



PRESENT THE

16TH ANNUAL COUNTRY RADIO SEMINAR

MARCH 7-9, 1985 — NASHVILLE, TENNESSEE
PROGRAM BOOK & DIRECTORY

LISTINGS OF: COUNTRY RADIO STATIONS AND PERSONNEL
COUNTRY RECORD LABEL PROMOTION PERSONNEL
COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

*Thank You,
Country
Radio*

"Where The Music Matters"

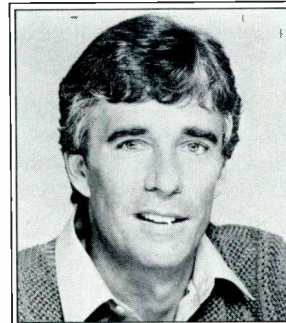


715 REASONS AMERICAN COUNTRY COUNTDOWN IS NUMBER ONE.

KADL	KDMA	KIFW	KLUK	KOJO	KSAR	KVRP	WAGL	WCFM	WFLC	WIRK	WLLR	WNOE	WROZ	WXCL
KAER	KDQN	KIKK*	KLUR	KOKK	KSDY	KVSH	WAJR	WCHN	WFMA	WITS	WLLS	WNOV	WRTL	WXEE
KAFF	KDRK	KIKR	KLYQ	KOOS	KSFT	KWEN	WAKG	WCHY	WFNC	WIXC	WLOG	WNOX	WSAI	WXIY
KAFY	KDSN*	KIML	KMAM*	KOOV	KSGT	KWGH	WAKK	WCJL	WFSR	WIXI	WLOP	WNRG	WSAK	WXXW
KALF	KDSX	KIMM	KMAV*	KORA	KSIM	KWHA	WALR	WCLB	WGAI	WYQ	WLOR	WNUS	WSAT	WXLI
KALM	KDXI	KINA	KMCX	KORD	KSJB	KWHW	WAMS	WCLX	WGAR	WJAG	WLSC	WNWN	WSBS	WXLY
KALV	KEBC	KINE	KMDL	KORT*	KSLS	KWHW	WAMT	WCMR	WGAT	WJAT	WLSD*	WODI	WSEK	WXPQ
KAMO*	KEED	KIPA	KMHL	KOSE	KSLV	KWLS	WAMZ	WCMX	WGCM	WJBD*	WLSM	WOKA	WSEN	WXRO
KARB	KEEN	KIQZ	KMHT	KOUL	KSO	KWNS	WANC	WCMX	WGEM	WJIL	WLSF	WOKH	WVSL	WXTU
KART	KEGS	KIRX	KMIN	KOXE	KSOP*	KWOR	WAOA	WCNM	WGIG	WJJQ	WLTN	WOKK	WVSL*	WXXR
KATQ*	KEIN	KJAE	KMIT	KPCA	KSRA*	KWRE	WAOA	WCNR	WGKX	WJKZ	WLUV*	WQXO	WSMG	WYAK*
KAUB	KELK	KJCS	KMMC	KPGE	KSRV	KWVR	WAQT	WCNS	WGNA	WJLS	WMAF	WPAP	WSOC	WYQC
KAYO*	KEMM	KJCY	KMNS	KPLS	KSTC	KWWR	WARF	WCNV	WGNG	WJMS	WMAY	WPDV*	WSQR	WYKC
KAYQ	KEOR	KJEL	KMOO*	KPNC	KSTO	KWXI	WASK	WCNX	WGOM	WJPD*	WMCG	WPHC	WSSL*	WYMC
KAYZ	KEVA	KJJC	KMRC	KPOS	KSUB	KWYN	WATH	WCOE	WGRK	WJRB	WMCP	WPLO	WSUZ	WYNE
KBAN	KEYL	KJJR	KMRL	KPOW	KSVC	KXAR	WATW	WCOS	WGRY	WJRS	WMFC*	WPMO	WSVC	WYNK*
KBFW	KEZC	KJON	KMTS	KPRE	KSVP	KXEL	WAUC	WCRC	WGSQ	WJTP	WMGR	WPNX	WTCO	WYRK
KBIX	KFBR	KJVC	KMUZ*	KPRK	KTAN	KXLE	WAVW	WCSI	WGSW	WJWL	WMIC	WPOC	WTCR	WYXI
KBLL	KFH	KKAL	KNAF	KPSA	KTCS*	KXXE	WAXI	WCSM	WGTC	WKAK	WMKC	WPOE	WTGA	WYXZ
KBMV*	KFIN	KKAQ	KNAK	KPWB	KTEL	KXXX	WAYZ*	WCSV	WGTO	WKAV	WMLM	WPOK	WTMB	WZKO
KBMW	KFKF	KKBK	KNAX	KQBR	KTIB	KXXX	WBAP	WCTY	WGTY	WKBQ	WMMK	WPUB	WTPR	WZND
KBRX	KFUN	KKCC	KNBT	KQIK	KTJJ	KYCX	WBO*	WCU*	WGUS	WKCG	WMML	WQAM	WTQR	WZOB
KBTA	KGAK	KKCQ	KNDC	KQIL	KTLO	KYFM	WBBT	WCX1*	WGVN	WKDW	WMNB	WQAZ	WTRS*	WZPR
KBUC*	KGAY	KKCS	KNDY*	KQLX	KTOM	KYGO	WBCH	WDAR	WGYV	WKDY	WMNI	WQBE	WTTM	WZST
KBUH	KGFX	KKDQ	KNEB	KQSM	KTPI	KYKC	WBNS	WDDY	WHBB	WKHX	WMNX	WQCT	WTVY	WZZK
KBUL	KGHL	KKNX	KNEI*	KQZR	KTPK	KYKK	WBDN	WDEN	WHDG	WKIX	WMOK	WQCW	WTWE	2KY
KCBQ	KGLC	KKOA	KNEK	KRDF	KTQQ	KYKR	WBEY	WDEZ	WHII	WKJA	WMOV	WQHK	WUFE	3SH
KCKL	KGLS	KKSD	KNEL	KRDR	KTUI*	KYRO	WBFL	WDHR	WHII	WKLB	WMPO	WQJH	WUSQ	4WK
KCLG	KGRE	KKWS	KNEM	KREP	KTWN	KYYK	WBGW	WDLW	WHIT	WKMG	WMRN	WQIN	WVAM	5PI
KCLO	KGRI*	KKXL	KNEU	KRFS*	KUBA	KZEE	WBGZ	WDMV	WHLP*	WKNZ	WMSG	WQIX	WVHG	702
KCLV	KGVO	KKYA	KNFM	KRGI	KULM	KZKX	WBHB	WDOC	WHMQ	WKRA	WMSI	WQKZ	WVLK	CAYM
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KDFN	KIAH	KLNT	KNYN	KRPM	KVET	WACD	WBVR	WELO	WILE	WLAY	WNDI*	WRGA	WWMC	ICRT
KDHI	KIAK	KLQL	KNZA	KRRV	KVGB	WACF	WCAV	WELR*	WIMO	WLCB	WNFM	WRIC	WWNC	NSP
KDIG	KIBL	KLRS	KODY	KRSY	KVLH	WACT	WCBL	WELY	WIMT	WLCK	WNGA	WRJS	WWQM	REI
KDJS	KIBS	KLSR*	KOEA	KRWQ	KVMX	WAEY*	WCCY	WEPM	WIRC	WLJE	WNGC	WRMS*	WXBQ	VOCM
KDLB	KICD	KLTZ	KOEL	KRZY	KVOU	WAGC	WCEN	WERL*	WIRE	WLKN	WNKX	WRON	WXBQ	VSF

**AMERICAN
COUNTRY
COUNTDOWN**
WITH BOB KINGSLEY

Thanks.
Bob Kingsley



ABC Entertainment Radio Network

*Denotes AM and FM.

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"Our sincere appreciation is again 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 XVI PROGRAM BOOK

Art Supervision, Jim Johnson • Writing Supervision, Mike Hyland • Editorial and Advertising Supervision, Frank Mull
Photography, Jon D'Amelio, Don Putnam • Typography, BestType • Printed on Warren Flo Enamel by Harris Press

Published by: Country Radio Broadcasters, Inc.
50 Music Square West, Number 604
Nashville, Tennessee 37203
(615) 327-4488; 329-4487



STATE OF TENNESSEE

PROCLAMATION

BY THE GOVERNOR

WHEREAS, THE SKILLED AND TALENTED PEOPLE OF TENNESSEE AND THE UNITED STATES WHO WORK IN COUNTRY RADIO AND THE MUSIC INDUSTRY, AND MAKE IT POSSIBLE FOR THE CITY OF NASHVILLE, TENNESSEE TO BE CALLED "MUSIC CITY U.S.A."; AND

WHEREAS, COUNTRY RADIO AND MUSIC INDUSTRY PROFESSIONALS FROM ALL ACROSS THE UNITED STATES WILL GATHER IN NASHVILLE MARCH 7-9, 1985 FOR THE 16TH ANNUAL COUNTRY RADIO SEMINAR; AND

WHEREAS, PROCEEDS FROM THE COUNTRY RADIO SEMINAR'S 16TH ANNUAL EVENT WILL HELP TO PROVIDE SCHOLARSHIPS FOR THE EDUCATION OF FUTURE RADIO BROADCASTERS;

NOW, THEREFORE, I, LAMAR ALEXANDER, AS GOVERNOR OF THE STATE OF TENNESSEE, DO HEREBY PROCLAIM THE WEEK OF MARCH 3-9, 1985, AS

COUNTRY RADIO SEMINAR WEEK

IN TENNESSEE, AND URGE ALL OUR CITIZENS TO JOIN ME IN SALUTING THE COUNTRY RADIO BROADCASTERS AND THE MUSIC INDUSTRY PROFESSIONALS WHO ARE INVOLVED IN THE BETTERMENT OF COUNTRY MUSIC AND NASHVILLE, TENNESSEE.



ATTEST:

Gentry Crowell
SECRETARY OF STATE

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 11TH DAY OF JANUARY, 1985.

Lamar Alexander
GOVERNOR

RICHARD FULTON, MAYOR



OFFICE OF THE MAYOR
METROPOLITAN COURTHOUSE
NASHVILLE, TENNESSEE 37201

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

March 7, 1985

Dear Friends:

As Mayor of Nashville, I am pleased and honored to once again welcome you to our city as participants of the 16th annual Country Radio Seminar.

All of us know the importance of sharing with others what we've learned as we grow and achieve new successes. Each of you in country radio and in the music industry have continued to do just that, and our industries have benefitted and prospered as a result. Now in your 16th year, the Country Radio Seminar is again expanding to present the CMA-organized MIPS Sessions for an even greater sharing of knowledge and ideas.

I know the Seminar will be a success and I pledge any assistance my office can provide in making your stay in Nashville a pleasant one.

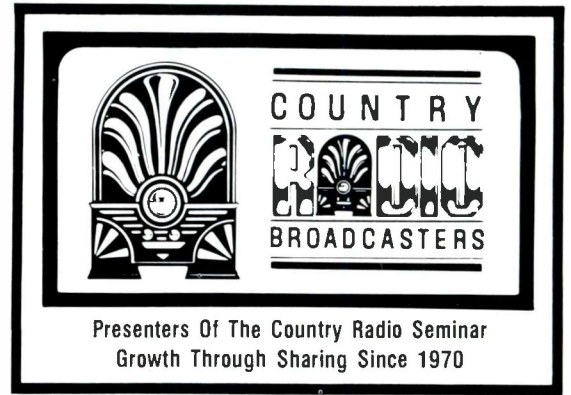
Sincerely,


RICHARD H. FULTON
Mayor

RHF:em

**ASCAP SALUTES
THE COUNTRY RADIO SEMINAR**

**YOU'VE
MADE
COUNTRY
MUSIC
WHAT IT IS
TODAY**



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On behalf of the Board of Directors and Officers of the Country Radio Broadcasters, Inc. we welcome you to the 16th Annual Country Radio Seminar.

This year's seminar offers the latest in technology, creative ideas, innovative programming concepts, FCC legal advice and much, much more.

It is also the second year of participation of the Country Music Association, sharing their Music Industry Professional Seminars with us.

1985 is the year of challenge for the country radio broadcaster. Never before have we been faced with the challenges of so much competition for our audience and our revenue. The competitive arena is filled with many new players, as well as renewed aggression from our old adversaries. The challenges of 1985 do not limit themselves solely to the broadcasters of country music, but touches on the industry as a whole. The only way to combat these challenges, is by the collective sharing of ideas, the pulling together of all facets of our industry, and to concentrate on the continued selling of our own product . . . country music.

This year's seminar addresses these issues and more. Enjoy these next three days and thank you for your support of the Country Radio Seminar.

Best wishes,

Al Greenfield
President
Country Radio Broadcasters

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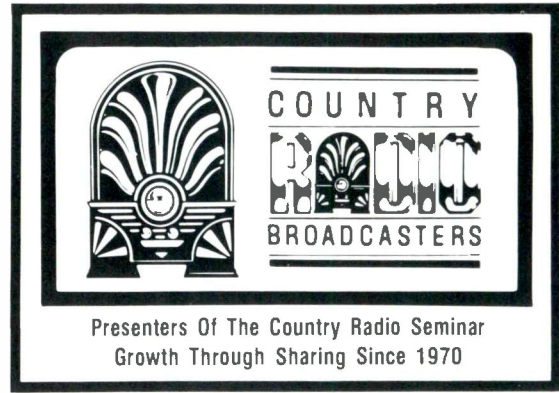
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Welcome to Country Radio Seminar XVI for 1985. Your next few days will be filled with speakers, panelists, and presentations designed to make you a more successful broadcaster. I'm proud to join the agenda committee in presenting our finest seminar agenda ever. From numerous distinguished broadcasters, to experts in associated professions, to your country radio peers . . . this weekend of the sixteenth Country Radio Seminar is certain to be your best resource of 1985. Please listen, enjoy, and ask questions.

Much success,

Beverlee Bleisch

Beverlee Bleisch
Agenda Chairperson

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Thank you Country Radio
for your continuing support.

Anne Murray



This year's Country Radio Seminar promises to be one of the most exciting and meaningful gatherings ever for all of us involved in Country Music.

The CRS has always enjoyed the reputation of offering an excellent learning environment. The continuation of the Music Industry Professional Seminar remains a broad and significant representation of key people in the Country Music business and will come together during these three days.

I am excited about this timely opportunity to evaluate current positions and consider future alternatives as we all face a changing environment in which we must market our product.

Active participation in the CRS is another example of CMA's continuing commitment to the growth and development of the Country Music industry.

I look forward to exchanging ideas and plans with you during this time.

Sincerely,

A handwritten signature in cursive script that reads "Dick McCullough".

Dick McCullough
President, Country Music Association, Inc.

Fellow Industry Professionals:

In 1985 the Country Music industry faces many important and complex issues. CMA's MIPS Committee has attempted to select the most timely and significant of them to explore during this year's sessions.

Our panel chairmen and moderators have worked very hard to prepare their topics. We have attracted some of the industry's most experienced and respected leaders as panelists. All of the sessions have been designed to permit and encourage open and spontaneous discussions.

I want to thank everyone who has contributed so unselfishly to organizing these important sessions. I know we have something very special for you.

I am confident all of us will return to our jobs next week with new perspectives as well as a deeper understanding and commitment to our industry.

Respectfully,

A handwritten signature in cursive script that reads "Connie Bradley".

Connie Bradley

CMA's 1985 MIPS COMMITTEE

Connie Bradley Chairman

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C. Paul Corbin
Jeff Davidson
Jerry Flowers

Blake Mevis
Dennis Morgan
Jim Ed Norman
David Skepner





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 to be representing
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 in its 16th year
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If I do a duet with Cyndi Lauper would you guys play it?

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ALEXANDRIA	KCMT	SAVANNAH	WCHY	RICHMOND	
NEW ALBANY	WKXC	HONOLULU	KDEO		
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OGALLALA	KMCX	BOISE			
BELMONT	WCGC				
CHARLOTTE					

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					WJSK

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- ADMINISTRATIVE ASSISTANT:** . *Susan Roberts* — Country Radio Broadcasters, Inc. — Nashville, TN



SUSAN ROBERTS

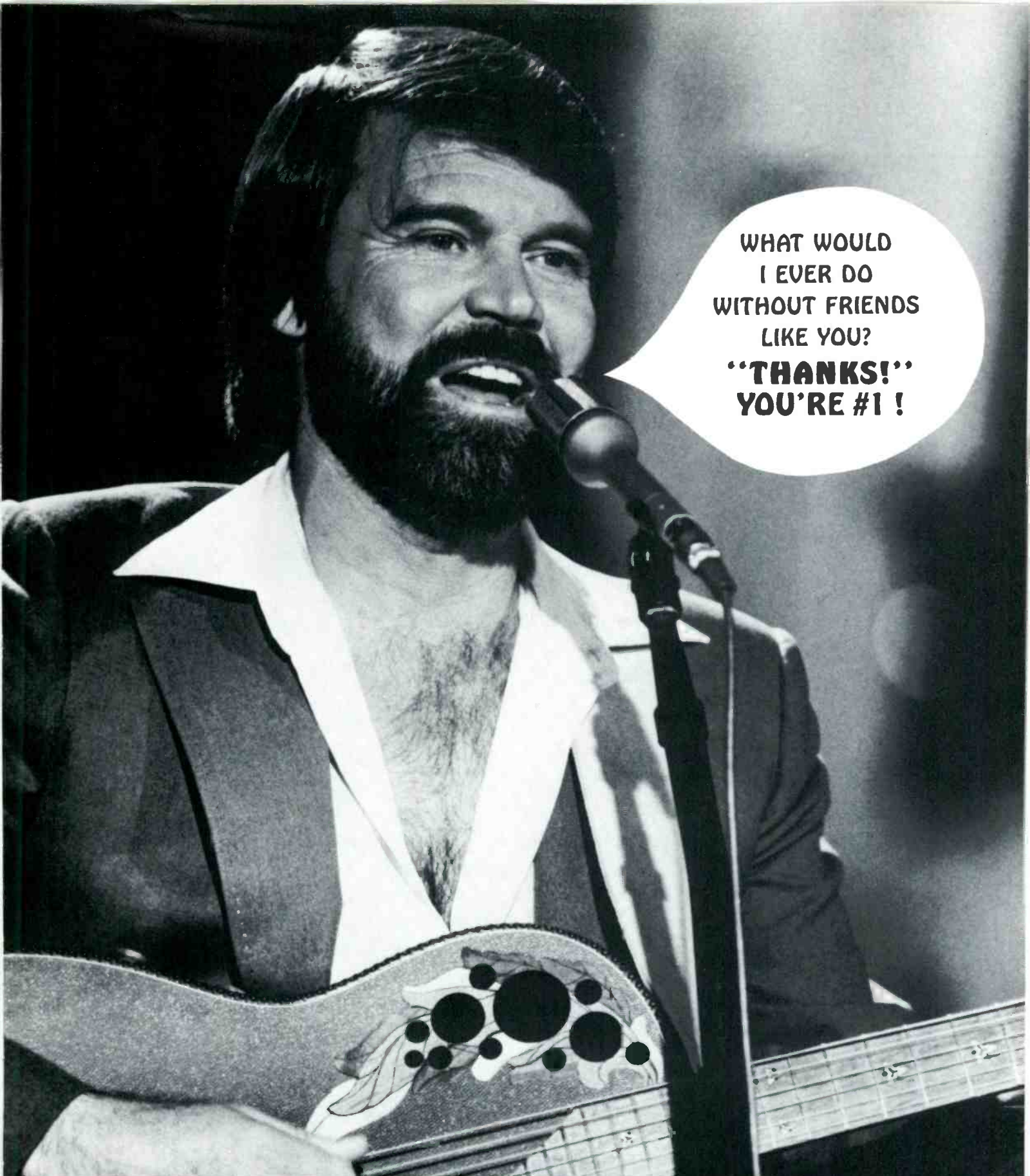


MIKE MILON



FRANK MULL





WHAT WOULD
I EVER DO
WITHOUT FRIENDS
LIKE YOU?
“THANKS!”
YOU'RE #1 !



Mahoney/Wasserman & Associates
Public Relations
Los Angeles • New York • London



TRIAD ARTISTS, INC.
TALENT AND LITERARY AGENCY



AGENDA COMMITTEE

Beverlee Bleisch, Chairperson

TERMS ENDING 1985

Bob Backman
WYAYAtlanta, GA

Don Langford
KRAKSacramento, CA

Barry Mardit
WWWWDetroit, MI

Bob McDonald
KOKEAustin, TX

Susan Storms
WHNNew York, NY

Bill White
WBCSMilwaukee, WI

TERMS ENDING 1987

Cliff Blake
WMZQWashington, DC

Jan Bozeman
WJKZNashville, TN

Curt Brown
KTTSSpringfield, MO

Larry Daniels
KNIXPhoenix, AZ

Alan Furst
WIREIndianapolis, IN

Dan Halyburton
KPLXDallas, TX

TERMS ENDING 1986

Tom Miller
WWVAWheeling, WV

Debbie Pipia
KILTHouston, TX

Rusty Reynolds
KYKZLongview, TX

Norm Schrott
WKHXAtlanta, GA

J.D. Spangler
KSANOakland, CA

Tim Wilson
WAXXEau Claire, WI

ONE YEAR TERMS

Johnny Biggs
ABC/WatermarkLos Angeles, CA

Erica Farber
InterepNew York, NY

Lon Helton
Radio & RecordsLos Angeles, CA

Kip Kirby
BillboardNashville, TN

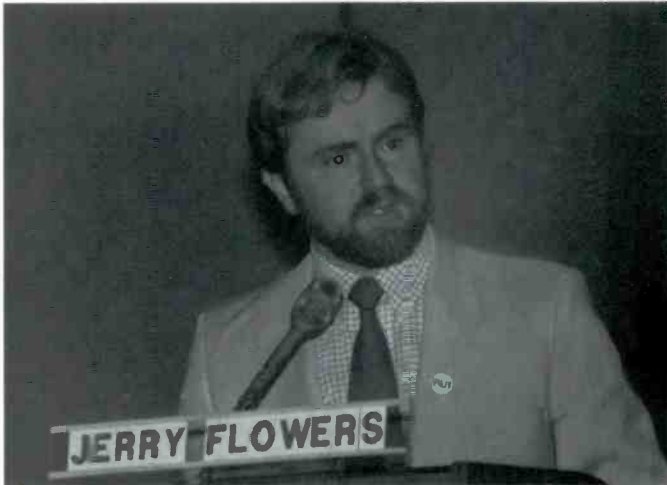
Ruth Presslaff
The United StationsChicago, IL

Jim Sharp
CashboxNashville, TN





Yes, there is really a simple explanation for that. . . . I'll have Jerry Flowers give it to you.

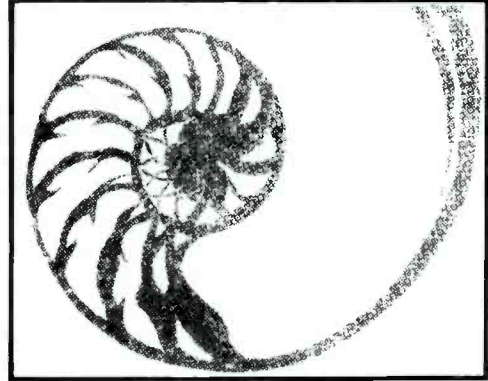


Yes, I have an explanation for that. . . . I have an explanation for everything. . . . I'll give it to you next year!



No, Ralph Emery is NOT my brother. . . . Nor is Larry Baunach!

PERMIAN



Records

Thanks, Radio

**IS YOUR WEEKEND
YOUR WEAK END?**

**IS NIGHT TIME
YOUR FRIGHT TIME?**

Your radio station can have a consistent, improved "on air" sound with superior programming and major market personalities working for you!

WITHIN YOUR BUDGET

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BILL GAVIN 1907 - 1985 LAST DAYS

For many years I have been given credit for the creation of the Country Radio Seminar; and, while I guess I've gleaned some measure of satisfaction from that, I've always known it wasn't true. Certainly not the whole truth and nothing but the truth.

In fact, the Seminar was created by the times, and by the needs of those times: the need for the broadcaster and the music-seller to search for a harmony line in some quiet corner of a generally discordant planet, the need to find some unity among the growing separateness that we were learning to share and the need of the questers to find some common ground for expressing not-so-common ideas.

Yet, even in light of such fertile circumstantial soil, without the benefit of human sweat and human foresight, the weeds invariably outproduce the roses. Fortunately, the times not only provided the needs, but also produced Bill Gavin, who provided the essential human input — in abundance.

It was Gavin who designed and cultivated the idea of the "no-nonsense" sharing-learning convention as far back as the late 50s with his involvement in the short-lived Disc Jockey Association. And, when that organization died, it was Gavin who refused to let the "idea" die with it.

In 1965, the same year that I was entering the music business, he hosted a small San Francisco gathering of correspondents to his Gavin Report and with that meeting the "idea", at last, took hold. The Gavin Conference became the benchmark of broadcasting get-togethers and the template from which the design of the first ever Country Radio Seminar was meticulously borrowed.

Nor was the Gavin Conference merely the role model for the Seminar. In no small measure was the support of both Bill and Janet Gavin a nurturing agent during those uncertain early years. The presence of Janet Gavin on the dais, or in the audience, lent immeasurable respect to the event, while the constant writeups in the Gavin Report did the same for its credibility and stature.

Without the Gavins we might well have stumbled along on some path coincidental with success, but with them our hopes and our faith were bolstered by that quality of support that can only come from those who've "done it."

In any other endeavor, perhaps, it might be shameful to admit to the conscious duplication of another's creative efforts, but in this case it is a matter of pride to be able to claim a direct lineage, of a sort, to the Gavin Conference. For that event, which helped unite (to whatever degree) the broadcasting and music industries, was, in intent and execution, the archetype for any such educational experience, regardless of the industry, or the community of industries being served.

So, while the broadcasting industry lost, in these past months, a powerful advocate and a fiercely loyal friend, it can look with pride to the ongoing rewards of that friendship. For as long as two or more are gathered in the name of sharing, of expansion and of just pure pride in their roles in the ongoing creative process, the Gavin "idea" is still working.

Tom McEntee



So —
*You've come at last,
I've often wondered when we'd meet,
And where, and how.*

*I'm glad you've picked a small and quiet place,
Instead of messy highway crash
Or anonymity of listing as "civilian casualty."
Or — worst of all —
Age that robs the senses of their memory
And brings oblivion before its time.*

*I thank you for this pause
To gather strength and dignity.
The time to set my worldly house in order,
To savor warming love of family and friends.*

*And most especially I hold this space and time
For memories of love and hope and disappointment;
To feel again the pride of being honored,
To feel again the companionship and love
Of Janet and Josette.*

*Of course I'll fight you —
Hanging on, as nature bids me do —
With all my strength, "such as it is"
(As once I made a marriage vow).*

*I have fought intolerance, and bigotry,
And sneaking greed within my little world.
And won enough to leave a memory
Of things worth fighting for.
However such small things endure,
They're all beyond your power to limit or destroy.*

*So do what must be done,
Yet know that you will never quite succeed;
When memories of love and caring
Are the legacies we leave.*


Bill Gavin



BILL GAVIN: IN REMEMBRANCE

Bill's legacy will always be this publication. Bill was a man of impeccable credentials, unquestioned ethics and an obsession for objectivity.

Bill Gavin's death comes as an extreme disappointment to any and all who've had the opportunity to know him. As corny as it might sound, to know him is to love him.

Bill Gavin was the patron saint of music radio. It was apparent to all who knew him that he was not in the business to get rich. If he and Janet and his staff could just make a decent wage, he and the Report could continue their contribution to the information process.

Bill Gavin took particular pride in helping mold the career ethics of young broadcasters. With a fatherly and grandfatherly interest in such broadcasters, record people and his staff, Bill reveled in the opportunity to storytell, moralize and implore.

Bill Gavin was always sincerely humbled when chosen to receive awards and tributes. Bill Gavin was not in the business for the greed or the glory, but rather for the honor of being entrusted, through subscriptions and readership, with the responsibility of being a primary conduit or channel between good music and good radio.

Bill Gavin lived a full life. He was a man who spent more than fifty years of his life with music.

Bill Gavin takes with him the memories of a good life — a life filled with the enriching experiences of a loving family, caring friends and good music.

Bill. We will miss you more than you can ever know.

Love,
*Elma, Ron, Betty, Diane, Dave,
Lisa, Kent, Keith, Peter, Bob &
Lou Eric*

THE 16th ANNUAL AGENDA — THE BEST YET

Year after year, the Country Radio Seminar agenda committee is faced with the monumental task of topping last year's Seminar with equally exciting panel discussions, moderators, panelists and guest speakers. One must realize that the three day seminar is not put together in just a few days. Months of planning (the first agenda committee meeting takes place in August), thousands of dollars of phone calls are made, and numerous favors are being called in to make each Country Radio Seminar a successful one.

This, the 16th annual Country Radio Seminar is perhaps the best one ever. We will hear from three excellent speakers and radio veterans Dwight Case, William Stakelin and Gordon McLendon.

Mr. Case, presently serves as president and chief executive officer of the R&R Companies. He is also the publisher of R&R, and is a major stockholder and the founder of Transtar Satellite Radio Network. He previously served as president of the RKO Radio Division from 1972 to 1981, and during his early years in radio, he worked as a copy writer, program director, D.J., sales manager and group vice president.

Mr. Stakelin is president and chief executive officer of the Radio Advertising Bureau. He was selected to lead the RAB in July 1983 and was given the overall responsibilities of CEO in October 1983. He joined RAB after serving as executive vice president of the Bluegrass Broadcasting Company and after completing a term as chairman of the board of the National Association of Broadcasters (NAB). At age 39, Stakelin was the youngest person ever to hold the highest elected position in American broadcasting.

Mr. McLendon, in addition to being recognized as one of the greatest sports announcers in broadcasting history, is also one of radio's greatest innovators. He is credited with originating the Top 40 format, the modern good music format, and he is the undisputed father of the all-news radio format. Mr. McLendon has owned and operated radio and television stations throughout the country, written numerous books, and is considered an authority on strategic metals.

In addition to our Seminar speakers, some of the topics to be discussed this year include "Get Your Act Together Before You Put It On The Air," to be moderated by Norm Schrutt; "So You Wanna Be The 'Big Guy' " moderated by J.D. Spangler and Bill White; "News In The Nineties . . . The Death Of The Five Minute Newscast," with Cliff Blake, and a research panel titled "Don't Get Caught With Your Pants Down . . . Like Levi's Did" to be moderated by Don Langford.

Additionally, some of the early bird panels include "Not Your Usual Boring Engineering Session" with moderators Johnny Biggs and Cliff Blake; and "The Farm Show . . . It's Not 'W-E-I-E-I-O' Anymore" with WWVA's Tom Miller.

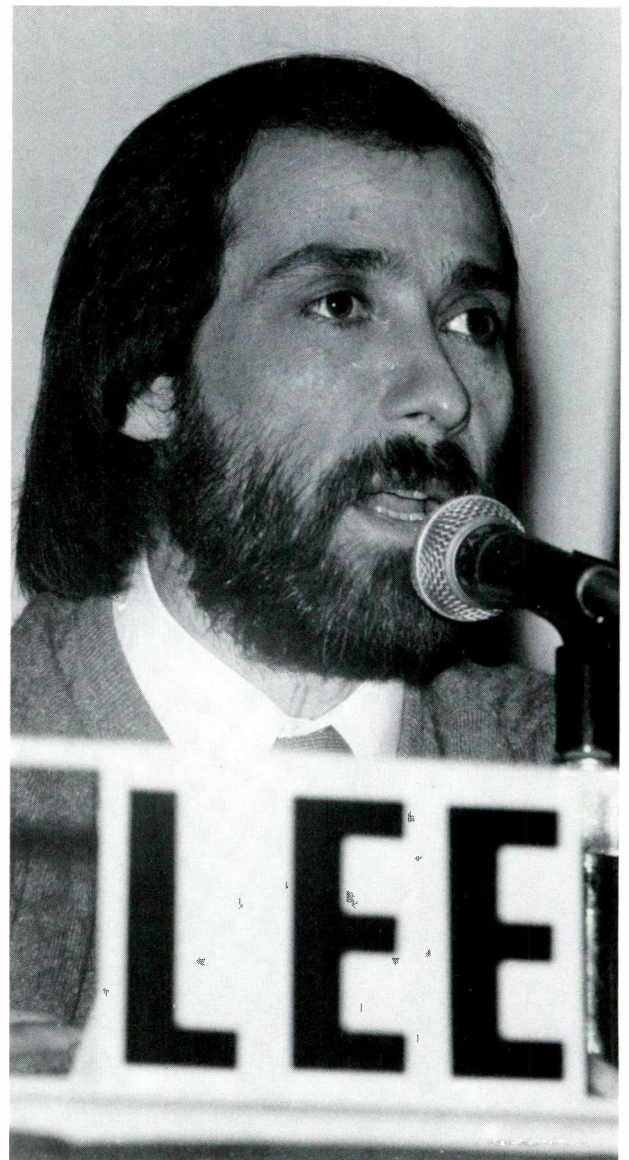
For the second consecutive year, the MIPS (Music Industry Professional Seminar) sessions will be featured at the Country Radio Seminar. Designed by the Country Music Association, the MIPS sessions, in some cases, will run concurrent with the CRB panels.

We are pleased to welcome back the MIPS sessions and the CMA," states Al Greenfield, president of the Country Radio Broadcasters. "We feel their sessions last year were most beneficial to the members of the music industry as well as to the broadcasters in attendance."

There are six MIPS sessions which are: "What Comes First, The Chicken Or The Egg," to be moderated by Robert K. Oermann of *The Tennessean*; "Pie Crust To Pick-Up Trucks," moderated by Patsy Bruce; and "Synergism - Working Together For Mutual Benefit," which will be moderated by Ed Bruce.

Other panels include "The Deal Makers," hosted by MCA/Nashville President Jimmy Bowen; "You Gotta Have A Plan," with *Billboard's* Kip Kirby serving as moderator; and "Reaching Millions," a television panel moderated by Jerry Flowers of the Halsey Co.

As tough as it gets to put the Seminar together each year, there is always that great feeling that this is the best seminar yet. Known as broadcasting's "academic" event of the year, the Country Radio Seminar with the addition of MIPS for a second year, is now an all-encompassing academic event.



Yes . . . I gave the President permission to use my song . . . No, Larry did not get any commission.





*Thank you Radio for your
continued support of this
"Country Boy"!*

Your Friend,

Ricky Skaggs

SEMINAR SPEAKERS — BROADCASTING'S BEST



DWIGHT CASE

Born a fourth generation Californian in Modesto, Dwight Case has spent some 35 years in the broadcasting industry. Presently, Case is president and chief executive officer of the R&R Companies, and serves as publisher of the Radio & Records trade magazine.

His broadcast history includes practically every facet of radio: he served as a commercial copy writer, an announcer, a D.J., program director, salesman, sales manager, general sales manager and group vice president.

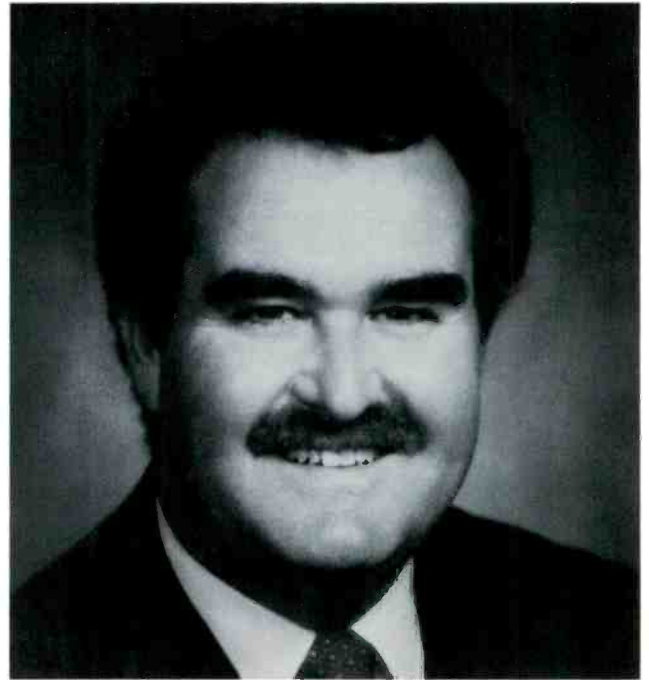
He served as president of the RKO Radio Division from 1972 to 1981, which included 13 AM & FM radio stations, a representative company, the three RKO radio networks, Airborn - the inflight music service, and the RKO Tape Company.

Leaving RKO in 1981, Case founded and served as president of the Transtar Satellite Radio Network, which includes three 24-hour satellite delivered programming services.

In addition to his present duties with the R&R Companies, Case remains a major stockholder in Transtar. He is a graduate of College of the Pacific, and an AMP graduate of the Harvard Business School.

Case has served as State Commissioner for Economic Development in California for five years, and has been recognized by the U.S. House of Representatives, the California State Assembly and by the Los Angeles County Supervisors for his philanthropic efforts.

Additionally, Dwight Case is a founder of the Los Angeles Music Center and is a member of the Order of St. John, by appointment of the Queen of England.



WILLIAM L. (BILL) STAKELIN

William L. (Bill) Stakelin is president and chief executive officer of the Radio Advertising Bureau. He was selected to lead RAB in July 1983 and was given the overall responsibilities of CEO in October of that year.

A 27 year veteran broadcaster, Mr. Stakelin joined RAB after serving as executive vice president of the Bluegrass Broadcasting Company and after completing a term as chairman of the National Association of Broadcasters (NAB). At age 39, he was the youngest person ever to hold the highest elected position in American broadcasting.

Bill Stakelin became infatuated with radio as a teenager in his hometown of Georgetown, Kentucky. Working under the names of "Billy Bandstand" and "Wild Willy, the King of the Kilocycles," he began his career as an air personality at WAXU Radio while still in high school. By the time he completed his college education, he had already gained a broad background in radio.

After graduating, in 1965, from Georgetown (KY) College with a bachelor's degree in communications, Bill joined Bluegrass Broadcasting as program manager of WVLK AM-FM, Lexington, KY. He rose through the ranks to station manager in 1968 and by 1969, was named vice president and general manager, a post he held until 1974 when he moved to Orlando, Florida, to serve as vice president and general manager of Bluegrass' WHOO AM-FM. Two years later, he was promoted to the post of executive vice president of the broadcasting group where he was responsible for overseeing the operations of the radio and television properties in Kentucky, Georgia and Florida.

Active in industry and community affairs, Bill has served as a board member of the Florida Association of Broadcasters and as president of the ABC Radio Network Affiliates board. He was initially elected to the NAB board of directors in 1979 and assumed the chairmanship of the NAB's joint board in 1982. Last year, Bill was elected to the board of directors of the Broadcast Pioneers.



TRANSTAR #1 In Country

KCKN, Roswell, New Mexico is just one of over 80 stations carrying Transtar's Country format via satellite in its nine station market. Here's what it's achieved in its first year:

Roswell, NM
Birch Share
Fall 1984, Persons 18+

Mon-Fri 6A-10A:	#2
Mon-Fri 10A-3P:	#1
Mon-Fri 3P-7P:	#1
Mon-Fri 7P-Mid.	#2

Darrell Picou, General Manager of KCKN says it best: "KCKN changed format and call letters in June of 1984. We signed on with Transtar's Country format against two established country stations. In just six short months, we have moved out front 'by a country mile.'"

Would you like ratings like this in your market? Call us now.*

1-800-654-3904

TRANSTAR
The Quality Satellite Network

*or come see us at the Country Radio Seminar.

SEMINAR SPEAKERS — BROADCASTING'S BEST

GORDON B. McLENDON

Gordon B. McLendon is recognized as one of the greatest sports announcers in broadcasting history; the owner of the Southwest's largest chain of drive-in theatres; and a substantial stockholder in Subscription Television of America, Inc., with pay television franchises in many major metropolitan areas. He is the general managing partner in one of the nation's most successful privately-held family partnerships, with extensive real estate, broadcasting, oil, banking, strategic metals, mining and mineral interests throughout the world.

He is a world-recognized authority on economics and business and a frequent speaker at international financial seminars in such diverse cities as Zurich, Vienna, Montreal, New York and Hong Kong.

Following his graduation from Yale and his distinguished service as a Japanese language officer in World War II, McLendon won fame as both a network sports broadcaster and radio/TV station owner. Between 1947 and 1952, he created and owned, with his late father, the nationwide 458-station Liberty Broadcasting System, where, known as "The Old Scotchman," he was named America's Outstanding Sports Broadcaster. His nationwide "Game Of The Day" baseball and "Game Of The Week" professional football broadcasts, particularly his re-creations, were hailed as masterpieces of the sports broadcasting art. His broadcasts with Dizzy Dean are legend, and he brought to network radio such prominent names as Lindsey Nelson, Jerry Doggett, Don Wells and many others.

McLendon has owned and operated numerous radio and television stations including KLIF Dallas, KNUS-FM Dallas, KABL-FM San Francisco, KABL Oakland, WNUS AM-FM Chicago, WWWW Detroit, WYSL AM-FM Buffalo, KOST Los Angeles, WRIT Milwaukee, KILT Houston, K TSA San Antonio, KELP El Paso, WAKY Louisville, as well as ABC television outlets in Winnipeg and El Paso.

In February 1981, he was inducted into the Mass Communications Hall of Fame of Texas Tech University in Lubbock. In addition, his extensive papers and memorabilia from his long broadcasting career are now a part of Texas Tech's well-known Southwestern Collection.

McLendon is generally credited with being the first U.S. broadcaster to editorialize following the Federal Communications Commission's historic "Mayflower" decision of June, 1949. A renowned innovator, McLendon is generally credited with originating the modern Top 40 format, the modern good-music format (KABL), and all want-ad format; and he is the undisputed father/creator of the all-news format.

He has authored numerous educational books and also wrote, voiced and produced a series of over 400 historical vignettes known as "The Old Scotchman's Scrapbook." With his son Bart, he created a fantasy country music concert, "a country concert that could never be but was," The Hickory Creek Reunion, which was hosted by Kenny Rogers, and aired on numerous country radio stations in the early '80s.



OAK RIDGE BOYS

STEP ON OUT

1985 TOUR*

Thanks

TO OUR FRIENDS IN
RADIO FOR OUR HITS

...PAST • PRESENT • FUTURE

- LITTLE THINGS (Just Released on MCA) • MAKE MY LIFE WITH YOU • I GUESS IT NEVER HURTS TO HURT SOMETIMES • OZARK MOUNTAIN JUBILEE
- LOVE SONG • AMERICAN MADE • THANK GOD FOR KIDS • I WISH YOU COULD HAVE TURNED MY HEAD (AND LEFT MY HEART ALONE)
- BOBBIE SUE (gold) • I'M SETTIN' FANCY FREE • ELVIRA (platinum) • BEAUTIFUL YOU • HEART OF MINE
- TRYING TO LOVE TWO WOMEN • LEAVING LOUISIANA • DREAM ON • SAIL AWAY • COME ON IN • CRYIN' AGAIN • I'LL BE TRUE TO YOU
- YOU'RE THE ONE • Y'ALL COME BACK SALOON

The
Oak Ridge Boys

*Look for our MCA Records album of the same name to be released March 18th, 1985.

1985 BOARD OF DIRECTORS



Mac Allen



Beverlee Bleisch



Don Boyles



Joe Casey

Music Country Radio Network. Where else could you hear a living doll in the dead of the night?



Live interviews with country music's brightest stars. That's just one reason that Music Country Radio Network is the hottest night-time radio program from Maine to California and everywhere in between.

Live, via satellite, every night from 10 p.m. 'til 6 a.m. Eastern Standard Time – MCRN offers country's best music and biggest names. Plus news from the Associated Press, weather and sports. There are even toll-free listener lines!

If you're looking for bright programming that'll boost ratings and cut expenses, we've got a great night crew for you... Charlie Douglas, Bill Berlin, Kyle Cantrell, and Bennie Ray.

Talk to Jeff Lyman at (615) 889-6595 or Glenn Serafin at (202) 955-7214. They'll turn you on to the radio show that's keeping America up.

