

**NEW!**  
Easy-to-read design  
with "thumb-thru" index



# RATINGS REPORT & DIRECTORY

**YOUR COMPLETE INDUSTRY RESOURCE GUIDE**

- Detailed Arbitron trends and Top 100 market profiles
- More than 2200 radio and record-related business listings
- Now includes R&R's exclusive full-color Ratings Strategy Review

## ABC Radio Meets All Your Programming Needs!



East  
212-456-5200

West  
214-991-9200

**abc ABC RADIO NETWORKS**

# CD MEDIA IS MEETING RADIO'S ENTERTAINMENT NEEDS!

## Rick Dees' Weekly Top 40 Turns a Perfect 10!

The 10 year anniversary of Rick Dees' Weekly Top 40 says it all – Rick Dees' personality has made The Weekly Top 40 the fastest growing CHR show in America! But it's more than a countdown show – Rick Dees charges the airwaves with his famous brand of fun and humor. Rick Dees' Weekly Top 40 is personality radio for your weekend!



Wake 'em up laughing!

Satellite  
**COMEDY**  
Network

*As fresh as this morning's news!*

Satellite Comedy Network's 5 AM wake up call delivers creative, topical show-prep – original parodies, spoofs and songs via satellite. With Satellite Comedy Network, you get immediate fresh bits. A new feed every day, Monday through Friday. Pre-produced contests, and bonus sound bytes. And no joke – we'll even pay for your bits!



380 Madison Ave., 7th Floor New York, NY 10017

**UP YOUR RATINGS — with radio's hottest personality programming!**

**For information on these shows call Tom Shovan at CD MEDIA, Inc. (212)856-4435 or fax us at (212)697-5490**

**“If you want a television campaign that gets ratings, you need to talk to Film House.”**

**—Michael Owens**

Vice President and General Manager  
KNIX-FM, Phoenix



“We’ve been in this business for twenty-five years. But by far our greatest success has come since 1982. I don’t think it’s any coincidence that that was the year we started working with Film House.

“Time after time we’ve seen a direct, positive impact on our ratings with Film House as our marketing partner. They continually help us fine-tune our strategy, pinpoint our target and focus our message. The result has been consistent success and steady growth. In fact, each of our last three Film House television campaigns has helped us set a new cume record — not only for KNIX, but for the Phoenix radio market.

“Of course we’re always working to improve our on-air product, but I know we couldn’t have achieved the growth we’ve seen over these past eleven years without the marketing help Film House has given us. It’s not enough just to be good on your own air. You have to constantly generate new sampling.

“Local ad agencies and production companies may understand retail advertising, but nobody understands how to market radio stations like Film House. What it comes down to is this. If you want a television campaign that gets ratings, you need to talk to Film House.”

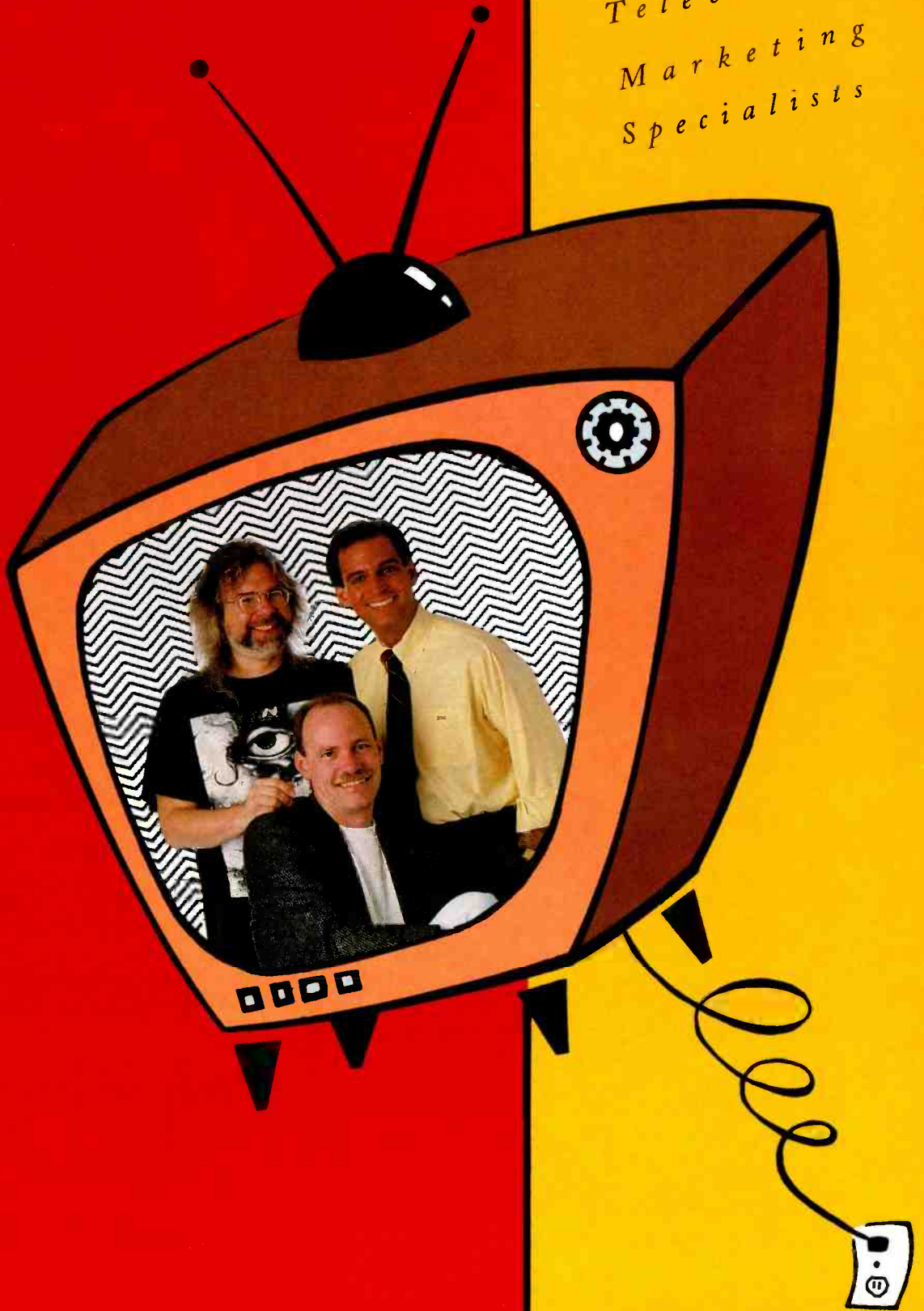
*The Leader*  
**filmhouse**  
FILM HOUSE, INC. FAX (615) 256-3380

230 CUMBERLAND BEND NASHVILLE, TN 37228 (615) 255-4000

*Setting The Standards*

SIMPLY

Television  
Marketing  
Specialists



Contact  
David Gariano  
216 West Ohio St.  
Chicago, IL  
60610  
Telephone:  
312-751-8999  
Fax:  
312-751-9088

THE BEST.

## RATINGS REPORT

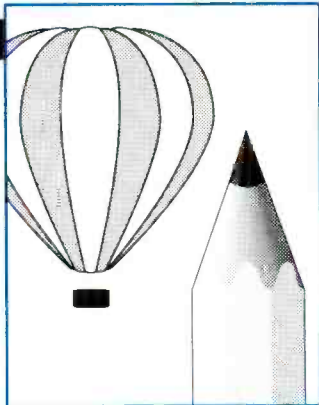
### 6 NATIONAL AND REGIONAL REACH CHARTS

Now in color -- a quick overview of the leading radio formats, comparing overall numbers on a national and regional basis.

**NEW**

### 10 RATINGS STRATEGY REVIEW

Full-color graphs reflecting radio's strategies in the nineties.



**12 FORMAT LEADERS** Now with a separate New Rock section! The top 10 stations in each of the major formats, ranked by AQH and cume, Monday-Sunday, 6am-midnight -- prefaced by a top 25 national "all-format" section, from the Top 100 markets.

- 12** National overview (all-format), Contemporary Hit Radio
- 14** Adult Contemporary, Album-Oriented Rock, New Rock, Country
- 15** Urban Contemporary, News/Talk, NAC, Gold/Classic Rock
- 16** Beautiful/Easy Listening, Spanish, Big Band/Nostalgia, Classical

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

**19 HOW TO USE THE RATINGS INFORMATION** An easy step-by-step guide for using R&R's comprehensive ratings data.

## 21 TOP 100 MARKET PROFILES

Now by market rank, R&R's exclusive single-source ratings data overview featuring Arbitron one-year trends, rankings in five key demographics, owners, networks, rep affiliations, and more.

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

Numbers following market listings indicate market rank in the Fall '92 ratings period.

# DIGITAL RADIO!

**RCS  
WORKS**

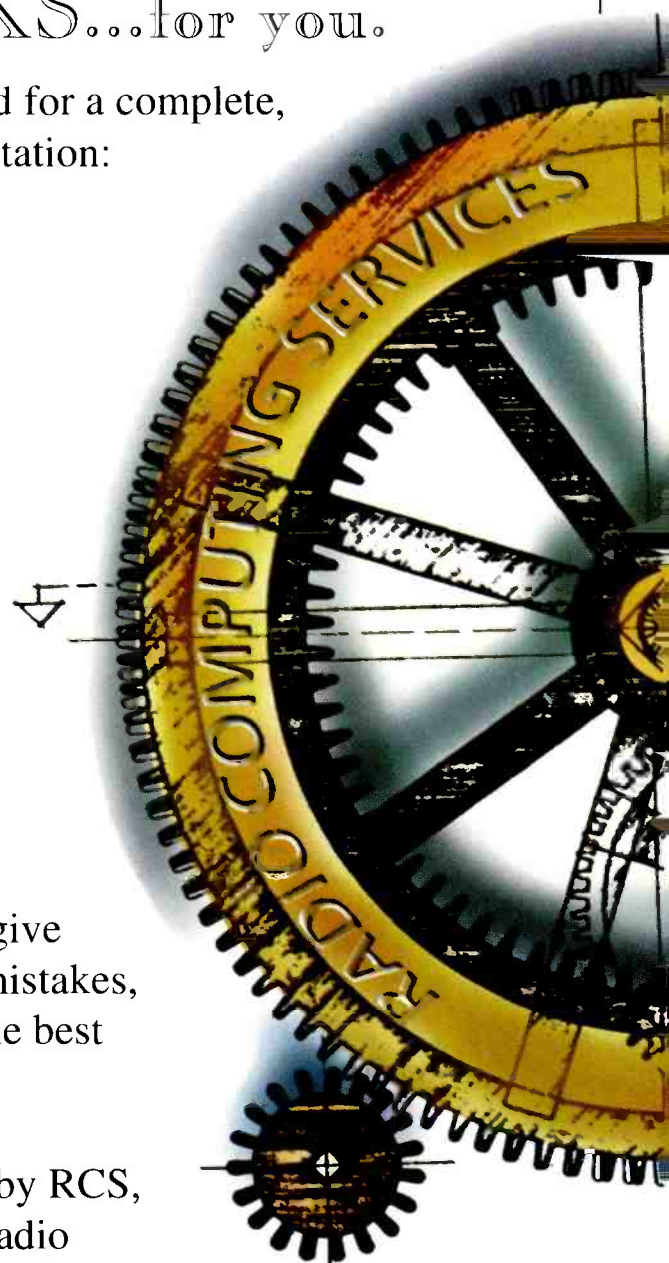
## RCS WORKS...for you.

All the software you need for a complete, integrated, digital radio station:

- Programming
- Research
- Traffic and Billing
- News
- Continuity
- Production
- On-Air Studio

All working together to give you control, the fewest mistakes, the greatest profit, and the best possible sound.

All made and supported by RCS, for fourteen years THE radio software company.



Radio Computing Services  
Two Overhill Road, Suite 100  
Scarsdale, New York, 10583  
Tel.(914)723-8567 Fax.(914)723-6651

**RCS**

# CONTENTS

## DIRECTORY

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

- |     |                                  |     |                            |
|-----|----------------------------------|-----|----------------------------|
| 112 | <b>Broadcast Schools</b>         | 183 | <b>Media Brokers</b>       |
| 113 | <b>Computers &amp; Software</b>  | 187 | <b>Movie Studios</b>       |
| 119 | <b>Consultant Firms</b>          | 189 | <b>Production Services</b> |
| 137 | <b>Employment Services</b>       | 203 | <b>Program Suppliers</b>   |
| 139 | <b>Equipment Suppliers</b>       | 220 | <b>Record Companies</b>    |
| 148 | <b>Financial</b>                 | 235 | <b>Rep Firms</b>           |
| 151 | <b>Group Owners</b>              | 238 | <b>Research</b>            |
| 168 | <b>Industry Organizations</b>    | 247 | <b>Show Prep</b>           |
| 171 | <b>Marketing &amp; Promotion</b> | 250 | <b>TV Production</b>       |

**120** CONSULTANTS SHOWCASE

**170** PROMOTIONAL SHOWCASE

**188** PRODUCTION SERVICES SHOWCASE

**202** PROGRAMMING SHOWCASE

**252** MARKETPLACE

**253** DIRECTORY INDEX Every company in the Industry Directory, in alphabetical order.

**260** ADVERTISER INDEX An alphabetical listing of all advertisers in the Ratings Report & Directory.



FOUNDER & PUBLISHER: Bob Wilson  
EXECUTIVE VP/GM: Dick Krizman  
EXECUTIVE VP/SALES & MARKETING: Erica Farber  
SENIOR VP/EDITOR: Ken Barnes

VP/EXECUTIVE EDITOR: Gail Mitchell  
ART DIRECTOR: Richard Agata  
MANAGING EDITOR: Ron Rodrigues

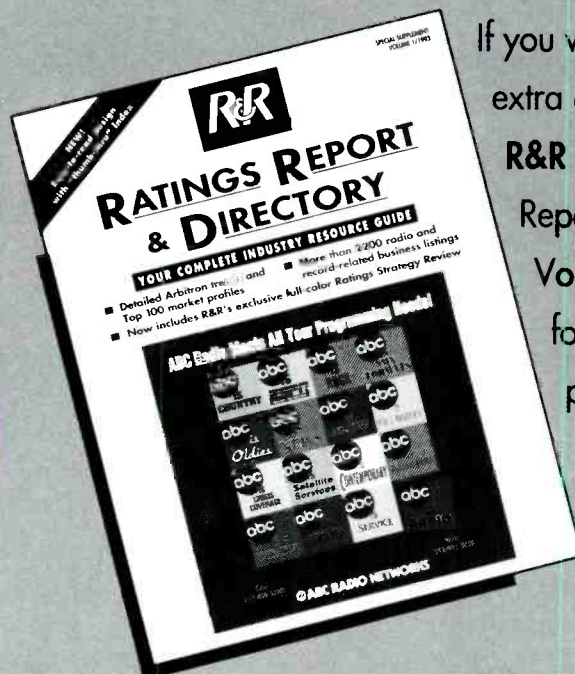
RATINGS REPORT EDITOR: Hurricane Heeran  
DIRECTORY EDITOR: Michael Berckart  
PRODUCTION DIRECTOR: Kent Thomas  
PRODUCTION MANAGER: Roger Zumwalt  
ADVERTISING DESIGN DIRECTOR: Gary Van Der Steur  
PRODUCTION: Teresa Dovidio, Marilyn Frandsen, Tim Kummerow, Bill Mohr, Lucie Morris

Los Angeles Offices: (310) 553-4330, 1930 Century Park West, Los Angeles, CA 90067 Fax: (310) 203-9763  
Washington, DC Bureau: (202) 783-3822, National Press Building, 529 14th St. NW, Suite 807, Washington, DC 20045 Fax: (202) 783-0260  
Nashville Bureau: (615) 244-8822, 1106 16th Avenue South, Nashville, TN 37212 Fax: (615) 248-6655

The "R&R Ratings Report & Directory, Vol. 1, '93" is published by Radio & Records, Inc., 1930 Century Park West, Los Angeles, CA 90067. All reasonable care taken but no responsibility assumed for incorrect listings. Nothing may be reproduced in whole or in part without written permission from the publisher. Printed in USA. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan.

© 1993 Radio & Records, Inc. A Westwood One Company

## NEED MORE COPIES?



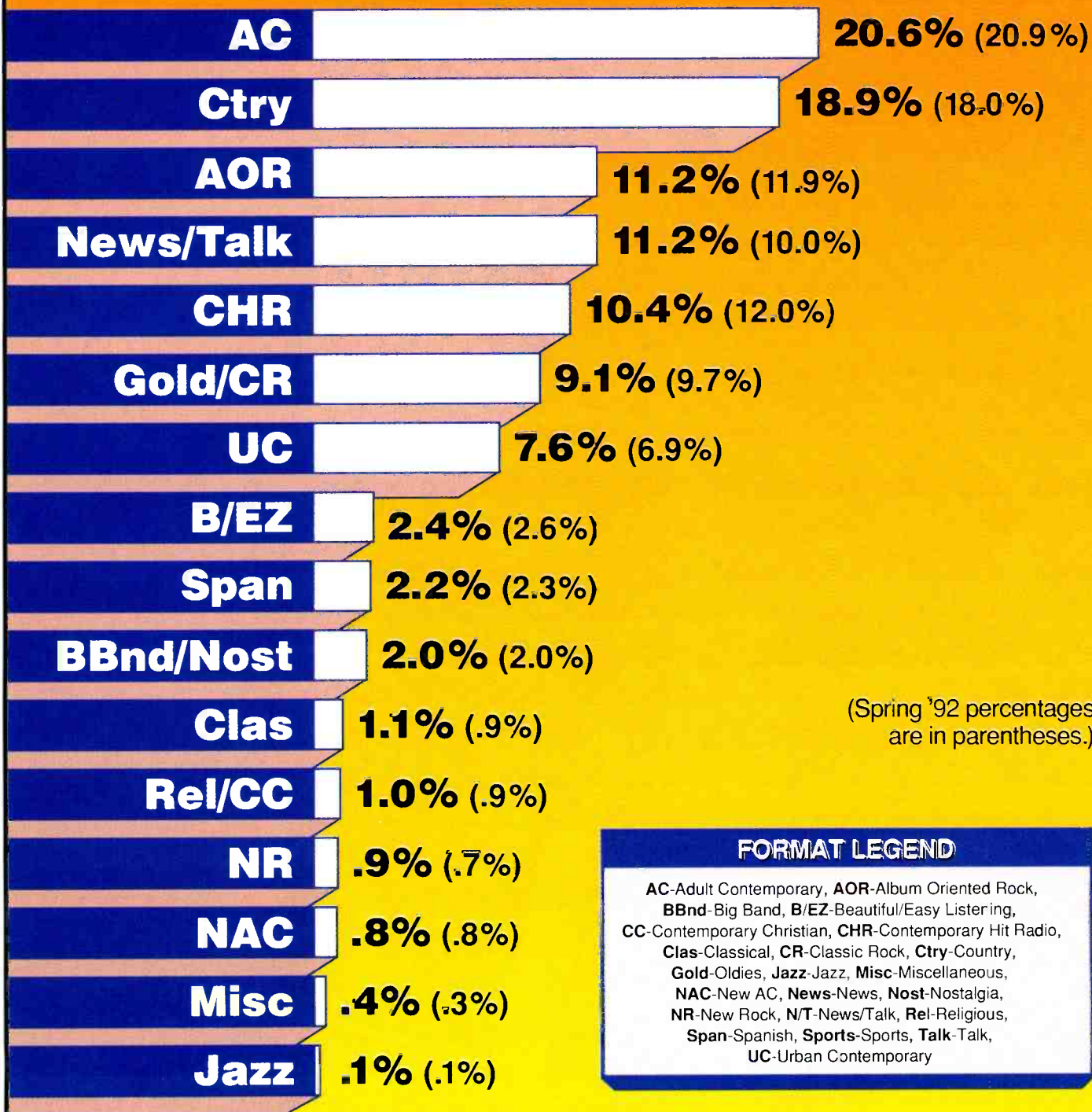
If you wish to order extra copies of the R&R "Ratings Report & Directory, Vol. 1, 1993", for \$35 each, please call Hurricane at 310-553-4330

**SUBSCRIBE TO R&R** The Industry's Information Leader 310-553-4330

# NATIONAL FORMAT REACH CHART

**T**he National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Fall '92 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the Top 100 markets featured in this edition of the R&R "Ratings Report" was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format numbers shown here.



## FORMAT LEGEND

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classic Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NAC-New AC, News-News, Nost-Nostalgia, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Sports-Sports, Talk-Talk, UC-Urban Contemporary



**72 YEARS  
OF EXCELLENCE  
IN RADIO BROADCASTING.  
NOT BAD.**

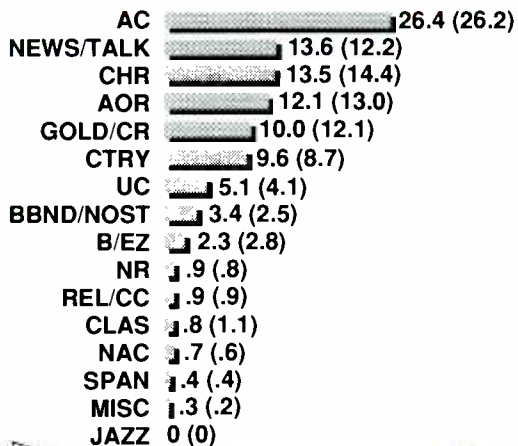


\_\_\_\_\_ **Since 1920** \_\_\_\_\_  
**The • First • Name • In • Radio**

**WBZ** Boston • **WINS & WNEW-FM** New York • **KYW & WMMR** Philadelphia  
**WCXR & WCPT** Washington • **KDKA** Pittsburgh • **WLLZ** Detroit  
**WMAQ** Chicago • **KILT-AM-FM** Houston • **KFWB & KTWV** Los Angeles  
**KFBK & KGBY** Sacramento

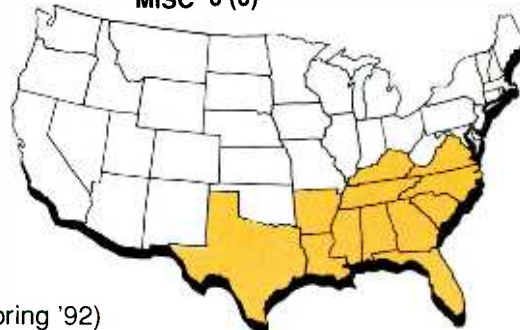
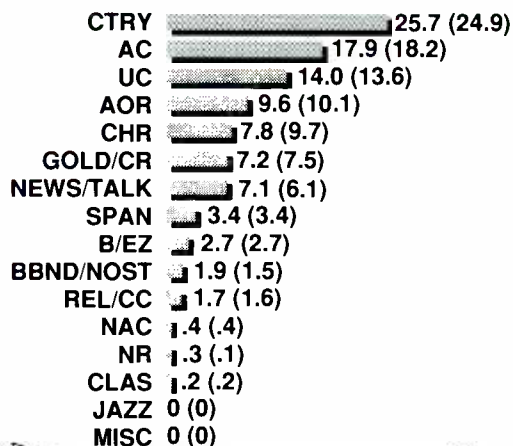
# FORMAT REACH CHARTS

## EAST



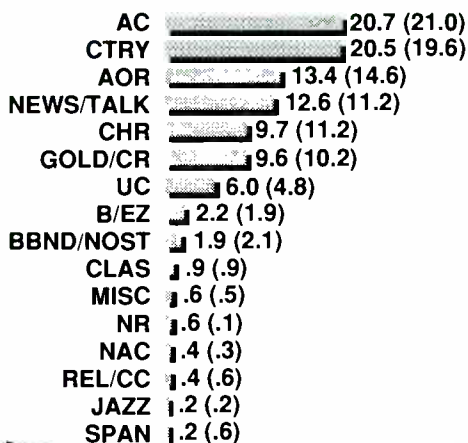
(Spring '92)

## SOUTH



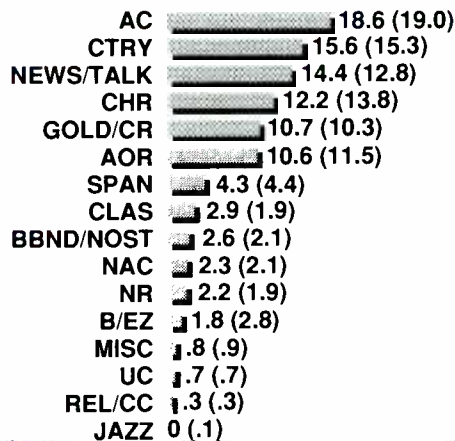
(Spring '92)

## MIDWEST



(Spring '92)

## WEST



(Spring '92)

# golddisc<sup>3</sup> COMPACT DIGITAL AUDIO

**OVER 2,700 STATIONS  
AROUND THE WORLD AGREE...  
THE SOUND IS SIMPLY AMAZING!**



TM CENTURY HAS BEEN DELIVERING COMPILATION MUSIC DISCS TO RADIO STATIONS SINCE 1985. WE REPRESENT THE WORLD STANDARD IN MUSIC LIBRARIES DESIGNED, MASTERED AND RESEARCHED FOR RADIO BROADCAST.

GOLDISC<sup>3</sup> LIBRARIES UTILIZE STATE-OF-THE-ART COMPUTER TECHNOLOGY. MASTERED ENTIRELY IN THE DIGITAL DOMAIN, THE MASTERS DON'T PASS BACK AND FORTH BETWEEN DIGITAL AND ANALOG CONVERTERS OR CONSOLES.

TECHNICALLY SUPERIOR AND HIGHLY RESEARCHED, GOLDISC MUSIC LIBRARIES ARE ALSO ECONOMICALLY COMPETITIVE. YOU GET THE BEST VALUE AND THE BEST QUALITY FOR YOUR MONEY WITH TM CENTURY. COMPLETE LIBRARIES ARE AVAILABLE IN BOTH GOLDISC<sup>3</sup> AND STANDARD GOLDISC. FORMATS INCLUDE:

**TM Mix (FOR HOT AC)  
TM COUNTRY (MODERN COUNTRY)  
AC\*  
LITE AC\***

**URBAN  
CHR  
CLASSIC HITS  
CLASSIC ROCK/AOR  
AND OTHERS**

\*OPTIONAL CATEGORIES AVAILABLE TO MAKE THE LIBRARIES  
HAVE MORE DEPTH AND ROUND OUT ALL THE OLDIES YOU NEED.

**Call your personal sales representative at:  
(800) TM CENTURY**

**TM CENTURY<sup>®</sup>**  
Inc.  
**The World Standard<sup>®</sup>**



## Fall Findings Show Economic Promise

**R**&R's exclusive poll of several hundred stations in the five major music formats indicates promising economic news. Overall (to the tune of 24%), stations fattened their promotion budgets, with more large market stations opting to increase their TV and billboard expenditures.

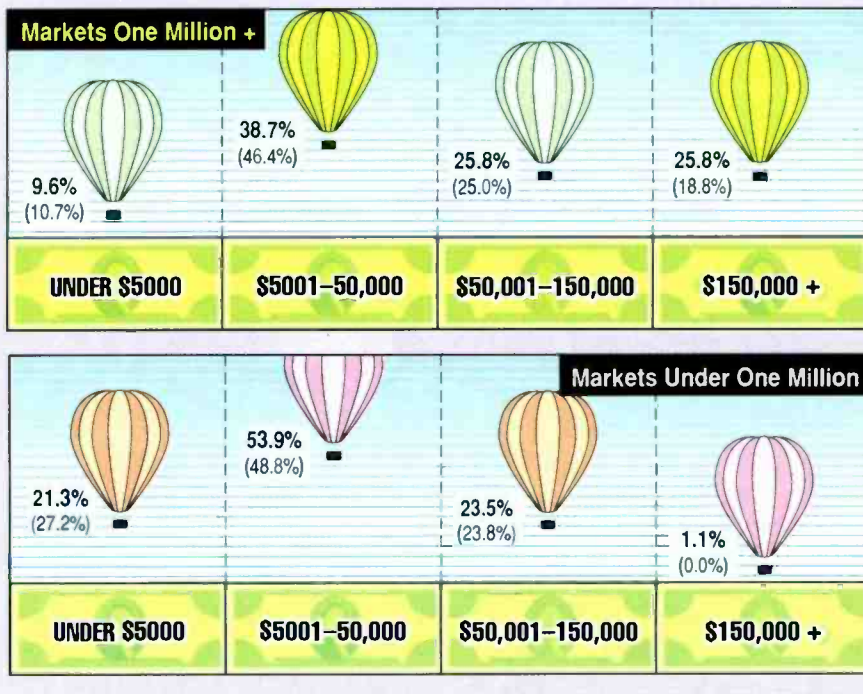
Among other Fall '92 "Ratings Strategy Review" highlights:

- ◆ Country, UC, and AOR again dominated TV, magazine, and busboard advertising, respectively. UC displaced AC for top billboard usage honors, while Country outpaced UC to claim the newspaper crown.
- ◆ Nearly 60% of Country outlets imaged themselves as playing "Today's Hot New Country (Favorites)."
- ◆ 50% of surveyed ACs utilized direct mail, with CHR jumping from last to third place.
- ◆ On the research front, 70% maintained the previous fall's budget, while 12.8% increased their allotment.

## PROMOTIONAL BUDGETS

AC and Country were the big spenders in the \$50,000-\$150,000 category, with half the \$150,000+ players coming from the AC ranks. CHRs in markets under one million, meanwhile, comprised the bulk of stations landing in the under \$5000 slot.

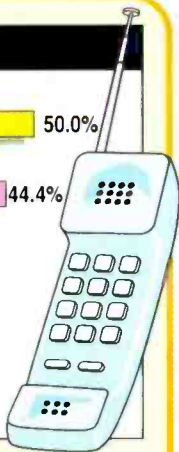
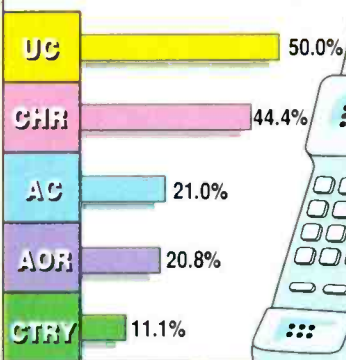
(Fall '91 percentages are in parentheses.)



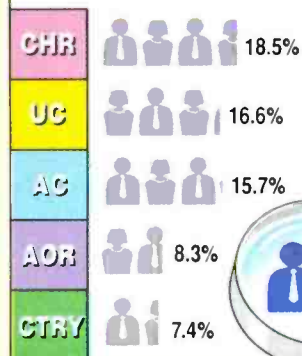
## MUSIC RESEARCH

Here are the percentages of stations in the five major music formats that conduct auditorium tests, callouts, and focus groups.

