Mike Murphy | Allen Bailey | 5 | 1350 | 24 |
| | Bemidji | Box 1360 | MN 56601 | (218) 751-5930 | | | | |
| KBEW | Roy Haven | Wanda Nichols | Roy Haven | Roy Haven | Jeff Vriesen | 1 | 1560 | 12 |
| | Blue Earth | Box 278 | MN 56013 | (507) 526-2181 | | | | |
| KVBR | Charles Persons | Charles Persons | June Persons | Music Director | Mark Persons | | | |
| | Brainerd | 411 Laurel St. | MN 56401 | (218) 829-8747 | | 1 | 1340 | 24 |
| KYCK-FM | Mark Ring | Curt Dykstra | Jaci Anderson | Tim Larson | Scott Rand | 100 | 97.1 | 24 |
| | Crookston | Box 475 | MN 56716 | (218) 281-6820 | | | | |
| WAVC-FM | Bill Bromley | Jerry Gutenshon | Bev Davis | Bev Davis | Chief Engineer | | | |
| | Duluth | 1001 E. 9th St. | MN 55805 | (218) 728-4484 | | 100 | 105.1 | 24 |
| KDHL-FM | J.E. Hyde | Judy Saye-Willis | Gordy Kosfeld | Don Jones | J.E. Hyde | 5 | 920 | 17 |
| | Faribault | Box 30 | MN 55021 | (507) 334-4345 | | | | |
| WKKQ | David Acaley | Sharon Flaherty | Scott Hanson | Pam Quinn | Ken Rockwell | 10 | 650 | 24 |
| | Hibbing | Box 1060 | MN 55746 | (218) 262-4545 | | | | |
| KDUZ | Larry Graf | Sales Manager | Jim Ohnstead | John Beck | Darryl Gander | 1 | 1260 | 18 |
| | Hutchinson | Box 10 | MN 55350 | (612) 587-2140 | | | | |
| WYRQ-FM | Bill Meierhofer | Bill Meierhofer | Steve Hodges | Steve Hodges | Mark Persons | 3 | 92.1 | 19 |
| | Little Falls | 62 E. Broadway | MN 56345 | (612) 632-2992 | | | | |
| KMHL | Brad Strootman | Sharon Hage | Lowell Highby | Lowell Highby | Bill Curry | 1 | 1400 | 12 |
| | Marshall | Box 61 | MN 56258 | (507) 532-2282 | | | | |
| KVOX-FM | John Grosen | James Ferragut | Dick Johnson | Scott Winston | Meryl Valnes | 100 | 99.9 | 24 |
| | Moorhead | Box 97 | MN 56560 | (218) 233-1522 | | | | |
| KYSM-FM | Jack Davidson | Mark Brown | Jack Davidson | Pete Steiner | Mike Sprint | 81 | 103.5 | 24 |
| | N. Mankato | Box 2268 | MN 56001 | (507) 345-4673 | | | | |
| KCHK | Jack Ludescher | Sales Manager | Rick Hennen | Rick Hennen | Chief Engineer | | | |
| | New Prague | Box 251 | MN 56071 | (612) 758-2571 | | .5 | 1350 | |
| KOLV-FM | George Blum | Chuck Blum | Chuck Blum | Chuck Blum | George Blum | 3 | 101.7 | 15 |
| | Olivia | Box 6 | MN 56277 | (612) 523-1017 | | | | |
| WCMP-FM | Tom Albrecht | Tom Albrecht | Charlie Pitts | Charlie Pitts | Mark Persons | 3 | 92.1 | 24 |
| | Pine City | RR 2 | MN 55063 | (612) 629-7575 | | | | |
| KLOH | Wally Christensen | W. Christensen | W. Christensen | Mylan Ray | Paul Derby | 1 | 1050 | 18 |
| | Pipestone | Box 456 | MN 56164 | (507) 825-3363 | | | | |
| KLGR | Mel Paradis | Mike Neudecker | Todd Hansen | Todd Hansen | Bruce Tolzmann | 1 | 1490 | 12 |
| | Redwood Falls | Box 65 | MN 56283 | (507) 637-2989 | | | | |
| KWWK-FM | Dick Radke | Dick Radke | Denny Foster | Keith Phillips | Ray Topp | 3 | 96.7 | 19 |
| | Rochester | 1220 4th SW | MN 55902 | (507) 288-9500 | | | | |
| WWJO-FM | Jack Hansen | Jack Hansen | Mark Sprint | Mark Sprint | Craig Bomgaars | 100 | 98.1 | 24 |
| | Saint Cloud | Box 220 | MN 56302 | (612) 251-4422 | | | | |
| KQYB-FM | Greg Weenes | Ariene Soltow | Lee Nieman | Lee Nieman | Chief Engineer | | | |
| | Spring Grove | Box 308 | MN 55974 | (507) 498-5720 | | 3 | 98.3 | 9 |
| KKAQ | Curt Quesnell | Curt Quesnell | Dave Halvorson | Scott Lane | Dale Olmstead | 2.5 | 1460 | 19 |
| | Thief River Falls | Box 218 | MN 56701 | (218) 681-4900 | | | | |
| KWMB | John Meisch | John Meisch | Carol Tentis | Bill Deano | Greg Kern | 1 | 1190 | 24 |
| | Wabasha | Box 46 | MN 55981 | (612) 565-4576 | | | | |
| KKWS-FM | Robert Ramstorf | Dale Vagle | Mike Danvers | Mike Danvers | Paul Tichnell | 100 | 105.9 | 24 |
| | Wadena | Box 551 | MN 56482 | (218) 631-1803 | | | | |
| KDJS | Perry Kugler | Perry Kugler | Joe Kavanagh | Dave Erickson | Ralph Anderson | 1 | 1590 | 24 |
| | Willmar | Box 380 | MN 56201 | (612) 231-1600 | | | | |
| KDOM-FM | Rich Biever | Denise Winters | David Qualley | David Qualley | Charles Maley | 3 | 94.3 | 12 |
| | Windom | Box 218 | MN 56101 | (507) 831-3908 | | | | |
| KAGE | Jerry Papenfuss | Les Guderian | Dick Daleki | Jim Trotter | Dick Schuh | 1 | 1380 | 12 |
| | Winona | Box 767 | MN 55987 | (507) 452-4000 | | | | |
| KWOA | Jim Wychor | Larry Lanphere | Dan Dobson | Dan Dobson | Steve Larson | 1 | 730 | 18 |
| | Worthington | Box 730 | MN 56187 | (507) 376-6165 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|--------------------|-----------------|---------------------|--------------------|-----------------|-----------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| MISSISSIPPI | | | | | | | | |
| WWZQ-FM | J.D. Buffington | J.D. Buffington | Larry Quinn | Music Director | B.J. Crabb | 3 | 105.5 | 18 |
| | Aberdeen | Drawer 1240 | MS 39730 | (601) 369-4561 | | | | |
| WBLE-FM | Boyd Ingram | Marilyn Johnson | Greg Hays | Greg Hays | R.A. Owens | 3 | 95.9 | 24 |
| | Batesville | Box 73 | MS 38606 | (601) 563-4664 | | | | |
| WVMI | Don Boyles | Ken King | John Zack | Al Murphy | Bob Thornton | 5 | 570 | 24 |
| | Biloxi | 574 DeBuys Rd. | MS 39535 | (601) 388-2323 | | | | |
| WVRD-FM | Herb Guthrie | Gene Luster | Gene Luster | Trey Smith | Herb Guthrie | 3 | 107.1 | 11 |
| | Belzoni | Box 299 | MS 39038 | (601) 247-1744 | | | | |
| WCHJ | Gene Dow | Gene Dow | Chuck Ivey | Lana Faber | Phil Scott | 1 | 1470 | 12 |
| | Brookhaven | Box 711 | MS 39601 | (601) 833-6221 | | | | |
| WZFL-FM | Harry Brumfield | Harry Brumfield | Mark Smutz | Mark Smutz | Emmette Rushing | 3 | 104.9 | 14 |
| | Centreville | Box 310 | MS 39631 | (601) 645-5311 | | | | |
| WTGY-FM | Bobby Anderson | Bobby Anderson | Bobby Anderson | Lake DeLoach | Boyd Ingram | 3 | 94.3 | 14 |
| | Charleston | Box 9 | MS 38921 | (601) 647-5600 | | | | |
| WFFF | Lester Haddox | Davis Martin | Program Director | Ronnie Geiger | Lester Haddox | 1 | 1360 | 18 |
| | Columbia | Box 550 | MS 39429 | (601) 736-1360 | | | | |
| WQST-FM | Bill Wilbourne | Terry Burton | Ron Coulter | Mike Duke | Tom Estes | 100 | 92.5 | 24 |
| | Forest | Box 1539 | MS 39074 | (601) 469-3701 | | | | |
| WGVN | Joe Ray | Janet Bragalond | Troy Walker | Troy Walker | Dave Dardin | 5 | 1260 | 24 |
| | Greenville | Box 1438 | MS 38701 | (601) 334-4559 | | | | |
| WABG | Tony Browning | Betty Holly | David Browning | Hardin Browning | Brad LeBrun | 1 | 960 | 16 |
| | Greenwood | Box 408 | MS 38930 | (601) 453-7822 | | | | |
| WMFM-FM | Bill Hickman | Murray Hite | Program Director | Peter Baskind | Chief Engineer | 3 | 106.3 | 24 |
| | Hattiesburg | Rt. 8, Box 835 | MS 39401 | (601) 545-1063 | | | | |
| WBKH | Bruce Dunn | Bruce Dunn | Wayne Gray | Wayne Gray | B.B. McLemore | 5 | 950 | 18 |
| | Hattiesboro | 1524 Adeline | MS 39440 | (601) 545-9500 | | | | |
| WVIM-FM | Roger Webb | Sales Manager | Bill Morantz | Jerry Knox | Chic Wingate | 3 | 95.3 | 24 |
| | Hernando | Box 487 | MS 38632 | (601) 368-4465 | | | | |
| WKRA-FM | Mike Davis | Suzie Davis | Program Director | Music Director | Jerry Campbell | 3 | 92.7 | 24 |
| | Holly Springs | Box 398 | MS 38635 | (601) 252-1122 | | | | |
| WCPC | Robin Mathis | Robin Mathis | Rick Huffman | Melanie Munlin | J.B. Skelton | 50 | 940 | 6 |
| | Houston | Box 569 | MS 38851 | (601) 456-3071 | | | | |
| WVOM | Bill McClain | Curtis Blair | Jack Ivy | Lynn Hester | Jeff Vaughn | 1 | 1270 | 18 |
| | Iuka | 311 W. Eastport St. | MS 38852 | (601) 423-6059 | | | | |
| WMSI-FM | Kenny Windham | Anna Clark | David Perkins | David Perkins | George Thomas | 100 | 102.9 | 24 |
| | Jackson | Box 31999 | MS 39206 | (601) 982-1062 | | | | |
| WBKJ-FM | Johnny Boswell | Johnny Boswell | Johnny Boswell | Johnny Boswell | Jack Davis | 100 | 105.1 | 18 |
| | Kosciusko | Box A | MS 39090 | (601) 289-1050 | | | | |
| WBBN-FM | Randy Blakeney | Debbie Blakeney | Mike Blakeney | Mike Blakeney | Randy Blakeney | .95 | 95.9 | 24 |
| | Laurel | Box 6395 | MS 39441 | (601) 729-8100 | | | | |
| WSJC-FM | Jeanette Mathis | Larry Cockrell | Mike Mathis | Sandy Lee | Walter Hearn | 100 | 107.5 | 24 |
| | Magee | Box 426 | MS 39111 | (601) 849-3900 | | | | |
| WQMA | Lee Thompson | Laë Thompson | Sharlene Bailey | Eric McCartney | Billy Pinkston | .25 | 1520 | 12 |
| | Marks | Box 238 | MS 38646 | (601) 326-2152 | | | | |
| WOKK-FM | Ken Rainey | Glenda Gavin | Van Mac | Van Mac | Barney Grant | 100 | 97.1 | 24 |
| | Meridian | Box 5797 | MS 39301 | (601) 693-2661 | | | | |
| WKXC | Nick Martin | Russ Wilson | Terry Cook | Terry Cook | Michael Daily | .5 | 1470 | 18 |
| | New Albany | Box 808 | MS 38652 | (601) 534-8133 | | | | |
| WWMS-FM | Sam Cousley | Ray Baum | John Walker | John Walker | Dennis White | 100 | 97.5 | 24 |
| | Oxford | Box 1056 | MS 38655 | (601) 234-6881 | | | | |
| WGUD-FM | Glen Murphey | David Hobson | Al Parker | Al Parker | Jim Newman | 3 | 106.3 | 24 |
| | Pascagoula | Box 307 | MS 39567 | (601) 475-2111 | | | | |
| WPMO-FM | Bob Lima | Georgia Edmiston | Rick Mize | Music Director | Hans Atwood | 100 | 99.1 | 24 |
| | Pascagoula | Box 1228 | MS 39567 | (601) 762-3113 | | | | |
| WWSL-FM | W.H. Cole | Joe Vines | Benjie Coats | Music Director | Rex Smith | 3 | 102.3 | 18 |
| | Philadelphia | Box 26 | MS 39350 | (601) 656-1490 | | | | |
| WTXI-FM | Lois Hill | Lois Hill | Jimmy Dale | Pamela Hill | Jimmy Dale | 3 | 102.3 | 19 |
| | Ripley | 107 Spring St. | MS 38663 | (601) 837-8102 | | | | |
| WELO | John Long | John Long | Jim Duke | Ronnie Hughes | Michael Dailey | 5 | 580 | 24 |
| | Tupelo | Box 410 | MS 38801 | (601) 844-8863 | | | | |
| WJNS-FM | Joel Netherland | Carl Rayfield | Shirley Netherland | Walter Hayman | Bob Buie | 3 | 92.1 | 19 |
| | Yazoo City | Box 1048 | MS 39194 | (601) 746-5921 | | | | |
| WAZF | Doug Jones | Doug Jones | Wendy Rivers | Wendy Rivers | Bob Buie | 1 | 1230 | 12 |
| | Yazoo City | Box 47 | MS 39194 | (601) 746-2371 | | | | |

MISSOURI

| | | | | | | | | |
|---------|----------------|------------------|------------------|------------------|----------------|-----|-------|----|
| KKOZ | Joe Corum | Bill Comor | Art Corum | Charles R. Allen | Bob Moore | .5 | 1430 | 15 |
| | Ava | Box 386 | MO 65608 | (417) 683-4193 | | | | |
| KAAN-FM | Rodney Harris | Rodney Harris | Todd Nelson | Todd Nelson | Greg Richwine | 3 | 95.9 | 18 |
| | Bethany | Box 447 | MO 64424 | (816) 425-6380 | | | | |
| KBMV-FM | Evelyn Dailey | Chonna Ferris | Rick Wilson | Rick Wilson | Jim Hunt | 1 | 1310 | 24 |
| | Birch Tree | Box 215 | MO 65438 | (314) 292-3821 | | | | |
| KDBX-FM | Dick Billings | Dick Billings | Program Director | Kevin Surgeon | Earl Fredrich | 3 | 99.3 | 11 |
| | Boonville | Radio Hill Rd. | MO 65233 | (816) 882-6886 | | | | |
| KPCR-FM | Paul Salois | Betty Salois | Paul Salois | Jeff Allwood | Paul Salois | 3 | 100.9 | 16 |
| | Bowling Green | Box 1 | MO 63334 | (314) 324-2283 | | | | |
| KOMC | Rod Orr | Carol Orr | J.R. Cox | John Fowler | Chief Engineer | 1 | 1220 | 24 |
| | Branson | Box S | MO 65616 | (417) 334-6003 | | | | |
| KMOE-FM | B.D. Thornton | Jerry Thornton | Sandra Dykman | Jerry Thornton | Don McClure | 3 | 92.1 | 18 |
| | Butler | 800 E. Nursery | MO 64730 | (816) 679-4191 | | | | |
| KZMO-FM | Ray Rouse | Stede Van Vickle | Susann Rouse | Jeff Shackelford | Ray Rouse | 3 | 94.3 | 19 |
| | California | Box 307 | MO 65018 | (314) 796-3139 | | | | |
| KMZU-FM | Mike Carter | Jim Honaker | Don Sibley | Spencer Nelson | John Summers | 110 | 101.1 | 24 |
| | Carrollton | 102 N. Mason | MO 64633 | (816) 542-0404 | | | | |
| KOEA-FM | Jane Stillwell | Gary Lee | Gary Lee | Raymond Hodo | Raymond Hodo | 50 | 97.5 | 24 |
| | Doniphan | 116 S. Grand | MO 63935 | (314) 996-3124 | | | | |
| KJCF | David Wright | Wally Taylor | Sue Cresswell | John Nichols | Jim Mitchell | 1 | 1400 | 16 |
| | Festus | Box 368 | MO 63028 | (314) 937-7642 | | | | |
| KUNQ | Mike Hendee | Mike Hendee | Mike Randleman | John Bock | Walt Lawson | 3 | 1250 | 24 |
| | Houston | Box 99 | MO 65483 | (417) 967-3353 | | | | |
| KYLS-FM | Dave Smith | Dave Smith | Program Director | Mark Heatherly | Earl Abanathy | 3 | 92.7 | 18 |
| | Ironton | Box 437 | MO 63650 | (314) 546-3905 | | | | |
| KLIK | Tom Thies | Tom Thies | Jack Daniels | Jack Daniels | Tom Holmes | 5 | 950 | 24 |
| | Jefferson City | Box 414 | MO 65102 | (314) 634-2950 | | | | |
| WMBH | Gary Exline | Gary Exline | Dan Casey | Lisa Armstrong | Robert George | 1 | 1450 | 24 |
| | Joplin | Box 1667 | MO 64802 | (417) 623-1450 | | | | |
| WDAF | Mike Costello | Patrick Rosiello | Don Crawley | David Bryan | John Collinson | 5 | 610 | 24 |
| | Kansas City | Signal Hill | MO 64108 | (816) 931-6100 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------|---------------------------------|---------------------------------------|------------------------------|------------------------------------|--------------------|------------|-------|---------------|
| City | Address | State | Zip | Phone | | | | |
| MISSOURI | | | | | | | | |
| KFKF-FM | Dan Wastler Kansas City | Bob Dennis Box 4121 | John St. John MO 64126 | Tony Stevens (913) 321-3200 | Jim Jett | 100 | 94.1 | 24 |
| KIRX | Alvina Britz Kirksville | Greg List Box 130 | Larry Byars MO 63501 | Helen Adams (816) 665-3781 | Charlie Porter | 1 | 1450 | 24 |
| KSAF-FM | Bob Dietrich Knob Noster | Tina Monahan 110 N. State St. | Randy Hector MO 65336 | Crystal Dietrich (816) 563-5585 | Mark Leaver | 3 | 105.5 | 19 |
| KBTN | Dave Winegardner Neosho | Ann Winegardner Box K | Kerry Richardson MO 64850 | Music Director (417) 451-1420 | Wilbur Blankenship | 1 | 1420 | 19 |
| KNEM | Pat Chambers Nevada | Sales Manager Box 447 | Larry Gazaway MO 64772 | Music Director (417) 667-3113 | Chief Engineer | 1 | 1240 | 18 |
| KRMS | Kenneth Birdsong Osage Beach | John Morlock Box 225 | Grant Bottomley MO 65065 | Roger McDowell (314) 348-2772 | Dennis Harmon | 1 | 1150 | 14 |
| KPWB | Sam English Piedmont | Sam English Rt. 3, Box 3202 | Sam English MO 63957 | Sam English (314) 223-4218 | Chief Engineer | 1 | 1140 | 24 |
| KYRO | Carla Smith Potosi | Carla Smith Box 280 | Joe Duty MO 63664 | Joe Duty (314) 438-2136 | Jim Mitchell | .5 | 1280 | 12 |
| KSMO | Bennie Ray Salem | Ken Jessen Box 229 | Tom Graham MO 6556C | Tom Graham (314) 729-6117 | B.J. Rickard | 1 | 1340 | 24 |
| KDRO | Herbert Brandes Sedalia | Steven Bergman P.O. Box 1306 | Jesse Floyd MO 65301 | Stephen Bryant (816) 826-5005 | Don Harms | 1 | 1490 | 20 |
| KWTO | Mike Crowder Springfield | Mike Crowder Box 4568 | Bob Grayson MO 65808 | John Henderson (417) 883-9000 | Monte Chaney | 5 | 560 | 24 |
| KSGM | Elmo Donze St. Genevieve | Elmo Donze Box 428 | Bob Scott MO 63670 | Bob Scott (314) 883-2980 | Frank Eudy | 1 | 980 | 16 |
| KSFT-FM | Dave Gorman St. Joseph | Rita Kneale Box 166 | Bob Heater MO 64506 | Jay Walters (816) 279-6346 | Jack Thouvenell | 100 | 105.1 | 24 |
| WIL-FM | Dick Williams St. Louis | Bill Lenzen 300 North Tucker Blvd. | Ray Massie MO 63101 | Mark Langston (314) 436-1600 | Paul Sanford | 100 | 92.3 | 24 |
| KUSA | Bill Coffee St. Louis | John Kijowski 10155 Corporate Sq. | Lee Sherwood MO 63132 | Georgann Harris (314) 997-5594 | Dave Obergeanner | 5 | 550 | 24 |
| WKXX-FM | Shelly Davis St. Louis | Clint Hasse 111 Westport Plaza #10 | John King MO 63146 | Buddy Vanarsdale (314) 878-4107 | Mike Gideon | 50 | 104.1 | 24 |
| KTUI-FM | John Rice Sullivan | Don DeBrecht Box 99 | Bob Diestelkamp MO 63080 | Bob Diestelkamp (314) 468-5101 | Steve Hendren | 3 | 100.9 | 17 |
| KTTN-FM | Marvin Luchers Trenton | Mike Ransdell Box 307 | Gene Pattie MO 64683 | John Anthony (816) 359-2261 | Mike Moore | 3 | 92.1 | 12 |
| KLPW-FM | Ron Sheer Union | Ron Sheer Box 623 | George Meyer MO 63090 | Nona Miller (314) 583-5155 | Frank Lchmeyer | 3 | 101.7 | 24 |
| KWRE | Vern Kasper Warrenton | Mark Becker Box 220 | Steve Kasper MO 63383 | Mike Thomas (314) 456-3311 | Steven Rotz | 1 | 730 | 24 |
| KAYQ-FM | Joey Anderson Warsaw | Malcolm Cunningham Box 1420 | Ken Dillon MO 65355 | Ken Dillon (816) 438-7343 | Wheeler Davis | 3 | 97.7 | 18 |
| KJPW-FM | Clay Howlett Waynesville | Clay Howlett Drawer D | Gary Knehans MO 65583 | Van Beydler (314) 336-4913 | Warren Goforth | 1 | 102.3 | 19 |