MUSIC COUNTRY
Radio Network

1985 BOARD OF DIRECTORS



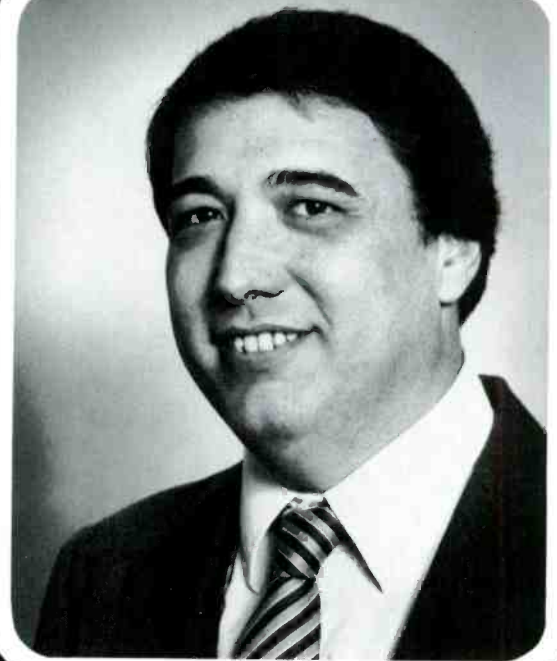
Charlie Cook



Bob English



Al Greenfield



Bob Heatherly

*On Monday evening January 28th
Loretta Lynn
was honored with
the American Music Awards
Award of Merit
for her outstanding contributions to
Country Music.*

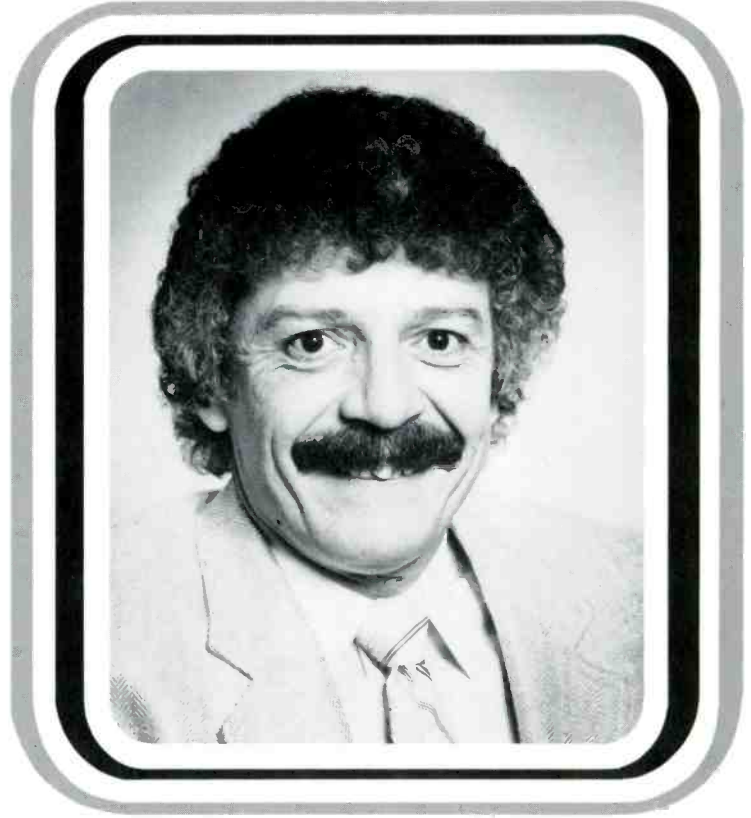


*We at MCA Records
are proud of our long
and continuing association with
this very special lady.*

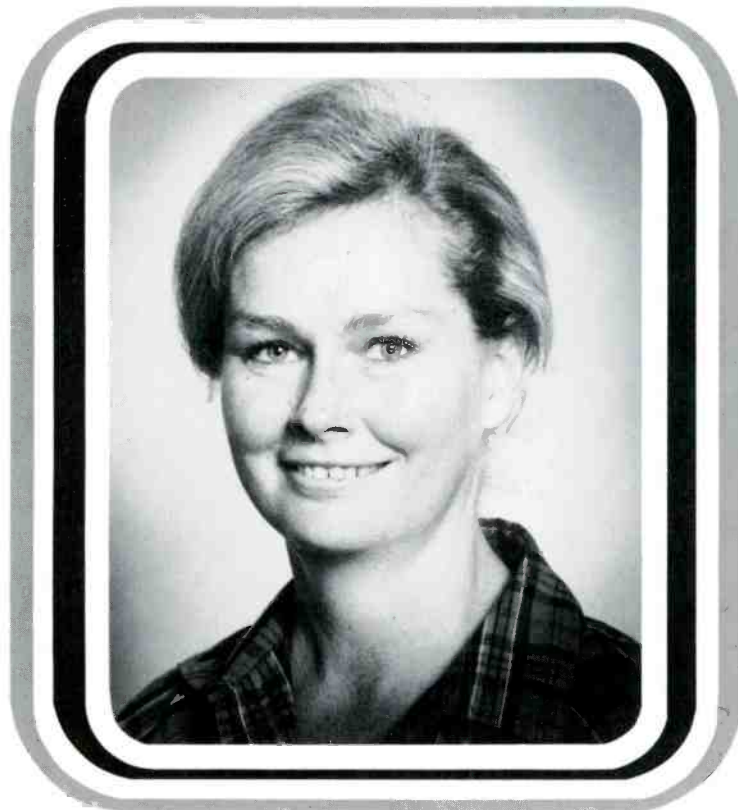
1985 BOARD OF DIRECTORS



Steve Hicks



Gene Hughes



Ellen Hulleberg



Gerrie McDowell



THANKS FOR DOING OUR COUNTRY PROUD.

CAPITOL RECORDS

SAWYER BROWN

(CAPITOL/CURB)

T. GRAHAM BROWN

SANDY CROFT

CON HUNLEY

J.D. MARTIN

MEL MC DANIEL

ANNE MURRAY

MARIE OSMOND

(CAPITOL/CURB)

EMI AMERICA

LISA ANGELLE

BOBBY BARE

LANE BRODY

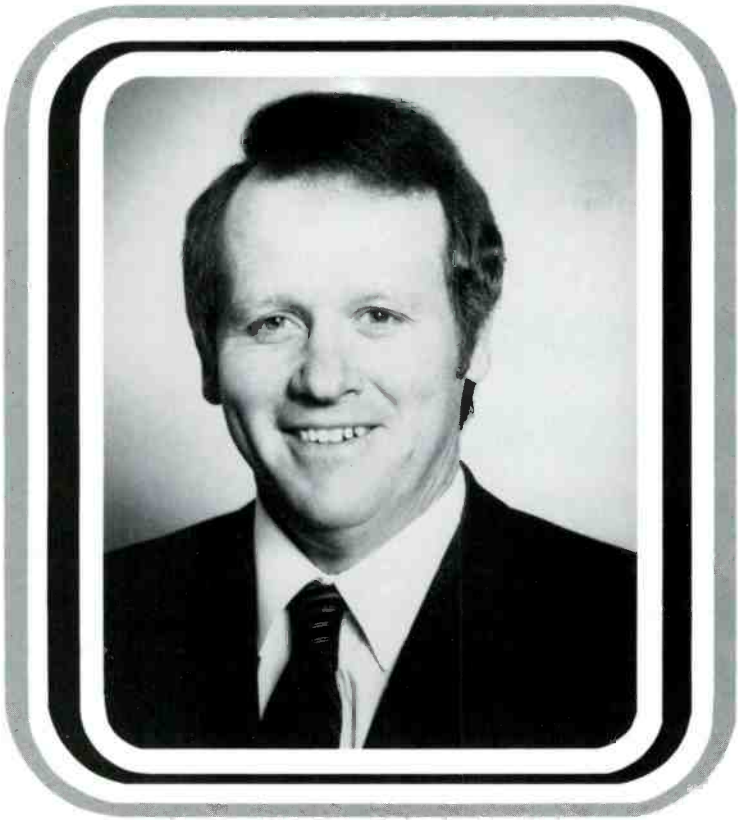
BECKY HOBBS

MICHAEL MARTIN MURPHY

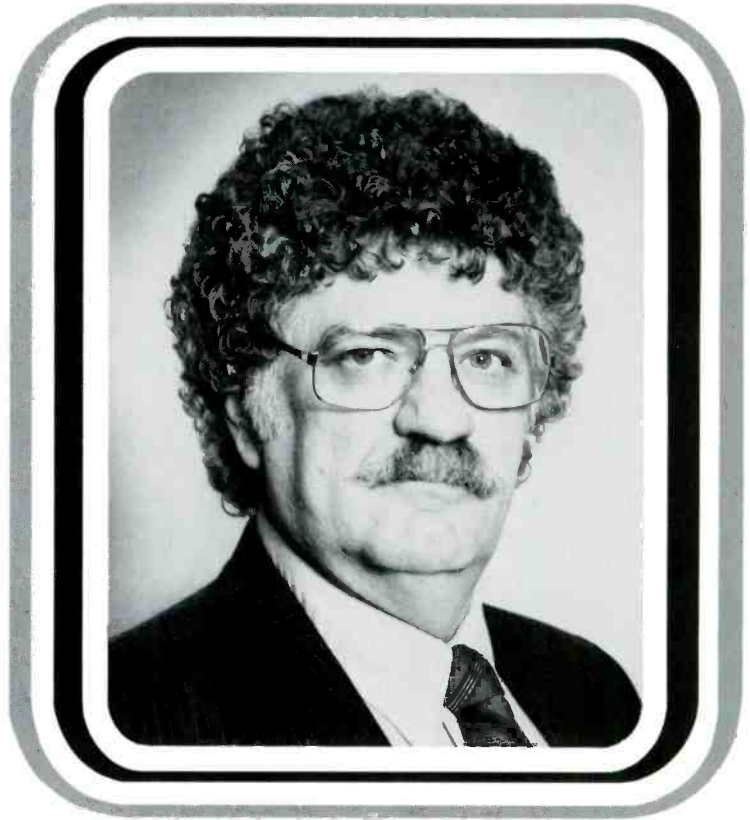
DAN SEALS

SIMON & VERITY

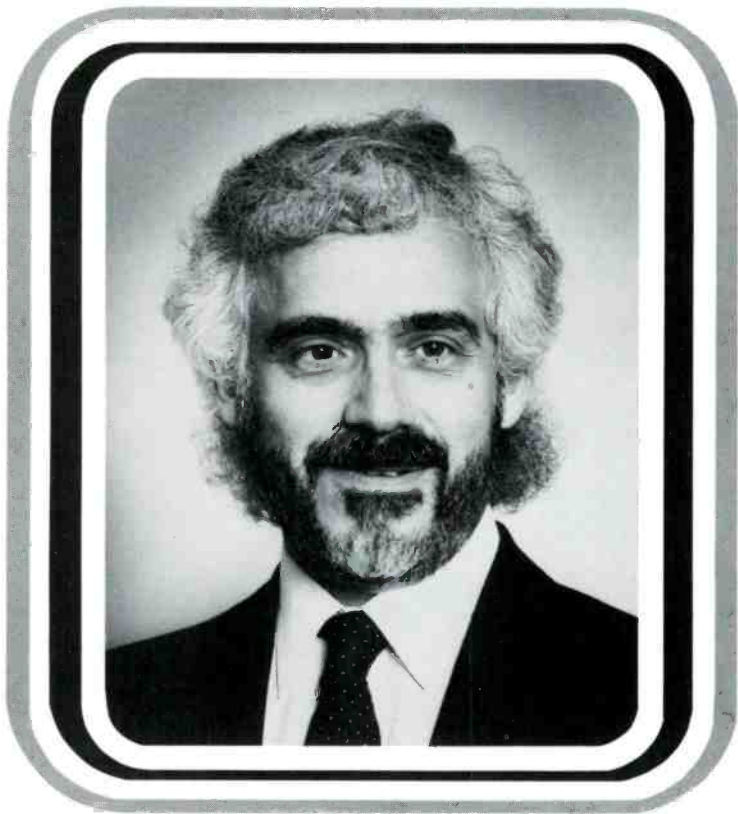
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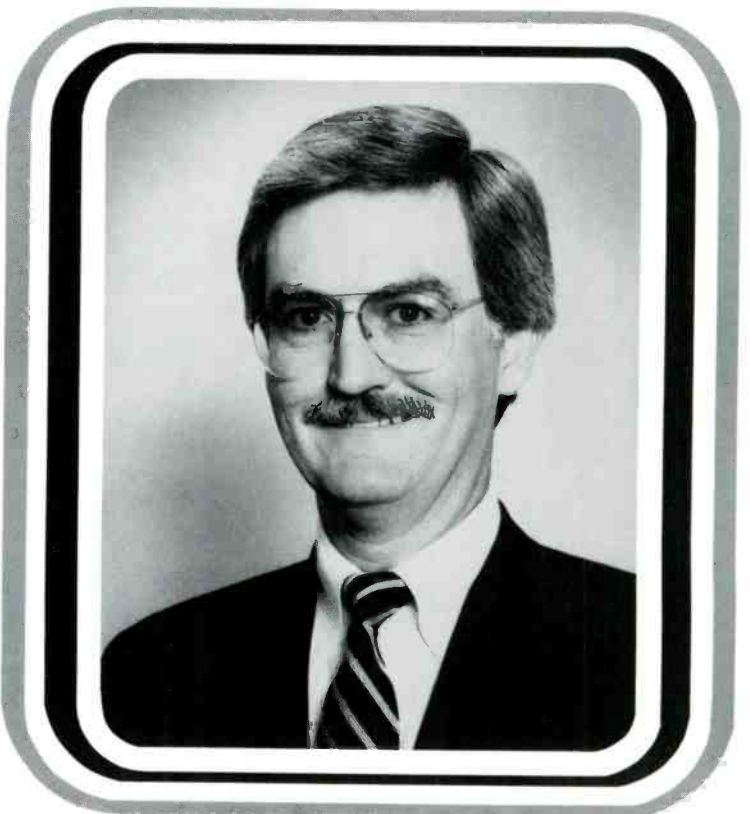
Mike Oatman



Tom Phifer



Joe Polidor



Jim Ray

SUCCESS is not something
that you achieve alone. It only
happens with the support
of friends and believers.

Thank you for helping it
happen to me.

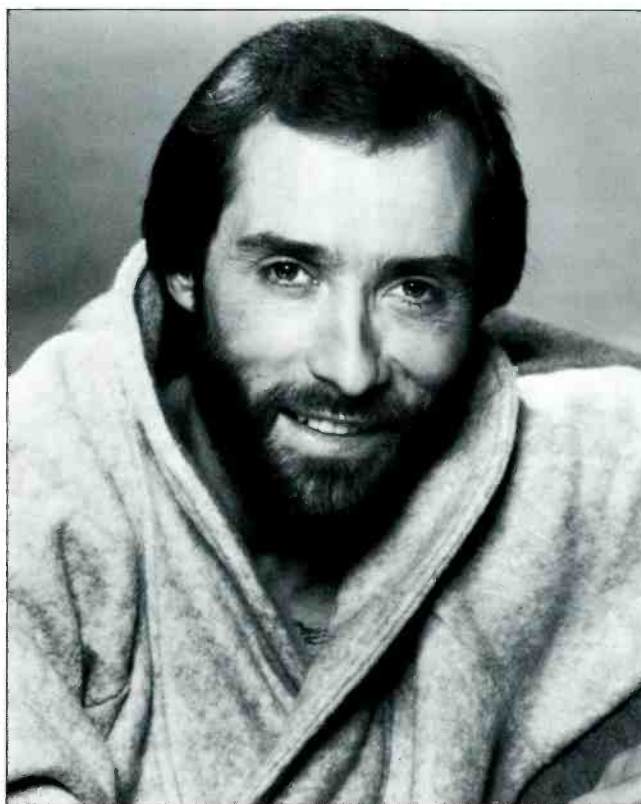
-Lee Greenwood

*Academy Of Country Music,
Male Vocalist of The Year, 1984*

*Country Music Association
Male Vocalist of The Year, 1983, 1984*

*Music City News Awards
Male Vocalist of The Year, 1984*

*Grammy Award
For Male Vocal Performance, 1984
"I.O.U."*



HARRY LANGDON PHOTOGRAPHY © 1984

*Lee
Greenwood*

KATHY GANGWISCH & ASSOC., INC.

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.MCA RECORDS

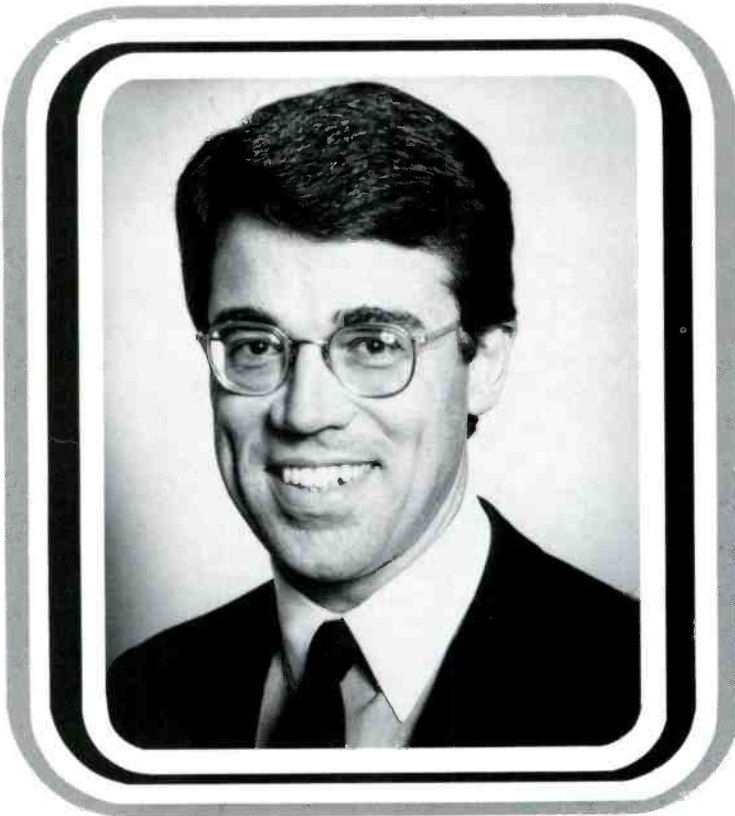
PERSONAL MANAGEMENT:
Larry McFaden
(615) 327-0533



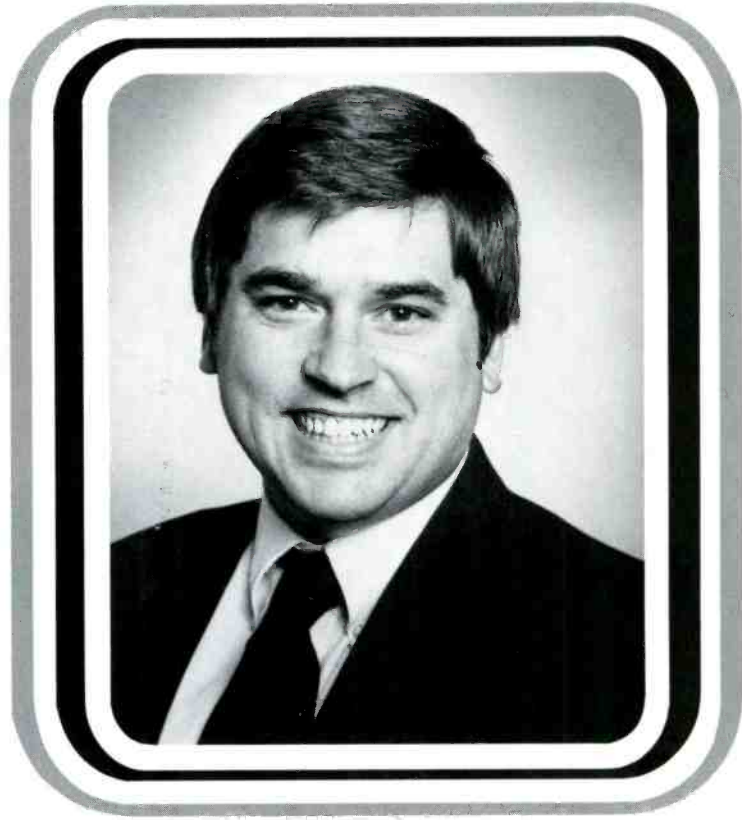
THE JIM HALSEY CO. INC.

3225 S NORWOOD
TULSA OKLAHOMA 74135
(918) 663-3883

1985 BOARD OF DIRECTORS



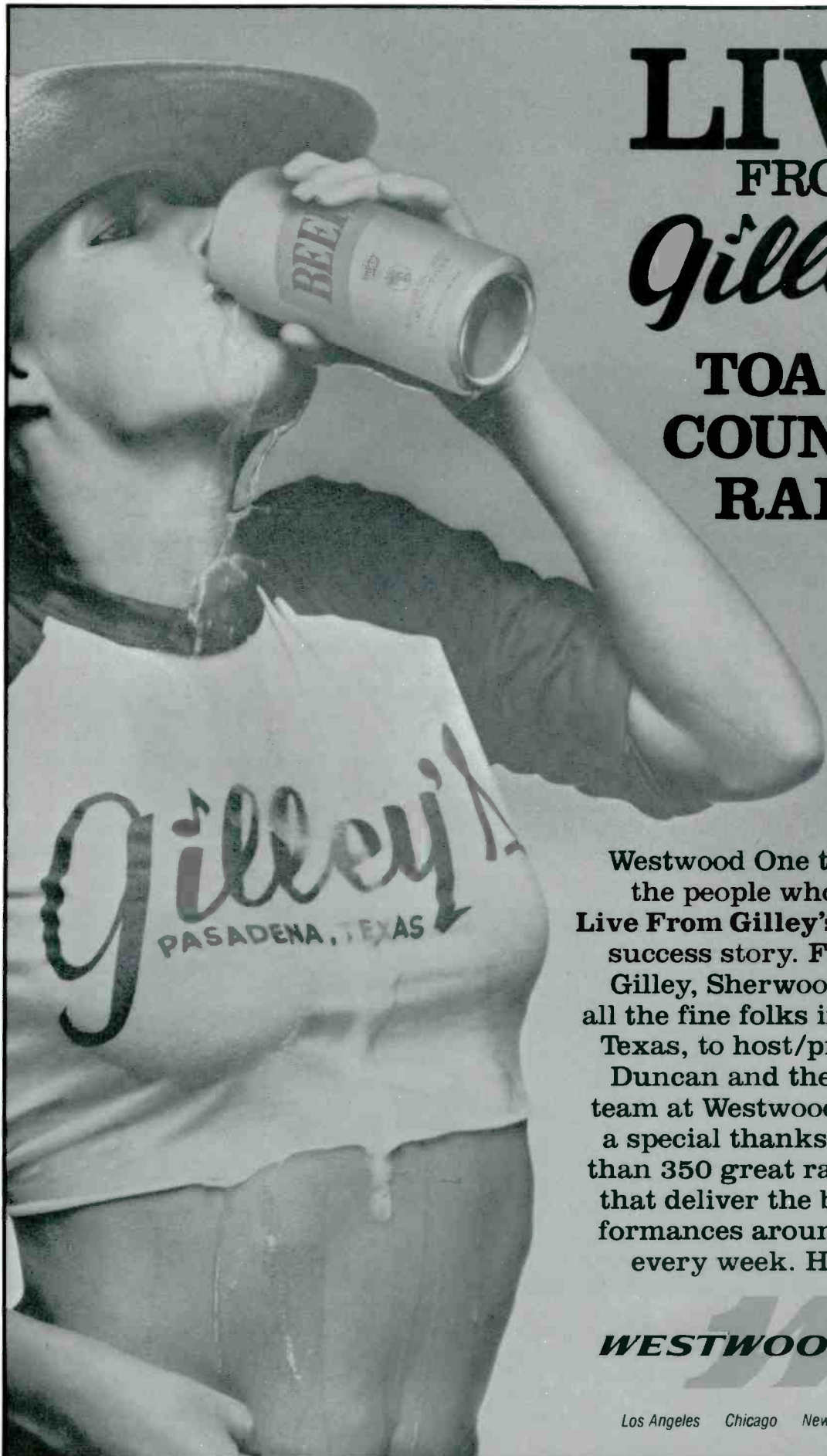
Bill Sherard



Jeff Walker



Roy Wunsch



LIVE
FROM
Gilley's
**TOASTS
COUNTRY
RADIO**

Westwood One thanks all of the people who have made **Live From Gilley's** a five-year success story. From Mickey Gilley, Sherwood Cryer and all the fine folks in Pasadena, Texas, to host/producer Jim Duncan and the production team at Westwood One...and a special thanks to the more than 350 great radio stations that deliver the best live performances around the world every week. Here's to you!

WESTWOOD ONE

Los Angeles Chicago New York London

FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

THE COUNTRY RADIO BROADCASTERS SCHOLARSHIP PROGRAM - LOOKING TOWARDS THE FUTURE

During the past nine years, the Country Radio Broadcasters, Inc. have awarded more than \$25,000 in broadcast oriented scholarships. In 1984, four \$1,000 scholarships were awarded.

"Last year, due to the continued wide spread support of the country broadcast/music industry, we were able to award four scholarships for the first time ever," reports CRB Scholarship Chairman Tom Phiifer. "For the previous eight years we were able to award only two scholarships per year. We want to get that total up to 10 scholarships annually. The Country Radio Broadcasters are committed to this program and we are all anxious to watch it grow."

Accordingly, the CRB places a tremendous amount of emphasis and resources in helping deserving students in two ways: by awarding grants through a scholarship fund, and by offering college credit to students attending the Country Radio Seminar.

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

The four scholarship recipients for 1984 are: Greg Lhamon of Bradley University in Peoria, IL, Contrace Pressley of the University of Georgia in Athens, Lisa Stevens of Northwest Missouri State University in Maryville, MO, and Jim Weikel of Ohio University.

For the past several years, a unique opportunity was offered to broadcasting or recording students from accredited university or college programs. By special arrangement with Middle Tennessee State University, students attending the Country Radio Seminar and registering for a special class will receive two hours of college-level credit. The philosophy in this arrangement is that the seminar offers topics and panels that provide information that will be valuable to the broadcasting industry for years to come. For this reason, the seminar provides a perfect educational environment to broadcasting/recording students.

The Country Radio Seminar's thrust is two fold — it is helping those involved in radio today and those who will be involved tomorrow. It helps those involved today with its constant efforts to improve country radio by educating and informing. And it helps those who will be involved tomorrow by giving scholarships and offering class credit for attending the seminar to students studying broadcasting, telecommunications, or the recording industry.

Anyone interested in having a CRB Scholarship awarded to a college or university, or would like additional information regarding the program, an information table with questionnaires and other materials will be set up during each luncheon at the seminar. Please keep in mind that the CRB needs as much information as possible about the institution and its broadcasting or communications department.



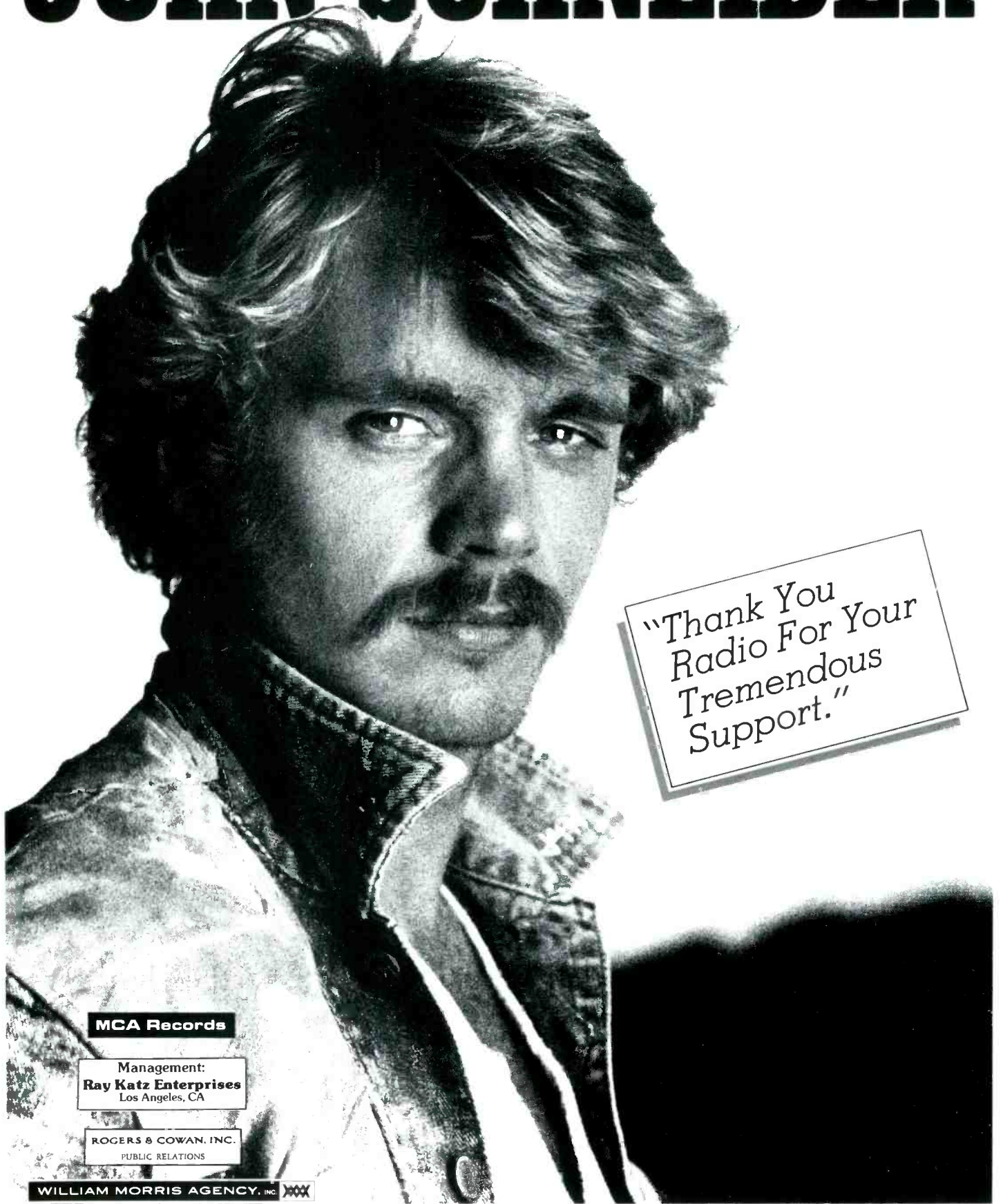
Lisa Stevens, center, receives a \$1,000 scholarship provided by The Country Radio Broadcasters from Steve Mickelson, general manager of KNIM-Radio in Maryville, MO. Looking on is Ellen Mothershead, director of student financial aid at Northwest Missouri State University where Lisa is a junior broadcast major.



Miss Contrace Pressley, Junior Journalism major at the University of Georgia was presented a \$1,000 scholarship check from the Country Music Broadcasters Association. Mary Betts, WNGC Station Manager made the presentation at the WNGC studios as Dean Tom Russell looked on. Miss Pressley will be joining the news staff of WNGC/WGAU as a part-time employee while she pursues her studies at the University.



JOHN SCHNEIDER



"Thank You
Radio For Your
Tremendous
Support."

MCA Records

Management:
Ray Katz Enterprises
Los Angeles, CA

ROGERS & COWAN, INC.
PUBLIC RELATIONS

WILLIAM MORRIS AGENCY, INC. XXX

PSYCHOGRAPHICS . . . THE NEXT STEP

by Bennett M. Griffin*

Let's suppose that we are looking at the 25 - 54 adult demographic for a particular market. We find that some of the people listen to Adult Contemporary, some to Beautiful Music, some to Country, and the rest to a myriad of other formats. What is it that determines which format these 25 - 54 adults listen to? It can't be demographics . . . they are all in the same demographic category! There must be something else that determines their listening behavior. What is that "something else" that goes beyond demographics in explaining listening behavior? It's PSYCHOGRAPHICS.

Psychographics is not new. It has been a valuable tool in consumer product research since the 1960's. But it is new to radio research, and I predict that the 1980's is when psychographic research will come of age in our industry.

To see how this new tool might address specific needs in our industry, let's first define what we mean by psychographics and see how it has been used in other industries.

There is no simple definition of psychographics that is accepted by all marketing research practitioners. For our purpose the following definition will suffice.

Psychographics is a collection of marketing research procedures which seek to describe or explain consumer behavior using characteristics that go beyond demographic descriptions. The characteristics used generally include product attributes, lifestyle characteristics, and psychological characteristics such as self-concept, interests, and opinions.

It will be easier to understand how psychographic research can benefit radio if you think of your radio station as a product which must be marketed to a group of consumers. This way of thinking has begun to be in vogue in radio circles in recent years and is a healthy sign.

Before we see how psychographic research might be used to help in marketing our radio station "product," let's examine how it has been used in some other industries.

Psychographic research is often used to define segments of a market and to identify unique needs and characteristics of each segment. This information might then be used to determine which product is best for each segment and, importantly, to develop an advertising strategy that will communicate with each segment most effectively.

An automobile manufacturer has several different models that are available to the public. It is obvious that different "kinds" of people will buy different models. The purchasers of economy compacts will be different than the purchasers of sports cars or luxury sedans. A psychographic study of the automobile buying market might seek to accomplish the following objectives:

- a. Identify the different segments of the market in terms of lifestyle and psychological characteristics and product attributes they view as important.
- b. Provide information that will enable the manufacturer to develop an advertising strategy for each of the market segments for which he has a suitable product.

Let's imagine what the information might look like for one of the segments that might be discovered in our psychographic study.

One segment might be identified as "necessity owners." These people buy automobiles out of necessity rather than because of any kind of enjoyment that might accrue from automobile ownership. For them a car is a utility. They are primarily concerned about dependability, safety, and economy. They could care less about styling, performance (other than basic starting and stopping), or innovations, frills, etc.

From a lifestyle point of view they tend to be older, conservative in terms of social and work ethics, opinion followers rather than leaders. They tend to have mid-range incomes, have larger than average families, and move less frequently than others. (Notice that demographic information can be considered a sub-set of lifestyle characteristics.)

Psychologically they are cautious, tend to look to others for reassurance, and do not see themselves as controlling their own destiny.

The automobile manufacturer might take this information and, presuming this is a market segment that he wishes to pursue, do the following things.

First, he will determine which of his models best fits the needs of this segment and, perhaps, make modifications to make the product match this segment even closer. Second, based on what he has learned about this segment from the psychographic research, he will design an advertising program specifically designed to appeal to this segment. Based on the hypothetical results reported above, the advertising message might be something like the following.

"If you want a dependable automobile . . . one that is large enough for your entire family . . . one that you can count on for safety and economy, then do what others are doing and buy an XYZ automobile."

A recent real life example of this entire process in the automobile industry is the extraordinarily successful mini van introduced by Dodge and Plymouth.

There are examples from many other consumer product areas. Briefly, a cereal producer might want to investigate the relationship between product attributes, lifestyle characteristics, and psychological makeup. The objective of the research might be any one of the following:

- a. Discover unmet needs of a particular market segment.
- b. Determine factors that would be useful in developing an advertising strategy for an existing brand.
- c. Determine weaknesses in a competitor's product that can be capitalized upon either through product changes of his own brand or through product positioning.

Continued on Page 40



MCA Records
is making the music,
and Country Radio
is playing it.

For that
we thank you.

**MCA RECORDS
NASHVILLE**

Now, let's get back to our world. Our "product" is radio. It has measurable product attributes just as do other products. The consumers of our product can be easily identified. Their "brand" preferences can be identified, and their lifestyle characteristics and psychological makeup can be measured.

How could we use this information? The same way that consumer product marketers do. Here are some examples. First, let's assume that we have a station with good ratings, and we do not want to make any major programming changes. The objective here is to build on an already solid foundation through effective marketing and programming refinements.

A psychographic profile of the listeners of our station and those of our primary competitors could be expected to provide us with the following information:

- a. The perceived strengths and weaknesses of our station and of our competitors' stations.
- b. The lifestyle characteristics of our listeners and of our competitors' listeners.
- c. Psychological characteristics of our listeners and of our competitors' listeners.

Armed with this information, there are several avenues we might want to pursue, keeping in mind that our objective is to refine our programming and marketing strategy to build on an already solid share of market. One possible approach would be to make programming refinements based on the perceived strengths and weaknesses of our station vis a vis our competitors.

A second possibility would be to add programming features that are targeted to the lifestyle characteristics of the audience segment to which we are marketing. For example, if the lifestyle analysis reveals that our target market is particularly interested in leisure time activities, we might want to add a segment to our programming that describes creative opportunities for leisure time. Or, if the lifestyle analysis reveals that our target market has a strong do-it-yourself orientation, we could add some programming features that address this activity.

A third possibility might relate to how we advertise our "product." The psychological characteristics of our target market (in this case, our present listeners and our direct competitors' listeners) might suggest an effective advertising strategy. For example, if one of the psychological values our target market receives from radio is companionship, part of our advertising strategy might be promote our station as the one "that keeps you company all day." Or, if the psychological analysis of our target market indicates that they see themselves as people who value being informed on current issues, we might position our station as the one "for people who want to be informed."

Another example of an application of psychographic research for radio is a situation where a format change is contemplated as a result of a change of ownership or because of other factors in the market. In this case, the objective of the research is to determine the "hole" in the market, i.e., the programming that would fill the greatest need.

The product attribute portion of the research will reveal the perceived weaknesses of the present programming in the market. We should note that this weakness may exist with a station that presently has a significant share of market. I call this phenomenon "winning by default." It means that a station has listeners not because they are effectively serving a given market segment but because no one is presently doing a better job. Such a station is obviously vulnerable to losing its listeners to someone who more effectively serves that market segment.

The lifestyle and psychological information would be used in much the same way as described in the previous example.

There are other situations where psychographic analysis can be valuable to the radio broadcaster. For example, psychographic techniques can effectively evaluate specific segments of programming such as news or air personalities. The purpose of this paper is not to provide an exhaustive list of applications but rather a flavor for how this type of research works.

If you think psychographic research might be appropriate for your needs, the next question is "Who can provide this service?" Psychographic research is definitely not appropriate for the inexperienced researcher. The research techniques, which usually involve a group of statistical processes known as multivariate analysis, are complex and require access to sophisticated computer software. Further, and at least as important, interpretation of the meaning of this type of analysis requires a good deal of subjective judgement by the researcher. (Keep in mind that although the research process is complex, the results are easy to understand and act upon — generally easier than traditional research you have probably seen.)

Your best bet in selecting someone to conduct a psychographic study is to locate a research supplier that is experienced in these techniques. Experience in the techniques is probably more important than experience in working with broadcasters. Of course, the best solution is to find a research person experienced in both areas.

In summary, psychographics is a collection of marketing research procedures that include demographic information but go beyond this dimension to also include product attribute analysis and lifestyle and psychological characteristics. The techniques are complex, but their application is straightforward. Psychographics has been used extensively by consumer product marketers since the 1960s. There has been only limited use of this technique in radio research to date. But as the marketing of radio becomes more sophisticated and competitive — just as happened in the consumer product world — these techniques truly will be "The next step" in radio research.

Additional Sources

- "Radio W.A.R.S.," **National Association of Broadcasters**, August 1983.
Ducey, Richard V., "Qualitative Audience Research: A New Tool for Marketing Your Station," **National Association of Broadcasters**, December 1983.
Wells, William D., "Lifestyle and Psychographics," **American Marketing Association**, 1974.

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Our country stations deserve the best...and get it!

Aberdeen-Hoquiam	KAYO A/F	Minot	KKOA
Albany/Troy	WGNA	Modesto	KZUN
Alpena	WATZ AM	Monterey ***	KWST
Altoona	WVAM	Montgomery	WBAM AM
Amarillo	KDJW	New London-Norwich****	WCTY
	KBUY	Oklahoma City	KEBC
Bangor	WBGW	Omaha	WOW A/F
Baton Rouge	WYNK A/F	Ontario	KSRV
Biloxi*	WPMO	Orlando	WHOO A/F
Billings	KBIT	Pensacola	WXBM
Brawley	KROP	Pierre	KGFX AM
Cheyenne	KUUY	Portland, Or.	KUPL A/F
Chico	KHSL	Pueblo	KIDN
Colorado Springs	KKCS	Roswell	KRSY
Columbus, Oh.	WMNI	Sacramento*****	KHWY
	WRMZ	Salisbury	WICO A/F
Decatur	WDZQ	Santa Maria	KSNI
Denver	KBRQ A/F	Savannah	WCHY
Duluth-Superior	WDSM	Scranton	WGBI AM
Eau Claire	WAXX	Shreveport	KWKH A/F
Eugene	KUGN FM	Sioux City	KWSL
Flint	WTAC	Springfield, Mo.	KTTS A/F
Houston	KIKK A/F	St. Joseph	KSFT
Huntington/Ashland	WGNT	Tampa-St. Petersburg	WQYK
Indianapolis	WFMS	Topeka	KSKX
Jamestown	KSJB	Traverse City	WTCM A/F
Lansing-Jackson**	WXCM	Tuscaloosa	WJRD
Las Vegas	KRAM	Twin Falls	KEZJ
Lexington	WVLK FM	Waco	WACO
Lubbock	KFYO	Watertown	KDLO
Madison	WTSO	Wichita	KFDI A/F
Milwaukee	WBCS A/F	Yuma	KTTI

We do more because you deserve more!



Torbet Radio

* Licensed to Pascagoula/Moss Point
** Licensed to Jackson

*** Licensed to Carmel
**** Licensed to Norwich
***** Licensed to Folsom

New York Philadelphia Boston Chicago Detroit St. Louis Atlanta Dallas Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

AN IN-HOUSE RESEARCHER CAN INCREASE YOUR BOTTOM LINE!

by Sheree S. Goldflies

"Selling" a radio station is getting tougher every day. Not only are the increasing number of formats fragmenting listening audiences, but new technologies are cutting into radio's "time-spent-listening." As a result, research is being used by radio stations not only to keep up with the competition, but to position and establish market leaders.

If there is business your station is *not getting*, research should be investigated as a tool to aid your bottom line. If your station already uses research, how can this information *highlight* your station's strengths and bring in more revenue? This memo argues that creating a position for an in-house researcher is a step in the right direction. The details of justifying, defining and evaluating this position are discussed in some detail. Designating one person as the station researcher frees other sales and programming staff to spend more time on their main functions. The researcher can feed other station personnel information in a timely, organized and consistent fashion.

One way to organize research data is to designate one person at your station as a "researcher." Depending upon your station's size and the demands of your market, the researcher could hold a separate, full-time position, or become part of the sales and/or programming departments. I suggest that you avoid using a student intern for this position because interns are on staff for only a short period of time. Another concern deals with the protection of confidential data. However, students might be useful in some capacities to assist the station researcher.

Radio research is available from several sources such as station programming, audience listening habits and lifestyles, and from the ratings. Each source will have varying significance for a station. A station that programs its own music may be more interested in a study on current music trends than a station whose music is pre-packaged. The needs of your station should be analyzed. How can you *better* understand your product and your clients? Where can you support your station's strengths, using not only "facts and figures" but by developing a strong "station image" derived from all sources? Actively using your researcher will help your station identify and define its "image" in the marketplace.

Goal of the Researcher

The researcher's goal is to serve as an information resource for management, including sales and programming. The researcher is a link between sales and programming. The duties include educating management and sales through seminars and printed materials, strengthening the station's position in the market, and ultimately increasing revenue. The effectiveness of the researcher depends on the *scope* of the position, the *type* of services being performed and whether *resources* permit the researcher to work on internal projects (i.e. designed for station sales and programming staff) as well as external projects (i.e. developed for agencies and clients).

Potential Research Functions

Developing a research position does not automatically mean enlisting new research studies and services. A major

rationale for creating this position is to make more efficient use of existing resources. The researcher's main function is to synthesize all relevant data into a form which is convenient and useful for sales and programming staff.

The station researcher is the one common point through which all research information should flow. In this way, two major functions are performed. First, information is consistently analyzed in a thorough manner. And second, everyone knows exactly where to go for specific information.

How to Organize Your Information

Initially set up two types of files: one accessible to the sales staff and a second for the researcher's use. The sales files should contain "universal" information — that is, all tools used on a regular basis, such as station promotional pieces and articles, rate cards, tap plans, playlists, competitive media information and sample advertiser lists.

The researcher's files should be organized alphabetically by product type. Each time a new article, proposal or computer run is done, it can be filed by category for easy reference. For example, a proposal written for a storm window client would be filed under "Home Improvement." The next time a salesperson needs storm window information, your researcher knows exactly where to look.

Not only does the researcher investigate all background information for a proposal, he or she can put the sales kit together from the files and follow through by accompanying the salesperson on the sales call. It isn't feasible for the researcher to go on every sales call, but it is important that the researcher understand the sales process by experiencing it first hand.

Those familiar with any of the available stand alone or on-line computer systems and packages which "break out" ratings data can fully appreciate the advantages of computer versus manual calculations. The time saved could justify the purchase or lease of one of these systems.