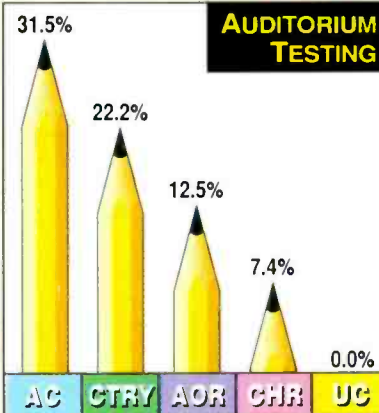
### CALLOUTS



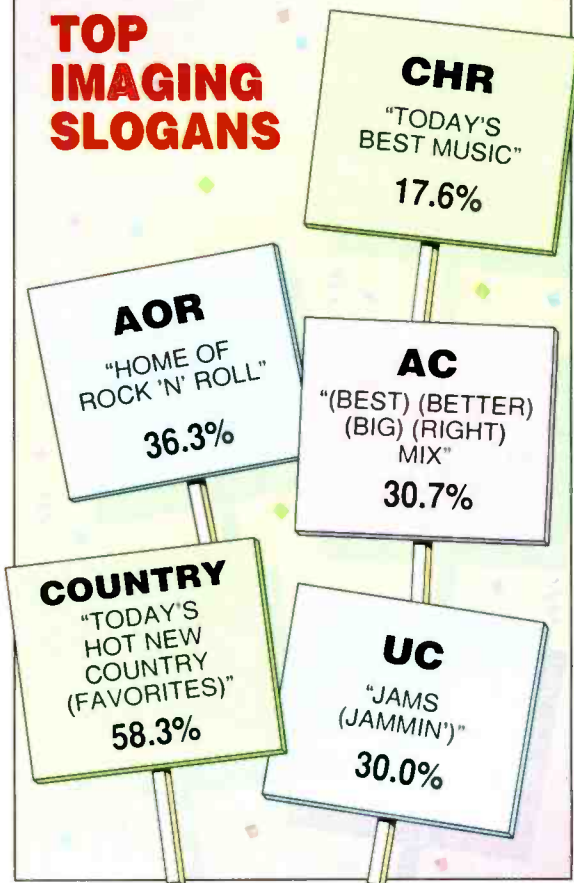
### FOCUS GROUPS



### AUDITORIUM TESTING



## TOP IMAGING SLOGANS

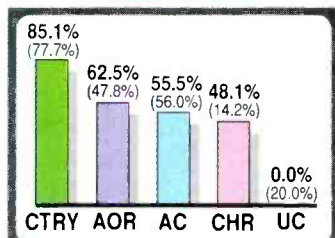


# RATINGS STRATEGY REVIEW

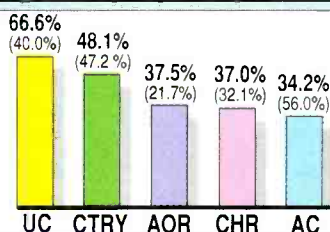
## OUTSIDE MEDIA USAGE BY FORMAT

Country's massive use of TV overshadowed nearly every other format, although AOR and CHR made significant advances. Last fall's biggest billboard proponent --AC-- dropped to last place. (Fall '91 percentages are in parentheses.)

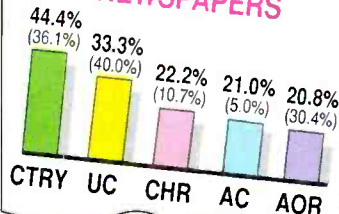
### TELEVISION



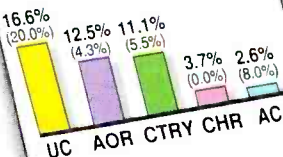
### BILLBOARDS



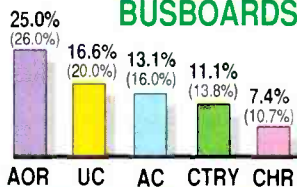
### NEWSPAPERS



### MAGAZINES



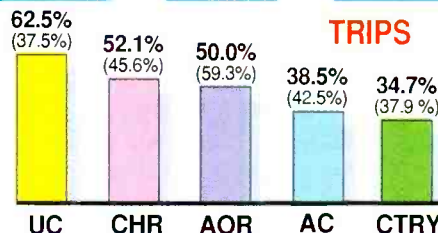
### BUSBOARDS



## Radio's Favorite Giveaways

Trips ran away with the title of favorite station giveaway, thanks to support from the newly anointed first- and second-place finishers: UC and CHR. While Cars/Trucks remained a distant third among the Big Three prize enticements, it showed the most favorable growth. (Fall '91 percentages are in parentheses.)

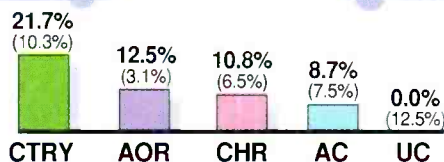
### TRIPS



### CASH

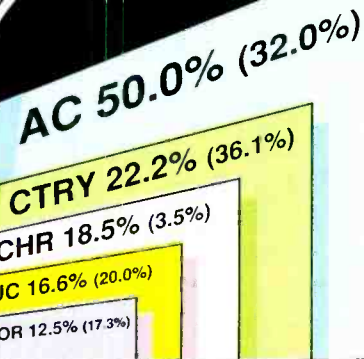


### CARS/TRUCKS



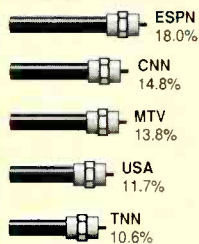
## Who Uses Direct Mail

Repeating a familiar pattern, AC and Country were direct mail's major supporters. The big news: CHR's vault from last to third place. (Fall '91 percentages are in parentheses.)

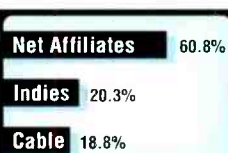


## HOW RADIO USES TELEVISION

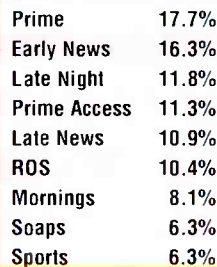
### CABLE AD CHOICES



### TV BUYING PREFERENCES



### SPOT SLOTTING



NATIONAL ALL-FORMAT

AVERAGE QUARTER-HOUR

CUME

1. WIVK-FM/Knoxville (Ctr)	31.1
2. WXBQ-FM/Johnson City-Kingsport (Ctr)	27.6
3. WRNS-AM & FM/Greenville-New Bern (Ctr)	25.3
4. WUSY/Chattanooga (Ctr)	21.8
5. WAMZ/Louisville (Ctr)	20.5
6. WZZK-AM & FM/Birmingham (Ctr)	20.0
7. WTQR/Greensboro-Winston Salem (Ctr)	19.4
8. KSSN/Little Rock (Ctr)	19.1
9. KXXY-AM & FM/Oklahoma City (Ctr)	18.8
10. WDUV/Sarasota-Bradenton (B/EZ)	18.7
10. WYNK-FM/Baton Rouge (Ctr)	18.7
12. KILM/Tucson (Ctr)	18.5
13. WSSL-AM & FM/Greenville-Spartanburg (Ctr)	18.3
14. KWEN/Tulsa (Ctr)	18.1
15. WWDM/Columbia, SC (UC)	16.9
16. KUZZ/Bakersfield (Ctr)	16.6
17. WKRZ/Wilkes Barre-Scranton (CHR)	16.4
18. WITL-FM/Lansing-East Lansing (Ctr)	16.2
18. WYYD/Roanoke-Lynchburg (Ctr)	16.2
20. WGKX/Memphis (Ctr)	16.1
21. WKSJ-AM & FM/Mobile (Ctr)	16.0
22. WFMS/Indianapolis (Ctr)	15.7
23. KMOX/St. Louis (Talk)	15.3
23. WSIX/Nashville (Ctr)	15.3
25. KASE/Austin (Ctr)	15.2
25. KDKA/Pittsburgh (N/T)	15.2

1. WINS/New York (News)	2,319,800
2. WRKS/New York (Urban)	2,099,400
3. WHTZ/New York (CHR)	1,968,100
4. WCBS/New York (News)	1,978,600
5. WPLJ/New York (CHR)	1,949,600
6. WLTW/New York (AC)	1,898,100
7. WXRK/New York (CR)	1,856,500
8. WCBS-FM/New York (Gold)	1,687,000
9. KIIS-AM & FM/Los Angeles (CHR)	1,675,900
10. WBLS/New York (Urban)	1,662,200
11. WQHT/New York (CHR)	1,620,100
12. KOST/Los Angeles (AC)	1,600,600
13. KPWR/Los Angeles (CHR)	1,481,100
14. WMXV/New York (AC)	1,472,600
15. KRTH/Los Angeles (Gold)	1,388,500
16. WNEW-FM/New York (AOR)	1,350,200
17. WABC/New York (Talk)	1,304,000
18. WPAT-FM/New York (B/EZ)	1,253,000
19. WOR/New York (Talk)	1,239,400
20. WFAN/New York (Sports)	1,225,200
21. KFWB/Los Angeles (News)	1,211,800
22. KYW/Philadelphia (News)	1,135,300
23. KGO/San Francisco (N/T)	1,121,100
24. KBIG/Los Angeles (AC)	1,099,800
25. WBBM/Chicago (News)	1,083,700

CONTEMPORARY HIT RADIO

AVERAGE QUARTER-HOUR

CUME

1. WKRZ/Wilkes Barre-Scranton	16.4
2. WQUT/Johnson City-Kingsport	13.5
3. KJYO/Oklahoma City	11.1
3. WNTQ/Syracuse	11.1
5. KKXX-FM/Bakersfield	10.6
6. WNNK-AM & FM/Harrisburg-Lebanon	10.4
7. KPRR/El Paso	10.2
8. WPRO-FM/Providence	10.0
9. KQKQ/Omaha-Council Bluffs	9.8
10. KIKI-FM/Honolulu	9.6

1. WHTZ/New York	1,978,600
2. WPLJ/New York	1,949,600
3. KIIS-AM & FM/Los Angeles	1,675,900
4. WQHT/New York	1,620,100
5. KPWR/Los Angeles	1,481,100
6. WBBM-FM/Chicago	1,048,100
7. WIOQ/Philadelphia	802,600
8. KMEL/San Francisco	710,000
9. WEGX/Philadelphia	694,200
10. WPGC-FM/Washington, DC	673,400

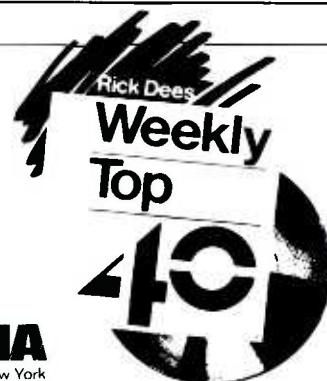
© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

TODAY'S TOP 40 STATIONS NEED MORE THAN A COUNTDOWN SHOW

"Rick Dees Weekly Top 40" is entertaining CHR radio!  
Personality makes the difference.

CHR's of the '90s can't waste weekends with voice-over shows tracked by non-broadcasters in a broom closet. "Rick Dees Weekly Top 40" is a high-style contemporary show hosted by America's top CHR radio superstar! If you're tired of tracks and stats call Tom Shovan at CD Media (212) 856-4435 and see if Rick Dees is available in your market.

Rick Dees lives CHR radio every morning of his life.



# Ultimate Digital Studio



The Ultimate Digital Studio is a powerful broadcast tool that saves you time and money. The UDS controls music from CD jukeboxes or consumer-type compact disc players and computer audio hard disc systems so that all your music, commercials, jingles and voice tracks can be viewed and scheduled on one screen. TM Century has also developed interfaces for a wide variety of music and traffic scheduling systems.

TM Century has delivered over 200 Ultimate Digital Studio Systems worldwide. The hardware and software that comprise the UDS is highly dependable and proven. Both the new generation of Sony CD changers and the extremely reliable CDK-006 jukebox are available to TM Century. Parts and service will be supported until the next century. Prices start at under \$8,200.

**The Ultimate Digital Studio is designed to operate perfectly with GoldDisc<sup>®</sup> NoNoise Music libraries. Available in all popular radio formats.**

**Also inquire about PowerPlay Music Scheduling software for a powerful, fully integrated system. PowerPlay is in use on over 400 stations.**

**TM Century<sup>®</sup>**  
Inc.

The World Standard<sup>®</sup>

For Information call:

(800) TMCENTURY



# FORMAT LEADERS

## ADULT CONTEMPORARY

### AVERAGE QUARTER-HOUR

1. WTFM/Johnson City-Kingsport	14.3
1. WCCO/Minneapolis-St. Paul	14.3
3. WSRS/Worcester	13.1
4. WTIC/Hartford-New Britain	13.0
5. WICC/Bridgeport	12.9
5. WLW/Cincinnati	12.9
7. WARM-FM/Lancaster, PA	12.8
8. WEZN/Bridgeport	12.6
9. KSFI/Salt Lake City-Ogden-Provo	12.1
10. WHAS/Louisville	12.0

### CUME

1. WLTW/New York	1,898,100
2. KOST/Los Angeles	1,600,600
3. WMXV/New York	1,472,600
4. KBIG/Los Angeles	1,099,800
5. WLIT/Chicago	700,600
6. WCCO/Minneapolis-St. Paul	663,200
7. WYXR/Philadelphia	617,300
8. KIOI/San Francisco	608,000
9. KYSR/Los Angeles	585,700
10. WPNT/Chicago	552,600

## AOR

### AVERAGE QUARTER-HOUR

1. WCMF/Rochester	15.1
2. KLAQ/El Paso	11.5
3. WJXQ/Lansing-East Lansing	11.6
4. WZZO/Allentown-Bethlehem	11.4
5. WFBQ/Indianapolis	11.0
5. WIOT/Toledo	11.0
7. WKLQ/Grand Rapids	10.4
8. WROV-FM/Roanoke-Lynchburg	10.0
8. WYNF/Tampa (Sarasota-Bradenton book)	10.0
10. WQMF/Louisville	9.9

### CUME

1. WNEW-FM/New York	1,350,200
2. KLOS/Los Angeles	973,000
3. WWBZ/Chicago	791,100
4. WLUP-FM/Chicago	785,300
5. WMMR/Philadelphia	626,700
6. KQLZ/Los Angeles	558,900
7. KQRS-AM & FM/Minneapolis-St. Paul	506,700
8. WBCN/Boston	487,300
9. WLLZ/Detroit	450,300
10. WWDC-FM/Washington, DC	447,700

## NEW ROCK

### AVERAGE QUARTER-HOUR

1. KEDG/Las Vegas	5.1
2. XTRA-FM/San Diego	4.4
3. KROQ/Los Angeles (Anaheim-Santa Ana book)	4.1
4. KROQ/Los Angeles	3.8
5. KXRK/Salt Lake City-Ogden-Provo	3.6
6. WHFS/Washington, DC (Baltimore book)	3.4
7. WKQX/Chicago	2.9
7. WXRT/Chicago	2.9
9. WHFS/Washington, DC	2.8
10. KDGE/Dallas-Ft. Worth	2.7
10. KNDD/Seattle-Tacoma	2.7

### CUME

1. KROQ/Los Angeles	973,700
2. WKQX/Chicago	676,500
3. WXRT/Chicago	549,700
4. KITS/San Francisco	376,200
5. XTRA-FM/San Diego	290,900
6. KDGE/Dallas-Ft. Worth	280,700
7. WDRE/Nassau-Suffolk (New York book)	279,400
8. WHFS/Washington, DC	276,000
9. KROQ/Los Angeles (Anaheim book)	232,800
10. WFNX/Boston	197,800

## COUNTRY

### AVERAGE QUARTER-HOUR

1. WIVK-FM/Knoxville	31.1
2. WXBQ-FM/Johnson City-Kingsport	27.6
3. WRNS-AM & FM/Greenville-New Bern	25.3
4. WUSY/Chattanooga	21.8
5. WAMZ/Louisville	20.5
6. WZZK-AM & FM/Birmingham	20.0
7. WTQR/Greensboro-Winston Salem	19.4
8. KSSN/Little Rock	19.1
9. KXXY-AM & FM/Oklahoma City	18.8
10. WYNK-FM/Baton Rouge	18.7

### CUME

1. WYNY/New York	892,800
2. WUSN/Chicago	871,000
3. KSCS/Dallas-Ft. Worth	746,900
4. WWWW/Detroit	643,900
5. KILT-FM/Houston-Galveston	600,400
6. KPLX/Dallas-Ft. Worth	599,100
7. KZLA/Los Angeles	595,700
8. KIKK-FM/Houston-Galveston	559,300
9. WMZQ-AM & FM/Washington, DC	501,700
10. WXTU/Philadelphia	478,700



# FORMAT LEADERS

## URBAN CONTEMPORARY

### AVERAGE QUARTER-HOUR

### CUME

1. WWDM/Columbia, SC	16.9
2. WWWZ/Charleston, SC	14.8
3. WIKS/Greenville-New Bern	12.4
4. WVEE/Atlanta	12.1
5. WCDX/Richmond	11.6
6. KQXL/Baton Rouge	11.4
7. WXOK/Baton Rouge	11.3
8. WHRK/Memphis	10.9
8. WOWI/Norfolk-Virginia Beach	10.9
10. WDIA/Memphis	10.8

1. WRKS/New York	2,099,400
2. WBLS/New York	1,662,200
3. WGCI-FM/Chicago	927,700
4. KKBT/Los Angeles	643,700
5. WVEE/Atlanta	507,200
6. WJLB/Detroit	506,200
7. WUSL/Philadelphia	501,500
8. WVAZ/Chicago	500,500
9. KJMZ/Dallas-Ft. Worth	492,400
10. WKYS/Washington, DC	453,300

## NEWS/TALK

### AVERAGE QUARTER-HOUR

### CUME

1. KMOX/St. Louis (Talk)	15.3
2. KDKA/Pittsburgh (N/T)	15.2
3. KFBK/Sacramento (N/T)	13.6
4. WHAM/Rochester (N/T)	13.4
5. KFAB/Omaha-Council Bluffs (N/T)	12.9
6. WKBN/Youngstown-Warren (N/T)	12.7
7. KMJ/Fresno (N/T)	12.4
8. KGO/San Francisco (San Jose book) (N/T)	11.4
9. WSPD/Toledo (N/T)	11.1
9. WTMJ/Milwaukee-Racine (N/T)	11.1

1. WINS/New York (News)	2,319,800
2. WCBS/New York (News)	1,968,100
3. WABC/New York (Talk)	1,304,000
4. WOR/New York (Talk)	1,239,400
5. WFAN/New York (Sports)	1,225,200
6. KFWB/Los Angeles (News)	1,211,800
7. KYW/Philadelphia (News)	1,135,300
8. KGO/San Francisco (N/T)	1,121,100
9. WBBM/Chicago (News)	1,083,700
10. KNX/Los Angeles (News)	1,078,700

## NAC

### AVERAGE QUARTER-HOUR

### CUME

1. KIFM/San Diego (North County book)	3.9
2. KIFM/San Diego	3.7
3. WLOQ/Orlando	3.6
4. KBLX-AM & FM/San Francisco	3.5
4. WNUA/Chicago	3.5
6. KHIH/Denver-Boulder	3.0
6. WLVE/Miami-Ft. Lauderdale	3.0
8. WNWV/Cleveland	2.8
8. WQCD/New York	2.8
10. WJZE/Washington, DC	2.7

1. WQCD/New York	1,064,300
2. KTWW/Los Angeles	788,700
3. WNUA/Chicago	619,500
4. KBLX-AM & FM/San Francisco	437,500
5. KKSF/San Francisco	365,800
6. WJZE/Washington, DC	259,300
7. KOAI/Dallas-Ft. Worth	252,800
8. WLVE/Miami-Ft. Lauderdale	245,200
9. KIFM/San Diego	209,900
10. WCDJ/Boston	196,400

## GOLD/CLASSIC ROCK

### AVERAGE QUARTER-HOUR

### CUME

1. WHTT-FM/Buffalo-Niagara Falls	8.2
2. KWFM-AM & FM/Tucson	8.0
2. WMJI/Cleveland	8.0
4. WODE-AM & FM/Allentown-Bethlehem	7.9
5. WYSP/Philadelphia (Classic Rock)	7.7
5. WYSP/Philadelphia (Wilmington book)(CR)	7.7
7. WZRR/Birmingham (Classic Rock)	7.6
8. WWSW-AM & FM/Pittsburgh	7.3
9. KGOR/Omaha-Council Bluffs	7.0
9. WKLH/Milwaukee-Racine (Classic Rock)	7.0

1. WXRK/New York (Classic Rock)	1,856,500
2. WCBS-FM/New York	1,687,000
3. KRTH/Los Angeles	1,388,500
4. KLSX/Los Angeles (Classic Rock)	1,041,900
5. WYSP/Philadelphia (Classic Rock)	884,000
6. WJMK/Chicago	744,700
7. KCBS-FM/Los Angeles	680,400
8. WCKG/Chicago (Classic Rock)	674,400
9. WOMC/Detroit	550,800
10. WOGL-FM/Philadelphia	520,400

# FORMAT LEADERS

## BEAUTIFUL/EASY LISTENING

### AVERAGE QUARTER-HOUR

1. WDUV/Sarasota-Bradenton	18.7
2. WDEF-FM/Chattanooga	12.2
3. WFMZ/Allentown-Bethlehem	11.7
4. WPVR/Roanoke-Lynchburg	9.5
5. KUMU-AM & FM/Honolulu	7.7
6. KBEZ/Tulsa	7.4
7. WFOG/Norfolk-Virginia Beach	7.1
8. WRHP/Syracuse	6.9
9. WADB-FM/Monmouth-Ocean, NJ	6.6
10. KTSM-FM/El Paso	6.4

### CUME

1. WPAT-FM/New York	1,253,000
2. WPAT/New York	397,500
3. WFOG/Norfolk-Virginia Beach	175,000
4. WRMR/Cleveland	174,300
5. WDUV/Sarasota-Bradenton (Tampa book)	163,200
6. WPAT-FM/New York (Nassau book)	147,100
7. KYBG/Denver-Boulder	103,200
8. WADB-FM/Monmouth-Ocean, NJ	97,500
9. KEZX-FM/Seattle-Tacoma	92,500
10. WPAT/New York (Monmouth-Ocean book)	83,400

## SPANISH

### AVERAGE QUARTER-HOUR

1. KGBT/McAllen-Brownsville	13.2
2. KBNA-AM & FM/El Paso	8.8
3. KIWW/McAllen-Brownsville	8.4
3. KTJN/McAllen-Brownsville	8.4
3. KXTN/San Antonio	8.4
6. KGST/Tucson	6.1
7. KLAX/Los Angeles	5.3
8. KTGE/Monterey-Salinas-Santa Cruz	5.2
9. KWAC/Bakersfield	4.9
10. KAMA/El Paso	4.4

### CUME

1. KLAX/Los Angeles	804,400
2. KLVE/Los Angeles	783,500
3. KTNQ/Los Angeles	568,600
4. WSKQ-FM/New York	548,500
5. KKHJ/Los Angeles	406,300
6. WADO/New York	376,100
7. KWKW/Los Angeles	337,700
8. WSKQ/New York	331,700
9. WOJO/Chicago	262,100
10. WXDJ/Miami-Ft. Lauderdale	236,700

## BIG BAND/NOSTALGIA

### AVERAGE QUARTER-HOUR

1. WMMB/Melbourne-Titusville (BBnd)	8.5
2. KJUL/Las Vegas (Nost)	6.4
2. WOKY/Milwaukee-Racine (BBnd)	6.4
4. KOY/Phoenix (Nost)	6.1
4. WPLM-FM/Boston (New Bedford book)(BBnd)	6.1
6. WGUL-AM & FM/Tampa-St. Petersburg (BBnd)	5.8
7. WQBB & WEMQ/Knoxville (Nost)	5.5
8. WPEN/Philadelphia (Nost)	4.8
9. WSCQ/Columbia, SC (Nost)	4.6
10. WMAS/Springfield, MA (BBnd)	4.5
10. WPLM-AM & FM/Boston (Providence book)(BBnd)	4.5

### CUME

1. WNEW/New York (Nost)	830,000
2. KFRC/San Francisco (Nost)	506,700
3. WJJD/Chicago (Nost)	462,800
4. WPEN/Philadelphia (Nost)	414,700
5. WNEW/New York (Nassau book) (Nost)	242,600
6. CKLW/Detroit (BBnd)	231,000
7. KQUE/Houston-Galveston (Nost)	229,300
8. WJAS/Pittsburgh (BBnd)	182,100
9. KIXI/Seattle-Tacoma (BBnd)	181,100
10. KOY/Phoenix (Nost)	173,400

## CLASSICAL

### AVERAGE QUARTER-HOUR

1. KING-FM/Seattle-Tacoma	4.6
2. KBOQ/Monterey-Salinas-Santa Cruz	4.3
3. WGMS/Washington, DC	3.7
4. KHFM/Albuquerque	3.5
5. KFSD/San Diego (North County book)	3.2
6. KDFC-AM & FM/San Francisco (San Jose book)	2.8
6. WCLV/Cleveland	2.8
8. KVOD/Denver-Boulder	2.7
8. WFLN/Philadelphia	2.7
8. WRR/Dallas-Ft. Worth	2.7

### CUME

1. WQXR-AM & FM/New York	748,300
2. WNCN/New York	708,400
3. KJQI & KKGO/Los Angeles	658,500
4. KDFC-AM & FM/San Francisco	392,800
5. WFMT/Chicago	343,900
6. WNIB/Chicago	335,100
7. WFLN/Philadelphia	304,700
8. WGMS/Washington, DC	283,100
9. KKHI-FM/San Francisco	278,000
10. WRR/Dallas-Ft. Worth	255,900

# DRIVETIME DOMINATORS

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

1. **WIVK-FM/Knoxville (Ctry)** 35.3  
*Darrin Wilhite, Tim Wall*
2. **KSSK-AM & FM/Honolulu (AC)** 30.1  
*Michael W. Perry & Larry Price*
3. **WRNS-AM & FM/Greenville-New Bern (Ctry)** 28.4  
*Wayne Carlyle*
4. **WXBQ-FM/Johnson City (Ctry)** 26.1  
*Richard Quillen & Bill Blake*
5. **WYNK-AM & FM/Baton Rouge (Ctry)** 25.0  
*Kenny Hazelette & Bob Bishop; Rick Daniels*
6. **WUSY/Chattanooga (Ctry)** 24.1  
*Capt. Bobby Byrd & Jim Copeland*
7. **KXXY-AM & FM/Oklahoma City (Ctry)** 22.7  
*Dave Murray & Dan Stroud; Olen Wells*
8. **WTQR/Greensboro-Winston Salem (Ctry)** 22.3  
*Dale Mitchell & Aunt Eloise*
9. **WCCO/Minneapolis-St. Paul (AC)** 22.0  
*Roger Erickson & Dave Lee*
10. **WZZK-AM & FM/Birmingham (Ctry)** 21.9  
*Patti & The Doc*



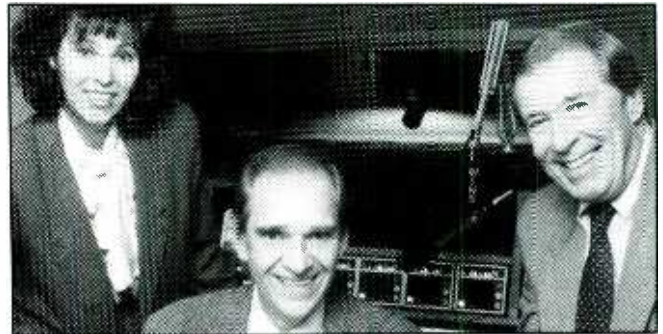
*Tim Wall, Darrin Wilhite  
WIVK-FM/Knoxville*



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

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

1. **WINS/New York (News)** 1,596,700  
*Paul Smith, Michael O'Neill, Judy DeAngelis*
2. **WCBS/New York (News)** 1,261,800  
*Brigette Quinn & Jeff Kaplan*
3. **WXRK/New York (CR)** 1,237,700  
*The Howard Stern Show*
4. **WRKS/New York (UC)** 1,149,500  
*Jeff Fox & Ken Webb*
5. **WHTZ/New York (CHR)** 1,056,300  
*The Z-Morning Zoo with Gary Bryan & Ross Brittan*
6. **WPLJ/New York (CHR)** 973,700  
*Scott Shannon & Todd Pettengill*
7. **WLTW/New York (AC)** 851,100  
*Bill Buchner & Rasa Kaye; Al Bernstein*
8. **KYW/Philadelphia (News)** 838,800  
*Pat Farnack, Harry Donahue, Ed Abrams*
9. **KIIS-AM & FM/Los Angeles (CHR)** 813,500  
*Rick Dees, Ellen K., Vick "The Brick" Jacobs, Cmd. Chuck Street*
10. **WQHT/New York (CHR)** 809,900  
*Howard Hoffman & Stephanie Miller; Debra Rath*



*Judy DeAngelis, Paul Smith, Michael O'Neil  
WINS/New York*



*Howard Stern, Robin Quivers  
WXRK/New York*

# DRIVETIME DOMINATORS

## PM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 3-7pm

1. **WXBQ-FM/Johnson City-Kingsport (Ctry)** 28.1  
*Steve Randall*
2. **WIVK-FM/Knoxville (Ctry)** 26.9  
*Ed Brantley*
3. **WRNS-AM & FM/Greenville-New Bern (Ctry)** 24.9  
*Mike Reid*
4. **WAMZ/Louisville (Ctry)** 22.9  
*Coyote Calhoun; Dan Robinson*
5. **WUSY/Chattanooga (Ctry)** 22.7  
*The Bearman*
6. **WZZK-AM & FM/Birmingham (Ctry)** 20.7  
*Bill Kramer*
7. **WTQR/Greensboro-Winston Salem (Ctry)** 20.2  
*Danny Hall*
8. **KSSN/Little Rock (Ctry)** 19.9  
*Dan Moore*
9. **WSSL-AM & FM/Greenville-Spartanburg (Ctry)** 19.3  
*Mark Elliott*
10. **KIIM/Tucson (Ctry)** 18.9  
*John Collins*



Steve Randall  
WXBQ/Johnson City



Ed Brantley  
WIVK-FM/Knoxville



Coyote Calhoun  
WAMZ/Louisville

## PM Drive/Top 10 Average Cume Persons 12+, M-F, 3-7pm

1. **WRKS/New York (UC)** 1,107,200  
*Carol Ford; Wendy Williams*
2. **WPLJ/New York (CHR)** 1,042,100  
*Fast Jimi Roberts*
3. **WHTZ/New York (CHR)** 1,017,800  
*Chris Jagger*
4. **WLTW/New York (AC)** 1,015,400  
*Valerie Smaldone, Steve Roy*
5. **WQHT/New York (CHR)** 966,000  
*Al Bandiero, Jeff Thomas*
6. **KPWR/Los Angeles (CHR)** 867,300  
*Dave Morales; George McFly*
7. **KOST/Los Angeles (AC)** 860,300  
*Bryan Simmons; Karen Sharp*
8. **KIIS-AM & FM/Los Angeles (CHR)** 845,300  
*Blair Michaels; Learjet*
9. **WCBS/New York (News)** 810,100  
*Therese Crowley, Wayne Capot*
10. **WBLS/New York (UC)** 804,200  
*Frankie Crocker; Sammy Mack*



Carol Ford, Wendy Williams  
WRKS/New York



Fast Jimi Roberts  
WPLJ/New York



Chris Jagger  
WHTZ/New York

## How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 1, '93," you'll find the following highlights featured in the detailed market breakouts.