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|----------------|--------------------------------|----------------------------------|-----------------------------|---------------------------------------|-----------------|-----|-------|----|
| MONTANA | | | | | | | | |
| KFLN | Russ Newell Baker | Harvey Reetz Box 790 | Kelly Coldwell MT 59313 | Jay Brandon (406) 778-3371 | Russ Newell | 5 | 960 | 24 |
| KBSR-FM | George Beaudet Billings | David Hobbs 2401 Montana Ave. | Johnny Williams MT 59105 | Skeeter Miller (406) 245-2000 | Richard Flack | 100 | 95.5 | 24 |
| KKMT | June McDonald Ennis | C.R. Wehlee Box 710 | Ron Warner MT 59729 | Vanessa Vaughn (406) 682-7171 | Don St. John | 10 | 710 | 24 |
| KICK-FM | Clark Fletcher Forsyth | Clark Fletcher Box 1250 | Steve Rierson MT 59327 | Bill McEvin (406) 356-2711 | Bob Parker | 100 | 101.3 | 24 |
| KLTZ | Mike Hughes Glasgow | Shirley Kirkland Box 671 | Lori Mason MT 59230 | David Conlin (406) 228-9336 | Chief Engineer | 1 | 1240 | 17 |
| KMON | Michael Bellows Great Falls | Michael Bellows Box 3309 | Dave Wilson MT 59403 | Pat Allen (406) 761-1000 | Mark Hoskins | 5 | 560 | 24 |
| KEIN-FM | Henry Balfanz Great Falls | Peggy Paul Box 1239 | Skip Walters MT 59403 | Michael Menter (406) 761-1310 | Bill Burkhardt | 100 | 1310 | 24 |
| KLYQ | Steve Benedict Hamilton | Steve Benedict Box 668 | Don Davis MT 59840 | Don Davis (406) 363-3010 | Mike Daniels | 1 | 1240 | 19 |
| KBLL-FM | Bob Howard Helena | Mike Clasby 1400 11th Ave. | Stan Evans MT 59601 | Concept Productions (406) 442-6620 | Ken Bussard | 30 | 99.5 | 24 |
| KGEZ | Stu Kennedy Kallispell | Steve Breeze Box 169 | Stu Kennedy MT 59903 | Ed Nystrom (406) 752-2600 | Paul Doolittle | 5 | 600 | 19 |
| KXLO | Fred Lark Lewiston | Fred Lark Box 620 | Tina Boswell MT 59457 | Tina Boswell (406) 538-3442 | Mike Ruzicka | 1 | 1230 | 16 |
| KPRK | Jann Berntsen Livingston | Belinda Smith Box 691 | Terry Michael MT 59047 | Terry Michael (406) 222-2841 | Dean Berntsen | 1 | 1340 | 19 |
| KATQ | Joy Fanning Plentywood | L. Syljuberget Box 317 | Joy Fanning MT 59254 | Joy Fanning (406) 765-1480 | W.S. Boswell | 5 | 1070 | 12 |
| KGCH-FM | Arch Ellwein Sidney | Arch Ellwein Box 31 | David Halvorson MT 59270 | Carl Luft (406) 482-2115 | Oscar Halvorson | 100 | 93.1 | 17 |
| KWYS | Larry Binfet W. Yellowstone | Larry Binfet Box 9 | Larry Binfet MT 59758 | Larry Binfet (406) 646-7361 | Tom Weir | 1 | 920 | 10 |

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|-----------------|---------------------------------|-----------------------------|------------------------------|----------------------------------|----------------|-----|-------|----|
| NEBRASKA | | | | | | | | |
| KBRB | Larry Rice Ainsworth | Larry Rice Box 285 | Larry Rice NE 69210 | Ken Heuer (402) 387-1400 | Randy Brudigan | 1 | 1400 | 15 |
| KCNI | Cheryl Smith Broken Bow | Cheryl Smith Box 409 | David Birnie NE 68822 | David Birnie (308) 872-5881 | Lynn French | 1 | 1280 | |
| KZEN-FM | Gene McCoy Central City | Michael O'Connor Box 100 | Paul Meador NE 68826 | Rodney Graham (308) 946-3816 | Chief Engineer | 100 | 100.3 | 24 |
| KCSR | John Howard Chadron | Daniel Estrada Box 931 | Doug Abbott NE 69337 | Terry Downing (308) 432-5545 | Bob Hinze | 1 | 610 | 12 |
| KTNC | Charles A. Radatz Falls City | Darlene Tisdell Box 589 | Program Director NE 68355 | Music Director (402) 245-2453 | Chief Engineer | 1 | 1230 | 8 |
| KSDZ-FM | Gil Poese Gordon | Marcella Twiss Box 390 | Blake Anthony NE 69343 | Blake Anthony (308) 282-2500 | Jim Droege | 30 | 95.5 | 16 |
| KMMJ | Randall Boesen Grand Island | Pat Schroeder Box 1847 | Jack Nelson NE 68802 | Jack Nelson (308) 382-2800 | Ed Ellison | 10 | 750 | 12 |
| KRGI-FM | Jay Vavricek Grand Island | Jay Vavricek Box G | Shawn Schleif NE 68802 | Skip Anderson (308) 381-1430 | Gene Hornung | 100 | 96.5 | 24 |
| KHAS | Jim Kokesh Hastings | Jim Kokesh Box 726 | Dave Brock NE 68901 | Bruce Davis (402) 462-5101 | Jim Kokesh | 1 | 1230 | 6 |

| Station | Station manager | Sales manager | Program Director | Music Director | Other Engineer | Power (kw) | Freq. | Hours Per Day |
|----------------------|--------------------------------|-------------------------------------|------------------------------|-----------------------------------|-------------------|------------|-------|---------------|
| City | Address | Address | State Zip | Phone | | | | |
| NEBRASKA | | | | | | | | |
| KZKX-FM | Don Cavaleri Lincoln | Duane Hargrove 4435 O St. (#96) | J.D. Dixon NE 68510 | Kirk Scott (402) 488-9601 | Bill Seier | 100 | 96.9 | 24 |
| KXNP-FM | Neil Nelkin N. Platte | Dick Yantzie Box 1085 | Neil Nelkin NE 69103 | Michael Britton (308) 534-6650 | Bill Sebastian | 100 | 103.5 | 24 |
| KNCY-FM | David Messing Nebraska City | Myron Hahn Box 278 | Brad Fossberg NE 68410 | Brad Fossberg (402) 873-3348 | David Messing | 3 | 97.7 | 15 |
| WJAG | Robert Thomas Norfolk | Sally Lewis Box 789 | Mark Smith NE 68701 | Alan Johnson (402) 371-0780 | Tony Wortman | 1 | 780 | 15 |
| KMCX-FM | Larry Patrick Ogallala | Larry Patrick 600 East 1st | Program Director NE 69153 | Music Director (308) 284-2051 | Bob Heinz | 100 | 106.5 | 18 |
| WOW-FM | Ken Fearnow Omaha | Don Naber 615 N. 90th | Gene Bridges NE 68114 | Bill Corey (402) 390-2059 | Paul Sjodin | 100 | 94.1 | 24 |
| KNEB-FM | Rex Messersmith Scottsbluff | Gene Engel Box 239 | Dennis Ernest NE 69361 | Music Director (308) 632-7121 | Les Proctor | 100 | 94.1 | 19 |
| KVSH | Larry Russell Valentine | Wally Bazyn 126 W. 3rd St. | Mike Burge NE 69201 | John Waters (402) 376-2400 | Mike Burge | 5 | 940 | 16 |
| NEVADA | | | | | | | | |
| KVLV | Mike McGinness Fallon | Sales Manager 1155 Gummow Dr. | Program Director NV 89406 | Lynn Pearce (702) 423-2243 | Les Pearce | 5 | 980 | 24 |
| KBUL-FM | David Graupner Reno | Moose Rosenfeld 90 W. Grove S500 | Dan Mason NV 89509 | Dan Mason (702) 827-0980 | David Metts | 76 | 98.0 | 24 |
| KIIQ-FM | Lon Achenbach Reno | Josh Mednick 5290 Neil Rd. #220 | Tony Thomas NV 89502 | Deb Spring (702) 826-7200 | Tom McDonald | 28 | 104.5 | 24 |
| KWNA-FM | Torrey Sheen Winnemucca | Dave Kettles Box 591 | Jeff Johnson NV 89445 | Music Director (702) 623-5203 | Torrey Sheen | .6 | 92.7 | 19 |
| NEW HAMPSHIRE | | | | | | | | |
| WMTK-FM | Tom Pancoast Littleton | Mac Smith Box 106 | Chris Keach NH 03561 | Tom Pancoast (603) 444-5106 | Roger Brace | 1.5 | 106.3 | 24 |
| NEW JERSEY | | | | | | | | |
| WIXL-FM | Marvin Strauzer Newton | Dennis Golden Box 40 | Johnny Fox NJ 07860 | Ron Naldi (210) 383-3400 | John Kiernan | 5 | 103.7 | 24 |
| WKMB | Alice Dunne Stirling | William Michaels 1390 Valley Rd. | Alice Dunne NJ 07980 | Kevin Howard (210) 647-4400 | Herb Michaels | .25 | 1070 | 24 |
| WTTM | John Forsythe Trenton | Cynthia Tedder 333 W. State St. | Ted Winkler NJ 08618 | Ted Winkler (609) 8515 | Ron Simpson | 1 | 920 | 23 |
| NEW MEXICO | | | | | | | | |
| KARS-FM | Cliff Somers Belen | Cliff Somers Box 860 | Tim Nielsen NM 87002 | Tim Nielsen (505) 864-7447 | Bill Pace | 3 | 97.7 | 17 |
| KATK-FM | Bob Swayze Carlsbad | Ollie Fitzgerald Box 70 | Frank Nymeyer NM 88220 | Bob Swayze (505) 885-2151 | Frank Nymeyer | 3 | 92.1 | 16 |
| KLMX | Dennis J. Rael Clayton | Janet Dillon Box 547 | Dennis Rael NM 88415 | Paula Maestas (505) 374-2555 | Jim McCollum | 1 | 1450 | 18 |
| KWKA | Hewel Jones Clovis | Robin Montano Box 869 | Greg Steinman NM 88101 | Kris Wilson (505) 762-4411 | Jerry Antine | .5 | 680 | 16 |
| KCLV-FM | Jimmy Davis Clovis | Patrick Davidson Box 1907 | Roy Norman NM 88101 | Roy Norman (505) 763-4401 | Gary Jackson | 100 | 99.1 | 24 |
| KEVR-FM | Keith Megill Española | David Garcia 505 Calle River | Lora Shilling NM 87532 | Lisa Chapman (505) 753-7009 | Harry P. Smith | 3 | 102.3 | 24 |
| KRAZ-FM | Cheryl Lockhart Farmington | Cheryl Lockhart 2802 E. 20th | Dave Schaefer NM 87401 | Dave Schaefer (505) 327-9696 | Eddie Hutchins | 100 | 96.9 | 24 |
| KUUZ | Bob Coker Hobbs | Bob Coker Box 777 | Jim Hockett NM 88240 | Ruby Thornton (505) 393-3137 | Albert Harkins | 5 | 1480 | 19 |
| KPER-FM | Dave Cummins Hobbs | Ken Weeks Box 2276 | Scott Roberts NM 88240 | Scott Roberts (505) 393-1551 | Frank Nymeyer | 36 | 95.7 | 24 |
| KLEA-FM | Betty Shelton Lovington | Peggy Pappas Box 877 | Betty Shelton NM 88260 | Dave Jackson (505) 396-2244 | Charles Debenport | 3 | 101.7 | 17 |
| KRSY | Jim Clark Roswell | Jim Clark Box 1981 | Tony Lucero NM 88202 | Tony Lucero (505) 622-0290 | Ken Bass | 1 | 1230 | 24 |
| NEW YORK | | | | | | | | |
| WPTR | John Kelly Albany | Lou Ignatti Box 12279 | Bill Cranney NY 12212 | John Hart (518) 456-1144 | Con Sofologis | 50 | 1540 | 24 |
| WPCX-FM | Rick Ducayne Auburn | Frank Lishack Box 980 | Mark Fuller NY 13021 | Mark Fuller (315) 253-7355 | Bill Covest | 45 | 106.9 | 20 |
| WHWK-FM | Ralph Christian Binghamton | Ralph Christian Box 414 | Mike Jeffries NY 13902 | Mike Jeffries (607) 772-8400 | Larry Hodge | 10 | 98.1 | 24 |
| WYRK-FM | Kitty Bocock Buffalo | Kitty Bocock 500 Rand Bldg. | Ken Johnson NY 14203 | Ken Johnson (716) 852-7444 | Paul Prufkowski | 50 | 106.5 | 24 |
| WFLC-FM | James Herendeen Canandaigua | James Herendeen Box 155 | Andy Thomas NY 14424 | Connie Daly (716) 394-1550 | Ken Haight | 3 | 102.3 | 21 |
| WSCG-FM | Ed Stanley Corinth | Morris Todd 609A Palmer Ave. | Donna Stanley NY 12822 | Stan Edwards (518) 654-9058 | Steve McNamara | 3 | 93.5 | 24 |
| WCKR-FM | Kevin Doran Hornell | Patricia Davison Box 127B | Glenn Lea NY 14843 | Glenn Lea (607) 324-4141 | Sumner Munn | 5 | 92.1 | 24 |
| WQIX-FM | Ron Ferro Horseheads | Lee Potter Box 288 | David Rockwell NY 14845 | Tom Shaw (607) 739-3555 | Jim Appleton | 3 | 100.9 | 24 |
| WXRL | Ramblin' Lou Lancaster | Earl Morgan 5360 William St. | Joan Marshall NY 14086 | Joan Marshall (716) 681-1313 | Robert Rooney | 2.5 | 1300 | 18 |
| WSCP-FM | Daniel Dunn Pulaski | Vic Fenn Box 226 | Daniel Dunn NY 13142 | Daniel Dunn (315) 298-6505 | Bill Schlientz | 3 | 101.7 | 24 |
| WBEE-FM | Carey Merz Rochester | Mary Kingston 500 B Forman Bldg. | Tony Kidd NY 14604 | Tony Kidd (716) 232-7550 | Herb Petrie | 50 | 92.5 | 24 |
| WRNY | Jack Moran Rome | Jack Moran Box 67 | Rob Davis NY 13440 | Jack Moran (315) 336-5600 | John Bunkfelt | .5 | 1350 | 24 |
| WRRB-FM | Bob Carolin Syracuse | Ken Rothum Box 6975 | Gary Dennis NY 13217 | Jim Tate (315) 457-6110 | Roy Taylor | 50 | 107.9 | 24 |
| WDLA | Amos Finch Walton | Lee Vernooy Box 58 | John Clark NY 13856 | John Clark (607) 865-4321 | Phillip Vessey | 5 | 1270 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------------|----------------------------------|---------------------------------------|------------------------------|------------------------------------|------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| NEW YORK | | | | | | | | |
| WNCQ-FM | Gary Belch Watertown | Gary Belch Rt. 2, Gifford St. | Gary Belch NY 13601 | Rick Waits (315) 782-6540 | Gary Belch | 41 | 97.5 | 20 |
| NORTH CAROLINA | | | | | | | | |
| WKXR | Ed Swicegood Asheboro | Ed Swicegood 1115 Eastview Dr. | Don Bullins NC 27203 | Don Bullins (919) 625-2187 | Chief Engineer | 5 | 1260 | 19 |
| WWNC | Bud Polacek Asheville | Chuck Wood Box 6447 | Dick Cullom NC 28816 | Wiley Carpenter (704) 253-3835 | Terry Shinn | 5 | 570 | 24 |
| WPCM-FM | Kathy Harris Burlington | Wayne Hubbard Box 1119 | Gary Beatty NC 27216 | Tim Roberts (919) 584-0101 | Larry Allen | 100 | 101.1 | 24 |
| WPTL | Linda Reck Canton | Herb Cott Box 909 | Program Director NC 28716 | Gary Reece (704) 648-3576 | Terry Shin | .5 | 920 | 11 |
| WSOC-FM | Greg Lindahl Charlotte | Richard Dietrich Box 34665 | Paul Johnson NC 28234 | Edd Robinson (704) 335-4850 | Bill Huffstetler | 100 | 103.7 | 24 |
| WLVK-FM | John Irwin Charlotte | Andy Stuart 4701 Hedgemore Dr. #80 | Doug McGuire NC 28202 | Kevin Mason (704) 529-0097 | Art Bussure | 100 | 96.9 | 24 |
| WCSL | Calvin Hastings Cherryville | Calvin Hastings Box 370 | Milton Baker NC 28021 | Calvin Hastings (704) 435-3297 | Larry Schropp | 1 | 1590 | 24 |
| WRRZ | Pat Dixon Clinton | Becky Spell Box 378 | Dave Denton NC 28328 | Pam Stocks (919) 592-2165 | Pat Dixon | 1 | 880 | 12 |
| WKML-FM | Danny Highsmith Fayetteville | Stewart Thrower Box 2563 | Robert Louis NC 28302 | Robert Louis (919) 483-9565 | Steve McDaniel | 100 | 95.7 | 24 |
| WAGY | Norman Jenkins Forest City | Doug Dorsey Box 280 | Tom Greene NC 28043 | David Perry (704) 453-9887 | Don Loveless | 1 | 1320 | 16 |
| WFSC | Brenda Wooten Franklin | Jo Cunningham Box 470 | Program Director NC 28734 | Randy Raby (704) 524-4418 | Rick Cruse | 1 | 1050 | 12 |
| WAKS-FM | Ed Zachry Fuquay-Varina | Scott Waterhouse Box 1460 | Ed Zachry NC 27526 | Phil Edwards (919) 552-2263 | Ed McDade | 2.1 | 103.9 | 12 |
| WHEV | Henry Vauk Garner | Sales Manager Box 755 | Dean Auman NC 27529 | Dean Auman (919) 833-3324 | L. Parrish | 1 | 1000 | 21 |
| WFMC | Robert Wooten Goldsboro | Robert Wooten Box 2006 | Bill Wiggs NC 27530 | Bill Wiggs (919) 734-4211 | Bill Wiggs | 1 | 730 | 18 |
| WBIG-FM | Roger Stockton Greensboro | Nancy Cooper Box 19990 | Kevin O'Neal NC 27419 | Kerry Wolfe (919) 855-6500 | Charlie Layno | 100 | 102.1 | 24 |
| WKDX | Sherrell Jackson Hamlet | Sherrell Jackson Box 826 | Sherrell Jackson NC 28345 | J.J. Jackson (919) 582-2653 | Van Billingsley | 1 | 1250 | 12 |
| WIZS | Peg Turner Henderson | Mike Brook Box 1299 | Brad Durrett NC 27536 | Lee Harris (919) 492-3001 | Toby Johnson | 1 | 1450 | 19 |
| WSPF | Willis Deal Hickory | Lem Hafer Box 1709 | Scott Conley NC 28602 | Mike Roberts (704) 328-1731 | Larry Schroupp | 5 | 1000 | 15 |
| WIRC | Maynard Taylor Hickory | Lynn Blackwelder Box 938 | Bob Raleigh NC 28603 | Tom McCray (704) 322-4130 | Bill Seccuro | 1 | 630 | 24 |
| WLAS | Harold Foster Jacksonville | Paula Wood Box 760 | B.J. Ervin NC 28540 | B.J. Ervin (919) 455-9528 | Skip White | 5 | 910 | 24 |
| WKTE | Chuck Webster King | Rodney Booth Box 465 | Chuck Webster NC 27021 | Elizabeth Newsom (919) 983-3111 | Gene Jones | 1 | 1090 | 12 |
| WKMT | Jonas Bridges Kings Mountain | Katie Jones Box 1220 | Jerry Bedsole NC 28086 | Jim Arp (704) 739-3671 | Don Welch | 1 | 1220 | 15 |
| WELS | Jack P. Hankins Kinston | Jack Hankins Box 3384 | Pat Howell NC 28501 | Pat Howell (919) 523-5151 | Don Price | 1 | 1010 | 6 |
| WKOQ-FM | William Hilton Lexington | Gig Hilton Box 668 | Rick Newsome NC 27292 | Rick Newsome (704) 246-5944 | Allen Godwin | 100 | 94.1 | 24 |
| WJSK-FM | Al Kahn Lumberton | Hugh Hines Box 2265 | George Gilpin NC 28359 | George Gilpin (919) 738-4771 | Chief Engineer | 3 | 102.3 | 19 |
| WIXE | Ray Atkins Monroe | Gary Underwood Box 1007 | Ray Atkins NC 28110 | Ray Atkins (704) 289-2525 | John Griffin | 1 | 1190 | 24 |
| WDEX | Emery Evans Monroe | Tom Miller Box 1050 | Emery Evans NC 28110 | Tom Miller (704) 289-9444 | Emery Evans | 2.5 | 1430 | 12 |
| WMNC | Joe Cooper Morgantown | Elizabeth Cooper Box 969 | Stan Carman NC 28655 | Music Director (704) 437-0521 | Stan Carman | 5 | 1430 | 24 |
| WDZD-FM | John Zackery Ocean Isle | Bill Jennings Box 346 | Dick Lee Heron NC 28459 | Ron Franklin (919) 579-9301 | Harold Bland | 3 | 93.5 | 24 |
| WCBQ | Al Woodlief Oxford | Al Woodlief Box 336 | Program Director NC 27565 | Al Woodlief (919) 693-4121 | Al Woodlief | 1 | 1340 | 18 |
| WQDR-FM | Laurel Smith Raleigh | Rich Whitley 3012 Highwoods Blvd. | Jay Butler NC 27626 | Jay Butler (919) 876-0674 | Gary Leibisch | 100 | 94.7 | 24 |
| WREV | Tony Mullins Reidsville | Tony Mullins Box 1050 | Moon Mullins NC 27320 | Moon Mullins (919) 349-2986 | Benjamin Grogan | 1 | 1220 | 24 |
| WPTM-FM | Al Haskins Roanoke Rapids | Al Haskins Box 910 | Charles Beaver NC 27870 | Bobbie Tuggle (919) 536-3115 | Bill | 3 | 102.3 | 19 |
| WCVP-FM | Dennis Blakemore Robbinsville | Dennis Blakemore Box 756 | Dennis Blakemore NC 28771 | Bishop Holder (704) 479-8080 | Max Blakemore | 3 | 95.9 | 24 |
| WCAB | Malcolm Watson Rutherfordton | Malcolm Watson Box 511 | Wayne Dobbins NC 28139 | Jeff Epley (704) 287-3356 | Bill Padgett | 5 | 590 | 18 |
| WWGP | Richard Feindel Sanford | Pete Saunders Drawer R | Bill Cameron NC 27330 | Bill Cameron (919) 775-3525 | Walter Johnson | 1 | 1050 | 13 |
| WADA | Debbie Sarrat Shelby | Debbie Sarrat Box 2266 | Bob Davis NC 28151 | Bob Davis (704) 482-1390 | Larry Schrott | 1 | 1390 | 24 |
| WMPM | Carl Lamm Smithfield | Travis Lamm Box 240 | Program Director NC 27577 | Carl Lamm (919) 934-2434 | Lew Parrish | 5 | 1270 | 12 |
| WFMX-FM | Warren Penney Statesville | Tim Andrews 1117 Radio Road | Jim Huggins NC 28677 | Rita Taggart (704) 872-6348 | Jim McJunkin | 100 | 105.7 | 24 |
| WRGC | Tony Childress Sylva | David Wright Box 1044 | Phil Wiseman NC 28779 | Peggy Fry (704) 586-2221 | Robert Orr | 1 | 680 | 17 |
| WTAB | Bill Ghent Tabor City | Mike Binkley Box 127 | Jim Person NC 28463 | Jack Singleton (919) 653-2131 | Mike Holt | 5 | 1370 | 12 |
| WKTC-FM | Janis Koonce Tarboro | Gene Hudson Box 100 | John Moore NC 27886 | Will Jackson (919) 823-2985 | Bob Coker | 100 | 104.3 | 21 |
| WTLK-FM | Claudetta Potts Taylorsville | Joyce Jolly Box 847 | Lonnie Carrigan NC 28681 | Tim Moose (704) 632-4214 | Jeff Watts | 1 | 104.3 | 19 |
| WSVM | Nick White Valdese | Sales Manager Box 99 | Dan Canipe NC 28690 | Kevin Henson (704) 874-0000 | Chief Engineer | 1 | 1490 | 18 |
| WADE | Clark Ratliff Wadesboro | David Thomas Box 1210 | Clark Ratliff NC 28170 | Clark Ratliff (704) 694-2175 | David Anthony | 1 | 1210 | 12 |
| WTRQ | Robert Blanchard Warsaw | Alice Rich Box 445 | Program Director NC 28398 | John Hicks (919) 293-7861 | Jim Blanchard | 10 | 1560 | 12 |