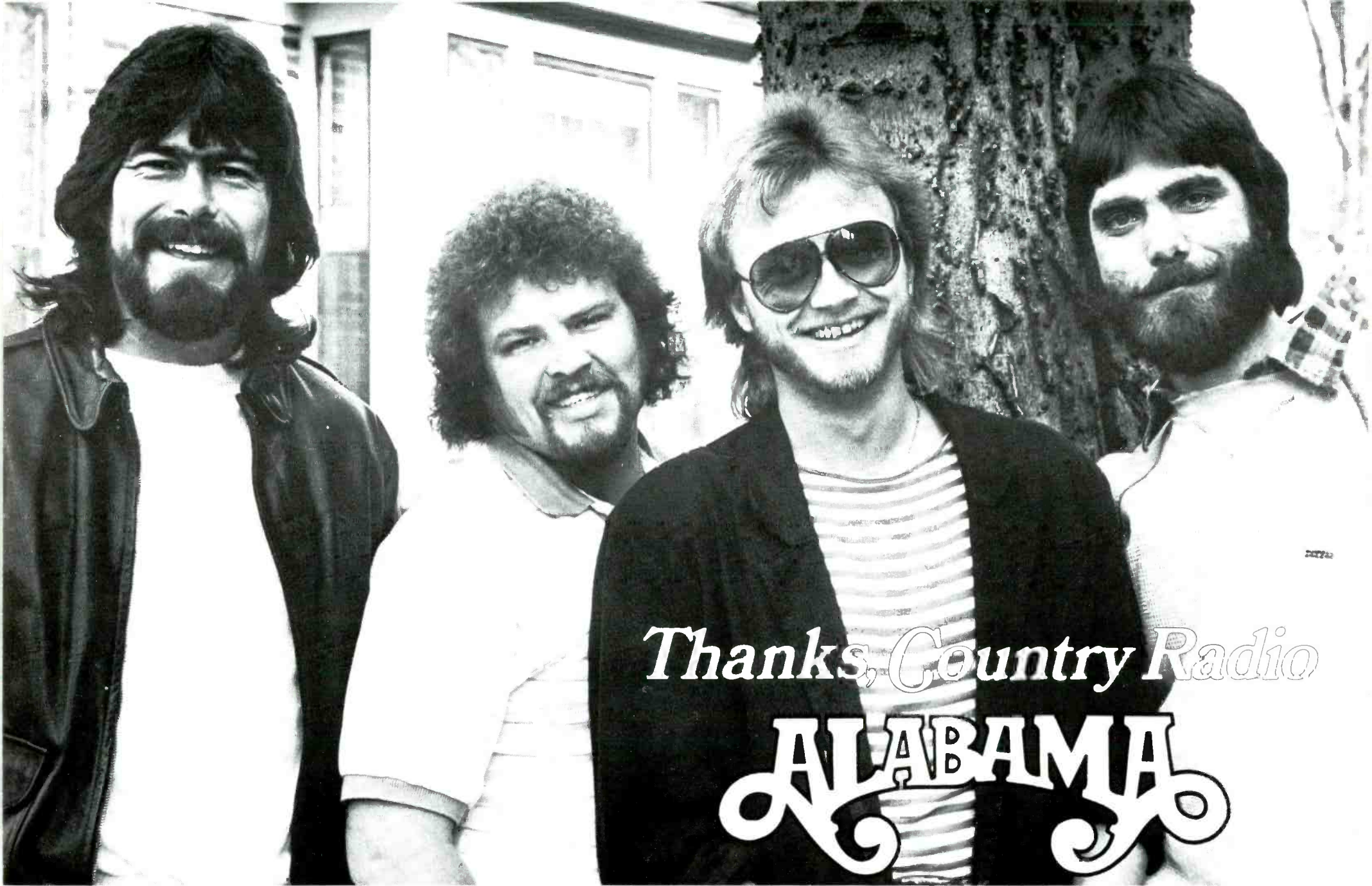
Between pulling quarterly data and working on a per-demand basis, the researcher should be reading as many media publications as possible (*Advertising Age, Marketing & Media Decisions, TV/Radio Age, Broadcasting, Electronic Media, etc.*). These will keep your researcher current on local and national advertising accounts, legislation, competitive technology, marketing and advertising and industry trends. Another suggestion is to subscribe to local business publications and newspapers for area business trends, sales leads, industry articles and competitive stations' ads and promotions. Your researcher should *ANTICIPATE* the needs of your sales staff and management by pulling articles from these publications, distributing and filing accordingly. This way your station is not totally dependent upon the services of outside organizations.

Evaluating the Researcher

Before creating a research position, you must study the needs of your station and the scope of the researcher's duties. Not every station needs a researcher.

Continued on Page 44





Thanks, Country Radio

ALABAMA

DALE MORRIS
& ASSOCIATES, INC.

818 19th Avenue South
Nashville, Tenn. 37203
(615) 327-3400

Exclusive Booking
BARBARA HARDIN
(615) 327-3400

Personal Manager
DALE MORRIS
(615) 327-3400

For Concerts



812 19th Ave. So.
Nashville, Tenn. 37203
(615) 320-0515

Once the research position is created, you need to outline your station's goals and the areas you feel should be emphasized by your researcher. Your researcher can then begin his or her training in the areas previously mentioned.

Once the researcher is comfortable with the procedures and workloads, have him or her keep a weekly activity sheet on all sales accounts. The sheet should identify the salesperson and tasks performed. The second part of this list should include *sales generated* which can then be directly related to research performed. The researcher should review these lists with management on a weekly basis. The lists are a good way to see which accounts are "pending" and which sales people are actively utilizing research.

The following is a checklist for your researcher:

I. Internal Functions

A. Sales Department

1. Advise staff of business and advertising trends.
2. Supply sales staff with background for client proposals.
3. Aid sales manager in devising sales packages to correspond with station strengths. Ex: packaging fringe time with drive times.
4. Provide data for sales kit material.
5. Research competing radio stations' strengths, weaknesses, promotions and advertising rates (provide CPMs).
6. Research other competitive media (TV, newspapers, magazines, outdoor, etc.).
7. Analyze duplicated audience and your audience's behavior.
8. Provide advertiser lists by product-type and dayparts purchased to promote additional sales. Ex: sample overnight advertiser lists, sample "upscale" advertisers, etc.
9. Monitor your station's trends and those of competitors.
10. Encourage your sales staff to use research effectively and train them in research techniques and statistics.

B. Quarterly Activities

1. Rank stations demographically by daypart for each rating book, either manually or by computer.
2. Relate ratings to qualitative information.
3. Visit to Arbitron to break down diaries (see Research and Planning memo "Client Review of Arbitron Diaries," June 1984).
4. Conduct seminars to highlight results of each rating book.
5. Calculate time-spent-listening for various demographics for your station and competitors, manually or by computer.
6. Rank stations by exclusive come to emphasize your station's loyal, exclusive audience.

C. Program Department

1. Research format types.
 - a) Track your format's trends nationwide.
 - b) Analyze your competition's format trends.
2. Analyze horizontal and vertical maintenance and shared listening by demographic and daypart.
3. Conduct or consign focus group studies to research your music.
4. Determine "away-from-home" listening for your station and competitors.

II. External Functions — Agencies and Clients

1. Provide researcher's services at agencies' disposal.
 - a) Create a convenient and comfortable atmosphere so agencies can call your researcher directly.
 - b) Do reach and frequency schedules for your station and competitors.
 - c) Supply station rankings.
2. Provide county-by-county breakdown of listeners.
3. Calculate competitive spending for advertiser or product types on monthly or quarterly basis, as needed.
4. Accompany account executives on sales calls to explain research material.

Advantages of Researcher

A. Internal Advantages

1. Creates a self-sufficiency for station.
 - a) less reliance on outside consulting services.
 - b) more money remains in-house.
2. Educates staff and management through latest statistics and industry articles.
3. Eliminates "duplication of efforts" by sales people repeatedly pulling same information.

B. External Advantages

1. Provides more timely, organized response to queries from clients.
2. Fills gap of information needed by agencies.
3. Use research to support your station's strengths, improve your visibility and ultimately your image in marketplace.

Potential Research Projects

1. Psychographic study of your audience.
2. Analyze audience through daily phone-call logs.
3. Conduct a qualitative and quantitative analysis of your overnight audience.
4. Stronger effort for co-op and direct client dollars through specifically targeted station materials.



Conclusion

Ultimately, your researcher can free account executives to make more sales calls and upgrade the level of client proposals and kits. An educated staff is a professional staff that makes for a better sale and a better station image. With better information and more time to do their primary jobs, sales and programming personnel can perform more productively. And their productivity strongly affects the bottom line!

The researcher would serve as an internal information base by encouraging the staff to *understand* and *use* research. Externally, the researcher creates an *awareness* of your station and *reinforces* your station's unique characteristics.

If your station does choose to develop a research position, you and your staff must fully support the researcher. With increased competition from radio and other media, the researcher can be an effective weapon in the "radio war for dollars."

This article was prepared by Sheree S. Goldflies, Research Analyst, WEAZ-FM, Philadelphia, PA and is reprinted with the permission of the National Association of Broadcasters. © 1984 - All Rights Reserved.

With your help,

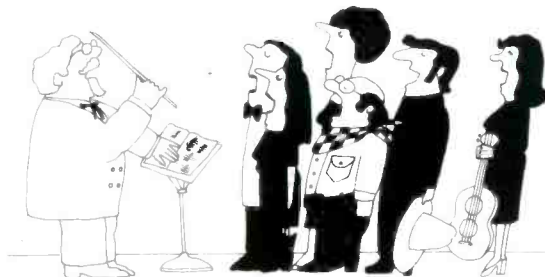
we make amateur songwriters'
dreams come true!

Come hear about the
9th Annual

**Kentucky Fried Chicken
National Country Music
Songwriting Contest**

1985 Guest Artist: Charly McClain

See us in the Exhibit Hall
Prize drawings daily



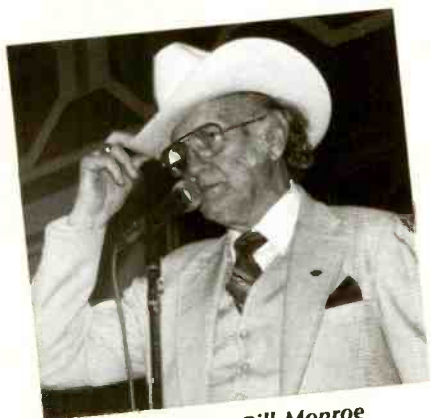
This is our country

**In New York the only change in country music
is the owner.**

WHN 1050 AM

Joins **db** DOUBLEDAY BROADCASTING CO.

Artist & Attendee Reception



Mr. Bill Monroe



"Tammy"



"Would you believe I've got Gilley in this bottle . . . well, would you believe Barbara Eden?"



Why on earth are you lookin' down here instead of at the picture above?



"Marie"



"Has anyone seen my microphone?"



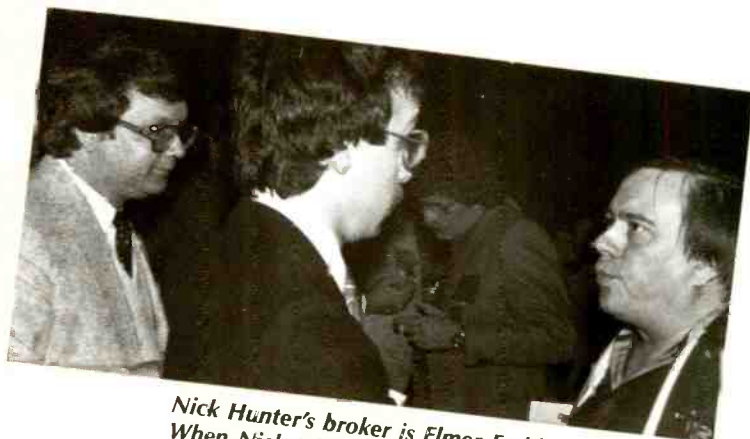
"Excuse me, I didn't catch the name."



I can't believe Charlie doesn't know about that zipper.



Helen - Charlie - Jerry - Keith



Nick Hunter's broker is Elmer Fudd. When Nick talks everybody listens!



Another dentist, another year closer to retirement?



"I thought you said if I bought the package I'd get to meet Dick Clark!!"



"It all started in a little log cabin . . ."



"If your name was Selleck last night, why does your name tag say Donahue today?"



"I can't imagine either of them in a cowboy hat, can you Susan?"



Paul & Mac admiring each others dental work in the mirror!



"Never trust a man with glasses or a beard."



"Wasn't George Jones supposed to be in this picture too?"



You see, Don, I could let you have a steal of a deal on a '57 Chevy low rider. You'd be the style of "Memfis" if you take it back home with you this weekend!

"THE CRIME OF THE COUNTRY"

by Charlie Traffas

Let me see if I can describe the perfect sales climate for any Country Music Radio Station. Collectively and individually all of the account executives are on goal. All AE's are very professionally trained in selling skills. The receivables are running at 50-55 D.S.O. (Days sales outstanding). Sales projections into the future look well above average. The new ARB and Birch Reports both show a very commanding lead in market share to the target demographic of the radio station. The internal flow of paperwork is running without any hitches, and it's been at least a month since you've had to approve a make-good.

The above situation is perfect . . . right? Well, I must say, as the author . . . it sure looks good! *But* —, If we as Country Music stations are to grow and prosper during the balance of this century, we (in the management and administrative side) *must* look at all of the above mentioned areas as BY-PRODUCTS of the real job we are all supposed to do and must do if we are to survive.

Yes . . . survive! To set yourself in the proper frame of mind for what I am about to submit to you, I would like you to ask yourself the following question. When your sales people are in front of their clients, do they spend the largest percent of their time trying to sell them? If you answered 'yes' to that question, then what I have to say is indeed important to you and your station's future.

I started in radio sales back in the early 70's. These were the days that a fifth of Jack Daniel's, tickets to a concert, or a severe twist of wrist while holding a client's bicep and tricep was all it took to get the order. As the 70's progressed, selling skills were still the predominant characteristics looked for by a sales manager during the interview; however, they were using more finesse. *Now*, there are 10 closes, and 10 'sure-fire' ways to get the client's attention, and 7 of this and 12 of that. . . . All of these maneuvers are time spent in front of the client, trying to sell him. We, as account executives today, still are doing the same thing.

My point to all of this is as follows: The time we spent in front of the client must be spent, almost totally, getting the message right. Saying the right things, using the right

approach, identifying or creating the right needs of the target consumer, enhancing the 'genuinely good deal' we have for them from a price and/or qualitative point of view, and asking them for the order. If the message is right — THE CLIENT WILL BE MORE ANXIOUS TO BUY, THAN YOU ARE TO SELL. Yes — it is time for our sales people to change their habits after making a sale. Instead of mentally figuring the commission, they should be thinking of how to say what we want to say in exactly the right way, so as to marry the needs of the listener with those of the advertiser (the very essence of marketing). Everyone must win for a deal to be good. The consumer, the client and the station.

Now, as you are aware, the title of this article is "The Crime of the Country." What is the Crime? The crime is that the Country Format, in all of its flavors, is the only true and genuine 'direct to consumer' format left. Country is everything that happens to people after they reach the age in life (generally about 20 years old) where they start having responsibilities and failures. Country Music is the hurting, the fighting, the drinking, the gambling, the losing, the loving, the learning, the coming home, the winning, the making up, the making out, the going broke, the getting sick, the getting better, the living and the dying. The country format is real. Country is the only format that is not glossed over or tainted. It really does 'tell it like it is!'

Now, with the forementioned approach being one from a marketing posture versus that of a sales posture, making sure that the message is right — do we not, as Country Music Broadcasters, have a unique opportunity and 'vehicle' with which to deliver this 'right' message? You bet we do. If we will work to find the genuinely good deals (as perceived by the consumer) from our advertisers, we will get them results, we will satisfy needs, we will have completed an everybody wins deal, we will have marketed properly, the goods and services of our clients to our listeners and one more thing . . . we will have averted the Crime of the Country.

Printed with the permission of: Charlie Traffas, GREAT EMPIRE BROADCASTING, Box 1402, Wichita, KS 67219, (316) 838-9141.



“HOWDY OUT THERE, FRIENDS AND NEIGHBORS!”

The guy who used to say that on the radio is an endangered species.

You see...nobody liked him. The Station Manager didn't like him because his friends at the country club made fun of the "Hillbilly" radio station when he was on the air, asking for cards and letters.

The Program Director didn't like him because he wouldn't sound like all the rest of the announcers...and he REFUSED to tell the time and temperature every time he opened the mike. Besides, he was unpredictable on the air.

The Sales Manager didn't like him because the clients kept insisting on his voice on their commercials...and he was too particular about who he would advertise for...and he always gave the advertiser more than he paid for.

The record guys didn't like him because he wouldn't play it if it wasn't country... and he insisted HE knew whether or not it was a good record.

The only folks who liked him at all were those dumb "core" listeners... who

didn't have anything better to do than write tons of letters every week and come to see him whenever he appeared somewhere...AND a few dozen advertisers who either didn't know better, or whom he over-serviced!

Well, they fixed him. The Manager, PD, Sales Manager and record guys got together and FORCED him to conform!

They made him read cue cards... limited his talking... computerized his music... changed his shift (to all night, of course).

Just as you might imagine, the guy wasn't professional enough to handle it. He finally quit ...sells used cars now.

We're not suggesting that Country Radio should mourn this guy. After all, we have our own problems. Like decreasing audience shares...dwindling listener response...and advertisers who are turning to other media.

Just one thing. If you ever see this guy... tell him to call Great Empire Broadcasting!

GREAT EMPIRE BROADCASTING, INC.

P.O. Box 1402 / Wichita, Kansas 67201

KFDI
1070 AM
101.3 FM
WICHITA, KS

KTTS
1400 AM
95 FM
SPRINGFIELD, MO

WOW
590 AM
94 FM
OMAHA, NE

KWKH
1130 AM
94.5 FM
SHREVEPORT, LA

KBRQ
1280 AM
105.1 FM
DENVER, CO

TRANSITION FROM SELLERS TO MARKETERS

by Ellen Hulleberg

Today's successful salesperson may be quite different from the motivated street fighter of days past. Empathy and knowledge are two characteristics that I would place high on the list of attributes of today's winner. Empathy - the ability to listen and understand the client's needs. Knowledge - encompassing much more than a thorough understanding of radio — to be able to solve the problem and seek new opportunities. This means today's salesperson must have a thorough knowledge of his client's business, as well as his own.

For this reason, it makes sense for sales departments to be set up by categories such as automotive or financial services. Once categories are established, the salesperson can be trained in numerous ways. If the category is automotive, a trip to Detroit may be worthwhile. There are several trade magazines that he should subscribe to and trade shows that he should attend. Specialists in the field can be brought in for seminars and one-to-one training.

One way to reduce the expense of this kind of training would be to share the expense either through a broadcast association in the market, or if it is a station group, training sessions can be scheduled to accommodate several salespeople at one time.

Above all, however, for this to fully succeed, this indicates a station should be an appropriate advertising vehicle to deliver the customers of the categories that have been set up.

Management at radio stations have traditionally placed most of their attention to audience delivery. This has been heightened by the fact that top management very often comes from programming vs. sales in the 1980's, vs. almost entirely from sales in the 1960's and 1970's

Audience delivery — the bigger the better — leads to sales. Sales are projections based on regular increases on previous year's billing plus additional accounts.

The smart manager of today will focus on the advertisers first. It is the advertiser that buys our product and his needs must be considered primary. There is a strong need to start combining audience delivery goals with advertiser's target consumers.

Many cable programs today are produced by the advertiser solely to attract their heavy users. The size of the audience is not nearly as important as the audience itself. This is programming information to an audience that needs and will use this information, and be drawn to purchase the product or service. It is targeting at its best.

Radio's involvement with this area is limited to specials sponsored by advertisers who believe the personalities in the special will attract their target consumer, or by commercials that are adjacent to a minute or less of a self-contained feature. An example would be a household hint - a cleaning product relating to the hint would be the advertiser.

This type of usage vs. the possibility of programming full dayparts or blocks of 30 minutes to as much as three hours, to a particular lifestyle audience, is quite dramatic.

Radio listeners stay with an average of 2.5 stations indicating loyalty and brand preference that TV cannot offer. With this in mind, a series of special programming designed to deliver the users of products with similar profiles will offer two benefits:

- (1) A program developed solely for the advertiser
- (2) A 24-hour programming atmosphere to air additional commercials to generate frequency and reinforcement

No other media can offer this, and therefore, advertisers who are pursuing this opportunity should be attracted to radio.

This goes against most standards — go out and get whatever you can. If there is an advertiser buying time, get him on the air. But, I believe that this is very short-term planning. Unless an advertiser finds his campaign a success, he will not return. And, if the salesperson's only intent was to sell spots, it is unlikely that the campaign solved that advertiser's needs.

Next to short-term planning, getting whatever you can on the station has been radio's biggest problem. If every salesperson from every station in the market wants "every piece of business," what logically follows is negative selling. Every salesperson tells the buyer why his station is better than any other station in the market. But when every station pitches that way, the buyer is left confused with a negative attitude toward radio.

Market research tells us today that people are "smart" shoppers. This applies to both the advertiser "buying" time, space and support to get his message across and to the consumer who will buy his product or service. "Smart" shopping does not mean a bargain or the best price. Smart shoppers are willing to pay a premium for quality, service and dependability. The advertiser no longer looks solely at CPM's and audience delivery. He now looks at a full marketing program to deliver his customers and solve his problems.

The task of matching your audience with the advertiser's audience is more easily accomplished today. The tools we have available make it possible to track the type of listener each station delivers. Simmons data is available nationwide and on a regional basis, to give characteristics by product usage. Prizm and Clusterplus indicate characteristics by zip code areas. All this information can be cross-tabbed with your audience. Your most valuable data, however, is what you can collect in-house or from research projects completed for you by a research marketing company.

As a partner with your advertisers, it also makes sense to include their questions and concerns in your market research. Contests done not only for promotional value could be part of the support package that is offered to advertisers. It's good for audience build and it's good for bringing customers into the stores. Almost every activity should have a double purpose. With the market research, as you question your audience regarding playlist, personalities and features, you can also ask about his shopping



activities, purchase plans for certain products, willingness to try a new brand and - so many other possibilities. Local retailers should thrive on this additional service and begin to think of radio salespeople not as sellers, but rather, as their marketing partners. This puts the salesperson right where he should be - on the inside. He's right there when new product introductions are planned, when a new store is opening, when there's a special sale in the store. Results can be more easily traced — at times, the schedule will have to be increased — and, maybe at times decreased. A relationship such as this can only lead to more traffic and sales for the advertiser and therefore, more dollars invested with the station.

I am proposing that a combination of salespeople trained to be empathetic, knowledgeable about key categories, plus trained with a full knowledge of radio's capabilities, coupled with a station programmed to deliver those consumers of the same key categories, will ensure long-term station/advertiser relationships and the highest unit price.

There are too many stations for radio to succeed and obtain a larger share of all advertising dollars, if we continue to sell the way we have been. Marketing, a strategy that encompasses an entire program for each advertiser with programming perfectly suited to deliver his customers, could be one way for radio to pull out of its flat growth period.

Smart shoppers will pay premiums — but their needs must be met. Management and salespeople who take the time to understand this process will benefit . . . and, in the long run, so will radio.

Printed with the permission of: Ellen Hulleberg, INTEREP, 154 East 46th Street, New York, NY 10017.

*Thanks DJs -
for all your
support!*

"TAKE YOUR MEMORY WHEN YOU GO"

*"NEW RELEASE
"YOU TAKE A LITTLE BIT
OF IT HOME!"*

Margo Smith

A.J. Masters

*Bermuda Dunes
Records*
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BERMUDA DUNES, CA 92201
(619) 345-2851

BOOKING:
ANN (WHITEN) TANT
Touch Of Class International
615- 327-3777

47 MUSIC SQUARE EAST
NASHVILLE, TN 37203
(615) 329-4496

#1 on Country Radio

**The Gospel Greats airs on more
Country stations than any other
long-form Gospel Music show!**

Why? A Few Of The Reasons:

SOUTHERN/COUNTRY GOSPEL MUSIC / EXCLUSIVE ARTIST INTERVIEWS / PROMOTIONS
JAN GAIN'S GOSPEL MUSIC NEWS UPDATE / GIVEAWAYS WEEKLY / NEWSLETTER
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**

The Gospel Greats
With Paul Heil

CAN BRING NEW LISTENERS AND SPONSORS TO YOUR STATION!
CALL OR WRITE FOR MARKET AVAILABILITY & COMPLETE DEMO KIT
P. O. BOX 1372, LANCASTER, PA 17603 (717) 299-5899

CUSTOMIZING A COUNTRY FORMAT BY RESEARCHING YOUR MARKET

by Dan Spice

Some media people have predicted that country music will never regain the popularity it had during the "Urban Cowboy" period. Certainly Country stations at that time had gained some listeners who followed the trend from Disco to Country, but the larger available audience is the group of 25+ adults that are still candidates for the Country radio station.

Many so-called Adult Contemporary stations still appear to be serving younger adult demos, leaving large groups of 25+ adults in search of a station they can enjoy. Whether your Country station fits their needs depends on how your product is packaged and marketed.

The Stereotypes

Salesmen for Country stations will tell you horror stories of media buyers who do not like either the music or the stations that play it. While this problem has lessened in recent years, it still exists. This prejudice against Country is true for the media community and for parts of the general public.

Country stereotypes do still exist — the cowboy boot and pickup truck images — and a large number of Country stations cater to those images. But there is research that shows the typical Country listener is often the upwardly-mobile type; the psychographic every station loves to sell! A country music fan does not necessarily own a truck (or even cowboy boots). In fact, an avid fan may have a BMW in the driveway and drink thirty-dollar Scotch.

Consider the Country stations in your market using the following short checklist:

1. Do air talents wear cowboy boots and hats when doing personal appearances?
2. Does the station's logo reflect a cowboy or western theme?
3. Does the sound of the radio station require the listener be an avid fan or "insider," or can a casual listener enjoy the sound of the station? Also, does the music mix limit the station to pleasing only the country music purist?

The western theme in logos and personal appearances is very appropriate if your market as a whole fits those images. If local businessmen and civic leaders wear boots and cowboy hats, then chances are that these images are acceptable in your city. For many towns, being "country" is not a positive statement for either the station or individual listeners. A safe bet is to market as an Adult station that plays country music, rather than as a pure Country station. Some good local research will help determine how to approach your audience.

The Music Mix

Determining what constitutes a Country radio station and what constitutes country music itself, has been a topic for considerable debate. Is Dean Martin country? How about the Eagles? Which songs by Olivia Newton-John or Linda Ronstadt are considered country? Must you play music by Hank Williams, Sr.?

Again, local research gives you the answers to these questions. In doing research in markets of all sizes, our firm has found that a Joan Baez tune, "The Night They Drove Old Dixie Down," has a large country following even among the most avid country music fans. At the same time, some tunes by big-name country artists have not become audience favorites.

While some artists do have very solid track records in research results, it is important to note that a song is not a guaranteed success just because Conway Twitty signs it. Similarly, some lesser known acts such as Vern Gosdin or Keiran Kane have an enviable average of turning our true "hits" — songs that stand the test of research. Why? Perhaps these artists pay closer attention to what makes a song successful. The important point is that depending on the artist's name will not guarantee that a song is right for your station.

The trade paper charts are trend indicators, but can be very self-fulfilling; especially when local music directors parrot back to the trades what the record promotion people have told them. If your station reports to a trade paper, ask your music director if promo people ask for a certain chart number increase, to hold the song for one more week, or to drop a record because it is "over." If your music director answers "yes," (and that is a likely answer), you can see how easily these charts can be affected by unethical reporting.

As for crossover songs, local market research is the key. Regardless of the way you research music, all songs — including crossovers — should be presented in the vein of how a listener would like that song on their favorite station. Of course, the "research listener" should be screened to assure that he likes country music. We have found the most reliable way to determine country music enjoyment is by presenting representative groups of artists. Asking directly if a person likes country music will drive some of the more image-conscious fans "into the closet."

Why Research . . . And How?

Research will tell you what your listeners think of you, whether you have lost or gained their respect, and what tunes they want to hear on your station. It will tell you what franchises you own in your area: news, weather, sports, too many commercials, programming that is too boring, or whatever. Research can tell you all of these things and more, provided you ask the right questions!

Remember that research is a matter of degree, however; you can learn a little or a lot. The costs vary. Music research varies from request lists and callout to auditorium-style testing. Even mailout research has been successful in certain instances. Your consultant can help you determine which procedure lends itself to your needs. Reviewing the goals of your station and the current market stance will help determine the amount and kinds of research most needed for your facility.

Dan Spice is an associate of The Lund Consultants, 1330 Millbrae Ave., Millbrae, California 94030; (415) 692-7777. Reprinted with permission.



Over 350,000 Country Music Fans Came to Experience It Last Summer

And now your radio audience can experience the sensational Silver Dollar Jubilee.

Recorded in the heart of the Missouri Ozark Mountains, The Silver Dollar Jubilee is a celebration of traditional country music and a delightful mixture of country humor, all presented in a contemporary style.

It's unique and original. It's charged with excitement. It's a journey through America's music--Country Music. It's a radio show that adds life to any country music format.

Rodney Dillard, and a colorful cast of multi-talented entertainers, perform the on-stage production which originates from the home of Mountain Country Music, Silver Dollar City.

The "live" sound that's been captivantly mixed-in charges each episode with anticipation and excitement.

Twenty-six half-hour episodes of the Silver Dollar Jubilee are now available. And this 100% pure country music experience is being offered on an exclusive basis in each market.

FOR MORE INFORMATION, AND A DEMO TAPE:

Call, collect: (417) 338-8186

Or Write: Jim Moeskau

Entertainment Div.
Silver Dollar City, Inc.
Branson, MO 65616

SILVER DOLLAR CITY

© Home of Mountain Country Music.



"I like the sales potential!"

MIKE OATMAN, Executive
Vice Pres. of Great Empire
Broadcasting Co., comprised
of 10 country music stations.

"The strong appeal of the Silver Dollar Jubilee stems from a combination of originality, the pull of the past and pride in the traditions of Mountain Country Music. It possesses a wonderful sense of 'being there.'"

RODNEY DILLARD,
Featured entertainer & emcee
of the Silver Dollar Jubilee.

"Rodney Dillard is an original. The Silver Dollar Jubilee is a show like no other . . . genuinely country . . . excellently produced . . . and, more important, lots of fun to listen to."

DON PAUL, Program Dir. of
KTTS Radio, Springfield, Mo.
Don is just one program director who has already scheduled the first 26 weeks of the Silver Dollar Jubilee for air play.

"The Silver Dollar Jubilee radio show is a brilliant concept in country entertainment. A new dimension in radio programming combining the warmth of yesterday with today's technology."

BOB MILSAP, country music
writer, producer & publisher.
Publisher of "You Needed
Me," by Anne Murray, plus
over 100 other chartbusting
hits.

HOW TO GET THE MOST FROM NETWORK PROGRAMMING

by Ed Salamon

Network programming has come a long way in a short time. In the last few years, program networks recognized radio programmers' need for entertainment programming, and the success of these long-form shows has forced even the traditional "news and sports" networks to offer some of the same kind of shows. As a result, today's program director has a supply of programming tools that are unsurpassed in variety and quality. As one of the few programmers who has worked on both the local radio (KDKA, WEPP, WHN) and network (Mutual, The United Stations) sides of the fences, I've picked up some helpful hints along the way on how to get the most out of these programs.

Network entertainment programming can provide a station with three major benefits: 1) increased audience, 2) improved image and 3) new sales opportunities. They are able to do so because they are able to offer something (such as appearances by stars) that local stations cannot have on a consistent basis.

Stations that realize the greatest audience improvement through long-form programming, do so through positioning and promotion. A show can be positioned either to bolster a station's own daypart or to compete with another station's strong time period either on weekdays or weekends. The better the time period that a show is scheduled, the bigger audience increase is possible. A show aired in a time period when little radio listening is done can make little impact. The increased audience comes either because new listeners are attracted to the station because of the program, or because current listeners are "recycled" into listening to the station in other dayparts. The one to three-hour long-form shows are especially effective since they encourage longer than usual listening spans. This can only be accomplished through promotion. Obviously, the only way to attract new listeners to your radio station is by advertising in other media. Special programming can give you a "hook" to attract an audience. By using your local availabilities to promote the rest of your station, you can then turn these "program listeners" into "station listeners." On the other hand, by promoting special programming on your own air you can also expand time spent listening of regular listeners. The easiest way to increase listening is by increasing the number of times someone tunes in. A weekly, or daily, long-form program gives a strong reason to come to your station at a particular time. The degree to which this is effective depends on how important you make the show sound to your listeners. Insist that program

suppliers provide you with promos, customized if possible to make your job easier.

The techniques of positioning and promotion also apply to maximizing the benefit of an improved station image. Especially in country music, where the fan's interest in the artist is far above that in most other formats, having the stars themselves appearing regularly on your station is a big positive to your listeners. To bolster your station's association with the stars, their appearances via long-form entertainment programming should be in time periods where fans can reasonably be expected to listen. These appearances are only as important as you make them sound. Your air-personalities should plug them enthusiastically and use of the artist's voices themselves, if available on recorded promos, is especially ear catching. Having the artists on your air through these programs is one way of differentiating your station in a positive way from other stations in the same format. Today, many stations take these programs "to block": in order to prevent other stations in their markets from carrying them. Although all stations have access to the same records, only one station can carry a particular program in each market. If it is a good one, make sure it's on your station.

Long-form entertainment programs are an area where programming and sales can work hand-in-hand to generate additional revenue, while building audiences. The leading shows are available with no cash outlay on a 50/50 swap exchange basis, making half the inventory available for local sale, usually at a premium rate. Since you will be promoting the program anyway, suggest packaging a promo campaign billboarding your advertiser with the spots that are sold within the show, and make the on-air plugs a revenue booster. Shows like this give stations a reason to re-approach advertisers who may have already turned down regular spot proposals on the station. They also provide a reason for current spot advertisers to increase their budget by obtaining a sponsorship in a new program. For either type of advertiser, they can provide a reason for long-term sponsorship.

Network entertainment programming has become popular because it works. In the most competitive era ever for local radio, it provides a valuable programming tool that enables stations to better compete for audience, image and revenue. However, it works best if used with the same strategy and importance you give to your own local programming.

Ed Salamon is Executive Vice President/Programming for The United Stations Radio Network, One Times Square Plaza, New York, NY 10036 - (212) 869-7444.





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COUNTRY RADIO SEMINAR

THURSDAY, MARCH 7, 1985

11:00 a.m.
Presidential Lobby REGISTRATION OPENS
OPRYLAND HOTEL

2:00 p.m.
Ryman "A"
Exhibit Hall
(Lower Level) EXHIBIT HALL OPENS

2:00-3:30 p.m.
Jefferson "B" MIPS SESSION
**WHAT COMES FIRST THE
CHICKEN OR THE EGG** (Who
are we making records for? Do
we create what they want or do
they want what we create?)

Moderator

Bob Oermann

THE TENNESSEAN,
Nashville, TN

Panelists

Jerry Bradley

BRADLEY PRODUCTIONS
Nashville, TN

Mack David - SONGWRITER

Palm Springs, CA

Gail Davies - ARTIST

Nashville, TN

Gene Hughes

GENE HUGHES PROMOTIONS
Nashville, TN

Troy Seals - ARTIST/WRITER

Nashville, TN

Tim Wilson - WAXX

Eau Claire, WI

3:30-4:30 p.m.
Jefferson "B" MIPS SESSION
PIE CRUST TO PICK-UP TRUCKS
(The growing importance of
artist endorsements and
corporate sponsorships)

Moderator

Patsy Bruce

BRUCE ENTERPRISES,
Nashville, TN

Panelists

Phillip Bloom

ROCKBILL, INC, New York, NY

Diane Devine

GENERAL FOODS,
White Plains, NY

T.G. Sheppard

Nashville, TN

David Skepner

LORETTA LYNN ENT.
Nashville, TN

4:30-5:30 p.m.
Jefferson "B" MIPS SESSION
**"SYNERGISM" - WORKING
TOGETHER FOR MUTUAL
BENEFIT** (How the artist-label-
radio-promoter-merchandiser
cooperate to influence the
market place)

Moderator

Ed Bruce - Nashville, TN

Panelists

Jim Carlson - CBS RECORDS

Nashville, TN

Johnny Dark - WCAO,
Baltimore, MD

Georgeanne Galante
MANAGEMENT PLUS
Nashville, TN

Larry Gregson
IN TUNE MANAGEMENT,
Nashville, TN

Jack Lameier - CBS RECORDS
Nashville, TN

Jim Powers - HANDLEMAN CO.
Clawson, MI

7:30-10:30 p.m.
Washington
Ball Room

ARTIST - ATTENDEE WELCOME
RECEPTION

FRIDAY, MARCH 8, 1985

7:15-8:30 a.m.
Centennial Room

CONTINENTAL BREAKFAST

7:45-8:45 a.m.

★CONCURRENT SESSIONS★

7:45-8:45 a.m.
Jefferson "A"

SESSION "A"
**NOT YOUR USUAL BORING
ENGINEERING SESSION**
(Recruiting & Training Engineers
and Making Them Part of Your
Management Team)

Moderators

Johnny Biggs

ABC WATERMARK
Los Angeles, CA

Cliff Blake - WMZQ-FM
Washington, DC

Panelists

Neal Browder

Atlanta, GA

Frank Kramer

VIACOM (WMZQ),
Washington, DC

Dennis Feely

IDB COMMUNICATIONS
Culver City, CA

7:45-8:45 a.m.
Jefferson "B"

SESSION "B"
**THE FARM SHOW . . . IT'S
NOT "W-E-I-E-I-O" ANYMORE**
Moderator

Tom Miller - WWVA

Wheeling, WV

Panelists

Ed Johnson

AGRA BCST NET (ABN)
Columbus, OH

Dan Spice

THE LUND CONSULTANTS
Millbrae, CA

8:45-9:30 a.m.
Jefferson "A"

★GENERAL SESSION★

CRB PRESIDENT'S
WELCOMING REMARKS

Al Greenfield

KYSR, El Paso, TX

MIPS WELCOMING REMARKS

Jo Walker-Meador

CMA, Nashville, TN





Christal Radio



Katz Radio



Republic Radio

Katz Radio Group. The best.

9:30-12:30 p.m.

Opening Address
"PUT YOUR ENERGY WHERE
YOUR MOUTH IS!"
Dwight Case
RADIO & RECORDS
Los Angeles, CA

★CONCURRENT SESSIONS★

9:30-11:00 a.m.
Jefferson "A"

SESSION "A"
GET YOUR ACT TOGETHER
BEFORE YOU PUT IT ON THE
AIR (Know your market before
you promote in it.)

Moderator
Norm Schrutt - WKHX
Atlanta, GA

Panelists
Jon Coleman
COLEMAN ASSOC., Dallas, TX
Jack Creese - KVOO, Tulsa, OK
Ted Stecker
STECKER THOMPSON
San Antonio, TX

9:30-11:00 a.m.
Jefferson "B"

SESSION "B" (MIPS)
THE DEAL MAKERS (Skillful
negotiators reveal how they
arrange successful deals)

Moderator
Jimmy Bowen
MCA Records, Nashville, TN
Panelists

David Brokaw
THE BROKAW CO.,
Los Angeles, CA
Jimmy Dean - Dallas, TX
Lance Grode - MCA RECORDS
Los Angeles, CA
Michael Milom
GILBERT, FRANK & MILOM
Nashville, TN
Howard Kaufman
FRONTLINE MGMT
Los Angeles, CA
Joe Sullivan
THE SOUND SEVENTY CORP.
Nashville, TN

11:00 a.m.- 12:30 p.m.
Jefferson "A"

SESSION "A"
ARE YOU AN "ISLAND IN THE
STREAM?" (Develop teamwork
for success)

Moderators
Erica Farber - INTEREP
New York, NY

J.D. Spangler - KSAN
San Francisco, CA
Panelist
George Litwin - HRI, LTD
Boston, MA

11:00 a.m.-12:30 p.m.
Jefferson "B"

SESSION "B" (MIPS)
YOU GOTTA HAVE A PLAN
(Examining the essential role of
the Artist Manager in
developing the total entertain-
ment personality)

Moderator
Kip Kirby - BILLBOARD
Nashville, TN
Panelists

Woody Bowles
WOODY BOWLES CO
Nashville, TN
Gary Borman - ALIVE ENT.
Los Angeles, CA
Sandy Brokaw
THE BROKAW CO.
Los Angeles, CA
Ken Fritz
FRITZ-TURNER MGMT
Los Angeles, CA
John McEuen
NITTY GRITTY DIRT BAND
Denver, CO
Chuck Morris
FEYLINE PRESENTS
Denver, CO

LUNCHEON PRESENTATION
The Country Music Association

LUNCH — Courtesy of
The Country Music Association

EXHIBIT HALL OPENS

★CONCURRENT SESSIONS★

SESSION "A"
WHAT GOES ON BEFORE THE
MIC'S ON (Preparation,
Concentration and Moderation)
Moderators

Johnny Biggs
ABC WATERMARK
Los Angeles, CA
Dan Halyburton - KPLX
Dallas, TX
Panelists
Lee Arnold - WHN, New York, NY
Kent Crider - WSM, Nashville, TN
Bill Mayne - KLAC
Los Angeles, CA
Charlie Ochs - KJFF
Phoenix, AZ

12:30-1:00 p.m.
Jefferson "A"

1:00-2:00 p.m.
Washington Room

1:00 p.m.

2:00-4:00 p.m.

2:00-3:00 p.m.
Jefferson "A"

2:00-3:00 p.m.
Jefferson "B"

SESSION "B"
NEVER TRY TO TEACH A PIG
TO SING, IT ANNOYS THE PIG
& WASTES YOUR TIME
(Hiring the right people)
Moderator

Curt Brown - KTTS
Springfield, MO
Presented by
Donald Clifton - SRI, Lincoln,
NE

3:00-4:00 p.m.

★CONCURRENT SESSIONS★

3:00-4:00 p.m.
Jefferson "A"

SESSION "A"
SO YOU WANNA BE THE "BIG
GUY" (Learn how to go from
P.D. to G.M.)
Moderators

J.D. Spangler - KSAN
San Francisco, CA
Bill White - WBSC
Milwaukee, WI
Panelist
Bob English - BPI
Seattle, WA
Craig Scott - WGKX, Memphis,
TN



CHARLY McCLAIN
RADIO HEART

RICKY SKAGGS
COUNTRY BOY

KEITH STEGALL
CALIFORNIA

JOHNNY RODRIGUEZ
HERE I AM AGAIN

GEORGE JONES/BRENDA LEE
HALLELUJAH, I LOVE YOU SO

RONNIE McDOWELL
IN A NEW YORK MINUTE

MERLE HAGGARD
NATURAL HIGH

The Hype is Right!

BENNY WILSON
ACRES OF DIAMONDS

EXILE
CRAZY FOR YOUR LOVE

STEVE EARLE
JUST A LITTLE LOVE

CARL JACKSON
ALL THAT'S LEFT FOR ME

MICKEY GILLEY
I'M THE ONE MAMA WARNED YOU ABOUT

JANIE FRICKE
THE FIRST WORD IN MEMORY IS ME

RAY CHARLES/WILLIE NELSON
SEVEN SPANISH ANGELS

MARK GRAY/TAMMY WYNETTE
SOMETIMES WHEN WE TOUCH

DAVID ALLAN COE
SHE USED TO LOVE ME A LOT

CBS
RECORDS

3:00-4:00 p.m.
Jefferson "B"

SESSION "B"
S.O.S. - STRATEGIES ON
SELLING (Help in maximizing
your sales)
Moderator
Bob McDonald - KOKE-FM
Austin, TX
Panelists
Jhan Hiber - J. HIBER ASSOC.
Pebble Beach, CA
Lee Masters - KWEN, Tulsa, OK
Bob Woodman - KCWM
Victoria, TX

RESUME GENERAL SESSIONS

4:00-5:30 p.m.
Jefferson "A"

"SURVEY SAYS . . ." - (Presenta-
tion and discussion of results
from the first ever research
survey of PD's & MD's on
Radio, Records and the Trades)
Moderators
Lon Helton - RADIO & RECORDS
Los Angeles, CA
Don Langford - KRAK
Sacramento, CA
Presentation by:
Rob Balon
BALON & ASSOCIATES
Austin, TX
Panelists
Rick Blackburn
CBS RECORDS
Nashville, TN
Jim Foglesong - CAPITOL/EMI-
AMERICA RECORDS
Nashville, TN
Joe Galante - RCA RECORDS
Nashville, TN
Dan Halyburton - KPLX
Dallas, TX
Bill Mayne - KLAC
Los Angeles, CA
Jim Ed Norman
WARNER BROS. RECORDS
Nashville, TN

SATURDAY, MARCH 9, 1985

7:30-8:45 a.m.
Centennial Room

CONTINENTAL BREAKFAST

8:00-9:00 a.m.

★CONCURRENT SESSIONS★

8:00-9:00 a.m.
Jefferson "A"

SESSION "A"
NEWS IN THE NINETIES . . .
THE DEATH OF THE FIVE
MINUTE NEWSCAST
Moderator
Alan Furst - WIRE
Indianapolis, IN
Panelists
Lee Garnett - WZZK
Birmingham, AL
Ed Shane - SHANE MEDIA
SERV.
Houston, TX
Dan Spice - LUND
CONSULTANTS
Millbrae, CA

8:00-9:00 a.m.
Jefferson "B"

SESSION "B"
FCC/LEGAL (Managing your
people and your license)
Moderators
Debbie Pipia - KILT, Houston,
TX
Tim Wilson - WAXX, Eau Claire,
WI
Panelists
Julian Shepard - NAB
Washington, DC
L. Michael Zinser
KING, BALLOW & LITTLE
Nashville, TN

★GENERAL SESSIONS★

9:00-9:30 a.m.
Jefferson "A"

OPENING ADDRESS
William L. (Bill) Stakelin
RADIO ADVERTISING
BUREAU, New York, NY

9:30-11:00 a.m.
Jefferson "A"

RADIO'S MOST DESIRABLE
PRIZES . . . DIARIES (Effective
promotion and advertising)
Moderators
Larry Daniels - KNIX, Phoenix, AZ
Susan Storms - WHN
New York, NY
Panelists
Danny Flamberg
RADIO ADV. BUREAU
New York, NY
Jack McCoy
UNIDYNE RESEARCH
El Cajon, CA
Walter Sabo
W.R. SABO, INC.
New York, NY

11:00 a.m.-12:30 p.m.

★CONCURRENT SESSIONS★

11:00 a.m.-12:30 p.m.
Jefferson "A"

SESSION "A"
DON'T GET CAUGHT WITH
YOUR PANTS DOWN . . . LIKE
LEVI'S DID (Research Revisited)
Moderator
Don Langford - KRAK
Sacramento, Ca
Presented by
Jason Kane
THE RESEARCH GROUP
Seattle, WA

11:00 a.m.-12:30 p.m.
Jefferson "B"

SESSION "B"
REACHING MILLIONS (Country
Music on Television - more than
the music video)
Moderator
Jerry Flowers
THE JIM HALSEY CO.
Nashville, TN
Panelists
Joe Cates
THE JOE CATES CO.
New York, NY
C. Paul Corbin - TNN,
Nashville, TN
Neil Hickey - TV GUIDE
New York, NY
Dick Howard
THE JIM HALSEY CO.
Los Angeles, CA



**MUTUAL'S
GOT
AMERICA'S
BEST
COUNTRY
MUSIC**



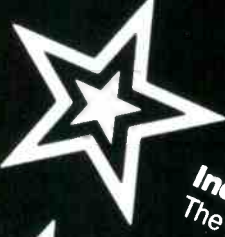
Lee Arnold On A Country Road:
Year-round weekend entertainment ♦
Three hours of great country music!