### 1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Fall '92 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

### 2 STATION/FORMAT

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

### 3 FREQUENCY/POWER

The frequency and power for the radio signal(s) are shown as listed on Page 3B in each Arbitron report.

### 4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you understand a station's core strength. The first listing shows the Monday-Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens and adults. Also featured: demographic rankings for the Top 50 markets based on Monday-Sunday AQH.

### 5 AVERAGE MINUTES LISTENED

The column immediately following the 35-64 ranking shows the average number of minutes the audience spent listening to the station. This is based upon total persons 12+, Monday-Sunday, 6am-midnight.

### 6 OWNER, NET & REP INFORMATION

For the convenience of R&R "Ratings Report" users, we designate all station owners and their network/national rep affiliations as listed in each Arbitron report.

### 7 NOTATIONS

Updates are listed noting format and call letter changes plus LMA activity.

### 8 FORMAT REACH CHART

The lower-right corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Fall '92 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

### 9 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where an ethnic breakout is not applicable, the code N/A is used.

NEW YORK

#1

NEW YORK

12+ POPULATION: 14,077,500 (Black: 21.0% Hispanic: 18.8%)

WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINIS LISTENED	OWNER	NETWORK	NATIONAL REP		
5.2	5.5	5.6	6.6	6.5	<b>1</b> WRKS UC	98.7 7.8kw	2	<b>1</b>	<b>1</b>	<b>1</b>	4	9	89	SUMMIT	SOU	DUR
5.8	5.4	5.2	5.1	5.2	<b>2</b> WLTW AC	106.7 7.8kw	6	7	7	3	<b>1</b>	2	79	VI	---	KATZ
4.4	4.9	4.3	4	<b>2</b> WBLS UC	107.5 5.4kw	---	<b>3</b>	4	5	4	5	5	76	INNER CITY	ABC	MCG
3.9	4.1	4.5	4.7	4.4	<b>3</b> WXRK CR	92.3 7.6kw	7	6	2	2	3	11	69	INFINITY	ABC	TOR
3.3	3.2	3.4	4.2	4.2	<b>5</b> WABC Talk	77.0 50kw	13	28	17	18	16	3	93	CAP CITIES/ABC	ABC	BAN
4.9	4.2	5.0	5.0	4.2	<b>5</b> WCBS-FM Gold	101.1 6.8kw	8	12	13	5	2	<b>1</b>	72	CBS	CBS	CBS
3.3	3.6	4.0	3.6	3.6	<b>7</b> WHTZ CHR	100.3 7.8kw	3	3	9	11	13	17	53	MALRITE	---	CHR
4.1	3.8	3.7	3.8	3.6	<b>7</b> WINS News	101.0 30(50)kw	<b>1</b>	14	16	15	14	6	45	GROUP W	ABC	G/W
4.8	3.9	3.6	3.3	3.6	<b>7</b> WQHT CHR	97.7 6.7kw	10	2	4	9	18	32	64	EMMIS	---	HNWH
3.0	3.4	3.0	3.2	3.4	<b>10</b> WCBS News	88.0 50kw	4	15	20	16	15	4	49	CBS	CBS	CBS
2.8	2.8	3.1	3.2	3.4	<b>10</b> WPLJ CHR	95.5 6.7kw	5	5	3	6	9	21	50	CAP CITIES/ABC	ABC	KATZ
3.3	4.0	3.2	3.8	3.3	<b>12</b> WOR Talk	71.0 50kw	15	39	32	20	20	12	76	BUCKLEY	ABC	MCG

\* Became Business News WBRR toward end of rating period.

### DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WXRK	1 WLTW	N/T 18.7
2 WRKS	2 WQHT	2 WRKS	2 WLTW	2 WCBS-FM	2 WCBS-FM	UC 10.9
3 WNEW-FM	3 WPLJ	3 WNEW-FM	3 WMXV	3 WNEW-FM	3 WRKS	CHR 10.6
4 WPLJ	4 WBLS	4 WBLS	4 WBLS	4 WFAN	4 WMVX	AC 9.3
5 WBLS	5 WLTW	5 WFAN	5 WPLJ	5 WBLS	5 WBLS	GOLD/CR 8.6
6 WQHT	6 WMXV	6 WCBS-FM	6 WCBS-FM	6 WLTW	6 WOCD	SPAN 6.0
7 WHTZ	7 WHTZ	7 WLTW	7 WQHT	7 WRKS	7 WPLJ	B/EZ 3.3
8 WLTW	8 WXRK	8 WOCD	8 WHTZ	8 WOCD	8 WHTZ	AOR 2.9
9 WFAN	9 WOCD	9 WPLJ	9 WXRK	9 WYNY	9 WXRK	CLAS 2.9
10 WYNY	10 WNEW-FM	10 WQHT	10 WOCD	10 WCBS	10 WYNY	NAC 2.8
						CTRY 2.7
						BBND 1.8

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

## Networks

ABC	ABC Radio Networks	NBC	NBC Radio Network
AP	Associated Press Radio Network	SOU	The Source
AURN	American Urban Radio Network	UNIS	Unistar (Super)
CBS	CBS Radio Networks	UNI	Unistar (Ultimate)
CNN	Cable News Network	UNIP	Unistar (Power)
MBS	Mutual Broadcasting System	UPI	United Press International

## Reps Abbreviation Key

BAN	Banner Radio	MCG	McGavren-Guild, Inc.
CAB	Caballero Spanish Media	MMR	Major Market Radio
CBS	CBS Radio Spot Sales	PATT	Patt Media
CHR	The Christal Company	PMR	P. Mulvihill Radio Limited
CMBS	Concert Music Broadcast Sales, Inc.	RA/L	R.A. Lazar & Co.
CMI	Christian Ministries	RSS	Radio Spot Sales
DCA	Dora-Clayton Agency, Inc.	REG	Regional Representatives
DIR	Direct Representatives	REP	Republic Radio Inc.
DOME	Dome And Associates	ROS	Roslin Radio Sales, Inc.
DUR	Durpetti And Associates	SAV	Savalli Broadcast Sales
EAST	Eastman Radio, Inc.	SRR	Salem Radio Representatives
G/W	Group W Radio Sales	SSS	Southern Spot Sales
HNWH	HNW&H	SBS	Spanish Broadcasting System
KATZ	Katz Radio	TNS	TN Spot Sales
KBS	Keystone Broadcasting System	TOR	Torbet Radio
KT-H	Katz Hispanic	UNI	Unirep Broadcasting Co.
K&P	Katz & Powell	WR	Western Regional Broadcast Sales
LOTUS	Lotus Hispanic Reps	WRS	Williams Radio Sales
MK4	Market 4 Radio		



Michael Jackson Live From Bucharest

Bruce Springsteen Plugged

The 1992 Summer Olympics

The World Premiere of Garth Brooks' "The Chase"

Eric Clapton Unplugged

Every Major College Bowl Game

Guns N' Roses Live From Paris

NFL Football

Van Halen's Cabo Wabo Rock Radio Festival

The King of the Countdowns, Casey Kasem

The King of Talk Radio, Larry King

it's

# UNBELIEVABLE

When you think that so much  
could come from **ONE** radio network.  
Not so unbelievable when you  
realize that network is Westwood One.

## WESTWOOD ONE®



12+ POPULATION: 14,077,500 (Black: 21.0%; Hispanic: 18.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.2	5.5	5.6	6.6	6.5	1	WRKS UC	98.7 7.8kw	2	1	1	1	4	9	89	SUMMIT	SOU	DUR
5.8	5.4	5.2	5.1	5.2	2	WLTW AC	106.7 7.8kw	6	7	7	3	1	2	79	VIACOM	---	KATZ
4.4	4.9	4.3	4.4	4.4	3	WBLS UC	107.5 5.4kw	9	4	5	4	5	5	76	INNER CITY	ABC	MCG
3.9	4.1	4.5	4.7	4.4	3	WXRK CR	92.3 7.6kw	7	6	2	2	3	11	69	INFINITY	ABC	TOR
3.3	3.2	3.4	4.2	4.2	5	WABC Talk	770 50kw	13	28	17	18	16	3	93	CAP CITIES/ABC	ABC	BAN
4.9	4.2	5.0	5.0	4.2	5	WCBS-FM Gold	101.1 6.8kw	8	12	13	5	2	1	72	CBS	CBS	CBS
3.3	3.6	4.0	3.6	3.6	7	WHTZ CHR	100.3 7.8kw	3	3	9	11	13	17	53	MALRITE	---	CHR
4.1	3.8	3.7	3.8	3.6	7	WINS News	1010 30(50)kw	1	14	16	15	14	6	45	GROUP W	ABC	G/W
4.8	3.9	3.6	3.3	3.6	7	WQHT CHR	97.1 6.7kw	10	2	4	9	18	32	64	EMMIS	---	HNWH
3.0	3.4	3.0	3.2	3.4	10	WCBS News	880 50kw	4	15	20	16	15	4	49	CBS	CBS	CBS
2.8	2.8	3.1	3.2	3.4	10	WPLJ CHR	95.5 6.7kw	5	5	3	6	9	21	50	CAP CITIES/ABC	ABC	KATZ
3.3	4.0	3.2	3.8	3.3	12	WOR Talk	710 50kw	15	39	32	20	20	12	76	BUCKLEY	ABC	MCG
2.7	3.5	3.7	3.1	3.3	12	WPAT-FM B/EZ	93.1 5.4kw	14	21	25	19	19	8	77	PARK	---	MMR
4.2	4.3	3.8	3.4	3.1	14	WMXV AC	105.1 7.8kw	11	8	8	7	8	14	61	BONNEVILLE INT.	---	MCG
3.8	3.7	3.1	3.6	2.9	15	WNEW-FM AOR	102.7 7.8kw	12	13	6	8	7	18	62	GROUP W	UNIP	G/W
1.9	2.3	2.2	2.4	2.8	16	WQCD NAC	101.9 5.3kw	17	27	10	10	6	7	76	TRIBUNE	ABC	CHR
2.7	2.7	2.8	3.1	2.7	17	WYNY Ctry	103.5 6.7kw	18	26	11	13	10	13	86	BR. PARTNERS	NBC	DUR
3.0	2.4	3.0	2.9	2.5	18	WFAN Sports	660 50kw	16	9	14	14	12	10	60	INFINITY	NBC	HNWH
2.4	2.2	2.7	2.4	2.4	19	WSKQ-FM Span	97.9 7.8kw	22	17	12	12	11	15	12	SBS	---	SBS
1.9	1.9	2.0	1.6	1.8	20	WNEW* Nost	1130 50kw	19	40	37	37	32	24	62	BLOOMBERG LTD.	---	---

\* Became Business News WBBR toward end of rating period.

Continued on Page 22

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

**WNEW-FM**  
**102.7**  
CLASSIC ROCK & MORE

Album Rock

**1010 WINS RADIO** **GROUP W**  
ALL NEWS. ALL THE TIME. **RADIO**

*Another Group W Radio Market!*

Continued from Page 19

12+ POPULATION: 14,077,500 (Black: 21.0%; Hispanic: 18.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ POP	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.2	1.3	1.1	1.4	1.7	21	WLIB N/T	1190 10kw	23	19	19	17	17	16	123	INNER CITY	AURN	MCG
1.3	1.8	1.5	1.4	1.6	22	WQXR-FM Clas	96.3 7.8kw	21	42	33	32	25	23	74	NEW YORK TIMES	UNIS	MMR
1.9	1.6	1.6	1.7	1.5	23	WADO Span	1280 5kw	25	33	27	29	24	19	113	TICHENOR MEDIA	---	KT-H
1.5	1.3	1.2	0.9	1.3	24	WNCN Clas	104.3 7.8kw	20	36	26	21	21	20	54	GAF	CNN	CMBS
1.1	1.2	1.2	1.3	1.1	25	WSKQ Span	620 5kw	28	20	28	25	23	22	97	SBS	---	SBS
1.0	0.9	0.9	0.7	1.0	26	WALK-FM AC	97.5 39kw	26	22	23	23	22	25	76	AMERICAN MEDIA	---	DUR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WXRK	1 WLTW	N/T	18.7
2 WRKS	2 WQHT	2 WRKS	2 WLTW	2 WCBS-FM	2 WCBS-FM	UC	10.9
3 WNEW-FM	3 WPLJ	3 WNEW-FM	3 WMXV	3 WNEW-FM	3 WRKS	CHR	10.6
4 WPLJ	4 WBLS	4 WBLS	4 WBL	4 WFAN	4 WMVX	AC	9.3
5 WBLS	5 WLTW	5 WFAN	5 WPLJ	5 WBL	5 WBL	GOLD/CR	8.6
6 WQHT	6 WMXV	6 WCBS-FM	6 WCBS-FM	6 WLTW	6 WQCD	SPAN	6.0
7 WHTZ	7 WHTZ	7 WLTW	7 WQHT	7 WRKS	7 WPLJ	B/EZ	3.3
8 WLTW	8 WXRK	8 WQCD	8 WHTZ	8 WQCD	8 WHTZ	AOR	2.9
9 WFAN	9 WQCD	9 WPLJ	9 WXRK	9 WYNY	9 WXRK	CLAS	2.9
10 WYNY	10 WNEW-FM	10 WQHT	10 WQCD	10 WCBS	10 WYNY	NAC	2.8
						CTRY	2.7
						BBND	1.8

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

**CONTINUOUS**  
**CLIMAX**  
THE HITSLIDES  
PRODUCTION PACKAGE

**+** **HOT**  
**97 FM** **=**

**THE HOTTEST SOUND IN NEW YORK CITY!**

From Rick Allen Creative Services and Radio Today Entertainment. For market exclusivity call (212)581-3962.

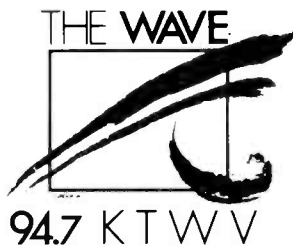


12+ POPULATION: 9,607,400 (Black: 10.2%; Hispanic: 33.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.7	0.5	0.7	2.0	5.3	1	1	<b>KLAX</b> Span	97.9 50kw	14	6	1	1	1	7	120	SBS	---	SBS
6.0	4.8	5.0	5.2	5.1	2	2	<b>KOST</b> AC	103.5 12.5kw	2	9	3	2	2	1	58	COX	---	CHR
4.3	5.0	4.2	4.4	5.1	2	2	<b>KPWR</b> CHR	105.9 72kw	3	1	2	7	8	28	62	EMMIS	---	HNWH
4.0	3.5	4.1	3.9	4.4	4	4	<b>KRTH</b> Gold	101.1 51kw	4	7	10	4	3	1	58	BEASLEY	UNIU	BAN
4.8	4.9	4.4	4.2	4.1	5	5	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	1	3	7	5	9	12	46	GANNETT	---	MCG
3.2	3.1	3.1	4.0	3.8	6	6	<b>KROQ</b> NR	106.7 5.5kw	9	2	5	9	15	22	72	INFINITY	---	TOR
3.2	4.2	4.0	3.0	3.7	7	7	<b>KBIG</b> AC	104.3 105kw	6	12	11	10	6	4	62	BONNEVILLE INT.	---	CBS
2.7	2.5	2.9	2.7	3.7	7	7	<b>KFI</b> Talk	640 50kw	11	37	17	14	8	3	76	COX	MBS	CHR
2.8	3.0	3.3	4.0	3.6	9	9	<b>KLSX</b> CR	97.1 21kw	8	16	4	3	5	14	64	GREATER MEDIA	---	MMR
4.2	3.4	4.4	3.7	3.5	10	10	<b>KABC</b> Talk	790 5kw	13	23	35	24	19	6	76	CAP CITIES/ABC	ABC	KATZ
4.0	3.3	4.4	3.5	3.4	11	11	<b>KLVE</b> Span	107.5 29.5kw	16	11	6	8	7	18	78	HEFTEL	---	CAB
4.4	3.5	4.0	3.6	3.2	12	12	<b>KLOS</b> AOR	95.5 61kw	10	14	9	6	4	13	61	CAP CITIES/ABC	ABC	KATZ
3.8	3.8	3.8	3.8	3.1	13	13	<b>KKBT</b> UC	92.3 43kw	19	5	8	11	13	20	87	EVERGREEN	---	MMR
3.0	2.3	3.2	3.6	2.8	14	14	<b>KTNQ</b> Span	1020 50kw	21	20	13	12	10	15	90	HEFTEL	---	CAB
2.8	2.4	2.5	2.6	2.7	15	15	<b>KNX</b> News	1070 50kw	7	19	25	21	17	8	46	CBS	CBS	CBS
2.5	3.2	2.9	2.7	2.6	16	16	<b>KFWB</b> News	980 5kw	5	27	24	23	20	10	39	GROUP W	CNN	G/W
2.9	3.2	3.7	3.5	2.6	16	16	<b>KYSR</b> AC	98.7 75kw	12	18	12	13	12	17	54	VIACOM	---	TOR
2.2	3.1	2.1	2.8	2.5	18	18	<b>KTWV</b> NAC	94.7 55kw	15	26	21	15	11	5	57	GROUP W	---	G/W
2.4	2.3	2.0	1.8	2.4	19	19	<b>KZLA</b> Ctry	93.9 18.5kw	20	29	18	17	14	9	75	MALRITE	---	EAST
1.3	1.7	1.6	2.1	1.9	20	20	<b>KKGO</b> Clas	105.1 18kw	18	31	30	26	23	16	54	MT. WILSON FM	AP	CMBS
1.4	1.9	2.0	2.0	1.9	20	20	<b>KCBS-FM</b> Gold	93.1 28.5kw	17	22	20	16	16	11	52	CBS	CBS	CBS

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Continued on Page 24



New Adult  
Contemporary

# KFWB NEWS 98

ALL NEWS. ALL THE TIME.

Another Group W Radio Market!

Continued from Page 23

12+ POPULATION: 9,607,400 (Black: 10.2%, Hispanic: 33.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADJ. RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.4	2.2	2.3	2.3	1.7	22	22	<b>KQLZ</b> AOR	100.3 5.3kw	22	8	14	18	25	38	54	WESTWOOD ONE	SOU	DUR
1.9	2.3	2.2	2.1	1.6	23	24	<b>KKHJ</b> Span	930 5kw	24	30	15	19	21	23	74	LIBERMAN	---	MMR
1.2	1.1	0.9	0.9	1.4	24	26	<b>KJLH</b> UC	102.3 2.25kw	26	15	16	20	24	29	68	TAXI	---	ROS
3.8	4.2	3.4	1.9	1.3	25	27	<b>KWKW</b> Span	1330 5kw	27	47	19	22	22	21	71	LOTUS	---	LOTU
1.5	1.3	1.2	0.9	1.1	26	23	<b>KLIT</b> AC	101.9 2.5kw	23	38	29	25	26	19	47	GOLDEN WEST	---	BAN

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KLAX	1 KOST	1 KLAX	1 KOST	1 KLAX	1 KOST	SPAN	14.4
2 KPWR	2 KLAX	2 KLSX	2 KLAX	2 KLOS	2 KBIG	AC	12.5
3 KROQ	3 KKBT	3 KLOS	3 KBIG	3 KLSX	3 KLAX	N/T	12.5
4 KLSX	4 KLVE	4 KROQ	4 KKBT	4 KRTH	4 KRTH	GOLD/CR	9.9
5 KLOS	5 KIIS-FM	5 KRTH	5 KIIS-FM	5 KOST	5 KLVE	CHR	9.2
6 KRTH	6 KPWR	6 KPWR	6 KLVE	6 KFI	6 KYSR	AOR	8.7
7 KIIS-FM	7 KBIG	7 KOST	7 KRTH	7 KTWV	7 KIIS-FM	UC	4.5
8 KQLZ	8 KYSR	8 KIIS-FM	8 KYSR	8 KLVE	8 KKBT	NR	3.8
9 KLVE	9 KLSX	9 KLVE	9 KPWR	9 KTNQ	9 KTNQ	NAC	2.5
10 KOST	10 KRTH	10 KTNQ	10 KLSX	10 KBIG	10 KLSX	CTRY	2.4
						CLAS	1.9

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

**CONTINUOUS**  
**CLIMAX**  
THE HITSLIDES  
PRODUCTION PACKAGE

**+**

**POWER**  
**106.4 FM**

**=**

**THE HOTTEST SOUND IN LOS ANGELES!**

From Rick Allen Creative Services and Radio Today Entertainment. For market exclusivity call (212)581-3962.

12+ POPULATION: 6,710,800 (Black: 18.3%; Hispanic: 11.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.5	8.8	7.6	6.8	8.5	1	1	<b>WGN</b> <i>Misc</i>	720 50kw	1	13	18	11	3	1	88	TRIBUNE	ABC	CHR
6.8	6.8	7.3	7.2	7.6	2	2	<b>WGCI-FM</b> <i>UC</i>	107.5 33kw	4	2	1	1	1	8	108	GANNETT	---	MCG
3.8	4.7	5.5	4.3	5.7	3	3	<b>WUSN</b> <i>City</i>	99.5 6.3kw	5	11	4	2	2	2	87	INFINITY	---	TOR
5.1	5.0	5.7	5.6	4.6	4	4	<b>WBBM-FM</b> <i>CHR</i>	96.3 4.2kw	3	1	3	6	16	23	58	CBS	CBS	CBS
4.4	4.0	3.9	4.0	3.9	5	5	<b>WBBM</b> <i>News</i>	780 50kw	2	16	24	18	15	4	48	CBS	CBS	CBS
3.4	3.7	3.4	3.6	3.7	6	6	<b>WLIT</b> <i>AC</i>	93.9 4kw	10	25	11	5	6	3	70	VIACOM	---	CHR
3.0	3.7	3.0	2.8	3.5	7	7	<b>WLS-A/F</b> <i>Talk</i>	890/94.7 50kw/4.4kw	13	10	19	15	14	7	73	CAP CITIES/ABC	ABC	BAN
3.8	3.2	3.1	2.6	3.5	7	7	<b>WNUA</b> <i>NAC</i>	95.5 83.kw	14	22	13	10	4	6	76	PYRAMID	---	DUR
3.8	4.0	4.6	3.7	3.4	8	8	<b>WWBZ</b> <i>AOR</i>	103.5 4.3kw	7	3	2	8	13	26	56	SUMMIT	---	TOR
2.9	2.9	3.3	2.8	3.1	9	9	<b>WJMK</b> <i>Gold</i>	104.3 4kw	9	7	15	12	5	5	54	INFINITY	UNIP	KATZ
3.2	3.4	3.7	4.0	3.0	10	10	<b>WJJD</b> <i>Nost</i>	1160 50(4.2)kw	19	36	36	33	30	10	85	INFINITY	UNIU	KATZ
3.2	3.2	2.9	3.5	3.0	10	10	<b>WLUP</b> <i>Talk</i>	1000 50kw	17	14	8	9	9	12	76	EVERGREEN	---	MMR
2.7	3.0	3.1	3.2	3.0	10	10	<b>WLUP-FM</b> <i>AOR</i>	97.9 6kw	8	15	5	3	7	18	50	EVERGREEN	---	MMR
2.1	2.3	2.0	2.1	2.9	13	13	<b>WKQX</b> <i>NR</i>	101.1 6kw	11	8	7	7	11	16	57	EMMIS	SOU	HNWH
3.3	3.8	3.3	3.5	2.9	13	13	<b>WXRT</b> <i>NR</i>	93.1 6.7kw	16	27	6	4	8	20	69	DIAMOND	---	CBS
4.2	3.9	4.4	4.2	2.8	15	15	<b>WVAZ</b> <i>UC</i>	102.7 6kw	18	17	10	13	10	9	74	BR. PARTNERS	UPI	BAN
2.5	2.5	2.9	2.7	2.5	16	16	<b>WMAQ</b> <i>News</i>	670 50kw	6	19	20	21	19	11	38	GROUP W	CNN	G/W
2.7	2.6	2.8	2.3	2.2	18	18	<b>WCKG</b> <i>CR</i>	105.9 4.1kw	12	9	9	14	12	19	44	COX	---	KATZ
2.3	2.5	2.3	2.2	2.0	19	19	<b>WPNT</b> <i>AC</i>	100.3 8.2kw	15	5	14	17	17	14	48	CENTURY	---	EAST
2.0	1.8	1.8	1.9	1.7	20	20	<b>WOJO</b> <i>Span</i>	105.1 8.4kw	23	23	12	16	20	27	87	TICHENOR MEDIA	---	KT-H

Continued on Page 26

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

# WMAQ ALL NEWS 67

Another Group W Radio Market!

Continued from Page 25

12+ POPULATION: 6,710,800 (Black: 18.3%; Hispanic: 11.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.0	0.9	1.2	1.4	1.6	21		<b>WSCR</b> Sports	820 5kw	25	31	17	19	18	17	104	DIAMOND	---	CBS
1.0	1.0	0.9	1.5	1.5	22		<b>WGCI</b> UC	1390 5kw	24	28	22	22	22	15	87	GANNETT	AURN	MCG
1.2	1.4	0.8	1.4	1.5	22		<b>WFMT</b> Clas	98.7 15.5kw	20	35	30	24	23	13	59	CHICAGO EDUC.	---	HNWH
2.1	2.2	1.7	2.1	1.5	22		<b>WTMX</b> AC	101.9 4.2kw	21	30	16	20	21	21	57	BONNEVILLE INT.	---	MCG
1.5	1.7	1.7	1.3	1.3	25		<b>WNIB</b> Clas	97.1 8.4kw	22	38	33	28	26	23	53	NO. ILLINOIS	---	CMBS
1.7	1.1	1.2	0.9	1.1	27		<b>WIND</b> Span	560 5kw	27	6	25	23	25	25	94	TICHENOR MEDIA	---	KATZ
0.9	0.6	0.8	0.6	1.0	28		<b>WYCA</b> Rel	92.3 50kw	28	24	26	25	24	29	83	CRAWFORD	---	---

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WCGI-FM	1 WGN	1 WGCI-FM	N/T	14.5
2 WLUP	2 WBBM-FM	2 WLUP	2 WUSN	2 WLUP	2 WUSN	UC	12.1
3 WWBZ	3 WUSN	3 WLUP-FM;	3 WLIT	3 WGCI-FM	3 WVAZ	MISC	8.5
4 WLUP-FM	4 WKQX	4 WWBZ	4 WVAZ	4 WNUA	4 WLIT	AC	7.2
5 WXRT	5 WVAZ	5 WUSN	5 WBBM-FM	5 WLUP-FM	5 WJMK	AOR	6.4
6 WBBM-FM	6 WXRT	6 WGN	6 WKQX	6 WUSN	6 WGN	NR	5.8
7 WUSN	7 WLIT	7 WXRT	7 WXRT	7 WXRT	7 WNUA	CTRY	5.7
8 WKQX	8 WWBZ	8 WNUA	8 WJMK	8 WJMK	8 WXRT	GOLD/CR	5.3
9 WCKG	9 WLUP-FM	9 WCKG	9 WLUP-FM	9 WWBZ	9 WKQX	CHR	4.6
10 WOJO	10 WCKG	10 WKQX	10 WPNT	10 WSCR	10 WBBM-FM	NAC	3.5
						BBND	3.0
						CLAS	2.8
						SPAN	2.8
						REL	1.0

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

More than research. Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 5,262,000 (Black: 10.6%; Hispanic: 14.7%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOR RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
8.4	8.4	7.7	7.2	9.6	1	1	KGO N/T	810 50kw	1	17	14	1	1	1	76	CAP CITIES/ABC	ABC	BAN
5.5	4.9	4.4	4.9	5.8	2	2	KCBS News	740 50kw	2	31	11	7	3	2	52	CBS	CBS	CBS
5.3	4.6	5.6	5.4	4.9	3	3	KMEL CHR	106.1 69kw	3	1	1	3	9	15	62	EVERGREEN	---	CHR
4.3	4.5	3.5	4.8	3.9	4	4	KFRC Nost	610 5kw	8	49	42	32	25	7	68	COAST BR.	MBS	KATZ
2.7	3.3	3.5	4.2	3.9	4	4	KIOI AC	101.3 125kw	4	4	2	2	5	11	57	FAIRMONT	---	DUR
3.3	3.4	4.5	3.9	3.6	6	6	KNBR Talk	680 50kw	6	22	18	10	7	3	59	SUSQUEHANNA	NBC	EAST
3.6	4.3	3.8	3.0	3.6	6	6	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	7	13	8	5	4	4	62	BONNEVILLE INT.	---	TOR
2.9	3.7	4.0	3.4	3.6	6	6	KSAN Ctry	94.9 30kw	9	7	7	6	6	5	68	MALRITE	---	MCG
2.4	1.9	3.0	2.7	3.5	9	9	KBLX-A/F NAC	1400/102.9 1kw 6.6kw	11	15	4	4	2	6	72	INNER CITY	---	HNWH
2.9	2.8	2.9	3.3	2.9	10	10	KSOL CHR	107.7 8.9kw	5	2	5	11	16	24	46	UNITED	AP	MMR
3.1	2.5	3.2	2.9	2.6	11	11	KITS NR	105.3 15kw	14	6	3	8	12	31	61	ENTERCOM	---	HNWH
3.0	3.2	2.8	1.8	2.4	12	12	KABL-A/F AC	960/98.1 5kw/100kw	10	26	20	16	13	10	46	SHAMROCK BR.	UNIS	CHR
2.3	2.2	2.1	1.9	2.4	12	12	KDFC-A/F Cias	1220/102.1 5kw/33kw	112	41	28	19	14	8	54	SUNDIAL	---	CMBS
2.5	2.7	2.7	3.5	2.3	14	14	KKSF NAC	103.7 7.8kw	15	35	15	9	8	9	56	BROWN	---	BAN
1.8	1.5	1.7	2.0	2.1	15	15	KFRC-FM Gold	99.7 40kw	13	5	21	15	11	12	45	COAST BR.	---	KATZ
1.6	1.8	1.8	1.9	1.9	16	16	KFOG AOR	104.5 7.9kw	18	27	10	12	10	18	58	SUSQUEHANNA	SOU	EAST
2.3	2.3	2.1	2.2	1.8	17	17	KBAY AC	100.3 163kw	24	38	26	26	20	14	82	UNITED	---	MMR
2.2	2.5	2.5	2.3	1.8	17	17	KRQR AOR	97.3 82kw	17	14	9	14	15	23	51	CBS	CBS	CBS
1.8	1.5	1.7	1.8	1.8	17	17	KSJO AOR	92.3 50kw	19	8	6	13	21	30	57	BAYCOM PARTNERS	ABC	MCG
1.8	1.5	2.2	2.2	1.7	20	20	KSFO Gold	560 5kw	16	20	30	21	18	13	48	FIRST BR.	UNIP	MMR
0.7	2.0	1.9	2.0	1.6	21	21	KOFY Span	1050 50(10)kw	27	9	13	17	17	22	81	GABBERT	---	LOTUS

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Continued on Page 28

SAN FRANCISCO

# SWEEPING THE NATION!

Radio Broadcasters Discover Focused Power Television

Get complete details on **Focused Power Television**, the revolution that makes buying television using conventional demographics obsolete and has radio broadcasters buzzing from coast-to-coast. You need to know the whole story. Order THE WORKS

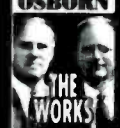
Call (816) 753-3277 or write: Broadcast Marketing Group, 3100 Broadway, Suite 318, Kansas City, MO 64111.