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|-----------------------|------------------------------------|---------------------------------------|-------------------------------|--------------------------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| NORTH CAROLINA | | | | | | | | |
| WQNS-FM | Dan Lynch Waynesville | B.J. Nichols Box 659 | Dan Lynch NC 28786 | Dan Lynch (704) 456-8661 | Marv Walters | 5.2 | 104.9 | 24 |
| WKSK | Jan Caddell, Sr. West Jefferson | Jane Hodgson Box 729 | Jan Caddell, Jr. NC 28694 | Jeff Brown (919) 246-6001 | Stoney Owen | 1 | 580 | 14 |
| WTXY | Tom Stanley Whiteville | John Hooks Box 1038 | Ken Williamson NC 28472 | Chuck Ray (919) 642-8214 | Milt Newsom | 1 | 1540 | 15 |
| WWQQ-FM | Sandra Franklin Wilmington | Sandra Franklin 1922 Tradd Court | Joanie Axson NC 28403 | Tom Burton (919) 763-9977 | Howard Bright | 3 | 100.9 | 24 |
| WTQR-FM | Pete Schulte Winston Salem | Jennifer Grimm Box 3018 | Les Acree NC 27102 | Danny Hall (919) 727-8826 | Sam Mooney | 100 | 104.1 | 24 |
| WYDK | Suzanne Childress Yadkinville | Suzanne Childress Box 998 | Suzanne Childress NC 27055 | Joe Hawks (919) 679-2063 | Chief Engineer | 1 | 1488 | 12 |
| WYNC | Tom Bowes Yanceyville | A.T. Bowes Box J | Pam Thomasson NC 27379 | Jay Mann (919) 694-9212 | Tim Walker | 2.5 | 1540 | 24 |
| NORTH DAKOTA | | | | | | | | |
| KHOL | Linda West Beulah | Randy Clausen RR 2, Box 38 | Sheri Schaper ND 58523 | Bruce Rheault (701) 873-2215 | Dennis Sommers | 1 | 1410 | 12 |
| KQDY-FM | A.L. Anderson Bismarck | Rod Knodel Box 1233 | Darrell Anderson ND 58502 | Darrell Anderson (701) 258-9400 | A.L. Anderson | 100 | 94.5 | 24 |
| KBMR | A.L. Anderson Bismarck | Roswell Henke 3500 E. Rosser St. | Dean Holmes ND 58501 | Dean Holmes (701) 255-1234 | A.L. Anderson | 50 | 1130 | 14 |
| KLXX | Gary Krahn Bismarck | Mike Seminary Box 1377 | Charlie Hoskins ND 58502 | Charlie Hoskins (701) 663-6411 | Larry Johnson | 1 | 1270 | 24 |
| KZZY-FM | Wanda Geofro Devils Lake | Wanda Geofro Box 882 | Tim Edwards ND 58301 | Tim Edwards (701) 662-7563 | Tim Edwards | 100 | 103.5 | 18 |
| KDLR | Paul Lange Devils Lake | Paul Lange Box 190 | Don Stagg ND 58301 | Wayne Rahlf (701) 662-2161 | Gary Christianson | 1 | 1240 | 20 |
| KLTC | Ray David Dickinson | Lee Liess Box 1478 | Scott Campbell ND 58602 | Paul Quinn (701) 227-1876 | Earl Mann | 5 | 1460 | 24 |
| WDAY | Roger Greenley Fargo | Kevin Weaver Box 2466 | Dale Van De Loo ND 58108 | Dale Van De Loo (701) 237-6500 | Marty Berlinger | 5 | 970 | 14 |
| KKXL | John Vasichek Grand Forks | John Vasichek Box 997 | Kevin Hendrickson ND 58206 | Music Director (701) 775-0575 | Dave Schroeder | 1 | 1440 | 24 |
| KHND | Todd Lewis Harvey | Clyde Dockter 718 Lincoln Ave. | Program Director ND 58341 | Robert Paul (701) 324-4848 | Chief Engineer | 1 | 1470 | 18 |
| KNDC | Allen McIntyre Hettinger | Mark Ekeland Box 151 | Program Director ND 58639 | Virginia Arndorfer (701) 567-2421 | Tim Kochel | 1 | 1490 | 12 |
| KSJB | Al Monson Jamestown | Sue Ellen Vokenroth Box 600 | Ole Olsen ND 58402 | Cowboy Kent (701) 252-3570 | Harvey Van Erem | 5 | 600 | 24 |
| KZPR-FM | Charlie Ferguson Minot | Rick Stensby Box 10 | Rick Anthony ND 58702 | Jeri Lee (701) 852-4646 | Dave Dunsmoor | 100 | 105.3 | 24 |
| KBMW | Dean Aamodt Wahpeton | John McDonald Box 1101 | Ken Donovan ND 58075 | Scott Edwards (701) 642-8747 | Ken Berndt | 1 | 1450 | 24 |
| KEYZ | Robert Miller Williston | Lyla Semenko Box 2048 | Earl Gross ND 58802 | D. Dennison (701) 572-5371 | Earl Gross | 5 | 1360 | 18 |
| OHIO | | | | | | | | |
| WNCO-FM | Walt Roberts Ashland | Marty Larsen Box 311 | Ron Colman OH 44805 | Matt Appleby (419) 289-2605 | Wayne Fick | 50 | 101.3 | 24 |
| WATH | Skip Logan Athens | Dann Whittaker 300 N. Columbus Rd. | Skip Logan OH 45701 | Doug Phelps (614) 593-6651 | Joseph Stack | 1 | 970 | 9 |
| WNUS-FM | Ben Bain Belpre | Kevin Watts Box 428 | Lou Petronio OH 45714 | Brian Lane (614) 423-8213 | Ralph Metheny | 3 | 107.1 | 24 |
| WQCT | Luke Thaman Bryan | Luke Thaman Box 603 | Bill Priest OH 43506 | Bill Priest (419) 636-3175 | Dick Murray | .5 | 1520 | 12 |
| WILE | Grand Hafley Cambridge | Molly Gookins Box 338 | Dave Wilson OH 43725 | Jack Uplinger (614) 432-5605 | John McCance | .5 | 1270 | 14 |
| WKKJ-FM | Dan Latham Chillicothe | Sales Manager Box 244 | Bill Spahr OH 45601 | Thomas Patton (614) 773-2244 | Mac Porter | 20 | 93.3 | 24 |
| WUBE-FM | Bob Backman Cincinnati | Steve Botuchis 225 East Sixth St. | Mike Chapman OH 45202 | Duke Hamilton (513) 621-6960 | Jack Parker | 11 | 105.1 | 24 |
| WGAR-FM | John Biasingame Cleveland | Sales Manager 9446 Broadview Rd. | Jay Christian OH 44147 | Chuck Collier (216) 526-6700 | Mark Krieger | 50 | 99.5 | 24 |
| WLCO-FM | Eddie Cruz Clyde | E. Cruz 1859 W. McPherson | Program Director OH 43410 | Mike Garcia (419) 547-8792 | E. Cruz | 3 | 100.9 | 14 |
| WLND | Glenn Barker Cortland | Nancy Hoffman 3278 Elm Road Ext. | Nancy Hoffman OH 44410 | Dave Walgreen (216) 638-8300 | James Georgiades | 1 | 830 | 12 |
| WONE | Don Schwartz Dayton | Don Griffin 11 South Wilkinson St. | Jon Reed OH 45402 | Butch Brown (513) 224-1501 | Richard Walsh | 5 | 980 | 24 |
| WONW | Bob McLimans Defiance | Connie Bechtel 2110 Radio Dr. | Joe Chontos OH 43512 | Joe Chontos (419) 782-8126 | Terry Hoops | 1 | 1280 | 18 |
| WHMQ-FM | Ronald Griffin Findlay | Richard Callaghan Box 1507 | Dave Glass OH 45840 | Dave Glass (419) 422-4545 | Dennis Rund | 20 | 100.5 | 24 |
| WGLX | Ray Malone Galion | Dick Lautzenhiser Box 608 | Brad Shupe OH 44833 | Brad Shupe (419) 468-4664 | Ray Malone | .25 | 1570 | 18 |
| WBVE-FM | Neil Kearney Hamilton | Jim Myer 770 New London Rd. | Stan Campbell OH 45013 | Diane Palmer (513) 868-3696 | Denny Moon | 50 | 96.5 | 24 |
| WKNT | Bill Klaus Kent | Bob Klaus Box 629 | Bob Francis OH 44240 | Bob Francis (216) 673-2323 | Bob Sassaman | 1 | 1520 | 24 |
| WHOK-FM | Stan Robinson Lancaster | Stan Robinson 1660 Columbus | Maxwell Raines OH 43130 | Maxwell Raines (614) 653-4373 | Craig Kopcho | 50 | 95.5 | 24 |
| WMRN-FM | Tom Hamilton Marion | Sales Manager Box 518 | Stacy Rush OH 43302 | Music Director (614) 383-1131 | Bill Bowin | 25 | 106.9 | 24 |
| WUCO | Ron Barlow Marysville | Dave Barlow 709 East 5th St. | Steve Barlow OH 43040 | Steve Barlow (513) 644-1270 | Rick Howard | .5 | 1270 | 24 |
| WTIG | Dave Scheetz Massilon | Don Wagner Box 576 | Steve Luke OH 44648 | Dave Scheetz (216) 837-9900 | Bob Sassaman | .25 | 990 | 24 |
| WYNO | Phyllis Yerian Nelsonville | Phyllis Yerian Box 118 | Jim McLin OH 45764 | Mark King (614) 753-2900 | Jim McLin | 2.5 | 1120 | 12 |
| WAIS | Joe Edwards Nelsonville | Sales Manager 40 Hocking St. | Program Director OH 45764 | Music Director (614) 753-2154 | Chief Engineer | 1 | 770 | 12 |
| WHTH | Carey Justice Newark | Tom Swank Box 1057 | Mike Cooper OH 43055 | Greg Myers (614) 522-8171 | John Franks | 1 | 790 | 15 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------|--------------------------------|-------------------------------------|------------------------------|----------------------------------|-----------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| OHIO | | | | | | | | |
| WNIO | Dom Baragona Niles | Craig Waffan Box 625 | Gary Zocolo OH 44446 | Fred Woak (216) 652-4443 | Tom Zocolo | .5 | 1540 | 24 |
| WBKC | Clarence Bucaro Painesville | Bryan Berkley One Radio Place | Ken Kraus OH 44077 | Ken Kraus (216) 352-1460 | Ted Alexander | 1 | 1460 | 24 |
| WPAY | Zeke Mullins Portsmouth | Rick Scheinsberg Box 951 | Frank Lewis OH 45662 | Chuck Johnson (614) 353-5176 | Jerry Eves | 1 | 1400 | 24 |
| WQXK-FM | Bob Mallrey Salem | Kathy Valez Box 530 | Fred Anderson OH 44460 | Burton Lee (216) 337-9544 | Craig Kincaid | 88 | 105.1 | 24 |
| WKFI | Rick Johnson Wilmington | Bruce Miller Box 1 | Kim Ryan OH 45177 | Karla Burton (513) 382-1090 | Art Swisher | 1 | 1090 | 24 |
| OKLAHOMA | | | | | | | | |
| KALV | Marione Martin Alva | Lynn Martin Box 843 | Jim Hannaford OK 73717 | Jim Hannaford (405) 327-1430 | Myron Lusk | .5 | 1430 | 16 |
| KKAJ-FM | Pat Ownbey Ardmore | Billy Bean Box 429 | Terry Bell OK 73402 | Dick Weston (405) 226-0421 | Scott Benton | 100 | 95.7 | 24 |
| KREK-FM | Clifford Smith Bristow | Clifford Smith Box 1280 | Clifford Smith OK 74010 | Deanna Smith (918) 367-5501 | Clifford Smith | 3 | 104.9 | 18 |
| KKBI-FM | Carole Williams Broken Bow | Sales Manager 617 S. Park Dr. | Program Director OK 74728 | Music Director (405) 584-3388 | Hal Cochran | 3 | 106.3 | 24 |
| KBOG-FM | Guy Erway Cordell | Guy Erway Rt. 2, Box 26B | Joyce Erway OK 73632 | Stan Page (405) 832-5332 | Ken Simmons | 3 | 99.3 | 18 |
| KRHD | Mike McCulloch Duncan | Bud Burger 1701 Pine | David Altom OK 73533 | Cindy Pollard (405) 255-1350 | Jim Lockard | .25 | 1350 | 18 |
| KECO-FM | George Roper Elk City | George Roper Box 945 | Danny Fletcher OK 73648 | Bill Coleman (405) 255-9696 | Guy Baker | 100 | 96.5 | 24 |
| KNID-FM | Wayne LaMunyon Enid | Sales Manager Box 952 | Mark Adams OK 73701 | Mark Adams (405) 237-5643 | Mike Andrews | 100 | 96.9 | 24 |
| KGVE-FM | Frank Gentry Grove | Frank Gentry Box 1749 | Dennis Burton OK 74344 | Dennis Burton (918) 786-2284 | Dennis Burton | 3 | 99.3 | 18 |
| KKBS-FM | Marsha Strong Guymon | Marsha Strong Box 1756 | Jeff Elmore OK 73942 | Music Director (405) 338-5493 | Chief Engineer | 3 | 92.7 | 12 |
| KTJS | Wayne Fuchs Hobart | Wayne Fuchs Box 311 | Wayne Fuchs OK 73651 | Eddie Williams (405) 726-5656 | A.R. Fuchs | 1 | 1420 | 12 |
| KIHN | Leeta Henson Hugo | Sales Manager Box 430 | Program Director OK 74743 | Music Director (405) 326-6411 | Chief Engineer | 1 | 1340 | 15 |
| KBEL | Russ Riemer Idabel | Waylon Ward Box 418 | Dann Marshall OK 74745 | James Collins (405) 286-7601 | Dick Weatherly | 1 | 1240 | 13 |
| KLAW-FM | Bill Shoemate Lawton | Bill Shoemate Box 569 | Glen Boyer OK 73502 | Frank Sertes (405) 357-2860 | Bobby Jones | 100 | 101.5 | 24 |
| KMAD-FM | Glenn Corbin Madill | Scott Corbin Box 576 | Glenn Corbin OK 73446 | Sky Corbin (405) 795-2345 | Glenn Corbin | 3 | 102.3 | 18 |
| KNED | Francis Stipe McAlester | Mike Stipe Box 1068 | Lee Anderson OK 74502 | Bob Turner (918) 423-1460 | Preston Walker | 1 | 1150 | 24 |
| KMCO-FM | Roslyn Stipe McAlester | Sheila Dean Box 1068 | Randy Mosier OK 74502 | Tom Dolph (918) 426-1050 | Preston Walker | 100 | 101.3 | 24 |
| KXXY-FM | Tom Kennedy Oklahoma City | Gregg Biggs 101 NE 28th St. | Jay Phillips OK 73105 | Mike Owens (405) 528-5543 | Paul Cinnamon | 100 | 96.1 | 24 |
| KEBC-FM | Bill Kirk Oklahoma City | Ken Wente Box 94580 | Charlie Marcus OK 73143 | David Wayne (405) 631-7501 | Randy Mullinax | 100 | 94.7 | 24 |
| WKY | Jim Fisher Oklahoma City | Bernie Thompson Box 14930 | Ted Cramer OK 73113 | Mike Chambers (405) 478-2930 | Jay Perkey | 5 | 930 | 24 |
| KOKL-FM | Bob Brewer Okmulgee | Tina Woolsey Box 756 | Bob Brewer OK 74447 | Ken Weaver (918) 756-5400 | Bill Davis | 30 | 94.3 | 17 |
| KVLH | Ronald Casey Pauls Valley | Ronald Casey Box 610 | Ronald Casey OK 73075 | June Rausch (405) 238-3314 | Ronald Casey | 1 | 1470 | 13 |
| KXVQ | Gene Milleson Pawhuska | Sales Manager 513 Kihekah | Gene Milleson OK 74056 | Music Director (918) 287-1211 | Larry Wagner | 5 | 1500 | 24 |
| KPNC-FM | Ron Bryant Ponca City | Ron Bryant Box 2509 | Bill Coleman OK 74602 | Bill Coleman (405) 765-2485 | Bill Coleman | 3 | 100.9 | 24 |
| KTFX-FM | Bill Paddock Tulsa | Ron Whitaker 8107 E. Admiral Pl. | Bobby Lester OK 74115 | Kim Vitt (918) 836-5512 | Bill Payne | 100 | 103.3 | 24 |
| KVOO | John Hunt Tulsa | Jim Munson Box 1349 | Billy Parker OK 74101 | Mike Wilson (918) 743-7814 | Larry White | 50 | 1170 | 24 |
| KITO-FM | Dave Boyd Vinita | Leona Boyd Box 961 | Dave Boyd OK 74301 | Rudy Garcia (918) 256-2255 | Bill Davis | 3 | 95.9 | 24 |
| KWEY | Dick Johnson Weatherford | Lynn Smith Box 587 | Ron Conley OK 73096 | Ron Conley (405) 772-5939 | Ray Michaels | 1 | 1590 | 24 |
| KWSH | Jerry Spencer Wewoka | Jerry Spencer Box 1260 | Tim Russell OK 74884 | Tim Russell (405) 382-1260 | Chief Engineer | 1 | 1260 | 18 |
| KWOX-FM | Douglas Williams Woodward | Sandy Woods Box K-101 | C.J. Montgomery OK 73801 | K.C. Austin (405) 256-4101 | James Turaville | 100 | 101.1 | 24 |
| OREGON | | | | | | | | |
| KRKT-FM | Gary Grossman Albany | Bill Neilson 1207 E. 9th | Bill O'Brian OR 97321 | David Allen (503) 926-8628 | Dick Lynn | 100 | 99.9 | 24 |
| KVAS | Robert Loucks Astoria | Dave Heick 1490 Marine Dr. | Jerry Mann OR 97103 | Mike Dugan (503) 325-6221 | Chuck Farmer | 1 | 1230 | 18 |
| KICE-FM | Sam Kirkaldie Bend | Mike Holmes Box 751 | R.L. Garrigus OR 97708 | Ric Marshall (503) 388-3300 | Mike Komurka | 50 | 100.7 | 24 |
| KZZR | Stan Swol Burns | Stan Swol Box 271 | Stan Swol OR 97720 | Stan Swol (503) 573-2055 | James Boyd | 1 | 1230 | 17 |
| KIVR | Wyly Melton Cave Junction | Tim Lynn Box 1400 | Chuck Dack OR 97523 | Music Director (503) 592-4422 | Russ Jump | 1 | 1400 | 24 |
| KFAT-FM | Larry Blair Corvallis | Larry Blair Box 965 | Debbie Baker OR 97339 | P.J. Emerson (503) 753-4493 | Dave Wooten | 100 | 106.1 | 24 |
| KUGN-FM | Chuck Chackel Eugene | Larry Miller 4222 Commerce | Mark Ellis OR 97402 | Dan Mullin (503) 485-5846 | Ted Hicks | 100 | 97.9 | 24 |
| KEED | Michael Groshong Eugene | Steve Buckner Box 10767 | Rick Johnson OR 97440 | Rick Johnson (503) 686-9123 | Kate Remley | 5 | 1600 | 24 |
| KOHU | Harmon Springer Hermiston | Steve Bertelson Box 145 | Warren Smith OR 97838 | Todd Nevard (503) 567-6500 | Mark Gunderson | 5 | 1360 | 24 |
| KIHR | Bill Baker Hood River | Bill Baker Box 360 | Bill Baker OR 97031 | Bill Robertson (503) 386-1511 | Paul Walden | 1 | 1340 | 15 |
| KLAD-FM | Dick Good Kaimath Falls | Dick Good Box 489 | Red Allen OR 97601 | Willie Rodgers (503) 882-8833 | Chief Engineer | 30 | 92.5 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------------|-----------------|--------------------|------------------|-------------------|------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| OREGON | | | | | | | | |
| KFLS | Robert Wynne | Claire Wynne | Katie McGee | Katie McGee | Jim Wenstrom | 1 | 1450 | 24 |
| | Klamath Falls | Box 1450 | OR 97601 | (503) 882-4656 | | | | |
| KBBR | David Walker | Lou Ann Rode | David Walker | Lori James | Larry White | 1 | 1340 | 18 |
| | North Bend | Box 308 | OR 97459 | (503) 756-5108 | | | | |
| KSRV | Michael Cheney | Randy McKone | Kevin Mackley | Doug Donahoe | Chuck Harland | 5 | 1380 | 18 |
| | Ontario | Box 129 | OR 97914 | (503) 889-8651 | | | | |
| KWHT-FM | Cheryl McAnally | Bud Stocking | Kelly Harve | Steve Lynn | Dave Hebert | 100 | 103.5 | 24 |
| | Pendleton | Box 640 | OR 97801 | (503) 278-2500 | | | | |
| KWJJ-FM | David Pederson | Judi Schultz | Mark Andrews | Kelly McKray | Alan Garron | 100 | 99.5 | 24 |
| | Portland | 931 SW King | OR 97205 | (503) 228-4393 | | | | |
| KUPL-FM | Edward Hardy | Dan Volz | Bill Bradley | Bill Bradley | Larry Reid | 100 | 98.5 | 24 |
| | Portland | 6400 SW Canyon Ct. | OR 97221 | (503) 297-3311 | | | | |
| KPRB-FM | Gary Vaughn | Dan Accaria | Bobby Smith | Mike West | Gary Fuller | 25 | 102.9 | 19 |
| | Redmond | Box 1240 | OR 97756 | (503) 548-5101 | | | | |
| KYKN | Felix Dilger | Kate Dilger | Dick Bond | Bob Kelly | Dick Linn | 5 | 1430 | 21 |
| | Salem | Box 1430 | OR 97308 | (503) 390-3014 | | | | |
| KODL | Al Wynn | Larry Noe | Program Director | Bill Vonahn | Al Wynn | 5 | 1440 | 19 |
| | The Dalles | Box 741 | OR 97058 | (503) 296-2101 | | | | |
| KTDO-FM | Charles Farmer | Vern Larsen | Charles Farmer | Johnny Randolph | Charles Farmer | 3 | 107.1 | 21 |
| | Toledo | Box 568 | OR 97391 | (503) 336-2252 | | | | |
| PENNSYLVANIA | | | | | | | | |
| WVAM | Jerry Hudkins | Jerry Hudkins | Darrell Ray | Darrell Ray | John Super | 5 | 1430 | 19 |
| | Altoona | Box 1827 | PA 16602 | (814) 944-9456 | | | | |
| WRAX-FM | Dan Smouse | Todd Manspeaker | Chris Collins | Chris Collins | Rod May | 3 | 100.9 | 19 |
| | Bedford | Box 672 | PA 15522 | (814) 623-1981 | | | | |
| WCNR | Joe Darlington | Joe Darlington | Cary Williams | Leon Ricci | Tom Blackledge | 1 | 930 | 15 |
| | Bloomsburg | Box 38 | PA 17815 | (717) 784-1200 | | | | |
| WASP | Jim Humes | Ken Howell | Dave Bridges | Dave Bridges | Lee Carowthers | 5 | 1130 | 12 |
| | Brownsville | Box 270 | PA 15417 | (412) 785-3450 | | | | |
| WCHA | Bob Thomas | Bob Thomas | Kevin Kasey | Kevin Kasey | Chuck Dean | 1 | 800 | 24 |
| | Chambersburg | Box 479 | PA 17201 | (717) 264-7121 | | | | |
| WCZN | Lloyd Roach | Lloyd Roach | Ian Alexander | Sal April | Doug Fearn | 3.2 | 1590 | 24 |
| | Chester Heights | Box 1590 | PA 19017 | (215) 358-1400 | | | | |
| WWCH | William Hearst | Susan Turner | Jeff Barron | Jeff Barron | Scott Mathewson | 1 | 1300 | 15 |