Memorial Day Weekend Triple:
Lee Greenwood, Mickey Gilley & Anne Murray ♦
Three specials in one!



Labor Day Weekend Triple: Merle Haggard, The
Gatlin Brothers & Crystal Gayle ♦ A Three-hour country picnic!



Independence Day Weekend Triple: Conway Twitty,
The Oak Ridge Boys & Janie Fricke ♦ A three-hour audience magnet!



The Great Entertainers: Thanksgiving Weekend ♦ Mutual's annual
salute to the CMA's "Entertainer of the Year" winners



Country Music Countdown: New Year's Weekend ♦ The year's hottest
country hits — hosted by Lee Greenwood



Country Music Association Awards Show: Simulcast in stereo —
October 1985 ♦ Live from the Grand Ole Opry!

**When you want country music, come to the
country network. Nobody else offers
anything like it.
Call Mutual Station Relations
at (703) 685-2050.**

12:30-1:00 p.m.
Jefferson "A"

Paul S. Lenburg
ASI MARKET RESEARCH
Los Angeles, CA
Jim Owens
JIM OWENS ENTERTAINMENT
Nashville, TN

"CO-OPING THE 1985 WRANGLER COUNTRY SHOWDOWN,
Sponsored by Dodge
Presentation

Craig Veazey
WRANGLER BRAND MKTG.
Greensboro, NC

1:00-2:00 p.m.
Washington Room

LUNCH — Courtesy of
WRANGLER BRAND

1:00 p.m.
Rhyman "A"
Exhibit Hall
(Lower Level)

EXHIBIT HALL OPENS

2:00-4:30 p.m.

★CONCURRENT SESSIONS★

2:00-3:00 p.m.
Jefferson "A"

SESSION "A"
TAKIN' IT TO THE STREETS -
THE EARS HAVE IT

Moderators
Jan Bozeman - WJKZ
Nashville, TN
Barry Mardit - WWWWW
Detroit, MI
Panelists
Vern Benke - CAMELOT ENT.
Nashville, TN
Terry Patrick
THE RESEARCH GROUP
Seattle, WA
Dave Roberts
DAVE ROBERTS & ASSOC.
Mill Valley, CA

2:00-3:00 p.m.
Jefferson "B"

SESSION "B"
WHERE GOOD IDEAS START...
SMALL MARKETS

Moderator
Curt Brown - KTTS,
Springfield, MO
Panelists
Wiley Carpenter - WWNC
Asheville, NC
Marty Green - WAXX
Eau Claire, WI

3:00-4:30 p.m.

★CONCURRENT SESSIONS★

3:00-4:30 p.m.
Jefferson "A"

SESSION "A"
THE PROGRAMMING
ANSWER MAN . . . (Ask ques-
tions, discuss problems with top
programmers & managers)

Moderator
Dan Halyburton - KPLX
Dallas, TX
Panelists
Bill Gamble - WMAQ, Chicago, IL
Gregg Lindahl - WSM
Nashville, TN
Alan Furst - WIRE
Indianapolis, IN
J.D. Spangler - KSAN
San Francisco, CA

3:00-4:30 p.m.
Jefferson "B"

SESSION "B"
THINGS YOUR MOTHER
NEVER TOLD YOU ABOUT
RADIO SALES
(Bring all the questions you
were afraid to ask)
Moderator
Bob Backman - WYAY, Atlanta, GA
Panelists
Ken Fearnow - WOW, Omaha, NE
Bob Fulton - WAMS
Wilmington, DE
Jhan Hiber - J. HIBER ASSOC.
Pebble Beach, CA
Mike Reichert - KIKN
Pharr, TX

4:30-6:00 p.m.

RESUME GENERAL SESSION

4:30-5:30 p.m.
Jefferson "A"

LIFESTYLE MANAGEMENT (A
new approach to career
longevity)

Introductions by
Johnny Biggs
ABC/WATERMARK
Los Angeles, CA
Susan Storms - WHN
New York, NY
Presentation by
Dr. Bruce A. Baldwin
BALDWIN DIRECTION
DYNAMICS, Wilmington, NC

5:30-6:00 p.m.
Jefferson "A"

CLOSING ADDRESS
Introduction by
Don Boyles - WHRK
Memphis, TN

Presentation by
Gordon McLendon
Lake Dallas, TX

6:45-8:00 p.m.
Presidential &
Congressional
Lobbies

COCKTAIL PARTY

8:00 p.m.
Washington Room

BANQUET &
"NEW FACES SHOW"

AGENDA CREDITS

AGENDA CHAIRPERSON

Beverlee Bleisch - KJJY
Des Moines, IA

SEMINAR HOSTS

Mac Allen WKQS Hollywood, FL	Steve Hicks Hicks Comm. Austin, TX	Mike Oatman Great Empire Wichita, KS
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MUSIC INDUSTRY PROFESSIONAL SEMINAR HOSTS

Thursday & Friday: Charlie Monk Charlie Monk Music Nashville, TN
Saturday: John Sturdivant Music City News Nashville, TN

STAGE MANAGERS

Jay Albright - KMPS Seattle, WA	Mike Allen - WTVR Richmond, VA	Tom Phifer - KRMD Shreveport, LA
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AIRCHECK CASSETTE

Bill White - WBCS
Milwaukee, WI

SOUND & LIGHTS

Larry Hart - Audio Rentals
Nashville, TN

VIDEO SPOTS PRESENTATION

Erica Farber - INTEREP
New York, NY

EXHIBIT HALL DIRECTOR

Dave Donahue - CRB Offices
Nashville, TN





the
STATLERS
without radio...
is like a song without a melody.
Thanks for keeping us on top.

COUN FASTEST C RADIO C



WLWI FM 92
MONTGOMERY,
ALABAMA



WLWI AM 74
MONTGOMERY,
ALABAMA



WUSY
CLEVELAND/CH
TENNI

COLONIAL BROADCASTS

Corporate Headquarters: 671 South Perry Street
Don Markwell, Pre

TRY'S GROWING GROUP.



FM 101
HATTANOOGA,
VERMONT



WOWW FM 107
PENSACOLA,
FLORIDA



WWWI FM 95
GREENSBORO,
NORTH CAROLINA

STING COMPANY, INC.

/ Montgomery, Alabama 36195 / 205-264-7392
President and C.E.O.

EXHIBIT HALL DIRECTORY

We are happy to provide again this year an **Exhibit Hall** for the various equipment manufacturers and program syndicators and other broadcast suppliers during the **Country Radio Seminar**. Our **Exhibit Hall** is bigger and better so be sure, in your spare time, to visit. Exhibit hours are as follows: **Thursday:** 2:00 p.m. to 7:00 p.m., **Friday:** 1:00 p.m. to 7:00 p.m., **Saturday:** 1:00 p.m. to 7:00 p.m. As with all **Country Radio Seminar** functions, you **MUST** wear your badge for entry into the **Exhibit Hall** which is located in the **Ryman A** (lower level).

COMPANY

ALSAC/St. Jude Children's Hospital
505 North Parkway
Memphis, TN 38105
(800) 228-7231

CMI
612 Hampton Drive
Venice, CA 90291
(213) 392-8771

CNN Radio News Network
1050 Techwood Drive
Atlanta, GA 30318
(404) 827-2197

Columbine Systems, Inc.
7 Jackson Building
Level 3, Plaza of the Presidents
Golden, CO 80401
(303) 279-4000

Country Music Association
P.O. Box 22299
Nashville, TN 37202
(615) 244-2840

CSI Electronics, Inc.
P.O. Box 965
Highland City, FL 33846
(813) 644-3573

Film House
24 Music Square West
Nashville, TN 37203
(615) 255-4000

G H Broadcasting, Inc.
representing
Battle Mountain Broadcasting
Caller Box 825, Gracie Station
New York, NY 10028
(212) 288-5632

Gervasi Information Center
Box 4547
Redding, CA 96099
(916) 246-7531

Jefferson-Pilot Data Systems
501 Archdale Drive
Charlotte, NC 28210
(704) 525-4271

Kentucky Fried Chicken
represented by:
Daniel J. Edelman Public Relations
211 East Ontario
Chicago, IL 60611
(312) 280-7000

The Linear Group
P.O. Box 18267
Asheville, NC 28814
(704) 254-7278

McFadden & Associates, Inc.
818 18th Avenue South
Nashville, TN 37203
(615) 242-1500

Motorola, Inc.
1216 Remington Road
Schaumburg, IL 60195
(312) 576-2879

Music City News
50 Music Square West, No. 601
Nashville, TN 37203
(615) 329-2200

IN ATTENDANCE — PROVIDING

Booth Personnel: Sidney Byrd, Regional representative — St. Jude Children's Research Hospital is a non-profit children's cancer research facility. We offer localized community involvement of the highest quality for your station thru our radiothon's.

Booth Personnel: Robert Benderson, Patrick Awmont, Kate Lewis — CMI develops and produces television campaigns promoting the media.

Booth Personnel: Bob Pates, Karen Louque — CNN Radio Network (News). A full-time radio news and audio service providing 24 hours of daily reporting of national, international, business and sports news and various short form (90 second) and long form (½ hour) features.

Booth Personnel: George Veney — A progressive new system that gives stations complete control over their music inventory and rotation patterns. The user defines the parameters for each station including up to 36 rotational categories, up to 8 sound attributes per song and unlimited number of daily formats and hourly structures.

Booth Personnel: Ed Benson, Helen Farmer, Cathy Gurley, Tammi Jackson, Jo Walker-Meador, Rob Parrish, Mercer Trapp — The professional trade association for the country music industry.

Booth Personnel: Bernie Gelman, Saul Gelman, Bill Hoffman — For ten years CSI has served the broadcast community with a complete line of transmitter and broadcast equipment. Come by and help us celebrate our tenth anniversary.

Booth Personnel: Curt Hahn, Mike Watson, Eric Haha, Peter Natalie, and Anne Hahn — Film House, one of the nation's leading producers of television commercials for radio stations. With over 1,000 spots produced since 1981, is proud to offer new country "sing-a-long" spots, top-testing country spokesman spots, and a wide variety of campaigns for stations of all formats.

Booth Personnel: Damon Herring, Debra Gould — Service: Offering to broadcasters a three hour national syndicated radio show . . . "GOSPEL AMERICA" (Show is barter)

Booth Personnel: Jim Gervasi, Dienna Gervasi, Harold Comstock, Romana Comstock — Provide tracking sheets, mailing labels, etc., to all promoters, artists, etc.

Booth Personnel: Bill Bryant. The "AutoSelect" computerized music scheduling system, DARTS traffic & scheduling system, "Breakout" ratings analysis system. Each of these systems operates on the IBM Personal Computer.

Booth Personnel: Della Burns, Liz Ham, Edith Kravitz — The Ninth Annual Kentucky Fried Chicken National Country Music Song Writing Contest. A contest for amateur Songwriters co-sponsored with Country Music Radio Stations. FREE PRIZES awarded daily at our booth. Drop by for a chat and register.

Booth Personnel: Ron Ruehl, Art Menius — The Liberty Flyer - a one hour syndicated barter only series featuring the best of acoustic country, bluegrass, and traditional country music: "THE HEART OF COUNTRY MUSIC IS BACK WHERE IT GREW UP — ON THE RADIO!"

Booth Personnel: Jack McFadden, Paul Bryant, Rob Battle, Mike Feurt, Ginger McFadden, Joe McFadden, Judy Frenley — When a promotional idea works, one must capitalize on it in order to be successful. Such success has been gained through "Appreciate Day Shows." McFadden & Associates, Inc. represent a number of established country music entertainers. Thus we'd like to discuss with you how to get involved with these types of promotions. Our location at the convention hall is booth two (2).

Booth Personnel: Dick Harasek, Steve Kravitz — AM Stereo exciter and modulation monitor, AM stereo receivers. Come by and hear our stereo in actual performance!

Booth Personnel: Lyndia Dixon Harden, Bobbie Gorman, Lori Miederhoff, Nina Nicholson, Neil Pond, John Sturdivant, Shawn Williams, Ellen Wood — MUSIC CITY NEWS - is a nationally-distributed publication intended for those involved in country music as fans and professionals. Features and articles are on country music personalities and all aspects of the country music industry, specifically, and the music business in general. We host two nationally-syndicated television specials annually and we invite you to drop by and listen to our NEW "soon-to-be-syndicated" COUNTRY MUSIC NEWS SERVICE . . . for RADIO.



EXHIBIT HALL DIRECTOR

Dave Donahue

Music Village USA
Music Village Blvd.
Hendersonville, TN 37075
(615) 822-1800

MusicWorks, Inc.
P.O. Box 111390
Nashville, TN 37211
(615) 790-1200

**Nashville Express Travel -
Smile A While Tours**
110 29th Ave. North, Suite 201
Nashville, TN 37203

**National Public Radio -
Satellite Distribution**
2025 M Street N.W.
Washington, DC 20036
(202) 822-2628

Oil Originals, Inc./Logowear, Inc.
1409 W. Detroit
Broken Arrow, OK 74012
(918) 258-7115

Radio Computing Services
177 N. Dean Street
Penthouse Level
Englewood, NJ 07631
(201) 567-3263

Radio & Records
1970 Century Park West
Los Angeles, CA 90067
(213) 553-4330

Sacred Heart Program, Inc.
3900 Westminster Place
St. Louis, MO 63108
(314) 533-0320

**Scot-Tee's A Division Of
Scott Sales Co., Inc.**
P.O. Box 1000905
Nashville, TN 37201
(615) 256-8293

Second Thoughts
P.O. Box 1063
Belleville, IL 62223
(618) 397-5708

Shane Media Services
7703 Windswept Lane
Houston, TX 77063
(713) 461-9958

Studer Revox
1425 Elm Hill Pike
Nashville, TN 37210
(615) 254-5651

Studio Center Corporation
200 West 22nd Street
Norfolk, VA 23517
(804) 622-2111

Tapscan
2100 Data Park, #202
Birmingham, AL 35244
(205) 987-7456

TM Communications
1349 Regal Row
Dallas, TX 75247
(214) 634-8511

Touch of Class Talent, Inc.
47 Music Square East
Nashville, TN 37203
(615) 327-3777

Tune-In Publications
2000 N. Loop West, #100
Houston, TX 77018
(713) 957-0404

William Morris Agency
P.O. Box 150245
Nashville, TN 37215
(615) 385-0310

Booth Personnel: Lynn Briley, Jenell Briley, Stan Hitchcock, Benny Jagers — This country music theme park has booked over four hundred acts for this year's season which includes all top acts. With over two hundred live shows on schedule you're invited to stop by and discuss special tour rates available to radio stations.

Booth Personnel: Skeeter Dodd, Jeff Miller, Bill Robinson — RADIO SYNDICATION: Full time Programming. Three Country Formats; ALIVE COUNTRY (4 personalities available, Bill Robinson, Gary Havens, Lee Shannon, Biff Collie). COUNTRY "80" (Contemporary Country Music). CASUAL COUNTRY (easy listening, announced and unannounced). Also offering, THE JIM REEVES RADIO SPECIAL.

Booth Personnel: John Hooper, Dave Kinney — Incentive package tour programs both ground and air for listeners, local radio advertising clients, and radio sales reps. Customized Nashville and worldwide tours for listeners and groups.

Booth Personnel: Bob Gadian, Bill Bean, Pamela Fennell — NPR offers a variety of wide and narrow band. SCPC channel for high quality low cost audio and data transmission through our nationwide satellite distribution network. For broadcasters, music industry or syndicators. National - Point to Point or Regional

Booth Personnel: Michael Benton, Mark Whitman — Belt buckles, key fobs, coasters, lapel pins, etc. Customized for the broadcast and music industry.

Booth Personnel: Dr. Andrew Economos, Judith Jarrard — Selector - Computerized music inventory, scheduling & analysis system for IBM PC-XT & compatible computers.

Booth Personnel: Sharon Allen, Debra Evans, Randy DeFillips — R&R Books "Hibernitics, A Guide to Radio Rating and Research," the best seller by Jhan Hiber on sale. Also register for a free one year subscription to R&R.

Booth Personnel: Jerry Irvine, Nick Barr, Ileen Stanley, Patrick Hutchings, Tom Power — "Lift Your Heart" - 30-minute radio documentary (weekly), "Lift Your Heart" - 15-minute radio documentary (weekly), "Contact" - 5-minute radio documentary (weekly), "Pathways" - 90-second feature (Mon.-Fri.)

Booth Personnel: Larry Cox, Ray Ellis, Steve McCoy, Don Scott, James Scott, Hubert Woodard — Exclusive, competitive priced line of imprinted sportswear, T-shirts, Caps and Satin Jackets for the broadcast and music industry. Thanks for your business last year. We look forward to continuing to work with you to give you the highest visibility with listeners and music fans. Chat about your next promotion with us.

Booth Personnel: Stephen Winzenburg, Mary Bauer, William Bauer — Public service announcements (inspirational).

Booth Personnel: Ed Shane, Pam Shane — The new industry book, "PROGRAMMING DYNAMICS: RADIO'S MANAGEMENT GUIDE," by Ed Shane at a special Country Radio Seminar price - \$15.95. Author Ed Shane will be available for discussing programming and management concepts. Shane Media Services introduces Music Focus™ - An alternative to auditorium testing that eliminates bias and invalidity that plague auditorium testing of music.

Booth Personnel: Joe Bean, Doug Beard, Bob Mayben, Thomas E. Mintner — Professional audio equipment, portable and multitrack production recorders; portable and studio production consoles for the broadcast and music industries.

Booth Personnel: Warren Miller, Chris White, President George Washington, General George Patton, Mr. Albert Einstein — The "Country Music Leader" television, print, outdoor and PR coordinated station promotional campaign. Custom produced for stations on a market exclusive basis within a success proven, award-winning formula.

Booth Personnel: Dave Carlisle, Paul Heine, Cindy Kimbrough — Microcomputer-based ratings analysis system offering extensive analysis and projections for 17 Dayparts and 105 Demographic categories. A sample of programs: Ranking summaries, rank reports for average persons, cume persons, and time spent listening, station audience profiles, radio schedule design, hour by hour graphic profile. Our client stations say Tapscan is . . . the most effective radio selling system ever!

Booth Personnel: Janie Autz, Doyle Peterson, Bob May — Producers, creators, & marketers of sales/production libraries, image campaigns & ID's. Formats: TM-Country, TM-AC, Beautiful Music, Urban One, Stereo Rock, Hot Hits and FMOR.

Booth Personnel: Richard Cammeron, Terry Gilmore, Ann Tant, Tiny Tant, Margo Smith — Booking Agency - Our Talent, Your Promotion — A WINNING COMBINATION!! Come by and let's talk about it!

Booth Personnel: Jonathan Fricke, Frank Kratch, Joan Sorce — A custom country music and human interest magazine personalized with the Radio Station's logo, stories, promotions and advertisers. "Tune-In" is designed as a station profit making and strategic image marketing tool for the exclusive use of one station per market. Register to win a Texas B-B-Q Smoker.

Booth Personnel: Jeffery Beals, John Dotson, Paul Moore, Ted Simmons — Talent Booking Agency

Current Complete Credible

When it comes to information, broadcasters come to Radio & Records, The Industry's Weekly Newspaper. By subscribing to R&R you keep yourself informed on what's new in management, sales, personnel, promotion, music and the legislative arena. If you are a paid up member of CMA or ACM, we'll start fifty weeks of R&R coming your way for the special rate of 190 dollars. That's twenty-five dollars off our regular rate of 215 dollars. And the special rate applies to both new subscriptions and renewals. So, make the one call that gets it all now to (213) 553-4330.

R&R *Radio & Records*

1930 Century Park West
Los Angeles, California 90067

Country
True Confessions

FEATURING RCA & COUNTRY RADIO

**WHAT IS THEIR
SECRET?**

**HOW HAVE THEY
STAYED
TOGETHER FOR
OVER 60 YEARS?**

**WHERE DID
THEIR
RELATIONSHIP
BEGIN?**

**WHO WILL THEY
BREAK NEXT?
IS NIPPER
FOOLING
AROUND?**



**ALL THIS AND
MUCH, MUCH
MORE!**

**THE ONLY THING
THAT WILL EVER COME
BETWEEN US IS A LOT
OF GREAT RECORDS!**

RCA

EXHIBITOR SUITE DIRECTORY

Our "Exhibitor Suites" continue to be a very popular *after hours* feature of the **Country Radio Seminar**. The **Exhibitors** are listed alphabetically below along with an indication of those expected to be in attendance during the hours the suites are permitted open (5:00 p.m. to 1:00 a.m.), as well as a brief description of what each organization provides. Also, listed below each **Exhibitor's** name are their respective suite numbers. These **Exhibitors** are here for your personal consideration. Because of other events in the hotel at the same time we're here, we remind you that name badges are **REQUIRED** for entrance to **Exhibitors Suites!**

COMPANY	IN ATTENDANCE — PROVIDING
Billboard Magazine (BIN) Suite 2330-P	Nancy Arias, Rollye Bornstein, Don Kamerer, Miles Killoch, John McCartney, Maureen Rooney, Adam White — BIN - Billboard Information Network; Billboard charts, Billboard Magazine.
CNN Radio (Turner Broadcasting Services) Suite 3144	Karen Louove, Bob Pates — CNN Radio News Network, a full-time radio news and audio service providing 24 hours of daily reporting of national, international, business and sports news and various short form (90 second) and long form (½ hour) features.
Country Music Association Suite 2130-P	Ed Benson, Helen Farmer, Cathy Gurley, Tammi Jackson, Jo Walker-Meador, Rob Parrish, Mercer Trapp — The professional trade association for the country music industry.
Gervasi Information Center Suite 4401-P	Harold Constock, Ramona Constock, Dienna Gervasi, Jim Gervasi — Providing tracking sheets, mailing labels, etc., to all promoters, artists, etc.
Halsey Agency Suite 3131	Bob Burwell, Reggie Churchwell, Terry Cline, Jerry Flowers, Steve Pritchard — Representation for country music's greatest artists! Come by and discuss with our agents ways in which these acts can boost your station with your listeners.
Bob Harper Company Suite 3151	Bob Harper, Kathryn Schumacher — Radio research - The Music Preference Test™ ; Focus Groups, positioning and strategic research; Ad-Vantage™ advertising testing.
United Stations Suite 5500	Bart Bartolomeo, Debbie Fradin, Frank Murphy, Ed Salamon, Joni Silverman, Kevin Riber, Tom Rowland, Nick Verbitsky — Join with The United Stations Network executives and some of your favorite recording artists to celebrate the continuing success of America's most listened to country music program "The Weekly Country Music Countdown," and also, "Solid Gold Country," the first weekly network show to profile our music's past. Both series produced by Ed Salamon.
Unidyne Direct Mail Co., Inc. Suite 2230-P	Bill Alfredo, Jack McCoy — Creates and produces exciting direct mail campaigns for broadcasters. Unidyne's customized, full color, large-size mailers are personalized with name and address. Unidyne offers complete consultation on copy, artwork/layout, target zip codes and creative concept, as well as printing services only. Package includes labeling, postage and mailing to your market. Over 70 million names and addresses in inventory at all times. Listener promotions/merchandising and sales/marketing plans with self-liquidating features are available. Unidyne will help your station maximize your advertising dollars.
McGavren Guild Radio Suite 6106	Erice Farber, Martha Harrington, Ellen Hulleberg — National Radio Representative.
Music Country Radio Network/Associated Press Suite 4101-P	Bill Berlin, Kyle Cantrell, Tom Cassetty, Bill Cook, Malinda Donegan, Charlie Douglas, Jim Driver, Jerry Jackson, Jeff Lyman, John Malone, Lou Meux, Tracey Pique, Benny Ray, Glen Serafin, Roy Steinfort — Music Country Radio Network hosted by Charlie Douglas, Bill Berlin, Kyle Cantrell and John Malone. 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. Programming is live 8 hours nightly, 7 nights a week via Associated Press through Weststar III satellite.
Mutual Radio Suite 4201	Lee Arnold, Ben Avery, George Barber, Dick Carr, Mark Feldman — Full service network broadcast by satellite featuring "Lee Arnold On A Country Road", four country specials: Easter, July Fourth, Thanksgiving and New Year's.
Transtar Radio Networks Suite 6206	Tom Casey, Clark Jones, Ken Harris — Transtar Radio Networks.
Wrangler Country Showdown Suite 4301-P	Avet Anderson, David Allen, Marge Hildebrandt, Tony Lyons, Dean Unkefer, Craig Veazey — Promotional materials and details on Wrangler Country Showdown and how it and co-op dollars can work successfully in your market.

NOTE: Suite numbers listed indicate Building, Floor and Room. **Example:** Suite 3427 = Building 3, 4th Floor, Room 27. If for any reason Suite numbers are changed by the hotel after our print deadline, we will announce any corrections! Thanks for your understanding.



THE BEST COUNTRY IN THE COUNTRY.



Thanks R A D I O !



the song plays on . . .



**ARE YOU INVOLVED IN THE FIELD OF
COUNTRY MUSIC?**

**IF SO, YOU SHOULD JOIN THE
ONLY
PROFESSIONAL TRADE ASSOCIATION
FOR THE
COUNTRY MUSIC INDUSTRY.**

JOIN TODAY AND RECEIVE:

“CLOSE-UP” CMA’s monthly magazine featuring special articles, interviews, trivia, calendar of events, and unique coverage of industry trends and issues.

REFERENCE GUIDE Detailed and up-to-date lists of publishers, publications, record company personnel, artist/label/agent/manager, producers, personal managers, talent agencies, recording studios, and promotion/publicity/PR companies.

RADIO SURVEY A complete listing of all full and part-time country radio stations in the U.S. and Canada. Information includes call letters, wattage, address, telephone number, frequency, station manager, music director, and other pertinent data. The only mailing label service for country radio is available exclusively to CMA members.

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HOW TO MAKE USE OF CONSULTANTS — THE PAINLESS WAY!

by Ed Shane

"The consulting business is in for a big boom." That prediction came from *Inside Radio* during the summer of '84. "Researchers will determine what formats can be done," the newsletter said. "Specialists will . . . fulfill the game plan."

More consultants! The thought strikes fear into the heart of more than one program director.

Consultants are a fact of life, yet some PD's can hope for no more than an uneasy truce. The consultant comes to town amid comparisons to Godzilla and Darth Vader.

There's another side to the same myth. I remember a drawing in a 1982 issue of the *Harvard Business Review*, in which the consultant was depicted as a genie drifting up from a magic lantern, juggling a set of broken, uneven balls.

Neither extreme is true, fortunately. I know I've scared some client PD's, and I've also been told (secondhand) that I was regarded as a "genie." Again, neither perception is quite true, although I'd certainly prefer the latter!

Do you need a consultant? Yes, sometimes. Consultants can bring special expertise, new ideas, and objectivity to a radio station's management team. None of these attributes should prompt fear or worship. Simply stated, the consultant should be regarded as an additional member of the staff brought in to handle a project or to provide what I call a "second set of ears."

Station management should avoid the "consultant-as-guru" syndrome. The greater the understanding of the abilities of the station, the greater the results from the consulting relationship. The station must define the problem before outside expertise can be called in. The consultant will likely offer a new perspective on the problem. He may even *re-define* it. However, it cannot be re-defined by an outsider until those inside are convinced that the problem exists and needs solution.

The fear factor clouds a consulting relationship. It indicates a lack of open communication among members of the station's management team. When the General Manager stops the PD in the hallway and says, "Here's your consultant," the relationship is likely to be a stormy one.

Sensitive managers understand that human resources are the competitive edge. A manager who acts as "facilitator" for his subordinates creates an atmosphere of shared commitment and growth. If the Program Director is brought into the decision-making process when a consultant's services are being sought, the client-consultant relationship will be much more productive.

One of the most impressive screening processes I've seen was conducted by a station whose management decided that a series of problems could be resolved best by using outside help. They first conducted a massive research project that helped them define the problem further. Next, they solicited presentations from programming consultants. The General Manager of the station narrowed the field to several of us who could do the job. Then the Program Director was asked to make the final decision based on

personal interviews and any other research he deemed necessary. I was proud that Shane Media Services was chosen. Further, I was confident that all of the members of the project team were ready to work toward a common goal. After all, they had each had a hand in the selection of my company's services.

The process also let me know that internal disputes at the station had been resolved *before* I got involved. What a comfort not to have to fight the internal politics that could derail the attempt to complete a project. One of the jobs a consultant should *not* be assigned is that of referee!

Here are five rules that PD's should keep on file and use next time somebody in the company suggests a consultant:

1. DEFINE THE PROBLEM. Accept that there's a problem the station cannot solve internally.
2. RESOLVE INTERNAL CONFLICT. Get all the philosophical differences out of your system before an outside expert is brought in. (This doesn't mean creative differences, those are healthy!)
3. INVOLVE EVERYBODY. If the PD will be working with the consultant, he or she should be a partner in the decision process.
4. PROVIDE PROGRESS REPORTS. Everybody likes to know how they're doing. That's why stadiums have lighted scoreboards. Let the consultant know how the job is progressing. Demand that the consultant provides evaluations of station progress. Keep communications open.
5. WORK ON A PROJECT BASIS. Have a time frame for each step of the plan. When the project is completed, examine whether the consultant is still needed. If there's another project, strike up a new deal.

That issue of *Harvard Business Review* I mentioned earlier contains a meaningful comparison of the perceptions of consulting relationships: "To executives, consultants may seem concerned mainly with prolonging their assignments and unable to appreciate the practicalities of managerial issues. Conversely, consultants may see their clients as shortsighted and lacking the backbone necessary to make important decisions."

An open understanding of the problems to be solved and clear communication of the paths to solutions will avoid mistaken perceptions. Consider the consultant a member of the staff like your morning man or your news director. They bring skills to the station that you may not have as program director. Like them, the consultant works for *you*, not the other way 'round.

Further Reading:

Bernadette McGuire, Ph.D., Vice President of Research & Planning, The National Association of Broadcasters, "Information for Management," July, 1984.

Arthur N. Turner, *Harvard Business Review*, "Consulting is More Than Giving Advice," September/October, 1982.

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PROGRAMMING CLINIC: PROMOTING CONCERTS

by John Lund

Top of mind awareness is important for all businesses, but especially so for radio stations. Though Arbitron or Birch may only rate portions of the year, we are rated by our audiences every day. We must do all we can to keep our stations foremost in listeners' minds. Because concerts have become a major entertainment form in most cities, they are a natural promotional vehicle for radio stations who derive the majority of their programming from music.

There are two ways to associate with concerts: by fronting or through actual financial involvement. Financial involvement is risky in that the station might be required to guarantee a certain return for the artists involved. Some stations assume a partnership role in bringing entertainment to their markets. The partners might be major advertising clients, or it might be that the station aligns itself with a charity or civic group. A warning: if the concert is a benefit, don't assume the acts will work for free or even at a reduced rate. Artists are approached daily for such shows, and their operating overhead often precludes charity shows from their schedules.

Fronting is a much more common method of being involved with concerts. The station has no large fiscal responsibility and a professional promoter usually handles all the arrangements. The station's role is to develop the on-air promotion to insure the success of the show. Radio stations are natural vehicles to entice advance ticket sales, promote good attendance and increase record sales for the artists involved. Promoters are also usually anxious to work with radio stations.

Fronting a show involves two separate areas of concern for the radio station: pre-promotion and day of show activities. Success comes from a well planned and executed approach in both areas.

The pre-promotion involves on-air teaser announcements, heavier music rotation for the artists, concert calendar and ticket information promos. Contests can be an important element to generate the excitement over the show. Record companies will be helpful in suggesting or securing prizes, but it's still your job to take care of all details and arrangements. Record companies will often work more closely in concert promotion if they know you have something more at stake than just a little free airtime. Concert kits are a great promotional tool for on-air giveaways. These might include tickets, an album from the headline act, posters, tee shirts, etc.

External promotion is also important for fronting concerts. The quick-change or electric billboards in many markets are inexpensive ways to tell the public that your station is "the" concert station. Ten second TV spots are also good, and these can often be co-oped with a major advertiser. Skysigns behind airplanes are attention getters that can get people to tune to your station for details of the show. Other possibilities include in-store point of purchase displays and special newspaper ads or press

releases telling about your station's efforts to bring the top name entertainment to your city.

At the show you should sell the crowd on the importance of your station. You should provide an emcee for the show; check with the promoter in advance for contractual restrictions.

The concert hall should look like you own it. Have station banners at strategic focal points. Your staff should be highly visible. Dress them alike in station attire. You might want your staff and ticket winners in a special seating section, with everyone there wearing your tee shirts, etc. In fact, as your chosen air talent introduces the act from the stage, why not toss your tee shirts or ball caps into the crowd? When sealed in plastic bags, these items can be easily thrown to all parts of the arena.

While the crowd enjoys the show, put flyers on car windshields (check local regulations) promoting the fact that you play the songs most enjoyed at the concert. Better yet, use the flyers to promote a special "concert re-creation" as the audience drives home. This can be assembled in advance in most cases. The promoter or the record company can help with the order of songs and special interview cuts for the re-creation.

After the show, spend a few days playing the songs that received the best response at the concert. Remember to thank the audience for helping you welcome the act to your town.

HOW TO GET THE FRONTING

First, "know thy promoter." Some are good, some are bad and some will promise you the moon. The only universal truth is that the better your relationship with the promoter, the better your chances for success in getting and completing the promotion. You'll want to confirm all the details **IN WRITING** to prevent confusion and misunderstanding.

Sometimes getting the concert fronting away from your competition requires that you know who is coming to your town before the other stations find out. Again, the relations with the concert promoters in your area will pay off.

The most successful concert promotions usually rely on a synergism between sales and programming. The closer relationship here will help insure a successful promotion. Having one account executive handling all concert advertisers might help build the necessary rapport.

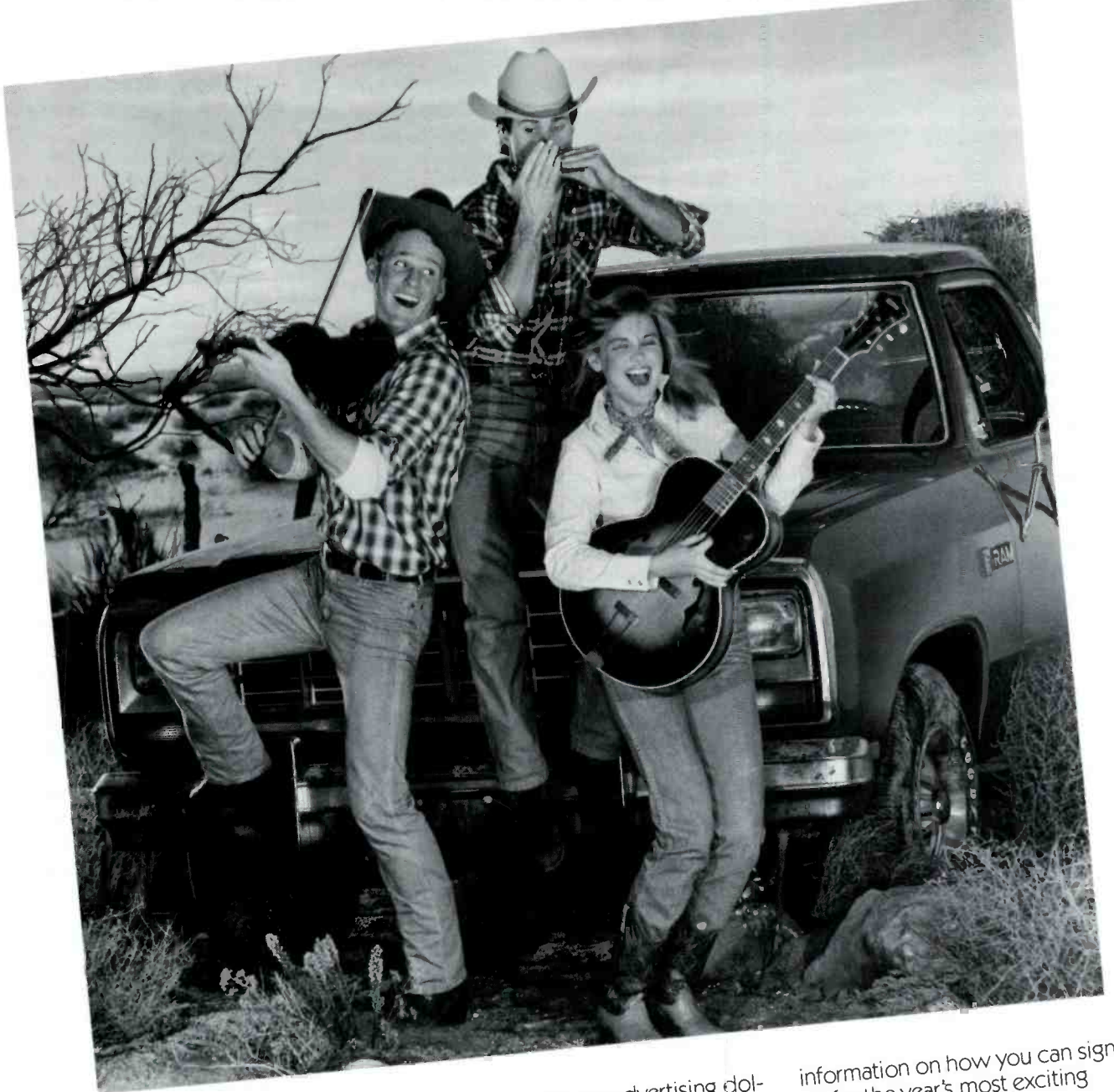
Concerts are a good promotional vehicle for most stations. The more imaginative you are, the better the promotion. For a small expenditure, you'll sell many listeners and potential audience members on your station. They'll learn that your station gives them good entertainment both on and off the air.

John C. Lund is President of The Lund Consultants to Broadcast Management, Inc., 1330 Millbrae Ave., Millbrae, California 94030 - (415) 692-7777 - Reprinted with Permission.



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RADIO LIVES!

The little medium that kicked off the electronic age refuses to be squeezed out. Radio is transforming itself. Right before our ears

by Eric Zorn

When Robert G. Hall a midmorning disc jockey on the Satellite Music Network's soft-rock station, punches a little red button on his broadcast console in an isolated studio on the flatlands of north-central Illinois, he silently cues tape cartridge machines in some 130 cities across the country. No matter which city you are listening to him in, his prerecorded voice identifies him as your hometown jock, just down the street a-spinnin' records. On one station he's reading a weather report — "We can expect chilly temps in the Lehigh Valley" — taped months earlier and squirreled away by the affiliate for a cool day; on another he's advising residents of an emergency power outage via a special announcement taped a few minutes earlier and sent through a separate satellite channel; on still another he's promising that nobody — but nobody — beats the local Chevy dealer for bargains. Listeners never hear the word *network*. Everywhere everything is customized, sanitized and synchronized, a charade that has made it possible to start dismantling the old process, which has hundreds of independent owners paying hundreds of different jocks to play hundreds of copies of the latest Culture Club single more or less simultaneously.

Call it McRadio, the fast-food enfranchisement of the airwaves, and only one of the many revolutionary changes taking place right now in the radio industry. Some are good, some are bad, but the speed and intensity of these changes make this the most exciting era in the medium since the Top Forty format saved it from death in the jaws of TV thirty years ago.

Not only are small- and medium-market stations hooking up with SMN-type services at a rate of twenty to thirty a month, but satellites have also made possible dramatic movement within the major old-line radio networks; NBC, ABC, CBS, National Public Radio, RKO, and Mutual have all experienced great growth in revenues and services by interconnecting their affiliates. Stations can choose from a huge menu of special programs and regular features produced nationally, a development that also makes life interesting on the local level, where garden-variety stations, now feeling the squeeze from new competition, are being forced to break away from their old formulas and experiment with new formats in order to stay alive.

The instruments necessary to carry such changes are already in place: There are almost 500 million receivers in the United States at this moment, more than the number of cars, telephones, or television sets, not to mention people. The average number per household is 5.5.

Improvements in microelectronics will make radios still

smaller and cheaper and give the medium a ubiquitous presence: listeners of the future, instead of having access to just thirty or forty stations (many playing the same music and aimed at the same mainstream audiences), will be able to hook into hundreds of channels — blues stations, business-news stations, Czech-language stations, even full-time stations for the blind, anything you can't hear now because the audience for it is too small and scattered for even the biggest cities to support. Given the variety of tools — the shortwave band, FM subcarriers, cable distribution, a Direct Broadcasting Satellite (DBS) system that will be able to beam cheaply both TV and radio programs straight into your home — the number of potential radio channels is practically unlimited.

Looking way ahead, radio in the twenty-first century may well be an addressable push-button home console from which, for a small monthly fee, the subscriber will be able to program hours of the latest, or the greatest, or the worst in music, making obsolete the distinction between record player, tape player and tuner. The flip side of the "nationalization" of radio is that by better serving individual tastes, radio will also be the instrument that will break apart the monolithic national visions of art, culture, and news that it helped create. This "de-massification," to use the phraseology of Alvin Toffler, practically guarantees that we will never see an artist or a group as popular and influential as Elvis or the Beatles again. Individual tastes will rule, and no longer will the music business be dominated by a small number of anointed supergroups.

What this means is that a sizable number of the more than 9,300 stations now broadcasting in this country are dinosaurs. Today you still see stations that tinker with the old music formats looking for a quick fix, but in the long run any format that relies on music and records can be reproduced easily and distributed cheaply by satellite stations. Those myriad stations in particular that now bank on wall-to-wall music, few commercials, and innocuous deejays have written their own epitaphs — creating a market and demand for the ad-free, voice-free cable audio services that will eventually render them obsolete.

But local stations can and will adjust to the changes. If radio has been anything over the past sixty years, it certainly has been resilient. And as the video generation grows up you can be sure that the feisty, indomitable audio medium that kicked off the electronic age will not just roll over and die. The little guy is fighting back. Welcome to the new radio revolution.

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TEAMING UP TO SOLVE PROBLEMS

by Jeffrey P. Davidson, Consultant

Unlike many approaches to problem solving, which tend to concentrate on fostering cooperation and harmony, the team-building method focuses on a group's mission; cooperation becomes a natural by-product. Here's a step-by-step look at this problem-solving approach.

In every organization's life, the time comes when problems such as slumping sales, missed deadlines or staff dissension demand to be addressed. A way of resolving these problems is offered by Robert Bookman, an Arlington, Virginia-based trainer and consultant and president of Bookman Resources. He has developed an approach to problem solving that is based on team building.

Unlike other problem-solving approaches, which key on cooperation and harmony as ends in themselves, Bookman's method focuses on a group's mission. As a result, harmony and cooperation become a by-product of the process rather than the primary objective.

Bookman's approach is based upon seven weekly sessions that guide the team through a series of exercises. These exercises are aimed at minimizing the energy spent on maintaining internal stability and avoiding conflicts among team members, while maximizing the energy devoted to accomplishing the team's mission.

Once the decision to try the team-building process has been made, Bookman works with and reports to only the team leader. This keeps him and the team free from outside influences.

Bookman remains close to the team leader throughout the process. He meets with the leader before and after each session to make sure that he or she has understood what has occurred.

The first of the seven problem-solving sessions is an introduction to the concept of team building. The objective of the session is to define the problem. Each participant is asked to fill out a team-development questionnaire designed to garner his opinions on: the team's mission; how clearly the goals have been defined; how he perceives his own role; and the ways in which conflicts are managed. This is confidential, and the results are presented at the end of the session.

During the second session, the team's mission statement is developed. This begins with each participant recording his opinion on what the team's goals are. After each participant records his thoughts, the group works toward establishing a consensus, which ultimately establishes the team's mission.

In the third session, each participant asks himself: How can I best communicate with other members of my team to accomplish our mission? How do my problems relate to theirs? Often, the development of these individual problem statements is continued in the fourth session.

These individual problem statements could cause friction within the group. To minimize conflict, the group is separated into triads. The members of each triad work together to solve each one's individual problems. They gather facts, generate new ideas and, ultimately develop a plan of action that will direct the individual problem statements toward the goals of the team.

Prior to the start of session five, each group member is asked to read every other group member's action plan, examining issues that may still be problematic. Each person is also requested to note any problems he foresees.

During session five, the refined individual problem statements are read to the others in the group. Using these individual statements, the group will then map out a strategy that supports the team's mission statement.

Typically, participants will bargain with each other over the kind of assistance each needs — or can provide — in order to complete specific tasks. Once team members recognize that in order to get something they must be prepared to give something, the negotiations proceed smoothly.

During the sixth session, team members continue to work out conflicts that have arisen during the review of individual problem statements. A new set of triads is formed; within each triad, two members negotiate while the third serves as an observer. It may also be necessary to exchange members within triads to ensure that negotiations are completed.

When this has been accomplished, participants put the various agreements in writing. All the agreements must reflect the overall team mission statement.

During this process, the team begins to feel that it has made substantial progress toward achieving its goals. This helps people to put the team's needs ahead of their own. For possibly the first time, everyone on the team is seeking the same end.

In preparation for session seven, each team member must write individual performance goals that are realistic and quantifiable. These might be: less down time, fewer complaints, fewer arguments, higher production, or better adherence to deadlines or a certain volume of work produced. Each person then assesses the performance goals of the other team members, and all participants share their thoughts about the team-building process and the individual members of the team.

At this stage, Bookman removes himself from the process, letting the group run its own show. If other issues emerge, they can generally be successfully addressed by the team. After this session, Bookman meets with the team leader for an extended conversation regarding the progress of the team during the preceding seven weeks.