**Broadcast Marketing Group**

Media Placement For Radio Only

FREE

POTTER OSBORN



Call 816-753-3277

Continued from Page 27

12+ POPULATION: 5,262,000 (Black: 10.6%; Hispanic: 14.7%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.4	1.9	1.7	1.3	1.4	22	<b>KKHI-FM</b> <i>Clas</i>	95.7 6.9kw	20	36	37	33	27	17	45	BUCKLEY	---	HNWH
0.9	0.8	1.1	1.0	1.3	23	<b>KDIA</b> <i>UC</i>	1310 5kw	29	11	24	27	26	19	80	1310 INC.	---	---
1.5	1.8	1.5	1.5	1.3	23	<b>KHQT</b> <i>CHR</i>	97.7 1.65kw	22	3	19	24	30	39	53	ANAHEIM BR.	---	HNWH
1.8	1.4	1.1	1.5	1.3	23	<b>KOME</b> <i>AOR</i>	98.5 12.5kw	23	28	12	18	22	32	57	INFINITY	---	TOR
2.1	1.4	1.4	1.5	1.2	26	<b>KBRG</b> <i>Span</i>	104.9 3kw	32	12	16	20	23	27	84	BAHIA RADIO	---	KT-H
1.4	1.3	1.3	1.3	1.2	26	<b>KYA</b> <i>Gold</i>	93.3 50kw	21	32	36	22	19	16	38	FIRST BR.	UNIP	MMR
0.9	1.0	1.0	0.9	1.0	28	<b>KARA</b> <i>Gold</i>	105.7 50kw	31	39	27	25	24	20	65	EMPIRE	---	MMR
1.5	0.9	1.1	1.3	1.0	28	<b>KEZR</b> <i>AC</i>	106.5 50kw	26	21	17	23	28	33	51	ALTA BR.	---	CHR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KMEL	1 KIOI	1 KGO	1 KIOI	1 KGO	1 KGO	N/T	19.0
2 KITS	2 KMEL	2 KMEL	2 KGO	2 KCBS	2 KBLX-FM	AC	12.7
3 KIOI	3 KBLX-FM	3 KIOI	3 KBLX-FM	3 KNBR	3 KIOI	CHR	9.1
4 KSJO	4 KITS	4 KCBS	4 KMEL	4 KKSF	4 KOIT-FM	AOR	6.8
5 KSOL	5 KSAN	5 KNBR	5 KOIT-FM	5 KIOI	5 KSAN	GOLD/CR	6.0
6 KCBS	6 KSOL	6 KITS	6 KSAN	6 KMEL	6 KMEL	NAC	5.8
7 KOME	7 KOIT-FM	7 KSJO	7 KSOL	7 KBLX-FM	7 KCBS	BBND	3.9
8 KRQR	8 KFOG	8 KBLX-FM	8 KITS	8 KFOG	8 KKSF	CLAS	3.8
9 KOFY	9 KRQR	9 KKSF	9 KKSF	9 KITS	9 KFRC-FM	CTRY	3.6
10 KBLX	10 KEZR	10 KSAN	10 KCBS	10 KSAN	10 KABL-FM	SPAN	2.8
						NR	2.6
						UC	1.3

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

More than research. Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 4,114,800 (Black: 18.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHT TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.2	5.9	6.5	6.9	7.7	1	WYSP CR	94.1 16kw	2	5	1	1	1	6	72	INFINITY	ABC	TOR
7.6	8.4	6.6	7.2	7.0	2	KYW News	1060 50kw	1	21	12	13	7	1	51	GROUP W	NBC	G/W
4.4	3.5	4.3	5.3	6.4	3	WIOQ CHR	102.1 27kw	3	1	3	3	13	17	66	EZ	---	CHR
4.9	4.3	4.9	5.0	5.2	4	WXTU Ctry	92.5 15.5kw	11	14	10	9	3	3	90	BEASLEY	MBS	BAN
7.2	6.2	5.5	5.8	5.1	5	WMMR AOR	93.3 29kw	5	6	2	2	2	15	67	GROUP W	SOU	G/W
4.3	5.5	6.4	4.4	4.8	6	WPEN Nost	950 5kw	14	30	24	21	17	9	96	GREATER MEDIA	UNIU	MMR
6.8	7.1	6.9	6.0	4.8	6	WUSL UC	98.9 18kw	9	3	5	5	11	14	80	TAK	---	KATZ
5.1	6.0	5.3	4.1	4.6	8	WEAZ-FM AC	101.1 14kw	10	11	11	8	6	4	78	WEAZ, INC.	UNIS	MCG
3.8	4.2	5.1	4.7	4.6	8	WYXR AC	104.5 16kw	6	4	4	4	5	11	62	PYRAMID	---	KATZ
4.9	4.9	4.6	4.5	4.4	10	WEGX* CHR	106.1 22.5kw	4	2	6	7	12	16	52	MALRITE	ABC	EAST
4.7	4.8	3.9	4.7	4.3	11	WWDB Talk	96.5 17kw	13	19	16	14	14	5	85	PANACHE	ABC	BAN
4.0	3.4	2.8	3.2	4.1	12	WIP Sports	610 5kw	8	13	8	12	9	7	66	SPECTACOR	MBS	KATZ
4.6	3.8	5.1	4.7	4.1	12	WOGL-FM Gold	98.1 12.5kw	7	10	13	6	4	2	65	CBS	CBS	CBS
4.2	3.6	4.3	4.0	3.7	14	WMGK AC	102.9 8.5kw	12	12	9	10	8	8	64	GREATER MEDIA	---	MMR
3.1	3.4	3.5	3.1	3.3	15	WDAS-FM UC	105.3 16.5kw	15	8	7	11	10	12	84	UNITY	---	MCG
2.9	2.9	2.4	3.0	2.7	16	WFLN Clas	95.7 50kw	16	17	20	16	16	10	74	FRANKLIN	---	CMBS
2.1	2.4	2.1	2.0	2.2	17	WKSZ AC	100.3 35kw	17	9	15	15	15	13	67	WSKZ, INC.	---	HNWH
1.5	1.1	0.9	1.2	1.3	18	WHAT Talk	1340 1kw	22	15	23	18	19	18	101	REG. LABONG	---	---
1.1	1.0	0.9	1.0	1.1	19	WDAS UC	1480 5(1)kw	19	28	18	22	22	21	72	UNITY	AURN	MCG
0.8	1.0	0.8	0.9	1.1	19	WPST CHR	97.5 50kw	18	7	14	17	20	30	48	NASSAU BR.	---	KATZ

\*Now WJZZ (NAC)

Continued on Page 31

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



Album Rock

**KYW NEWS RADIO 1060**  
ALL NEWS. ALL THE TIME.

*Another Group W Radio Market!*

12+ POPULATION: 3,627,400 (Black: 21.0%; Hispanic: N/A)

DETROIT

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.3	5.0	6.3	7.1	8.7	1	WWWW-FM Ctry	106.7 61kw	3	4	2	1	1	1	94	SHAMROCK BR.	AP	EAST
9.3	8.3	8.8	7.2	7.5	2	WJR Talk	760 50kw	2	14	17	10	4	2	72	CAP CITIES/ABC	ABC	---
6.6	6.3	6.8	6.2	6.4	3	WJLB UC	97.9 50kw	7	2	1	2	3	12	88	BOOTH BR.	---	MMR
6.3	6.2	4.6	5.0	5.7	4	WWJ News	950 5kw	1	16	18	15	9	4	53	CBS	CBS	CBS
4.3	4.8	4.0	4.0	5.5	5	WXYT Talk	1270 5kw	12	22	16	14	13	5	100	FRITZ	CNN	DUR
4.4	4.6	5.1	4.9	4.7	6	WHYT CHR	96.3 20kw	4	1	5	11	16	17	55	CAP CITIES/ABC	ABC	KATZ
4.5	3.8	3.9	4.2	4.6	7	WOMC Gold	104.3 190kw	5	6	13	3	2	3	59	INFINITY	UNIU	TOR
4.7	4.4	4.3	4.7	4.2	8	WKQI AC	95.5 100kw	6	8	8	4	5	7	55	BR. PARTNERS	---	BAN
3.9	4.4	4.3	4.0	4.0	9	WJOI AC	97.1 12kw	15	15	22	19	15	6	76	CBS	---	CBS
3.1	3.1	3.6	3.6	3.8	10	WJZZ Jazz	105.9 20kw	16	20	7	7	6	10	78	BELL	MBS	TOR
4.3	4.5	3.7	4.0	3.6	11	WLLZ AOR	98.7 50kw	8	10	3	5	8	15	56	GROUP W	---	G/W
3.8	3.2	3.2	4.3	3.4	12	WCSX CR	94.7 13.5kw	9	17	4	6	7	14	56	GREATER MEDIA	UNIP	MCG
3.8	3.1	4.1	4.1	3.4	12	WMXD UC	92.3 21.5kw	17	13	11	8	10	9	73	FRITZ	---	DUR
3.4	3.5	3.7	3.7	3.4	12	WNIC AC	100.3 32kw	14	9	10	9	12	11	61	FAIRMONT	---	MCG
3.8	4.7	4.0	4.	3.3	15	WLTJ AC	93.1 26.5kw	10	18	14	13	11	8	57	VIACOM	ABC	CHR
2.8	3.5	2.9	2.6	2.7	16	WRIF AOR	101.1 27kw	11	11	6	12	14	18	48	GREAT AMERICAN	ABC	BAN
2.9	3.0	2.9	2.7	2.1	17	CKLW BBnd	800 50kw	18	28	30	30	31	16	64	CUC	UNIS	---
0.5	0.8	2.0	2.1	2.0	18	WDZR AOR	102.7 50kw	19	5	9	16	20	30	60	US RADIO	SMN	DUR
2.3	2.5	2.1	2.0	2.0	18	WOWF* CHR	99.5 21kw	13	3	15	18	18	20	36	HOKER	SOU	MMR
1.9	2.8	2.1	1.6	2.0	18	WQRS Clas	105.1 20kw	20	26	24	21	19	13	64	MARLIN II LTD	---	CMBS
1.5	2.0	1.7	1.3	1.6	21	CIMX NR	88.7 100kw	21	7	12	17	17	25	69	CHUM LTD.	---	---
0.9	1.0	0.9	1.1	1.0	22	WGPR UC	107.5 50kw	22	12	19	20	29	29	42	INT'L MASONS	AURN	RA/L

\* Previous WDFX; now News/Talk.

Continued on Page 31



Album Rock

Another Group W Radio Market!



Continued from Page 29

12+ POPULATION: 4,114,800 (Black: 18.3%; Hispanic: N/A)

PHILADELPHIA

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYSP	1 WYXR	1 WYSP	1 WYXR	1 WYSP	1 WYXR	N/T 16.7
2 WMMR	2 WIOQ	2 WMMR	2 WIOQ	2 WMMR	2 WOGL-FM	AC 15.1
3 WIOQ	3 WEGX	3 WIP	3 WEGX	3 WIP	3 WMGK	CHR 11.9
4 WIP	4 WUSL	4 WIOQ	4 WOGL-FM	4 WXTU	4 WEAZ-FM	GOLD/CR 11.8
5 WUSL	5 WYSP	5 WUSL	5 WUSL	5 KYW	5 WXTU	UC 9.2
6 WYXR	6 WMMR	6 WXTU	6 WYSP	6 WOGL-FM	6 WDAS-FM	CTRY 5.2
7 WEGX	7 WDAS-FM	7 WYXR	7 WMGK	7 WEAZ-FM	7 WYSP	AOR 5.1
8 WDAS-FM	8 WMGK	8 WOGL	8 WEAZ-FM	8 WYXR	8 WEGX	BBND 4.8
9 WXTU	9 WEAZ-FM	9 WEAZ-FM	9 WMMR	9 WWDB	9 WUSL	CLAS 2.7
10 KYW	10 WXTU	10 KYW	10 WDAS-FM	10 WDAS-FM	10 KYW	

Continued from Page 30

POPULATION: 3,627,400 (Black: 21.0%; Hispanic: N/A)

DETROIT

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLLZ	1 WJLB	1 WLLZ	1 WJLB	1 WWWW	1 WWWW	N/T 18.7
2 WRIF	2 WWWW	2 WWWW	2 WWWW	2 WLLZ	2 WJLB	AC 14.9
3 WJLB	3 WKQI	3 WJZZ	3 WKQI	3 WOMC	3 WKQI	UC 10.8
4 WWWW	4 WCSX	4 WOMC	4 WMXD	4 WJZZ	4 WOMC	CTRY 8.7
5 WDZR	5 WHYT	5 WRIF	5 WLTJ	5 WWJ	5 WLTJ	AOR 8.3
6 WHYT	6 WNIC	6 WCSX	6 WOMC	6 WJR	6 WMXD	GOLD/CR 8.0
7 WCSX	7 WMXD	7 WJLB	7 WNIC	7 WCSX	7 WNIC	CHR 6.7
8 WJZZ	8 WJZZ	8 WJR	8 WCSX	8 WXYT	8 WJR	JAZZ 3.8
9 WXYT	9 CIMX	9 WXYT	9 WHYT	9 WRIF	9 WCSX	BBND 2.1
10 WOMC	10 WOWF	10 WWJ	10 WJZZ	10 WJLB	10 WJZZ	CLAS 2.0
						NR 1.6

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



+ **POWER 99fm** =

**PHILADELPHIA'S NON-STOP JAMZ**

From Rick Allen Creative Services and Radio Today Entertainment. For market exclusivity call (212)581-3962.

12+ POPULATION: 3,434,300 (Black: 24.9%; Hispanic: 6.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.2	8.8	8.6	8.9	9.3	1	<b>WPGC-FM</b> CHR	95.5 50kw	1	1	1	1	2	10	84	COOK INLET	---	BAN
5.8	6.1	7.6	5.2	6.4	2	<b>WMZQ-A/F</b> Ctry	1390/98.7 5kw/50kw	2	10	7	3	1	1	78	VIACOM	---	CHR
5.4	4.3	5.7	5.9	5.2	3	<b>WKYS</b> UC	93.9 24kw	3	2	2	2	3	13	70	ALBIMAR	---	HNWH
4.4	3.9	4.4	4.6	4.6	4	<b>WRQX</b> AC	107.3 36kw	6	3	4	4	7	11	63	CAP CITIES/ABC	ABC	KATZ
5.1	4.9	4.3	4.3	4.3	5	<b>WMAL</b> N/T	630 5kw	7	25	17	17	14	5	62	CAP CITIES/ABC	ABC	KATZ
2.5	3.0	3.3	3.1	4.1	6	<b>WJFK-FM</b> Misc	106.7 22.5kw	13	5	5	5	5	12	74	INFINITY	ABC	TOR
5.2	5.0	5.4	4.3	3.9	7	<b>WGAY</b> AC	99.5 21kw	10	17	15	12	8	3	61	GREATER MEDIA	---	MMR
4.3	3.7	3.6	3.0	3.9	7	<b>WTOP</b> News	1500 50kw	4	21	16	16	11	6	53	EVERGREEN	CBS	CBS
3.0	4.0	3.6	4.1	3.9	7	<b>WWDC-FM</b> AOR	101.1 22.5kw	5	7	3	6	13	21	53	CAPITOL	UNIP	CHR
3.9	4.0	3.0	4.8	3.8	10	<b>WMMJ</b> UC	102.3 2.9kw	17	29	14	8	6	4	84	ALMIC BR.	ABC	MCG
2.8	2.9	2.9	3.8	3.7	11	<b>WGMS</b> Clas	103.5 46kw	15	18	20	18	18	7	80	CLASSICAL ACQ.	MBS	DUR
3.1	3.2	2.6	2.8	3.5	12	<b>WXTR</b> Gold	104.1 22kw	9	8	18	7	4	2	54	RADIO VENT. I	---	MCG
4.7	3.2	4.1	3.8	3.4	13	<b>WASH</b> AC	97.1 26kw	11	14	10	9	9	8	57	EVERGREEN	UNIS	HNWH
3.3	2.9	3.8	3.8	3.0	14	<b>WHUR</b> UC	96.3 24kw	8	9	8	10	12	14	46	HOWARD UNIV.	---	DUR
2.3	2.9	3.0	3.1	2.8	15	<b>WHFS</b> NR	99.1 50kw	16	4	6	11	15	22	62	DUCHOSSOIS AP		BAN
1.7	1.1	2.8	1.8	2.7	16	<b>WJZE</b> NAC	100.3 40kw	18	31	13	13	10	9	63	UNITED	AP	MCG
2.3	3.3	2.5	2.9	2.4	17	<b>WCXR</b> CR	105.9 28kw	12	15	9	14	17	19	43	GROUP W	---	G/W
2.9	3.0	2.6	2.6	2.1	18	<b>WLTT</b> AC	94.7 22.5kw	14	20	11	15	16	17	42	CBS	---	CBS
2.0	2.1	1.3	1.4	2.1	18	<b>WWRC</b> Talk	980 5kw	20	36	27	23	19	15	74	GREATER MEDIA	ABC	MMR
2.0	1.7	2.0	2.0	1.5	20	<b>WOL</b> UC	1450 1kw	22	24	23	21	21	16	86	ALMIC BR.	AURN	MCG

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Continued on Page 33



Classic Rock



Another Group W Radio Market!

Continued from Page 32

12+ POPULATION: 3,434,300 (Black: 24.9%; Hispanic: 6.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.3	1.4	0.7	0.7	1.4	21		<b>WYCB</b> <i>Rel</i>	1340 1kw	25	22	29	25	24	20	91	HOWARD SANDERS	AURN	---
0.9	1.3	1.1	1.2	1.3	22		<b>WIYY</b> <i>AOR</i>	97.9 13.5kw	21	6	12	19	22	32	56	HEARST	ABC	HNWH
3.8	1.9	1.0	0.8	1.2	23		<b>WAVA</b> <i>Rel</i>	105.1 50kw	23	13	25	20	20	18	76	SALEM	UNIU	---
0.7	1.2	1.6	1.1	1.1	24		<b>WWDC</b> <i>BBnd</i>	1230 5kw	24	34	30	32	27	24	73	CAPITOL	UNIS	CHR

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WJFK-FM	1 WPCG-FM	AC 14.0
2 WWDC-FM	2 WKYS	2 WJFK-FM	2 WKYS	2 WMZQ-FM	2 WKYS	UC 13.5
3 WJFK-FM	3 WRQX	3 WWDC-FM	3 WMZQ-FM	3 WWDC-FM	3 WMZQ-FM	N/T 10.3
4 WKYS	4 WMZQ-FM	4 WRQX	4 WRQX	4 WPGC-FM	4 WMMJ	CHR 9.3
5 WRQX	5 WHFS	5 WMZQ-FM	5 WMMJ	5 WXTR	5 WXTR	CTRY 6.4
6 WHFS	6 WWDC-FM	6 WKYS	6 WASH	6 WMAL	6 WRQX	GOLD/CR 5.9
7 WHUR	7 WASH	7 WHUR	7 WXTR	7 WTOP	7 WGAY	AOR 5.2
8 WCXR	8 WHUR	8 WXTR	8 WHFS	8 WRQX	8 WASH	MISC 4.1
9 WMZQ-FM	9 WCXR	9 WHFS	9 WGAY	9 WJZE	9 WHUR	CLAS 2.8
10 WIYY	10 WLTT	10 WCXR	10 WHUR	10 WKYS	10 WHFS	NR 2.8
						NAC 2.7
						REL 2.6
						BBND 1.1

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

More than research. Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 3,401,900 (Black: 13.3; Hispanic: 12.7)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.2	9.9	9.5	9.5	9.8	1	<b>KSCS</b> Ctry	96.3 99kw	1	2	1	1	1	1	81	CAP CITIES/ABC	---	BAN
7.3	6.5	5.8	5.6	6.0	2	<b>KPLX</b> Ctry	99.5 100kw	2	5	5	2	3	3	63	SUSQUEHANNA	AP	EAST
5.3	5.6	6.4	5.0	5.6	3	<b>KVIL-A/F</b> AC	1150/103.7 1kw/100kw	3	17	11	4	2	2	67	INFINITY	---	TOR
4.0	5.7	5.6	5.8	5.0	4	<b>KJMZ</b> UC	99.1 100kw	4	1	6	8	19	25	63	BR. HOUSE/TX	SMN	ROS
5.2	4.7	4.3	3.8	4.5	5	<b>KTXQ</b> AOR	102.1 100kw	6	11	2	3	4	18	67	CBS	CBS	CBS
2.7	2.4	3.4	4.0	4.4	6	<b>KDMX</b> AC	102.9 100kw	10	7	7	5	5	10	72	NATIONWIDE	---	MMR
4.4	4.7	4.5	4.0	4.4	6	<b>KKDA-FM</b> UC	104.5 98kw	9	3	3	7	9	16	70	REPUBLIC	AP	KATZ
1.6	0.0	4.1	5.1	4.1	8	<b>KYNG</b> Ctry	105.3 100kw	13	9	4	6	6	12	77	ALLIANCE BR.	---	G/W
5.3	4.3	5.3	5.4	3.8	9	<b>WBAP</b> Ctry	820 50kw	7	23	18	15	7	4	58	CAP CITIES/ABC	ABC	BAN
4.0	3.8	3.4	3.2	3.3	10	<b>KRLD</b> N/T	1080 50kw	5	18	24	19	15	5	42	COMMAND	CBS	CBS
4.4	3.9	3.8	3.6	3.2	11	<b>KLRX</b> AC	97.9 100kw	14	15	16	16	11	9	64	COX	---	KATZ
3.9	3.5	3.1	2.7	3.1	12	<b>KEGL</b> CHR	97.1 100kw	8	4	9	11	17	21	48	SANDUSKY	---	CHR
2.2	2.4	2.9	2.9	3.1	12	<b>KLUV</b> Gold	98.7 100kw	11	13	14	10	8	7	53	TK	---	MCG
2.3	2.6	2.5	2.8	2.9	14	<b>KLIF</b> N/T	570 5kw	16	22	20	18	14	8	66	SUSQUEHANNA	NBC	EAST
3.3	2.5	2.5	2.2	2.9	14	<b>KLTY</b> CC	94.1 100kw	20	8	12	13	12	15	77	MARK RODRIGUEZ	ABC	K&P
2.0	2.8	2.7	2.9	2.8	16	<b>KZPS</b> CR	92.5 96kw	12	14	10	9	10	17	49	BONNEVILLE INT.	---	DUR
2.9	2.0	1.5	2.4	2.7	17	<b>KDGE</b> NR	94.5 100kw	15	6	8	12	18	26	60	ALLISON	---	K&P
2.2	2.0	2.0	2.3	2.7	17	<b>WRR</b> Clas	101.1 98kw	18	20	26	25	22	6	65	CITY OF DALLAS	AP	CMBS
1.8	1.9	2.0	1.1	2.6	19	<b>KOAI*</b> NAC	107.5 25kw	19	25	15	14	13	11	64	GRANUM	UNIS	CHR
1.7	2.0	1.6	1.8	2.3	20	<b>KAAM</b> Nost	1310 5(2.5)kw	24	29	28	28	27	20	98	BONNEVILLE INT.	SMN	DUR

\*Formerly **KCDU** (AC). \*\*Formerly **KOAI** (NAC). \*\*\*Formerly **KODZ** (Gold).

Continued on Page 35

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

# Research For Stations That Want To Know More

about their positioning, listeners, the competition.

## MARK KASSOF & CO.

SUCCESS STRATEGIES FOR RADIO

Call Mark Kassof at (313)662-5700

Continued from Page 34

12+ POPULATION: 3,401,900 (Black: 13.3; Hispanic: 12.7)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.1	2.5	3.1	3.5	2.3	20		<b>KHKS**</b> CHR	106.1 100kw	17	16	13	17	16	19	55	GANNETT	---	HNWH
2.1	1.7	1.9	1.4	2.1	22		<b>KHVN</b> Rel	97.0 1kw	25	12	23	21	21	14	91	SUMMIT	ABC	MCG
1.9	2.0	2.5	1.9	2.0	23		<b>KKDA</b> UC	73.0 .5kw	23	21	22	20	20	13	82	REPUBLIC	AP	KATZ
1.5	1.8	2.4	1.9	1.6	24		<b>KESS</b> Span	12.70 5kw	26	24	19	23	23	22	103	MARK RODRIGUEZ	---	KT-H
0.4	2.6	1.4	1.5	1.4	25		<b>KJZY</b> AOP	99.1 10Ckw	22	10	17	22	25	27	57	BR. HOUSE/TX	SMN	ROS
1.6	1.8	1.2	1.5	1.3	26		<b>KSNN***</b> Ctry	94.3 10Ckw	21	19	21	24	24	23	44	EVERGREEN	---	G/W

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KTXQ	1 KSCS	1 KSCS	1 KSCS	1 KSCS	1 KVIL-FM	CTRY	25.0
2 KSCS	2 KDMX	2 KTXQ	2 KVIL-FM	2 KTXQ	2 KSCS	AC	13.2
3 KYNG	3 KKDA-FM	3 KPLX	3 KDMX	3 WBAP	3 KDMX	UC	11.4
4 KKDA-FM	4 KPLX	4 KYNG	4 KPLX	4 KPLX	4 KPLX	N/T	6.2
5 KPLX	5 KJMZ	5 KZPS	5 KKDA-FM	5 KZPS	5 KLUV	AOR	5.9
6 KJMZ	6 KYNG	6 WBAP	6 KYNG	6 KLIF	6 KKDA-FM	GOLD/CR	5.9
7 KZPS	7 KVIL-FM	7 KEGL	7 KLUV	7 KVIL-FM	7 KYNG	CHR	5.4
8 KEGL	8 KDGE	8 KKDA-FM	8 KJMZ	8 KYNG	8 KTXQ	REL	5.0
9 KDGE	9 KTXQ	9 KLIF	9 KTXQ	9 KRLD	9 KHVN	CLAS	2.7
10 KDME	10 KLTY	10 KJMZ	10 KLTY	10 KDMX	10 KLTY	NR	2.7
						NAC	2.6
						BBND	2.3
						SPAN	1.6

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

More than research. Answers <sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 3,202,100 (Black: 5.7%; Hispanic: 4.8%)

BOSTON

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	5.9	6.3	6.6	7.4	1	<b>WBZ</b> News	1030 50kw	2	18	18	11	7	1	68	GROUP W	ABC	G/W
5.5	5.8	6.9	7.5	7.0	2	<b>WXKS-FM</b> CHR	107.9 23.5kw	1	1	1	1	4	14	63	PYRAMID	---	KATZ
6.4	7.4	5.5	6.7	5.5	3	<b>WRKO</b> N/T	680 50kw	8	26	21	15	12	4	84	ATLANTIC RADIO	MBS	KATZ
5.4	5.3	5.4	4.7	5.4	4	<b>WMEX/WMJX</b> AC	1150/106.7 5kw/24.5kw	4	8	6	3	1	3	65	GREATER MEDIA	---	MCG
5.3	5.4	5.3	5.4	5.3	5	<b>WBCN</b> AOR	104.1 19kw	5	4	2	2	3	12	67	INFINITY	---	TOR
4.2	4.6	5.1	5.5	4.7	6	<b>WODS</b> Gold	103.3 16kw	6	6	11	4	2	2	64	CBS	CBS	CBS
5.3	5.9	4.8	4.9	4.5	7	<b>WZOU</b> CHR	94.5 11.5kw	3	2	3	7	11	16	53	ARDMAN	---	HNWH
4.5	4.3	5.0	4.0	4.2	8	<b>WSSH-FM</b> AC	99.5 32kw	12	12	10	9	8	5	76	NOBLE	UNIS	HNWH
2.4	1.9	2.1	2.5	3.8	9	<b>WBOS</b> AC	92.9 8.8kw	10	14	4	6	5	13	66	GRANUM	---	MMR
3.9	4.9	4.4	3.2	3.8	10	<b>WHDH</b> Talk	850 50kw	11	23	20	20	16	6	69	ATLANTIC RADIO	NBC	KATZ
3.6	3.6	4.6	3.2	3.6	11	<b>WZLX</b> CR	100.7 11.5kw	9	7	5	5	9	15	57	INFINITY	---	HNWH
4.5	4.4	3.5	3.6	3.5	12	<b>WBMX</b> AC	98.5 9kw	7	11	8	8	6	7	54	ATLANTIC RADIO	UNIP	KATZ
2.3	1.5	2.0	2.0	2.5	13	<b>WCDJ*</b> NAC	96.9 12.5kw	18	20	14	10	10	9	77	EMMIS	ABC	DUR
2.5	2.5	2.5	2.1	2.4	14	<b>WCRB</b> Clas	102.5 15kw	16	33	25	19	15	10	65	CHARLES RIVER	---	CMBS
3.0	4.3	2.7	2.8	2.4	14	<b>WVBF**</b> AC	105.7 14kw	13	10	15	13	13	8	58	FAIRBANKS	---	BAN
1.9	2.1	1.6	2.5	2.3	16	<b>WAAF</b> AOR	107.3 18.5kw	15	3	7	12	21	30	60	ZAPIS	UNIP	CHR
2.8	2.4	1.8	1.9	2.1	17	<b>WEEI</b> Sports	590 5kw	14	19	16	17	14	11	54	BOSTON CELTICS	ABC	CBS
3.4	2.7	2.1	2.1	2.0	18	<b>WPLM-A/F</b> BBnd	1390/99.1 5kw/50kw	20	30	26	30	26	17	75	PLYMOUTH ROCK	UNIUI	HNWH
1.9	1.8	2.5	1.4	1.9	19	<b>WFNX</b> NR	101.7 1.65kw	17	9	9	14	18	22	58	MCC	---	DUR
1.5	1.9	1.7	2.4	1.8	20	<b>WILD</b> UC	1090 5kw	22	5	12	16	17	20	114	NASH	AURN	ROS

\* Programmed by Greater Media under a duopoly. \*\* Now WCLB (Ctry)

Continued on Page 38

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



News/Talk

Another Group W Radio Market!