| | Clarion | 725 Wood St. | PA 16214 | (814) 226-4500 | | | | |
| WBXQ-FM | Neil Hart | Ed Horak | Casey O'Day | Gary Mitchell | Glen Clark | 3 | 94.3 | 24 |
| | Cresson | Box FM 94 | PA 16630 | (814) 886-7777 | | | | |
| WOWQ-FM | Dave Anthony | Gary Stormer | Program Director | Gary Stormer | Larry Fisher | 50 | 102.1 | 15 |
| | Dubois | Box 248 | PA 15801 | (814) 371-8300 | | | | |
| WIXZ | Alan Serena | Tim Charpie | Jonathan Rhodes | Jonathan Rhodes | Dick Ruby | 5 | 1360 | 20 |
| | East McKeesport | Box 1360 | PA 15035 | (412) 823-1100 | | | | |
| WSKE-FM | Shorty King | Sandra Bakner | Marty King | Music Director | Robert Resconsin | 3 | 104.3 | 18 |
| | Everett | Box 187 | PA 15537 | (814) 652-2600 | | | | |
| WGTY-FM | Rod Burnham | Jim Harris | Dick Raymond | Bob Hamilton | Gil Sheffer | 10 | 107.7 | 24 |
| | Gettysburg | Box 280 | PA 17325 | (717) 334-3103 | | | | |
| WRKZ-FM | Ira Rosenblatt | Nancy Tully | Mike Scalzi | Dandalion | Walt Konetsco | 50 | 106.7 | 24 |
| | Hershey | Box Z | PA 17033 | (717) 367-7700 | | | | |
| WAMQ | Neil Hart | Neil Hart | Pat Murray | Bill Cessna | Clyde May | 1 | 1400 | 24 |
| | Loretto | Box 103 | PA 15940 | (814) 886-5800 | | | | |
| WZPR-FM | Gary Gunton | Eric Donaldson | Ray Horner | Russ Lawrence | John McWilliams | 33.4 | 100.3 | 24 |
| | Meadville | Box 397 | PA 16335 | (814) 724-1111 | | | | |
| WWBE-FM | Mark Fleisher | Sales Manager | Mark Lindow | Glenn Shirley | Harry Bingaman | 3 | 98.3 | 19 |
| | Mifflinburg | 333 Chestnut St. | PA 17844 | (717) 966-1098 | | | | |
| WHYP-FM | Amy Randolph | H.I. Brownyard | H.I. Brownyard | H.I. Brownyard | Chief Engineer | 3 | 100.9 | 24 |
| | North East | 10325 W. Main Rd. | PA 16428 | (814) 725-9664 | | | | |
| WXTU-FM | Jeff Larid | Bob Bush | Bob Young | Gina Preston | Don Powers | 50 | 92.5 | 24 |
| | Philadelphia | 23 W. City Ave. | PA 19004 | (215) 667-9000 | | | | |
| WDSY-FM | Peter Caselle | Paul Kress | Ron Antill | Chris Michaels | Cliff Bryson | 50 | 107.9 | 24 |
| | Pittsburg | 107 6th St. | PA 15222 | (412) 471-9950 | | | | |
| WYGL | Dave Bernstein | Charlie Housel | Scott West | Tammy Pick | Mike Kratzer | 1 | 1240 | 19 |
| | Selinsgrove | Box 1240 | PA 17870 | (717) 374-1155 | | | | |
| WVSC | Dick Adams | Dick Adams | Jerry Lyons | Don Evans | Harold Showman | 10 | 990 | 16 |
| | Somerset | Box 231 | PA 15501 | (814) 445-4186 | | | | |
| WEMR | Kathy Marshall | Kathy Marshall | Doc Roberts | Doc Roberts | Ray Russ | 5 | 1460 | 18 |
| | Tunkhannock | Box 800 | PA 18657 | (717) 836-1460 | | | | |
| WAYZ-FM | Marge Martin | Sales Manager | Stacy Drake | Mike Fulghum | Jim Seaman | 50 | 101.5 | 24 |
| | Waynesboro | 33 E. Main St. | PA 17268 | (717) 762-3138 | | | | |
| WILQ-FM | Robert Cunnion | Joe Dalto | Barbara Evans | Doug Herendeen | John Ellis | 3.8 | 105.1 | 24 |
| | Williamsport | Box 1176 | PA 17703 | (717) 322-4676 | | | | |
| RHODE ISLAND | | | | | | | | |
| WHIM | Dick Allen | Dick Muserlain | Dick Allen | Charlie Huddle | Pappy Philbrook | 5 | 1110 | 24 |
| | Providence | 125 Eastern Ave. | RI 02914 | (401) 433-2400 | | | | |
| SOUTH CAROLINA | | | | | | | | |
| WDOG-FM | Carl Gooding | Carl Gooding | Jim Lowe | Jim Lowe | Carl Gooding | 3 | 93.5 | 12 |
| | Allendale | Box 442 | SC 29810 | (803) 584-3500 | | | | |
| WRIX-FM | Matt Phillips | Bev Brandon | Dann Scott | Dann Scott | Dave Reddick | 3 | 103.1 | 20 |
| | Anderson | Watson Village | SC 29624 | (803) 224-1031 | | | | |
| WBLR | Station Manager | Redd Reynolds | Law Dubose | Shelton Lattimore | Chief Engineer | 5 | 1430 | 18 |
| | Batesburg | Box 410 | SC 29006 | (803) 532-6254 | | | | |
| WEZL-FM | Buddy Barton | Faye Gilmer | Charlie Lindsey | Randy Bruce | Willie Bennett | 100 | 103.5 | 24 |
| | Charleston | Box Z | SC 29402 | (803) 884-2534 | | | | |
| WCOS-FM | Jacob Bogan | Jimmy Collins | Gerry McCracken | Glen Garrett | Milton Holladay | 100 | 97.9 | 24 |
| | Columbia | Box 748 | SC 29202 | (803) 256-7348 | | | | |
| WDAR-FM | Mike Kirchen | Mike Kirchen | Joel Knight | Larry Ward | Chief Engineer | 3 | 105.5 | 24 |
| | Florence | Box 6491 | SC 29501 | (803) 393-4081 | | | | |
| WFIS | Ben Davis | Ben Davis | Jerry Wickline | Jerry Wickline | Don Goings | 1 | 1600 | 11 |
| | Fountain Inn | Box 156 | SC 29644 | (803) 963-5991 | | | | |
| WAGI-FM | Ed Elliott | Ed Elliott | Dennis Fowler | Jim Holland | Craig Turner | 100 | 105.3 | 24 |
| | Gaffney | Box 1210 | SC 29340 | (803) 489-9066 | | | | |
| WESC-FM | John Davenport | Wally Mullinax | Allen Power | Bob Hooper | Don Gowens | 100 | 92.5 | 24 |
| | Greenville | Box 660 | SC 29602 | (803) 242-4660 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------------|--------------------------------|--|-------------------------------|-------------------------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| SOUTH CAROLINA | | | | | | | | |
| WSSL-FM | John Cullen Greenville | Bob Kiersznowski Box 100 | Chris James SC 29602 | Chris Lee (803) 246-0863 | Brian Chase | 100 | 100.5 | 24 |
| WSCZ-FM | Butch Moore Greenwood | Marilyn Eaton Box 1247 | Butch Moore SC 29648 | Butch Moore (803) 223-8553 | Charlie Sparks | 3 | 96.7 | 24 |
| WJBS | Gene Schoebinger Holly Hill | Boyd Cook Box 1087 | John White SC 29059 | John White (803) 496-5352 | Bert Rickenbacker | 1 | 1440 | 12 |
| WKMG | Roscoe Bedenbaugh Newberry | Roscoe Bedenbaugh Box 70 | Roscoe Bedenbaugh SC 29108 | Roscoe Bedenbaugh (803) 276-2507 | Roscoe Bedenbaugh | 1 | 1520 | 12 |
| WKDY | Bob Hoyle Spartanburg | Bill Elliott Box 5035 | Keith Barret SC 29304 | Tony Pearson (803) 583-2727 | Danny Taylor | 1 | 1400 | 19 |
| WAZS | W.L. Phillips Summerville | Wayne Phillips Box 859 | Wayne Lanier SC 29484 | Cathy Nobrega (803) 873-6354 | Robert Foulds | 1 | 980 | 18 |
| SOUTH DAKOTA | | | | | | | | |
| KKAA | Darrell Stitt Aberdeen | Vincent Hallet Box 1770 | Barb Johnson SD 57401 | Steve Small (605) 225-1560 | Jonathan Thvedt | 10 | 1560 | 20 |
| KGIM | Allen Rau Aberdeen | Sales Manager Box 306 | Program Director SD 57401 | Sandy Thiessa (605) 229-3632 | Chief Engineer | 1 | 1420 | 24 |
| KJJQ | Jeff Hilborn Brookings | Sales Manager Box 790 | Tom Ost SD 57006 | Music Director (605) 692-9125 | Tony Randall | 1 | 910 | 20 |
| KJAM-FM | John Goeman Madison | Rod Goeman Box D | Program Director SD 57042 | Jeff Anderson (605) 256-4514 | Chief Engineer | 3 | 103.1 | 11 |
| KMIT-FM | Kevin Culhane Mitchell | Kevin Culhane Box 536 | Tim Smith SD 57301 | Kurt Phillips (605) 996-9667 | Gerald Calhoun | 75 | 105.9 | 24 |
| KOLY | Darrel Gill Mobridge | Darrel Gill Box 400 | John Schreier SD 57601 | John Schreier (605) 845-3654 | Roland Cory | 5 | 1300 | 24 |
| KGFX | Mark Swendsen Pierre | Roger Gilmore Box 1197 | Bob Ziegler SD 57501 | Paul Rollie (605) 224-8686 | Chris Hesla | 10 | 1060 | 19 |
| KTOQ | Tom Kearns Rapid City | Tom Kearns Box 1680 | Mike Johnson SD 57709 | Scott Kearns (605) 343-0888 | Leonard Huneke | 1 | 1340 | 24 |
| KIMM | Ron Hansen Rapid City | J.R. Lorenzon Box 8205 | Bob Louis SD 57709 | Bob Louis (605) 348-1100 | Gary Peterson | 5 | 1150 | 16 |
| KQKD | Steve Kaiser Redfield | Steve Kaiser Box 110 | Matthew Grage SD 57469 | Matthew Grage (605) 472-1380 | Les Childers | .50 | 1380 | 13 |
| KDLO-FM | David Martin Sioux Falls | David Martin 500 S. Phillips | Jim Kaise SD 57102 | Greg Belfridge (605) 331-5350 | Scott Smidt | 100 | 96.9 | 24 |
| WNAX | Rick Prusator Yankton | Rick Prusator Highway 50 E | Bob Flittie SD 57078 | Bob Flittie (605) 665-7442 | Terry Morley | 5 | 570 | 24 |
| TENNESSEE | | | | | | | | |
| WSLV | Bob Barnett Ardmore | Bob Barnett Box 96 | Bob Barnett TN 38449 | Penny Hancock (615) 427-2178 | Bob Wicks | 2.5 | 1110 | 11 |
| WFVL | Ron Lake Camden | Ron Lake Box 662 | Will Luther TN 38320 | Art Collier (901) 584-7570 | Dave Lawrence | .25 | 1220 | 24 |
| WRKM-FM | Reggie Honey Carthage | Andrew Bray Box 179 | Johnny Lynn TN 37030 | Johnny Lynn (615) 735-1350 | Barry Duncan | 3 | 102.3 | 18 |
| WHLP-FM | Steve Turner Centerville | Steve Turner Box 280 | Debbie Tanner TN 37033 | Debbie Tanner (615) 729-5191 | Johnny Dominick | 3 | 96.7 | 17 |
| WUSY-FM | Sammy George Chattanooga | Brenda Selby Box 8799 | John Hart TN 37411 | Joe Blair (615) 892-3333 | Rick Jordan | 100 | 100.7 | 24 |
| WDXN | Jack Mayer Clarksville | Jack Mayer Box 724 | Steve Hayes TN 37041 | Andy Anderson (615) 645-2411 | J.C. Morrow | 1 | 540 | 18 |
| WCLE | Tom Rowland Cleveland | Joe Wilson 1995 Keith St. NW | Ron Gentry TN 37311 | Ron Gentry (615) 472-6511 | Larry Ledford | 5 | 1570 | 24 |
| WYSH | Charlie Phillips Clinton | Bill Waddell Box 329 | Tom Rowe TN 37716 | Lynn Cawood (615) 457-1380 | Dave Brown | 1 | 1380 | 18 |
| WKOM-FM | Robert McKay, Jr. Columbia | Jimmy Dugger Box 1377 | Mark Ramey TN 38401 | Tracy Scott (615) 388-0101 | Roger Peters | 3 | 101.7 | 19 |
| WMCP | Earl Williford Columbia | Mack Shaw Box 711 | Tom Williford TN 38401 | Michael Williams (615) 388-3241 | Keith Williford | 5 | 1280 | 19 |
| WGSQ-FM | Drue Huffines Cookeville | Larry Nunn Box 3146 | Drue Huffines TN 38502 | Ronnie Malone (615) 526-7144 | Austin Stinnett | 3 | 94.3 | 20 |
| WHUB | Stacey Mott Cookeville | Mike Medley Box 2707 | Gene Davidson TN 38502 | Mike Dyer (615) 526-2131 | Austin Stinnet | 1 | 1400 | 24 |
| WZYX | Neil Bracken Cowan | Chuck Moyer Box 398 | Mary Garner TN 37318 | Joe Brewer (615) 967-7471 | Willie Wiseman | 5 | 1440 | 12 |
| WCSV | James Young Crossville | Rita Young Box 591 | James Young TN 38557 | Mike Rose (615) 484-5168 | John Cunningham | 1 | 1490 | 16 |
| WAEW | Danny Barker Crossville | Ed Whitaker Drawer W | Program Director TN 38557 | Ron Witt (615) 484-5115 | Archie Kendrick | 1 | 1330 | 12 |
| WDKN-FM | Tommy Edmisson Dickson | Donna Shanks Box 607 | Gordon Rhodes TN 37055 | Gordon Rhodes (615) 446-0752 | Oscar Eubanks | 3 | 102.3 | 24 |
| WBDX | Bob Wicks Dickson | Frieda Green 207 N. Main St. | Bob Wicks TN 37055 | Bob Wicks (615) 797-2222 | Bob Wicks | 1 | 1030 | 15 |
| WSDQ | Tollye Titsworth Dunlap | Tollye Titsworth 712 Old York Highway | Ruth Titsworth TN 37327 | Randy McDaniels (615) 949-4114 | Ed Harmon | 5 | 1190 | 14 |
| WEMB | Jim True Erwin | Sales Manager Box 280 | Chuck Ray TN 37650 | Todd Ambrose (615) 743-6123 | Chuck Ray | 5 | 1420 | 24 |
| WEKR | Mike Freeland Fayetteville | Dan Webb Box M | Jerry Raby TN 37334 | Jerry Raby (615) 433-3545 | Ernest Tucker | 1 | 1240 | 18 |
| WSMG | Darrell Bryan Greenville | Kathy Knight Box 727 | Tracy Peltier TN 37744 | Marty Ricker (615) 638-3188 | Jack Harrell | 1 | 1450 | 24 |
| WSVQ | Ed Miracle Harrogate | Sales Manager Box 224 | Cathie Patrick TN 37752 | Steve Miracle (615) 869-4705 | Bernard Leonard | 1 | 740 | 14 |
| WHHM | Wanda Smith Henderson | Wanda Smith Box 203 | Mike Whited TN 38340 | Ted Charles (901) 989-5981 | Dave Hacker | .25 | 1580 | 16 |
| WDXI | John Faulk Jackson | Tony Ervin Box 3845 | Chip Mosley TN 38303 | Jim Edwards (901) 424-1310 | Jim Cope | 5 | 1310 | 24 |
| WDEB-FM | N.A. Baz Jamestown | Jean Baz Box 69 | Gary Crockett TN 38556 | Kevin Rhon (615) 879-8164 | Gunther Muhsemann | 1.6 | 103.9 | 24 |
| WJFC-FM | Arthur Dees Jefferson City | Art Dees Box 709 | Marty Dees TN 37760 | Jimmy Kittany (615) 475-3800 | Frank Folsom | 3 | 99.3 | 24 |
| WJJT | Jack Coleman Jellico | Ginger Shackel Box 210 | Program Director TN 37762 | Tim Zecchini (615) 784-5991 | Dave Smith | 1 | 1540 | 6 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|------------------|---------------------------------|--|------------------------------|------------------------------------|-----------------|------------|-------|---------------|
| | City | Address | State | Zip | Phone | | | |
| TENNESSEE | | | | | | | | |
| WUSJ-FM | Eaton Govan Johnson City | Ben Cagle Box 5188 | Jim King TN 37603 | Jim King (615) 926-3121 | Roger Bolden | 3 | 99.3 | 24 |
| WJCW | Ken Maness Johnson City | Bobbie Kabool Box W | Tom Phillips TN 37602 | Dennis Kelly (615) 477-3127 | Al Lefevere | 5 | 910 | 24 |
| WIVK-FM | Bobby Denton Knoxville | Bobby Denton Box 10207 | Mike Hammond TN 37939 | Mickey Dearstone (615) 588-6511 | Cleve Hayes | 100 | 107.7 | 24 |
| WDXE | Milton Griffin Lawrenceburg | Milton Griffin 120 1/2 N. Military Ave. | Mike Harris TN 38364 | Mike Harris (615) 762-4411 | Phil Kemper | 1 | 1370 | 24 |
| WCMG | Betty White Lawrenceburg | Lisa Coldewey 208 Pulaski St. | Steve Davis TN 38464 | Cindy Nash (615) 762-8888 | Kevin Kidd | .5 | 910 | 24 |
| WLLX-FM | Roger Wright Lawrenceburg | Roger Wright Box 156 | Dan Hollander TN 38464 | Dan Hollander (615) 762-6200 | Roger Wright | 3 | 92.1 | 15 |
| WIST-FM | Bill Coleman Lobelville | Sandra McKenzie Box 460 | Gayle Gilmer TN 37097 | Sam Depriest (615) 593-2294 | Bill Coleman | 3 | 94.3 | 24 |
| WLOD | Gene Chrusciel Loudon | Doyle Lowe Box 465 | Program Director TN 37774 | Music Director (615) 458-4621 | Chief Engineer | 1 | 1140 | 12 |
| WCMT | Paul Tinkle Martin | Paul Tinkle Box 318 | Terry Durham TN 38237 | Terry Durham (901) 587-9526 | Brad Hosford | 1 | 1410 | 24 |
| WGAP | Harry Plumlee Maryville | Sales Manager Box 607 | Larry Hammock TN 37803 | Larry Hammock (615) 983-4310 | Harry Plumlee | 1 | 1400 | 19 |
| WBMC | Thorold Ramsey McMinnville | Rob Jones Box 759 | Rob Jones TN 37110 | Bud Godwin (615) 473-2104 | Homer Wilson | .5 | 960 | 13 |
| WMTN | Clark Quillen Morristown | Clark Quillen Box 70 | Vicki Todd TN 37815 | Vicki Todd (615) 586-7993 | Jim Agee | 5 | 1300 | 12 |
| WMCT | Jim Gilley Mountain City | Jim Gilley 1211 N. Church St. | Lester Morley TN 37683 | Jim Gilley (615) 727-6701 | Bob Morrison | 1 | 1390 | 12 |
| WMTS | John McCreery Murfreesboro | John McCreery Box 860 | John Thomas TN 37133 | John Thomas (615) 893-6611 | Jim Gilmore | 5 | 810 | 24 |
| WWYN-FM | Larry Graham McKenzie | Larry Graham Box 279 | Rusty McDaniels TN 38201 | Jerry Beane (901) 352-2212 | Jerry Mathis | 100 | 106.9 | 24 |
| WSM-FM | Bob Meyer Nashville | Sandra Kennedy 2644 McGavock Pike | Bruce Sherman TN 37214 | Bobby Yarbrough (615) 889-6595 | Hugh Hickerson | 100 | 95.5 | 24 |
| WSIX-FM | David Manning Nashville | Don Sullivan 441 Murfreesboro Rd. | Eric Marshall TN 37210 | Eric Marshall (615) 248-7300 | Palmer Boland | 100 | 97.9 | 24 |
| WNPC | Wayne Harris Newport | Teddy Harris Box 189 | Wayne Harris TN 37821 | Jim Phillips (615) 623-8743 | Von Ray Murrell | 1 | 1060 | 18 |
| WLIK | Dwight Wilkerson Newport | Sales Manager Route 1, Box 1 | Program Director TN 37821 | Chari Brown (615) 623-3095 | Chief Engineer | 5 | 1270 | 18 |
| WTBP | Ralph Clenney Parsons | Ralph Clenney Box F | Program Director TN 38363 | Music Director (901) 847-3011 | Ralph Clenney | 1 | 1550 | 24 |
| WKSJ | George Martin Putaski | Bill Garner Box 738 | Don Eastep TN 38478 | Don Eastep (615) 363-2505 | Harold Starks | 1 | 1420 | 19 |
| WTRB | Don Paris Ripley | Don Paris Box 410 | Tommy Orton TN 38063 | Ron Rickard (901) 635-2221 | John Strayhorn | 1 | 1570 | 18 |
| WOFE | Wilma Eblen Rockwood | Sales Manager Box 387 | Program Director TN 37854 | Music Director (615) 354-0580 | Ray Brown | 1 | 580 | 12 |
| WLIJ | Hal Ball Shelbyville | Hal Ball Box 7 | Hal Ball TN 37160 | Hal Ball (615) 684-1514 | Dale Howard | 1 | 1580 | 12 |
| WYQC-FM | Ruth Hicks Shelbyville | Jeanne Hice Box 106 | Tom Waynick TN 37160 | Tom Waynick (615) 684-1400 | Dan Goodman | 100 | 102.9 | 24 |
| WEPG | Debbie Riley South Pittsburg | Casey Case Box 8 | Edward Knott TN 37380 | Edward Knott (615) 837-7577 | Charlie Cook | 5 | 910 | 16 |
| WTZX | Pat Wilson Sparta | Pat Wilson Box 210 | Lonnie Cantrell TN 38583 | Lonnie Cantrell (615) 738-2256 | Austin Stinnett | 1 | 860 | 17 |
| WSMT | Bill Austin Sparta | Bill Austin Route 8, Box 13 | Woody Phillips TN 38583 | Woody Phillips (615) 836-2824 | Austin Stinnet | 1 | 1050 | 12 |
| WDBL-FM | Al Rider Springfield | Sales Manager Box 729 | Carolyn Smith TN 37172 | John Wiggins (615) 384-5541 | Greg Happel | 3 | 94.3 | 19 |
| WDEH-FM | Charlotte Mull Sweetwater | Charlotte Mull Box 330 | Charlotte Mull TN 37874 | T.C. Cordell (615) 337-5025 | Bob Wallace | 3 | 98.3 | 24 |
| WNNT | Floyd Turner Tazewell | Sales Manager Box 95 | Don Gully TN 37879 | Music Director (615) 626-4203 | Hubert Turner | .5 | 1250 | 12 |
| WECO | Sandi Lavender Wartburg | Ed Knight Box 100 | Carl Stump TN 37887 | Music Director (615) 346-3900 | Carl Stump | 5 | 940 | 12 |
| WVRY-FM | Joe Copley Waverly | Joe Copley Box 415 | John Johnson TN 37185 | John Johnson (615) 296-2456 | Dave Hacker | 3 | 104.9 | 24 |
| WTNR | Wayne Hall Waynesboro | Don Mullin 100 Public Sq. S, Box 1 | Dan Mullin TN 38485 | Wayne Hall (615) 722-3631 | Jerry Mathis | .5 | 930 | 12 |
| WBRY | Dave Bunge Woodbury | Dave Bunge Box 7 | Dave Bunge TN 37190 | Nelda Rogers (615) 563-2313 | Homer Wilson | .5 | 1540 | 24 |