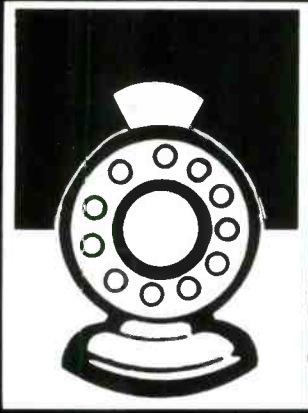
Bookman encourages the team to meet for an eighth, and final, session without him. At this meeting, the team fills out the team-development questionnaire once again, and the answers are compared with those given when the questionnaire was filled out during session one.

The team-building approach to solving problems encourages participants to concentrate on the accomplishment of the team's mission without worrying about achieving harmony or cooperation among team members. In the end, these are generated anyway, as a result of the team spirit that has emerged. Since emphasis is placed on individual responsibility, this approach develops an appreciation of how each team member's energies, skills and knowledge contribute to the total team effort.

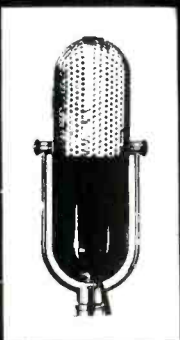
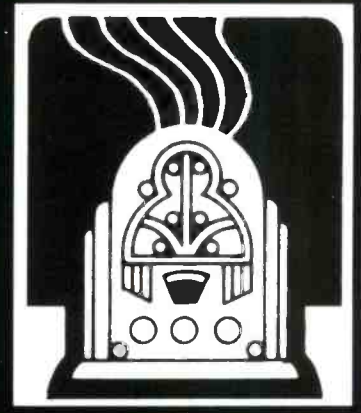
Davidson, a Certified Management Consultant, is a frequent speaker at conventions and seminars, and has written numerous magazine articles on business topics. Reprinted with permission from **TODAY'S OFFICE**, December 1984. © Hearst Business Communications, Inc.



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THE NEW FACES SHOW — THE STARS OF TOMORROW TODAY

One hundred and thirty eight artists have performed for the Country Radio Seminar's New Faces show during the past fifteen years. That's 9½ performers per year. Many of those 9½ performers are the superstars of country music today, and sure, there are some past New Faces names that would qualify for the "Where are they now" column, but in order to appear at the prestigious New Faces showcase, an artist must have charted a single into the upper reaches of the country music charts. The percentage of successful artists who began their careers on the stage of the New Faces show is staggering.

The first New Faces shows, in the early '70s, were not unlike the early Seminars, sparsely populated but a beneficial learning experience for all who attended.

For those of you who have been attending the Country Radio Seminar for most of its 16 years, you know that record producer Norro Wilson performed at the very first New Faces show, and that Crystal Gayle debuted in 1971. Alabama appeared with Sylvia, Lacy J. Dalton and Reba McEntire in 1980, while 10 years ago, Eddie Rabbitt performed his magic on the Seminar stage. In between 1970 and 1984, names such as Larry Gatlin, Eddy Raven, Ed Bruce, Deborah Allen, Karen Brooks, Gene Watson, Vern Gosdin, Exile, Ricky Skaggs, Gail Davies, Gary Morris, Juice Newton, Mel McDaniel, Razy Bailey and numerous others made their music industry debut at the Seminar.

Last year's New Faces show was taped for television by Jim Owens Productions of Nashville. The show featured three co-hosts (T.G. Sheppard, Janie Fricke and Eddie Rabbitt) in addition to the 10 New Faces, including three

self-contained bands, plus Charlie Monk's always clever (?) repartee, and ran rather lengthy. However, the resulting one hour television special showcased the 10 New Faces on more than 125 television stations and before millions of people. By the way, both Rabbitt and Fricke were new Faces, while Sheppard is one of the few major stars working today who did not appear on the Seminar showcase.

The talent for each New Faces showcase is selected by a panel committee consisting of record producers, record executives, talent agents and personal managers. Suggestions are readily accepted and the success of each artists' records are compiled and computed. The artists with the most successful singles are generally nominated to become a New Face. When the availability of all 10 New Faces is secured and confirmed, those artist's names are announced to the industry.

This year's show features Liberty's Becky Hobbs as the lone female artist, who will be surrounded by MCA/Curb artist Craig Dillingham; RCA's Vince Gill; Columbia's Mark Gray; Permian artist Ed Hunnicut; Columbia's Carl Jackson; Texas Record's group Mason Dixon; Warner's Pinkard & Bowden; MCA's John Schnieder; and PolyGram's The Wright Brothers.

These 10 artists were culled from a list of more than 20 names and the members of the panel feel that these are the 10 brightest stars of tomorrow today.

After the New Faces show on Saturday night, we can then say that one hundred and forty eight artists have performed for the Country Radio Seminar's New Faces show during the past sixteen years.



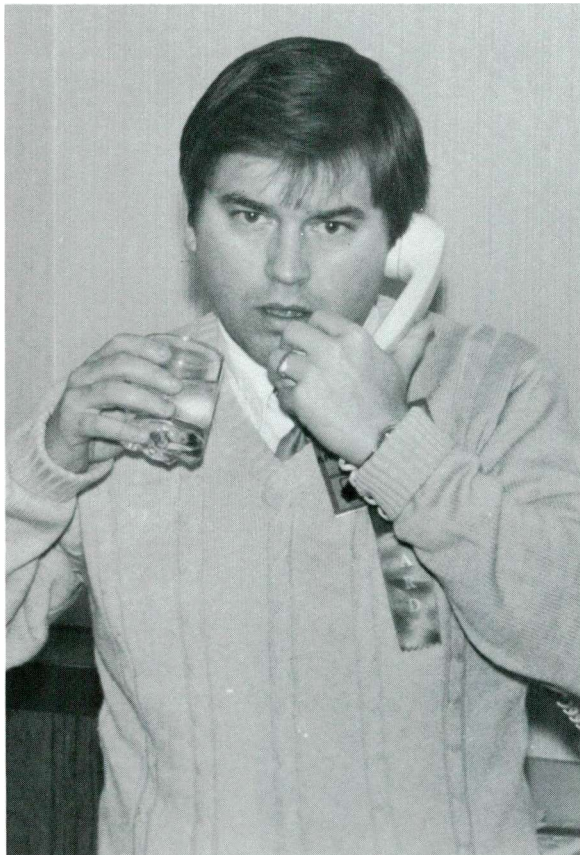
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EVEN NASHVILLE BURGLARS HAVE TO PLAY PERCENTAGES TO MAKE A HIT.

Nashville's main music complex is only eight blocks long by four blocks wide. However, within it is located offices of all the major recording companies and many other offices which derive their existence from the music industry. High-priced cars sit lazily in parking lots and give subtle evidence of the complex's \$100-million-dollars-a-year-business. Is it any wonder, then, that in 1971 the complex was hit by a number of robberies? Many offices were broken into, and some more than once! One publishing company, whose office was victimized three times, solved its problem by placing a sign in its window which read, "There's a guard armed with a shotgun on duty here three nights a week. You figure out which three nights."

(Reprinted with permission from Paul Randall's FACTS, FALLACIES and FOLK-LORE which can be ordered for \$3.00 plus 50¢ from Union & Confederacy, Inc., Box 11, College Grove, TN 37046)

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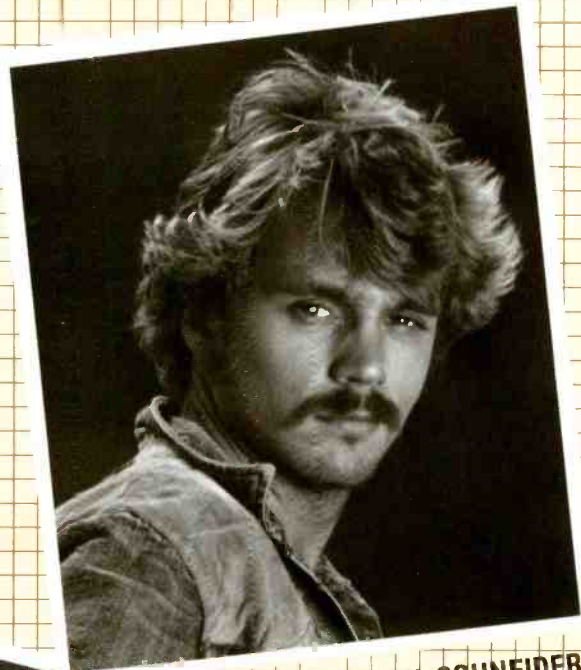
The information is designed to enable record labels and promoters to "stay in tune" with the everchanging industry.

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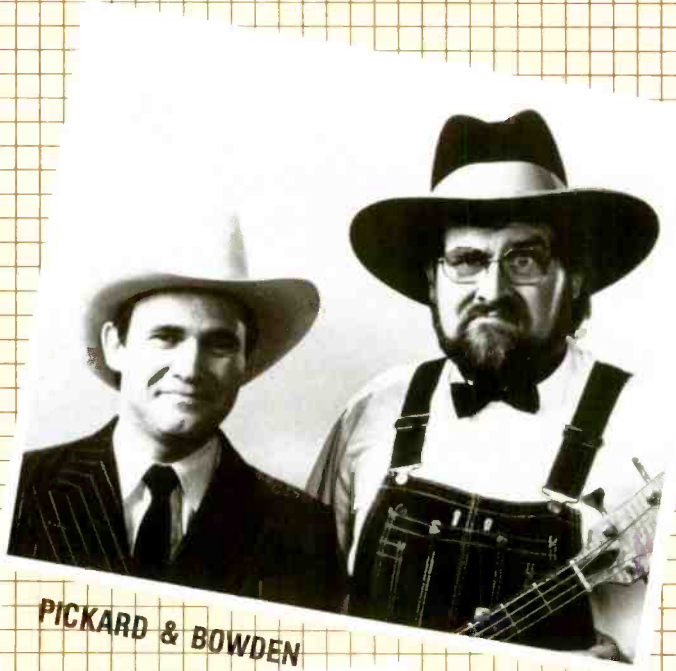
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1985 NEW FACES SHOW



JOHN SCHNEIDER



PICKARD & BOWDEN



MARK GRAY



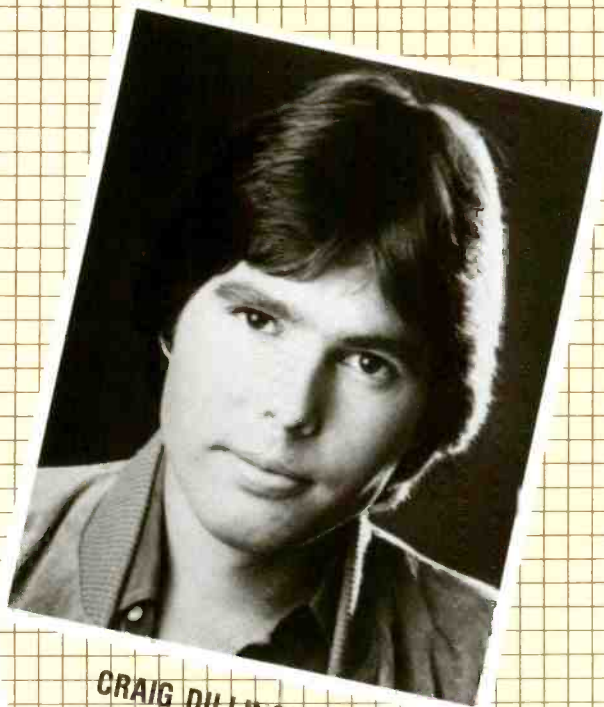
BECKY HOBBS



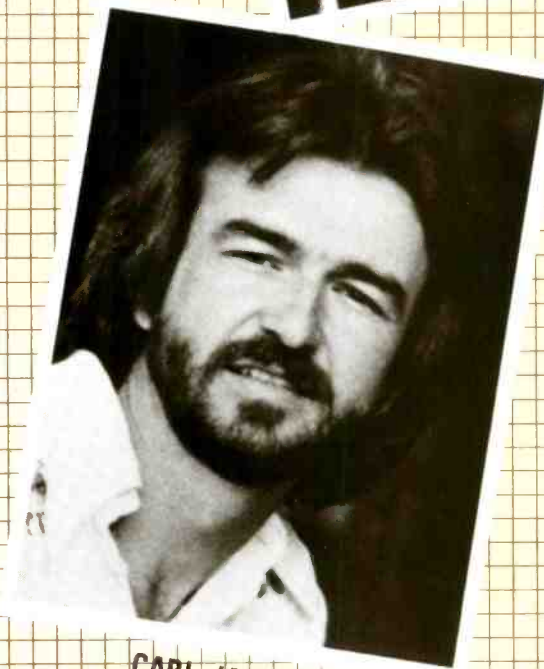
WRIGHT BROTHERS



VINCE GILL



CRAIG DILLINGHAM



CARL JACKSON



ED HUNNICUTT



MASON DIXON

NEW FACES BIOS

CRAIG DILLINGHAM

At age twenty-five, Craig Dillingham has already been a professional singer for seventeen years. From performing with his sisters in their hometown of Brownwood, Texas at age eight to coming to the attention of Ray Price and performing with his road show when schooling permitted, Craig Dillingham grew up with a musical career.

In 1975 he became a member of the Louisiana Hayride, and, after graduating from high school, Craig spent three years as the opening act for Ray Price's touring show. It was, however, when he formed his own band and furthered his singing and songwriting talents that those years of hard work developed into a label deal.

After signing with MCA/Curb Records almost two years ago, he released three charted singles including "Have You Loved Your Woman Today," "Honky Tonk Women Make Honky Tonk Men," and "1984." Dillingham is currently working on an upcoming single with producer Jerry Crutchfield.

Manager: DAVID E. WOOD (213) 478-0243

MASON DIXON

The group Mason Dixon first began as a duo a few years ago when New Yorker Frank Gilligan moved to Texas and met Rick Henderson, a native Texan, while both attending Lamar University in Beaumont. Forming an acoustic duo called, appropriately, Mason Dixon, they played clubs around the southern part of the state. After gathering a large regional following, their trio emerged with the addition of guitarist Jerry Dengler.

Mason Dixon spent the next couple of years polishing their act and their harmonies until releasing a single on an original composition, "Armadillo Country." The tune caught the attention of NBC's "Real People" television series and used the song on a segment about armadillo racing. It was a short time later that promoter/producer Don Schafer signed the group to his label, Texas Records.

With four singles released for the label, including "Mason Dixon Line," a version of "Every Breath You Take," "I Never Had A Chance With You," and "Gettin' Over You," Mason Dixon has been touring extensively throughout the U.S. and Western Canada.

Mason Dixon recently released a "Live at The Texas State Fair" album, and the group's current single is "Only A Dream Away," the title-cut from their forthcoming album.

Manager: DON SCHAFFER (214) 339-5891

VINCE GILL

In 1979 Oklahoma native Vince Gill joined the country rock band Pure Prairie League and emerged as the rejuvenated group's lead vocalist, guitarist and songwriter. With songs such as "I'm Almost Ready," "Still Right Here In My Heart," and "Let Me Love You Tonight," Vince displayed not only a distinctive vocal style, but showed his wide musical abilities by playing acoustic and electric guitar, fiddle, banjo, mandolin, and dobro.

After leaving the group to establish a career as a solo artist, Vince Gill has worked on projects with such artists as Rosanne Cash, Rodney Crowell, Guy Clark, Bonnie Raitt and Sissy Spacek. In reflecting on his musical background, Vince says, "The stuff I cut my teeth on was very country."

After his high school graduation, he played in several prominent Kentucky bluegrass groups before moving to California. After leaving Pure Prairie League, Vince, in addition to developing a reputation as a top studio musician, toured with his own band and honed his songwriting skills.

His mini-LP for RCA Records, "Turn Me Loose," under the production of Emory L. Gordy, Jr. spawned three singles, "Victim of Life's Circumstance," "Oh, Carolina," and "Turn Me Loose." His current single, "True Love," is from his latest RCA album, "The Things That Matter."

Manager: MARY MARTIN (615) 298-3555

Agency: WILLIAM MORRIS AGENCY (615) 385-0310

MARK GRAY

Mark Gray, in the short time of his association with Columbia Records, has had four successful chart singles including the Top Ten hits, "Left Side Of The Bed" and "If All The Magic Is Gone," all from his debut album, "Magic."

Prior to his signing to the label late in 1983, Gray had already achieved success as a songwriter with hits such as Alabama's number one recordings of "Take Me Down" and "The Closer You Get," as well as "It Ain't Easy (Bein' Easy)" a number one single for Janie Fricke. In addition to his country successes, Gray has written such pop hits as "When You and Your Lover Are Lovers Again" for Englebert Humperdinck and "Nice Girls" by Melissa Manchesters. Gray also wrote or co-wrote 8 of the 10 selections for his "Magic" album.

Teaming again with producers Bob Montgomery and Steve Buckingham, Mark's second album, "This Ol' Piano," has already produced a Top Ten single with "Diamond In The Dust." The second single, a duet with Tammy Wynette on "Sometimes When We Touch," has recently been released.

Mark Gray, a versatile singer/songwriter, said of his booming career, "I love all kinds of music, but country music is where I want to be. For me, country music is that line between gospel and R&B. And that's where I am."

Manager: STAN MORESS (213) 450-9797

Agency: WILLIAM MORRIS AGENCY (615) 385-0310





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PolyGram Records™



NEW FACES BIOS

BECKY HOBBS

Becky Hobbs, although new to EMI-America Records, has been enjoying a growing career ever since she won The American Song Festival in 1978 with her ballad, "I Can't Say Goodbye To You," which was also a Top Forty single for her on Mercury Records.

Last year Becky teamed up with Moe Bandy for their Top Ten hit, "Let's Get Over Them Together," and it was just in 1983 that she once again duplicated her success at The American Song Festival, this time winning an award for a song she co-wrote, "Fool For The Feeling."

An Oklahoma native who can display a Jerry Lee Lewis-type of fiery delivery as well as sing a tender ballad, Becky has already had three solid chart singles on EMI-America including "Oklahoma Heart," "Pardon Me (Haven't We Loved Somewhere Before)" and "Wheels In Emotion."

In addition to her recording success, Becky's talents as a songwriter has led to cuts by such artists as George Jones and Loretta Lynn, Moe Bandy and Joe Stampley, Alabama, John Anderson, Lacy J. Dalton, Shelly West, Charly McClain and Helen Reddy.

Most recently she has been in the studio working for the first time with veteran producer Ray Baker on an upcoming single.

Manager: RICK SANJEK (615) 292-1632
Agency: THE JOE TAYLOR AGENCY (615) 385-0035

ED HUNNICUTT

For Ed Hunnicutt variety has been more than the spice of his life — it's been the rule. From such diverse positions as a textile company executive, truck driver, and fire fighter to recording artist, the thirty-two year old Hunnicutt has found success with his music — a dream he has had since buying a \$17 guitar at age thirteen in his hometown of Columbia, South Carolina.

Although he was heavily influenced by such guitarists as Doc Watson, Merle Travis and Chet Atkins, Ed first worked in a rhythm and blues group in high school. It was not, however, until several years, jobs and towns later that he moved from Austin to Nashville. He notes, "I guess I wore out several pairs of shoes walking up and down Music Row."

In 1982, his walking paid off when The Oak Ridge Boys recorded his tune "Old Kentucky Song." He has since, as a songwriter with Merit Music Cooperation, had cuts by Reba McEntire and Bill Nash. Hunnicutt was first signed with MCA Records, releasing such singles as "Fade To Blue," "In Real Life," and "My Angel's Got The Devil In Her Eyes."

CARL JACKSON

Carl Jackson at age 31 is already a veteran of his musical trade. At the age of eight, he began playing banjo and performing with his father in his native Louisville, Mississippi. At fourteen, he was on the road for a five year stint with Jim & Jesse and literally grew up with many of his contemporaries at bluegrass festivals across the country.

Prior to his pursuit of a solo career, Carl was a twelve year member of Glen Campbell's band, and it was during this time that he began to hone his vocal and songwriting talents. His continued affiliation with Campbell's publishing operation has led to cuts by Mel Tillis as well as Campbell himself. "Letter To Home," the title track to Campbell's latest album, is a Jackson penned tune.

As a vocalist and instrumentalist he contributed to Emmylou Harris' "Delia Bell" album, and he has also worked on sessions with Steve Wariner, Steve Earle, Roger Miller, and Alabama. To his own credit, he has released five solo albums — two with Capitol Records and three on the Sugar Hill label.

Carl's debut single for Columbia was the high-energy version of "She's Gone, Gone, Gone," a Lefty Frizzell standard. His current single is a self-penned tune, "All That's Left For Me."

Manager: THE BROKAW COMPANY (213) 273-2060

PINKARD AND BOWDEN

When Sandy Pinkard and Richard Bowden teamed up as Pinkard and Bowden almost two years ago, country comedy hit a new high and soon no hit song was safe. With the alias Wyoming and Nairobi came "Mama, She's Lazy," and their debut Warner Brothers' album, "Writers In Disguise," finds many country classics in a funny vein.

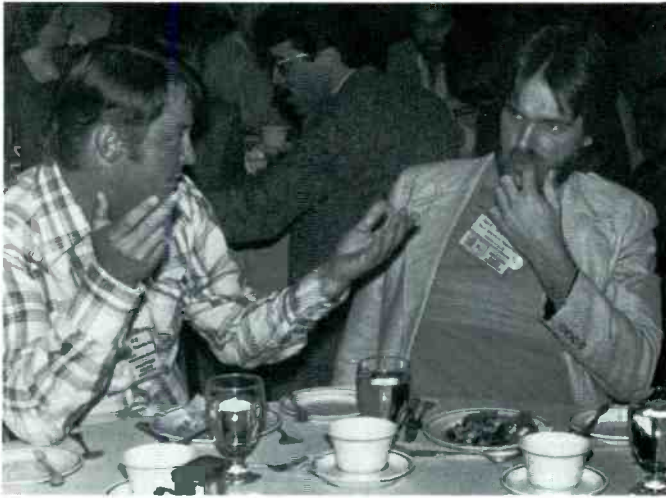
"Blue Hairs Driving In My Lane," "I Lobster But Never Flounder," and the appropriately titled "Somebody Done Sombodys Song Wrong" are just a few examples of the twists these two tunesmiths take.

Songwriter Sandy Pinkard, in addition to these parodies has penned such songs as "Coca Cola Cowboy," "Pecos Promenade," and "You're The Reason God Made Oklahoma." He has also had songs recorded by Cher, Brenda Lee and Kay Starr. Songwriter/guitarist Richard Bowden is a former member of the bands Shiloh and Blue Steel and has toured as a guitarist for Roger McGuinn, Linda Ronstadt, and Dan Fogelberg.

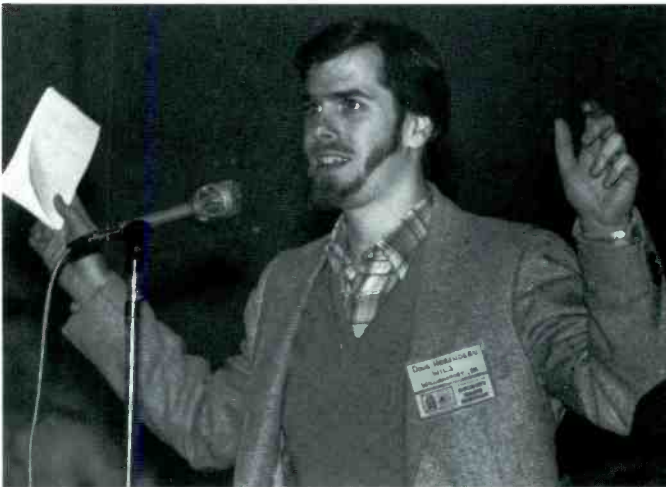
Their "Writers In Disguise" album features Anne Murray, Dan Fogelberg, Michael Martin Murphey, Jackson Browne, and their "band" member "Rugged" Robb Strandlund all serving as background vocalists.

Manager: WOODY BOWLES (615) 754-2044
Agency: WILLIAM MORRIS AGENCY (615) 385-0310





I don't know, Skip. Maybe at these prices you don't get toothpicks!



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JOHN SCHNEIDER

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Although widely known for his role as Bo Duke in the television series "The Dukes of Hazzard," John's musical career is taking a stronghold on the country charts with a number one record, "I've Been Around Enough To Know," from his top album, "Too Good To Stop Now," on MCA Records. Prior to signing to MCA last year, John Schneider had an album on Scotti Brothers, "It's Now or Never," which produced a Top Five Country single on the title-cut, and in 1981 a Christmas album ("White Christmas") followed.

In addition to his singing career, John heads up his own production company, JRS Entertainment, serves as a commercial spokesman for Budweiser beer, and is the host for the Children's Miracle Network, a TV telethon which benefits children's hospitals throughout the country. Currently, John Schneider is enjoying the success of his hit "Country Girls."

Manager: RAYMOND KATZ ENTERPRISES (213) 273-4211
Agency: WILLIAM MORRIS AGENCY (615) 385-0310

THE WRIGHT BROTHERS

The Wright Brothers, a three-man group with a twelve year history of outstanding harmonies, strong instrumentation, and lively, inventive musical arrangements, released their debut album, "Easy Street," on Mercury/PolyGram Records last year under the production of Jim Dowell and Mike Daniel. Successfully charted singles such as "Southern Woman" and a rendition of "Eight Days A Week" have already set a steady course for these first-rate musicians.

Founded in 1971 in Indianapolis by rhythm guitarist Tom Wright, the band's other members are brother Timothy Wright and John Wesley McDowell, III. With Timothy's musical proficiency on banjo, pedal steel, and guitar and the early rock experience of bassist McDowell, The Wright Brothers just don't play a song, they bring it home. In fact, just as their music has continued to tightly develop, the band itself has taken on a new appearance. Once known for their wide-brimmed hats and black suits, each member has now taken on his own individual look.

Their latest single, "Fire In The Sky," promises to continue the strong, new path The Wright Brothers have taken.

Manager: MARV DENNIS (615) 320-7022
Agency: THE HALSEY COMPANY (918) 663-3883



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RADIO EDITORIALS

by Curt Brown

If your station isn't doing editorials on a regular basis, you should look into it. We, in the business, all know how powerful radio is with our listeners. We are able to move lots of merchandise and services for our advertisers. The same is true of editorials. If your station has a commanding position in your community, editorials properly done can move your listeners to do things for the good of your community.

The broadcast industry is in a fight right now trying to keep beer and wine advertising on the air. One thing broadcasters have at their fingertips, but rarely use, is political clout. Politicians pay attention to newspapers more than radio stations because they have more clout. The reason is newspapers have strong regularly scheduled editorials. Politicians respect a media that has the guts to stand up and be counted on critical issues facing the voters. They may not always agree with your editorial stance, but one thing for sure they *will* respect it.

It's amazing how few radio stations actually do editorials. They need not be listener turn-offs anymore than well done newscasts. If properly done, they can actually be audience builders. Editorials rarely offend specific advertisers to the point of their cancellation of advertising time. They do take a little time to prepare and some previous thought time by the writer. Usually news directors and/or general managers can prepare the editorials. By all means, they should be delivered by the general manager. Subjects should range from local to international, from lighthearted to calls for immediate action. The list of potential topics is endless — just stay in touch with what's going on in your city and the world.

If your station is going to do editorials, you should prepare a mailing list of community leaders to receive copies of all editorials. This list should include both national and state representatives, senators, your city council, the mayor, police chief, local college

presidents and the like. Editorials should not exceed two minutes in length. They should be scheduled at the same times each day they are broadcast. It is our advice not to tie yourself down to do an editorial everyday, only on an "as needed" basis. To make editorials effective we strongly recommend that you run a minimum of three per week to establish continuity.

When your station starts to do editorials, you will find that the leaders of your community will gain a new respect for your station, and you will be a notch or two above your competition . . . just one more very important aspect of running a first class station.

Printed with the permission of Curt Brown, General Manager, KTTS, Springfield, MO

RADIO MARKET REPORTS

R.E.R. covers 220 markets and 2350 radio stations.

Detailed advertising expenditures in each market are reported monthly by product category, company and brand.

The advertising dollars reported are compiled regularly by Radio Expenditure Reports from 16 leading rep firms and are regarded as the best gauge available since the FCC stopped collecting financial data in 1980.

R.E.R. is the major factor in assessing the economics of the national spot radio business. It has provided this information since 1962.

For more information on how RER can help your business contact: Joseph McCallion, Executive Vice President.



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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
Dotsy
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



What do I hear for a lock of Golden's hair?



Ed Shea (R) teaching Ed Benson how to get his picture in the program book.



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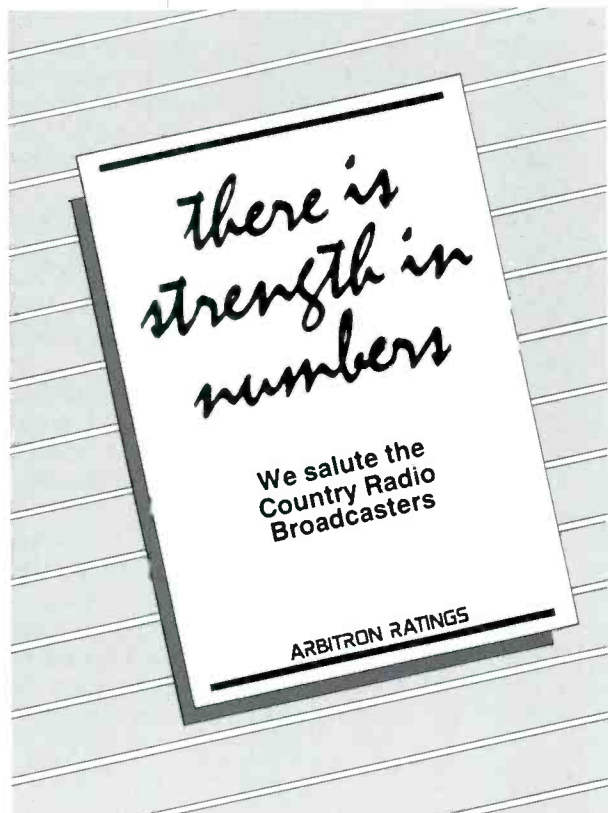
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CRB's EXECUTIVE DIRECTOR GETS EXTRA SPECIAL HONOR

by Mike Hyland

Most of you know him. He's the guy who, with the various committees and panels, spends months organizing the annual COUNTRY RADIO SEMINAR. He's the one who puts the Program Book & Directory together, sells the ads for the book, attends all the Seminar-related meetings, deals with the Board of Directors and the Agenda Committee, deals with the complexity of the Opryland Hotel and generally makes sure that each seminar runs even smoother than the last one. He's also the guy who walks around the hotel during the Seminar with a walkie-talkie in his hand and never sleeps (unless it's while he's walking).

He's FRANK MULL and he has been instrumental in making the COUNTRY RADIO SEMINAR a success since the second Seminar in 1971. "In the early years of the Seminar," says Mull, "it worked like a typical 'barn raising,' with everybody in town pitching in to make it happen."

By 1977, the eighth year of the Seminar, it was being operated out of Frank's Music Row office. Two years later, he was officially named the organization's Executive Director.

Somehow, in addition to his time-consuming functions there, he still manages to be involved in other industry-serving organizations.

At its October 1984 board meeting the Country Music Association awarded Frank Mull its Connie B. Gay Founding President's Award.

Established by the CMA board of directors in 1963, the award is given in recognition of that person who is not currently serving as an officer or director of the CMA, and who, in the board's opinion, has rendered the most outstanding service to the Country Music Association in the current year. Frank Mull was selected for his organization of the educational forums and panels for the annual Country Radio Seminar.

"This is only the second time in my life that I was totally surprised, and I won't tell you the first time," said Mull. "I chose to accept the Founding President's Award on behalf of all the people who volunteered to help make the Country Radio Seminar what it has become over the last 16 years."

Some of the previous Founding President's Award recipients include Owen Bradley, Robert J. Burton, Jack Stapp, Hurbert Long, Frank Jones, Roy Acuff, Charlie Daniels, Bob Boatman, Tex Ritter, Governor Frank Clement, and Johnny Cash.

Commenting on the Founding President's Award, CMA Executive Director Jo Walker-Meador stated, "The CMA was built and made strong by volunteers who cared. Even though the contributions of 1984's honoree have been outstanding during the previous year, Frank Mull has been a 'household' word at the CMA for many years. All of the staff at CMA are delighted to see him honored."



Mull was instrumental in bringing the highly successful MUSIC INDUSTRY PROFESSIONAL SEMINAR (MIPS) sessions organized by the CMA into the COUNTRY RADIO SEMINAR initially and in their return again this year. Additionally, he can be found at numerous other CMA functions, especially the annual CMA Awards Show where he assists with production and talent coordination. He also appears regularly on the Music Country Radio Network with Charlie Douglas on the bi-monthly country music trivia segment.

In addition to his duties with the Country Radio Broadcasters and the Seminar, Frank is owner of Mull-Ti-Hit Promotions, one of the first independent record promotions firms in Nashville. He also operates a computerized tracking service, Central Tracking, providing a running tab on records for not only his own promotion clients but for most of the major labels.

So when you see Frank Mull, walkie-talkie in hand, patrolling the hallways, meeting rooms and ballrooms of the Opryland Hotel this year you'll agree that the CMA could not have found a more hardworking recipient for their prestigious Connie B. Gay Founding President's Award.

"Congratulations, Frank!"



Billboard Brings the Country to the World

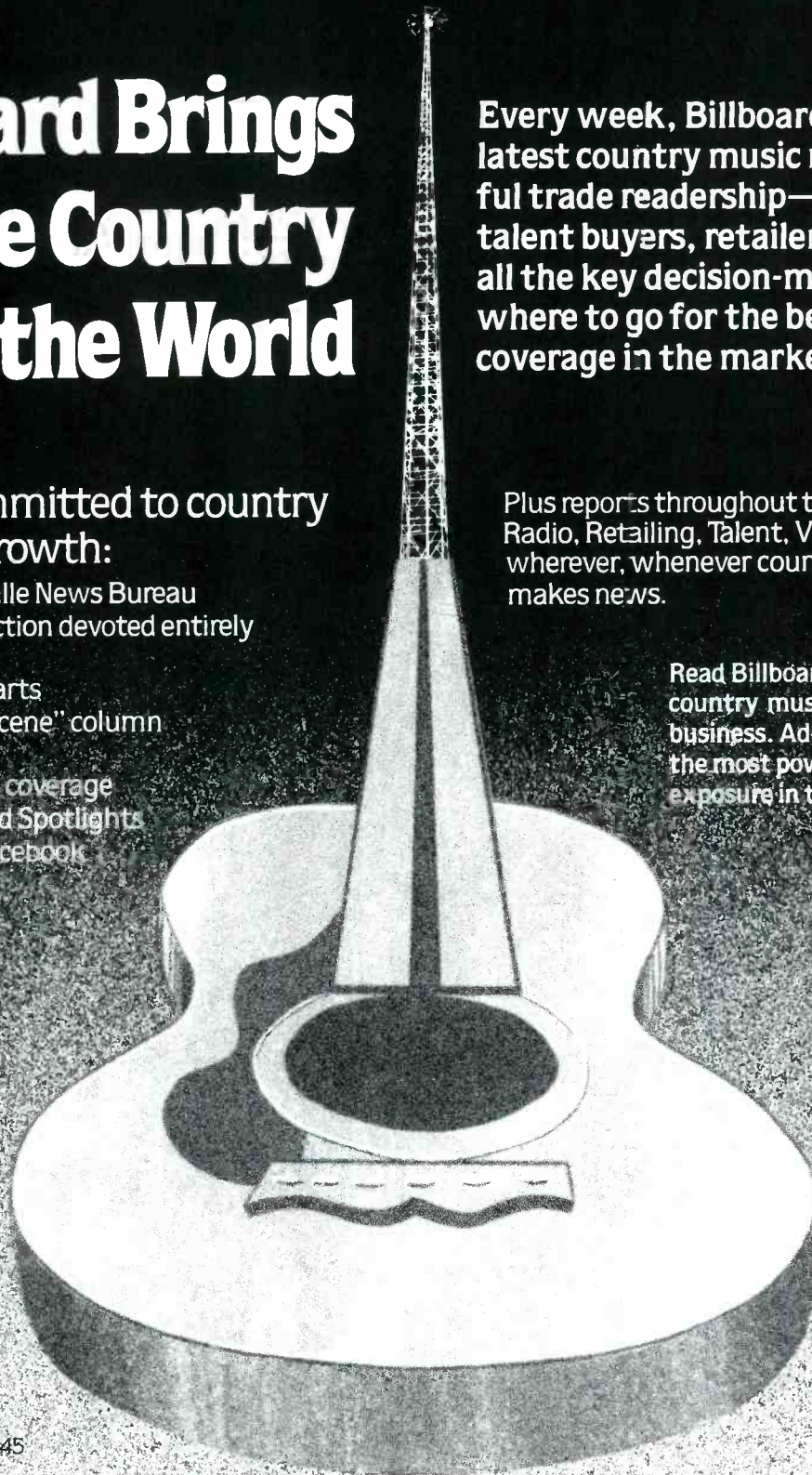
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CRB UPDATE DIRECTORY