12+ POPULATION: 3,047,300 (Black: 17.2%; Hispanic: 20.2%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.9	8.7	8.1	8.5	8.8	1	<b>KILT-FM</b> Ctry	100.3 100kw	1	5	1	1	1	1	80	GROUP W	UNIS	G/W
6.6	7.1	7.5	7.7	6.4	2	<b>KIKK-FM</b> Ctry	95.7 95kw	2	4	6	3	2	2	62	VIACOM	---	TOR
6.1	4.7	4.6	5.1	5.2	3	<b>KBXX</b> CHR	97.9 100kw	9	1	4	8	13	19	78	COOK INLET	---	KATZ
6.2	4.9	4.6	4.2	4.9	4	<b>KHMX</b> AC	96.5 97kw	5	7	5	2	3	6	60	NATIONWIDE	---	MCG
5.7	4.7	5.0	4.6	4.8	5	<b>KODA</b> AC	99.1 95kw	7	12	10	6	6	4	66	COMMAND	---	MMR
5.3	4.8	4.1	4.2	4.7	6	<b>KTRH</b> News	740 50kw	3	22	20	14	9	5	47	RUSK	ABC	CBS
5.4	5.8	6.8	6.3	4.5	7	<b>KLOL</b> AOR	101.1 95kw	6	6	2	4	4	14	60	RUSK	SOU	CBS
4.0	4.7	5.2	4.1	4.4	7	<b>KRBE-A/F</b> CHR	1070/104.1 10(5)kw/100kw	4	2	3	9	15	21	54	SUSQUEHANNA	---	EAST
3.8	3.8	4.0	3.3	4.2	9	<b>KLDE</b> Gold	94.5 95kw	8	11	13	5	5	3	61	ENTERCOM	UNIU	DUR
4.1	3.8	4.7	4.6	4.2	9	<b>KMJQ</b> UC	102.1 100kw	10	3	8	10	12	15	63	NOBLE	---	MCG
3.4	4.6	4.1	4.5	3.8	11	<b>KQUE</b> Nost	102.9 100kw	14	29	26	21	19	7	90	TEXAS COAST	ABC	BAN
2.6	3.3	3.2	3.8	3.3	12	<b>KZFX</b> CR	107.5 95kw	11	17	7	7	7	11	57	SHAMROCK BR.	---	KATZ
2.6	3.5	2.7	2.9	3.2	13	<b>KLTR</b> AC	93.7 100kw	13	15	12	11	8	8	64	CBS	CBS	CBS
2.2	2.7	2.3	1.8	2.9	14	<b>KKBQ-FM</b> Ctry	92.9 97kw	12	10	9	13	11	12	51	GANNETT	---	MCG
2.7	3.4	3.6	3.6	2.7	15	<b>KHYS</b> UC	98.5 100kw	16	13	14	12	10	9	71	CLEAR CHANNEL	CBS	MCG
2.7	2.2	3.6	2.7	2.5	16	<b>KPRC</b> N/T	950 5kw	15	30	25	20	20	13	59	H&C	CNN	CBS
2.3	1.9	1.9	2.7	2.0	17	<b>KQQK</b> Span	106.5 100kw	18	14	15	15	14	17	77	PARR	---	CAB
1.4	1.5	2.0	1.7	2.0	17	<b>KSEV</b> N/T	700 15(1)kw	17	28	21	19	17	10	62	SUNBELT	ABC	KATZ
1.1	0.9	0.4	0.6	1.8	19	<b>KKZR*</b> AOR	106.9 100kw	19	8	11	16	21	28	75	US RADIO	ABC	BAN
1.2	1.5	1.4	1.8	1.6	20	<b>KLAT</b> Span	1010 5kw	20	19	17	18	16	16	87	TICHENOR MEDIA	---	KT-H
0.0	0.0	0.0	1.1	1.5	21	<b>KLTN</b> Span	93.3 100kw	21	18	16	17	18	18	98	TICHENOR MEDIA	---	KT-H
1.8	1.8	1.1	1.3	1.2	22	<b>KEYH</b> Span	850 10kw	26	9	18	23	23	26	134	ARTLIFE	---	SBS

\*Formerly KKHU (N/T).

Continued on Page 38

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



Country

Another Group W Radio Market!

Continued from Page 36

12+ POPULATION: 3,202,100 (Black: 5.7%; Hispanic: 4.8%)

BOSTON

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP/FIRM
1.8	2.6	1.6	2.5	1.7	21	21	<b>WXKS</b> BBnd	1430 5(1)kw	21	24	30	29	23	18	77	PYRAMID	UNIS	KATZ
1.7	1.6	2.0	1.3	1.2	22	19	<b>WCGY</b> AOR	93.7 50kw	13	13	18	19	23	43	CURT GOWDY	ABC	K&P	
0.7	0.6	1.3	1.0	1.1	23	24	<b>WOKQ</b> Ctrv	97.5 50kw	15	23	21	20	19	83	FULLER-JEFFREY	---	MCG	

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WMJX	AC 19.3
2 WXKS-FM	2 WMJX	2 WZLX	2 WMJX	2 WODS	2 WODS	N/T 18.8
3 WZLX	3 WZOU	3 WXKS-FM	3 WZOU	3 WZLX	3 WBMX	CHR 11.5
4 WAAF	4 WBOS	4 WODS	4 WBMX	4 WBZ	4 WSSH	AOR 8.8
5 WZOU	5 WBMX	5 WBOS	5 WSSH	5 WBOS	5 WXKS-FM	GOLD/CR 8.3
6 WBOS	6 WZLX	6 WMJX	6 WBOS	6 WXKS-FM	6 WBOS	BBND 3.7
7 WMJX	7 WSSH	7 WZOU	7 WODS	7 WMJX	7 WZOU	NAC 2.5
8 WFNX	8 WBCN	8 WBZ	8 WBCN	8 WEEI	8 WVBF	CLAS 2.4
9 WCGY	9 WILD	9 WAAF	9 WZLX	9 WRKO	9 WBCN	NR 1.9
10 WODS	10 WFNX	10 WEEI	10 WVBF	10 WCDJ	10 WBZ	UC 1.8
						CTRY 1.1

Continued from Page 37

12+ POPULATION: 3,047,300 (Black: 17.2%; Hispanic: 20.2%)

HOUSTON

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOL	1 KHMX	1 KILT-FM	1 KHMX	1 KILT-FM	1 KILT-FM	CTRY 18.1
2 KILT-FM	2 KILT-FM	2 KLOL	2 KILT-FM	2 KLOL	2 KHMX	AC 12.9
3 KRBE-FM	3 KBXX	3 KZFX	3 KIKK-FM	3 KLDE	3 KIKK-FM	CHR 9.6
4 KZFX	4 KIKK-FM	4 KLDE	4 KODA	4 KZFX	4 KODA	N/T 9.2
5 KBXX	5 KRBE-FM	5 KIKK-FM	5 KLTR	5 KTRH	5 KLTR	GOLD/CR 7.5
6 KKZR	6 KMJQ	6 KRBE-FM	6 KBXX	6 KIKK-FM	6 KLDE	UC 6.9
7 KMJQ	7 KODA	7 KHMX	7 KMJQ	7 KHMX	7 KHYS	SPAN 6.3
8 KIKK-FM	8 KZFX	8 KTRH	8 KLDE	8 KODA	8 KMJQ	AOR 5.3
9 KHMX	9 KKBQ-FM	9 KBXX	9 KHYS	9 KSEV	9 KKBQ-FM	BBND 3.8
10 KKBQ-FM	10 KLOL	10 KKZR	10 KRBE-FM	10 KLTR	10 KBXX	



# MIAMI-FT. LAUDERDALE-HOLLYWOOD

# # 11

12+ POPULATION: 2,803,600 (Black: 16.5%; Hispanic: 35.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.9	6.9	5.7	7.3	6.6	1	1	<b>WEDR</b> UC	99.1 100kw	3	2	1	1	1	7	100	WEDR, INC.	CBS	MCG
7.2	6.6	5.5	5.8	5.5	2	2	<b>WLYF</b> AC	101.5 100kw	6	15	14	14	7	2	87	JEFFERSON-PILOT	---	BAN
5.7	3.9	4.9	5.5	5.4	3	3	<b>WIOD</b> N/T	610 10kw	2	14	9	6	3	1	77	COX	MBS	CHR
6.2	5.9	5.5	5.0	5.3	4	4	<b>WPOW</b> CHR	96.5 100kw	1	1	2	5	15	22	72	BEASLEY	SOU	HNWH
3.3	4.2	4.2	4.0	4.8	5	5	<b>WFLC</b> AC	97.3 100kw	5	8	3	2	2	6	76	COX	---	CHR
5.0	4.3	5.0	4.1	4.7	6	6	<b>WHQT</b> UC	105.1 100kw	7	3	5	4	8	14	77	COX	---	MMR
1.3	2.8	4.6	2.8	4.0	7	7	<b>WRTO</b> Span	98.3 100kw	16	17	12	15	10	3	105	NEW AGE	---	LOTUS
3.6	3.8	3.1	4.1	3.8	8	8	<b>WHYI*</b> AC	100.7 100kw	4	7	4	3	4	15	60	METROPLEX	---	MCG
2.4	3.1	2.3	2.7	3.8	8	8	<b>WXDJ</b> Span	95.7 100kw	15	5	7	8	6	10	93	NEW AGE	---	---
5.0	4.9	4.7	5.4	3.7	10	10	<b>WAQI</b> Span	710 50kw	17	21	26	21	18	8	104	VIVA AMERICA	---	CAB
3.3	3.8	2.9	4.1	3.6	11	11	<b>WSHE</b> AOR	103.5 100kw	8	4	6	7	13	21	71	TK	---	TOR
4.1	3.3	3.5	3.1	3.5	12	12	<b>WQBA</b> Span	1140 50(10)kw	19	23	27	24	22	12	104	TICHENOR MEDIA	---	KT-H
3.0	3.2	3.3	2.7	3.3	13	13	<b>WJQY</b> AC	106.7 100kw	10	6	11	13	14	9	72	TAK	---	DUR
4.0	4.0	4.8	3.4	3.2	14	14	<b>WKIS</b> Ctry	99.9 100kw	12	10	10	12	12	11	76	SUNSHINE WIRE	UNIP	HNWH
3.1	2.4	2.9	3.5	3.1	15	15	<b>WMXJ</b> Gold	102.7 100kw	11	11	15	11	9	4	72	SCONNIX	---	EAST
2.8	3.1	2.8	4.0	3.0	16	16	<b>WLVE</b> NAC	93.9 100kw	13	24	13	10	5	5	71	GILMORE	---	TOR
2.7	2.9	2.9	3.3	2.9	17	17	<b>WZTA</b> CR	94.9 100kw	9	9	8	9	11	16	61	PAXSON BR.	---	KATZ
2.8	2.7	2.7	2.6	2.5	18	18	<b>WTMI</b> Clas	93.1 96kw	18	26	20	22	21	17	72	MARLIN II LTD	---	CMBS
2.3	2.1	2.9	2.1	2.2	19	19	<b>WMRZ</b> Gold	790 25kw	23	34	36	37	36	27	92	JEFFERSON-PILOT	---	BAN
2.5	2.5	2.2	1.7	2.1	20	20	<b>WINZ</b> News	940 50(25)kw	14	36	23	23	25	24	52	PAXSON BR.	CBS	KATZ

\*Operates under an LMA with Ackerley Br.

Continued on Page 42

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

## Research For Stations That Want To Know More

about their positioning, listeners, the competition.

### MARK KASSOF & CO.

SUCCESS STRATEGIES FOR RADIO

Call Mark Kassof at (313)662-5700

12+ POPULATION: 2,523,700 (Black: 25.3%; Hispanic: N/A)

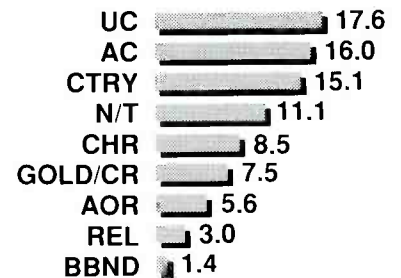
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.8	12.4	13.4	11.9	12.1	1	1	<b>WVEE</b> UC	103.3 100kw	2	1	1	1	1	8	108	SUMMIT	---	MCG
7.6	6.2	8.0	8.3	8.7	2	2	<b>WKHX-FM</b> Ctry	101.5 99kw	4	3	3	3	3	3	88	CAP CITIES/ABC	---	KATZ
6.9	7.0	6.6	6.7	8.6	3	3	<b>WPCH</b> AC	94.9 99kw	1	11	10	5	4	1	71	JACOR	CBS	EAST
8.1	8.6	7.8	6.6	7.4	4	4	<b>WSB-FM</b> AC	98.5 100kw	3	8	5	2	2	2	68	COX	---	CHR
7.3	6.7	5.8	6.6	6.4	5	5	<b>WYAI/WYAY</b> Ctry	104.1/106.7 60kw/99kw	6	5	7	7	6	7	74	NEWCITY	CBS	MCG
5.6	6.1	6.4	5.5	5.6	6	6	<b>WKLS</b> AOR	96.1 99kw	8	4	2	4	7	11	72	GREAT AMERICAN	---	KATZ
3.9	3.6	3.9	5.7	5.5	7	7	<b>WALR</b> UC	104.7 100kw	13	10	8	6	5	6	78	RING RADIO	UNIS	BAN
8.5	6.3	5.7	5.3	5.4	8	8	<b>WSB</b> Talk	750 50kw	5	14	11	13	11	4	55	COX	AP	CHR
4.7	6.3	4.6	4.0	4.9	9	9	<b>WNNX*</b> CHR	99.7 100kw	7	2	4	9	14	15	58	SUSQUEHANNA	---	DUR
3.1	4.5	5.7	5.9	4.7	10	10	<b>WGST</b> N/T	640 50(1)kw	12	19	14	12	8	5	63	JACOR	ABC	EAST
4.5	4.2	4.3	4.7	4.0	11	11	<b>WZGC</b> CR	92.9 99kw	10	7	6	8	10	13	53	INFINITY	---	HNWH
3.6	4.2	4.9	4.0	3.6	12	12	<b>WSTR</b> CHR	94.1 100kw	11	6	9	10	12	12	49	JEFFERSON-PILOT	---	CBS
4.2	4.6	4.2	4.7	3.5	13	13	<b>WFOX</b> Gold	97.1 97kw	9	9	12	11	9	9	46	SHAMROCK BR.	---	G/W
2.9	2.6	2.4	3.1	3.0	14	14	<b>WAOK</b> Rel	1380 5kw	15	15	13	14	13	10	93	SUMMIT	---	MCG
1.0	1.7	1.0	1.5	1.4	15	15	<b>WQXI</b> Nost	790 5(1)kw	16	20	21	21	21	16	76	JEFFERSON-PILOT	UNIS	CBS
1.3	1.5	1.2	1.1	1.0	17	17	<b>WCNN</b> News	680 50(10)kw	14	17	19	15	15	14	30	RING RADIO	CNN	BAN

\*Formerly WAPW.

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WVEE	1 WVEE	1 WVEE	1 WVEE	1 WKLS	1 WSB-FM
2 WKLS	2 WSB-FM	2 WKLS	2 WSB-FM	2 WVEE	2 WVEE
3 WZGC	3 WKHX-FM	3 WKHX-FM	3 WPCH	3 WKHX-FM	3 WPCH
4 WKHX-FM	4 WALR	4 WZGC	4 WKHX-FM	4 WGST	4 WALR
5 WNNX	5 WSTR	5 WALR	5 WALR	5 WZGC	5 WKHX-FM
6 WYAY	6 WNNX	6 WALR	6 WSTR	6 WSB	6 WYAY
7 WALR	7 WYAY	7 WNNX	7 WYAY	7 WPCH	7 WSTR
8 WPCH	8 WPCH	8 WSB-FM	8 WAOK	8 WALR	8 WAOK
9 WSB-FM	9 WKLS	9 WPCH	9 WFOX	9 WSB-FM	9 WFOX
10 WSTR	10 WZGC	10 WSB	10 WNNX	10 WFOX	10 WSB



©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 2,365,100 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP-FIRM
6.8	9.0	7.8	8.4	7.7	1	<b>KMPS-A/F</b> Ctry	1300/94.1 5kw/98kw	4	3	2	1	2	4	79	EZ	AP	EAST
9.2	7.3	7.4	7.6	7.5	2	<b>KIRO</b> N/T	710 50kw	1	12	13	6	3	2	58	BONNEVILLE INT.	CBS	TOR
4.5	6.1	6.2	6.6	6.4	3	<b>KUBE</b> CHR	93.3 100kw	3	1	3	3	11	15	66	COOK INLET	---	MMR
6.5	4.3	4.4	5.3	5.8	4	<b>KOMO</b> AC	1000 50kw	2	18	14	12	4	3	57	FISHER	ABC	KATZ
4.9	5.3	5.2	5.4	5.6	5	<b>KBSG-A/F</b> Gold	1210/97.3 10(1)kw/55kw	5	6	11	2	1	1	58	VIACOM	---	TOR
5.2	3.8	4.0	4.4	4.9	6	<b>KRPM</b> Ctry	106.1 58kw	11	9	9	7	6	6	85	HERITAGE MEDIA	UNIP	CHR
3.4	4.1	3.1	3.2	4.6	7	<b>KING-FM</b> Clas	98.1 100kw	12	14	17	15	13	5	81	CLASSIC RADIO	---	MMR
6.9	5.1	4.7	3.7	4.2	8	<b>KPLZ</b> CHR	101.5 100kw	6	2	6	10	15	18	52	GOLDEN WEST	---	BAN
2.4	3.4	3.9	3.9	4.0	9	<b>KISW</b> AOR	99.9 100kw	8	4	1	4	10	24	60	NATIONWIDE	---	MCG
3.5	4.4	4.2	4.0	3.8	10	<b>KRXR</b> AOR	96.5 100kw	10	10	4	5	8	19	61	SHAMROCK BR.	---	KATZ
3.7	3.6	4.5	5.3	3.7	11	<b>KLSY</b> AC	92.5 58kw	7	7	8	9	7	8	50	SANDUSKY	AP	CHR
3.6	3.7	4.3	3.5	3.7	11	<b>KZOK-FM</b> CR	102.5 100kw	9	8	5	8	5	14	57	CHRYSLER	---	HNWH
2.5	2.9	2.8	2.1	3.2	13	<b>KING</b> N/T	1090 50kw	17	21	21	20	19	9	79	KING	ABC	MMR
3.8	3.3	3.5	2.5	3.0	14	<b>KIXI</b> BBnd	880 50(10)kw	16	27	29	23	22	10	66	SANDUSKY	---	CHR
1.3	1.1	2.1	2.5	3.0	14	<b>KVI</b> Talk	570 5kw	14	11	18	16	14	7	63	GOLDEN WEST	MBS	BAN
2.3	2.3	2.3	1.8	2.8	16	<b>KMTT-A/F</b> AC	850/103.7 10(1)kw/58kw	15	13	10	11	9	16	62	ENTERCOM	ABC	DUR
2.9	2.3	2.9	2.4	2.7	17	<b>KLTX</b> AC	95.7 100kw	19	24	12	14	12	12	66	ACKERLEY	---	CBS
3.2	2.4	3.3	3.0	2.7	17	<b>KNDD</b> NR	107.7 100kw	13	5	7	13	18	25	54	VIACOM	---	TOR
2.7	3.4	2.5	3.3	2.1	19	<b>KEZX-FM</b> B/EZ	98.9 100kw	23	26	25	21	21	11	89	PARK	ABC	DUR
1.8	2.3	1.8	1.3	1.9	20	<b>KJR</b> Sports	950 5kw	18	17	16	17	17	17	47	ACKERLEY	---	CBS
2.1	2.9	2.9	3.2	1.7	21	<b>KRWM*</b> AC	106.9 100kw	20	16	19	18	16	13	53	BROWN	---	BAN
2.2	1.7	2.2	2.0	1.3	22	<b>KCMS</b> CC	105.3 115kw	22	15	15	19	20	21	49	CHRISTA	UPI	RSS
1.9	1.7	2.3	1.9	1.0	23	<b>KIRO-FM**</b> N/T	100.7 100kw	21	23	20	22	23	23	36	BONNEVILLE INT.	CBS	TOR

\*Formerly KKNW (NAC). \*\*Formerly KWMX (AC).

Continued on Page 42

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Continued from Page 39

12+ POPULATION: 2,803,600 (Black: 16.5%; Hispanic: 35.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.0	2.0	1.8	3.3	2.0	21		<b>WCMQ-FM</b> <i>Span</i>	92.3 41kw	21	19	17	16	16	13	72	SBS	---	SBS
2.0	1.7	1.8	1.6	1.6	22		<b>WQBA-FM</b> <i>Span</i>	107.5 95kw	22	16	16	17	17	18	60	TICHENOR MEDIA	---	KT-H
0.7	0.5	0.9	0.7	1.5	23		<b>WQAM</b> <i>Sports</i>	560 5(1)kw	24	18	19	18	19	19	71	SUNSHINE WIRE.	NBC	HNWH
2.0	1.4	1.5	1.5	1.5	23		<b>WWFE</b> <i>Span</i>	670 50(1)kw	25	29	24	26	24	20	90	EMILLO MILAN	UPI	---
1.2	1.0	1.1	1.3	1.2	25		<b>WFTL</b> <i>N/T</i>	1400 1kw	27	31	34	29	29	25	85	KING	CNN	DIR
1.4	1.9	1.6	1.5	1.1	26		<b>WAXY</b> <i>Gold</i>	105.9 100kw	20	12	22	19	20	23	41	ACKERLEY	---	MCG
1.1	0.9	1.1	0.8	1.1	26		<b>WCMQ</b> <i>Span</i>	1210 25(2.5)kw	26	33	30	27	26	26	73	SBS	---	SBS
0.9	0.5	0.6	0.5	1.0	28		<b>WAVS</b> <i>Span</i>	1170 5kw	29	13	18	20	23	28	82	ROY BRESKY	---	---

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WSHE	1 WEDR	1 WIOD	1 WEDR	1 WIOD	1 WFLC	SPAN	22.2
2 WEDR	2 WHQT	2 WEDR	2 WHQT	2 WZTA	2 WEDR	AC	17.4
3 WPOW	3 WFLC	3 WSHE	3 WFLC	3 WEDR	3 WRTO	UC	11.3
4 WZTA	4 WHYI	4 WZTA	4 WHYI	4 WFLC	4 WLYF	N/T	10.2
5 WHYI	5 WPOW	5 WFLC	5 WPOW	5 WSHE	5 WHQT	GOLD/CR	9.3
6 WFLC	6 WXDJ	6 WPOW	6 WRTO	6 WXDJ	6 WHYI	CHR	5.3
7 WIOD	7 WRTO	7 WHYI	7 WJQY	7 WLVE	7 WMXJ	AOR	3.6
8 WXDJ	8 WJQY	8 WXDJ	8 WXDJ	8 WHYI	8 WLVE	CTRY	3.2
9 WHQT	9 WSHE	9 WLVE	9 WLVE	9 WKIS	9 WJQY	NAC	3.0
10 WKIS	10 WLYF	10 WHQT	10 WMXJ	10 WLYF	10 WKIS	CLAS	2.5

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Continued from Page 41

12+ POPULATION: 2,365,100 (Black & Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KISW	1 KUBE	1 KXRX	1 KMPS-FM	1 KIRO	1 KBSG-FM	AC	16.7
2 KXRX	2 KMPS-FM	2 KISW	2 KUBE	2 KMPS-FM	2 KMPS-FM	N/T	16.6
3 KMPS-FM	3 KPLZ	3 KIRO	3 KBSG-FM	3 KBSG-FM	3 KLSY	CTRY	12.6
4 KZOK-FM	4 KLSY	4 KMPS-FM	4 KLSY	4 KZOK-FM	4 KUBE	CHR	10.6
5 KUBE	5 KISW	5 KZOK-FM	5 KPLZ	5 KXRX	5 KOMO	GOLD/CR	9.3
6 KNDD	6 KZOK-FM	6 KBSG-FM	6 KPRM-FM	6 KOMO	6 KIRO	AOR	7.8
7 KRPM-FM	7 KNDD	7 KRPM-FM	7 KZOK-FM	7 KISW	7 KPRM-FM	CLAS	4.6
8 KMTT-FM	8 KRPM-FM	8 KMTT-FM	8 KLTX	8 KMTT-FM	8 KLTX	BBND	3.0
9 KIRO	9 KMTT-FM	9 KOMO	9 KIRO	9 KRPM-FM	9 KING-FM	NR	2.7
10 KPLZ	10 KBSG-FM	10 KUBE	10 KISW	10 KVI	10 KZOK-FM	B/EZ	2.1
						REL	1.3

12+ POPULATION: 2,271,800 (Black: 7.0%; Hispanic: 6.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.3	5.4	5.5	4.8	6.1	1	1	WALK-A/F AC	1370/97.5 .5kw/39kw	3	12	6	1	1	2	81	AMERICAN MEDIA	---	DUR
5.0	4.1	5.0	4.7	5.2	2	2	WCBS-FM Gold	101.1 6.8kw	10	21	16	4	2	1	82	CBS	CBS	CBS
3.4	3.5	2.8	3.7	4.6	3	3	WABC Talk	770 50kw	12	22	18	18	12	3	86	CAP CITIES/ABC	ABC	BAN
4.3	4.7	5.0	5.2	4.6	3	3	WXRK CR	92.3 7.6kw	4	7	2	2	3	6	64	INFINITY	ABC	TOR
4.6	4.5	5.2	4.0	4.4	5	5	WBLI AC	106.1 25kw	8	4	4	6	4	5	67	BECK-ROSS	---	KATZ
3.8	5.1	4.5	4.3	4.3	6	6	WBAB AOR	102.3 3kw	5	8	1	3	7	22	61	NOBLE	---	MMR
4.2	3.0	3.1	3.3	4.0	7	7	WFAN Sports	660 50kw	6	10	11	8	6	4	59	EMMIS	NBC	HNWH
2.3	3.3	2.2	3.6	3.9	8	8	WNEW-FM AOR	102.7 7.8kw	11	16	5	5	5	8	72	GROUP W	UNIP	G/W
2.2	2.1	2.1	2.0	3.7	9	9	WGSM BBnd	740 25kw	30	29	27	33	33	14	225	GREATER MEDIA	UNIS	MMR
3.2	3.8	4.0	3.9	3.7	9	9	WHTZ CHR	100.3 7.8kw	1	1	8	10	14	18	48	MALRITE	---	CHR
3.9	4.3	4.1	3.7	3.3	11	11	WCBS News	880 50kw	2	15	25	19	16	7	43	CBS	CBS	CBS
2.6	2.8	2.9	3.4	3.3	11	11	WPLJ CHR	95.5 6.7kw	7	9	3	7	8	19	49	CAP CITIES/ABC	ABC	KATZ
3.6	3.0	3.8	3.7	3.3	11	11	WYNY Ctry	103.5 6.7kw	14	19	13	11	9	10	79	BR. PARTNERS	NBC	DUR
2.2	2.6	2.5	2.3	3.0	14	14	WKJY AC	98.3 3kw	21	17	10	9	10	9	98	BARNSTABLE	---	KATZ
2.4	3.1	2.0	2.6	2.7	15	15	WQHT CHR	97.1 6.7kw	13	2	7	12	19	32	53	EMMIS	---	HNWH
2.1	2.4	2.1	2.6	2.7	15	15	WRKS UC	98.7 7.8kw	17	3	9	14	17	28	70	SUMMIT	SOU	DUR
3.7	4.3	3.0	3.4	2.6	17	17	WOR Talk	710 50kw	16	25	30	27	22	13	66	BUCKLEY	ABC	MCG
3.6	3.5	2.0	3.1	2.4	18	18	WHLI BBnd	1100 10kw	31	40	29	25	23	17	149	BARNSTABLE	---	KATZ
2.2	2.5	2.2	2.3	2.2	19	19	WINS News	1010 30(50)kw	9	26	26	22	20	15	34	GROUP W	ABC	G/W
2.6	2.4	2.8	2.8	2.2	19	19	WLTW AC	106.7 7.8kw	15	20	19	16	13	11	55	VIACOM	---	KATZ
1.4	1.3	1.7	1.5	2.1	21	21	WBLS UC	107.5 5.4kw	22	6	14	17	18	24	78	INNER CITY	ABC	MCG
2.9	4.0	2.7	2.4	2.1	21	21	WMXV AC	105.1 7.8kw	18	14	12	13	15	20	54	BONNEVILLE INT.	---	MCG
3.2	3.7	2.8	3.1	2.1	21	21	WPAT-FM B/EZ	93.1 5.4kw	19	31	32	32	28	16	65	PARK	---	MMR
1.7	1.5	2.2	2.1	2.0	24	24	WQCD NAC	101.9 5.3kw	20	35	20	15	11	12	61	TRIBUNE	ABC	CHR
2.5	1.8	2.1	2.1	1.4	25	25	WMJC AC	94.3 3kw	23	28	22	24	21	21	57	GREATER MEDIA	---	MMR
1.7	0.9	1.4	0.9	1.3	26	26	WRCN AOR	103.9 1.5kw	28	5	17	20	26	30	74	EAST SHORE	---	MCG
2.1	1.7	2.1	1.5	1.2	27	27	WDRE NR	92.7 1kw	26	11	15	21	25	34	53	JARAD	---	KATZ
0.9	0.9	0.5	1.2	1.2	27	27	WEZN AC	99.9 27.5kw	24	18	24	23	24	23	50	NEW CITY	---	KATZ
1.2	1.1	1.3	0.9	1.1	29	29	WNCN Clas	104.3 7.8kw	25	23	28	28	27	26	49	GAF	CNN	CMBS
1.0	1.6	1.3	1.0	1.0	30	30	WQXR Clas	96.3 7.8kw	29	37	35	30	30	25	56	NEW YORK TIMES	UNIS	MMR

NASSAU-SUFFOLK

12+ POPULATION: 2,176,900 (Black: N/A; Hispanic: 19.5%)

SAN DIEGO

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
7.5	8.3	7.6	8.8	7.9	1	1	<b>KSON-AIF</b> City	1240/97.3 1kw/50kw	1	6	5	1	1	1	81	JEFFERSON-PILOT	---	BAN
4.6	5.1	5.4	5.3	6.5	2		<b>KDSO</b> N/T	1130 10kw	6	21	16	14	5	2	86	GANNETT	ABC	DUR
4.4	5.0	5.7	5.4	5.5	3		<b>KFMB-FM</b> AC	100.7 30kw	3	5	2	2	2	4	64	MIDWEST TV	---	MCG
4.0	3.5	4.2	4.4	4.5	4		<b>XHTZ</b> CHR	90.3 100kw	4	1	6	6	14	23	55	CALIFORNIA	---	---
5.4	4.5	5.7	5.7	4.4	5		<b>XTRA-FM</b> NR	91.1 100kw	5	4	1	4	8	24	58	NOBLE	---	MMR
5.5	5.3	4.5	5.8	4.2	6		<b>KGB</b> AOR	101.5 50kw	7	11	3	3	3	12	62	BROWN	---	KATZ
5.7	5.4	4.8	4.3	4.1	7		<b>KJQY</b> AC	103.7 36kw	9	13	14	5	6	3	68	COMMAND	---	MMR
4.1	3.6	3.6	2.9	3.7	8		<b>KIFM</b> NAC	98.1 28kw	13	18	12	8	4	5	68	KIFM BR. LP.	---	CBS
2.1	1.8	1.3	1.1	3.6	9		<b>XTRA</b> Sports	690 50kw	12	32	7	9	7	11	64	NOBLE	MBS	MMR
6.5	4.9	5.6	4.2	3.5	10		<b>KKLQ-AIF</b> CHR	600/106.5 5kw/50kw	2	2	8	12	18	17	39	EDENS	AP	CHR
4.0	3.6	4.0	4.9	3.4	11		<b>KFMB</b> N/T	760 5kw	8	23	23	19	12	6	53	MIDWEST TV	CBS	MCG
1.9	2.0	2.6	3.2	3.3	12		<b>KBZS*</b> Gold	94.9 22kw	10	9	15	11	9	7	55	ANAHEIM BR.	---	BAN
3.6	3.9	3.6	3.2	3.3	12		<b>KPOP</b> Nost	1360 5(1)kw	20	30	26	29	29	16	102	BROWN	NBC	KATZ
2.1	3.2	4.4	2.5	3.1	14		<b>KIOZ</b> AOR	102.1 9.5kw	16	8	4	7	13	25	72	PAR BR.	---	TOR
5.8	4.1	4.2	3.3	3.1	14		<b>KYXY</b> AC	96.5 41kw	11	10	11	13	10	8	53	PARKER	---	EAST
3.0	3.0	2.3	2.6	2.9	16		<b>KCLX-FM</b> CR	102.9 32kw	14	14	9	10	11	15	55	GANNETT	ABC	DUR
0.9	1.3	2.9	1.8	2.9	17		<b>XHRM</b> UC	92.5 100kw	15	3	10	15	19	18	57	URBAN COMMUNITY	ABC	BAN
1.3	1.4	1.6	2.1	2.7	18		<b>KFI</b> Talk	640 50kw	18	35	18	18	17	13	73	COX	MBS	CHR
4.0	3.1	2.8	3.5	2.6	19		<b>KFSD</b> Clas	94.1 100kw	17	27	22	20	16	9	60	LOTUS	---	HNWH
2.4	2.6	1.9	1.5	1.8	20		<b>KCBQ-FM</b> Gold	105.3 29kw	19	16	19	16	15	14	50	FRESH START	---	HNWH

\*Operates under an LMA with KSON.