TEXAS

| | | | | | | | | |
|---------|-----------------------------|-----------------------------------|-----------------------------|-------------------------------------|-------------------|-----|-------|----|
| KEAN-FM | Lou Murray Abilene | Lou Murray Box 3098 | Zack Owen TX 79604 | Rudy Fernandez (915) 676-7711 | Bill Roseberry | 100 | 105.1 | 24 |
| KIXZ | Richard Haines Amarillo | Phil Giglio Box 10940 | Chris Taylor TX 79116 | Chris Taylor (806) 355-9777 | Smokey King | 5 | 940 | 18 |
| KDJW-FM | John May Amarillo | Jerry Brownd Box 5844 | Kris Manning TX 79107 | Kris Manning (806) 372-6543 | Pete Trowbridge | 100 | 94.1 | 24 |
| KMML-FM | Richard Haines Amarillo | Phil Giglio Box 10940 | Jay McCrae TX 79116 | Jay McCrae (806) 355-9777 | Smokey King | 100 | 98.7 | 24 |
| KALT | David Womack Atlanta | Sales Manager Box 1166 | Steve McQueen TX 75551 | Steve McQueen (214) 796-2817 | Chief Engineer | 1 | 900 | 13 |
| KASE-FM | Ron Rogers Austin | Otis Dunagan Box 380 | Mike Carta TX 78767 | Steve Gary (512) 495-1300 | Wayne Hardin | 100 | 100.7 | 24 |
| KVET | Ron Rogers Austin | Otis Dunagan Box 380 | Mike Carta TX 78767 | Steve Gary (512) 495-1300 | Wayne Hardin | 5 | 1300 | 24 |
| KRUN-FM | Dean Smith Ballinger | Sue Barkley Box 351 | Collin Jones TX 76821 | Toby Virden (915) 365-5500 | Lynn Smith | 3 | 103.1 | 13 |
| KIOX | Brenda Harrison Bay City | Cindy Conn Box 1391 | Joe Scott TX 77414 | Joe Scott (409) 245-4642 | Stan Conn | 1 | 1270 | 16 |
| KYKR-FM | Candy Anderson Beaumont | Joe Walker Box 5488 | Mickey Ashworth TX 77706 | Mickey Ashworth (409) 838-3911 | Robert Tindle | 100 | 93.3 | 24 |
| KACO | Jack Palmore Bellville | Jack Palmore 238 West Main St. | Dave Horton TX 77418 | Dave Horton (409) 865-3652 | Frank Roberts | .25 | 1090 | 12 |
| KBYG | Dick Fields Big Spring | Bob Taylor Box 1713 | Rick Casey TX 79721 | R.P. Fleckenstein (915) 263-7326 | Charles Debenport | 1 | 1400 | 23 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|---------|-------------------|----------------------|------------------|------------------|------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| TEXAS | | | | | | | | |
| KBRN | Don Adams | Dianna Adams | Bob Dever | Don Adams | John Lackness | .25 | 1500 | 24 |
| | Boerne | Box 1766 | TX 78006 | (512) 249-9336 | | | | |
| KBAN | Everett Mason | Lee Lucas | Billy Etter | Billy Etter | Don Whan | .5 | 1410 | 24 |
| | Bowie | Box 1080 | TX 76230 | (817) 872-2288 | | | | |
| KSTB | Kenny Parrish | Kenny Parrish | Kenny Parrish | Kenny Parrish | Rick Whitworth | 1 | 1430 | 12 |
| | Breckenridge | Rt. 3, Box 14 | TX 76024 | (817) 559-3331 | | | | |
| KWHI-FM | Tom Whitehead | Carolyn Warmke | Keith Iwig | Keith Iwig | Mark Whitehead | 3 | 106.3 | 24 |
| | Brenham | Box 1280 | TX 77833 | (409) 836-3655 | | | | |
| KWCS-FM | John Ellzey | Sales Manager | Gary Bailly | Music Director | Dean Carsten | 3 | 96.7 | 18 |
| | Bridgeport | Box 156 | TX 76026 | (817) 683-5927 | | | | |
| KHLB | Gene Turney | Heidi Willis | Carl Geisler | Carl Geisler | Brian King | 1 | 1340 | 24 |
| | Burnet | Box 398 | TX 78611 | (512) 693-5551 | | | | |
| KCRM-FM | Lynell Grace | Bimbo Dryer | Russ Wristen | Russ Wristen | Rick Writworth | 3 | 103.1 | 18 |
| | Cameron | 6901 Hwy. 36 S | TX 76520 | (817) 697-6541 | | | | |
| KCLE | Jimmy Aiken | Hank Hoaldridge | Ed Leal | Ed Leal | Jim Fletcher | .25 | 1120 | 12 |
| | Cleburne | Box 1529 | TX 76031 | (817) 645-6643 | | | | |
| KLEV | Brian Ramsey | Brian Ramsey | Sam Saller | Rachel Bourdeaux | Chief Engineer | 1 | 1410 | 15 |
| | Cleveland | Box 520 | TX 77328 | (713) 592-7711 | | | | |
| KIKR | Bobby Martinez | Bobby Martinez | Ken Murray | Bobby Martinez | Errol Coker | 10 | 880 | 24 |
| | Conroe | Box 2368 | TX 77305 | (409) 756-5501 | | | | |
| KODV-FM | Gaylon Christie | Dennis James | James Harrison | Don Register | Leroy Franklin | 3 | 103.1 | 24 |
| | Copperas Cove | Box 607 | TX 76522 | (817) 547-8889 | | | | |
| KRYS-FM | Don Hibbitts | Scott Vowinkle | J.D. Gonzalez | Jacque Rich | Ken Meek | 100 | 99.1 | 24 |
| | Corpus Christi | 702 McBride Lane | TX 78408 | (512) 289-0111 | | | | |
| KOUL-FM | Bob Trask | Debbie Denny | John Boudreau | Marita O'Donnell | Paul Easter | 100 | 103.7 | 24 |
| | Corpus Christi | Box 898 | TX 78403 | (512) 883-1600 | | | | |
| KAND | Terry King | Terry King | Bob Belcher | Roy Miller | Bob Belcher | 1 | 1340 | 19 |
| | Corsicana | 609 W. 7th Ave. | TX 75110 | (214) 874-7421 | | | | |
| KIVY-FM | Jim Gibbs | Jim Gibbs | Jim Gibbs | Emmie Carrigan | Jim Gibbs | 3 | 92.7 | 24 |
| | Crockett | Box 1109 | TX 75835 | (409) 544-2171 | | | | |
| KQRO | Paul Dudeck | Mary Dudeck | Mary Dudeck | Mary Dudeck | Paul Dudeck | .5 | 1600 | 18 |
| | Cuero | Box 864 | TX 77954 | (512) 275-3430 | | | | |
| KXIT-FM | Bob Beller | Bob Beller | Sheryl Muller | Sheryl Muller | Robert Beller | 3 | 95.9 | 24 |
| | Dalhart | Box 1350 | TX 79022 | (860) 249-4747 | | | | |
| KPLX-FM | Dan Halyburton | Vicki Knight | Bobby Kraig | Mac Daniels | Norm Phillips | 100 | 99.5 | 24 |
| | Dallas | 3500 Maple Ste. 1600 | TX 75219 | (214) 526-2400 | | | | |
| KWMC | Dan Funkhouser | Jeanne Funkhouser | Danna Galaska | John Foster | Robert Morris | 1 | 1490 | 13 |
| | Del Rio | Box 1505 | TX 78840 | (512) 775-3544 | | | | |
| KDNT | Dennis Grandcolas | Chellie Austin | Brian Gann | Hal Murray | Hal Murray | 5 | 1440 | 24 |
| | Denton | 1440 Wheeler Dr. | TX 76205 | (817) 382-2552 | | | | |
| KDDD | Ken Duke | Sales Manager | Program Director | Jim McCarty | Granville Murphy | .25 | 800 | 12 |
| | Dumas | Box 555 | TX 79029 | (806) 935-4141 | | | | |
| KULP | Jerry Aulds | Jerry Aulds | Tommy Morton | Tommy Morton | Joe Miller | .5 | 1390 | 24 |
| | El Campo | 515 E. Jackson | TX 77437 | (409) 543-3303 | | | | |
| KNES-FM | Josh Fuller | Josh Fuller | Wayne Hall | Wayne Hall | Wayne Hall | 3 | 92.1 | 24 |
| | Fairfield | Box 347 | TX 75840 | (214) 389-5637 | | | | |
| KWCB-FM | A.B. Gonzalez | M. Yankovich | Cissy Gonzalez | Cissy Gonzalez | Ronnie McNeil | 3 | 94.3 | 15 |
| | Floresville | 1905 10th St. | TX 78114 | (512) 393-6116 | | | | |
| WBAP | John Hare | Doug Sheldon | Ted Stecker | Music Director | Charles Staples | 50 | 820 | 24 |
| | Fort Worth | One Broadcast Hill | TX 76103 | (817) 429-2330 | | | | |
| KSCS-FM | John Hare | Alicia Day | Ted Stecker | Johnnie Bible | Charles Staples | 100 | 96.3 | 24 |
| | Fort Worth | One Broadcast Hill | TX 76103 | (817) 429-2330 | | | | |
| KFST-FM | Ken Ripley | Ken Ripley | Ken Ripley | Kevin Duncan | Larry Mitchell | 3 | 94.3 | 24 |
| | Ft. Stockton | Rt. 1, Box 165 | TX 79735 | (915) 336-2228 | | | | |
| KGAF | Tom Carson | Sales Manager | Dee Blanton | Tommy Daniels | Chief Engineer | .25 | 1580 | 16 |
| | Gainesville | Box 368 | TX 76240 | (817) 665-0765 | | | | |
| KGID-FM | Paul Jamar | Paul Jamar | Billy Alexander | Dale Belmont | Rick Whitworth | 3 | 101.7 | 19 |
| | Giddings | Box 329 | TX 78942 | (409) 542-5555 | | | | |
| KPAR | James Parr | Fran Parr | Bill Monk | Judy Purselley | Chief Engineer | .5 | 1420 | 18 |
| | Granbury | Box 1534 | TX 76048 | (817) 573-5546 | | | | |
| KIKT-FM | Kip Currens | Kip Currens | David Herring | David Herring | Vern Hodek | 3 | 93.5 | 24 |
| | Greenville | Box 1015 | TX 75401 | (214) 455-1400 | | | | |
| KEMM-FM | Sam Curry | Renee McGraw | Bill Vanness | Bill Vanness | Sam Curry | 3 | 92.1 | 24 |
| | Greenville | Box 1292 | TX 75401 | (214) 454-9245 | | | | |
| KRJH | Tom Donnelly | Tom Donnelly | Chuck Stratman | Chuck Stratman | Tom Donnelly | .25 | 1520 | 17 |
| | Hallettsville | 111 N. Main | TX 77964 | (512) 798-4333 | | | | |
| KVRP-FM | Gary Barrett | Gary Barrett | Dave Harrison | Joel Fox | Ken Lane | 100 | 95.5 | 24 |
| | Haskell | Box 1118 | TX 79521 | (817) 864-8505 | | | | |
| KHBR | Rick Bailey | Rick Bailey | Damon Isbell | Randy Marak | Dave Kolar | .25 | 1560 | 24 |
| | Hillsboro | Box 569 | TX 76645 | (817) 582-3431 | | | | |
| KIKK-FM | Craig Magee | Deane Hardy | Jim Robertson | Joe Ladd | Andy Hudack | 100 | 95.7 | 24 |
| | Houston | 6306 Gulfon Dr. | TX 77081 | (713) 772-4433 | | | | |
| KKNX | Dorathy Nichols | Dorathy Nichols | Kurt Ballard | John Davenport | Jack Nichols | .25 | 1400 | 24 |
| | Huntsville | 1027 11th St. | TX 77340 | (409) 295-1413 | | | | |
| KJAS-FM | Mike Lout | Rebecca Cooper | Ray Hilley | Ray Hilley | Robert McWhorter | 3 | 100.9 | 12 |
| | Jasper | 110 E. Lamar | TX 75951 | (409) 384-5313 | | | | |
| KTXJ | Art Lay | Art Lay | Ken Poston | Bryan Friesth | Allen McKee | 5 | 1350 | 24 |
| | Jasper | Box 6090 | TX 75951 | (409) 384-6801 | | | | |
| KTNR-FM | Dan Daniels | Dan Daniels | Kirk Alexander | Kirk Alexander | Chief Engineer | 3 | 92.1 | 24 |
| | Kenedy | Box 732 | TX 78119 | (512) 583-9878 | | | | |
| KRVL-FM | Larry Saflir | Brad O'Quinn | Mike Price | Carla Kolb | Frank Shields | 100 | 94.3 | 24 |
| | Kerrville | Box 2187 | TX 78029 | (512) 895-1230 | | | | |
| KINE | Kent Cooper | Kent Cooper | Glen Michaels | Glen Michaels | Paul Easter | 1 | 1330 | 18 |
| | Kingsville | Box 846 | TX 78363 | (512) 592-5211 | | | | |
| KCYL | Ron Witcher | Debbie Witcher | Program Director | Masha Durham | Ron Witcher | 1 | 1450 | 17 |
| | Lampasas | Box 886 | TX 76550 | (512) 556-3671 | | | | |
| KLAR | Frank Mull | Gracie De La Garza | Rick O'Neil | Music Director | Rene Gonzalez | 1 | 1300 | 15 |
| | Laredo | Box 1899 | TX 78044 | (512) 723-7459 | | | | |
| KPXE | Bill Buchanan | Bill Buchanan | Program Director | Allen Wayne | Larry Hutson | .25 | 1050 | 24 |
| | Liberty | 517 Travis | TX 77575 | (409) 336-5793 | | | | |
| KETX-FM | Hal Haley | Bubba Haley | Bubba Haley | Alex Bursleson | Hal Haley | 3 | 92.1 | 24 |
| | Livingston | Box 1236 | TX 77351 | (409) 327-8916 | | | | |
| KYKX-FM | Mike Gatons | Sales Manager | Scott Johnson | Ken Curtis | James Cameron | 100 | 105.7 | 24 |
| | Longview | Box 2727 | TX 75606 | (214) 757-2662 | | | | |
| KFRO-FM | J.R. Curtis | James Curtis | Mary Bair | Mary Bair | Laman George | 3 | 95.3 | 15 |
| | Longview | Box 4299 | TX 75600 | (214) 663-3700 | | | | |
| KFYO | Bob Clark | Jack Dale | Mark Harlan | Rick Gilbert | Chuck Kenny | 5 | 790 | 24 |
| | Lubbock | Box 64670 | TX 79464 | (806) 797-7979 | | | | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|---------|----------------------------------|---|------------------------------|----------------------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| TEXAS | | | | | | | | |
| KCKL-FM | Edd Routt Malakoff | Jerry Clayton Box 489 | Pat Isaacson TX 75148 | Jeff Willis (214) 489-1238 | John Gee | 3 | 95.9 | 19 |
| KLSR-FM | H.J. Davis Memphis | Donna Davis Box 400 | Joe Davis TX 79245 | Joe Davis (806) 259-3511 | Joe Davis | 100 | 105.3 | 6 |
| KJBC | Laverne McBeath Midland | Sales Manager 1903 S. Lamesa Rd. | Keith Ward TX 79703 | Music Director (915) 684-5152 | Chief Engineer | 1 | 1150 | 15 |
| KRAN | Ed Couzens Morton | Anne Couzens Box 1077 | Program Director TX 79346 | Jay Robbins (806) 266-5545 | Barney Branwell | .5 | 1280 | 24 |
| KIMP | Bob Bracher Mt. Pleasant | Bob Bracher Box 990 | George Collins TX 75455 | Julie Phelps (214) 572-8726 | Ronny Harrison | 3 | 960 | 24 |
| KSFA | Steve Jennings Nacogdoches | Virginia Jones 3007 Martinsville | Rob Myers TX 75961 | Rob Myers (409) 564-9584 | Pat Conway | 1 | 860 | 16 |
| KJCS-FM | Ben Downs Nacogdoches | Ben Downs Box 1111 | Roy Gene TX 75963 | Roy Gene (409) 564-4443 | Carl Gideon | 100 | 103.3 | 24 |
| KNBT-FM | Bob McDonald New Braunfels | Sales Manager 1540 Loop 337 N | Paul Schamburg TX 78130 | Music Director (512) 625-7311 | Kelsey O'Neil | 3 | 92.1 | 20 |
| KGEE-FM | Jerry Lovell Odessa | Christy Danklees Box 12070 | Dave Richards TX 79768 | Dave Richards (915) 368-7929 | Charles Debenport | 100 | 99.9 | 24 |
| KOGT | Dave Klement Orange | Jim Stelly 5304 N. Meeks | Tonya LeVoy TX 77630 | Tonya LeVoy (409) 883-4381 | Russell Ingram | 1 | 1600 | 17 |
| KEYE | John Ellzey Perryton | Nick Long Box 630 | Jerry Williams TX 79070 | John Garrison (806) 435-5458 | Chief Engineer | 1.5 | 1400 | 16 |
| KBOP-FM | Bob Obrian Pleasanton | Bubba Reding 215 N. Main | Bob Obrian TX 78064 | Cheryl Jaksik (512) 569-2194 | Dick Shcuh | 3 | 98.3 | 18 |
| KIXC-FM | Glen Ingram Quanah | Glen Ingram Box 29 | Glen Ingram TX 79252 | Glen Ingram (817) 663-6363 | Jim Turvaville | 3 | 100.9 | 24 |
| KFRD-FM | Bud Smith Rosenberg | Lila Smith Box 832 | Bud Smith TX 77471 | Bill Ingram (713) 342-6601 | Chuck McCleod | 3 | 104.9 | 24 |
| KAJA-FM | Tim Bryan San Antonio | Bob Cohen 6222 NW Interstate 10 | Jim Owens TX 78201 | Jim Owens (512) 734-7301 | Dan Walthers | 100 | 97.3 | 24 |
| KBUC-FM | Doug McDougale San Antonio | Sales Manager 1777 NE Loop 410 | Don Moore TX 78217 | Don Moore (512) 826-5282 | Glen Fry | 100 | 107.5 | 24 |
| KKYX | Hugh Barr San Antonio | Ben Reed 8401 Datapoint #900 | Jim Casey TX 78229 | Jerry King (512) 690-1925 | Paul Reynolds | 50 | 680 | 24 |
| KWED | Al Kaplan Seguin | Bonnie Bartels Box 1600 | Mark Howard TX 78155 | Mark Howard (512) 379-2234 | Louis Sowders | 1 | 1580 | 18 |
| KIKZ | Dick Rowland Seminole | Dick Rowland 120 SE Ave. B | George Toone TX 79360 | Eva Lynn (915) 758-3798 | Charles Davenport | .25 | 1250 | 24 |
| KDSX | Dean Minnick Sherman | Sales Manager Drawer 110 | Mark Jones TX 75090 | Mark Jones (214) 465-1600 | Jerry Yaccuzzi | .5 | 950 | 22 |
| KSST | Bill Bradford Sulphur Springs | Dwayne Grimes Box 284 | Dwayne Grimes TX 75482 | Dwight Bruhn (214) 885-2111 | Bill Bradford | 1 | 1230 | 20 |
| KXOX | Jeff Stein Sweetwater | Susan Bewley Box 570 | Jeff Stein TX 79556 | Jeff Stein (915) 236-6655 | Benton Ray | 1 | 1240 | 24 |
| KTAE | Gillis Conoley Taylor | John Wehby Box 1160 | Fred Switzer TX 76574 | Ed Lee (512) 352-3631 | A.J. Zrubek | 1 | 1260 | 8 |
| KTEM | Larry Hawkins Temple | Troy Deneke Box 1230 | Jim Corley TX 76503 | Jim Corley (817) 773-5252 | Charles Scheleper | 1 | 1400 | 24 |
| KTLR-FM | Ken Jones Terrell | Ken Jones 105 W. Moore | C.J. Stone TX 75160 | C.J. Stone (214) 222-2323 | Lowell Wallace | 3 | 107.1 | 24 |
| KTWN-FM | John Bell Texarkana | Maurice Short 303 W. Broad | Dorian Cox TX 75501 | Dorian Cox (214) 793-4671 | John Bell | 1 | 107.1 | 24 |
| KNUE-FM | Don Chaney Tyler | Craig Reininger Box 7935 | Bobby Bell TX 75711 | Bobby Bell (214) 581-0606 | Wayne Blackweider | 100 | 101.5 | 24 |
| KNAL | Robert Martin Victoria | Robert Martin Box 2209 | Robert Martin TX 77902 | Marvin Paul (512) 573-9176 | Russ Walters | .5 | 1410 | 20 |
| KNFO-FM | John Enoch Waco | Virginia Fox 4949 Franklin, Suite 50 | Bob Allen TX 76710 | Sam McGuire (817) 776-3900 | Dave Fricker | 100 | 95.5 | 24 |
| KJNE-FM | John Fletcher Waco | Brett Wood 1508 N. Valley Mills Dr. | Bill Kinder TX 76710 | John Swan (817) 776-6333 | Jeff Conner | 100 | 102.5 | 24 |
| KANI | H.R. Bass Wharton | Steve Rogers Box 350 | Mattie McCool TX 77488 | Troy Jason (409) 532-3800 | Wayne Blackweider | .5 | 1500 | 18 |
| KVLL | Don Stevenson Woodville | Sales Manager Box 459 | Program Director TX 75979 | Don Stevenson (409) 283-3734 | C.D. Woods | 1 | 1490 | 12 |
| KYOC-FM | Danny Dee Yoakum | Paul Beard Box 776 | Jay Richards TX 77995 | Paul Beard (512) 293-6939 | Chief Engineer | 3 | 102.3 | 19 |