Country Radio Stations and Personnel

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
City	Address	Address	State Zip	Phone				
ALABAMA								
WQSB	Mike Reaves Albertville	Mike Reaves Box 190	Mike Reaves AL 35950	Jeff Allen (205) 878-1311	Ernie Stone	100	105.1	19
WKYD	Paul Reynolds Andalusia	Elizabeth Doulin Box 8	Chuck Eiland AL 36420	Chuck Eiland (205) 222-1144	Leon Strickland	5	920	24
WANA	Joe Burney Anniston	Joe Burney Box 609	Kim Holder AL 36201	Kim Holder (205) 237-1627	Joe Burney	1	1490	16
WZZK	Jerdan Bullard Birmingham	Ed O'Connor 530 Beacon Pkwy W	Jim Tice AL 35209	Tony Kidd (205) 942-7800	Ron Eudaly	100	104.7	24
WVOK	Gordon Sprouse Birmingham	Sales Manager Box 1926	Dave White AL 35201	Bob Barry (205) 428-7153	John Gober	50	690	24
WKNU	Hugh Ellington Brewton	Hugh Ellington Box 468	Carol Ellington AL 36427	Carol Ellington (205) 867-4824	Tony Travis	3	106.3	20
WAQT	Johnny Duren Carrollton	Johnny Duren Box 71	Donnie Hamric AL 35447	Donnie Hamric (205) 367-8136	Larry Junkin	100	94.1	19
WTVY	Chris Bence Dothan	David Wadsworth Box 1089	Benjamin Martin AL 36302	Charlie Platt (205) 792-0048	Oscar Lanman	100	95.5	24
WAAX	Bud Polacek Gadsden	Liz Wheeler Box 570	Bill Buckner AL 35902	Jim Pruett (205) 543-9229	Gil Brothers	5	570	24
WBHP	Ron Bailey Huntsville	Ron Bailey Box 547	Bill Murry AL 35804	John Malone (205) 534-3521	Bill Willies	1	1230	24
WKZF	Bill Malone Huntsville	Searcy Hall Box 2118	Ross Brooks AL 35804	Ross Brooks (615) 433-2537	Mack Edmonson	50	1140	24
WKSJ	Jay Childress Mobile	Dave Simons 917 Western American	Bill Jones AL 36609	Bill Jones (205) 344-9900	Frank Roberts	100	95	24
WMML	Richard Haines Mobile	Harold Bousson Box 2567	Bill Black AL 36652	Bill Black (205) 438-4514	Jimmy Burns	5	1410	24
WLWI	Don Markwell Montgomery	Sammy George Box 4999	Sam Faulk AL 36195	Rhubarb Jones (205) 264-7392	Larry Wilkins	100	92.3	24
WOPP	R.H. Boothe, Jr. Opp	R.H. Boothe, Jr. Box 560	Wayne Caylor AL 36467	Wayne Caylor (205) 493-4545	Ronnie Boothe	2	1290	15
WMLS	Joe Windsor Sylacauga	Rick Jones Box 629	Charles Lande AL 35150	Mike Cannon (205) 245-4354	Hugh O'Neal	2	98.3	19
WACT	Clyde Price Tuscaloosa	Walter Price Box 126	Dennis Bridges AL 35402	Jeff Speegle (205) 349-3200	Herbert Connellan	5	1420	24
ALASKA								
KTNX	Dan Volz Anchorage	Steve Hood 1549 E. Tudor	Steve Chapman AK 99507	Steve Chapman (907) 561-1877	George Jarrett	10	1080	24
KICY	Jim Brewer Nome	Dave Schmer Box 820	Geof Woodberry AK 99762	Jay Lawton (907) 443-2213	Terry Reynolds	10	850	5
ARKANSAS								
KMLA	Dave Hall Ashdown	Terry Snead Box 17	Program Director AR 71822	Music Director (501) 898-2774	Warren Culloni	3	103.9	24
KABK	Pete Cole Augusta	Carole Pickett Box Z	Thad Wells AR 72006	Jerry McCabe (501) 347-2053	Pete Cole	3	97.9	16
KBBA	John Riddle, Jr. Benton	John Riddle, Jr. 1100 Military #5	Bill Haywood AR 72015	Bill Haywood (501) 778-2690	Jim Cope	.25	690	12
KCAB	Ron Rye Dardanelle	Tony Lindley Box 89	Dale Davenport AR 72834	Tom Walter (501) 229-4949	Dale Davenport	1	790	12
KAKA	Sheila Sherman Dermott	Sheila Sherman Box 247	Larry Dean AR 71638	Larry Dean (501) 367-5120	Lynn Rockenbauch	10	1110	24
KDMS	Jeff Murphree El Dorado	Paul Swint Box 1565	Ben Robbins AR 71730	Ben Robbins (501) 863-5121	Lonnie Hutto	5	1290	12
KKIX	Doug Whitman Fayetteville	Sales Manager Box 1104	Tom Sleeker AR 72702	Tom Sleeker (501) 521-0104	Ken Ekland	3	103.9	24
KFPW	Gordon Brown Ft. Smith	Margie Cole Box 303	George Glover AR 72902	George Glover (501) 783-5379	Bill Gravber	3	100.9	24
KHAM	Gene Williams Horseshoe Bend	Gene Williams 306 Church St.	Dirk Simmons AR 72512	Dirk Simmons (501) 670-5138	Dirk Simmons	1	1000	12
KSSN	Station Manager Little Rock	Ron Collier 8114 Cantrell Ave.	John Marks AR 72207	Jessica James (501) 227-9696	Larry Iverson	100	95.7	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Hours
	City	Address	State Zip	Phone		Power (kw)	Freq.	Per Day
ALABAMA								
KVMA	Ken Sibley Magnolia	Bill Hoglund Box 430	Louise O'Dell AR 71753	Loretta Wilson (501) 234-5862	Charles Price	1	630	24
KZRO	Coy Horton Marshall	Dennis Veazey Drawer Zero	Neil Thompson AR 72650	Neil Thompson (501) 448-5800	Dale Stevens	100	104.3	24
KBHC	Pete Gathright Nashville	Sales Manager 1513 S. 4th St.	Rick Castleberry AR 71852	Rick Castleberry (501) 845-3601	Chief Engineer	.50	1260	24
KCTT	John Adams Yellville	John Adams Box 100	Jackie Jefferson AR 72687	Linda Kelley (501) 449-4001	Chief Engineer	1	1530	24
ARIZONA								
KQEZ	Gary Linscott Coolidge	Gary Linscott Box 1437	David McClay AZ 85228	David McClay (602) 723-5435	Jess Spurgin	3	103.9	24
KNOT	Bill Payne Prescott	David Hunter Box 151	Neil Jones AZ 86302	Darrell Wilson (602) 445-6880	Bill Kafka	1	1450	24
KNIX	Michael Owens Tempe (Phoenix)	Robert Podolsky Box 3174	Don Cristi AZ 85281	Doug Brannan (602) 966-6236	Eric Schecter	50	1580	24
KTTI	Lee Warrington Yuma	Lee Warrington Box 5609	Lee Poole AZ 85364	Larry Watts (602) 782-3881	Richard Davis	25	95.1	24
CALIFORNIA								
KKAL	Gary S. Owens Arroyo Grande	Barbara Mills Box 220	Doug Vincent CA 93420	Mike David (805) 489-1280	Steve Urbani	5	1280	24
KUZZ	Mel Owens Bakersfield	Richard Trejo 1209 N. Chester Ave.	Buddy Owens CA 93308	K.C. Adams (805) 393-1500	Zack Hoople	1	970	24
KHSL	Jim Lynch Chico	Jim Lynch Box 489	Gary Avey CA 95927	Rory Music (916) 893-8926	Russell Pope	5	1290	19
KNAX	Don Schrack Fresno	Lou Costanza 3636 N. 19th St.	Rick Freeman CA 93726	Rick Freeman (209) 224-5734	John Oliveira	48	97.9	24
KFRE	Tal Jonz Fresno	Bob Walker 999 N. Van Ness	Bob Mitchell CA 93728	Bob Mitchell (209) 441-7600	Hal Torosian	50	940	24
KERG	Patrice Healy Garberville	Bill Roddy Box 7	Dan Healy CA 95440	Dan Healy (707) 923-2052	Chief Engineer	1	100.1	11
KNGS	Al Lobeck Hanford	Ray McCarty Box 49	Scott Huskey CA 93232	Scott Huskey (209) 582-0361	Gary Hunter	1	620	24
KSON	Clarke Brown La Mesa	Mike Stafford Box 1240	Mike Shepard CA 92041	Mike Brady (619) 589-1240	Doug Schleutker	1	1240	24
KLLB	Andrew Reimer Lompoc	Rusty Kirkland 516 North 'H' St.	Ken Burke CA 93436	Music Director (805) 736-5656	Dale Williams	.50	1410	12
KMIX	Bud McMurray Modesto	Jim Wilkinson Box 979	Steve Amari CA 95354	Ron Stevens (209) 883-0433	Les Lester	1.6	98.3	24
KZUN	Gary Halladay Modesto	Don Craig Box 1360	Ed Nickus CA 95353	Ed Nickus (209) 529-0228	Chief Engineer	5	1360	24
KCSN	Jack Brown Northridge	Ed Cotter 18111 Nordhoff St.	Michael Turner CA 91330	Scott Kleyman (818) 885-3090	Jack Foster	3	88.5	7
KSAN	Steve Edwards Oakland	Joel Schwartz Box 95	J.D. Spangler CA 94604	Laurie Sayres (415) 836-0910	George Craig	27	94.9	24
KPAK	Robert Koroluck Redding	Robert Koroluck 6478 C Westside Rd.	Billy Pilgrim CA 96099	Billy Pilgrim (916) 243-0343	Brian Walker	1	1230	24
KRAK	Randy Warwick Sacramento	Diane Williamson Box 60408	Don Langford CA 95860	Rick Stewart (916) 482-7100	Jay Lemmons	50	1140	24
KTOM	Steve Dean Salinas	Bob Sherry Box 81380	Marc Hahn CA 93912	Marc Hahn (408) 422-7484	Don Hane	.90	1380	24
KCKC	Jim Markham San Bernardino	Sheila Brown Box 2565	Bob Mitchell CA 92406	Bob Mitchell (714) 882-2575	John Patterson	5	1350	22
KDIG	Thomas Jones San Bernardino	Thomas Jones Box 5066	Brian McNeal CA 92412	John Burton (714) 885-6555	Lavern Garton	1	1240	24
KCBQ	Peter Moore San Diego	Jim Donahoe Box 1629	Gary Herron CA 92112	Joe Patrick (619) 286-1170	Bill Lipis	50	1170	24
KUBA	Bob Harlan Yuba City	Bob Harlan Box 309	Randy Joe CA 95992	Moe Howard (916) 673-1600	Pat Mason	5	1600	24
COLORADO								
KKCS	Jim Cooper Colorado Springs	Charlie Oliver 1604 S. 21st St.	John Hudson CO 80904	John Hudson (303) 632-1561	Mel Raugh	100	101.9	24
KYGO	Steve Keeney Denver	Jeff Clark 1095 S. Monaco Pkwy.	Bob Call CO 80224	Rick Jackson (303) 321-0950	Chuck Waltman	100	98.5	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
COLORADO (continued)								
KLZ	Al Grosky Denver	Chris Beck 2149 S. Holly St.	Chuck Browning CO 80222	Scott Jameson (303) 759-5600	Ron Stevens	5	5600	24
KBRQ	R.W. Schmidt Denver	Bob Proffitt Box 4347	Roger Mundy CO 80204	Jim Stricklan (303) 573-1280	Jim Sorenson	5	1280	24
KIIX	John Shideler Ft. Collins	Dick Anderson Box 2204	Robert E. Lee CO 80521	Michael St. James (303) 484-5449	Dave Julian	5	600	18
KQIL	Don Rhea Grand Junction	Dave Beck Box 340	Don Rhea CO 81502	Bob Gass (303) 242-7800	Dave Colby	1	1340	24
KYOU	Frank Gunn Greeley	Marc McLean Box 1607	Ken Schroeder CO 80631	Music Director (303) 356-1450	Larry Selzle	1	1450	24
KCCY	Michael John Pueblo	Danielle Whitmore Box 5010	J. Ralph Carter CO 81001	Mike Daniels (303) 545-2080	Dan Thomas	50	97.9	24
KIDN	Michael De Marco Pueblo	Gary Buchanan Box 293	Bob Campbell CO 81002	Randy Hill (303) 542-5570	Ace Ball	5	1350	24
KJCO	Norma Propp Yuma	Dick Dedrick 804 S. Ash	Norma Propp CO 80759	Dick Dedrick (303) 848-5828	Dan Boltjes	3	100.9	7
WASHINGTON D.C.								
WMZQ	Brian Bieler Washington	Frank Byrne 5513 Connecticut Ave.	Cliff Blake DC 20015	Bob Duchesne (202) 362-8330	Jon Banks	50	98.7	24
DELAWARE								
WDSD	Steve Wodlinger Dover	Jim Schwartz Drawer 'B'	Pete Adlam DE 19903	Pete Adlam (302) 734-5816	Henry Rosario	50	94.7	24
WAMS	Steve Courtin Wilmington	Hy Farbman Box 3677	Chris Michaels DE 19807	Todd Doren (302) 654-8881	Rich McGuire	5	1380	24
FLORIDA								
WOKD	Karl August Arcadia	Dixie Dakos Box 794	Bruce Aaron FL 33821	Diana Oliver (813) 494-2525	Murray Benton	3	98.3	24
WAPR	Charles C. Castle Avon Park	Peggy King Box 1390	Mike Ivey FL 33825	Mike Ivey (813) 453-3139	Charles C. Castle	1	1390	12
WAFC	R. Castellanos Clewiston	Vern Thacker Box 2106	Glenn Moree FL 33440	K.C. Kelley (813) 983-6106	Jim Johnson	3	106.3	19
WBAS	Judi Bright Crescent City	Andrea Bannon 523 N. Summit St.	Judie Bright FL 32012	Music Director (904) 698-2698	Dick Douglas	1	1330	12
WGTO	Jim Boccock Cypress Gardens	Dick Bennick Box 123	Henry Jay FL 33880	Henry Jay (813) 324-5400	Dick Hart	50	540	24
WELE	William Stipsits De Land	Vance Tyler Drawer 'F'	Bob King FL 32720	Bob King (904) 255-6616	Ovie Loman	100	106	24
WMMK	Edna Smith Destin	Rick Gordon Box 817	Gabby Bruce FL 32541	Skip Davis (904) 837-0101	Charles Wooten	3	92.1	24
WFTP	Ron Knight Ft. Pierce	Jack Dodge Box 1330	George Gordon FL 33454	Music Director (305) 464-1330	Fran Sherwood	1	1330	24
WDVH	Larry Edwards Gainesville	Bill Tilghman Box 1068	Jim Brand FL 32602	Doug Hudson (904) 372-2528	George Fogle	5	980	11
WKQS	Jeff Greenhawt Hollywood	Ray Perry 9881 Sheridan St.	Mac Allen FL 33024	Jim Richards (305) 431-6200	Doug Holland	100	99.9	24
WQDI	Eucario Bermudaz Homestead	Hector Chicken 507 NW 2nd St.	Bernie Zolnowski FL 33030	Joe Brennan (305) 247-9444	Chief Engineer	5	1430	24
WQIK	Bill Mize Jacksonville	Al Melcolm Box 6999	Allen Matthews FL 32236	Allen Matthews (904) 388-7711	Jerry Smith	5	1320	24
WCRJ	Lynda Byrd Cooper Jacksonville	Paul Rogers 5900 Pickettville Rd.	Scott Jeffries FL 32205	Scott Jeffries (904) 781-0107	Don Fleming	100	107.3	24
WVHG	Lee J. Granims La Belle	Lee Granims Box 398	Gary Carmichael FL 33935	Phil Bradley (813) 675-1881	Paul Wolf	3	92.1	24
WZST	Nick Marnell Leesburg	Sales Manager Drawer 'K'	Jerry Glaze FL 32748	Paul Moore (904) 787-1410	Chief Engineer	5	1410	15
WQHL	George Day Live Oak	Jack Hall Box 130	Bill Savitz FL 32060	Pete Gray (904) 362-1250	Mark Schmucker	60	98.1	19
WMAF	Gail Walker Madison	Violet Linsey Box 621	Billy J. Rachels FL 32340	Billy J. Rachels (904) 973-6333	Frank White	1	1230	16
WXBM	Nette Franklin Milton	Loualsbee Mahacek 1867 Quintet Rd.	Chip Mapoles FL 32570	Greg Gordon (904) 994-5357	Danny Webster	100	102.7	24
WMOP	Carol Carpenter Ocala	Joe Becker Box 1136	Capps Sutherland FL 32678	Richard Kirk (904) 732-2010	W.M. Boyer	5	900	14
WWKA	Bob Longwell Orlando	Bob Green 58 S. Ivanhoe Blvd.	Steve Holbrook FL 32804	Kevin Ray (305) 843-9236	Tom Bohannon	100	92.3	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
FLORIDA (continued)								
WHOO	Max Rein Orlando	Charlie Mastin Box 15310	Bucks Braun FL 32858	Roy Adams (305) 295-3990	Don Charles	50	990	24
WDAT	Tom Hale Ormond Beach	Tom Hale 432 S. Nova Rd.	Al Risen FL 32074	Dave Bethune (904) 677-4122	Chief Engineer	5	1380	24
WSUZ	Brenda Poole Palatka	Brenda Poole Box 668	Don Sports, Jr. FL 32078	J.D. Williams (904) 328-1177	W. Don Sports	1	800	12
WPAP	W.R.Bowman Panama City	Rob Ashe Box 2288	Jim Dooley FL 32402	Bill Russell (904) 769-1408	Reed Kinney	100	92.5	24
WOWW	Jim Colley Pensacola	Barbara Currie Box 2788	Jay Christopher FL 32513	Kris O'Kelly (904) 434-7388	Bob Stroupe	100	107.3	24
WGKR	Don W. Hughes Perry	Hudson Randall Box 779	Linda Thurman FL 32347	Hudson Randall (904) 584-2972	Gene Kitring	1	1310	24
WSUN	Ed Sander St. Petersburg	Shawn Portmann 9720 Executive Ctr. #20	Carey Curlop FL 33702	Kevin Murphy (813) 576-6090	Mark Williams	10	620	24
WTNT	Jack Lenz Tallahassee	Mark Leopold 325 John Knox Rd. #E-20	John Faulk FL 32303	John Faulk (904) 386-6143	Emory Mallory	100	94.9	24
WIRK	James L. Barnette West Palm Beach	Steve Berger Box 15768	Terry Slane FL 33416	Mary Lou Mahlman (305) 965-9211	John Sitone	100	107.9	24

GEORGIA

WJAZ	Ed Starr Albany	Ed Starr Box 505	Ken Cameron GA 31702	Ken Cameron (912) 432-9181	Buddy Green	5	960	24
WPLO	Rik Rogers Atlanta	George Reed 120 Ralph McGill Blvd.	Jim Clemons GA 30365	Jim Clemons (404) 898-8900	George Pass	5	590	24
WKHX	Norm Schruett Atlanta	Victor Sansone 360 Interstate N. #101	Neil McGinley GA 30339	Music Director (404) 955-0101	Bill Massey	100	101.5	24
WYAY	Robert Backman Atlanta	Paul Anovick 200 Galleria Pkwy #900	Bob Neil GA 30339	Doug McGuire (404) 955-0106	John Bridges	100	106.7	24
WGUS	Edith Buchanan Augusta	Bill Lawson Box 1475	Chuck Young GA 30913	Dan Green (803) 279-1380	Chief Engineer	3000	102.3	24
WBBK	Wayne R. Foster Blakely	Lavon Jarrett Box 568	Norman Tanner GA 31723	Craig Palmer (912) 723-4311	Wayne Foster	1	1260	12
WGRA	Wendell Lovett Cairo	Ellen Hester Box 120	Michael Best GA 31728	Michael Best (912) 377-4392	Chief Engineer	1	790	12
WLBB	Charlotte Timms Carrollton	Charlotte Timms Box 1400	Randy Pace GA 30117	Alan Duke (404) 832-7041	Phil Baker	1	1100	15
WYXC	Julia Frew Cartersville	John Frew Rt. 6 N. Tennessee Rd.	Julie Frew GA 30120	Julie Frew (404) 382-1270	John Frew	.50	1270	12
WCLA	W. Don Sports Claxton	W. Don Sports Box 427	Joyce Dixon GA 30417	Darin McCoy (912) 739-3035	W. Don Sports	1	107.1	12
WTTI	Ron Arnold Dalton	Faye Arnold Box 216	Rick Zeisig GA 30720	Rick Zeisig (404) 226-2700	Larry Richter	10	1530	24
WKRP	Bobbie Rucker Douglasville	Bobbie Rucker Box 1527	Program Director GA 30133	Music Director (404) 445-6093	Kenneth Ferguson	1	1500	12
WXPQ	Van Cowart Eatonton	Van Cowart Box 552	Linda Cowart GA 31024	Van Cowart (404) 485-8055	Paul Pagchant	1	1520	24
WWRK	Mickey Palmer Elberton	Mel Stovall Box 638	Dave Davis GA 30635	Dave Davis (404) 283-1400	Mickey Palmer	3	92.1	17
WLBA	Dave Puckett Gainesville	Linda Dotson Box 2849	Dave Puckett GA 30503	Jerry Kearns (404) 532-6331	Dan Davis	10	1130	24
WHIE	Fred Watkins Griffin	Fred L. Watkins Drawer 'G'	Bonnie Pfrogner GA 30224	Bonnie Pfrogner (404) 227-9451	Sidney Daniel	5	1320	24
WYYZ	Bobbie Rucker Jasper	Bobbie Rucker Box 280	Program Director GA 30143	Music Director (404) 692-6446	Kenneth Ferguson	1	1490	16
WLOP	Al Harper Jesup	Bill Houchins Box 647	David Dukes GA 31545	David Dukes (912) 427-3711	Dean Webster	5	1370	10
WMTZ	Warren Watkins Martinez	George Pritchard Box 11594	Matt Stovall GA 30907	Dave Hensley (404) 860-0943	Jim Taylor	3	94.3	24
WGSR	Jack L. Presti Millen	Tom Cooper Box 869	Bill Kent GA 30442	Bill Kent (912) 982-4142	Jim Slawson	1	1570	12
WRGA	Leeta McDougald Rome	Jerry Rucker Box 1187	Tim Walker GA 30161	Jim "Bo" Bell (404) 291-9742	Phil Baker	5	1470	24
WCHY	Truman Conley Savannah	Tim Graham Box 1247	Randall Bush GA 31402	Joe Logan (912) 964-7794	Martin Foglia	100	94.1	24
WLOR	Richard Harris Thomasville	Richard Harris Box 45	Andy Singleton GA 31792	Andy Singleton (912) 226-7911	Andy Singleton	5	730	12

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
GEORGIA (continued)								
WTIF	Al Cohen Tifton	Ann King Box 968	Allen Tibbetts GA 31794	Allen Tibbetts (912) 382-1340	Larry Nixon	1	1340	18
WIMO	Sid Griffin Winder	Sid Griffin Box 1300	B. Hardigree GA 30680	B. Hardigree (404) 867-1300	Terry Ferguson	1	1300	24
IOWA								
KCFI	Ken Hamilton Cedar Falls	Dave Pierce Box 157	Ron Hamilton IA 50613	Tom Edwards (319) 277-1918	Stan Siems	.50	1250	24
KMGO	B.J. Herrick Centerville	Laine Dennison Box 910	Cathi Underwood IA 52544	B.J. Herrick (515) 856-3996	Fred Jenkins	100	98.7	24
WLLR	Larry Rosmilso Davenport	Frank Pagano 1910 E. Kimberly RD.	Ray Randall IA 52807	B. Van Arsdale (319) 355-5331	Ron Streiter	50	101.3	24
KJYY	Gary Gookin Des Moines	Fritz Nordengren 1551 NE 66th Ave.	Beverlee Bleisch IA 50313	Beverlee Bleisch (515) 289-2444	Eldon Schlenker	3	106.3	24
KSO	William V. Wells Des Moines	Jerry Swanson 3900 NE Broadway	Jarrett Day IA 50317	Billy Cole (515) 265-6181	Jerry Bowers	5	1460	24
KILR	Roger J. Jacobson Estherville	Michael Dudding Box 453	Lyle Hevern IA 51334	Bruce Jensen (712) 362-2644	Lyle Hevern	.25	1070	12
KWMT	Paulette Lundberg Ft. Dodge	Paulette Lundberg Box 578	Mike Libbie IA 50501	Dale Eichor (515) 576-7333	Barry Walsh	5	540	15
KSMN	Dan Kemnitz Mason City	Brett Paradis Box 1837	Dan Katmnitz IA 50401	Myron Grage (515) 423-8637	Mike Hendrickson	1	1010	12
KWPC	John Flambo Muscatine	Lynn Schneider 3218 Mulberry Ave.	Steve Bridges IA 52761	Mark Lucas (319) 263-2442	Dave Metz	.25	860	24
KOEL	Ray Leafstedt Oelwein	Sales Manager Box 391	Carl Raida IA 50662	Music Director (319) 283-1234	Arnie Zaruba	100	92.3	18
KJJC	M.W. Jack Beaman Osceola	Dave Lynn Rt. 2 Box 275	Jamie Philips IA 50213	Dave Farnes (515) 342-6536	Mark McVey	3	107.1	24
KMNS	James J. Shields Sioux City	Tom Markley Box 177	Ty Cooper IA 51103	Ty Cooper (712) 258-0628	Gerry Gibbs	1	620	24
KICD	Bill Sanders Spencer	Dorothy Wilson Box 7248	Rick Friday IA 51301	Rick Friday (712) 262-1240	Joe Schloss	100	107.7	17
KXEL	Fred Hendrickson Waterloo	Sales Manager Box 1540	Curt Curtis IA 50704	Brett Davis (319) 233-3371	John Bauer	50	1540	19
IDAHO								
KIZN	Bob Dobbs Boise	Robert Dobbs 1002 W. Franklin St.	Bill Bailey ID 83702	Mike Martin (208) 343-9393	Bill Bailey	50	93.1	24
KART	Kim Lee Jerome	Donna Peterson Rt. 1 Box 1276	Larry Hunter ID 83338	Larry Hunter (208) 324-8181	Al Lee	1	1400	24
ILLINOIS								
WRMJ	John Hoscheidt Aledo	John Hoscheidt 2104 SE 3rd Street	Dan Nolan IL 61231	Dan Nolan (309) 582-5666	Carl Stratton	3	102.3	17
WRAJ	Tom Ellison Anna	Tom Ellison Box 606	Tom Ellison IL 62906	Rick Jaeger (618) 833-2148	Chief Engineer	.50	1440	24
WKZI	John McDaniel Casey	John McDaniel Box 428	Program Director IL 62420	Jerry Cox (217) 932-4051	John McDaniel	.25	800	12
WUSN	Drew Horowitz Chicago	John Martin 875 N. Michigan #1310	Lee Logan IL 60611	Nikki Courtney (312) 649-0099	Bob Larson	6	99.5	24
WDZQ	Jim Biggs Decatur	Mark Mulch 337 N. Water	Dan Jensen IL 62523	Dan Jensen (217) 429-9595	Fred Moore	50	95.1	24
WIXN	Al Knickrehm Dixon	Al Knickrehm 1460 S. College Ave.	Steve Marco IL 61021	Mark Baker (815) 284-3341	Mark Baker	3	101.7	20
WNOI	Stephen McCarthy Flora	Stephen McCarthy Box 368	Program Director IL 62839	Russ Paul (618) 662-8331	Elmo McCarthy	3	103.9	17
WFRL	Jim McQuality Freeport	Kim Grimes Box 810	Jim Douglas IL 61032	Bill Johnson (815) 235-4113	Carl Plaster	5	1570	24
WSMI	Hayward Talley Litchfield	Sales Manager Box 10	Tony Taylor IL 62056	Tony Taylor (217) 324-5921	Brian Talley	50	106.1	11
WDDD	Dutch Doelitzsch Marion	Jerry Crouse One Broadcast Ctr.	Bruce Welker IL 62959	Bruce Welker (618) 997-8123	Dutch Doelitzsch	50	107.3	24
WMOK	Gary Kidd Metropolis	Jim Young Box 720	Paul Schamburg IL 62960	Greg Leath (618) 524-9209	Forest Richardson	1	920	24
WMLA	Keith L. Andre Normal	Sales Manager Box 307	George Sterling IL 61761	Music Director (309) 454-3333	Bob Bivans	3	92.7	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
ILLINOIS (continued)								
WACF	Bill Brown Paris	Sales Manager Box 398	Program Director IL 61944	Music Director (217) 465-6336	Adlai Ferguson	50	98.5	21
WXCL	Dick Lewis Peoria	Nancy Shelton 3641 Meadowbrook Rd.	Tweed Scott IL 61604	Kevin Kasey (309) 685-5975	Jerry Yacuzzi	1	1350	24
WHBF	Jack Bennett Rock Island	Jerry Sanders 231 18th St.	Dick Stuart IL 61201	Dick Stuart (309) 786-5441	Frank White	5	1270	24
WKKN	Duane Daniels Rockford	Tom Koser 1901 Reid Farm Rd.	Curtis King IL 61111	Curtis King (815) 877-3075	Brien Prenevost	1	1150	24
WSQR	Larry Weatherford Sycamore	Rhea Weatherford Box 249	Tom Edwards IL 60178	Rhea Weatherford (815) 895-2117	Len Watson	.25	1560	12
WPMB	Tom Wright Vandalia	Nancy Tyrolt Box 100	Virginia Wilber IL 62471	Virginia Wilber (618) 283-2325	Tom Wright	.25	1500	24
INDIANA								
WRBI	Ronald E. Green Batesville	Sales Manager Box 201	Program Director IN 47006	Dick Wolfe (812) 934-5111	Chief Engineer	3	103.9	16
WCNB	Mike Edwards Connersville	Mike Edwards Box 619	Mike Peacock IN 47331	Randy Klemme (317) 825-6411	Mike Edwards	20	100.3	18
WJDW	Jon Walsh Corydon	Dennis Hill Box 100	Jon Walsh IN 47112	Jon Walsh (812) 738-3241	Joe Pollock	.25	1550	12
WCMR	Edwin C. Moore Elkhart	Ken Woodcox Box 307	Rick Carson IN 46515	Greg Harris (219) 875-5166	Don Baad	5	1270	24
WROZ	Charles A. Blake Evansville	Lynn Mautz Box 139	Tiny Hughes IN 47701	K.C. Todd (812) 422-4171	Jerry Kissinger	1	1400	24
WQHK	Robert H. Elliott Ft. Wayne	Walt Steffen Box 6000	John Curry IN 46896	Jeff Deweese (219) 447-5511	Bill Lemon	5	1380	24
WBDC	Paul Knies Huntingburg	Terry Seitz Box 330	Bill Potter IN 47542	Kathy Rahman (812) 683-4144	Dave Ferguson	3	100.9	24
WFMS	Kevin Aufmann Indianapolis	Jay Reynolds 8120 Knue Rd.	Herb Allen IN 46250	J.D. Cannon (317) 842-9550	Dave Fort	50	95.5	24
WIRE	Tom Severino Indianapolis	Vic Olsen Box 88456	Alan Furst IN 46208	Kevin Burris (317) 927-4200	Alex Keddie	5	1430	24
WBTU	David Hoppe Kendallville	David Hoppe Box 1140	Karen May IN 46755	Karen May (219) 347-2400	Mike Peters	37	93.3	24
WKVI	Ted Hayes Knox	Nancy Dembowski Box 12	Ted Hayes IN 46534	Paul Stage (219) 772-6241	Paul Stage	.25	1520	15
WNON	David E. Depoy Lebanon	David E. Depoy Box 227	David E. Depoy IN 46052	David E. Depoy (317) 482-4427	Max Turner	3	100.9	18
WCBK	Jeff Hancock Martinsville	Jeff Hancock Box 1577	John Taylor IN 46151	David Bruce (317) 342-3394	Marc Antonetti	3	102.3	19
WPGW	Rob Weaver Portland	Rob Weaver Box 1440	Rob Weaver IN 47371	Rob Weaver (219) 726-8780	Rob Weaver	3	100.9	16
WNDU	Robert J. Nowicki South Bend	Gary Clifton Box 1616	Steve Delaney IN 46634	Joel Dearing (219) 239-1616	Russ Summerville	1	1490	22
WTHI	David Liston Terre Haute	Ted Kraly 918 Ohio St.	Barry Kent IN 47808	Steve Hall (812) 232-9481	Jerry Arnold	50	99.9	24
WAOV	Phillip L. Smith Vincennes	Keith Doades Box 2000	Dave Millar IN 47591	Clint Marsh (812) 882-6060	Jim Evans	1	1450	25
KANSAS								
KKJQ	Scott Smith Dodge City	Jeff Hilborn 606 1st Avenue	Kevin Lein KS 67801	Charlie Hale (316) 276-2366	Les Childers	100	97	24
KVOE	WM Kniesly Emporia	Helen Hill Box 968	Lyle Brown KS 66801	Music Director (316) 342-1400	Ed Lipson	1	1400	24
KBLT	Jack Maxton Galena	Linda Bilke Rt. 1 Box 249	Delores Norris KS 66739	Sheryl Miller (316) 389-2203	Jack Maxton	3	107.1	24
KBUT	Scott Smith Garden City	Mike Triebold Box 798	Kevin Lein KS 67846	Judy Bird (316) 276-2366	Les Childers	5	1050	12
KJCK	Steve Roesler Junction City	Don Wolf Box 789	Mark Ediger KS 66441	Mark Ediger (913) 762-5525	Dave Wiese	1	1420	15
KYEZ	Patty Fancher Salina	Sales Manager Box 180	Dave Edwards KS 67402	Dave Edwards (913) 823-1111	Don Englehardt	100	93.7	18
KINA	Russell W. Gibson Salina	Ken Jennison Box 778	Bill Ray KS 67401	Bill Ray (913) 825-0266	Rod Rogers	.50	910	14
KTPK	H. Pat Powers Topeka	Phil Tysinger 910 First Natl. Tower	Betty Lou Pardue KS 66603	Jim Gibb (913) 234-2627	Mike Slocum	100	106.9	24
KFDI	Mike Oatman Wichita	Charles Taffis Box 1402	Chris Collier KS 67201	Gary Hightower (316) 838-9141	Orin Fresin	10	1070	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
KANSAS (continued)								
KFH	O.S.Gossard Wichita	Linda Carrier Metz 104 S. Emporia	Bob Givens KS 67202	Steve Campbell (316) 262-4491	Les Campbell	5	1330	24
KENTUCKY								
WLB	Dean Maggard Bowling Green	Rick Williams Box 689	Richard Ryan KY 42101	Edith Ellen (502) 843-3212	Dean Maggard	5	1410	19
WMMG	Mike Wix Brandenburg	Mike Wix Rt. 1 Bypass Rd.	Rachel Heavrin KY 40108	Rachel Heavrin (502) 422-3961	Greg Happel	.25	1140	15
WKLO	John Randolph Danville	Ed Singleton 427 S. 4th St.	John Randolph KY 40422	Fran Couch (606) 236-1116	Honus Shain	1	1000	14
WLLS	Lloyd Spivey Hartford	Lloyd Spivey Highway 231 S.	Cindy Thompson KY 42347	Lloyd Spivey (502) 298-3268	Lloyd Spivey	1	1600	16
WAMZ	Sandy Gamblin Louisville	Sales Manager Box 1084	Coyote Calhoun KY 40201	Coyote Calhoun (502) 582-7830	Charlie Strickland	100	97.5	24
WLBQ	Mary Alice Black Morgantown	Mary Alice Black Box 130	Mary Alice Black KY 42261	Chris Hughson (502) 526-3321	Dennis Daugherty	1	1570	24
WNBS	Glenn Wilcox Murray	Loal D. Cole Box 1340	Kevin Cole KY 42071	Sherry James (502) 759-1300	Loal D. Cole	1	1340	24
WKYQ	Buddy Scheerer Paducah	Sales Manager Box 2397	Kent King KY 42001	Kent King (502) 554-0093	Joe Weitlauf	89	93.3	24
WPRT	Bob Smallwood Prestonburg	Brenda Ringley Box 271	Ron Smith KY 41653	Ron Smith (606) 886-2050	J. Davis	5	960	12
WDOC	Gormon Collins, Jr. Prestonsburg	Gormon Collins, Jr. Box 309	Dennis Walker KY 41653	James Allen (606) 886-2338	Ken Robertson	5	1310	18
WKKS	Dennis Brown Vanceburg	R.P. Wietelmann Box 10	D.K. Brown KY 41179	R.P. Wietelmann (606) 796-3031	Howard Potts	1	1570	20
LOUISIANA								
KRRV	Hank Lazarone Alexandria	Jack Sharp Box 591	B. Mitchell LA 71301	B. Mitchell (318) 443-7454	Hank Lazarone	100	100.3	24
KALB	Bill Lynch Alexandria	Rick Stevens Box 471	Rick Stevens LA 71301	Alan Jefferies (318) 443-2543	Robert Richardson	5	580	24
WYNK	R.D. McGregor Baton Rouge	Bernie Aucoin Box 2541	Phil Williams LA 70821	Phil Williams (504) 343-8348	Richard Petty	5	1380	24
WBOX	Mel Hall Bogalusa	Andrew Moses Box 280	Mel Hall LA 70427	Terri Lyn (504) 732-4288	Chief Engineer	1	920	18
WLBI	Nancy David Denham Springs	Laurie Barnett Box 68	Malcolm Myers LA 70726	Mark Wallace (504) 665-5154	Duffy Spears	.25	1220	14
KLEB	Linda Autin Golden Meadow	Linda Autin Box 726	Linda Autin LA 70357	Linda Autin (504) 475-5141	Chief Engineer	1	1600	12
KJIN	Bill Underwood Houma	Bill Underwood Box 2068	Jan Jackson LA 70361	Larry Hyatt (504) 851-1020	Hugh Smith	1	1490	24
KYKZ	Mike Mitchell Lake Charles	Dave Brooks Box 999	Dale Gannon LA 70602	Music Director (318) 439-3300	Bob Crockett	100	96.1	24
KJAE	Robert Lawrence Leesville	Eloise Gibbs Box 1323	Ted Broyles LA 71446	Ted Broyles (318) 239-3403	Bob Lawrence	3	92.7	24
KNOE	Richard Wilcox Monroe	Tom Deal Box 4067	Russ Mitchell LA 71203	Brian Ringo (318) 387-9900	Mark Wilson	5	540	24
WNOE	Eric Anderson New Orleans	Clark Harvey 529 Bienville	Ron Harper LA 70130	Ron Harper (504) 529-1212	Danny Miller	100	101.1	24
KXLA	Bob Kidd Rayville	Bob Kidd Box 990	Norman Goza LA 71269	Kay Patterson (318) 728-6990	Ron Davis	1	990	24
KWKH	Gene Dickerson Shreveport	Jerry Frentress Box 31130	Raymond Waldon LA 71130	Larry Rust (318) 688-1130	Rod Mathews	50	1130	24
KVPI	Jim Soileau Ville Platte	Jim Soileau Drawer 'J'	Mark Lane LA 70586	Rita Soileau (318) 363-2124	Homer Kleiser	.25	1050	12
MAINE								
WCAV	Sidney A. Tufts Brockton	Sidney Tufts Box 787	Michael P. McIvey MA 02403	Mark Burns (617) 587-2400	Michael R. Valente	3	97.7	24
WIXY	Don Wilks E. Longmeadow	Carl Haterieus 45 Fisher Ave.	Franklyn Jay MA 01028	Franklyn Jay (413) 525-4141	Ken Jones	5	1600	24
WCMX	Donn Parker Leominster	Gary Todd Box 1000	Paul Lacey MA 01453	Jeff Gill (617) 537-4141	Chief Engineer	1	1000	24
WDLW	William McCarthy Waltham	Harold Bausemer Box 1330	Program Director MA 02254	Nina Ryder (617) 890-1400	Grady Moates	5	1330	18

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
MARYLAND								
WPOC	Dave Fuellhart Baltimore	Bill Branch 711 W. 40th St.	Doug Wilson MD 21211	Todd Grimsted (301) 366-3693	Mike Fast	50	93.1	24
WCAO	Owen Weber Baltimore	Jack Devlin 8001 Park Heights Ave	Johnny Dark MD 21208	Johnny Dark (301) 653-2200	Fred Rathert	5	600	24
WYII	Ken Smith Williamsport	Bob Merritt Box 434	J.P. Morgan MD 21795	J.P. Morgan (301) 582-1320	Ken Smith	3	95.9	24
MAINE								
WDEA	Helen Dudman Ellsworth	Linda Cummings 68 State St.	Ben Haskel ME 04605	Mark Rediker (207) 942-7575	Cliff Royal	5	1370	20
WMCS	Henri Chaussee Machias	Henri Chaussee Box 190	William Berta ME 04654	Hollis Geel (207) 255-8321	Bruce Look	3	95.3	11
WOXO	Richard Gleason Norway	Eris Connell Box 72	Don Mayberry ME 04268	Mike Dean (207) 743-5911	Richard Cushman	2	92.7	19
WPOR	Robert J. Gold Portland	Bonnie Grant 562 Congress St.	Tom Hennessey ME 04101	Hal Knight (207) 773-8111	Dave Debree	50	101.9	24
WOZI	Allan Weiner Presque Isle	Jeff Franklin Box 1117	Sarah Le Claire ME 04769	Gary Stone (207) 762-5211	Allan Weiner	3	101.7	24
MICHIGAN								
WQTE	Don Aspacher Adrian	Gary Floyd 121 W. Maumee	Todd McAliley MI 49221	Todd McAliley (517) 265-9500	Dave Collier	3	95.3	24
WKYO	Station Manager Caro	Doug Brink 1184 Cleaver Rd.	Conrad Michaels MI 48723	Conrad Michaels (517) 673-2136	Kevin Larke	1	1360	24
WNWN	Gary Mallernee Coldwater	Gary Hart Box 1590	Randy Rowley MI 49036	Denny Bice (517) 279-9767	Mike Peters	50	98.5	24
WCXI	John Risher Detroit	Denise Miller 18900 James Couzens	Greg Raab MI 48235	R.T. Griffin (313) 345-8600	Phil Rogers	50	92.3	24
WWWW	Phillip C. Lamka Detroit	Jim Blashill 2930 E. Jefferson	Barry Mardit MI 48207	Kevin Herring (303) 259-4323	Ralph Hunt	61	106.7	24
WBDN	James Ruud Escanaba	Mike Deaugostino Box 600	Bruce Nelson MI 49829	Wayne Nault (906) 786-4118	Wayne Peterson	1	600	12
WYKX	Joe Demay Escanaba	Alice Thorbjornson 604 Ludington St.	Don Raymond MI 49829	Don Raymond (906) 786-3800	Wayne Peterson	100	104.7	20
WTAC	Ray Nelson Flint	Ray Nelson Box 600	Jim Kramer MI 48501	Dan Richards (313) 694-4146	Norm Perry	1	600	24
WKMF	A. William Lee Flint	Michael Dach Box 1470	Mark Thomas MI 48501	Shelley James (313) 742-1470	Bill Sanderson	5	1470	24
WJEB	Michael E. Ryan Gladwin	Michael Davis 3601 W. Woods Rd.	Patrick Weaver MI 48624	Sam Villareal (517) 426-4527	James Flinn	1	1350	12
WCUZ	Ronald J. Dykstra Grand Rapids	Mike Gordon One McKay Tower	Ed Buchanan MI 49503	Joe Devine (616) 451-2551	Dave Gale	1	1230	24
WITL	Charles Mefford Lansing	William Pacelli Box WITL	John Austin MI 48910	Wayne Waters (517) 393-1010	Geary Morrill	.50	1010	24
WNBY	Jack St. Andre Newberry	Peggy St. Andre Box 1	Cal Olson MI 49868	Music Director (906) 293-3221	Del Reynolds	3	93.5	10
WAOP	Robert P. Brink Otsego	Marc McGuire Box 980	Jim Higgs MI 49078	Jim Higgs (616) 692-6851	Chief Engineer	3	100.9	15
WKCQ	Ken MacDonald Saginaw	Mark Whitaker Box 1776	Tom Samoray MI 48605	Tom Samoray (517) 752-8161	Gary Harding	50	98.1	24
WPBK	Jay Ronn Whitehall	Sales Manager Box 158	Andy Scott MI 49461	Joey Prohaska (616) 894-9523	Chief Engineer	1	1490	24
WSDS	Michael Callanan Ypsilanti	Sales Manager 580 W. Clark Rd.	John Davis MI 48197	John Davis (313) 484-1480	Chief Engineer	.50	1480	24
MINNESOTA								
KATE	Dennis Martin Albert Lea	D. Martin Box 971	Mike Sullivan MN 56007	Jim Pilgrim (507) 373-2338	Daryl Christensen	1	1450	11
KBEW	Dave Fenske Blue Earth	Sales Manager Box 278	Roy Haven MN 56013	Roy Haven (507) 526-2181	John Gjorg	1	1560	24
KBRF	Harry Hastings Fergus Falls	Harry Hastings Box 494	Kim Hepola MN 56537	Kim Hepola (218) 736-7596	Harry Hammond	5	1250	24
KDUZ	Larry Graf Hutchinson	Don Dose Box 10	John Mons MN 55350	Diane Sommers (612) 587-2140	Darryl Gander	3	107.1	18
KYSM	George Genz Mankato	Chris Painter Box 2268	Program Director MN 56002	Pete Stiener (507) 345-4673	Mike Sprint	81	103.5	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
MINNESOTA (continued)								
WDGY	Dave Habisch Minneapolis	Sales Manager 611 Frontenac Place	Art Sanders MN 55104	Music Director (612) 645-7757	Doug Thompson	50	1130	24
KVOX	John Grosen Moorhead	Greg Frederick Box 97	Dick Johnson MN 56560	Scott Winston (218) 233-1522	Meryl Valnes	100	99.9	24
KLOH	W. Christensen Pipestone	W. Christensen Box 512	W. Christensen MN 56164	Mylan Ray (507) 825-3363	Clarence Ausnam	1	1050	15
KWWK	Howard Bill Rochester	Dick Radke 114½ S. Broadway St.	Dick Radke MN 55904	Paul Stenzel (507) 288-9500	Dave Paxton	3	96.7	24
KOLM	Howard Bill Rochester	Dick Radke 114½ S. Broadway St.	Dick Radke MN 55904	Paul Stenzel (507) 288-1971	Dave Paxton	10	1520	24
WWJO	Jack Hansen St. Cloud	Treca Shields Box 220	Mike Diem MN 56302	Steve Stewart (612) 251-4422	Craig Bomgaars	100	98.1	24
KEEY	Dave Habisch St. Paul	Dave Habisch 611 Frontenac Place	David Malmberg MN 55104	David Malmberg (612) 645-7757	Scott Christiansen	100	102.1	24
KRBI	Ken Lundberg St. Peter	Ken Lundberg 1031 W. Grace St.	Program Director MN 56082	Pat Johnson (507) 931-3220	Brady Palmquist	1	1310	12
KWMB	Michael Borgen Wabasha	Michael Borgen Box 46	Carol Tentis MN 55981	Bill Deano (612) 565-4576	Rick Levandowski	1	1190	10
KAGE	Carol Schumacher Winona	Sales Manager Box 767	Bill Withers MN 55987	Jim Trotter (507) 452-2867	Dick Schuh	1	1380	24
MISSOURI								
KZMO	Ray Rouse California	Ron Brown Box 307	Susan Rouse MO 65018	Jeff Shackelford (314) 796-3139	Ray Rouse	3	94.3	18
KZYM	Jerry Zimmer Cape Girardeau	Jerry Zimmer Box 1610	John Zimmer MO 63701	Don Cleveland (314) 335-8291	Jerry Zimmer	.25	1220	12
KTGR	Jay Martin Columbia	John Ott Box 459	Program Director MO 65205	Ken Borden (314) 449-2433	Jim Clark	.25	1580	24
KLDN	Ken Kuenzie Eidon	Dennis Benne 209 E. 2nd St.	Program Director MO 65026	Music Director (314) 392-3793	Ken Kuenzie	3	92.7	24
KFTW	Dave Smith Fredericktown	Dave Smith Box 71	Dave Smith MO 63645	Bill Reed (314) 783-6461	Joe Bellis	1	1450	12
KHMO	Art Francis Hannibal	Eddie Foxall Box 711	Bryon Johnson MO 63401	Music Director (314) 221-3450	Greg Danaha	5	1070	18
KLIK	Tom Thies Jefferson City	Tom Thies Box 414	Tom Miller MO 65102	Jack Daniels (314) 634-2950	Chief Engineer	5	950	24
WMBH	Gary Exline Joplin	Al Zar Box 1667	Dan Casey Mo 64801	Jesse James (417) 623-1450	Jack Lutzinger	1	1450	24
WDAF	Tom Connolly Kansas City	Bob Dennis 3020 Summit	Neal Mullins MO 64108	Don Crawley (816) 931-6100	Al Kenyon	5	610	24
KFKF	Tom Bresnahan Kansas City	Rick Green Box 6394	Ray Massie MO 64126	Dave Mathews (913) 321-3200	Jim Jett	100	94.1	24
KIRX	Alvina Britz Kirksville	Stevie Burk Box 130	Tom Pollard MO 63501	Tom Pollard (816) 665-3781	Charlie Porter	1	1450	24
KWWR	Jerry Johnson Mexico	Kent Morgan 1705 E. Liberty	Gary Leonard MO 65265	Chuck Thomas (614) 581-5500	Gary Leonard	100	95.7	24
KNEM	Bob De Lano Nevada	Sales Manager Box 447	Ray Prosser MO 64772	Ray Prosser (417) 667-3113	Dick Jones	1	1240	18
KWOC	Bill Williams Poplar Bluff	Sales Manager Box 399	Program Director MO 63901	Rob Johnson (314) 785-0881	Mike Hall	5	930	19
KTTS	Curt Brown Springfield	Dan O'Day Box 1806	Don Paul MO 65805	Rob Hough (417) 865-6614	Keith Olson	1	1400	24
KWTO	Kurt Boney Springfield	Kurt Boney Box 65808-4568	Jim Bourette MO 65807	Jim Bourette (417) 883-9000	Monte Chaney	5	560	24
KFEQ	Gene Millard St. Joseph	Dick Kline Box 879	Bob Orf MO 64502	Bob Orf (816) 233-8881	Donald Moss	5	680	24
KUSA	Merrell Hansen St. Louis	Jon Gibson 10155 Corporate Sq.	Bill Coffey MO 63132	Georgann Harris (314) 997-5594	Dave Obergoner	5	550	24
WIL	F. Craig MaGee St. Louis	Joe Stephenson 300 N. Tucker Blvd.	Mike Oakes MO 63101	Mark Langston (314) 436-1600	Frank Eudy	5	1430	24
KTUI	John C. Rice Sullivan	John C. Rice Box 99	Doug Rodgers MO 63080	Doug Rodgers (314) 468-5101	Chief Engineer	1	1560	12
MISSISSIPPI								
WXGR	Jim Odom Bay St. Louis	Ira Hatchett Box 'ZZ'	Benietta Hatchett MS 39520	Charles Virdrine (601) 467-5452	Jim Odom	5	1190	14
WVMI	Wayne Vowell Biloxi	Vester Emerson Box 4606	Jim Tabor MS 39531	Jim Tabor (601) 388-2323	Bob Thornton	5	570	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Hours
	City	Address	State Zip	Phone		Power (kw)	Freq.	Per Day
MISSISSIPPI (continued)								
WBSJ	Herb Knotts Ellisville	Charlie Mayfield Box 170	Tommy Glenn MS 39437	J. Michael Long (601) 477-8526	Glynn Holland	3	102.3	24
WFTO	Fred Blalock Fulton	Danny Kingsley Box 549	Jim Mack MS 38843	Jim Mack (601) 862-3191	Gene Sisk	5	1330	12
WVOM	Nicky Martin Iuka	Nicky Martin 311 W. Eastpoint St.	Tom Clifton MS 38852	M. Steven Foster (601) 423-6059	Scotty Belue	1	1270	20
WYN	Benny Springer Jackson	Phil Harrison Box 222	Brock Boulette MS 39205	Music Director (601) 371-5000	James Cameron	100	96.3	B
WSJC	Jeanette Mathis Magee	Larry Cockrell Box 426	Mike Mathis MS 39111	Sandra Lee (601) 849-3900	Walter Hearn	50	810	15
WOKK	Ken Rainey Meridian	Gordon Church Box 5797	Van Mack MS 39302	Van Mack (601) 693-2661	Mike Godwin	100	97.1	24
WMLC	Peggy Clinton Monticello	Patsy Speights Box 1270	Joe Collins MS 39654	Joe Collins (601) 587-2581	Charles Willett	1	1270	12
WQNZ	Ron Adams Natchez	Sales Manager Box 768	Ron Adams MS 39120	Ron Adams (601) 442-4895	Alan Perkins	100	95.1	24
WPMO	Page Dew Pascagoula	Jim Horn Box 789	Larry Brown MS 39567	Dave Terry (601) 762-3113	Bill Merlau	100	99.1	24
WSEL	Ronnie Hughes Pontotoc	Martha Heleniac Box 240	Ronnie Hughes MS 38863	Ronnie Hughes (601) 489-1440	Truman Patterson	1	1440	24
WKYV	David Price Vicksburg	Ric Price Box 1357	Chip Matthews MS 39180	Chip Matthews (601) 638-5111	Jeff Corken	100	106.7	24
MONTANA								
KFLN	Russ Newell Baker	Roxanne Eglund Box 790	Kelly Coldwell MT 59313	Russ Newell (406) 778-3371	Tom Weir	5	960	18
KGHL	Jerry Moore Billings	Jon Rand Box 30198	Lee Rogers MT 59107	Theresa Binon (406) 656-1410	John Webber	5	790	24
KEIN	Bill Luzmoor Great Falls	Hal Hardy Box 1239	Skip Walters Mt 59403	Skip Walters (406) 761-1310	Bill Burkhardt	5	1310	24
KLFM	Bill Luzmoor Great Falls	Hal Hardy Box 1239	Don Moe MT 59404	Music Director (406) 761-7060	Bill Burkhardt	100	92.9	24
KLCB	Duane Williams Libby	Duane Williams Box 730	Duane Williams MT 59923	Duane Williams (406) 293-6234	Duane Williams	1	1230	B
KERR	Don Anderson Polson	Gary Meill Rt. 1 Box 48	Brad Davis MT 59860	Dawn Garrison (406) 883-5255	Paul Doolittle	50	750	18
KRBN	Fred Woskoff Red Lodge	Sales Manager Box 908	Program Director MT 59068	Dan Lynn (406) 446-2710	Chief Engineer	1	1450	5
KVCK	Tim Loegering Wolf Point	Larry Severson Box 668	Dean McMartin MT 59201	Dean McMartin (406) 653-1900	Elmer Hamill	1	1450	18
NORTH CAROLINA								
WKXR	Ed Swicegood Asheboro	Edward Swicegood 1115 Eastview Drive	Donald Bullins NC 27203	Donald Bullins (919) 625-2187	Rob Fleming	5	1260	18
WWNC	Sheldon Summerlin Asheville	Eugene Banks Box 6447	Wiley Carpenter NC 28816	Wiley Carpenter (704) 253-3835	Jobie Sprinkle	5	570	24
WKYK	Michael Sink Burnsville	J. Ardell Sink Box 744	Richard Sullins NC 28714	Richard Sullins (704) 682-3510	Michael Sink	5	940	12
WLVK	Jerry Reckerd Charlotte	Johnny Jacobs 4701 Hedgmore Dr. #801	R.T. Simpson NC 28209	Music Director (704) 529-0097	Art Bussure	100	96.9	24
WSOC	Lee Morris Charlotte	Roger Matney Box 34665	Don Bell NC 28234	Edd Robinson (704) 335-4700	Bill Huffstetler	100	103.7	24
WCSL	Calvin Hastings Cherryville	Calvin Hastings Box 367	Milton Baker NC 28021	Milton Baker (704) 435-3297	Larry Schropp	.50	1590	12
WGHB	Gene Gray Farmville	Gene Gray Box 229	Eric Miller NC 27828	George Foley (919) 753-4122	Carl Lineberger	5	1250	18
WKDX	Jesse Benoist Hamlet	Sherrell Benoist Box 826	Coleman O'Neal NC 28345	Gary Smith (919) 582-2653	Larry Shropp	1	1250	12
WIRC	Jerry Oakley Hickory	Maynard Taylor Box 938	Greg Mull NC 28601	Lynn Garren (704) 322-4130	Greg Mull	1	630	12
WSPF	Willis A. Deal Hickory	Tim Andrews Box 1709	Tom McCray NC 28603	Tom McCray (704) 328-1731	Larry Schroop	5	1000	12
WLAS	William Waldron Jacksonville	Paula Wood Box 760	Allen Bailey NC 28540	Allen Bailey (919) 455-9528	Skip White	5	910	24
WRNS	Webster A. James Kinston	Bruce Beasley Box 609	Mike Farley NC 28501	Jim Stoddard (919) 522-4141	Don Price	100	95.1	24
WJSK	Al Kahn Lumberton	Hugh Hines Box 2265	G.W. Gilpin NC 28359	Music Director (919) 738-4771	Charles Layne	3	102.3	18