Continued on Page 45

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

More than research. Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

Continued from Page 43

12+ POPULATION: 2,271,800 (Black: 7.0%; Hispanic: 6.5%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB	1 WBLI	1 WXRK	1 WALK-FM	1 WCBS-FM	1 WALK-FM	AC 20.4
2 WXRK	2 WPLJ	2 WNEW-FM	2 WBLI	2 WNEW-FM	2 WBLI	N/T 12.1
3 WNEW-FM	3 WALK-FM	3 WBAB	3 WPLJ	3 WFAN	3 WCBS-FM	GOLD/CR 9.8
4 WFAN	4 WBAB	4 WFAN	4 WCBS-FM	4 WXRK	4 WPLJ	CHR 9.7
5 WPLJ	5 WQHT	5 WCBS-FM	5 WHTZ	5 WBAB	5 WKJY	AOR 9.5
6 WKJY	6 WHTZ	6 WALK-FM	6 WKJY	6 WALK-FM	6 WXRK	BBND 6.1
7 WHTZ	7 WRKS	7 WKJY	7 WBAB	7 WYNY	7 WLTW	UC 4.8
8 WQHT	8 WBLS	8 WYNY	8 WXRK	8 WKJY	8 WMXV	CTRY 3.3
9 WALK-FM	9 WMXV	9 WPLJ	9 WMXV	9 WABC	9 WYNY	B/EZ 2.1
10 WRKS	10 WKJY	10 WHTZ	10 WQHT	10 WBLI	10 WQCD	CLAS 2.1
						NAC 2.0
						NR 1.2

NASSAU-SUFFOLK

Continued from Page 44

12+ POPULATION: 2,176,900 (Black: N/A; Hispanic: 19.5%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NET WORK	NATIONAL REP FIRM
1.5	1.5	1.3	1.8	1.8	20	XEMO Span	860 5kw	23	7	13	17	22	26	83	J.C. GATES & CO.	---	CAB
1.3	1.4	1.2	1.1	1.7	22	KCBQ Gold	1170 50(5)kw	22	28	30	23	20	10	68	FRESH START	---	HNWH
1.5	1.4	1.8	1.6	1.3	23	KNX News	1070 50kw	21	37	32	30	28	19	45	CBS	CBS	CBS
0.3	1.1	0.9	1.3	1.1	24	XHKY Span	95.7 18kw	25	15	20	22	23	22	76	CALIFORNIA	---	KT-H
1.0	1.8	1.6	1.4	1.1	24	XLTN Span	104.5 60kw	24	31	17	21	25	29	66	CALIFORNIA	---	KH-T
0.6	0.6	0.7	0.6	1.0	26	KKOS CR	95.9 3kw	26	25	21	24	21	20	77	TRI-CITIES	UNIS	---

SAN DIEGO

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 XTRA-FM	1 KFMB-FM	1 KGB	1 KSON-FM	1 KGB	1 KSON-FM	N/T 17.5
2 KGB	2 XTRA-FM	2 XTRA	2 KFMB-FM	2 XTRA	2 KFMB-FM	AC 12.7
3 KIOZ	3 KSON-FM	3 XTRA-FM	3 KJQY	3 KSDO	3 KJQY	GOLD/CR 10.7
4 XTRA	4 XHTZ	4 KIOZ	4 KYXY	4 KSON-FM	4 KYXY	CHR 8.0
5 KFMB-FM	5 KYXY	5 KFMB-FM	5 XTRA-FM	5 KFMB-FM	5 KBZS	CTRY 7.9
6 KCLX	6 XHRM	6 KCLX	6 XHTZ	6 KIFM	6 KIFM	AOR 7.3
7 KHTZ	7 KGB	7 KSON	7 KBZS	7 XTRA-FM	7 KHTZ	NR 4.4
8 KIFM	8 KKLO-FM	8 KIFM	8 XHRM	8 KCLX	8 KGB	SPAN 4.0
9 KKLO-FM	9 KJQY	9 KSDO	9 KGB	9 KIOZ	9 XTRA	NAC 3.7
10 KSON-FM	10 XEMO	10 XHTZ	10 KKLO-FM	10 KFMB	10 KSDO	BBND 3.3
						B/EZ 2.9
						CLAS 2.6

12+ POPULATION: 2,124,600 (Black: N/A; Hispanic: 22.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
5.0	4.3	4.8	4.9	5.4	1	<b>KRTH</b> Gold	101.1 51kw	3	7	5	1	1	2	62	BEASLEY	UNIU	BAN
3.2	4.3	4.6	4.3	5.3	2	<b>KFI</b> Talk	640 50kw	5	27	16	9	5	1	70	COX	MBS	CHR
5.5	5.4	5.7	3.8	5.1	3	<b>KBIG</b> AC	104.3 105kw	6	8	8	4	2	3	69	BONNEVILLE INT.	---	CBS
6.7	4.2	5.4	4.6	5.1	3	<b>KOST</b> AC	103.5 12.5kw	2	9	6	3	4	4	57	COX	---	CHR
4.7	5.7	4.4	4.1	4.5	5	<b>KIIS-A/F</b> CHR	1190/102.7 5kw/8kw	1	1	7	8	9	14	46	GANNETT	---	MCG
5.6	5.4	5.2	5.7	4.3	6	<b>KLOS</b> AOR	95.5 61kw	4	14	4	1	3	7	53	CAP CITIES/ABC	ABC	KATZ
0.8	0.3	1.1	0.9	4.1	7	<b>KLAX</b> Span	97.9 50kw	20	4	1	6	8	21	115	SBS	---	SBS
3.0	3.3	4.5	4.7	4.1	8	<b>KROQ</b> NR	106.7 5.5kw	10	3	3	7	10	22	65	INFINITY	---	TOR
3.5	3.0	3.7	4.6	4.0	9	<b>KLSX</b> CR	97.1 21kw	8	15	2	5	6	16	57	GREATER MEDIA	---	MMR
4.5	3.7	3.9	3.7	3.7	10	<b>KABC</b> Talk	790 5kw	14	42	37	25	16	5	78	CAP CITIES/ABC	ABC	KATZ
2.6	3.1	3.5	2.4	3.2	11	<b>KYSR</b> AC	98.7 75kw	12	19	9	10	7	11	55	VIACOM	---	TOR
3.6	2.3	2.6	3.2	3.0	12	<b>KNX</b> News	1070 50kw	9	31	22	17	13	8	47	CBS	CBS	CBS
2.5	3.9	2.7	2.6	2.8	13	<b>KPWR</b> CHR	105.9 72kw	11	2	10	13	26	34	45	EMMIS	---	HNWH
2.5	1.9	2.2	2.5	2.7	14	<b>KLVE</b> Span	107.5 29.5kw	22	12	11	12	15	18	82	HEFTEL	---	CAB
2.1	1.8	1.8	2.3	2.5	15	<b>KJQI/KKGO</b> Clas	540/105.1 25kw/18kw	17	20	30	24	19	13	59	MT. WILSON FM	AP	CMBS
1.1	2.0	2.3	1.8	2.4	16	<b>KIKF</b> Ctry	94.3 3kw	19	13	19	15	14	9	65	ASTOR	---	---
2.8	3.8	2.3	3.6	2.4	16	<b>KTWV</b> NAC	94.7 55kw	13	28	21	19	11	6	45	GROUP W	---	G/W
1.7	2.3	2.5	2.3	2.3	18	<b>KFWB</b> News	980 5kw	7	24	27	23	20	12	32	GROUP W	CNN	G/W
3.3	2.5	2.5	2.3	2.3	18	<b>KTNO</b> Span	1020 50kw	24	16	12	11	17	20	98	HEFTEL	---	CAB
1.3	2.1	2.6	2.0	2.1	20	<b>KCBS-FM</b> Gold	93.1 28.5kw	15	36	20	18	12	10	45	CBS	CBS	CBS
3.2	2.3	3.0	2.9	2.0	21	<b>KQLZ</b> AOR	100.3 5.3kw	18	6	13	16	22	29	51	WESTWOOD ONE	SOU	DUR
1.7	1.5	1.8	2.4	1.9	22	<b>KEYZ</b> CHR	95.9 2.5kw	16	11	14	14	21	23	45	WIN	---	---
2.0	2.1	1.8	2.0	1.7	23	<b>KZLA</b> Ctry	93.9 18.5kw	21	21	23	22	18	15	52	MALRITE	---	EAST
1.4	1.4	0.8	1.0	1.5	24	<b>KWIZ</b> Span	1480 5kw	27	17	17	20	25	31	79	LIBERMAN	---	TOR
1.4	1.9	1.2	1.7	1.4	25	<b>KKBT</b> UC	92.3 43kw	30	18	15	21	27	36	77	EVERGREEN	---	MMR
1.1	1.3	2.1	0.9	1.1	26	<b>KKHJ</b> Span	930 5kw	32	23	18	27	31	38	67	LIBERMAN	---	KT-H
1.1	1.6	0.8	1.4	1.1	26	<b>KLIT</b> AC	101.9 2.5kw	23	37	25	26	23	24	41	GOLDEN WEST	---	BAN
2.4	2.7	2.3	1.6	1.1	28	<b>KMPC</b> Sports	710 50(10)kw	25	29	32	32	28	19	46	GOLDEN WEST	---	BAN



12+ POPULATION: 2,099,300 (Black & Hispanic: N/A)

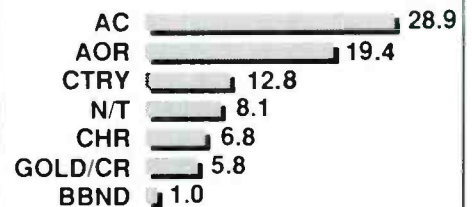
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.5	13.9	16.5	17.2	14.3	1	1	WCCO AC	830 50kw	1	8	9	8	4	1	82	CBS	CBS	CBS
10.8	10.9	10.8	10.2	9.3	2	2	KEYE Ctry	102.1 100kw	3	5	3	2	3	3	76	MALRITE	---	CHR
8.2	8.7	7.9	6.5	8.6	3	3	WLTE AC	102.9 100kw	4	7	7	3	1	2	76	CBS	---	CBS
9.5	8.4	9.1	8.4	7.8	4	4	KQRS-A/F AOR	1440/92.5 5kw/100kw	2	3	1	1	2	8	59	CAP CITIES/ABC	ABC	KATZ
8.5	8.9	7.0	7.2	6.8	5	5	WDGY/KDWB CHR	630/101.3 5kw/100kw	5	1	4	9	9	10	63	MIDCONTINENT	NBC	BAN
3.0	6.4	6.8	5.8	6.4	6	6	KRXX AOR	93.7 100kw	8	2	2	7	10	14	73	ENTERCOM	SOU	HNWH
6.0	7.7	7.1	7.1	6.0	7	7	KSTP-FM AC	94.5 100kw	6	6	5	6	7	6	58	HUBBARD	---	MCG
4.9	4.3	5.3	5.7	5.8	8	8	KQQL Gold	107.9 97kw	7	4	10	4	6	4	61	TRUMPER	---	DUR
4.3	4.2	4.7	3.7	5.2	9	9	KTCJ/KTCZ AOR	690/97.1 .5kw/100kw	9	11	6	5	5	7	64	AMERICAN MEDIA	---	EAST
3.0	3.3	3.9	3.4	4.3	10	10	KSTP Talk	1500 50kw	10	13	11	11	8	5	62	HUBBARD	ABC	MCG
2.0	2.6	1.6	2.3	3.5	11	11	KJJO-A/F Ctry	950/104.1 1kw/100kw	11	12	8	10	11	9	60	PARK	ABC	MMR
1.2	0.7	1.0	1.1	2.0	12	12	KFAN Sports	1130 50(25)kw	12	10	12	12	12	11	43	MALRITE	MBS	CHR
1.9	2.5	1.6	1.8	1.8	13	13	KLBB N/T	1400 1kw	13	14	19	17	13	12	75	LCC	ABC	---
1.5	0.8	1.0	1.9	1.0	14	14	WMIN Nost	1030 50(1)kw	14	18	17	15	16	13	61	BORGEN	UNIS	---

MINNAPOLIS-ST. PAUL

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRXX	1 KEYE	1 KQRS-FM	1 WLTE	1 KQRS-FM	1 WLTE
2 KQRS-FM	2 KSTP-FM	2 KRXX	2 KEYE	2 WCCO	2 KSTP-FM
3 KEYE	3 KDWB-FM	3 KEYE	3 KSTP-FM	3 KEYE	3 KEYE
4 KDWB-FM	4 WLTE	4 WCCO	4 KDWB-FM	4 KTCZ	4 WCCO
5 KTCZ	5 KQRS-FM	5 KTCZ	5 KQRS-FM	5 KQQL	5 KQQL
6 KJJO-FM	6 KTCZ	6 KQQL	6 KQQL	6 KSTP	6 KTCZ
7 WCCO	7 KRXX	7 KSTP	7 KTCZ	7 WLTE	7 KQRS-FM
8 KFAN	8 KJJO-FM	8 KDWB-FM	8 WCCO	8 KRXX	8 KDWB-FM
9 KSTP-FM	9 KQQL	9 WLTE	9 KJJO-FM	9 KFAN	9 KJJO-FM
10 KSTP	10 WCCO	10 KSTP-FM	10 KRXX	10 KSTP-FM	10 KSTP



© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

More than research. Answers<sup>SM</sup>

Harker Research  
919 • 954 • 8300

12+ POPULATION: 2,034,500 (Black: 16.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.1	8.7	19.0	17.5	15.3	1	<b>KMOX</b> Talk	1120 50kw	1	12	9	5	2	1	83	CBS	CBS	CBS
6.7	6.7	9.0	7.9	10.0	2	<b>WIL-FM</b> Ctry	92.3 100kw	2	5	3	2	1	2	95	HERITAGE MEDIA	ABC	EAST
8.8	7.3	8.4	8.6	8.1	3	<b>KSHE</b> AOR	94.7 100kw	3	3	1	1	3	11	83	EMMIS	---	HNWH
7.4	7.0	7.3	7.6	7.2	4	<b>KMJM</b> UC	107.7 100kw	9	1	2	4	7	7	112	NOBLE	---	MCG
4.4	4.8	4.2	4.6	6.0	5	<b>KEZK-FM</b> AC	102.5 100kw	5	6	7	7	4	3	68	FRESH START	UNIU	DUR
5.9	5.2	5.4	4.9	5.0	6	<b>KSD</b> CR	93.7 100kw	4	8	4	3	5	8	55	GANNETT	---	MCG
6.2	5.1	5.6	4.7	5.0	6	<b>KYKY</b> AC	98.1 90kw	7	7	5	6	6	5	61	EZ	---	KATZ
5.0	4.8	3.6	4.8	4.0	8	<b>WKBO*</b> CHR	106.5 90kw	6	2	6	10	14	17	48	LEGEND	---	CHR
2.6	2.8	2.8	3.3	3.7	9	<b>WKKX</b> Ctry	104.1 39kw	10	10	8	8	8	6	76	ZIMMER BR.	---	BAN
3.4	4.8	3.4	4.0	3.3	10	<b>KLOU</b> Gold	103.3 100kw	8	9	15	9	9	4	48	CBS	CBS	CBS
2.1	2.6	2.8	2.0	2.4	11	<b>KFUO</b> Clas	99.1 100kw	11	17	20	11	10	9	51	LUTH. CH./MOS	NBC	CMBS
1.6	1.2	1.1	1.4	2.2	12	<b>WIBV</b> Talk	1260 5kw	15	25	14	17	16	13	75	BELLEVILLE BR.	MBS	---
0.9	1.8	1.1	2.4	2.1	13	<b>KRJY</b> AC	96.3 100kw	14	11	18	12	11	10	60	RICHARD MILLER	---	BAN
1.5	1.4	1.2	2.2	1.8	14	<b>KATZ</b> UC	1600 5kw	17	27	13	15	12	12	70	INTERURBAN BR.	SMN	K&P
1.2	1.5	1.7	1.9	1.7	15	<b>KXOK</b> UC	630 5kw	18	14	12	13	13	15	68	LEGEND	---	MMR
2.5	2.1	1.8	1.6	1.6	16	<b>KXOK-FM*</b> AC	97.1 100kw	12	4	11	16	18	27	38	LEGEND	UNIU	MMR
2.4	1.6	2.1	1.5	1.6	16	<b>WRTH</b> Nost	1430 5kw	20	29	29	28	21	14	70	HERITAGE MEDIA	ABC	EAST
1.1	1.2	0.8	0.6	1.4	18	<b>KEZK</b> AC	590 1kw	22	20	24	25	28	18	84	FRESH START	---	DUR
1.5	1.6	1.6	1.7	1.4	18	<b>WFXB</b> AC	101.1 44kw	13	22	10	14	15	19	37	RIVER CITIES	---	---
1.4	1.4	2.0	1.1	1.3	20	<b>KATZ-FM</b> UC	100.3 50kw	21	15	16	18	17	16	59	INTERURBAN	ABC	K&P
2.4	2.3	1.0	2.0	1.1	21	<b>WEW</b> BBnd	770 1kw	26	23	30	30	30	26	95	WEW RADIO	---	ROS
1.4	1.3	1.3	1.2	1.0	22	<b>KUSA</b> Ctry	550 5kw	19	18	25	24	26	23	43	GANNETT	MBS	MCG
0.8	0.8	0.5	0.5	1.0	22	<b>WGNU</b> Talk	920 .5kw	24	24	27	26	27	25	75	NORMAN BR.	ABC	MK4

\* Started rating period as **KHTK** (CHR).

Continued on Page 50

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 2,033,200 (Black: 24.9%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	7.2	9.5	10.2	7.7	1	<b>WBAL</b> N/T	1090 50kw	1	14	16	10	8	3	82	HEARST	CBS	HNWH
6.9	8.9	8.7	8.0	7.5	2	<b>WPOC</b> Ctry	93.1 16kw	4	11	7	5	1	1	87	NATIONWIDE	ABC	MCG
6.1	7.1	7.3	7.2	7.1	3	<b>WLIF</b> AC	101.9 13.5kw	5	17	6	6	3	2	84	INFINITY	---	EAST
8.1	6.1	6.3	6.4	6.3	4	<b>WXYV</b> UC	102.7 50kw	6	3	2	1	5	7	79	SUMMIT	---	MCG
5.5	5.5	5.2	5.7	5.8	5	<b>WIYY</b> AOR	97.9 13.5kw	2	2	1	1	7	14	65	HEARST	ABC	HNWH
5.6	5.7	5.3	5.9	5.7	6	<b>WQSR</b> GoId	105.7 50kw	8	10	8	3	2	4	79	SCONNIX	---	CHR
6.3	5.4	5.6	5.3	5.5	7	<b>WWMX</b> AC	106.5 7.4kw	3	4	5	4	4	5	63	CAPITOL BR. CO.	---	KATZ
3.3	4.6	4.7	4.2	4.9	8	<b>WERQ</b> CHR	92.3 37kw	7	1	4	8	9	13	67	UNITED	AP	MMR
2.8	2.4	3.7	3.8	3.4	9	<b>WHFS</b> NR	99.1 50kw	10	6	3	7	10	23	74	DUCHOSSOIS	AP	BAN
4.3	2.7	3.1	3.0	3.4	9	<b>WWIN-FM</b> UC	95.9 3kw	12	12	9	9	6	6	79	RADIO ONE	---	TOR
3.6	4.3	2.8	2.5	3.2	11	<b>WCBM</b> N/T	680 10(5)kw	14	18	20	18	15	8	80	MANGIONE	ABC	KATZ
2.4	2.6	2.4	1.8	3.0	12	<b>WITH</b> BBnd	1230 1kw	16	29	36	37	36	12	109	ATLANTIC COAST	MBS	ROS
4.2	2.8	3.2	3.7	2.4	13	<b>WBSB*</b> AC	104.3 50kw	9	8	11	12	12	10	43	SCRIPPS HOWARD	ABC	BAN
1.1	1.2	1.6	1.4	2.3	14	<b>WCAO</b> Rel	600 5kw	19	9	25	15	14	9	98	SUMMIT	NBC	MCG
1.9	1.9	1.7	2.2	2.3	14	<b>WGRX</b> CR	100.7 16kw	11	7	12	11	11	11	53	SHAMROCK COMM.	ABC	DUR
2.6	2.4	1.7	2.2	1.9	16	<b>WWDC-FM</b> AOR	101.1 22.5kw	13	13	10	13	13	15	48	CAPITOL	UNIP	CHR
1.0	1.0	1.3	1.4	1.6	17	<b>WRBS</b> Rel	95.1 50kw	18	35	24	22	20	16	71	PETER & JOHN	---	---
1.9	1.8	1.7	1.8	1.3	18	<b>WPGC-FM</b> CHR	95.5 50kw	15	5	15	17	22	31	42	COOK INLET	---	BAN
1.6	1.9	1.8	0.9	1.2	19	<b>WWIN</b> UC	1400 1kw	20	21	18	16	17	19	61	RADIO ONE	---	TOR
1.4	1.0	0.9	1.5	1.1	20	<b>WHUR</b> UC	96.3 24kw	21	15	17	19	16	24	59	HOWARD UNIV.	---	DUR
0.3	0.6	0.7	1.1	1.1	20	<b>WJFK</b> Misc	1300 5kw	23	24	13	14	18	26	71	INFINITY	ABC	TOR
0.5	0.8	0.5	0.5	1.0	22	<b>WMZQ-A/F</b> Ctry	1390/98.7 5kw/50kw	25	32	22	23	21	20	74	VIACOM	---	CHR

\*Now **WVRT**.

Continued on Page 50

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

**Lauren A. Colby, Esq.**  
COMMUNICATIONS ATTORNEY

10 East 4th Street  
Frederick, Maryland 21701

**SPECIAL ATTENTION TO DIFFICULT CASES**

TELEPHONE: 301-663-1086 FAX: 301-695-8734

# #16

# ANAHEIM-SANTA ANA

ANAHEIM-SANTA ANA

Continued from Page 46

12+ POPULATION: 2,124,600 (Black: N/A; Hispanic: 22.9%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KROQ	1 KOST	1 KLOS	1 KBIG	1 KLOS	1 KBIG	N/T 15.4
2 KLSX	2 KLAX	2 KLSX	2 KOST	2 KFI	2 KOST	AC 14.5
3 KLAX	3 KIIS-FM	3 KROQ	3 KRTH	3 KRTH	3 KRTH	SPAN 11.7
4 KLOS	4 KBIG	4 KLAX	4 KIIS-FM	4 KLSX	4 KIIS-FM	GOLD/CR 11.5
5 KRTH	5 KRTH	5 KRTH	5 KLAX	5 KOST	5 KYSR	CHR 9.2
6 KQLZ	6 KLSX	6 KFI	6 KLOS	6 KBIG	6 KLOS	AOR 6.3
7 KTNQ	7 KLOS	7 KOST	7 KYSR	7 KROQ	7 KFI	CTRY 4.1
8 KPWR	8 KROQ	8 KTNQ	8 KLSX	8 KLAX	8 KLAX	NR 4.1
9 KYSR	9 KLVE	9 KBIG	9 KROQ	9 KYSR	9 KIKF	CLAS 2.5
10 KLVE	10 KEZY	10 KQLZ	10 KIKF	10 KTNQ	10 KLSX	NAC 2.4
						UC 1.1

# #18

# ST. LOUIS

ST. LOUIS

Continued from Page 48

12+ POPULATION: 2,034,500 (Black: 16.4%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSHE	1 WIL	1 KSHE	1 WIL	1 KSHE	1 WIL	N/T 18.5
2 KSD	2 KMJM	2 KSD	2 KEZK	2 KMOX	2 KEZK	AC 17.5
3 KMJM	3 KYKY	3 WIL	3 KYKY	3 WIL	3 KMOX	CTRY 14.7
4 WIL	4 KEZK	4 KMOX	4 KMJM	4 KSD	4 KYKY	UC 10.7
5 KMOX	5 KSHE	5 KMJM	5 KMOX	5 KMJM	5 KMJM	GOLD/CR 8.3
6 WKKX	6 KSD	6 WKKX	6 KSHE	6 WKKX	6 KLOU	AOR 8.1
7 KYKY	7 WKBQ	7 KYKY	7 KSD	7 KYKY	7 WKKX	CHR 4.0
8 WKBQ	8 WKKX	8 KEZK	8 WKBQ	8 KEZK	8 WKKX	BBND 2.7
9 KATZ-FM	9 KXOK-FM	9 KLOU	9 KLOU	9 KLOU	9 KFBU	CLAS 2.4
10 WIBV	10 WFXB	10 WKBQ	10 WKKX	10 WIBVLE	10 KSHE	JAZZ 1.3

# #19

# BALTIMORE

BALTIMORE

Continued from Page 49

12+ POPULATION: 2,033,200 (Black: 24.9%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WIVY	1 WXYV	1 WIYY	1 WWMX	1 WQSR	1 WLIF	AC 15.0
2 WHFS	2 WLIF	2 WQSR	2 WLIF	2 WIYY	2 WPOC	UC 12.0
3 WXYV	3 WIYY	3 WXYV	3 WXYV	3 WPOC	3 WWMX	N/T 10.9
4 WERQ-FM	4 WERQ-FM	4 WHFS	4 WPOC	4 WBAL	4 WQSR	CTRY 8.5
5 WQSR	5 WWMX	5 WWMX	5 WQSR-FM	5 WWMX	5 WXYV	GOLD/CR 8.0
6 WWDC-FM	6 WPOC	6 WPOC	6 WERQ-FM	6 WXYV	6 WWIN-FM	AOR 7.7
7 WWMX	7 WHFS	7 WBAL	7 WIYY	7 WWIN-FM	7 WBSB	CHR 6.2
8 WPOC	8 WBSB	8 WWIN-FM	8 WWIN-FM	8 WLIF	8 WBAL	REL 3.9
9 WGRX	9 WQSR	9 WGRX	9 WBSB	9 WHFS	9 WERQ-FM	NR 3.4
10 WJFK	10 WWIN-FM	10 WERQ-FM	10 WHFS	10 WGRX	10 WCAO	BBND 3.0
						MISC 1.1

12+ POPULATION: 1,881,900 (Black: 7.5%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.3	2.0	13.1	13.8	15.2	1	1	<b>KDKA</b> N/T	1020 50kw	1	13	6	5	4	1	83	GROUP W	NBC	G/W
11.7	9.7	10.4	10.3	8.7	2	2	<b>WDVE</b> AOR	102.5 55kw	2	5	1	1	1	6	84	BR. ALCHEMY	SOU	CHR
6.6	6.0	7.0	6.4	8.1	3	3	<b>WDSY-FM</b> Ctry	107.9 50kw	5	6	3	3	3	3	97	ENTERCOM	UNIP	DUR
8.9	8.8	9.4	9.5	7.3	4	4	<b>WWSW-A/F</b> Gold	970/94.5 5kw/50kw	3	8	7	2	2	2	68	SHAMROCK BR.	ABC	MCG
6.2	6.1	5.8	4.7	6.3	5	5	<b>WSHH</b> AC	99.7 10.5kw	7	10	10	7	5	4	78	RENDA	UPI	EAST
5.6	5.6	4.6	5.4	5.8	6	6	<b>WTAE</b> Talk	1250 5kw	6	18	12	12	9	5	70	HEARST	ABC	KATZ
5.0	5.8	5.0	4.8	5.2	7	7	<b>WAMO-FM</b> UC	105.9 72kw	12	2	2	4	6	9	100	SHERIDAN	AURN	HNWH
4.8	5.3	5.9	5.4	4.5	8	8	<b>WBZZ</b> CHR	93.7 41kw	4	1	4	6	7	10	49	EZ	---	BAN
4.3	4.2	4.0	5.1	4.3	9	9	<b>WJAS</b> BBnd	1320 5kw	13	22	26	20	18	8	84	RENDA	CNN	EAST
2.8	5.2	4.5	4.1	3.0	10	10	<b>WLTJ</b> AC	92.9 47kw	10	9	11	11	8	7	51	WLTJ INC.	---	MMR
3.7	4.1	3.3	3.8	3.0	10	10	<b>WMXP*</b> CHR	100.7 17kw	8	3	9	10	11	13	46	SIGNATURE	ABC	DUR
2.4	2.9	3.6	2.8	2.9	12	12	<b>WRRK**</b> AOR	96.9 45kw	11	4	5	8	12	20	54	BENNS	ABC	MMR
3.6	4.1	3.7	3.8	2.7	13	13	<b>WVTY</b> AC	96.1 50kw	9	7	8	9	10	11	44	HEARST	---	KATZ
2.0	2.0	2.0	2.3	1.8	14	14	<b>KQV</b> News	1410 5kw	14	25	20	19	20	12	48	CALVARY	CBS	TCR
1.2	1.2	1.2	1.3	1.5	15	15	<b>WMBS</b> AC	590 1kw	19	12	23	22	23	19	93	FAYETTE	CBS	REG
2.0	0.5	0.7	0.6	1.5	15	15	<b>WORD***</b> Rel	104.7 50kw	15	23	19	15	14	14	60	SALEM	---	SRR
0.9	0.8	1.1	0.8	1.1	17	17	<b>WPIT-FM****</b> Rel	101.5 48kw	16	14	14	14	15	18	50	SALEM	---	---
0.8	1.1	0.9	1.2	1.0	18	18	<b>WWKS</b> CR	106.7 47kw	17	20	13	13	13	15	53	BALTIMORE RADIO	UNIS	DOMA

\*Now **WTKB** (Ctry), under an LMA with **EZ**. \*\*Now Classic Rock. \*\*\*Now **WXRB** (Ctry). \*\*\*\*Now **WORD-FM** (Rel).