UTAH

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|---------|-----------------------------------|-----------------------------------|-------------------------|----------------------------------|---------------|-----|-------|----|
| KCKK-FM | Rex Jensen Kanab | Rex Jensen Box 368 | Larry Masco UT 84741 | Larry Masco (801) 644-5869 | Eric Kehew | 100 | 101.1 | 24 |
| KBLQ | Peter Nadel Logan | Sales Manager Box 3369 | John Dimick UT 84321 | John Dimick (801) 752-1390 | Ricky Hughes | 5 | 1390 | 24 |
| KOAL | Tom Anderson Price | Tom Anderson Box 875 | Keith Mason UT 84501 | Keith Mason (801) 637-1167 | Eric Albriect | 10 | 750 | 24 |
| KSVC | Kent Colby Richfield | Melinda Sittre Box 848 | Kent Colby UT 84701 | Melinda Sittre (801) 896-4456 | Jeff Nielson | 5 | 980 | 18 |
| KNEU | Joe Evans Roosevelt | Joe Evans Box 1250 | Tammy Dee UT 84066 | Tammy Dee (801) 722-5011 | Rod Aings | 5 | 1250 | 17 |
| KSOP-FM | Greg Hilton Salt Lake City | Mike Monte Box 25548 | Joe Flint UT 84125 | Joe Flint (801) 972-1043 | Bill Troy | 25 | 104.3 | 24 |
| KKAT-FM | Dennis Gwiazdon Salt Lake City | Barry McCann 455 E. 400 S #102 | John Marks UT 84111 | Jim Mickelson (801) 533-0102 | Chuck Condron | 26 | 101.9 | 24 |
| KONY | Carl Lamarr St. George | Dave Miller Box 2588 | Carl Lamarr UT 84770 | Paul Valle (801) 673-1210 | Eric Kehew | 10 | 1210 | 18 |

VERMONT

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|---------|-----------------------------|---------------------------|--------------------------|----------------------------------|--------------|---|-------|----|
| WSNO | Alan Noyes Barre | Michael Donovan Box 1 | Bill Noyes VT 05641 | Rick Wold (802) 476-4168 | Mike Raymond | 1 | 1450 | 24 |
| WTSA | John Rilduff Brattleboro | Bob McCurdy Box 819 | Larry Smith VT 05301 | Joel O'Brien (802) 254-4577 | Ira Wilner | 1 | 1450 | 15 |
| WDOT | Bill Hunter Burlington | Bill Rowe 152 Bank St. | Joe Loverro VT 05401 | Joe Loverro (802) 862-5776 | Jim Ronci | 5 | 1390 | 24 |
| WLFE-FM | Phil Knight Saint Albans | Phil Knight Rt. 7 | Kenny Rodman VT 05478 | Music Director (802) 524-2133 | Mike Raymond | 3 | 102.3 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|-----------------|----------------------------------|--|--------------------------------|------------------------------------|------------------|------------|-------|---------------|
| City | Address | State | Zip | Phone | | | | |
| VIRGINIA | | | | | | | | |
| WYYD-FM | Barbara Rexrode Amherst | Roger Ingram Box 552 | Kenny Shelton VA 24521 | Kenny Shelton (804) 847-4700 | Glenn Reinheimer | 100 | 107.9 | 24 |
| WODY | Stewart Edwards Bassett | Stewart Edwards Box 545 | Stewart Edwards VA 24055 | Don Fields (703) 629-2509 | Troy Spencer | .5 | 900 | 15 |
| WLSD-FM | Don Wax Big Stone Gap | Suzie Adkins Drawer W | Bill Buckles VA 24219 | Bill Buckles (703) 523-1700 | Doug Hamilton | 5 | 93.5 | 9 |
| WBDY-FM | Dean Gatherum Bluefield | Cleo Bartlett Box 509 | Boyer Ashley VA 24605 | Ken Dickens (703) 326-2207 | Jay Belt | 3 | 106.3 | 24 |
| WXBQ-FM | Pete Nininger Bristol | Buddy Scheer Box 1389 | Bill Hagy VA 24203 | Reggie Neel (703) 669-8112 | Patrick Glover | 67 | 96.9 | 24 |
| WSPC | Lannis Yeary Castlewood | Greg Dingus Box 250 | Lannis Yeary VA 24224 | Freddie Phillips (703) 762-5595 | Elmo McCracken | 1 | 1140 | 14 |
| WKAV | Mark Wilson Charlottesville | Doug Wilson Box 1294 | Mark Wilson VA 22902 | Dusty Rhodes (804) 977-1400 | Harry Moore | 1 | 1400 | 19 |
| WMEK | Lee Payne Chase City | Sales Manager Box 697 | Lee Payne VA 23924 | Darlene Jones (804) 372-3141 | Chief Engineer | .5 | 980 | 4 |
| WFNR | Robert Denham Christianburg | Phyllis Cain Box 2100 | Robert Denham VA 24073 | Craig Hixon (703) 382-6106 | Robert Denham | 10 | 710 | 14 |
| WXCF-FM | Mary Sales Clifton Forge | Mary Sales Box 104 | Mary Sales VA 24422 | Mike Higgins (703) 862-5751 | Pat Spitz | 1 | 104.0 | 18 |
| WFIC | Les Williams Collinsville | Angela Sommers Box 475 | Earl Shelton VA 24078 | Leanne Clark (703) 647-1530 | Troy Spencer | 1 | 1530 | 24 |
| WPWC | Raymond Woolfenden Dumfries | Raymond Woolfenden Box 189 | Raymond Woolfenden VA 22026 | Sandy Sanderson (703) 221-1124 | Keneth Strom | .5 | 1480 | 18 |
| WKRE-FM | Bill Massey Exmore | Bill Massey Box 220 | Bill Lecato VA 23350 | Bill Lecato (804) 442-5000 | Phil Badger | 50 | 107.5 | 20 |
| WFLO | John Wilson Farmville | T.J. Fulcher Box 367 | Gene Eike VA 23901 | Phillip Beard (804) 392-4195 | Gene Eike | 1 | 870 | 24 |
| WFLS-FM | William Poole Fredericksburg | Sonny Ludlum 616 Amelia St. | Jim Asker VA 22401 | Jim Asker (703) 373-1500 | Gary Harrison | 50 | 93.3 | 24 |
| WGAT | Carol McConnell Gate City | Sharon Perrigan 117 E. Jackson St. #2 | Mike Long VA 24251 | Sharon Perrigan (703) 386-7025 | Mike Long | 1 | 1050 | 15 |
| WDDY | Tom Robinson Gloucester | Tom Robinson Box 634 | Harvey King VA 23061 | Bonnie Hoskins (804) 693-2105 | Charlie Lawrence | 1 | 1420 | 24 |
| WMNA-FM | Lyle Motley Gretna | Sandra Craddock Box 730 | Charlotte Wells VA 24557 | Charlotte Wells (804) 656-1234 | Lyle Motley | 3 | 106.3 | 16 |
| WNRG | Ron Cole Grundy | Ron Cole Box 2045 | Sandra Blackburn VA 24614 | Barbara Justus (703) 935-2967 | Gary Street | 5 | 940 | 24 |
| WHAP | Bruce Connon Hopewell | Darrell Cherny Box 621 | Joe Wilson VA 23860 | Steve Wooten (804) 458-8518 | Ed Burkhardt | 1 | 1340 | 24 |
| WLRV | Anthony Stevens Lebanon | Anthony Stevens Box 1380 | Anthony Stevens VA 24266 | Music Director (703) 889-1380 | Mitch Sandridge | 1 | 1380 | 17 |
| WREL | Jim Pounds Lexington | Jay Joyce Drawer 902 | Earl Cogdill VA 24450 | Music Director (703) 463-2161 | Earl Cogdill | 1 | 1450 | 18 |
| WMEV-FM | Sam Russell Marion | Ben Addison Box 968 | Scott Sparrow VA 24354 | Jim Love (703) 783-3151 | Lyle Musser | 100 | 93.9 | 24 |
| WHEE | Tom Patterson Martinsville | Nan Patterson Box 3551 | Temple Mays VA 24115 | Rusty Law (703) 632-9811 | Tim Walker | 5 | 1370 | 11 |
| WSIG-FM | Steve Hajash Mount Jackson | Steve Hajash Box 425 | Steve Hajash VA 22842 | Steve Hajash (703) 477-2937 | Bill Fawcett | 3 | 96.9 | 18 |
| WKHK-FM | Paul Moore Petersburg | Susan Ottenheimer Box 87 | Rob Ryan VA 23803 | Roy Ryan (804) 732-3478 | Chief Engineer | 3 | 95.3 | 24 |
| WRIQ-FM | Ann Dix Radford | Ann Dix Box 1168 | Danay Egan VA 24141 | Danay Egan (703) 639-2461 | J.J. Largen | 3 | 101.7 | 19 |
| WXGI | Lloyd Gochenour Richmond | Bob Conroy Box 8872 | Bob Conroy VA 23225 | Steve Giles (804) 233-7666 | Jim Grainger | 5 | 950 | 12 |
| WTVR-FM | Eddie Anderson Richmond | Vonneva Carter 3314 Cutshaw Ave. | Mike Allen VA 23230 | Mike Allen (804) 355-3217 | Ben Wills | 50 | 98.1 | 24 |
| WJLM-FM | Lloyd Gochenour Roanoke | Ann Booze Box 6099 | Steve Akers VA 24017 | David Hurst (703) 342-3131 | David Wray | 3 | 93.5 | 24 |
| WNLB | Donny Brook Rocky Mount | Sales Manager Box 602 | Glenn Lynch VA 24151 | Donny Brook (703) 483-7011 | Mike Brumfield | 5 | 1290 | 14 |
| WJWS | Norm Talley South Hill | Brown Hoffer Box 216 | Frank Malone VA 23970 | Ron Major (804) 447-4007 | Charles Brown | 5 | 1370 | 16 |
| WKDW | Norman Brooks Staunton | Suzanne Fitzpatrick Box 2189 | Scott Jackson VA 24401 | Evelyn White (703) 886-2376 | Bill Bettej | 2.5 | 900 | 24 |
| WHEO | Robert Legg Stuart | Harry Litten Rt. 1, Box 24 | Richard Rogers VA 24171 | Richard Rogers (703) 694-3114 | Ted Kirby | 5 | 1270 | 11 |
| WESR-FM | Charles Russell Tasley | Charlie Russell Box 100 | Kathy Bostic VA 23441 | Lloyd Smith (804) 787-3200 | Morris Lewis | 50 | 103.3 | 12 |
| WTZE | Walter Wright Tazewell | Dorothy K. Nuckles Box 69 | Program Director VA 24651 | Kevin Murray (703) 988-4150 | Ralph Messer | 5 | 1470 | 12 |
| WCMS-FM | Marjorie Crump Virginia Beach | Ken Ferebee 900 Commonwealth Pl. | Michael Meehan VA 23464 | Janie Cottrell (804) 424-1050 | Ray Mills | 50 | 100.5 | 24 |
| WNNT-FM | Bill Martin Warsaw | Bill Martin Box 877 | Mark Bryant VA 22572 | June Herbert (804) 333-3711 | Jim Thorne | 3 | 100.9 | 16 |

WASHINGTON

| | | | | | | | | |
|---------|---------------------------------|-------------------------------------|------------------------------|----------------------------------|----------------|-----|-------|----|
| KBFW | Steve Smith Bellingham | Sales Manager Box D | Brian Roc WA 98227 | Brian Roc (206) 734-8555 | Steve Smith | 1 | 930 | 24 |
| KMNT-FM | Ted Chytil Centralia | Dick Dowson Box 827 | Steve Richert WA 98531 | Music Director (206) 736-3321 | Bill Tilton | 100 | 102.9 | 18 |
| KAZZ-FM | Earle Kazmark Deer Park | Earl Kazmark WA 1369 | Ron McGuire WA 99006 | Ron McGuire (509) 276-8816 | Don Carry | 3 | 107.1 | 19 |
| KEYG-FM | Verl D. Wheeler Grand Coulee | Verl D. Wheeler Drawer K | John Caple WA 99133 | John Caple (509) 633-2020 | Chief Engineer | 5 | 98.5 | 24 |
| KBAM | Terry Kynaston Longview | Phil Roger Box 96 | Danny Houle WA 98632 | Craig Phillips (206) 423-1210 | Chief Engineer | 5 | 1270 | 24 |
| KWID-FM | Ted Mason Moses Lake | Ted Mason Box 999 | Bill Michaels WA 98837 | Brent Widener (509) 765-1761 | Rob Kerby | 100 | 100.3 | 24 |
| KOMW-FM | Glenda Freel Omak | Sales Manager Box 151 | Program Director WA 98841 | Glenda Freel (509) 826-0100 | Jerry Robinson | 3 | 92.7 | 16 |
| KRPM-FM | Rob Hasson Seattle | Jack Young 22220 Marine View Dr. | Lee Rogers WA 98198 | Lee Rogers (206) 343-9145 | Steve Sorkness | 100 | 106.1 | 24 |
| KMPS-FM | Fred Schumacher Seattle | Kay Spilker Box 24888 | Timothy Murphy WA 98124 | Susan Falconer (206) 622-2312 | George Bisso | 100 | 94.1 | 24 |
| KGA | Steve Cody Spokane | Steve Cody Box 8348 | Art Sanders WA 99223 | Don Owen (509) 448-8300 | George Dreher | 50 | 1510 | |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|----------------------|---------------------------------|------------------------------------|------------------------------|--------------------------------------|-------------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| WASHINGTON | | | | | | | | |
| KDRK-FM | Steve Cody Spokane | Bob Moorer S 6228 Regal | Art Sanders WA 99223 | Gary Charles (509) 448-8300 | George Dreher | 56 | 93.7 | |
| KORD | Jeff Ripley Tri Cities | Paul Scott Box 2485 | Program Director WA 99302 | Paul Scott (509) 547-9791 | Chief Engineer | 10 | 870 | 24 |
| KAFR-FM | F.M. Stevens Walla Walla | Guy Cook Box 796 | Celia Martin WA 99362 | Mary Jennings (509) 525-3190 | Tom Talbert | 50 | 97.1 | 24 |
| KTEL | David Dirks Walla Walla | David Dirks Box 948 | David Dirks WA 99362 | Music Director (509) 525-4103 | Don Henderson | 1 | 1490 | 16 |
| KYXE | Dewey Willmot Yakima | Dewey Willmot Box 2888 | Mike Foster WA 98907 | Joe Langdon (509) 697-5993 | Richard White | 5 | 1020 | 24 |
| WEST VIRGINIA | | | | | | | | |
| WTNJ-FM | Fred Persinger Beckley | Paul Gonzalez Box 1127 | Fred Persinger WV 25802 | Fred Persinger (304) 877-5592 | Randy Kerbawy | 50 | 105.9 | 24 |
| WJLS | Bill O'Brien Beckley | Charlie Jennings Box AB | Charlie Jennings WV 25802 | Charlie Jennings (304) 253-7311 | Charles Marlow | 5 | 560 | 18 |
| WCST-FM | Conrad Trump Berkeley Spring | Randy Fouke Box 10 | Randy Fouke WV 25411 | Virgil Ruppenthal (304) 258-1010 | Mike Hurst | 3 | 93.5 | 24 |
| WBUC | Phil Phillips Buckhannon | Bonnie Holbrook Drawer C | Tim Waine WV 26201 | Sonya Stell (304) 472-1460 | Phil Phillips | 5 | 1460 | 24 |
| WCAW | Mike Buxer Charleston | Bob Knowles Box 4318 | Rick McGee WV 25364 | Rick Johnson (304) 925-4986 | Chuck Desantis | 50 | 680 | 15 |
| WKKW-FM | Wayne Thomas Clarksburg | Jim Duncan Box 1546 | Terry Mathews WV 26301 | Terry Mathews (304) 624-6546 | Kenneth Smith | 50 | 106.5 | 24 |
| WPDX-FM | Ron Roth Clarksburg | J.P. Jones Box 1920 | Mike King WV 26301 | Mike King (304) 623-6425 | Chuck Snoderly | 2.5 | 104.9 | 24 |
| WDNE | William Carr Elkins | Bob Cowgill Box 1337 | Spencer Epply WV 26241 | Spencer Epply (304) 636-1300 | David Saffel | 1 | 1240 | 20 |
| WELD-FM | Willard Earle Fisher | Sales Manager Rt. 1, Kessel Rd. | Program Director WV 26818 | Music Director (304) 538-6062 | Edwin Allen | 1.2 | 101.7 | 18 |
| WVKV | Jim Milliken Hurricane | Jim Milliken Box 1080 | Jim Milliken WV 25526 | Jim Milliken (304) 757-7676 | Jim Milliken | 5 | 1080 | 12 |
| WKJ-FM | Kenny Bryant Lewisburg | Kenny Bryant Box 306 | James Fisher WV 24901 | James Fisher (304) 645-7272 | Nathan Whiley | 3 | 105.5 | 18 |
| WWBB | Dick Calloway Madison | Larry Barker 1 Broadcast Place | Mike Mitchell WV 25130 | Tim Buskirk (304) 369-2500 | Jim Hoge | 1 | 1450 | 12 |
| WAJR | Dale Miller Morgantown | Debbie Lofstead Greer Bldg. | Carl Becker WV 26505 | Dave Harman (304) 296-0029 | Chuck Snoderly | 5 | 1440 | 20 |
| WXKX-FM | Jack Fritz Parkersburg | Jack Fritz Box 368 | Program Director WV 26101 | Ken Tucker (304) 485-4565 | Lawrence Smith II | 3 | 103.1 | 24 |
| WMOV | Rex Osborne Ravenswood | Ruth Brooks Box 667 | Drew Hunnell WV 26164 | Drew Hunnell (304) 273-2544 | Dick Lucas | 1 | 1360 | 9 |
| WCEF-FM | Dennis Gage Ripley | Dennis Gage Box 798 | Randy Bennett WV 25271 | Harley Neal (304) 372-6665 | Larry Koenig | 2.5 | 98.3 | 24 |
| WCKA-FM | Jim Milliken Sutton | Jim Milliken 189A Main Street | Jim Milliken WV 26601 | Jim Milliken (304) 765-7373 | Jim Milliken | 25 | 97.1 | 18 |
| WXEE | Dale Ellis Welch | Dale Ellis Box 1340 | James Sassak WV 24801 | James Taylor (304) 436-4191 | Jesse Foust | 1 | 1340 | 18 |
| WISCONSIN | | | | | | | | |
| WXCE | Cary Eastvold Amery | Cary Estvold Box 1260 | Paul Davis WI 54001 | Elaina Morley (715) 268-7185 | Rey Lark | 5 | 1260 | 19 |
| WATW | Jerry Hackman Ashland | Raymond Nye 2320 Ellis Avenue | Randy Thomas WI 54806 | Randy Thomas (715) 682-2727 | Chip Hedkan | 1 | 1400 | 24 |
| WXRO-FM | John Klinger Beaver Dam | Larry Cohen Box 902 | Frank Bere WI 53916 | Music Director (414) 885-4442 | Al Johnson | 3 | 95.3 | 18 |
| WISS-FM | Steve Handrich Berlin | Dave Kappeler Box 5 | Rob Shannon WI 54923 | Sonny Williams (414) 361-3551 | Pat Slegmund | 3 | 102.3 | 24 |
| WKTT-FM | Don Flick Cleveland | Russ Miller Box 26 | Don Flick WI 53015 | Don Flick (414) 693-3103 | Sparks | 3 | 103.1 | 24 |
| WFCL | James Verkest Clintonville | Jim Verkest Box 269 | Rick Armon WI 54929 | Tim Arrowood (715) 823-5128 | Mike Krien | 5 | 1380 | 24 |
| WDMP-FM | Dick Carroll Dodgeville | Sales Manager Box 58 | Wendell Hamlin WI 53533 | Brian Jeffries (608) 935-2302 | Chief Engineer | 2.3 | 99.3 | 24 |
| WRDN-FM | Gene Kirchner Durand | Bill Kunhne Box 208 | Kevin Allar WI 54736 | Tom Pattison (715) 672-8989 | James Casey | 1 | 95.9 | 24 |
| WAXX-FM | Marty Green Eau Claire | Marty Green Box 6000 | Tim Wilson WI 54702 | Tim Closson (715) 832-1530 | Richard Lasuik | 100 | 104.5 | 24 |
| WGEE | John Zucker Green Bay | Dennis Quinn Box 1991 | Randy Allen WI 54305 | R. Allen/K. Larkin (414) 435-3771 | Steve Knopka | 5 | 1360 | 24 |
| WKBH-FM | Mike Schmitz Holmen | Dan Kane 512 Holmen Sq. | Ken Kahlner WI 54636 | Pat Delaney (608) 526-9302 | Pat Delaney | 3 | 105.5 | 24 |
| WJVL-FM | Robert Dailey Janesville | Bill Bessire 1 S. Parker Dr. | Gary Moon WI 53545 | Gene Davis (608) 752-7895 | Cliff Hahn | 30 | 99.9 | 20 |
| WYNE | C.R. Dennis Kimberly | Dan Zuleger Box 1150 | Charlie Hart WI 54136 | Mark Lewis (414) 739-1150 | Ernie Swanson | 5 | 1150 | 24 |
| WLXR | Kevin Gephart La Crosse | Carol Schumaker Box 2017 | Pat Smith WI 54602 | Pat Smith (608) 782-8335 | Pat Delany | 1 | 1490 | 24 |
| WKTY | Perry St. John La Crosse | Rick Wilson 704 La Crosse St. | Dave Tindell WI 54601 | Karen Williams (608) 782-6430 | Chief Engineer | 5 | 580 | 24 |
| WAXL-FM | Bert Peterson Lancaster | Rick Sanson Box 587 | Dave Allen WI 53813 | Dave Allen (608) 723-7671 | Bert Peterson | 1 | 97.7 | 24 |
| WWQM-FM | Stan Kitson Madison | San Kitson Box 4408 | Dan Olsen WI 53711 | Dan Olsen (608) 271-6611 | Al Skinner | 5 | 106.3 | 24 |
| WTSO | Roger Russell Madison | Ted Waldbillig Box 8030 | Jeff Tyler WI 53708 | Pat Martin (608) 274-1070 | Jim Hermanson | 10 | 1070 | 18 |
| WMAM | Frank Lauerman Marinette | Susan Van Box 609 | Dane Scott WI 54143 | Music Director (715) 732-0123 | Jim Swanson | 250 | 570 | 24 |
| WCJL | Jim Callow Marinette | Jim Callow Box 689 | Ken Fronsee WI 54143 | Ken Fronsee (715) 732-4444 | Jim Callow | 1 | 1300 | 12 |
| WAHC-FM | Sheryl Perisho Neenah | Sheryl Perisho Box 707 | Gary Johnson WI 54957 | Vicki Johnson (414) 722-6471 | Gordon Dailey | 3 | 96.7 | 24 |
| WCCN-FM | Kevin Grap Neillsville | Kevin Grap Box 387 | Kevin Grap WI 54456 | Kevin Grap (715) 743-3333 | Jim Casey | 100 | 107.5 | 24 |