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
NORTH CAROLINA (continued)								
WIXE	Ray Atkins Monroe	Sales Manager Box 1007	John Griffin NC 28110	Lynne Squires (704) 289-2525	John Griffin	1	1190	18
WYCM	Sam F. Cooper Murfreesboro	Sammy Doughtle Box 38	Jack Daniels NC 27855	Jack Daniels (919) 398-4111	Sam Cooper	1	1080	12
WCBQ	Al Woodlief Oxford	John Leltner Box 336	Program Director NC 27565	Music Director (919) 693-4121	Gale Lewis	1	1340	18
WKIX	Ed Weiss Raleigh	Rich Styles Box 12526	Mike Chapman NC 27605	Mike Chapman (919) 851-2711	Gary Liebisch	10	850	24
WRDX	Tom Harrell Salisbury	Don Ludwick Box 4157	Phil Kehr NC 28144	David Smiley (704) 636-3811	Harold Ballard	15	106.5	14
WOHS	Harold Watson Shelby	Pam Sutherland Box 1590	Bob Davis NC 28150	Bob Davis (704) 482-3966	Steve Greene	1	730	24
WMPM	Carl E. Lamm Smithfield	Travis Lamm Box 240	Carl E. Lamm NC 27577	Carl E. Lamm (919) 934-2434	Don Price	5	1270	12
WKTE	Chuck Webster Winston-Salem	Chuck Webster Box 4005	Chuck Webster NC 27115	Rod T. Booth (919) 983-3111	Eugene D. Jones	1	1090	18
WTQR	Ray Sasser Winston-Salem	Ray Sasser Box 3018	Mark Tudor NC 27102	Mark Tudor (919) 727-8826	Sam Mooney	100	104.1	24
NORTH DAKOTA								
KEYA	Debbie Kepplin Belcourt	Bonnie Bercler Box 190	Vicky Short ND 58316	Kimberly Decoteau (701) 477-5686	Jay McKay	19	88.5	12
KLTC	Ray David Dickinson	Lee Leiss Box 1478	Dick Hildebrand ND 58601	Jim Schwartz (701) 227-1959	Earl Mann	5	1460	24
KFGO	Bill Hoverson Fargo	Dale Alwin Box 2966	David Lee ND 58108	Don R. Formanek (701) 237-5346	Don Haworth	5	790	24
KKXL	Duane P. Cariveau Grand Forks	Mike Peterson Box 997	Jack Lundy ND 58201	Jack Lundy (701) 775-0575	Dave Schreder	1	1440	24
KSJB	Allen Monson Jamestown	Vonda Markestadt Box 600	Jay Jackson ND 58401	Charlie Jay (701) 252-3570	Harvey Van Erem	5	600	24
KNDK	Jim Turbes Langdon	Roger Hill Box 182	Jim Turbes ND 58249	Robyn Lynn (701) 256-1080	Jim Turbes	1	1080	24
KKOA	Jerry Gutensohn Minot	Rick Stensby Box 10	Doug Corbett ND 58702	Jeri Lee (701) 852-4646	Dave Dunsmoor	5	1390	21
KBMW	Dean Aamodt Wahpeton	Dean Aamodt Box 1101	Program Director ND 58075	Larry Slabik (701) 642-8747	Dale De LaPointe	1	1450	24
NEBRASKA								
KCSR	Lee Hall Chadron	Chris Holstead Box 931	Doug Abbott NE 69337	Roy Burtow (308) 432-5545	Bob Hines	1	610	14
KSDZ	J.R. Lambley Gordon	Marcella Twiss Rt. 1 Box 153-C	Jim Lambley NE 69343	Russ Charles (308) 282-2500	Jim Lambley	30	95.5	16
KRGI	Donna Sims Grand Island	Sales Manager Box G	Program Director NE 68801	Music Director (308) 381-1430	Gene Hornung	100	96.5	24
WOW	Ken Fearnow Omaha	Brian Keith 615 N. 90th	Chuck Urban NE 68114	Bill Corey (402) 390-2059	Steve Conover	5	590	24
KNVL	Mike Giesinger Ord	John Reger Box 268	Mark McDowell NE 68862	Larry Schultz (308) 728-3263	Chief Engineer	1	1060	12
KNEB	Jim D. Thompson Scottsbluff	Rex Swanson Box 94	Dennis Ernest NE 69361	Susan Weidaman (308) 632-5632	Les Proctor	10	94.1	24
KVSH	Larry Russell Valentine	Wally Bazyn Box 750	Mike Burge NE 69201	John Waters (402) 376-2400	Mike Burge	5	940	12
NEW HAMPSHIRE								
WTSV	Jeff Sharplo Claremont	Will Stanley 221 Washington St.	Mark Belemonte NH 03609	Ron Cote (603) 542-7735	Gary Svaocie	1	1230	19
WOKQ	Martin R. Lessard Dover	Jan Leavitt Box 576	Jim Murphy NH 03820	Dan Lunnie (603) 742-7060	Chris Hall	50	97.5	24
WMTK	Kathleen Pancoast Littleton	Kathleen Pancoast Box 106	Tom Pancoast NH 03561	Music Director (603) 444-5106	Peter Morton	.11	106.3	24
NEW JERSEY								
WKMB	Allie Dunne Stirling	Bill Michels 1390 Valley Rd.	Program Director NJ 07980	Kev Howard (201) 647-4400	Chief Engineer	.25	1070	12

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
NEW MEXICO								
KPSA	Bob Flotte Alamogordo	J.J. Kaelin Box 720	T.J. Curry NM 88310	Don Chittuck (505) 437-1505	Gary Hobson	1	1230	24
KWKA	Hewell Jones Clovis	Hewell Jones Box 869	Greg Steinman NM 88101	Greg Steinman (505) 762-4411	Jerry Antline	.50	680	24
KUUX	F. Thomas Hart Hobbs	F. Thomas Hart Box 777	Little John Schofield NM 88240	Little John Schofield (505) 393-3137	Gary Hobson	5	1480	24
KGRT	Jack Gargason Las Cruces	Jamie Moser Box 968	Jim Scott NM 88004	Michael Check (505) 524-8588	Tom Bowle	5	570	16
KRSY	Jim Clark Roswell	Tom Tigert Box 1981	Tony Lucero NM 88201	Tony Lucero (505) 622-0290	Tony Lucero	1	1230	24
KSRC	Michael Olguin Socorro	Pat Sylvester Box 1277	Lawrence P. Downes NM 87801	Lawrence P. Downes (505) 835-1290	S. Parks	1	1290	11
NEVADA								
KRJC	Randy Mathis Elko	Darrell Alva Box 1626	Joe Torsitano NV 89801	Joe Torsitano (702) 738-9895	J.R. Torsitano	45	95.3	24
KVEG	Al Cohen Las Vegas	Don Marcell 1555 E. Flamingo #435	Doug Shane NV 89109	Doug Shane (702) 737-0004	Jim Free	5	1410	24
KOLO	John Rogers Reno	Phil Swenke Box 10800	Tony Thomas NV 89502	Tony Thomas (702) 786-0920	Mike Weaver	5	920	24
NEW YORK								
WGNA	John R. Linstra Albany	Sandy Taylor Box 1077	Chris Warren NY 12201	Walt Adams (518) 283-4900	Gary Koster	50	107.7	24
WPTR	Kevin Brower Albany	Tom Shiptenko Box 12279	Bill Cranney NY 12212	Music Director (518) 456-1144	Jim Seaman	50	1540	24
WPCX	Rick Ducayne Auburn	Sales Manager 504 Metcalf Plaza	Mark Fuller NY 13021	Mark Fuller (315) 253-7355	Bill Covert	50	106.9	20
WSEN	Daniel L. Deeb Baldwinsville	Len Blotti Box 1050	Jim Asker NY 13027	Jim Asker (315) 635-3971	Al Jenner	1	1050	24
WYRK	Al Fetch Buffalo	Fred Gregory 500 Rand Bldg.	Ken Johnson NY 14203	Ken Johnson (716) 852-7444	Paul Prusakowski	50	106.5	24
WSCG	Ed Stanley Corinth	John Summers 609A Palmer Ave.	Carl Kennedy NY 12822	Stan Edwards (518) 654-9058	Steve McNamara	3	93.5	24
WCKR	Kevin Doran Hornell	Patricia Davison Box 127-B	Glenn Lea NY 14843	Glenn Lea (607) 324-4141	Sumner Munn	3	92.1	19
WXRL	Ramblln' Lou Lancaster	Earl Morgan 5360 William St.	Joanie Marshall NY 14086	Joanie Marshall (716) 681-1313	Bob Rooney	2.5	1300	18
WLFH	Gary Van Veghten Little Falls	Sales Manager 341 S. 2nd St.	Program Director NY 13365	Steph Boucher (315) 823-1230	Roy Taylor	1	1230	24
WHN	Brian R. Moors New York	W. Schmidt 400 Park Ave.	Joel Raab NY 10022	Pam Green (212) 688-1000	Herb Squire	50	1050	24
WNYS	Len Hart Rochester	Cindy Welner 360 East Ave.	Bobby Hatfield NY 14604	Bobby Hatfield (716) 325-7260	Randy Orbaker	5	990	24
WUTQ	Jeff Chard Utica	Stan Fish 288 Genesee St.	Dave Malachino NY 13502	Jim Mathews (315) 797-0803	John Bunkfeldt	1	1550	12
WDLA	Amos Finch Walton	Lee Vernooy Box 58	John Clark NY 13856	Don Gilkinson (607) 865-4321	Phil Vessey	5	92.1	18
OHIO								
WSLR	R. Lumenello Akron	Harvey Simms 1867 W. Market St.	Nick Anthony OH 44313	R. Carderelli (216) 836-4700	Don Krejger	5	1350	24
WNCO	Walt Stampfli Ashland	Marty Larsen Box 311	Ron Kolmail OH 44805	Matt Appleby (419) 289-2605	Wayne Flick	50	101.3	24
WQCT	Luke Thaman Bryan	Luke Thaman Box 603	Bill Priest OH 43506	Bill Priest (419) 636-4577	Dick Murray	.50	1520	15
WUBE	Terry Dean Cincinnati	Todd Laiser Box 1232	Paul O'Brien OH 45201	Duke Hamilton (513) 421-2255	John Crawford	14	105.1	24
WGAR	Harold Hinson Cleveland	Bill Enders 9446 Broadview Rd.	Jon Olsen OH 44147	Chuck Collier (216) 526-6700	Robert Reymont	50	99.5	24
WMNI	Mark E. Jividen Columbus	Tom Simkins 1458 Dublin Road	Joe Cunningham OH 43215	Tim Rowe (614) 481-7800	Chief Engineer	1	920	24
WONE	Don Schwartz Dayton	Jim Meyers 11 S. Wilkinson St.	David McFarland OH 45402	Jon Reed (513) 224-1501	John Bauman	5	980	24
WKNT	Bill Klaus Kent	Bob Klaus Box 629	Jerry Goddard OH 44240	Steve Jones (216) 673-2323	Glenn Foldessy	1	1520	24
WIMT	Les C. Rau Lima	Jack Wheelbarger 667 W. Market St.	Art Versnick OH 45801	Dean Tyler (419) 223-2060	Thomas C. Taylor	50	102.1	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
OHIO (continued)								
WMPO	John E. Kerrer, Jr. Middleport	Kathy Malesick Box 71	Tom Payne OH 45760	Jeff Patrick (614) 992-6485	Dave Wiseman	3	92.1	18
WYNO	Scott Seeluth Nelsonville	Jim Key Box 118	Steve Kennis OH 45764	James Sain (614) 753-2900	Chief Engineer	2.5	1120	12
WHTH	Carey Justice Newark	Tom Swank Box 1057	Larry Dale OH 43055	Larry Dale (614) 522-8171	Jim Morgan	1	790	15
WQXK	Ben Varishone Salem	Sales Manager Box 530	Lee Auvil OH 44460	Music Director (216) 337-9544	Wayne Allio	88	105.1	24
WBLY	Robert Yontz Springfield	Doug Montanus 1711 W. Main St.	Tom Daniels OH 45504	Tom Daniels (513) 325-0476	Chief Engineer	1	1600	10
WTOD	Clyde Roberts Toledo	Dave Searfoss 3225 Arlington Ave.	Bill Manders OH 43614	Bill Manders (419) 385-2507	Bob Sowers	5	1560	24
WKLR	Clyde Roberts Todedo	Dave Searfoss 3225 Arlington Ave.	Mark Adams OH 43614	Gary Shores (419) 385-2536	Bob Sowers	50	99.9	24
WRAC	Virginia Purdy West Union	Virginia Purdy Box 103	Phil Swayne OH 45693	Ted Foster (513) 544-5522	Bill Donnermeyer	3	103.1	11
WBZI	Dick Moran Xenia	Dave Richley Box 99	Dave Richley OH 45385	Dale Roberts (513) 426-2433	Kurt Farmer	3	95.3	24
OKLAHOMA								
KRPT	G. Harold Wright Anadarko	Carolyn Riffell Box 1360	Carl Drake OK 73005	Carl Drake (405) 247-6682	Chief Engineer	75	103.7	18
KYFM	Dave Solmonson Bartlesville	Dana VanSteenbergen Box 1100	Gary Solmonson OK 74005	Music Director (918) 336-1001	Ray Stofer	1.15	100.1	24
KUSH	Don Kelly Cushing	Don Kelly Box 791	Sally Wright OK 74023	Sally Wright (918) 225-0922	Harold Kinkead	1	1600	12
KRHD	Mike McCulloch Duncan	Smokey Pierce 1701 Pine	Bill Roberts OK 73533	Mike Saxton (405) 233-1350	Tim Lockerd	.25	1350	18
KBEL	Bryan Clay Idabel	David Keyes Box 418	Russ Riemer OK 74745	Joe Dandy (405) 286-3092	Cliff Taylor	1	1240	17
KLAW	Bill Shoemate Lawton	Sales Manager Box 569	Glen Boyer OK 73502	Al Smith (405) 357-2860	Jim Gardner	100	101.5	24
KMAD	Glenn Corbin Madill	Scott Corbin Box 576	Sky Corbin OK 73446	Sky Corbin (405) 795-2345	Ray Bryan	.25	1550	12
KXXY	Jim Tillery Oklahoma City	Tim Bryan 101 NE 28th St.	Clay Daniels OK 73105	Steve Rogers (405) 528-5543	Paul Cinnamon	100	96.1	24
WKY	Bob Meyer Oklahoma City	J. Robert Dark Box 14930	Bob Glover OK 73113	Wade Carter (405) 478-2930	J. Perkey	5	930	24
KEBC	Dennis Rainwater Oklahoma City	Skip Stow Box 94580	Lynn Waggoner OK 73143	Lynn Waggoner (405) 631-7501	Randy Mullinax	100	94.7	24
KPNC	Ron Bryant Ponca City	Ron Bryant Box 2509	Bill Coleman OK 74602	Bill Coleman (405) 765-2485	Bill Coleman	3	100.9	24
KWEN	Lee Masters Tulsa	Glenn Schiller 1502 S. Boulder	Bob Cooper OK 74119	Jim Davis (918) 587-9500	Bob Cawthon	100	95.5	24
KVOO	Jack Cresse Tulsa	Sales Manager Box 1349	Billy Parker OK 74101	Billy Parker (918) 743-7814	Larry White	50	1170	24
KTFX	Bill Paddock Tulsa	Bill Paddock 5840 S. Memorial	Bill Payne OK 74145	Bill Payne (918) 663-6511	Wilt Payne	100	103.3	24
KWSH	Jerry Spencer Wewoka	J. Spencer Box 1260	J. Bell OK 74884	Garry Walker (405) 257-5441	D. White	1	1260	11
OREGON								
KRKT	Gary Grossman Albany	Bill Neilson 1207 E. 9th	Bill O'Brian OR 97321	H. David Allen (503) 926-8628	Marsh Johnson	.25	990	17
KCMX	Dick Bennink Ashland	Rudy Vsetecka Box 128	John James OR 97520	Ron Stevens (503) 482-2211	Jess Ortega	1	580	24
KICE	Sam Kirkaldie Bend	Mike Holms Box 751	R.L. Garrigus OR 97701	Jim Harris (503) 388-3300	Jim Harris	50	100.7	24
KFAT	Dave Milburn Corvallis	Dave Milburn Box 731	Larry Blair OR 97339	Larry Blair (503) 753-4493	Jim Malloy	100	106.1	24
KWVR	Lee Perkins Enterprise	Lee Perkins 107 SW 1st St.	Dave Nelson OR 97828	Dave Nelson (503) 426-4577	Chick Bobbitt	1	1340	24
KYKN	Mike Groshong Eugene	Mike Groshong Route 2, Box 502	Brian Burns OR 97401	Bob King (503) 345-8888	Sparks Scott	5	1280	24
KUGN	Chuck Chackel Eugene	Larry Miller 4222 Commerce	Bob Bosche OR 97402	Tom Edwards (503) 485-5846	Ted Hicks	100	97.7	24
KRWQ	Duane Hill Gold Hill	Barney Baurenflend Box 388	Larry Neal OR 97525	Ben Shepard (503) 885-1587	Chuck Amy	30	100.3	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Hours Per Day
	City	Address	State Zip	Phone		Power (kw)	Freq.	
OREGON (continued)								
KRDR	Don Coss Gresham	Don Coss Box 32	Mark Wade OR 97030	Larry Brown (503) 667-1230	Charlie Calkins	1	1230	24
KQIK	R. Craig Monson Lakeview	R. Craig Monson HC 64 Box 46	Will Simonds OR 97630	Music Director (503) 947-3351	Will Simonds	1	1230	16
KWHT	Andy Harle Pendleton	Larry Anderson Box 640	Greg Larson OR 97801	Andy Harle (503) 278-2500	Dave Herbert	100	103.5	24
KWJJ	Steve Newcombe Portland	Margaret Madden 931 SW King	Bobby Sherman OR 97205	Mark Andrews (503) 228-4393	Richard Wilson	50	1080	24
KRRR	Faye Johnson Roseburg	David Weisman Box 910	Tolley Evans OR 97470	Tolley Evans (503) 673-5553	James Macke	1	1490	24
KGAY	Bob Ratter Salem	Gene Hall Box 1430	Dick Bond OR 97308	Bob Kelly (503) 581-1430	Cal Applegate	5	1430	12
KODL	Al Wynn The Dalles	Rodger Nichols Box 741	Rod Runyon OR 97058	Music Director (503) 296-2101	Al Wynn	5	1440	19
KTDO	Warren Franklin Toledo	Warren Franklin Box 568	Warren Franklin OR 97391	Richard Mack (503) 336-2252	Chuck Farmer	1	1230	20
PENNSYLVANIA								
WXKW	Mike Kirtner Allentown	Jeff Frank 700 Fenwick St.	Neal Newman PA 18103	Dick Elliot (215) 434-4424	Harry Simon	50	104.1	24
WVAM	James Drayton Altoona	Jim Drayton Box 1827	Rocky McCumbee PA 16602	Rocky McCumbee (814) 944-9456	John Super	5	1430	15
WXTU	Dennis Dougherty Bala Cynwyd	Greg Reed 23 W. City Ave.	Larry Coates PA 19004	Larry Coates (215) 667-9000	Don Powers	40	92.5	24
WCNR	J. Darlington Bloomsburg	Joseph Darlington Box 38	Cary Williams PA 17815	Billy Hunchar (717) 784-1200	Thomas Blackledge	1	930	18
WLSP	Noble Blackwell Carbondale	Kevin Jennings Box 516	Kathy Marshall PA 18407	Kathy Marshall (717) 282-2770	Bob Graham	.330	94.3	24
WHYL	Frank W. Kelley Carlisle	Frank Kelley Box WHYL	Lee Crawford PA 17013	Ann Stevens (717) 249-1717	Curt Cleland	5	960	18
WIXZ	Alan Serena E. McKeesport	Tony Sclere Box 1360	Melanie Valosen PA 15035	Jack Seckel (412) 566-1360	Richard Ruby	5	1360	24
WRKZ	Mike McGann Hershey	Paul Landis Drawer 'Z'	Mike McGann PA 17033	Dandalion (717) 367-7700	Tom Riley	50	107	24
WBZY	Robert McCracken New Castle	Donna Brush Kennedy Sq. W.	Bill King PA 16101	Carol King (412) 656-1140	Bill King	5	1140	12
WPHB	D. Sharpless Phillipsburg	Sheldon Sharpless Box 361	Program Director PA 16866	D. Sharpless (814) 342-2300	Dean Sharpless	5	1260	15
WEEP	Peter Casella Pittsburgh	Paul Kress 107 6th St.	Dave Anthony Budjanec PA 15222	Dave Anthony Budjanec (412) 471-9950	Cliff Bryson	50	1080	12
WDSY	Peter Casella Pittsburgh	Paul Kress 107 6th St.	Ron Antill PA 15222	MaryJo Kacsun (412) 471-9950	Cliff Bryson	50	107.9	24
WHUM	Alan Beck Reading	Chuck Walmer Box 1657	Joe O'Donnell PA 19603	Rick Spaide (215) 376-3987	James Hodgkins	1	1240	24
WGMR	Cary Simpson State College	Mike McHugh Box 204	Adam Lee PA 16804	Matt Haywood (814) 238-0717	Bob Lynn	50	101.1	18
WANB	John Loeper Waynesburg	John Loeper First Federal Bldg.	Lynn Mancuso PA 15370	Lynn Mancuso (412) 627-5555	Allen Fox	3	1031	12
WILQ	Robert J. Cunnion Williamsport	Joe Dalto Box 1176	Barbara Evans PA 17701	Doug Herendeen (717) 322-4676	John Ellis	3	105.1	24
WNOW	Barry Bruce York	Larry Blazic Box 2506	Joyce McSherry PA 17405	Joyce McSherry (717) 755-1049	John Hess	1	1250	24
RHODE ISLAND								
WHIM	Richard Allen E. Providence	Dick Allen 125 Eastern Ave.	Jim O'Brien RI 02914	Chuck Hinman (401) 434-2400	Pappy Philbrook	5	1110	24
SOUTH CAROLINA								
WAIM	Robert B. Nations Anderson	Barbara Allen Box 650	Jerry Howard SC 29622	Jerry Howard (803) 225-1230	Robert Goodman	1	1230	24
WEZL	Buddy Barton Charleston	Buddy Barton Box 'Z'	Charlie Lindsey SC 29402	Charlie Lindsey (803) 884-2534	Willie Bennett	100	103.5	24
WCOS	Jake Bogan Columbia	Jimmy Collins Box 748	Doug Enlow SC 29202	Glen Garrett (803) 256-7348	Milton Holladay	1	1400	24
WELP	C.O. Brazzell Easley	Jack Moore Box 667	Smokey Smith SC 29640	Greg Garrett (803) 859-9388	Burt Anderson	2	103.9	18
WESC	John Davenport Greenville	Wally Mullinax Box 660	Steve Brown SC 29602	Bob Hooper (803) 242-4660	Don Gowens	50	660	18

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Hours		
	City	Address	State Zip	Phone		Power (kw)	Freq.	Per Day
SOUTH CAROLINA (continued)								
WGSW	Joe Swofford Greenwood	Joe Swofford Box 1306	Mel Riley SC 29648	Stan Lewis (803) 223-5945	Stan Lewis	1	1350	24
WRIX	Matt Phillips Honea Path	Beverly Brandon Box 525	Joel Kay SC 29654	Music Director (803) 369-2811	Chief Engineer	3	103.1	24
WDKD	Don H. Laduke Kingstree	Charlie Walker Box 1125	Debbie McAllister SC 29556	D. McAllister (803) 382-2361	Alan Hovermale	5	1310	24
WAGL	B. Len Phillips Lancaster	B.L. Phillips, Jr. Box 28	Program Director SC 29720	Bob Thomas (803) 283-8431	Chief Engineer	50	1560	24
WKDY	W.B. Sanders Spartanburg	Beau Taylor Box 5035	Keith Barrett SC 29304	W.B. Sanders (803) 583-2727	Danny Taylor	1	1400	24
WCKM	Virginia Gainey Winnsboro	Virginia Gainey Box 505	Virginia Gainey SC 29180	Virginia Gainey (803) 635-5587	Alan Hovermale	50	1250	12
SOUTH DAKOTA								
KKAA	David Laustsen Aberdeen	Vincent Hallet Box 1770	Dick Dunne SD 57401	Steve Blake (605) 225-1560	Jonathan Thvedt	10	1560	20
KQKD	Steve Kaiser Redfield	Dick Harrington Box 110	John Schreier SD 57469	John Schreier (605) 472-1380	Steve Kaiser	50	1380	12
KIOV	Don Jacobs Sioux Falls	Leigh Anglin 3205 S. Meadow	Reid Holsen SD 57106	Karen Lideen (605) 336-6550	Rob McKay	100	104.7	24
KSOO	Joe Henkin Sioux Falls	Gary Thie 2600 S. Spring	Darrell Siltt SD 57105	Cary Wencil (605) 339-1140	Roland Marty	10	1140	15
KVA	Russell McGulre Volga	Kevin True Box 36	Don Britnall SD 57071	Jim Thomas (605) 627-9125	Don Britnall	1	910	24
TENNESSEE								
WSLV	Rachel Mitchell Ardmore	Mazie Wales Box 96	Rachel Mitchell TN 38449	George Parker (615) 427-2178	John Timms	25	1110	11
WAJN	Joe Roberts Ashland City	Pat Presley Box 355	Art Collier TN 37015	Art Collier (615) 792-7681	Cameron Adkins	500	790	12
WYXI	John Frew Athens	John Frew Box 985	Julle Frew TN 37303	Julle Frew (615) 745-1390	John Frew	2	1390	12
WUSY	David Coppock Chattanooga	Brenda Selby Box 8799	John Hart TN 37411	Pete Porter (615) 892-3333	Rick Jordan	100	100.7	24
WKOM	R.M. McKay, Jr. Columbia	Jimmy Dugger Box 1377	Steve Reeves TN 38401	Jill Jackson (615) 388-0101	Roger Peters	3	101.7	19
WGSQ	Drue Huffines Cookeville	Robert W. Gallagher Box 3146	Drue Huffines TN 38502	Phil Gibbons (615) 526-7144	Austin Stinnett	3	94.3	20
WSVC	Bill Jeffers Dunlap	Bill Jeffers Box 67	Program Director TN 37327	Music Director (615) 949-4695	Frank Folsom	5	1190	24
WBEJ	C.T. Roberts, Sr. Elizabethton	Barton Edens Box 829	Tim Cable TN 37643	Tim Cable (615) 542-2184	Chief Engineer	1	1240	19
WEMB	Jim True, Jr. Erwin	Sales Manager Box 280	Program Director TN 37650	Chuck Ray (615) 743-6123	Roy McCoury	5	1420	14
WHBT	Melonie Crosthwait Harriman	Ken Crosthwait Box 432	John Tollent TN 37748	Melonie Crosthwait (615) 882-6500	Lewis Turpin	3	92.7	18
WHHM	Wanda Smith Henderson	Wanda Smith Box 203	Mike Whited TN 38340	Mike Whited (901) 989-5981	Mike Gideon	.25	1580	24
WKIR	Jerry Vandiver Jackson	Ralph Thomas Box 1119	Steve Little TN 38302	Steve Little (901) 427-9547	Carl Martin	100	104.1	24
WKIN	Jake Phillips Kingsport	Jake Phillips Box 9	Bob Gordon TN 37662	Bob Gordon (615) 246-8131	Chief Engineer	5	1320	24
WNOX	Bobby Bohn Knoxville	Bill Hales 4400 Whittle Springs Rt.	Jimmy Vinyard TN 37917	Jerry Caylor (615) 637-9900	Joe Chasteen	10	990	24
KIVK	Bobby Deaton Knoxville	Bobby Deaton Box 10207	Mike Hammond TN 37919	Mickey Dearstone (615) 588-6511	Milton Jones	100	107.7	24
WLAF	Jerry Monday LaFollette	Ron Meredith Box 1409	Frank Epperson TN 37766	Ron Meredith (615) 562-5764	Ray Brown	1	1450	18
WDXE	Milton Griffin Lawrenceburg	Bud Sawyer 120½ N. Military Ave.	Dan Hollander TN 38464	Dan Hollander (615) 762-4411	Phil Kemper	1	1370	24
WCMT	Paul F. Tickle Martin	Paul Tinkle Box 318	Terry Durham TN 38237	Terry Durham (901) 587-9526	Mark Lorenz	1	1410	12
WGKX	Craig Scott Memphis	John Bibbs 5900 Poplar Ave.	Les Acree TN 38119	Paula Hooper (901) 767-6532	Chief Engineer	100	105.6	24
WMC	Station Manager Memphis	Sidney Mendelson 1960 Union Ave.	Program Director TN 38104	Eddie Edwards (901) 726-0555	Mike Schwartz	5	790	24
WXRQ	Carl Swafford Mt. Pleasant	Bill Smith Box 726	Gary Powell TN 38474	Gary Powell (615) 379-5817	Jerry Mathis	1	1460	12

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
TENNESSEE (continued)								
WSM	Tom Cassetty Nashville	Sandra Kennedy Box 100	Gregg Lindahl TN 37202	C. Martindale (615) 889-6595	Watt Hairston	50	650	24
WSIX	Cecil E. Thomas Nashville	Beth Murphy 441 Murfreesboro Rd.	Wayne Campbell TN 37210	Fran Morley (615) 248-7300	Doug Remington	100	97.9	42
WJKZ	Sam Littleton Nashville	Sales Manager 48 Music Square E.	Steve Atkins TN 37203	Jan Bozeman (615) 244-7300	John Gober	3	100.1	24
WORM	Jerry Hunt Savannah	Sales Manager Box 50	Dave Morgan TN 38372	Dave Morgan (901) 925-4981	Jerry Hunt	3	101	24
WALR	Ed Taylor Union City	Ed Taylor Box 602	Mark Allen TN 38261	Mark Ramey (901) 885-2014	Mark Lowrance	3	104.9	19
WBDX	Richard Albright White Bluff	Sales Manager Box 489	Bob Wicks TN 37187	Bob Wicks (615) 797-2222	Bob Wicks	1	1030	19
WBRY	Billy Allen Woodbury	Billy Allen Box 7	Billy Allen TN 37190	Alan Sissom (615) 563-5314	Homer Wilson	.50	1540	8
TEXAS								
KEAN	Bourdon Wooten Abilene	Art Woolever Box 3098	Bob Shannon TX 79604	Rudy Fernandez (915) 676-7711	David Cunningham	100	105.1	24
KOPY	Royce McGaughey Alice	Royce McGaughey Box 731	Don Gibson TX 78333	Paul McKay (512) 664-4322	Paul-McCaig	1	1070	24
KIXZ	Richard Haines Amarillo	Keith Workman Box 10940	Chris Taylor TX 79106	Chris Taylor (806) 355-9777	Ted Green	5	940	24
KMML	Richard E. Haines Amarillo	Keith Workman Box 10940	Dugg Collins TX 79116	Dugg Collins (806) 355-9777	Ted Green	100	98.7	24
KPLX	Dan Halyburton Arlington	Nancy Vaeth 411 Ryan Plaza	Bobby Kraig TX 76011	Mike McBride (817) 461-0995	Paul Strickland	100	99.5	24
KLIF	Dan Halyburton Arlington	Nancy Vaeth 411 Ryan Plaza	Dan Bennett TX 76011	Gary Shannon (817) 461-0995	Paul Strickland	50	1190	24
KALT	David Wommack Atlanta	David Harris Box 858	George Womack TX 75551	George Womack (214) 796-2817	Chief Engineer	1	900	12
KVET	Ron Rogers Austin	Otis Dunagan Box 380	Michael Carta TX 78767	Steve Gray (512) 495-1300	Wayne Hardin	5	1300	24
KASE	Ron Rogers Austin	Otis Dunagan Box 380	Michael Carta TX 78767	Steve Gary (512) 495-1300	Wayne Hardin	100	100.7	24
KAYD	Tom Boggess Beaumont	Tom Boggess Box 870	Phil Williams TX 77704	Gary Hays (713) 833-9421	Alvin Kreigel	50	97.5	24
KYKR	Caude Anderson Beaumont	Vesta Brandt Box 5488	Mickey Ashworth TX 77706	Mickey Ashworth (713) 838-2550	Robert Tindle	100	93.3	24
KACO	Dinah L. Dittert Bellville	Di Dittert Box 100	Di Dittert TX 77418	Terry Cannon (409) 865-3652	Frank Roberts	.25	1090	12
KTON	Ken Williams Belton	Rick Archer Box 240	Bob McKinzie TX 76513	Dave Neff (817) 939-3738	Jerry White	1	940	12
KXYL	Jess Lewellyn Brownwood	Jess Lewellyn Box 100	Kevin Alexander TX 76801	Ron Clark (915) 646-3535	Gary Smith	1	1240	24
KORA	Ben Downs Bryan	Ben Downs Box 3069	Roy Gene Munse TX 77801	Roy Gene Munse (713) 779-1240	David Walker	3	98.3	24
KIKR	Rigby Owen, Jr. Conroe	Rigby Owen, Jr. Box 2368	Program Director TX 77305	Dick Martin (713) 756-5501	Errol Coker	10	880	24
KOOV	Gaylon Christie Copperas Cove	Dennis James Box 607	James Harrison TX 76522	Mike Clay (817) 547-8889	Leroy Franklin	3	103.1	24
KRYS	Gary F. Maricle Corpus Christi	Mike Laurel 702 McBride Lane	Mike Laurel TX 78408	Mike Laurel (512) 289-0111	Ken Meek	100	99.1	24
KXIT	Bob Beller Dalhart	Hal Mann Box 1350	Sheryl Muller TX 79022	Sheryl Muller (806) 249-4747	Robert Beller	1	1240	16
KHEY	Jim R. Phillips El Paso	Gary Ackers 2419 N. Piedras St.	Bob Young TX 79930	Bob Young (915) 566-9301	Herb Rand	100	96.3	24
KBRZ	Danny Dee Freeport	Linda Wehrly Box 'AA'	Tex Brashear TX 77541	Tommy Ward (409) 233-2655	Guy Wehoon	.50	1460	14
KHYM	Robby McClure Gilmer	Robby McClure Box 160	Gene White TX 75644	Gene White (214) 843-5565	Chief Engineer	10	1060	6
KEES	Station Manager Gladewater	Sales Manager Box 1463	Dub Murray TX 75647	Mike Messner (214) 845-3011	Bill Pinson	5	1430	18
KCTI	Sonny Sievers Gonzales	Barbara Boysen Box 158	Gary Muelker TX 78629	Joe Haynes (512) 672-3631	Frank Wilson	1	1450	10
KEMM	Jay Corbin Greenville	Russ Campbell Box 1292	Terri McCormack TX 75401	Music Director (214) 454-9245	Ralph Gould	3	92.1	19
KRJH	Tom Donnelly Hallettsville	Sales Manager 111 N. Main	Chuck Stratman TX 77964	Chuck Stratman (512) 798-4333	Chief Engineer	.25	1520	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer	Power (kw)	Freq.	Hours Per Day
	City	Address	State Zip	Phone				
TEXAS (continued)								
KAWS	Lloyd E. Persons Hemphill	Gene Cordray Box 1530	Lloyd E. Persons TX 75948	Gwen (713) 787-3150	Kenny Carter	1	1240	18
KILT	Dickie Rosenfeld Houston	Bob Presley 500 Lovett Blvd.	Rick Candea TX 77006	Debbie Pipia (713) 526-3461	Dan Woodard	5	610	24
KIKK	Nick Trigony Houston	Deane Hardy 6306 Gulfton	Ron Foster TX 77081	Joe Ladd (713) 772-4433	Leroy Dietrich	100	650	24
KXAS	Dickie Rosenfeld Houston	Bob Presley 500 Lovett Blvd.	Rick Candea TX 77006	Debbie Pipia (713) 526-3461	Dan Woodard	100	100.3	24
KTNR	Richard Tiner Kenedy	Richard Tiner Box 732	Program Director TX 78119	Music Director (512) 583-9878	Jon Bennett	3	92.1	18
KERB	Ken Welch Kermit	George White Drawer 'X'	Jean Welch TX 79745	Boomer Kingston (915) 586-3481	Charles Debenport	1	600	24
KERV	Rick Phipps Kerrville	Barbara Karges Box 2187	Carla Kolb TX 78028	Bruce Clark (512) 896-1230	Myron Wade	1	1230	24
KYKX	Rusty Reynolds Longview	Dave Gotcher Box 2727	Tom Daren TX 75606	Bobby Bell (214) 757-2662	Steve Bridges	100	105.7	24
KFYO	Bob Clark Lubbock	Jack Dale Box 64670	Mark Harlan TX 79464	Larry Byers (806) 797-7979	Chuck Kenny	5	790	24
KYKS	Larry Gunter Lufkin	Bob Gambill Box 2209	Program Director TX 75901	Tony Rose (409) 639-4455	James McWain	100	105.1	24
KMIO	Gene Ditmore Merkel	Phil Smith Box 220	Ron McCandless TX 79536	Ron McCandless (915) 928-4701	Bill Miller	3	102.1	24
KJCS	R.W. Hill Nacogdoches	Jimmy Rucker Box 1111	R.W. Hill TX 75961	R.W. Hill (409) 564-4443	Mike Hudman	100	103.3	24
KNBT	C.H. Skoog New Braunfels	Fritzie Richter 1540 Loop 337	Gerald Thiele TX 78130	Gerald Thiele (512) 625-7311	Kelcy O'Neill	3	92.1	18
KOGT	George Eon Orange	George Eon 5304 N. Meeks	Jim Baker TX 77630	Jim Baker (713) 883-4381	Bob Simmons	1	1600	24
KAJA	John Barger San Antonio	Betty Kocerck 6222 NW Interstate 10	Johnny Oneil TX 78201	Randy Carroll (512) 734-7301	Jeff Cunningham	100	97.3	24
KBUC	Harrell Banks San Antonio	Jim Whitaker Box 20659	Gene Kelly TX 78220	Max Gardner (512) 222-9191	Roger Martin	5	1310	24
KDSX	Bill Hooten Sherman	Bill Hooten Drawer 'D'	Bill Reed TX 75090	Bill Reed (214) 465-1600	Calvin Babcock	1	950	24
KZXL	Tom Gibson Sherman	Shane Kollett Drawer 'M'	Carl Geisler TX 75090	Carl Geisler (214) 893-1151	Bill Taylor	3	96.7	24
KSST	Bill Bradford Sulphur Springs	Clovis Pinion Box 284	Dwayne Grimes TX 75482	Music Director (214) 885-3111	Bill Bradford	1	1230	24
KTLR	Glenda Jones Terrell	Ken Jones 105 W. Moore	Marty Lloyd TX 75160	Rich Flowers (214) 563-7581	Lowell Wallace	3	107.1	24
KCWM	Bob Woodman Victoria	Cecil Parker Box 3487	Robert E. Lee TX 77903	Mike Stanley (512) 576-6111	Jim Koenig	1	1340	24
WACO	R.E. Weathers Waco	Harvey Brown Box 21088	Ray Welch TX 76702	Ray Welch (817) 772-7100	Dave Fricker	1	1460	24
KNFO	Jerry Clemmons Waco	Dave Smith 1512 Lake Air #122	Don Moore TX 76710	Don Moore (817) 776-3900	Dave Fricker	100	95.5	24
KANI	D. Wallingsford Wharton	Rob Hienaman Box 350	Jay Perry TX 77488	Jay Perry (409) 532-3800	D. Wallingsford	.50	1500	15
KYOC	Danny Dee Yoakum	Mary Manning Box 776	Jay Richards TX 77995	Paul Beard (512) 293-6939	Bill King	3	102.3	18
UTAH								
KSVC	Kent L. Colby Richfield	Melinda Sittre Box 848	Program Director UT 84701	Kent L. Colby (801) 896-4456	Jeff Nelson	5	980	18
KNEU	Steven Evans Roosevelt	Barbara Sather Box 1250	Wade R. Jessen UT 84066	Wade R. Jessen (801) 722-5012	Brian Leifson	5	1250	24
KSOP	Greg Hilton Salt Lake City	Susan Foster Box 25548	Country Joe Flint UT 84125	Country Joe Flint (801) 972-1043	Bill Troy	25	104.3	24
KKAT	Terry McRight Salt Lake City	Dean Lindsay Box 45150	Rob Ryan UT 84150	Rob Ryan (801) 533-0102	Chief Engineer	100	101.9	24
VIRGINIA								
WPXK	Bill Sherard Alexandria	Bob Woodward 510 King St. #315	Mike O'Malley VA 22314	Greg Cole (703) 683-3000	John Bisset	50	105.9	24
WBBC	Wava Allen Blackstone	Shirley Capps Drawer 192	Gary Taggart VA 23824	Gary Taggart (804) 292-4146	John Fox	1.8	93.5	24