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Continued on Page 54

# KDKA RADIO 1020



News/Talk

Another Group W Radio Market!

TAMPA-ST. PETER

12+ POPULATION: 1,865,400 (Black: 7.7%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	12.3	11.9	12.3	13.7	1	<b>WQYK-FM</b> <i>Ctry</i>	99.5 100kw	1	4	2	1	1	1	115	INFINITY	---	KATZ
10.3	8.4	7.7	7.5	7.7	2	<b>WWRM</b> <i>AC</i>	107.3 100kw	3	11	8	7	3	2	92	COX	---	DUR
4.5	7.8	7.1	7.0	7.2	3	<b>WFLA</b> <i>N/T</i>	970 5kw	5	16	10	10	7	4	91	JACOR	ABC	EAST
6.6	6.4	6.5	6.0	6.7	4	<b>WDAE/WUSA</b> <i>AC</i>	1250/100.7 5kw/100kw	4	10	6	2	2	3	84	GANNETT	ABC	MCG
6.0	6.3	4.9	6.5	6.3	5	<b>WFLZ</b> <i>CHR</i>	93.3 100kw	2	1	3	4	9	9	74	JACOR	ABC	EAST
5.7	4.2	4.5	5.1	5.8	6	<b>WGUL-A/F</b> <i>BBnd</i>	860/100.5 2kw/6kw	12	17	24	21	16	11	122	GULF AMERICAN	UNIS	K&P
7.1	5.6	6.9	6.0	5.3	7	<b>WXTB</b> <i>AOR</i>	97.9 100kw	9	3	1	3	10	19	85	GREAT AMERICAN	ABC	BAN
6.5	6.2	5.9	6.3	4.8	8	<b>WMTX-A/F</b> <i>AC</i>	1040/95.7 5kw/100kw	7	5	5	5	4	7	74	METROPLEX	---	MMR
5.5	5.2	3.9	4.5	4.3	9	<b>WYNF</b> <i>AOR</i>	94.9 100kw	8	8	4	6	5	12	65	CBS	CBS	CBS
3.7	4.1	4.3	4.3	4.0	10	<b>WRBQ-FM</b> <i>CHR</i>	104.7 100kw	6	2	7	11	11	10	52	CLEAR CHANNEL	ABC	CHR
2.6	4.8	5.0	4.1	3.6	11	<b>WHPT</b> <i>AC</i>	102.5 100kw	11	12	9	8	6	6	72	PAXSON BR.	---	BAN
4.6	3.4	3.6	3.7	3.6	11	<b>WYUU</b> <i>Gold</i>	92.5 50kw	10	24	11	9	8	5	69	ENTERCOM	---	HNWH
3.4	4.5	5.4	4.3	3.1	13	<b>WDUV</b> <i>B/EZ</i>	103.3 100kw	13	14	17	14	13	8	68	SUNSHINE STATE	MBS	CHR
2.2	1.5	1.6	1.3	1.8	14	<b>WLUV-FM</b> <i>Nost</i>	106.3 3.3kw	17	22	25	26	24	15	95	PASCO PINELLA	AP	---
0.0	1.5	1.7	2.5	1.5	16	<b>WRBQ</b> <i>UC</i>	1380 5kw	15	7	12	12	12	13	77	CLEAR CHANNEL	SMN	CHR
2.6	2.0	1.4	0.7	1.5	16	<b>WSUN</b> <i>Talk</i>	620 10kw	14	13	13	13	14	14	62	COX	NBC	DUR
0.7	0.8	0.4	1.0	1.0	18	<b>WQYK</b> <i>Ctry</i>	1010 50(5)kw	16	15	19	20	19	17	55	INFINITY	---	KATZ

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXTB	1 WMTX-FM	1 WYNF	1 WQYK-FM	1 WQYK-FM	1 WQYK-FM	AC 22.8
2 WYNF	2 WQYK-FM	2 WXTB	2 WUSA	2 WYNF	2 WUSA	CTRY 14.7
3 WQYK-FM	3 WUSA	3 WQYK-FM	3 WMTX-FM	3 WFLA	3 WMTX-FM	CHR 10.3
4 WFLZ	4 WFLZ	4 WFLA	4 WFLA	4 WYUU	4 WWRM-FM	AOR 9.6
5 WUSA	5 WXTB	5 WFLZ	5 WWRM-FM	5 WUSA	5 WHPT	N/T 8.7
6 WRBQ-FM	6 WRBQ-FM	6 WYUU	6 WHPT	6 WWRM	6 WYUU	BBND 7.6
7 WMTX-FM	7 WWRM	7 WUSA	7 WRBQ-FM	7 WHPT	7 WRBQ-FM	GOLD/CR 3.6
8 WFLA	8 WHPT	8 WHPT	8 WXTB	8 WXTB	8 WFLZ	B/EZ 3.1
9 WHPT	9 WYNF	9 WWRM-FM	9 WYUU	9 WFLZ	9 WFLA	UC 1.5
10 WWRM	10 WYUU	10 WRBQ-FM	10 WYNF	10 WMTX	10 WYNF	

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 1,854,800 (Black: N/A; Hispanic: 14.6%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.7	10.9	11.7	12.5	10.9	1	1	<b>KNIX</b> Ctry	102.5 98kw	1	7	3	1	1	1	78	BUCK OWENS	---	KATZ
9.6	8.0	7.5	6.8	7.5	2	2	<b>KTAR</b> N/T	620 5kw	2	19	13	7	3	2	63	PULITZER	ABC	CBS
7.3	7.1	6.3	7.9	6.7	3	3	<b>KMLE</b> Ctry	107.9 100kw	4	3	2	3	2	8	76	SHAMROCK BR.	---	EAST
3.1	3.9	4.2	3.2	6.1	4	4	<b>KOY</b> Nost	550 5(1)kw	14	24	25	25	19	6	117	EDENS	UNIS	CHR
6.5	5.4	6.9	6.0	5.9	5	5	<b>KUPD</b> AOR	97.9 100kw	3	6	1	2	6	15	63	TRI-STATE	---	BAN
4.3	3.2	4.1	5.5	5.2	6	6	<b>KFYI</b> News	910 5kw	11	21	15	13	9	4	84	BROADCAST GR.	CBS	DUR
5.5	4.8	6.4	4.9	4.7	7	7	<b>KKLT</b> AC	98.7 115kw	7	11	12	10	5	3	64	PULITZER	---	CBS
3.1	3.6	3.9	3.9	4.4	8	8	<b>KKFR</b> CHR	92.3 100kw	8	1	7	11	14	21	63	BROADCAST GR.	---	DUR
4.2	4.9	4.1	3.2	4.0	9	9	<b>KOPA/KSLX</b> CR	1440/100.7 5kw/100kw	6	14	4	4	4	10	54	GREAT AMERICAN	SMN	EAST
3.1	3.6	3.6	4.5	3.8	10	10	<b>KVRY</b> AC	104.7 100kw	9	5	5	6	11	16	55	NATIONWIDE	---	MCG
2.3	1.2	2.0	4.2	3.6	11	11	<b>KPSN</b> Gold	96.9 100kw	12	9	14	8	7	5	65	BONNEVILLE INT.	---	CBS
4.3	3.3	3.5	4.0	3.4	12	12	<b>KOY-FM</b> CHR	95.5 96kw	5	2	10	16	16	14	42	EDENS	---	CHR
3.5	3.5	4.1	4.1	3.3	13	13	<b>KDKB</b> AOR	93.3 100kw	10	12	8	5	10	12	50	SANDUSKY	---	TOR
2.7	2.8	2.0	2.7	3.1	14	14	<b>KZON</b> AOR	101.5 100kw	16	25	11	9	8	9	76	SUNDANCE	AP	MMR
2.9	3.6	3.1	2.9	2.9	15	15	<b>KESZ</b> AC	99.9 100kw	15	15	9	12	12	11	62	MEDIA AMERICA	---	BAN
2.8	3.4	3.6	2.7	2.8	16	16	<b>KOOL-FM</b> Gold	94.5 100kw	13	10	16	15	13	7	53	FRESH START	---	HNWH
1.6	2.0	2.0	2.0	2.6	17	17	<b>KZRX</b> AOR	100.3 90kw	17	8	6	14	17	28	78	FIRST CITY	ABC	ROS
2.3	2.2	1.5	1.7	1.4	18	18	<b>KONC*</b> Clas	106.3 3kw	18	20	22	21	18	18	65	RESOURCE MEDIA	NBC	CMBS
1.4	2.0	1.8	1.9	1.4	18	18	<b>KUKQ</b> NR	1060 5(1)kw	20	4	17	18	22	25	80	TRI-STATE	---	BAN
2.0	1.1	1.0	1.2	1.3	20	20	<b>KOOL</b> Gold	960 5kw	19	13	21	17	15	13	62	FRESH START	SMN	HNWH

\*Now KEDJ (NR)

Continued on Page 54

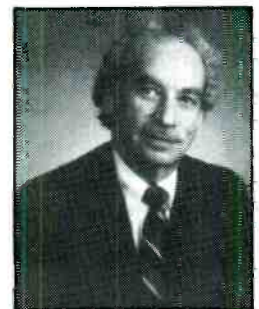
©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

Success is the Best Recommendation...

NF&A

Norman Fischer & Associates, Inc.

Media Brokerage • Appraisals • Management Consultants  
1209 Parkway • Austin, Texas 78703 • (512)476-9457



Norman Fischer, President

Over 20 years experience – A full service brokerage firm successfully representing buyers and sellers throughout the U.S.

# #20

# PITTSBURGH

PITTSBURGH

Continued from Page 51

12+ POPULATION: 1,881,900 (Black: 7.5%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE	1 WAMO-FM	1 WDVE	1 WWSW-FM	1 WDVE	1 WDSY-FM	N/T 22.8
2 WRRK	2 WDVE	2 WWSW-FM	2 WAMO-FM	2 WWSW-FM	2 WWSW-FM	AC 13.5
3 WDSY-FM	3 WBZZ	3 WDSY-FM	3 WDSY-FM	3 WDSY-FM	3 KDKA	AOR 11.6
4 KDKA	4 WDSY-FM	4 KDKA	4 WBZZ	4 KDKA	4 WSHH	GOLD/CR 8.3
5 WAMO-FM	5 WMXP	5 WRRK	5 WDVE	5 WSHH-FM	5 WAMO-FM	CTRY 8.1
6 WBBZ	6 WVTY	6 WAMO-FM	6 KDKA	6 WTAE	6 WLTJ	CHR 7.5
7 WVTY	7 WWSW-FM	7 WBZZ	7 WSSH	7 WAMO-FM	7 WBZZ	UC 5.2
8 WWSW-FM	8 KDKA	8 WTAE	8 WLTJ	8 WVTY	8 WDVE	BBND 4.3
9 WSSH	9 WRRK	9 WSHH	9 WMXP	9 WRRK	9 WVTY	REL 2.6
10 WMXP	10 WLTJ	10 WVTY	10 WVTY	10 WBZZ	10 WMXP	

# #22

# PHOENIX

PHOENIX

Continued from Page 53

12+ POPULATION: 1,854,800 (Black: N/A; Hispanic: 14.6%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD	1 KNIX	1 KUPD	1 KNIX	1 KNIX	1 KNIX	CTRY 17.6
2 KZRZ	2 KMLE	2 KSLX	2 KMLE	2 KSLX	2 KKL	AOR 14.8
3 KSLX	3 KVR	3 KNIX	3 KVR	3 KTAR	3 KMLE	N/T 12.7
4 KMLE	4 KUPD	4 KMLE	4 KKL	4 KUPD	4 KPSN	GOLD/CR 11.7
5 KDKB	5 KESZ	5 KTAR	5 KESZ	5 KFYI	5 KVR	AC 11.4
6 KKFR	6 KZON	6 KDKB	6 KPSN	6 KDKB	6 KESZ	CHR 7.8
7 KNIX	7 KKL	7 KFYI	7 KUPD	7 KMLE	7 KZON	BBND 6.1
8 KFYI	8 KKFR	8 KZRZ	8 KZON	8 KZON	8 KTAR	CLAS 1.4
9 KOY-FM	9 KDKB	9 KKFR	9 KOOL-FM	9 KPSN	9 KOOL-FM	NR 1.4
10 KTAR	10 KSLX	10 KZON	10 KSLX	10 KOOL-FM	10 KSLX	

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

# More than research. Answers<sup>SM</sup>

## Harker Research

919 • 954 • 8300



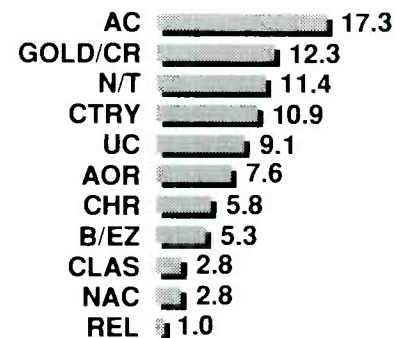
12+ POPULATION: 1,737,300 (Black: 17.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
6.3	8.3	9.6	8.0	10.9	1	<b>WGAR</b> Ctry	99.5 50kw	3	7	4	4	2	1	106	NATIONWIDE	ABC	HNWH
5.6	6.4	7.2	7.2	8.0	2	<b>WMJI</b> Gold	105.7 27kw	2	9	7	2	1	2	78	LEGACY	---	KATZ
10.2	7.7	8.6	7.0	7.6	3	<b>WMMS</b> AOR	100.7 34kw	1	5	1	1	3	9	65	MALRITE	SOU	KATZ
7.0	6.3	6.7	6.7	7.2	4	<b>WZAK</b> UC	93.1 27.5kw	10	2	2	3	5	6	106	ZAPIS	CBS	DUR
6.1	7.7	7.4	6.4	6.3	5	<b>WDOK</b> AC	102.1 12kw	5	10	8	8	7	3	72	INDEPENDENT/CL	---	MMRE
9.1	6.7	7.2	6.2	5.9	6	<b>WLTF</b> AC	106.5 11kw	6	6	5	5	4	4	67	BOOTH BR.	AP	CHR
5.1	4.9	3.7	4.8	5.7	7	<b>WWWE</b> N/T	1100 50kw	7	14	13	10	10	5	72	BOOTH BR.	CBS	CHR
5.4	5.9	5.3	6.4	5.3	8	<b>WRMR</b> B/EZ	850 10(5)kw	12	18	25	21	18	8	101	INDEPENDENT/CL	AP	MMRE
5.5	5.5	5.7	5.5	5.1	9	<b>WQAL</b> AC	104.1 11kw	4	3	6	6	6	7	53	WIN	UNIS	BAN
4.6	4.6	4.0	4.4	4.3	10	<b>WNCX</b> CR	98.5 16kw	8	11	3	7	8	14	56	METROPLEX	ABC	MCG
3.0	3.9	4.7	4.5	3.3	11	<b>WJMO-FM</b> CHR	92.39 40kw	9	1	10	12	14	16	47	UNITED	ABC	MMR
2.0	2.6	2.2	2.2	2.8	12	<b>WCLV</b> Clas	95.5 31kw	16	20	17	15	15	12	84	RADIO SEAWAY	---	CMBS
2.8	2.9	2.5	3.0	2.8	12	<b>WNWV</b> NAC	107.3 50kw	15	17	12	9	9	10	68	ELYRIA-LORAIN	---	TOR
1.5	1.6	2.6	3.1	2.6	14	<b>WKNR</b> Sports	1220 50kw	14	13	11	13	11	13	58	C.V. ASSOC.	ABC	EAST
3.7	2.5	2.5	2.8	2.5	15	<b>WENZ</b> CHR	107.9 70kw	11	4	9	11	12	18	45	ARDMAN	SOU	TOR
1.7	1.5	1.0	1.9	2.0	16	<b>WHK</b> N/T	1420 5kw	13	22	19	17	16	15	41	MALRITE	BRN	KATZ
2.2	2.3	2.1	2.5	1.9	17	<b>WJMO</b> UC	1490 1kw	17	16	15	14	13	11	65	UNITED	ABC	MMR
2.6	2.5	2.0	1.4	1.1	18	<b>WERE</b> N/T	1300 5kw	18	15	20	19	20	19	38	METROPLEX	CNN	MCG
1.5	1.2	1.5	1.3	1.0	19	<b>WABQ</b> Rel	1540 1kw	23	25	21	23	23	17	106	WABQ, INC.	AURN	---

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WLTF	1 WMMS	1 WLTF	1 WMJI	1 WLTF
2 WNCX	2 WMMS	2 WMJI	2 WZAK	2 WMMS	2 WMJI
3 WZAK	3 WZAK	3 WNCX	3 WQAL	3 WGAR	3 WGAR
4 WGAR	4 WQAL	4 WGAR	4 WGAR	4 WGAR	4 WDOK
5 WMJI	5 WGAR	5 WZAK	5 WMJI	5 WNXS	5 WQAL
6 WKNR	6 WDOK	6 WWWE	6 WDOK	6 WWWE	6 WZAK
7 WQAL	7 WNCX	7 WKNR	7 WMMS	7 WRKN	7 WMMS
8 WLTF	8 WMJI	8 WQAL	8 WNWV	8 WQAL	8 WNWV
9 WENZ	9 WJMO	9 WLTF	9 WJMO	9 WDOK	9 WJMO
10 WNWV	10 WENZ	10 WDOK	10 WNCX	10 WLTF	10 WJMO-FM



©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 1,557,800 (Black: N/A; Hispanic: 11.3%)

DENVER	FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
						12+ADH KWK												
	8.3	8.5	9.6	13.0	10.8	1	<b>KYGO-FM</b> Ctry	98.5 100kw	2	3	2	1	1	1	89	JEFFERSON-PILOT	---	CBS
	9.7	8.6	8.6	7.0	8.8	2	<b>KOA</b> N/T	850 50kw	1	8	13	5	3	2	59	JACOR	ABC	EAST
	6.3	6.0	6.3	6.2	6.5	3	<b>KBPI</b> AOR	105.9 99kw	5	2	1	3	8	17	80	GREAT AMERICAN	SOU	BAN
	6.1	6.2	6.2	4.5	6.3	4	<b>KBCO-A/F</b> AOR	1190/97.3 5kw/100kw	7	12	3	2	2	6	82	NOBLE	---	MMR
	7.0	6.4	7.8	5.3	6.1	5	<b>KOSI</b> AC	101.1 100kw	3	13	8	8	4	3	63	TRIBUNE	---	BAN
	4.6	5.9	5.7	5.4	6.0	6	<b>KQKS</b> CHR	104.3 58kw	8	1	4	6	11	16	80	WESTERN CITIES	---	TOR
	5.7	6.4	6.3	5.9	5.3	7	<b>KXKL-A/F</b> Gold	1280/105.1 5kw/100kw	4	4	9	7	5	4	60	SHAMROCK BR.	---	KATZ
	5.5	5.0	4.5	4.3	4.8	8	<b>KHOW-A/F</b> AC	630/95.7 5kw/100kw	9	11	12	9	7	5	65	NOBLE	MBS	MMR
	4.3	4.0	3.8	5.0	4.8	8	<b>KRFX</b> CR	103.5 100kw	6	18	5	4	6	7	61	JACOR	CBS	EAST
	3.2	4.5	5.0	4.0	3.4	10	<b>KMJI</b> AC	100.3 100kw	10	9	7	10	10	11	52	GENESIS	---	CHR
	3.7	2.4	2.9	2.6	3.0	11	<b>KHIH</b> NAC	94.7 100kw	12	24	14	11	9	8	68	CLG MEDIA	---	HNWH
	4.0	4.1	3.0	3.1	2.8	12	<b>KAZY*</b> AOR	106.7 100kw	11	6	6	12	12	24	48	JACOR	ABC	MCG
	2.9	2.3	2.4	2.7	2.7	13	<b>KVOD</b> Clas	99.5 100kw	14	16	15	16	14	9	67	HENRY	---	CMBS
	1.1	1.9	2.2	1.9	2.4	14	<b>KYGO</b> Ctry	950 5kw	16	32	23	17	17	12	69	JEFFERSON-PILOT	AP	CBS
	2.6	2.2	4.1	3.2	2.3	15	<b>KRXY-A/F**</b> AC	1600/107.5 5kw/91kw	13	5	10	13	15	18	54	JEFFERSON-PILOT	ABC	CBS
	2.3	2.3	2.0	2.3	2.0	16	<b>KYBG</b> B/EZ	1090 50(.5)kw	15	29	17	15	13	10	54	CENTURY	NBC	TOR
	2.3	1.9	2.0	2.4	1.8	17	<b>KRZN</b> Nost	760 5(1)kw	17	23	32	21	22	13	63	GENESIS	---	CHR
	2.6	3.3	2.4	2.5	1.7	18	<b>KEZW</b> BBnd	1430 5kw	20	28	33	31	30	15	78	TRIBUNE	SMN	BAN
	0.5	0.5	0.8	0.9	1.7	18	<b>KNUS</b> N/T	710 5kw	19	15	21	18	19	14	71	ALAMEDA ENT.	CNN	---
	2.1	2.3	1.6	1.7	1.7	20	<b>KTCL</b> NR	93.3 100kw	18	10	11	14	16	23	62	US MEDIA	---	MCG

\*Operates under an LMA with KRFX. \*\*Now KWMX-AM & FM.

Continued on Page 62

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

# More than research. Answers<sup>SM</sup>

## Harker Research

919 • 954 • 8300

12+ POPULATION: 1,473,700 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.9	10.4	9.5	9.5	10.5	1	1	<b>KUPL-A/F</b> Ctry	1330/98.5 5kw/100kw	2	8	3	2	1	1	88	SCRIPPS HOWARD	AP	BAN
7.3	6.5	6.4	7.0	8.2	2	2	<b>KXL</b> N/T	750 50kw	5	16	11	9	6	4	79	KAYE-SMITH	CBS	MCG
8.0	7.7	8.4	7.8	8.0	3	3	<b>KKRZ</b> CHR	100.3 95kw	3	1	2	4	10	15	73	GREAT AMERICAN	---	KATZ
7.8	9.0	10.7	6.4	7.5	4	4	<b>KEX</b> AC	1190 50kw	1	13	9	8	5	2	60	GREAT AMERICAN	ABC	KATZ
5.7	4.5	6.7	5.8	7.1	5	5	<b>KUFO</b> AOR	101.1 100kw	6	2	1	1	7	13	76	HENRY	---	EAST
6.4	5.1	6.0	5.9	6.1	6	6	<b>KKSN-FM</b> Gold	97.14 100kw	4	3	10	6	2	3	57	HERITAGE	UNIU	CHR
6.4	5.8	5.8	6.3	5.6	7	7	<b>KKCW</b> AC	103.3 95kw	7	9	5	5	4	6	67	TRUMPER	---	DUR
8.5	8.5	5.5	5.7	5.2	8	8	<b>KGW/KINK</b> AOR	620/101.9 5kw/100kw	9	12	7	3	3	5	68	EMBARCADO MEDIA	---	MMR
4.0	5.9	3.3	4.2	4.4	9	9	<b>KGON</b> CR	92.3 100kw	8	6	4	7	8	9	57	APOGEE	---	HNWH
4.1	5.1	5.1	6.5	4.2	10	10	<b>KWJJ-FM</b> Ctry	99.5 52kw	10	5	6	10	9	7	60	PARK	ABC	HNWH
3.9	3.8	4.4	3.8	3.5	11	11	<b>KKSN</b> Gold	910 5kw	13	18	20	19	16	11	77	HERITAGE	UNIS	CHR
3.2	3.6	3.0	2.6	2.7	12	12	<b>KXYQ</b> AC	105.1 100kw	11	4	8	11	11	14	47	FIRST CITY	ABC	TOR
3.9	3.5	3.3	4.2	2.6	13	13	<b>KXL-FM</b> AC	95.5 100kw	12	24	14	13	12	8	52	KAYE-SMITH	---	MCG
1.7	1.3	1.7	2.1	1.9	14	14	<b>KMXI</b> Gold	106.7 94kw	14	14	12	12	13	12	54	FAIRMONT	SOU	HNWH
0.9	1.5	1.1	1.4	1.8	15	15	<b>KPDQ-FM</b> Rel	93.7 100kw	15	15	17	14	14	10	60	SALEM	---	---
0.0	1.0	1.1	1.4	1.4	16	16	<b>KFXX</b> Sports	1520 50/10kw	16	11	13	15	15	16	62	APOGEE	CNN	HNWH

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUFO	1 KUPL-FM	1 KUFO	1 KUPL-FM	1 KXL	1 KUPL-FM	AC 18.4
2 KGON	2 KUFO	2 KGON	2 KKCW-FM	2 KINK	2 KKCW-FM	GOLD/CR 15.9
3 KKRZ	3 KKRZ	3 KINK	3 KKSN-FM	3 KUFO	3 KKSN-FM	CTRY 14.7
4 KKCW	4 KKCW	4 KKRZ	4 KKRZ	4 KUPL-FM	4 KEX	AOR 12.3
5 KUPL-FM	5 KXYQ	5 KXL	5 KUFO	5 KGON	5 KINK	N/T 9.6
6 KWJJ-FM	6 KWJJ-FM	6 KUPL-FM	6 KINK	6 KKSN-FM	6 KWJJ-FM	CHR 8.0
7 KINK	7 KKSN-FM	7 KEX	7 KEX	7 KEX	7 KXL	REL 1.8
8 KXL	8 KINK	8 KKSN-FM	8 KWJJ-FM	8 KKCW-FM	8 KXYQ-FM	
9 KEX	9 KGON	9 KKCW	9 KXYQ	9 KWJJ-FM	9 KXL-FM	
10 KFXX	10 KEX	10 KWJJ-FM	10 KXL	10 KKRZ	10 KKRZ	

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 1,330,200 (Black: 12.3%;Hispanic: N/A)

MILWAUKEE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.0	10.0	11.7	11.7	11.1	1	WTMJ N/T	620 5kw	1	7	12	6	3	1	65	JOURNAL COMM.	CBS	CHR
8.3	8.4	7.9	7.7	7.9	2	WMIL Ctry	106.1 50kw	5	13	8	5	2	2	90	SUNDANCE	---	CBS
5.9	6.3	6.9	6.3	7.0	3	WKLH CR	96.5 20kw	4	12	2	1	1	4	79	SAGA	---	MCG
7.4	5.9	6.7	6.6	6.4	4	WOKY BBnd	920 5(1)kw	11	18	24	20	17	6	98	SUNDANCE	MBS	CBS
6.2	6.1	6.2	4.5	6.2	5	WLZR-FM AOR	102.9 50kw	6	2	1	2	6	15	75	GREAT AMERICAN	ABC	EAST
4.8	4.8	3.8	3.7	5.5	6	WISN Talk	1130 50(10)kw	7	15	11	12	7	5	69	HEARST	ABC	KATZ
7.1	6.4	6.1	6.0	5.1	7	WLUM CHR	102.1 50kw	2	1	6	8	13	14	51	ALL PRO	CBS	K&P
5.8	5.8	5.6	6.2	5.1	8	WKTI AC	94.5 15.5kw	3	4	3	3	5	9	52	JOURNAL COMM.	ABC	CHR
4.9	5.6	4.4	4.3	4.7	9	WEZW AC	103.7 19.5kw	12	11	15	13	8	3	73	MULTIMEDIA	ABC	MMR
3.8	5.2	4.5	3.6	4.5	10	WMYX AC	99.1 50kw	10	8	7	4	4	8	66	HERITAGE MEDIA	CBS	EAST
4.7	4.7	5.0	5.2	3.9	11	WKKV-A/F UC	1460/100.7 500w/50kw	13	3	5	7	11	13	68	UNC MEDIA GR.	UNIP	TOR
3.2	4.1	3.3	3.8	3.7	12	WZTR Gold	95.7 34kw	8	9	10	9	9	7	52	SHOCKLEY COMM.	---	BAN
3.6	4.6	4.3	3.6	3.3	13	WLTQ AC	97.3 15.5kw	14	10	9	11	10	10	62	HEARST	ABC	KATZ
2.6	3.8	3.6	4.0	3.1	14	WQFM AOR	93.3 12.5kw	9	5	4	10	12	20	44	SHAMROCK COMM.	ABC	MMR
1.8	1.5	2.0	2.8	2.6	15	WNOV UC	860 250w	17	6	16	15	14	12	102	COURIER	AURN	---
2.1	1.4	2.6	2.3	2.4	16	WFMR Clas	98.3 6kw	15	16	23	17	16	11	75	CAPITOL CLASS.	NBC	CMBS
1.5	2.1	1.0	2.3	1.4	17	WMVP UC	1290 5kw	16	14	13	14	15	16	54	ALL PRO	CBS	BAN
0.6	1.0	0.8	1.0	1.4	17	WRJN AC	1400 1kw	19	20	30	24	22	18	93	VISION	ABC	CHR
1.1	0.9	1.0	1.1	1.0	19	WEMP Gold	1250 5kw	18	17	17	16	18	17	42	HERITAGE MEDIA	UNIS	EAST