| Station | Station Manager | Sales Manager | Program Director | Music Director | Chief Engineer | Power (kw) | Freq. | Hours Per Day |
|------------------|-----------------|-----------------------|-------------------|----------------|-----------------|------------|-------|---------------|
| | City | Address | State Zip | Phone | | | | |
| WISCONSIN | | | | | | | | |
| WNBK-FM | Wayne Ripp | Wayne Ripp | Ryan Malone | Ryan Malone | J.E. Latsch | 3 | 93.5 | 20 |
| | New London | Box 935 | WI 54961 | (414) 982-3000 | | | | |
| WIXK-FM | Jack Smith | Jack Smith | Tom Rumelle | Tom Rumelle | Ken Cummings | 3 | 107.1 | 20 |
| | New Richmond | 125 E. 3rd St. | WI 54017 | (715) 246-2254 | | | | |
| WOCO-FM | Walt Kaszynski | Randy Sherman | Dorothy Kaszynski | Bill Peshek | Walt Kaszynski | 3 | 107.1 | 12 |
| | Oconto | Box 197 | WI 54153 | (414) 834-3540 | | | | |
| WNBI | Mike Rockwell | Sandy Durel | Dick Knapp | Music Director | Chief Engineer | 1 | 980 | 12 |
| | Park Falls | Box 309 | WI 54552 | (715) 762-3221 | | | | |
| WPDR | Doug Peters | Carol Moore | Bob Daniels | Jay Olson | Ken Ebenter | 1 | 1350 | 8 |
| | Portage | Box 300 | WI 53901 | (608) 742-8833 | | | | |
| WNFM-FM | T.L. Bychinski | Arnie Peck | Program Director | Kevin Kellogg | Cliff Groth | 3 | 104.9 | 19 |
| | Reedsburg | Box 349 | WI 53959 | (608) 524-1105 | | | | |
| WTCH | Bruce Grassman | Bruce Grassman | Bruce Grassman | Tom Greene | Gary Mach | 1 | 960 | 20 |
| | Shawano | 1456 E. Green Bay St. | WI 54166 | (715) 524-2194 | | | | |
| WCSW | Charles Lutz | Steve Lutz | Steve Lutz | Steve Lutz | Chief Engineer | 1 | 940 | 10 |
| | Shell Lake | Box 190 | WI 54871 | (715) 468-2123 | | | | |
| WCOW-FM | John Rice | Gean Kuderer | Steve Peterson | Mike Stoughton | George Schaller | 100 | 97.1 | 19 |
| | Sparta | 113 W. Oak St. | WI 54656 | (608) 269-3307 | | | | |
| WXYQ | James Schuh | Walt Bergman | Jay Bouley | Rusty Ford | Jim Tuszka | 1 | 1010 | 12 |
| | Stevens Point | Box 247 | WI 54481 | (715) 341-1300 | | | | |
| WYTE-FM | Bary Nienow | Diane Newman | Connie Mattingly | Music Director | Chief Engineer | 3 | 96.7 | 24 |
| | Stevens Point | Box 956 | WI 54481 | (715) 341-8838 | | | | |
| WJJQ-FM | Gregg Albert | Jan Thomas | Mark Everett | Gregg Albert | Jim Zastrow | 3 | 92.7 | 24 |
| | Tomahawk | Box 10 | WI 54487 | (715) 453-4481 | | | | |
| WVRQ-FM | David Robinson | Jim Graham | Ernie Betts | Jeff Robinson | David Robinson | 3 | 102.3 | 19 |
| | Viroqua | Rt. 4 | WI 54665 | (608) 637-7200 | | | | |
| WAUK | Mike Saxton | Mike Saxton | Doug Yeager | Doug Yeager | Don Hunjadi | 10 | 1510 | 24 |
| | Waukesha | 1460 Whitehall | WI 53186 | (414) 544-6800 | | | | |
| WXCO | Doug Wick | Mike O'Brien | Jeff Cannon | Jeff Cannon | Roger Watson | 1 | 1230 | 24 |
| | Wausau | Box 778 | WI 54402 | (715) 845-8218 | | | | |
| WDEZ-FM | Peter Tanz | Mike Paul | Jay Allen | Dave Wright | Jim Zastrow | 100 | 101.9 | 24 |
| | Wausau | Box 2048 | WI 54402 | (715) 355-1614 | | | | |
| WHTL-FM | Russ Mancel | Wanda Skroch | Bob Zank | Kevin Severson | Jim Casey | 3 | 102.3 | 17 |
| | Whitehall | Box 678 | WI 54773 | (715) 538-4341 | | | | |
| WYOMING | | | | | | | | |
| KIML | David King | Ray Mapel | Program Director | Drew Adams | Roy Mapel | 5 | 1270 | 19 |
| | Gillette | Box 1009 | WY 82617 | (307) 682-4747 | | | | |
| KCGY-FM | Andy Hoeler | Larry Lindstrom | Phil Ramsey | Phil Ramsey | Phil Ramsey | 100 | 95.1 | 24 |
| | Laramie | Box 1290 | WY 82070 | (307) 745-4888 | | | | |
| KPOW | Diane Keller | Steve Krebs | Dave Merkel | David James | William McManus | 5 | 1260 | 18 |
| | Powell | Box 968 | WY 82435 | (307) 754-5593 | | | | |
| KTHE | Bruce Long | Karen Long | Bruce Long | Bruce Long | Rick Kertson | 1 | 1240 | 15 |
| | Thermopolis | Box 591 | WY 82443 | (307) 864-2119 | | | | |
| KERM-FM | Mac Harvey | Mac Harvey | Greg Kath | Glenn Hascall | Marty Murphy | 3 | 98.3 | 18 |
| | Torrington | Box 670 | WY 82240 | (307) 532-2158 | | | | |

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Program Syndicator/Supplier

Country Programming/Formats/Services Offered

ABC RADIO NETWORKS
125 West End Avenue, 7th fl.
New York, NY 10023

Entertainment Programming

Tom Cuddy, Sales Manager
Patricia Rosen, Director
Jamie Korsen, Manager
(212) 887-5365

Weekly Show:

Title: American Country Countdown with Bob Kingsley
Produced by: ABC Watermark
Description: Billboard Top 40 Country Hits
Length: Four Hours
Price/Barter Terms: Barter
Local Avails: 24 minutes

Daily Feature:

Title: TBA
Description: Today's top Country stars telling their favorite stories, hosted by Bob Kingsley, produced by Bob Kingsley, ABC Watermark.
Length: 2-3 minutes, including network commercial
Price/Barter Terms: Barter

ALLEGRO INTERNATIONAL, INC.
INNOVATIVE PROGRAM MARKETEERS
30555 Southfield Road, Suite 505
Southfield, MI 48076

Donald P. Alcorn, President
Jill M. Kaye, Marketing Director

Daily Show:

Title: The Bad Men
Description: 2:15 episodes detailing the battles, brawls, ballads, legends and stories of America's most fascinating era, the opening of the West, which witnessed the emergence of The Bad Men - Sam Bass, Butch Cassidy and the Sundance Kid, The James Gang, Calamity Jane, General George Custer, Geronimo . . .

ALDRICH COMMUNICATIONS CORP.
401 N. 31st Street, Suite 650
Billings, MT 59103

Bill Aldrich
(406) 259-1999

Weekly Show:

Title: Lonnie Bell's Classic Country
Description: Syndicated country radio show hosted by popular veteran Lonnie Bell, featuring traditional country music and stories about the stars. Currently on twenty stations in the northwest and ready for national distribution.

Length: One hour
Price: Cash/Barter (some markets)
Method of Delivery: Tape

ALL STAR RADIO
3575 Cahuenga Blvd. W.
Los Angeles, CA 90068

Merrill Barr, Managing Partner
(213) 850-1169

New Program:

Title: Stevens & Grdnic's DAILY COMEDY EXCLUSIVE
Description: A weekly topical comedy series - minimum of five vignettes distributed every week. Includes random sketches (some with rock stars!), musical parodies, interactives, commercial spoofs. Plus classic generic Stevens & Grdnic vignettes. Also Weekly Comedy Newsletter and comedy consultation via telephone on a weekly basis.

Length: 20 to 90 seconds
Price/Barter Terms: (Some markets). Terms available.

Title: MEL BLANC "Blankity-Blancs"

Description: 500 comedy bits with all those famous cartoon voices.

Length: 5 to 90 seconds - including 85 programs of Story Lady

BEIGE CAVE COMEDY NETWORK

6404 Hollywood Blvd. #415
Hollywood, CA 90028
(213) 469-0157

Willy Wood, Eddie Moe, Gary Shock

Services: Pre-produced and "live" comedy programming.
Description: BEIGE CAVE boasts a twenty-five person staff of professional writers, musicians, voice talent, sound effects technicians, production engineers, and service personnel representing the best of the industry. PRE-PRODUCED packages are delivered bi-weekly and include original music, commercial parodies, variety specials, and various celebrity drops to give stations the programming advantage that's proven to increase market share. "LIVE LINE" service is via-telephone every weekday, with our voice talent and writers letting your on-air personalities speak with the current figures from the latest breaking news stories, providing unmatched topicality. Call the CAVE to discuss your comedy needs today!

JAMES PAUL BROWN ENTERTAINMENT
6700 Centinela Ave.
Culver City, CA 90405

Steve Scharch, Station Contact
(800) 345-2354 [In CA (213) 390-9671]

Weekly Shows:

Title: Country Music's Top Ten
Price/Barter Terms: Free
Spots per Show: We take 5 minutes
Local Avails: You have 5 minutes

Title: Countryline USA
Description: A one-hour weekly call-in show hosted by Gerry House & Anne Laroy.
Spots per Show: We take 6 minutes
Local Avails: You have 6 minutes

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Daily Show:

Title: Country News

Description: A fast-paced 2 minute interview feature currently heard on over 450 stations, hosted by Award-Winning Charlie Cook.

Price/Barter Terms: Free

No. of Shows Per Day: 2

No. of Shows Per Week: 14

GILL BRIAN PRODUCTIONS

P.O. Box 269

Clarendon Hills, IL 60514

Ed Kehoe, Sales Manager

(312) 832-2169

Daily Shows:

Title: A Time To Remember

Description: One minute vignettes plus a ten second program teaser. Unusual and little known incidents in American History.

Daily Show:

Title: A Thought For Today

Description: One minute ways to get ahead, guidelines for the future, suggestions on how to get more out of life. Personalized intro and promos. Cassette audition available.

Price: Both Shows: Cash, 26 or 52 week contract.

Exclusivity, unlimited usage, monthly billing.

Method of Delivery: 7" reels.

BROADCAST PROGRAMMING

2211 Fifth Avenue

Seattle, WA 98121

John Sherman, VP-Sales

(206) 728-2741 or toll free (800) 426-9082*

Format Music Service:

Title: Modern Country

Description: Programmed by Jay Albright, "The right music in the right mix to win 25-54. Computer-balanced for era, style & appeal. Unannounced reel delivery for live-assist; and PersonalityPlus talent package for automation. Most complete updating of Current, Recurrent, Power and Standard Gold categories. 'Compu-List' computerized music service with weekly consultation for totally live stations."

*Not in Washington State.

CAVOX TAPEATHON CORP.

13633 Crenshaw Blvd.

Hawthorne, CA 90250

Bob Mayfield, National Sales-Program Director

(213) 676-6752

Format Music Service:

Title: CaVox Country

Description: Billboard Country Chart music plus new releases includes a ten year old gold library

Method of Delivery: Reel

CENTURY 21

4340 Beltwood Parkway

Dallas, TX 75244

Richie Allen or Dave Scott

(214) 934-2121 or toll free (800) 527-5959 or (800) 528-2100

Country Gold Discs — Complete researched oldies library on compact disc.

Hit Disc — Weekly country currents on compact disc.

Music Formats:

Modern Super Country, Traditional Super Country, Album Oriented Super Country and Cross Country.

Description: Total automation; live assist or cartridge music services. All available with custom jingles - promos - time announce. Also localized announcing. Century 21 formats now air in over 525 markets, plus international

Custom Services (ID's and Jingles):

Title: Custom Jingles for Country Broadcasters

C I P INC.

7515 Greenville, Ste. 405

Dallas, TX 75231

Bill Reardon/David Levitan

(214) 373-6722 or 1-800-327-5683

Shows:

Title: Soap Talk

Description: Diane Ascher interviews the top stars of today's daytime dramas. Interesting, revealing and often controversial. 15 minute version offers five shows weekly. 5 minute version includes ten shows weekly.

Length: 5 or 15 minute

Title: Did You Know

Description: A :60 drop-in series covering a wide range of subject matter including: science, geography, innovations, fun facts, etc.

Title: Are You A Good Communicator

Description: A :60 drop-in series providing a lively and informative vocabulary builder.

Title: Kidsounds

Description: One hour variety show for children. Includes: music, stories, Did You Know (juvenile version) fun facts, jokes and more.

Method of Delivery: Reel and AGFA Cassette

CONCEPT PRODUCTIONS

1224 Coloma Way

Roseville, CA 95678

Elvin Ichiyama, Dan Mortimer

Station Contact

(916) 782-7754 or toll free (800) 348-4800

Format Music Service:

Title: Concept 4, Country

Description: Award-winning major market personalities deliver a bright mix of contemporary and classic country. A new show every day. Voice-tracked or music only. Live assist or automated.

Method of Delivery: Now available on DAT, also 10" reels.

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

CREATIVE RADIO NETWORK

7136 Haskell
Suite 301
Van Nuys, CA 91406

Darwin Lamm, President
(818) 787-0410 or toll free (800) 392-9999

Weekly Show:

Title: The Elvis Hour
Description: Weekly show capturing the exciting life and music of "The King."

Special Shows:

Title: The Story of Country Music
Description: 48 Hour Special ... almost 1000 hits and 500 interviews.

Title: Buddy Holly: The Day The Music Died
Description: 2 hour tribute in words and music, includes interviews with Waylon Jennings, Linda Ronstadt and others.

Title: Johnny Cash Family & Friends Thanksgiving Day Special
Description: 3 hour get together with the Cash Family in music and memories.

Title: Country Music's Fourth of July Celebration
Description: 3 hours with America's country superstars as they celebrate with the songs and words of the holiday.

Title: Country Profiles
Description: 130-3 minute features take your listeners behind the scenes in the world of Country Music.

Title: Labor Day in The Country
Description: 3 hour simulated live remote broadcast featuring today's brightest country superstars.

Title: Country Music's Year End Review
Description: 3 hour annual special that tells the complete country music story for the previous year.

Title: Marty Robbins Remembered
Description: 2 hours of great music from the legend.

Title: Elvis - The Country Side
Description: 2 hours of great country sounds starting with the early Sun recordings through the later years.

Title: Dolly Parton - Here She Comes Again
Description: 2 hour special featuring Miss Dolly singing her biggest hit, along with guest interviews and a surprise or two.

Title: Kenny Rogers - Portrait Of A Superstar
Description: 2 hours with Kenny and his greatest hits. Lots of comments from the singer along with many guest interviews.

Title: The Joy Of Christmas
Description: A two part Christmas package consisting of a 12 hour program hosted by Harry Newman and a 6 hour no-host show. Features comments by the performers plus exclusive interviews with Santa and Mrs. Claus.

Title: The Elvis 10th Anniversary Tribute
Description: 6 hours saluting the music and life of Elvis Presley geared for an August 16th broadcast.

Title: Country Music Of The 80's
Description: An exciting 24 hour week-end blockbuster highlighting the exciting sound of today's country music and artists.

**DONNELLY MEDIA
DORSEY AND DONNELLY**
1450 Empire Central
Suite 120
Dallas, Texas 75247

T.J. Donnelly, President
Terry Dorsey
(214) 631-7934

Daily Shows:

Creators of Hiney Wine and syndicators of daily comedy programming features including:

Title: National Comedy Wireless:
Description: Comedy service provides 8 to 10 bits weekly on reel to reel ranging from drop-ins to fully produced parody songs.

Title: Earl Pitts "Unmerikun":
Description: Daily comedic editorial commentary recorded by Gary Burbank and expressing red-neck, right-wing viewpoint on topical matters.

Title: Squatmasters:
Description: Series of fully produced parody commercials created by John Langan.

Title: Hiney Wine, Bobby Jo Ambergey's Bar & Grill, Amatellin' "U":

Description: Daily scripted comedy features created by Terry Dorsey, 1986 CMA Major Market DJ of the year and designed to provide promotional and sales support for station.

GENERAL BROADCASTING

1167 Tower Road
Schaumburg, IL 60195

Bob Potter, Marketing Director/Station Contact
(312) 882-3313

Format Music Service:

Title: Easy Listening Country (Mono)
Description: Mostly Oldies and Instrumentals
Method of Delivery: Reel

HAPPI ASSOCIATES
P.O. Box 110892
Nashville, TN 37222

Cathy J. Dodd, President, GM
Skeeter Dodd, CRMC Consultant
(615) 331-8570

Services: General and Custom Services for Radio Stations.

Title: Managers Manual

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Description: Brief one page reports on Sales, Employee Relations, Programming, Promotions, Community Activities, Winning Attitude, Team Work, Your Phones, Technical, News, Public Relations, Surveys, Contests, Staff Meetings, Hiring, Firing, others. No "how we did it," "How he does it" or "This is how you should do it." A must for new managers or experienced managers who already know most of this but "forgot."

Title: Sales Department Helps

Description: Specialized help for your sales manager and his crew. Training for staff or managers. Proven tips to help increase your dollars. Training, Sales Meetings, Motivational Talks, Tape information and/or Subliminal self-helps.

Title: Custom Tours of Music City

Description: Promotion that earns good bucks and we will even help you sell it.

Title: Specialized Sales Promotions

Description: Designed to fit your needs and requirements.

Title: Announcer Voices

Description: Up to seven pro voices for commercials or promos. Fast service. You write the copy or we write the copy.

Title: Production Music

Description: Up to 15 LPs of music and lazer sounds. Most in both 30 and 60 second lengths. CHEEP.

Title: Custom Artists Interviews

Description: Tell us who you want and we will tell you if we can get them.

Title: Customized Radio Station ID Jingles and Commercial Jingles

Description: Nashville studios, producers and writers.

Music Format:

Title: Music for Country and Adult Contemporary stations

Description: Hits, Recurrents and Oldies on tape from The Musicworks, Inc., Nashville. For Live, Live Assist or Automated stations.

Price: One time fee, contract terms or job by job payment. In some cases barter arrangements can be made.

HEIL ENTERPRISES

P.O. Box 1372

Lancaster, PA 17603

Paul Heil, Executive Producer
(717) 299-5899

Weekly Show:

Title: The Gospel Greats

Description: Weekly two-hour Southern/country gospel music and features program, including artist interviews, monthly countdown, gospel music news update, etc. Seasonal specials included. Since 1980.

Method of Delivery: Tape

Special Shows:

Title: A Gospel Christmas

Description: Two-hour Christmas special featuring Southern/country gospel Christmas music and artist interviews. New production each year.

Method of Delivery: Tape

Title: Gospel Year In Review

Description: Annual two or four-hour countdown of previous year's top Southern/country gospel songs, interviews with all included artists, recap of year's gospel music news highlights, etc. For year-end use.

Method of Delivery: Tape

INSIDE COUNTRY

1246½ N. Harper Ave.

Los Angeles, CA 90046

Linda F. Cauthen and Maria Cracknell

(213) 656-7586 and (213) 376-4704

Service: Publishers of exclusively country newsletter for air personalities featuring research information for on-air use.

KALAMUSIC

4200 West Main Street

Kalamazoo, MI 49007-2729

Stephen Trivers or Bob Doll

Marketing Director/Station Contact

1-800-289-KALA

Format Music Service:

Title: Hot Country Hits

Description: Automated or live assist

Special Holiday Programming

Method of Delivery: Reel or Cartridge

LET'S TALK, INC.

921 Lloyd Building

603 Stewart

Seattle, WA 98101

(206) 340-TALK or (800) 237-EARS

Jay Albright, Vice President & Broadcast Consultant

Service: Broadcast Consultant specializing in planning, research, programming, and marketing for Country Music Radio.

MOTOR RACING NETWORK (MRN)

P.O. Drawer S

Daytona Beach, FL 32015-3030

John McMullin, General Manager

Allen Bestwick, Director of Affiliates

(904) 254-6760

Weekly Show:

Title: "NASCAR Live"

Description: Telephone talk with NASCAR drivers, crew members and officials

Length: 1 hour every Tuesday, January thru December

Price/Barter Terms: Barter

Local Avails: 4-60's

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Specials:

Title: NASCAR Winston Cup Series Stock Car Racing
Description: Live broadcasts of major events like Daytona 500, Talladega 500, etc. Event schedule from February through November.
Length: Average broadcast is four hours
Price/Barter Terms: Based on city of license
Local Avails: Ranges from 20 to 30 - 60's per broadcast

MUSIC COUNTRY RADIO NETWORK

2644 McGavock Pike
Nashville, TN 37214

Jeff Lyman, Sales Manager/Station Contact
(615) 871-6710

Format Music Service:

Title: MUSIC COUNTRY RADIO NETWORK hosted by Charlie Douglas, Bill Berlin, Kyle Cantrell, Johnny K and Dana Christie
Description: Live 8 hours nightly - 7 nights a week. 9 p.m. - 1 a.m. (CT), music and live interviews with country artists, 1 a.m. - 5 a.m. (CT) Up Tempo Music Show - AP News on the hour.
Method of Delivery: Satellite
Local Avails: Yes - 9½ minutes each hour

MUSIC DIRECTOR PROGRAMMING SERVICE

P.O. Box 103
Indian Orchard, MA 01151

Carl Drake or Budd Clain
Marketing Director/Station Contact
(413) 783-4626

Format Music Service:

Title: Country Gold Oldies Library
Description: Contains over 1,800 country hits from 1950 thru 1987.
Country Book: Guide to Country Treasures 1923-1986. Documentation of 3,341 country hits by 464 different country artists.
Brand new, just published: D.J. Almanac of Country Music. Artist bios . . . trivia, written by Country Joe Flint.

MUSICWORKS, INC.

Box 111390
Nashville, TN 37211

Bill Robinson or Skeeter Dodd
Marketing Director/Station Relations
(800) 251-9000 or (615) 790-1200 in TN

Format Music Service:

Title: Alive Country
Description: Cost efficient, personality DJs Bill Robinson, Lee Shannon, Gary Havens. (Automated or live assist)
Price: Starting at \$245 monthly
Title: Casual Country
Description: Unannounced, easy listening, MOR beautiful country music service. Blends the best of contemporary and classic country songs.
Price: Starting at \$150 monthly

Title: Country 80

Description: Modern mainstream unannounced country service programmed by award winning Gary Havens. Updated every 10 days. Automated or live assist.
Price: Starting at \$195 monthly

Specials (Seasonal or Otherwise):

Title: The Jim Reeves Radio Special hosted by Eddy Arnold
Description: Over 40 country artists join this salute to the man and his music.
Length: Five hours - 17 commercial minutes per hour plus 20 saleable vignettes
Price: One time fee of \$200

Title: Country Christmas Music Service

Description: All the country Christmas music a country station would require. Seven, 10½" inch reels, stereo, toned for automation. (7 inch reels available)
Price: 7 reels \$195

Title: Country Oldies

Description: Completes your library. Classics from 50's, 60's, 70's and 80's. Tempo blended and toned for automation.

Title: Weekend Announcer Service

Description: Our professionals hosting your weekend shifts. Eliminates "Part time help" sound.
Price: Starting at \$130

Title: Custom Jingle Package

Description: Custom tracked jingles (Station ID and commercial) unique to your station and clients. Jingles built to your specifications.
Price: Call for quote

NASHVILLE SYNDICATED RADIO PRODUCTIONS

Box 158625
Nashville, TN 37215

Grant Turner, Host
(615) 754-7095

Weekly Show:

Title: The Nashville Jamboree
Description: Traditional Country Radio Show hosted by Country Music Hall of Fame Member and "Dean" of Grand Ole Opry Announcers, Grant Turner. Grant has worked with all the great legends of Country Music from Jimmie Rodgers and Hank Williams to the super stars of today. Show consists of interviews and songs, both live and recorded, from great Traditional Country Artists past and present. Special features of the show include:

1. Promo Package consisting of over 100 well known artists.
2. "On This Day In Country Music History." Recorded segments for drop-in use narrated by well known Traditional Country Artists. Over 300 short segments will be provided.
3. Tribute Shows on Traditional Country Artists we have lost through the years. Tribute Shows will be mailed just prior to the anniversary date of the artist's passing.