Station	Station Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Hours
	City	Address	State Zip	Phone		Power (kw)	Freq.	Per Day
VIRGINIA (continued)								
WXBQ	John Gush Bristol	John Gush Box 1389	VA 24203	Reggie Neel (703) 669-8112	Pat Glover	67	96.9	24
WDIC	Rufus E. Nickles Clintwood	Rufus E. Nickles Rt. 1 Box 412	VA 24228	Lana H. Steele (703) 835-8626	Larry Phillips	5	1430	13
WPED	Joe Beail Crozet	Dean Finney Box 697	VA 22932	Program Director Dwayne Edwards (804) 823-4385	Bill Stublefield	1	810	12
WDVA	Henry H. Hogan Danville	Kermit Graves 1 Radio Lane	VA 24543	Mark T. Reid (804) 797-1250	Tim Walker	5	1250	24
WKRE	R.J. Shingleton Exmore	Bill Massey Box 220	VA 23350	Phil Badger (804) 442-5000	Earl Maclary	50	1520	18
WFLO	John Wilson Farmville	T.J. Fulcher Box 367	VA 23901	Gene Ike (804) 392-4195	Gene Ike	1	870	12
WDDY	Tom Robinson Gloucester	Tom Robinson Box 634	VA 23061	Harvey King (804) 693-2105	Charlie Lawrence	1	1420	13
WKCY	Donald Miller Harrisonburg	Tom Manley Box 1107	VA 22801	John Sebastian (703) 434-1777	Owen Voight	5	1300	12
WHEE	Thomas W. Patterson Martinsville	Nan Patterson Box 3551	VA 24115	Alice Divers Temple M. Mays (703) 632-9811	Chief Engineer	5	1370	8
WRNL	Claire Shaffner Richmond	Gloria Castleberry Box 9608	VA 23228	Mike Anderson (804) 282-9731	Chief Engineer	5	910	18
WTVR	S.T. Newcombe Richmond	Vonneva Carter 3314 Cutshaw Ave.	VA 23230	Mike Allen (804) 355-3217	Ben Wills	50	98.1	24
WJLM	Lloyd Gochenour Roanoke	Sales Manager Box 6099	VA 24017	Steve Akers David Hurst (703) 342-3131	Chief Engineer	3	93.5	24
WCMS	Marjorie S. Crump Virginia Beach	Michael Bump 900 Commonwealth PL.	VA 23464	Russ Cassidy Lee Manning (804) 424-1050	Ray Mills	5	1050	24
WUSQ	Don Sailors Winchester	Don Sailors Box 2869	VA 22601	Steve McNee Randy Woodward (703) 662-5101	Bill Fawcett	50	102.5	24
VERMONT								
WSNO	Al Noyes Barre	Mike Donovan Box 1	VT 05641	Bill Noyes David Noyes (802) 476-4168	Ray Machell	1	1450	24
WASHINGTON								
KCLK	Julie Benedictson Clarkston	Julie Benedictson Box 669	WA 99403	Don McKay (509) 758-3361	Dale Bobbitt	.50	1430	21
KWYZ	Martin Hamstra Everett	Sales Manager Box 1234	WA 98206	Hal Murray Wayne Cordray (206) 252-5123	Brian Aase	1	1230	24
KOTY	Gary R. McCollum Kennewick	Kathryn Balcom Box 6127	WA 99336	Geoff Harvey Orland Evenson (509) 586-4165	Dave Hebert	1	1340	24
KORD	Jeff Ripley Pasco	Paul Scott Box 2485	WA 99302	Jesse Lee Jesse Lee (509) 547-9791	Chief Engineer	10	870	24
KJUN	Steve Goetz Puyallup	Sales Manager 1520 E. Main St.	WA 98373	Mason Dixon Jason Remington (206) 848-5588	Arnie Skoog	1	1450	24
KMPS	James McGovern Seattle	Kay Spilker Box 24888	WA 98124	Ron Norwood Charlye Parker (206) 622-2312	Jim Eberhart	5	1300	24
KGA	Steve Cody Spokane	Steve Cody Box 8348	WA 99203	Dennis Bookey Tom Newman (509) 448-2311	Jim Stargell	50	1510	24
KREW	Don Bennett Sunnyside	Don Bennett Box 149	WA 98944	Don Bennett Larry Southern (509) 837-2288	Don Bennett	3	96.7	16
KVAN	Bill Cole Vancouver	Ron Hughes Box 4638	WA 98662	Dave Lee Paul Duckworth (503) 285-5575	Alan Boyd	10	1550	19
KAFR	Jack Comfort Walla Walla	Bob Cride Box 796	WA 99362	Jim Bock Bob Walker (509) 525-3190	Chief Engineer	50	97.1	24
KXDD	Norm Anglin Yakima	Pat Verra Box 2309	WA 98907	Bob Reece Mike Pursell (509) 248-3110	Dean Heinen	61	104.1	24
KUTI	Norm Anglin Yakima	Pat Vierra Box 2309	WA 98907	Bob Reece Mike Pursell (509) 248-2900	Dean Heinen	5	980	24
WISCONSIN								
WISS	M.H. MacDonald Berlin	Steve Handrich Box 5	WI 54923	Greg Allen Greg Allen (414) 361-3551	Pat Siegmund	3	102.3	15
WDMP	Dick Carroll Dodgeville	Dick Carroll Box 58	WI 53533	Wendell Hamlin Bob Brainard (608) 987-3734	Bob Brainard	.25	810	17
WAXX	Bob Holtan Eau Claire	Marty Green Box 6000	WI 54702	Tim Wilson Tim Closson (715) 832-1530	Dick Lasvick	100	104.5	24

Station	Station Manager		Sales Manager		Program Director		Music Director		Chief Engineer		
	City	Address	State	Zip	Phone	Power (kw)	Freq.	Hours Per Day			
WISCONSIN (continued)											
WGEE	John Zucker	Dennis Van Deyacht	Randy Allen	Randy Allen	Steve Konopka	5	1360	24			
	Green Bay	Box 1991	WI 54305	(414) 435-3771							
WYNE	Ned Hughes	Dan Zulegar	Charlie Hart	Mark Lewis	Greg Schneider	5	1150	24			
	Kimberly	Box 1150	WI 54136	(414) 739-1150							
WKTY	Perry St. John	Earl Hunter	Dave Fezler	Music Director	Brent Turner	5	580	24			
	LaCrosse	Box 1148	WI 54602	(608) 782-6430							
WLXR	Rolf Pepple	Margie Neader	Don Erickson	Dave Shepel	Pat Delaney	1	1490	24			
	LaCrosse	Box 2017	WI 54601	(608) 782-8335							
WWQM	James Schmitz	Stan Klitson	Michael J. Ryan	Dave Preston	A.E. Skinner	3	106.3	24			
	Madison	Box 4408	WI 53711	(608) 271-6611							
WTSO	Roger Russell	Mike Varney	Andy Witt	Pat Martin	Sherm Stern	10	1070	24			
	Madison	Box 8030	WI 53708	(608) 274-1070							
WBCS	Richard Holcomb	Jerry Ferch	Bill White	Doug Yeager	Leroy Wolniakowski	50	102.9	24			
	Milwaukee	5407 W. McKinley Ave.	WI 53208	(414) 453-4130							
WMIL	M.D. Jorgenson	Brian Ongard	Doug Klei	Doug Klei	Phil Klingler	50	106.1	24			
	Milwaukee	Box 20920	WI 53220	(414) 545-8900							
WCCN	Wayne Grap	Kevin Grap	Kevin Grap	Dick Deno	Mel Allen	5	1370	19			
	Neillsville	Wisconsin Pavillion	WI 54456	(715) 743-3333							
WNBK	Craig Bain	Wayne Ripp	Doug Phillips	D. Branchford	Cliff Groth	3	93.5	20			
	New London	Box 935	WI 54961	(414) 982-3000							
WGLB	Howard Fuys	Bob Thompson	Bob Look	Bob Look	Jack McClelland	.25	1560	18			
	Pt. Washington	Box 347	WI 53074	(414) 284-2666							
WXYQ	James P. Schuh	Tom Chapman	Jay Bouley	Dan Olsen	Jim Tuszka	1	1010	12			
	Stevens Point	Box 247	WI 54481	(715) 341-1300							
WDEZ	Rick Finch	Mike Paul	Al Sellers	Al Sellers	Doug Beaudry	100	101.9	24			
	Wausau	529½ 3rd. St.	WI 54401	(715) 845-4275							
WEST VIRGINIA											
WCAW	Paul Howard	Rick Wookey	Ron Brandon	Music Director	Mark Skinner	50	680	18			
	Charleston	Box 4318	WV 25364	(304) 925-4986							
WKKW	Michael B. Simons	Lee Castro	Bill Dunn	Bill Dunn	Bob Ice	50	106.5	24			
	Clarksburg	Box 2696	WV 26301	(304) 623-6546							
WTCR	Mike Buxser	Mark Jesse	Jim Schneider	Dave McClain	Eddie Walters	50	103.3	24			
	Huntington	3570 Skyvunt Dr.	WV 25701	(304) 529-2558							
WEPM	Charles Thornton	Charles Thornton	David Plume	John Grissinger	Francis Little	1	1340	20			
	Martinsburg	Box 767	WV 25401	(304) 263-8868							
WNST	Dan Blaney	Matt Tweel	Dan Blaney	Dan Blaney	Chief Engineer	5	1600	24			
	Milton	Box 266	WV 25541	(304) 743-9056							
WAJR	Dale Miller	Ray DeVincent	Carl Becker	Carl Becker	Jean McKinney	5	1440	20			
	Morgantown	Greer Bldg.	WV 26505	(304) 296-0029							
WKYG	Jim Beard	James L. Beard	Sean Marshall	Bobby Wayne	James Henkel	1	1230	24			
	Parkersburg	Box 368	WV 26102	(304) 485-4565							
WVAR	C. Farrell Johnson	Mike Carmichael	Jim Andrews	Jim Andrews	C. Farrell Johnson	1	600	24			
	Richwood	Box 349	WV 26261	(304) 846-2514							
WXEE	W. Dale Ellis	W. Dale Ellis	James A. Sassak	James Taylor	Jesse Foust	1	1340	18			
	Welch	Box 1340	WV 24801	(304) 436-4191							
WWVA	J. Ross Felton	Fred Gardini	Tom Miller	Bill Berg	John Lane	50	1170	24			
	Wheeling	1015 Main St.	WV 26003	(304) 232-1170							
WYOMING											
KBBS	Steve Lawrence	Marg Adami	Steve Lawrence	Steve Lawrence	Steve Guyton	1	1450	10			
	Buffalo	90 S. Main	WY 82834	(307) 684-7070							
KVOC	Fred Hildebrand	Sales Manager	Fred James	Ken Johnson	Chief Engineer	1	1230	24			
	Casper	Box 2090	WY 82602	(307) 265-2727							
KUUY	John Hough	Don Welch	Bob McKay	Fred Imus	Walter Roller	10	870	24			
	Cheyenne	Box 926	WY 82001	(307) 635-1111							
KCGY	Andrew Hoefler	Andy Hoefler	Ed Koncel	Terry Petrik	Phil Ramsey	100	95.1	24			
	Laramie	Box 1290	WY 82070	(307) 745-4888							
KPOW	Bob Cross	Bev Richards	Don Briggs	Troy Mellinger	Mark Waddington	5	1260	18			
	Powell	Box 968	WY 82435	(307) 754-2251							
KWOR	Ken Brown	Decker Nomura	Program Director	Ken Brown	Ed Hausman	1	1340	24			
	Worland	Rt. 2, 1340 Radio Dr.	WY 82401	(307) 347-3231							

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

Program Syndicator/Supplier
Country Programming/Formats/Services Offered

ABC RADIO NETWORKS
1345 Avenue of the Americas
New York, NY 10019

BEVERLY PADRATZIK
Special Programming
(212) 887-5218

Weekly Show:
Title: Silver Eagle Cross Country Music Show
Description: Recorded-live concerts on ABC Entertainment Network
Length: 90 minutes
Price/Barter Terms: Barter
Local Avails: 5 minutes

Weekly Show:
Title: American Country Countdown with Bob Kingsley
Description: Billboard Top 40 Country Hits
Length: Three Hours
Price/Barter Terms: Barter
Local Avails: No. 60's/18

AMERICAN IMAGE PRODUCTIONS
112 Union Avenue
Memphis, TN 38103

TOM LANNAN or JERRY WILLIAMS
Marketing Director/Station Contact
(901) 320-5126 or toll free (800) 251-2058

Specials (Seasonal or Otherwise):
Title: Production Libraries, Custom & Syndicated Promotional Campaigns for All Formats

Custom Services (ID's and Jingles):
Customized and Syndicated ID and Jingle Services

BPI
2211 Fifth Avenue
Seattle, WA 98121

BILL WOLKEY/BOB ENGLISH
Marketing Director/Station Contact
(206) 728-BPI-1 or toll free (800) 426-9082

Format Music Service:
Title: Modern Country
Description: Four music categories, current, recurrent, power gold and standard gold, computer-balanced for era appeal and style. Available unannounced or with PersonalityPlus™ Talent package for either live assist, automated or combination operations.

Custom jingle package included with MODERN COUNTRY format package

Custom Services (ID's and jingles):
Also custom TV commercials for radio

CAVOX STEREO PRODUCTIONS
502 South Isis
Inglewood, CA 90307

BOB MAYFIELD
Marketing Director/Station Contact
(213) 776-6933 or toll free (800) 421-1029

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 57234

RICHIE ALLEN or DAVE SCOTT
(214) 934-2121 or toll free (800) 527-4949 or (800) 528-2100

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 450 markets

Custom Services (ID's and Jingles):
Title: Custom Jingles for Country Broadcasters

CnB Studios
3415 Beresford Ave.
Belmont, CA 94002

CAROLE THOMPSON
Marketing Director/Station Contact
(415) 592-6149

Format Music Service:
Title: Col. Bud's Cotton Pickin' Good Country
Description: Fun Country Oldies, Instrumentals, and Up Tempo Vocals; beautiful country oldies, old instrumentals, live assist or automation.
Method of Delivery: Reel

CONCEPT PRODUCTIONS
1224 Coloma Way
Roseville, CA 95678

RICH LEE
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.

COUNTRY CROSSROADS

6350 W. Freeway
Ft. Worth, TX 76150

STAN KNOWLES or MARVIS TERRY

Producer/Station Contact
(817) 737-4011 - Outside Texas (800) 433-5757

Weekly Show:

Title: Country Crossroads
Description: Syndicated Country radio show co-hosted by Jerry Clower and Bill Mack distributed to 1700 stations nationally and 1500 internationally.

Length: ½ hour

Price/Barter Terms: Free

Method of Delivery: Reel & Disc

COUNTRY NEWS

131 Ocean Park Blvd.
Santa Monica, CA 90405

PETE HOWARD

Station Contact
(213) 392-8743

Weekly Show:

Title: Country Music's Top Ten
Description: America's largest syndicated country show featuring the top 10 records of the week and exclusive interviews with the stars that make the hits.

Length: 1 hour

Price/Barter Terms: Free

Spots per Show: We take 5 minutes

Local Avails: You have 7 minutes

Daily Shows:

Title: Country News
Description: A fast paced 3½ 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

CREATIVE RADIO SHOWS

7136 Haskell
Suite 216
Van Nuys, CA 91406

DARWIN LAMM - President

KIRT DANIELS - Sales Manager

VIRGINIA SIBLEY - General Manager

(818) 352-3364 or toll free (800) 392-9999

Weekly Show:

Title: Country Music's Radio Magazine
Description: Weekly program that keeps your listeners in touch with what's happening in Country music today. Features a special guest star, latest trends, hottest songs, trivia and country nostalgia

Length: 2 hours

Special Shows:

Title: The Country Special of the Month
Description: Country Star Interviews and Songs
Length: 2 hours

Title: Memorial Day Weekend/Triple Play
Description: Music Special starring the Oak Ridge Boys, Janie Fricke and Hank Williams, Jr.
Length: Hours

Title: Country Music's Fourth of July Celebration
Description: Special with country music's biggest stars celebrating the spirit of America . . . featuring Merle Haggard, Charlie Daniels, Alabama, Lee Greenwood, Barbara Mandrell, Willie Nelson and a tribute to an American hero, John Wayne.

Length: 3 hours

Title: Labor Day Weekend/Triple Play

Description: Music specials starring Ronnie Milsap, Reba McEntire and Earl Thomas Conley.

Length: 2 hours

Title: Out of the Shadow, The Hank Williams, Jr. Radio Special

Description: A candid and in-depth interview with Hank, Jr. sharing insights about his music, his friends, and the legacy left by his legendary father. But the main accent will be on Hank, Jr. the only artist to have nine albums on the Billboard chart at one time. And we'll hear from his friends, including Waylon Jennings who proclaims, "Hank, Jr. is now completely out of the shadow!"

Host: Harry Newman

Length: 2 hours

Title: Johnny Cash, Family & Friends/Thanksgiving

Description: In his own words, Johnny Cash will tell of his life and music. We'll also hear from Johnny's "Friends and Family" including wife June, daughter Rosanne Cash, the Statler Brothers, Kris Kristofferson, Ricky Skaggs, and Larry Gatlin.

Length: 6 hours

Host: Harry Newman

Title: Country Music's Year End Review

Description: Music special that reflects on the complete country music story of 1985, the hits that dominated the charts and the stories behind the songs from the artists themselves.

Length: 3 hours

Host: Harry Newman

Title: Country Profiles

Description: Trivia insight into the country artists past and present

Length: 3 minute daily feature

Title: A Christmas Dream

Description: 90 Vignettes featuring Christmas caricatures

Length: 1 minute daily features

Price/Barter Terms: Cash/Barter

Local Avails: Yes

DIR BROADCASTING

32 East 57th Street
New York, NY 10022

BOB MEYROWITZ/PETER KAUFF/BOB KIMSKY

(212) 371-6850

Daily Shows:

Title: Silver Eagle Cross-Country Music Show
Producers: Live on ABC-Entertainment Network

DRAKE-CHENAULT ENTERPRISES, INC.

8399 Topanga Canyon Blvd.
Canoga Park, CA 91304

DENNY ADKINS

Marketing Director/Station Contact
(818) 883-7400 or toll free (800) 423-5084

Format Music Service:

Title: Great American Country

Description: Oldie library, plus current music. It can be fine tuned to fit the station's needs announced or unannounced, live assist, automated.

Title: Playlist Plus

Description: Computer generated playlist, live consultation utilizing DC Computer and research to rotate playlist.

Method of Delivery: Reel

Specials (Seasonal or Otherwise):

Title: History of Country Music, documentary style

Description: The Golden Years of country in 52 segments.

FAIRWEST

2007 North Collins Blvd.

Suite 501

Richardson, TX 75080

(214) 644-7800

Customer Services (ID's and Jingles):

Title: Spirit of the Country, Double Country and the WZZK package

Price/Barter Terms: Cash

GH BROADCASTING, INC.

Caller Box 825 Gracie Station

New York, NY 10028

DAMON HERRING, DEBRA GOULD

(212) 288-5632

Specials:

"Gospel America"

Length: 3 hours

Price: Barter

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

THE LINEAR GROUP, INC.

P.O. Box 18267

Asheville, NC 28814

LAWSON WARREN/RON RUEHL

Station Contact

(704) 254-7278 call collect

Weekly Show:

Title: The Liberty Flyer

Description: The best of acoustic country, bluegrass and traditional country music: "The Heart of Country Music is Back Where It Grew Up . . . On The Radio"

Length: 60 minutes

Price/Barter Terms: Barter 5 locals - 12 spots per show

Local Avails: Five 60's

MEDIA GENERAL BROADCASTING SERVICES

2714 Union Avenue Ext.

Memphis, TN 38112

DICK DENHAM

General Manager

ID/Library Division

CARL REYNOLDS

National Sales Manager

ID/Library Division

Format Music Service:

Title: Your Country

Description: Gold library updated monthly; currents, updated weekly; new releases, twice a month; announced or unannounced.

Target Country Promotion and Contest Package

Thunder Country - Production Library

Customer Services (ID's and Jingles):

Title: We Got Your Country Covered, Keep It Country, Your Country, Portraits, S.S. Series Country

MITCHELL PRODUCTION 'MUSI-MATION'

135 East Muller Road

East Peoria, IL 61611

MARTIN MITCHELL/MARY JO FITZGERALD

Station Contact

(309) 699-4000

Format Music Service:

Title: Country Beautiful (The Original)

Description: The best country artists doing their hits and old standards plus country songs by Como, Williams, etc. Also Instrumentals

Price: Negotiable for each market . . . Some trade

Method of Delivery: Reel

Specials:

Title: Christmas Music for all needs

Description: A mixture of all artists and all the standard Christmas music

Length: Ten hours of music

Price/Barter Terms: Rent or purchase outright - \$30.00 per reel

Custom Services (ID's & Jingles):

Title: Music beds all styles of music

Description: 60 & 30 sec. beds with doughnut

Terms/Barter: Cash, unlimited use

MOTOR RACING NETWORK

P.O. Drawer S

Daytona, FL 32015

JOHN McMULLIN

(904) 254-6760

Weekly Show:

Title: "NASCAR LIVE"

Description: Telephone talk with guest (race drivers, etc.)

Price: Barter

Length: 1 hour

Spots per show: 4-60's

Specials (Seasonal or Otherwise):

Title: NASCAR WINSTON CUP SERIES STOCK CAR RACING

Description: Live broadcast of the Winston Cup racing circuit.

Length: Average broadcast is four hours

Price: Based on city of license

Local Avails: 20 to 30 per event

MOTOR-VATION RADIO NETWORK, INC.

P.O. Box 69

Farmingdale, NJ 07727-0069

ALLEN ROSS

Station Contact
(201) 938-2662 call collect

Daily Shows:

Title: Skoal Motorsports Report
Description: Regional news and results from all forms of motorsports, five different programs for different areas of country.

Length: 5 minutes daily
Price/Barter Terms: Free
Spots per Show: One
Local Avails: 2-30's
Shows Per Week: 5
Total No. of Shows: Length of contract negotiable

MUSIC COUNTRY RADIO NETWORK

P.O. Box 88
Nashville, TN 37202

JEFF LYMAN

Sales Manager/Station Contact
(615) 889-6595

Format Music Service:

Title: MUSIC COUNTRY RADIO NETWORK hosted by Charlie Douglas, Bill Berlin, Kyle Cantrell and John Malone. 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.

Description: Live 8 hours nightly - 7 nights a week
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 1,370 country hits from 1950 thru 1984.

Special: The Country Music Guide to Vintage Hits/1950 - 1980. D.J. Almanac of Country Trivia.

MUSICWORKS, INC.

P.O. Box 111390
Nashville, TN 37211

BILL ROBINSON or SKEETER DODD

Marketing Director/Station Contact
(615) 790-1200 or toll free (800) 251-9000

Format Music Service:

Title: Alive Country
Description: Cost efficient, personality DJ's Bill Robinson, Lee Shannon, Biff Collie, Gary Havens. (Automated or Live Assist)

Starting Price: \$315
Method of Delivery: Reel

Title: Casual Country
Description: Easy listening, MOR beautiful country format. Announced or unannounced. Blends the best of contemporary and classic country songs.

Starting Price: \$220
Method of Delivery: Reel

Title: Country 80
Description: A modern mainstream unannounced

country service programmed by award winning Gary Havens. Updated every ten days, automated or live assist.

Starting Price: \$265
Method of Delivery: Reel

Specials (Seasonal or Otherwise):

Title: The Jim Reeves Radio Special
Hosted by Eddy Arnold
Description: Over 40 major country artists join this salute to the man and his music.
Length: Five Hours - 17 commercial minutes per hour plus 20 saleable vignettes
Price: \$300 - Based on Market Size
Method of Delivery: Reels or Disc

Title: Country Christmas Music Service
Description: All of the Country Christmas Music that a country radio station would require. Six 10½ inch Reels, Stereo, Toned for automation. (Available on 7 inch reels)

Price: Six reels \$190
Method of Delivery: Reel

MUSI-MATION

135 E. Muller Rd.
East Peoria, IL 61611

MARTIN MITCHELL

Marketing Director/Station Contact
(309) 699-4000

Format Music Service:

Title: Country Beautiful
Description: The best country artists, best songs and non-country artists who do country songs beautiful.

Method of Delivery: Reel

MUTUAL BROADCASTING SYSTEM

1755 South Jefferson Davis Highway
Arlington, VA 22202

Station Relations Dept.
(703) 685-2050

Weekly Show:

Title: Lee Arnold on a Country Road
Description: Artist interviews, plus concert
Price/Barter Terms: Barter
Local Avails: Disc. or Satellite

Specials (Seasonal or Otherwise):

Title: New Year's Country Music Countdown '85
Description: Countdown of Top 30 hits of the year with interviews of the superstars, it's hosted by a country star.

Title: The Great Entertainers (Thanksgiving)
Description: Interviews with CMA Entertainers of the Year from beginning to 1985.

NARWOOD PRODUCTIONS

40 E. 49th, Suite 602
New York, NY 10017

RHONDA YELLIN

Marketing Director/Station Contact
(212) 755-3320

Weekly Show:

Title: Country Closeup
Description: Weekly series of radio specials highlighting the music of one major artist or group hosted by Radio & Records Country Editor, Lon Helton.

Length: One Hour
Local Avails: No. 60's/5
Price/Barter Terms: Barter

OTIS CONNER PRODUCTIONS, INC.

4801 Spring Valley
Suite 105
Dallas, TX 75234

STEVE GUSTAFSON or LARRY CONNER

Marketing Director/Station Contact
(214) 386-6847

Specials (Seasonal or Otherwise):

Title: An American Christmas - 15 hours

Title: Celebration of America - 24 hour show

Custom Services (ID's and Jingles):

Title: Certified Country (Best Country in the city)
Production Library "Sound System"

PAT PATRICK PRODUCTION

P.O. Box 120516
Nashville, TN 37212

DAVID PARKS or PAT PATRICK

(615) 327-0520

Custom Services (ID's and Jingles):

Title: I Love My Country, Red Hot Country

Description: Service for client concepts for broad-
casters and ID's

PETERS PRODUCTIONS, INC.

9590 Chesapeake Drive
San Diego, CA 29123

STEVE COTOV or GREG SPRAUL or JERRY JACKSON

Regional Managers
(619) 565-8511 (Call Collect)

Format Music Service:

Title: Country Lovin'

Description: Traditional country which mixes oldies
and hits library, goes back to late 1950's.

Title: All Star Country

Description: Contemporary Country featuring hits
and oldies only back to the 1970's.

Customer Services (ID's and Jingles):

Custom Country Jingles

THE PRODUCTION ROOM

100 North 7th Street, #607
Minneapolis, MN 55403

MIKE MAUREN

Station Contact
(612) 332-8213

Format Music Service:

Title: Classic Country

Description: The best mix of classic country music
announced/unannounced

Method of Delivery: Reel

THE PROGRAMMING CO-OP

3345 N. Main Street
Racine, WI 53402

STEVE WARREN

Station Contact
(414) 681-1866

Format Music Service:

Title: Syndicated Playlist - Hot Country

Description: Economical music formatting and
research service. Playlists and rotations updated
weekly. Other service also available - record
service also available.

Price: \$50 monthly

RADIOACTIVITY, INC. BROADCAST CONSULTATION

3954 Peachtree Road N.E.
Atlanta, GA

DAIN SCHULT/KEVIN O'CONNELL

Station Contact
(404) 266-1977 call collect

Format Music Service:

Title: Country Side of Life

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

Price: \$750 first month/\$450 each additional month

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

Custom Services (ID's & Jingles):

Title: Country Side of Life

Description: Jingle package + ID's + 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.

RADIO ARTS

210 North Pass Ave., Suite 104
Burbank, CA 91505

DAVE PRICE or JOHN BENEDICT

Marketing Director/Station Contact
(213) 841-0225 or toll free (800) 423-2840

Format Music Service:

Title: The Countries Best

Description: Hit oriented, modern country with
modern and classic gold libraries including
custom jingles, sales aids, graphics and artist
promos.

RPM PRODUCTIONS

25140 Lahser
Suite 232
Southfield, MI 48034

TOM KRIKORIAN

Marketing Director/Station Contact
(313) 358-1040 or toll free (800) 521-2537

Format Music Service:

Title: Country 1 Service

Description: Town and country sound. An oldies
library, plus current hits. Announced or
unannounced.

Method of Delivery: Tape

REAL RADIO COMPANY

127 Glen Summer Road
Pasadena, CA 91105

JOHN PRICE

Station Contact
(818) 795-4900 call collect

Format Music Service:

Title: Real Country

Description: Announced or unannounced full service
music format. Options for contemporary or tradi-
tion emphasis.

Price: \$250 month plus barter avails

Method of Delivery: Reel

SACRED HEART PROGRAM

3900 Westminister Place
St. Louis, MO 63108

ILEEN STANLEY or NICK BARR or JERRY IRVINE

Marketing Director/Station Contact
(314) 533-0320

Weekly Shows:

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

SATELLITE MUSIC NETWORK

12655 North Central Expwy.
Suite 600
Dallas, TX 75243

BOB BRUTON or JOHN TYLER

Marketing Director/Station Contact
(214) 991-9200 or toll free (800) 527-4892

Format Music Service:

Title: Country Coast to Coast
Description: Live modern country music, 24 hours a day. It can be customized for stations needs.
Method of Delivery: Satellite

SOUNDS OF WINCHESTER

P.O. Box 574
Winchester, VA 22601

JIM McCOY, President
(703) 667-9379

Specials:

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

JAY STEVENS & ASSOCIATES

6290 Sunset Boulevard
Hollywood, CA 90028

TOM CASHIN

Marketing Director/Station Contact
(213) 463-4542

Format Music Service:

Title: Your Great Country
Description: Modern tempo-controlled, hit oriented. Balanced and flexible. Weekly updates.

Title: Constant Country Hits

Description: Especially suited for presentation in continuous music sets. Tempo-controlled. Weekly Updates.

Special:

Title: Your Great Country Countdown
Description: The Top 75 Country Hits of 1985

KRIS STEVENS ENTERPRISES

14241 Ventura Boulevard #204
Sherman Oaks, Ca 91423

DAN KRISTOFFERSON

Station Contact
(818) 981-8255

Specials:

Title: Holiday Country
Description: (3) long form special shows for the holidays:

1. "Thanksgiving Country" (6 hours)
 2. "Christmas in the Country" (12 hours)
 3. "A Country New Year" (6 hours)
-

TM COMMUNICATIONS, INC.

1349 Regal Row
Dallas, TX 75247

BOB MAY

Marketing Director/Station Contact
(214) 634-8511 or toll free (800) 527-7759

Format Music Service:

Title: TM Country
Description: Mainstream-mass appeal country format for adults
Method Of Delivery: Reel

Specials (Seasonal or Otherwise):

Title: Clear-Creek and the story of country music, Kenny Rogers Special, Holiday Country Christmas Special.

Custom Services (ID's and Jingles):

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

TOBY ARNOLD & ASSOCIATES

4255 LBJ, Suite 156
Dallas, TX 75234

JIM KERR

Marketing Director/Station Contact
(214) 661-8201 or toll free (800) 527-5335

Format Service:

Title: Country Magic
Description: 25-54 Adult appeal - mixture of traditional & modern rotation of music mix is designed on a market by market basis. Announced & unannounced.

Method of Delivery: Reel

Daily Shows:

Title: Country Superstars
Description: Open-ended interviews with country stars

Price/Barter Terms: Cash

Customer Services (ID's and Jingles):

Title: There's one, Nobody Does It Better and Loves Ya, Sounds Like A Winner.

TOTAL SERVICE PROGRAMMING

906 North Hollywood Way
Burbank, CA 91505

BILL EZELL

Station Contact
(213) 841-0961

Format Music Service:

Title: Hit Country
Description: Mix of best recurrents and hits
Method of Delivery: Reel

Specials:

Title: Christmas In The Country
Title: Number One Country

TRANSTAR SATELLITE NETWORK

6430 Sunset Blvd.
Suite 401
Los Angeles, CA 90028

TOM PAGE

(213) 460-6383 or CA Watts (800) 962-4653

Music Format:

Title: Transtar Country

Description: Radio personalities, Greg Crawford, Allen Spears, Ed Chandler, Beau Weaver, Charlie Cook, and Jeannine Wolf compliment the new TRANSTAR COUNTRY Satellite network. 24 hours a day.

Weekly Show:

Title: Saturday Super Gold
Length: 4 hours
Terms: Barter
Method of Delivery: Satellite

TUESDAY PRODUCTIONS

4429 Morena Blvd.
San Diego, CA 98217

ROBERT P. RIMES

Director, Broadcast Division
(619) 272-7660

Format Music Service:

Title: Country Music Package

Customer Services (ID's and Jingles):

Title: Custom Country Radio Jingle Packages; Sales Plus (commercial jingle beds)

THE UNITED STATIONS

One Times Square
New York, NY 10036

FRANK J. MURPHY, III

Marketing Director/Station Contact
(703) 556-9870, Washington, DC office

Weekly Show:

Title: The Weekly Country Music Countdown
Description: Countdown the Top 30 Country Hits from R&R, show hosted by Chris Charles.
Length: 3 hours weekly
Terms: Free or swap/exchange basis to Arbitron rated metro markets 1 - 173

Title: Solid Gold Country

Description: Music magazine combining past hits and artist interviews hosted by Joel Sebastian.

Length: 1 hour daily Monday through Friday

Terms: Free or swap/exchange basis to Arbitron rated metro markets 1 - 173

Local Avails: No. 60's/6 each hour available in both programs

Specials:

Title: 1985 Country Six-Pack

Description: Series of 6 three hour radio specials for the holiday weekends (i.e. Memorial Day, Fourth of July, Christmas, etc.)

Terms: Free or swap/exchange basis to Arbitron rated metro markets 1 - 173

Number of Spots: 6 minutes each hour

UNIVERSAL SOUNDS UNLIMITED, INC.

P.O. Box 18716
Spokane, WA 99208

BARBARA BERGMAN

(509) 328-0766

Daily Shows:

Title: America's Country Gold

Description: Five minute programs covering the lives of the stars, their music, interviews and growth of country music.

Specials:

Title: The King is Dead, Long Live the King

Description: A five hour musical life story of Elvis
Terms: Cash

U.S. AIR FORCE

HQ/RSACA
Randolph AFB, TX 78150

MSGT DICK FELLOWS

Station Contact
(512) 652-3937

Format Music Service:

Title: Country Music Time

Description: 14 - 15 minute music/interview programs with Country stars - Delivered quarterly

Price: Free

Method of Delivery: Disc

U.S. ARMY FORCES COMMAND

Attn: AFPA-CI

Ft. McPherson, GA 30330-6000

CAPT. DAVE BOGGS or MR. SAM BARRANCO

(404) 752-3311 or (404) 752-3465

Weekly Show:

Title: COUNTRY ROADS

Description: Current country hits (4 weeks on one disc) interspersed with how Army soldiers work as a part of their community.

Barter: 2-60 second PSA's per show

U.S. MARINE CORPS

Headquarters U.S. Marine Corps (Code MRM)
Washington, DC 20380

MR. C.R. VALDSIO/MSGT. GARY R. MORRISTON

Station Contact
(212) 694-290-1935 call collect

Format Music Service:

Title: Sounds of Solid Country

Description: Best in country music from the recent past, 15 minute monaural programs hosted by Mary Brooks.

Price: N/A

Method of Delivery: Disc

Weekly Show:

Title: Sounds of Solid Country

Description: Distributed quarterly in volumes of 13 weekly programs suitable for multiple broadcasts.

Length: 13 15-minute programs

Price/Barter Terms: None

Spots Per Show: 2 (on average)

Local Avails: No

WEEDCK RADIO NETWORK

1516 Crossroads of the World
Hollywood, CA 90028

CARL MACK

Station Contact
(213) 462-5922 or call collect

Weekly Show:

Title: Country Report Countdown

Description: Magazine type-Country Countdown with special features hosted by Ron Martin: co-hosted by Hugh Cherry and Debbie Conner.

Length: Four hours

Price/Barter Terms: Barter to 25 markets

Local Avails: Yes 12 per hour.

Daily Shows:

Title: Country Report

COUNTRY RADIO BROADCASTERS UPDATE DIRECTORY

COUNTRY RECORD LABEL PROMOTION PERSONNEL

AMI RECORDS

111 Freehill Rd.
Hendersonville, TN 37075
(615) 822-6786

HAROLD HODGES,
National Promotion Director

ARISTA RECORDS

509 Armistead Place
Nashville, TN 37215
(615) 269-6412

JOANIE LAWRENCE, National
Country Promotion Director

ATLANTIC RECORDS

75 Rockefeller Plaza
New York, NY 10019
(212) 484-8161

VINCE FARACI, Sr. VP/Promotion

AUDIOGRAPH RECORDS

609 Merritt Avenue
Nashville, TN 37203
(615) 244-0863

CAPITOL-EMI-AMERICA RECORDS

1111 16th Avenue, South
Nashville, TN 37212
(615) 320-5009

PAUL LOVELACE, National Country
Promotion Director

GEORGIA MOCK, Assistant to Director
of National Country Promotion

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

STEVE POWELL,
Regional Promotion Manager
3220 Pointe Parkway #1000
Norcross, GA 30092
(404) 447-0940

BOB WALKER,
Regional Promotion Manager
1400 Renaissance Dr. #309
Park Ridge, IL 60068
(312) 298-0803

CBS RECORDS

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

JOE CASEY, VP/Promotion

JACK LAMEIER, National Promotion
Director - Columbia

RICH SCHWAN, National Promotion
Director - Epic

CRAIG APPLEQUIST, (West Coast)
Country Marketing Manager
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4778

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

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

TIM PRITCHETT, (Southeast)
Country Marketing Manager
18 Executive Park Drive, NE
Atlanta, GA 30329
(404) 325-7092

CHURCHILL RECORDS

1111 16th Avenue, South
Nashville, TN 37212
(615) 329-1700

BOB BURWELL, Vice President

COMPLEAT RECORDS

21 Music Circle, East
Nashville, TN 37203
(615) 255-8855

CHARLIE FACH, President

SARAH SHERRILL, Promotion/Publicity

COMSTOCK RECORDS

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

FRANK FARA,
National Promotion Director

COUNTRY INTERNATIONAL RECORDS

23 Music Circle, East
Nashville, TN 37203
(615) 327-4656

TOM DEAN, National Promotion and
Sales Director

DOORKNOB RECORDS

2125 8th Avenue, South
Nashville, TN 37204
(615) 383-6002

GENE KENNEDY, President

KAREN JEGLUM, Vice President

BUTCH PAULSON,
National Promotion Director

EVERGREEN

1021 16th Avenue, South
Nashville, TN 37203
(615) 327-3213

JOHNNY MORRIS

F & L RECORDS

50 Music Square, West #902
Nashville, TN 37203
(615) 329-2278

BOBBY FISCHER, National
Promotion & Publishing

GAYLE BALDWIN, National Distribution

GERVASI RECORDS

P.O. Box 4347
Redding, CA 96099
(916) 246-7531

JIM GERVASI

JAMEX RECORDS

Sherman Oaks Galleria
15301 Ventura Blvd. #320
Sherman Oaks, CA 91403
(213) 906-3131

SOL GREENBERG, Marketing Director

JEREMIAH RECORDS

P.O. Box 1077
Hendersonville, TN 37075
(615) 824-0412

MAE AXTON, President

MAINSTREET RECORDS

155 E. Main Street
Smithtown, NY 11798
(516) 979-0100

MITCH KANNER,
National Promotion Director

MCA RECORDS

1701 West End Avenue, #400
Nashville, TN 37203
(615) 244-8944

SHELIA SHIPLEY,
National Director of Promotion
DAVID HALEY, Promotion Manager

LARRY HUGHES (West Coast)
Regional Promotion
11312 Penrose
Sun Valley, CA 91352
(213) 508-4154

JOE DETERS (Southeast)
Regional Promotion
6115 E. North Belt Drive
Norcross, GA 30071
(404) 447-6405

BILL CATINO
Regional Promotion
1435 E. 17th Street
Cleveland, OH 44114
(216) 621-9770

ROGER RAMSEY CORKILL
Regional Promotion
16719 Grouse Moor
Houston, TX 77084
(713) 463-3700

MDJ RECORDS

P.O. Box 7340
Atlanta, GA 30357
(404) 255-9006

LARRY McBRIDE, Chairman
EDIE M. McBRIDE, President

MESA RECORDS

P.O. Box 25066
Nashville, TN 37202
(615) 269-0593

TAYLOR SPARKS, General Manager



COUNTRY RADIO BROADCASTERS UPDATE DIRECTORY

COUNTRY RECORD LABEL PROMOTION PERSONNEL

MOBILE RECORD SERVICE/ MEMORY MACHINE RECORDS

2716 Penn Avenue
Pittsburgh, PA 15222
(800) 245-4805

HARVEY CAMPBELL, President
JOE McNALLY, Promotion

MONUMENT RECORDS/COMBINE

35 Music Square, East
Nashville, TN 37203
(615) 255-0624

TEX DAVIS, National
Country Promotion Director

MOONSHINE RECORDS

1201 Division Street
Nashville, TN 37203
(615) 244-1990

LARRY DALE, VP/Promotion
RON SCOTT, Promotion

NATIONWIDE SOUND DISTRIBUTORS

1204 Elmwood Avenue
Nashville, TN 37212
(615) 385-2704

BETTY GIBSON, National Promotion
Director/Sales Manager
JIM PAYNE, Promotion

NEW COLONY RECORDS

455 Massieville Road
Chillicothe, OH 45601
(614) 663-4030

HARRIET DWIGHT, Promotion Director

NOBLE VISION RECORDS

3109 Maple Drive, NE #300
Atlanta, GA 30305
(404) 266-0177

DON TOLLE, President

HAL OVEN, National Promotion

MIMI KOPPEL, National Promotion

LISA CALHOUN, National Promotion

PERMIAN RECORDS

3122 Sale Street
Dallas, TX 75219
(214) 522-8900

CHUCK ROBINSON, President

RALPH WITSELL, Promotion Director

POLYGRAM RECORDS

10 Music Circle, South
Nashville, TN 37203
(615) 244-3938

FRANK LEFFEL,
Director National Promotion

DAVE SMITH,
Regional Promotion Director
14200 MidWay Rd. #125
Dallas, TX 75234
(214) 387-2797

DOYLE McCOLLUM,
Regional Promotion Director
590 Commerce Park Dr. #175
Marietta, GA 30060
(404) 428-2929

STEVE MASSEY,
Regional Promotion Director
4825 N. Scott St.
Suite 206, Bldg. 2
Schiller Park, IL 60176
(312) 671-5380

RCA RECORDS

30 Music Square, West
Nashville, TN 37203
(615) 244-9880

JACK WESTON, National
Country Promotion Director
GENE HUGHES, JR., Country Promotion

GAYLEN ADAMS, (Southeast)
Country Promotion Manager
3395 NE Expressway
Atlanta, GA 30341
(404) 452-2315

MARY RAY, National
Secondary Country Promotion
(404) 452-2314

ALLEN BUTLER (Southwest)
Country Promotion Manager
4232 Spring Valley Road
Dallas, TX 75234
(214) 661-3739

CARSON SCHREIBER (West Coast)
Country Promotion Manager
6363 Sunset Blvd., Suite 606
Hollywood, Ca 90028
(213) 468-4181

GARY GREENBERG, Country Promotion

DALE TURNER (Midwest)
Country Promotion Manager
2809 Butterfield Rd., Suite 180
Oak Brook, IL 60521
(312) 986-8700

ROUNDER RECORDS

1 Camp Street
Cambridge MA 02140
(617) 354-0700

BRAD PAUL, Promotion Director

SCOTTI BROTHERS RECORDS

2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-3193

STEVE LAKE,
National Country Director

SOUND FACTORY RECORDS

1300 Division Street, #103
Nashville, TN 37203
(615) 242-5354

PHIL BAUGH, Owner

SWANEE RECORDS

2125 8th Avenue, South
Nashville, TN 37204
(615) 383-6002

GENE KENNEDY, President

KAREN JEGIUM, Vice President

BUTCH PAULSON,
National Promotion Director

VIVA RECORDS

6255 Sunset Blvd., #1019
Hollywood, CA 90028
(213) 467-2181

SNUFF GARRETT, President

DAVE PELL, Vice President

BUCK STAPLETON, National Sales
and Promotion Director

WARNER BROTHERS RECORDS

P.O. Box 120897
Nashville, TN 37212
(615) 320-7525

NICK HUNTER, SR.,
VP/Sales & Promotion

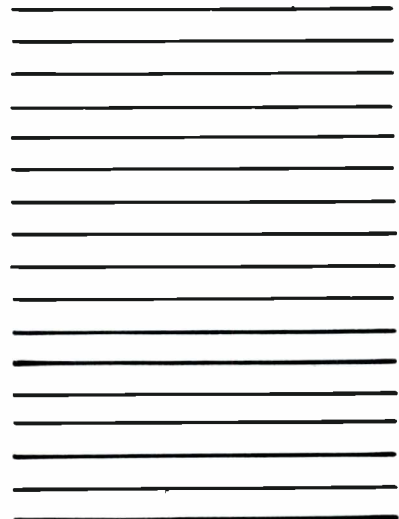
BOB SAPORITI,
National Promotion Director

NANCY SOLINSKI,
National Promotion Director

BRUCE ADELMAN (West Coast)
Regional Promotion Manager
3300 Warner Blvd.
Burbank, CA 91510
(818) 953-3515

DENNY MOSESMAN (Southwest)
Regional Promotion Manager
1625 Diplomat Drive
Carrollton, TX 75006
(214) 247-5959

JOHNNY GRAY (Southeast)
Regional Promotion Manager
5440 Fulton Industrial Blvd.
Atlanta, GA 30378
(404) 344-6820



SPECIAL THANKS TO

MTSU STUDENTS VOLUNTEERING HELP

Every year people from 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:

CINDY AL-ORFALI
ALLISON AUERBACH
BILL BAUGH
CATHI CARMECK
TODD CHAPMAN
BILL DENNY
LISA FLOWERS
DONNA GARDNER
BLAIR GLOVER
CARA GRAHAM

VICTORIA HALME
IAN HAYNES
PHIL HIGHFILL
WHIT HUBNER
RHONDA JENNINGS
QUENTIN JONES
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SPECIAL THANKS TO

SHARON ALLEN
LIZ CAVANAUGH
PATSY CUNNINGHAM
DAVE DeBOLT
DAVE DONAHUE
DEBI FLEISCHER
ROBIN HINES
JIM JOHNSON
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STEPHANIE REEVES
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JEAN STROMAT
BRUCE WHITEAKER

We cannot fully express the appreciation we all owe to those listed above. They offer their time, talent, and resources in an unbelievable measure. Many of them have been doing so for many years. Without their effort it would be impossible to provide many of the "little extras" we try to provide for you. Please take time to say "THANKS" to them!

Extra Special "Thanks" are in order again to Dave Donahue for his concerted effort in expanding our Exhibit Hall and to Erica Farber for preparing the video presentation; Bill White for preparing the aircheck cassette and to all those in and around our office for without them it would not happen at all.

Respectfully,



Frank Mull
Executive Director



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Again, on behalf of all registrants and everyone involved with this year's 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.

Again a reminder, this is "your" Seminar. Your input is needed. Let us hear from you before the Agenda Committee meets in late summer. COUNTRY RADIO SEMINAR XVII is scheduled February 27 — March 1, 1986. Watch your mail . . . Register early . . . Save Dollar\$!

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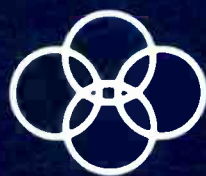
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