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

4. Annual Christmas Show will be produced featuring artists reminiscing of past Christmases. Traditional Christmas Carols will be a part of the show.

Syndication will begin April 1, 1988. Brochure and sample pilot show on cassette available upon request.

Custom Services: Station Promos provided by well known Traditional Country Artists utilizing station call letters, slogans and air personality names.

Length: 30 minutes

Price: \$12.50 per show, unlimited use. No barter.

Spots Per Show: None

Local Avails: 4-60's

Total No. of Shows: 13 Week Block Subscription, Renewable (13 Weeks)

Method of Delivery: 1/4" Tape - 7" Reels

O'LINERS

1237 Armacost Avenue, Suite 6
Los Angeles, CA 90025

Dan O'Day, Publisher
(213) 478-1972

Publishes THE WHOLE O CATALOGUE, radio's only centralized source of recorded comedy drop-ins, sound effects records, production music, airchecks, written comedy material, and books on programming, production, promotion, and personality radio. The phone number above can be used 24 hours a day to request a catalogue, place an order, or to hear recorded samples of AIR DROPS (a 6-disc set of wild tracks) and of SILLY SHOW SPONSORS, voiced by Gary Owens.

OPENING ACTS, INC.

24 Kibler Drive
Tonawanda, NY 14150

Carl Panzarella, President
(716) 693-9192

Weekly Show:

Title: Country's Opening Acts

Description: One hour magazine type radio show featuring recordings and biographies of country's opening acts and newcomers hosted by WWVA's Tom Miller, produced by Vernon Loyer.

Terms: Barter in all markets

Method of Delivery: Reel or cassette

PATRICK BROADCAST CONSULTING

4009 Indianapolis St. N.E.
St. Petersburg, FL 33703

(813) 527-7100 or (813) 527-5170

Service: Customized programming and market analysis. Programmer for Radio Arts "The Country's Best" format.

PROMEDIA, INC.

321 Rider Avenue
New York, NY 10451
(212) 585-9400 or (800) 782-0700

Bill Quinn, President

Cynthia Grogan, Program Manager

Paul Haas, Account Executive

Weekly Show:

Title: Country Close-Up

Description: Music/interview show featuring country superstars and hot new acts. Hosted by the Country editor of *Radio & Records*, Lon Helton.

THE RADIO NEWSREEL

3421 M Street, NW, Suite 321
Washington, DC 20007

Brenn Vary, Producer
(703) 534-4665

Daily Show:

Title: The Radio Newsreel

Description: A short-form daily humorous roundup of satirical news stories and small town life, provided on tape (and script for station's own development).

RADIOACTIVITY, INC. (BROADCAST CONSULTANT)

3954 Peachtree Road N.E., Suite 201
Atlanta, GA 30319

Dain Schult/Tex Goldberg

Station Contact
(404) 266-1977

Format Music Service:

Title: Country Side of Life

Description: Contemporary country format for small to medium market stations.

Price: Monthly fee varies by market

Method of Delivery: Produced live at your station with assistance via consultation

Custom Services (IDs & Jingles):

Title: Country Side of Life

Description: Jingle package + IDs + sweeps to compliment above format (also available separately)

Terms/Barter: Fees based on market size & scope of package. Financing plans available. Total buy-outs only/no rentals/no barter.

RIC TOWER BROADCAST SERVICE

Box 4858
St. Louis, MO 63108

Tim Hecke
(314) 225-7110

Creators of HOT SHEETS and POWER SHEETS, two monthly comedy print publications designed for live on-air presentation.

SACRED HEART PROGRAM

3900 Westminster Place
St. Louis, MO 63108

Rev. Michael V. Tueth S.J., Executive Director

Vicki Curless, Marketing Manager

Jerry Irvine, Radio Director

Nick Barr, Associate Producer

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Weekly Shows:

Description: Radio documentaries that treat a wide variety of spiritual and human issues facing adults and families today.

SOUNDS OF WINCHESTER

Rt. 2, Box 116-H
Berkeley Springs, WV 25411

Jim McCoy, President
(304) 258-2175

Specials:

Title: Missing On A Mountain
Description: The Patsy Cline Story

SP SOUND/TECHSONICS

709 Shadowfield Court
Chesapeake, VA 23320

Steve Peppos, Executive Producer
(804) 547-4000

TECHSONICS library is 343 digitally mastered cuts of production beds, News-Traffic & Weather, Explosions, Seasonal cuts, Sweepers, and other high energy production elements.

STARSTREAM COMMUNICATIONS GROUP, INC.

9800 Richmond Ave. Ste. 300
Houston, TX 77042

Gary R. Firth, President
Gene Tognacci, V.P. Broadcast Services
(713) 781-0781

Weekly Show:

Title: The Car Show Coast to Coast
Description: One hour weekly talk show with studio guest and listener call in segments, hosted by nationally recognized automotive journalists Len Frank and John Retsek.

Terms: Barter

Daily Show: (Mon. - Fri.)

Title: Rafer Johnson Report
Description: 2½ minute program hosted by Olympic decathlon winner Rafer Johnson features Olympic athletes and hopefuls. Begins Feb. 1 and runs until beginning of the summer Seoul Games (33 weeks).

JAY STEVENS & ASSOCIATES

6290 Sunset Boulevard
Hollywood, CA 90028

Al Gordon, Senior Consultant/Station Contact
(213) 463-4542

Format Music Service:

Title: Today is Country
Description: Tempo-controlled, hit oriented modern country. Balanced and flexible. Weekly updates.

Title: Country Memories

Description: The greatest country hits from the 50's thru the 80's. Blended and balanced.

SYNDICOM

550 Price Ave., Suite 8
Redwood City, CA 94063

Mike Hesser, President
(415) 366-1781

Daily Show:

Title: "Red Neckerson"
Description: Sixty second comedy editorials. Red Neckerson becomes one of the staff. Folks will think he is live at the station.

Price: Cash
Local avails as you wish.

Weekly Show:

Title: "Countryphonics"
Description: Two hour variety of country music. Wide diversity of all country styles.

Price: Cash
Local Avails: Ten minutes per hour.

TM COMMUNICATIONS, INC.

1349 Regal Row
Dallas, TX 75247

Bob Shannon, Vice President/Radio & Television Music
(214) 634-8511 or toll free (800) 527-7759

Custom Services (IDs and Jingles):

Title: TM Custom and Syndicated Jingles for Country Radio Stations plus TM Video Custom and Syndicated TV commercials.

TUNE-IN PUBLICATIONS, INC.

13025 Champions Dr.
Houston, TX 77069

Frank Kratch, President
Rosie McNamara, Sales Manager
(713) 444-8036

Monthly Publication:

Titles:
Tune-In (Country Format)
AirPlay (CHR/AC Format)
Rhythm & News (Urban Format)

Description: Publishes monthly sales and promotional tool that radio stations distribute to their listeners. Contains national demographically targeted editorial, station and market news. Station typically includes print package along with their air proposals, either charging separately for the print ad or bonusing it as part of the package. Offered on an exclusive basis by format and market.

Customer Services: Full training session, all sales and promotional materials.

THE UNITED STATIONS PROGRAMMING NETWORK THE UNITED STATIONS RADIO NETWORKS

2000 North 15th Street
Suite #200
Arlington, VA 22201

Bob "Bart" Bartolomeo
Managing Director/Affiliate Relations
(703) 276-2900

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Weekly Show:

Title: The Weekly Country Music Countdown

Description: Countdown of R&R's Top 30 Country singles with the stories behind the scenes from the artists themselves. A different guest star is featured each week. Hosted by Chris Charles.

Length: Three hours

Terms: Free on a swap/exchange basis to radio stations in the top 170 Arbitron Rated Metro Markets.

Title: Solid Gold Country

Description: Country music's only "oldies" music magazine combining past hits and artist interviews. Hosted by Mike Fitzgerald.

Length: One hour daily, Monday through Friday

Terms: Free on a swap/exchange basis to radio stations in the top 170 Arbitron Rated Metro Markets.

Daily show

Title: Country Datebook

Description: Monday through Sunday vignette series with highly produced montages of country music and interviews from the artists themselves, based around an event of the day. Hosted by Del DeMontreaux.

Length: 2:30 (:90 content with :60 network commercial time), Local stations can sell adjacencies.

Terms: Free on a swap/exchange basis to radio stations in the top 170 Arbitron Rated Metro Markets

Annual Specials:

Title: The 1988 Country Six-Pack

Description: A package of six holiday weekend specials;

1. Memorial Day: Hank Williams, Jr.: Entertainer Of The Year
2. 4th of July: Vocalists Of The Year: Randy Travis & Reba McEntire
3. Labor Day: The Glen Campbell Silver Anniversary Special
4. Thanksgiving: The Waylon Jennings Story
5. Christmas: Christmas Around The Country—1988
6. New Years: Alabama's Golden Decade

Length: Three hours each

Terms: Free on a swap/exchange basis to radio stations in the top 170 Arbitron Rated Metro Markets.

Title: The Academy Of Country Music Awards Nominations Special

Description: Preview of the highly rated television awards show featuring music and interviews from the final nominees in each category. For broadcast the weekend preceding "The Academy of Country Music Awards," March 18 - 20. Hosted by Gene Weed.

Length: Three hours

Terms: Free on a swap/exchange basis to radio stations in the top 170 Arbitron Rated Metro Markets

WEEDECK RADIO NETWORK

1516 Crossroads of the World
Hollywood, CA 90028

Lloyd Heaney, Station Contact

(800) 548-7474 Toll Free or (213) 462-5922 (in California)

Weekly Show:

Title: COUNTRY REPORT COUNTDOWN

Description: Magazine-type Country Countdown with special features hosted by John Driscoll with Hugh Cherry and Debbie Conner.

Length: Four hours

Price/Barter Terms: Barter to top 25 markets

Local Avails: Yes 12 per hour.

Title: SITTIN' IN

Description: Features a top artist each week "Sittin' In" as guest DJ hosting their own show.

Length: One hour

Price/Barter Terms: Barter to top 100 rated markets

Daily Shows:

Title: COUNTRY REPORT

Description: Exclusive news and interviews with country artist hosted by Chris Lane

Length: 2-2½ minutes

Price/Barter Terms: Barter in rated markets.

Specials (Seasonal or Otherwise):

Title: A WEEDECK COUNTRY CHRISTMAS

Description: Favorite Christmas songs with interesting artist holiday recollections.

Length: One to Twelve Hours

Price/Barter Terms: Cash

Local Avails: Yes

Specials:

Title: Country Music Movie Specials

Description: Features the songs, Country Artist and movie star interviews.

Length: One Hour

Availability: Call for availability.

Title: CELEBRATION

Description: Series of 62 Vignettes that trace the history of Country Music. Written by Hugh Cherry, the vignettes feature historical information and interviews.

Length: Approx. 2 minutes

Price/Barter Terms: Cash

CRB UPDATE DIRECTORY

COUNTRY RECORD LABEL PROMOTION PERSONNEL

ALPINE RECORDS

1025 17th Avenue South
Nashville, TN 37212
(615) 327-2227
Johnny Rutenschroer, President

A.M.I. RECORDS/ALPHA VIDEO

915 W. Main
Hendersonville, TN 37075
(615) 822-6786
Harold Hodges, National Promotion Director

CAPITOL/EMI-AMERICA RECORDS

1111 16th Avenue South
Nashville, TN 37212
(615) 320-5009
Paul Lovelace, V.P. National Country Promotion
Gerrie McDowell, Manager, National Country Promo.
Georgia Mock, Promotion Coordinator
Steve Powell, Regional Promotion Manager
3220 Point Parkway #1000
Norcross, GA 30092
(404) 447-0940

Bob Walker, Regional Promotion Manager
3105 No. Frontage Road
Arlington Heights, IL 60008
(312) 577-5444

David Williams, Regional Promotion Manager
2540 Walnut Hill Lane, #184-So.
Dallas, TX 75229
(214) 352-1700

John Brown, Regional Promotion Manager
506 Paula Avenue
Glendale, CA 91201
(818) 244-4645

CBS RECORDS

34 Music Square East
Nashville, TN 37203
(615) 742-4321

Joe Casey, V.P. Promotion
Jack Lameier, National Promotion Director - Columbia
Rich Schwann, National Promotion Director - Epic
Cindy Shelby, Promotion Coordinator
Jan Curtis, Promotion Coordinator
Sam Harrell, West Coast Country Marketing Manager

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4778

Steve Massie, Midwest Country Marketing Manager
2850 E. Golf Road
Tower Suite 301
Rolling Meadows, IL 60008
(312) 640-5940

Phil Little, Southwest Country Marketing Manager
8700 Stemmons Freeway
Dallas, TX 75247
(214) 634-1710

Debi Fleischer, Central Country Marketing Manager
34 Music Square East
Nashville, TN 37203
(615) 742-4377

Tim Pritchett, Southeast Country Marketing Manager
18 Executive Park Drive, NE
Atlanta, GA 30329
(404) 325-7092

COMSTOCK RECORDS

Box 3247
Shawnee, KS 66203
(913) 631-6060
Frank Fara, President
Patty Parker, V.P. Head of Studio Production
Esther Mack, Country Promotions
Denise Mott, Artist Relations

DOORKNOB RECORDS

2125 8th Avenue South
Nashville, TN 37204
(615) 383-6002
Gene Kennedy, President & National Promotion
Karen Jeglum, Vice President

EVERGREEN RECORDS

1021 16th Avenue South
Nashville, TN 37212
(615) 327-3213
Johnny Morris

MCA RECORDS

1514 South Street
Nashville, TN 37212
(615) 244-8944 - Main
(615) 244-4709 - Promotion
Shelia Shipley, V.P. National Promotion
Lori Evans, Promotion Coordinator/Asst. V.P. Promotion
Debbie Wade, Promotion Assistant
David Haley, Midwest/S. Central Director Promotion
Chuck Rhodes, Director A/C Promotion
Larry Hughes, West Coast Director Regional Promo.
11312 Penrose Street
Sun Valley, CA 91352
(818) 768-0426

Joe Deters, Southeast Director Regional Promo.
6115 E. Northbelt Drive
Norcross, GA 30071
(404) 447-6405

Bill Catino, Northeast Director Regional Promo.
1435 E. 17th Street
Cleveland, OH 44114
(216) 241-7656

Roger Ramsey Corkill, Southwest Dir. Reg. Promo.
16719 Grouse Moor
Houston, TX 77084
(713) 463-3700

MTM RECORDS

21 Music Square East
Nashville, TN 37203
(615) 242-1931
Bruce Shindler, National Promotion Director
Nancy Seay, Assoc. National Promotion Director

NITE RECORDS OF AMERICA

8287 Grand View Drive
Los Angeles, CA 90046
(818) 953-7557
Randy Nite, President

POLYGRAM RECORDS

901 18th Avenue South
Nashville, TN 37212-2191
(615) 320-0110
Frank Leffel, Director National Country Promotion
Bobby Young, Southeast Regional Promotion Manager
901 18th Avenue South
Nashville, TN 37212-2191
(615) 320-0110
Kevin Herring, Midwest Regional Promotion Manager
19640 Harper
Grossepointe, MI 48236
(313) 884-4700

Sandy O'Conner, Southwest Regional Promotion Manager
5000 Quorum Drive
Dallas, TX 75240
(214) 387-2797

John Curb, West Coast Regional Promotion Manager
3800 Alameda Avenue, #1500
Burbank, CA 91505
(818) 955-5200 or (213) 694-8302

RCA RECORDS

30 Music Square West
Nashville, TN 37203
(615) 664-1200
Jack Weston, Director National Country Promotion
Mike Sirls, National Country Promotion Manager
Ted Wagner, Coordinator Nashville Promotion
Ginger McFadden, Record Service
Gaylen Adams, Southeast Country Promotion Manager
402 Terrydale
Marietta, GA 30067
(404) 973-6314

Allen Butler, Southwest Country Promotion Manager
2714 Phillips
Garland, TX 75240
(214) 530-1148

Gary Greenberg, Country Promotion
5811 Tujunga #408
N. Hollywood, CA 91601
(818) 508-0828

Carson Schreiber, West Coast Country Promotion Mgr.
12015 Gothic Avenue
Granada Hills, CA 91344
(818) 360-8720

Dale Turner, Midwest Country Promotion Manager
605 Count Fleet Ct.
Naperville, IL 60540
(312) 983-8652

SIX-ONE-FIVE RECORDS

Box 110829
Nashville, TN 37222
(615) 776-2060
Bill Wence

16TH AVENUE RECORDS

66 Music Square West
Nashville, TN 37203
(615) 321-5550
Jerry Bradley, President & General Manager
Cecile Light, Executive Secretary
B. J. McElwee, National Director Dist./Promo. & Sales
John Mitchell, Promotion & Sales Manager
Shelia Brown, Executive Secretary Promotion Manager

SUN ENTERTAINMENT CORP.

3106 Belmont Blvd.
Nashville, TN 37212
(615) 385-1960
Shelby Singleton, President
Col. Jim Wilson, V. P. Sales & Promotion
John Singleton, Exec. Vice President

WARNER BROS. RECORDS

Box 120897
Nashville, TN 37212
(615) 320-7525
Nick Hunter, Sr., Sr. V.P. Sales & Promotion
Bob Saporiti, National Promotion Director
Chris Palmer, National Promotion Manager



Special Thanks To

As the Country Radio Seminar grows, year after year, it requires an ever increasing amount of time and effort to present. We are especially indebted to those people listed below for the innumerable hours, skills, and resources they have quietly contributed to Country Radio Seminar '88. Many of these volunteers have been seminar workhorses for several years and this page is often the only acknowledgement of our appreciation. It is their dedication and commitment which helps the seminar run smoothly and professionally. Please take time to offer your personal thanks.

Extra special thanks are in order to . . .

| | | |
|----------------|--------------------|-----------------|
| GAYLE AAGLAN | MARTHA DOUGLAS | HOUSTON MAYHEW |
| SCOTT AAGLAN | CINDY GAYLORD | TOM McENTEE |
| SHAWN AAGLAN | BIZHAN GHAVAMI | CHARLIE MONK |
| SHARON ALLEN | BONNIE GOODMAN | JUNE PROZERALIK |
| HAROLD BEST | LYDIA DIXON HARDEN | MARIE RATLIFF |
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| JOYCE CAMPBELL | JIM JOHNSON | ANITA SNEAD |
| DARRELL DAVIS | BETTY "B.J." JONES | JEAN STROMATT |
| DAVE DEBOLT | | |

As the list above grows a little with each passing year it is always with extreme saddened emotions on the occasions when a name is removed much too soon from the list. I hope you take a special quiet moment and review pages 58 and 63 and remember some very special friends of the Seminar with your thanks and prayers.

Frank Mull, Executive Director

MTSU STUDENTS VOLUNTEERING HELP

Every year young people from the Recording Industry Management Program at Middle Tennessee State University in Murfreesboro, Tennessee, volunteer their tremendous energies and talents! Their continued contribution to the success of the Country Radio Seminar is invaluable. Express your appreciation by sharing some of your time, knowledge and industry experience with them. "THANKS" are in order this year to:

| | |
|---------------|-----------------|
| ALEX CHEILIK | KATHEE McDONALD |
| JOHN DAMRON | SCOTT MELE |
| RICK DuBROIS | MICHELLE POSTON |
| DAN FRANTZ | PENNY PRICE |
| LYNN GANN | STEVE SEOLE |
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On behalf of all registrants and everyone involved with The Country Radio Seminar, sincere thanks to all our advertisers for their support, as well as their continued efforts to meet our print deadlines. Such participation assures continued growth for the Seminar.

A reminder, this is "your" Seminar. Your input is needed. Let us hear from you before the Agenda Committee meets next June. Watch your mail for verification of next year's dates . . . Register early . . . Save Dollar\$!

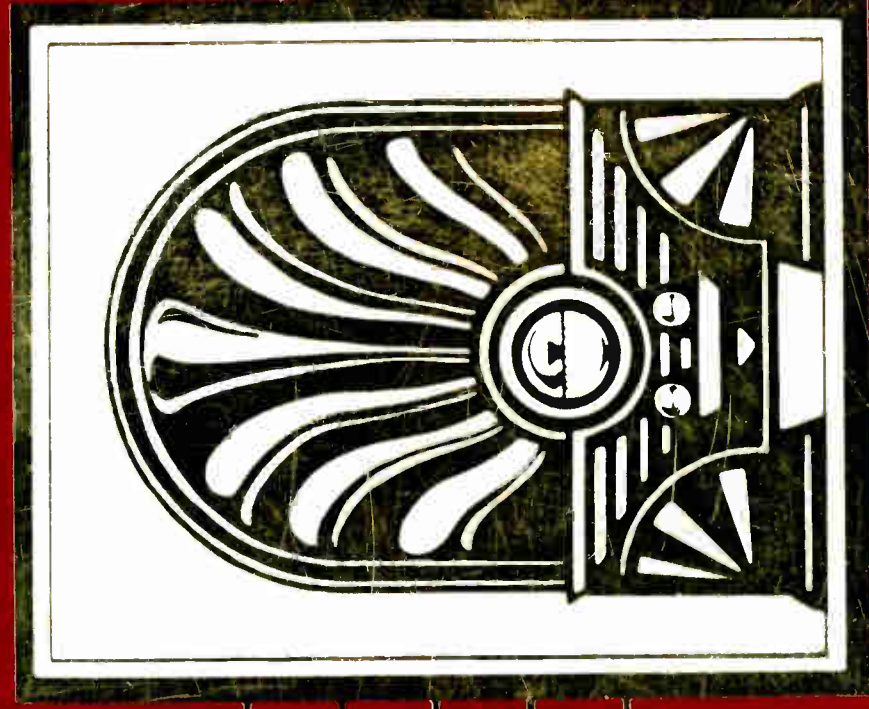
"Our sincere appreciation is extended to the many individuals and publications who continue to share their time and talent to provide us with the many articles featured in this year's Program Book."

COUNTRY RADIO SEMINAR XIX PROGRAM BOOK

Art Supervision, Jim Johnson • Editorial Features, Network, Ink • Editorial and Advertising Supervision, Frank Mull • Photography, Jon D'Amelio, Alan Mayor, Don Putnam • Typography, BesType • Printed on Artic Enamel by Harris Press

Published by: Country Radio Broadcasters, Inc.
50 Music Square West, Number 604
Nashville, Tennessee 37203
(615) 327-4488; 329-4487

On behalf of
the best of our country,
we salute
Country Radio Broadcasters.



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A AN ENTERTAIN COMPANY



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- 11 HELL AND HIGH WATER—T. Graham Brown—Capitol
- 12 YOU STILL MOVE ME—Dan Seals—EMI-America
- 13 THIS CRAZY LOVE—The Oak Ridge Boys—MCA
- 14 FOREVER AND EVER, AMEN—Randy Travis—Warner Bros.
- 15 MORNIN' RIDE—Lee Greenwood—MCA
- 16 FALLIN' FOR YOU FOR YEARS—Conway Twitty—Warner Bros.
- 17 ONE PROMISE TOO LATE—Reba McEntire—MCA
- 18 CAN'T STOP MY HEART FROM LOVING YOU—The O'Kanes—Columbia
- 19 LOVE ME LIKE YOU USED TO—Tanya Tucker—Capitol
- 20 DON'T GO TO STRANGERS—T. Graham Brown—Capitol
- 21 LOVE'S GONNA GET YOU SOMEDAY—Ricky Skaggs—Epic

OWN BUSINESS—Hank Williams Jr.—MCA
 BE TRUE—Exile—Epic

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