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLZR-FM	1 WKTI-FM	1 WKLH	1 WKTI-FM	1 WKLH	1 WMIL	AC 19.0
2 WKLH	2 WKKV-FM	2 WLZR-FM	2 WMYX	2 WTMJ	2 WKTI-FM	N/T 16.6
3 WQFM	3 WLUM	3 WTMJ	3 WKKV	3 WLZR-FM	3 WMYX	GOLD/CR 11.7
4 WISN	4 WKLH	4 WISN	4 WLTQ	4 WISN	4 WMTJ	AOR 9.3
5 WLUM	5 WMYX	5 WQFM	5 WMIL	5 WMIL	5 WKLH	CTRY 7.9
6 WMIL	6 WLZR-FM	6 WMIL	6 WKLH	6 WMYX	6 WLTQ	UC 7.9
7 WMYX	7 WLTQ	7 WMYX	7 WLUM	7 WZTR	7 WKKV-FM	BBND 6.4
8 WTMJ	8 WMIL	8 WKTI-FM	8 WZTR	8 WQFM	8 WEZW	CHR 5.1
9 WKTI-FM	9 WZTR	9 WZTR	9 WLZR-FM	9 WKTI	9 WLUM	CLAS 2.4
10 WKKV-FM	10 WQFM	10 WLUM	10 WTMJ	10 WEZW	10 WZTR	

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 1,327,400 (Black: 12.0%; Hispanic: N/A)

KANSAS CITY

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.6	11.7	11.4	11.2	13.4	1	1	KFKF Ctry	94.1 100kw	1	4	1	1	1	1	91	SCONNIX	---	HNWH
12.7	11.8	9.8	10.8	9.5	2	2	WDAF Ctry	610 5kw	3	12	13	10	6	2	86	GREAT AMERICAN	ABC	KATZ
7.5	6.8	6.8	7.6	7.7	3	3	KPRS UC	103.3 100kw	10	3	4	2	2	4	109	KPRS, INC.	AURN	EAST
7.8	6.9	6.9	5.8	6.0	4	4	KYYS AOR	102.1 100kw	4	8	3	3	3	9	67	GREAT AMERICAN	SOU	KATZ
2.4	2.5	5.7	7.3	5.8	5	5	KQRC AOR	98.9 100kw	6	2	2	4	12	17	77	JOURNAL COMM.	---	HNWH
5.0	4.8	4.6	5.3	5.0	6	6	KCFX CR	101.1 97kw	2	9	5	5	4	8	44	HERITAGE MEDIA	UNIP	MMR
4.6	4.2	5.3	4.4	4.9	7	7	KCMO N/T	810 50kw	9	16	11	11	9	5	66	GANNETT	CBS	MCG
5.0	5.2	4.6	3.8	4.9	7	7	KMBZ N/T	980 5kw	7	18	10	13	11	7	64	BONNEVILLE INT.	NBC	DUR
4.7	5.8	5.2	5.8	4.5	9	9	KLTH AC	99.7 100kw	11	11	9	8	7	6	66	BONNEVILLE INT.	UNI-U	DUR
3.2	4.7	5.8	4.2	4.1	10	10	KUDL* AC	98.1 100kw	8	7	6	7	8	11	54	SHAMROCK BR.	AP	CHR
4.1	3.8	3.8	3.6	4.0	11	11	KCMO-FM Gold	94.9 100kw	12	10	14	6	5	3	60	GANNETT	---	MCG
5.4	4.0	3.3	3.4	3.7	12	12	KBEQ** CHR	104.3 99kw	5	1	8	12	14	18	46	NOBLE	ABC	TOR
4.1	3.5	4.4	3.6	3.5	13	13	KMXV AC	93.3 100kw	13	13	7	9	10	12	71	APOLLO RADIO	---	MMR
2.9	3.2	1.5	2.4	2.7	14	14	KKCJ*** Ctry	106.5 100kw	14	6	12	14	13	13	56	ARDMAN	---	HNWH
2.4	2.2	2.1	2.1	2.5	15	15	KXTR Clas	96.5 99kw	15	14	17	16	15	10	61	KXTR BR. CO.	UNI-U	CMBS
1.6	2.6	2.2	2.5	1.6	16	16	KFEZ**** NoSt	1190 5kw	18	19	22	22	20	16	55	BEAL BR.	AP	---
1.0	1.4	1.0	0.8	1.4	17	17	KNHN News	1340 1kw	19	20	21	17	17	15	54	GREYSTONE	CNN	---
1.4	1.4	2.0	1.5	1.4	17	17	WHB* Gold	710 10(5)kw	16	21	18	15	16	14	38	SHAMROCK BR.	AP	CHR
1.2	1.0	1.8	1.3	1.1	19	19	KPRT Rel	1590 1kw	20	22	19	20	19	19	71	KPRS, INC.	MBS	EAST
1.0	1.1	1.6	2.0	1.1	19	19	KXXR***** CHR	107.3 100kw	17	5	15	19	21	21	32	MEYER COMM.	---	BAN
1.1	1.2	0.9	1.0	1.0	21	21	KCCV Rel	760 6kw	21	17	20	18	18	20	87	BOTT BR.	---	---

\*Under LMA with Apollo Radio. \*\*Now Country. \*\*\*Under LMA with Scconnix. \*\*\*\*Began rating period as KJLA. \*\*\*\*\*Now KISF.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQRC	1 KFKF	1 KFKF	1 KFKF	1 KFKF	1 KFKF	CTRY	25.6
2 KYYS	2 KPRS	2 KYYS	2 KPRS	2 KYYS	2 KPRS	AC	12.1
3 KFKF	3 KYYS	3 KQRC	3 KYYS	3 KCFX	3 KLTH	AOR	11.8
4 KPRS	4 KMXV	4 KCFX	4 KMXV	4 KPRS	4 KUDL	N/T	11.2
5 KCFX	5 KQRC	5 KPRS	5 KLTH	5 KCMO	5 KCMO-FM	GOLD/CR	10.4
6 KUDL-FM	6 KBEQ	6 KCMO	6 KQRC	6 KMBZ	6 KMXV	UC	7.7
7 KMBZ	7 KCFX	7 KMBZ	7 KCMO-FM	7 KCMO-FM	7 KYYS	CHR	4.8
8 KCMO	8 KUDL	8 KCMO-FM	8 KCFX	8 WDAF	8 WDAF	CLAS	2.5
9 KBEQ	9 KLTH	9 WDAF	9 KUDL	9 KUDL	9 KCFX	REL	2.1
10 KLTH	10 KKCJ	10 KUDL	10 KBEQ	10 KLTH	10 KBEQ	BBND	1.6

12+ POPULATION: 1,310,100 (Black: N/A; Hispanic: 10.9%)

SACRAMENTO

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.5	11.8	10.7	12.8	13.6	1	<b>KFBK</b> N/T	1530 50kw	1	12	6	1	1	1	93	GROUP W	ABC	G/W
7.7	8.0	7.7	7.2	7.7	2	<b>KSFM</b> CHR	102.5 50kw	2	1	2	3	7	8	72	GENESIS	---	MMR
11.4	8.6	6.2	9.5	7.1	3	<b>KRAK-FM</b> Ctry	105.1 50kw	3	8	4	2	2	3	74	EZ	---	KATZ
6.0	7.3	5.3	6.7	6.0	4	<b>KRXQ</b> AOR	93.7 25kw	5	2	1	5	10	16	74	FULLER-JEFFREY	---	TOR
4.4	4.5	5.9	4.9	5.9	5	<b>KYMX</b> AC	96.1 50kw	8	11	8	6	4	2	81	TRIBUNE	---	CHR
3.4	4.3	5.5	4.0	5.5	6	<b>KGBY</b> AC	92.5 50kw	6	5	3	4	3	7	69	GROUP W	---	G/W
2.4	3.4	5.1	4.3	5.2	7	<b>KNCI</b> Ctry	98.5 50kw	4	4	7	8	5	4	60	NATIONWIDE	---	MCG
3.4	4.4	2.6	4.1	3.7	8	<b>KHYL</b> Gold	101.1 36kw	9	6	10	9	8	6	52	AMERICAN MEDIA	---	EAST
4.5	5.6	6.0	6.2	3.7	8	<b>KSEG</b> CR	96.9 50kw	10	10	5	7	6	11	54	GREAT AMERICAN	---	CHR
6.7	4.6	5.0	4.5	3.5	10	<b>KXOA-FM</b> AC	107.9 50kw	7	14	11	10	9	5	47	BROWN	---	BAN
3.9	3.5	3.2	2.4	2.5	11	<b>KWOD</b> CHR	106.5 50kw	11	3	9	11	14	25	49	ROYCE INTL.	CBS	HNWH
2.9	3.8	2.9	2.5	2.2	12	<b>KCTC</b> Nost	1320 5kw	14	24	30	30	25	15	68	TRIBUNE	UNIS	CHR
1.3	1.4	1.4	1.6	2.0	13	<b>KGO</b> N/T	810 50kw	13	28	21	18	15	9	63	CAP CITIES/ABC	ABC	BAN
1.7	0.8	0.7	0.9	2.0	13	<b>KRCX</b> Span	1110 5(.5)kw	24	7	18	15	18	13	145	FULLER-JEFFREY	---	KT-H
2.8	3.1	2.4	3.0	1.9	15	<b>KQPT</b> AOR	100.5 115kw	12	16	12	12	11	12	49	DUCHOSSOIS	SOU	DUR
2.2	2.5	2.7	2.1	1.9	15	<b>KRAK</b> Ctry	1140 50kw	15	18	22	13	12	10	61	EZ	---	KATZ
1.2	1.4	1.0	1.0	1.3	17	<b>KSMJ</b> Gold	1380 5kw	16	19	13	14	13	14	60	GENESIS	SMN	MMR
0.0	1.0	0.5	0.4	1.0	18	<b>KQBR*</b> Ctry	104.3 2.95kw	19	15	15	16	17	21	50	KYLO INC.	---	KATZ

\*Under LMA with EZ Comm.

Continued on Page 62

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



Adult Contemporary



News/Talk

**Another Group W Radio Market!**

12+ POPULATION: 1,302,400 (Black: N/A; Hispanic: 24.1%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.5	9.6	8.3	11.0	10.8	1	<b>KFRG</b> Ctry	95.1 50kw	1	4	2	1	1	1	96	KEYMARKET	ABC	MMR
9.1	8.7	8.9	8.4	8.5	2	<b>KGGI-FM</b> CHR	99.1 2.55kw	2	1	1	2	2	5	77	AMERICAN MEDIA	ABC	MCG
5.5	5.1	6.0	6.8	5.9	3	<b>KFI</b> Talk	640 50kw	5	30	12	7	3	2	86	COX	MBS	CHR
3.2	3.0	3.8	2.3	4.8	4	<b>KIIS-A/F</b> CHR	1150/102.7 5kw/8kw	3	2	7	5	7	6	62	GANNETT	---	MCG
5.2	4.9	4.6	3.4	4.8	4	<b>KOST</b> AC	103.5 12.5kw	4	7	4	4	5	4	62	COX	---	CHR
6.1	6.1	5.3	4.6	4.2	6	<b>KLOS</b> AOR	95.5 61kw	6	11	3	3	4	9	63	CAP CITIES/ABC	ABC	KATZ
3.7	3.2	3.3	3.0	4.0	7	<b>KRTH</b> Gold	101.1 51kw	7	10	9	6	6	3	66	BEASLEY	UNIU	BAN
2.8	4.5	3.5	4.9	3.0	8	<b>KCAL-FM</b> AOR	96.7 1.75kw	8	12	5	8	8	15	56	ANAHEIM BR.	---	TOR
1.0	0.6	1.4	1.4	2.7	9	<b>KRSO</b> Nost	590 1kw	21	42	35	32	25	23	117	HENRY	NBC	EAST
4.7	2.7	3.2	2.2	2.6	10	<b>KHTX*</b> Gold	97.5 72kw	10	14	17	10	9	7	58	HENRY	---	EAST
2.8	3.5	4.0	2.0	2.5	11	<b>KOLZ</b> AOR	100.3 5.3kw	11	6	6	9	19	31	60	WESTWOOD ONE	SOU	DUR
3.8	3.3	2.3	2.0	2.4	12	<b>KCKC-A/F**</b> Ctry	1350/103.9 5(.5)kw/38w	19	13	28	18	14	8	94	ALL PRO	---	HNWH
2.7	1.8	1.8	3.0	2.4	12	<b>KNX</b> News	1070 50kw	9	36	29	20	17	10	52	CBS	CBS	CBS
1.4	2.3	1.7	1.9	2.1	14	<b>KBIG</b> AC	104.3 105kw	12	23	14	14	10	14	55	BONNEVILLE INT.	---	CBS
1.0	2.0	1.4	2.2	2.1	14	<b>KWRP</b> B/EZ	96.1 60w	27	40	42	40	36	20	144	JERRY HARTLINE	---	---
1.7	1.5	1.9	1.7	2.0	16	<b>KTWV</b> NAC	94.7 55kw	17	43	18	12	11	11	69	GROUP W	---	G/W
1.4	2.4	2.4	1.0	1.8	17	<b>KCAL</b> Span	1410 5(4)kw	25	8	19	17	18	16	97	ANAHEIM BR.	---	LOTUS
2.1	2.0	1.9	1.9	1.8	17	<b>KROQ</b> NR	106.7 5.5kw	13	5	8	15	23	38	52	INFINITY	---	TOR
1.7	1.6	2.4	2.9	1.7	19	<b>KKBT</b> UC	92.3 43kw	20	9	11	13	15	19	73	EVERGREEN	---	MMR
1.3	1.9	2.3	1.7	1.7	19	<b>KLVE</b> Span	107.5 29.5kw	24	27	10	11	12	22	94	HEFTEL	---	CAB
1.5	2.0	1.9	1.6	1.6	21	<b>KCBS-FM</b> Gold	93.1 28.5kw	15	15	22	19	13	12	51	CBS	CBS	CBS
0.9	1.4	1.5	1.9	1.5	22	<b>KPWR</b> CHR	105.9 72kw	14	3	16	22	29	30	48	EMMIS	---	HNWH
1.3	1.3	1.5	1.7	1.4	23	<b>KLSX</b> CR	97.1 21kw	16	33	15	16	15	18	46	GREATER MEDIA	---	MMR
1.1	0.8	0.7	1.2	1.1	24	<b>KDIF</b> Span	1440 1kw	28	17	13	20	22	36	80	INLAND EMPIRE	UPI	KT-H
0.8	0.7	0.6	0.7	1.0	25	<b>KFWB</b> News	980 5kw	18	24	39	29	26	21	34	GROUP W	CNN	G/W

\*Now Country \*\*KCKC-FM now simulcasts KACE (UC) as KAEV

Continued on Page 62

# #24

## DENVER-BOULDER

Continued from Page 56

12+ POPULATION: 1,557,800 (Black: N/A; Hispanic: 11.3%)

DENVER

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KBPI-FM	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM	AC 16.6
2 KYGO-FM	2 KQKS-FM	2 KBPI-FM	2 KQKS-FM	2 KBCO-FM	2 KOSI	AOR 15.6
3 KRFX	3 KBCO-FM	3 KBCO-FM	3 KOSI	3 KOA	3 KXKL-FM	CTRY 13.2
4 KBCO-FM	4 KBPI-FM	4 KRFX	4 KBCO-FM	4 KRFX	4 KBCO-FM	N/T 10.5
5 KAZY	5 KMJI-FM	5 KOA	5 KXKL-FM	5 KBPI-FM	5 KHOW-FM	GOLD/CR 10.1
6 KQKS-FM	6 KOSI	6 KAZY	6 KMJI-FM	6 KXKL-FM	6 KOA	CHR 6.0
7 KOA	7 KRXY-FM	7 KXKL-FM	7 KHOW-FM	7 KOSI	7 KMJI-FM	BBND 3.5
8 KTCL	8 KXKL-FM	8 KHIH	8 KBPI-FM	8 KHIH	8 KHIH-FM	NAC 3.0
9 KHIH	9 KRFX	9 KQKS-FM	9 KRXY-FM	9 KYBG	9 KQKS-FM	CLAS 2.7
10 KMJI-FM	10 KHOW-FM	10 KOSI	10 KRFX	10 KHOW-FM	10 KRFX	B/EZ 2.0
						N/R 1.7

# #28

## SACRAMENTO

Continued from Page 60

12+ POPULATION: 1,310,100 (Black: N/A; Hispanic: 10.9%)

SACRAMENTO

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRXQ	1 KSFM	1 KFBK	1 KGBY	1 KFBK	1 KGBY	N/T 15.6
2 KSEG	2 KGBY	2 KRXQ	2 KSFM	2 KRAK-FM	2 KYMX	CTRY 15.2
3 KFBK	3 KRAK-FM	3 KRAK-FM	3 KRAK-FM	3 KSEG	3 KRAK-FM	AC 14.9
4 KSFM	4 KRXQ	4 KSEG	4 KYMX	4 KNCI	4 KFBK	CHR 10.2
5 KRAK-FM	5 KYMX	5 KSFM	5 KXOA-FM	5 KGBY	5 KXOA-FM	GOLD/CR 8.7
6 KGBY	6 KNCI	6 KGBY	6 KFBK	6 KRXQ	6 KSFM	AOR 7.9
7 KWOD	7 KHYL	7 KNCI	7 KHYL	7 KYMX	7 KNCI	BBND 2.2
8 KNCI	8 KSEG	8 KYMX	8 KNCI	8 KHYL	8 KHYL	REL 2.0
9 KYMX	9 KXOA-FM	9 KHYL	9 KRXQ	9 KSFM	9 KSEG	
10 KQPT	10 KWOD	10 KWOD	10 KSEG	10 KQPT	10 KQPT	

# #29

## RIVERSIDE-SAN BERNARDINO

Continued from Page 61

12+ POPULATION: 1,302,400 (Black: N/A; Hispanic: 24.1%)

RIVERSIDE-SAN BERNARDINO

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KFRG	1 KGGI	1 KFRG	1 KGGI	1 KFRG	1 KFRG	CHR 14.8
2 KLOS	2 KFRG	2 KLOS	2 KFRG	2 KLOS	2 KGGI	CTRY 13.2
3 KGGI	3 KOST	3 KGGI	3 KOST	3 KFI	3 KOST	AOR 9.7
4 KCAL-FM	4 KIIS-FM	4 KFI	4 KIIS-FM	4 KRTH	4 KRTH	GOLD/CR 9.6
5 KQLZ	5 KLOS	5 KCAL-FM	5 KRTH	5 KGGI	5 KIIS-FM	N/T 9.3
6 KROQ	6 KKBT	6 KIIS-FM	6 KLOS	6 KCAL-FM	6 KFI	AC 6.9
7 KIIS-FM	7 KRTH	7 KRTH	7 KFI	7 KOST	7 KLOS	SPAN 4.6
8 KLSX	8 KLVE	8 KQLZ	8 KLVE	8 KHTX	8 KLVE	BBND 2.7
9 KOST	9 KCAL-FM	9 KHTX	9 KKBT	9 KIIS-FM	9 KHTX	B/EZ 2.1
10 KFI	10 KQLZ	10 KOST	10 KCAL-FM	10 KLSX	10 KBIG	NAC 2.0
						NR 1.8
						UC 1.7



12+ POPULATION: 1,287,100 (Black: N/A; Hispanic: 19.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHT TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	7.9	8.2	7.2	11.4	1	1	<b>KGO</b> N/T	810 50kw	1	14	11	2	1	1	85	CAP CITIES/ABC	ABC	BAN
5.9	6.1	5.5	6.0	6.0	2	2	<b>KBAY</b> AC	100.3 163kw	7	38	13	7	2	2	95	UNITED	---	MMR
4.7	4.1	4.2	4.0	5.4	3	3	<b>KCBS</b> News	740 50kw	2	24	17	12	5	3	54	CBS	CBS	CBS
5.1	4.3	5.0	4.7	5.2	4	4	<b>KSJO</b> AOR	92.3 50kw	4	3	1	1	8	16	65	BAYCOM PARTNERS	ABC	MCG
5.3	6.5	5.6	5.7	4.7	5	5	<b>KHQT</b> CHR	97.7 1.65kw	3	1	4	5	9	17	59	ANAHEIM BR.	---	HNWH
3.4	2.8	4.2	3.5	3.8	6	6	<b>KNBR</b> Talk	680 50kw	8	27	18	11	7	4	68	SUSQUEHANNA	NBC	EAST
5.2	3.4	4.0	5.0	3.7	7	7	<b>KEZR</b> AC	106.5 50kw	5	10	3	4	4	10	57	ALTA	---	CHR
3.5	4.2	3.4	4.2	3.7	7	7	<b>KOME</b> AOR	98.5 12.5kw	6	12	2	3	6	14	58	INFINITY	---	TOR
3.1	3.5	3.6	3.5	3.3	9	9	<b>KARA</b> Gold	105.7 50kw	12	16	12	6	3	5	70	EMPIRE	---	MMR
3.3	3.5	3.5	3.1	3.0	10	10	<b>KRTY</b> Ctry	95.3 375w	13	17	10	10	11	7	64	CROWN	UNIS	HNWH
3.2	3.6	3.2	2.2	2.8	11	11	<b>KBRG</b> Span	104.9 3kw	24	7	6	8	12	20	90	BAHIA RADIO	---	KT-H
1.6	2.2	1.6	1.6	2.8	11	11	<b>KDFC-A/F</b> Clas	1220/102.1 5kw/33kw	18	31	34	22	13	6	70	SUNDIAL	---	CMBS
1.7	2.5	1.9	2.6	2.8	11	11	<b>KMEL</b> CHR	106.1 69kw	9	2	7	14	23	31	54	EVERGREEN	---	CHR
3.0	3.7	2.9	2.5	2.8	11	11	<b>KOIT-A/F</b> AC	1260/96.5 5(1)kw/33kw	15	15	8	9	10	9	59	BONNEVILLE INT.	---	TOR
2.0	1.8	2.6	2.6	2.3	15	15	<b>KITS</b> NR	105.3 15kw	16	9	5	13	19	30	55	ENTERCOM	---	HNWH
1.5	1.4	1.7	1.2	2.3	15	15	<b>KLOK</b> Span	1170 50(5)kw	19	8	9	15	16	24	63	BAHIA RADIO	---	KT-H
2.1	3.1	2.6	2.0	2.2	17	17	<b>KSAN</b> Ctry	94.9 30kw	14	19	15	16	14	12	49	MALRITE	---	MCG
1.5	3.4	1.7	2.5	1.8	18	18	<b>KFRC</b> Nost	610 5kw	21	29	38	37	27	11	52	COAST BR.	MBS	KATZ
2.4	2.0	2.1	3.6	1.7	19	19	<b>KIOI</b> AC	101.3 125kw	11	5	16	19	22	27	35	FAIRMONT	---	DUR
2.0	2.1	2.5	2.6	1.7	19	19	<b>KKSF</b> NAC	103.7 7.8kw	20	37	24	17	14	8	48	BROWN	---	BAN
3.2	2.8	2.4	2.2	1.7	19	19	<b>KUFX</b> CR	94.5 1.2kw	10	13	14	18	17	22	34	KOOL COMM.	---	DUR
1.5	0.8	1.2	1.1	1.5	22	22	<b>KFRC-FM</b> Gold	99.7 40kw	22	11	25	20	18	15	47	COAST BR.	---	KATZ
1.8	1.2	2.0	2.1	1.4	23	23	<b>KBLX-A/F</b> NAC	1400/102.9 1kw/6.6kw	25	20	20	21	20	23	55	INNER CITY	---	HNWH
0.9	0.5	1.2	0.7	1.3	24	24	<b>KAZA</b> Span	1290 5kw	33	21	22	23	25	21	83	FIESTA	CRC	CAB
1.7	1.9	1.6	1.5	1.3	24	24	<b>KSOL</b> CHR	107.7 8.9kw	17	4	21	26	34	36	31	UNITED	AP	MMR
1.0	0.8	1.2	0.7	1.3	24	24	<b>KYA</b> Gold	93.3 50kw	26	23	26	24	21	13	54	FIRST BR.	UNIP	MMR
1.0	0.8	1.3	1.5	1.2	27	27	<b>KKHI-FM</b> Clas	95.7 6.9kw	23	35	29	27	24	18	39	BUCKLEY	---	HNWH
1.2	2.7	1.2	1.7	1.1	28	28	<b>KEEN</b> Ctry	1370 5kw	28	25	37	36	35	19	57	UNITED	UPI	MMR

SAN JOSE

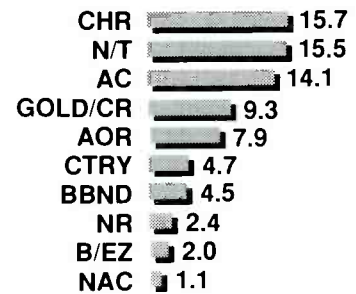
12+ POPULATION: 1,283,100 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.7	8.1	7.7	9.1	10.0	1	1	<b>WPRO-FM</b> CHR	92.3 39kw	1	1	1	1	2	7	67	TELEMEDIA	ABC	BAN
5.8	7.4	6.6	6.9	6.8	2	2	<b>WWLI</b> AC	105.1 50kw	3	10	5	4	3	1	78	TMZ	---	MCG
7.9	8.1	8.1	9.9	6.7	3	3	<b>WHJY</b> AOR	94.1 50kw	2	3	2	2	4	9	72	GRIFFIN GROUP	SOU	KATZ
6.0	6.0	6.0	4.6	6.3	4	4	<b>WHJJ</b> N/T	920 50kw	8	24	28	12	10	6	109	GRIFFIN GROUP	NBC	KATZ
6.5	5.3	4.8	4.4	6.3	4	4	<b>WSNE</b> AC	93.3 30kw	4	9	3	3	1	4	74	BECK-ROSS	---	EAST
5.1	4.3	5.1	4.0	5.9	6	6	<b>WPRO</b> Talk	630 5kw	5	38	15	8	7	5	76	TELEMEDIA	ABC	BAN
3.4	3.7	4.5	4.7	4.7	7	7	<b>WCTK</b> Ctry	98.1 47kw	10	16	10	7	6	2	87	HALL	---	TOR
3.8	2.9	3.3	3.6	4.5	8	8	<b>WPLM-A/F</b> BBnd	1390/99.1 5kw/50kw	12	33	23	35	36	8	104	PLYMOUTH ROCK	UNIU	HNWH
5.2	5.8	6.3	6.0	4.5	8	8	<b>WWBB</b> Gold	101.5 13.5kw	6	12	9	5	5	3	63	WILKS/SCHWARTZ	---	MCG
4.2	3.9	3.6	3.6	3.5	10	10	<b>WWRX-FM</b> CR	103.7 50kw	7	8	4	6	8	11	51	WESTERLY	CNN	DUR
3.0	2.1	3.5	2.6	2.8	11	11	<b>WWKX</b> CHR	106.3 1.15kw	9	2	6	10	14	18	49	OCEAN STATE	UNIP	CHR
2.2	2.7	4.2	4.0	2.4	12	12	<b>WBRU</b> NR	95.5 20kw	11	4	7	9	9	14	53	BROWN BC SER.	AP	MMR
3.2	3.9	2.0	3.7	2.0	13	13	<b>WLKW</b> B/EZ	790 5kw	16	29	31	30	28	12	75	TMZ	---	TOR
2.3	1.9	2.2	1.8	1.9	14	14	<b>WFHN</b> CHR	107.1 3kw	18	5	8	11	15	20	89	SAGE	---	CHR
1.7	1.9	1.1	1.6	1.3	15	15	<b>WBSM</b> N/T	1420 5(1)kw	27	18	35	34	32	22	98	H&D	NBC	CHR
2.1	1.5	2.1	1.2	1.3	15	15	<b>WODS</b> Gold	103.3 16kw	14	31	17	14	11	10	49	CBS	CBS	CBS
1.7	0.9	0.6	1.0	1.2	17	17	<b>WAAF</b> AOR	107.3 18.5kw	19	7	11	15	23	42	56	ZAPIS	UNIP	CHR
0.4	0.6	0.7	0.6	1.1	18	18	<b>WOTB</b> NAC	100.3 6kw	28	39	25	22	13	13	85	PERRY COMM.	AP	DIR
1.0	0.5	0.6	0.5	1.0	19	19	<b>WBMX</b> AC	98.5 9kw	20	23	16	13	12	16	50	ATLANTIC RADIO	UNIP	KATZ
1.7	1.6	1.1	0.7	1.0	19	19	<b>WBZ</b> News	1030 50kw	15	25	22	24	21	15	36	GROUP W	---	G/W
1.5	1.4	0.6	0.9	1.0	19	19	<b>WWRX</b> News	1110 5kw	21	19	38	32	33	17	54	WESTERLY	CNN	DUR
0.5	1.3	0.9	1.1	1.0	19	19	<b>WZOU</b> CHR	94.5 11.5kw	13	6	13	17	24	39	36	ARDMAN	---	HNWH

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WSNE
2 WPRO-FM	2 WSNE	2 WPRO-FM	2 WSNE	2 WCTK	2 WPRO-FM
3 WWRX	3 WWLI	3 WWRX	3 WWLI	3 WWBB	3 WWLI
4 WBRU	4 WHJY	4 WCTK	4 WHJY	4 WPRO-FM	4 WWBB
5 WSNE	5 WWRX	5 WWBB	5 WWBB	5 WWRX	5 WCTK
6 WAAF	6 WWKX	6 WSNE	6 WWKX	6 WPRO	6 WHJY
7 WWBB	7 WFHN	7 WPRO	7 WPRO	7 WWLI	7 WPRO
8 WWKX	8 WBRU	8 WBRU	8 WWRX	8 WSNE	8 WWRX
9 WCTK	9 WZOU	9 WWLI	9 WPRO	9 WBRU	9 WBMX
10 WFHN	10 WXKS-FM	10 WHJJ	10 WBRU	10 WHJJ	10 WBRU



12+ POPULATION: 1,196,600 (Black: 12.5%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.7	11.5	13.9	13.4	12.9	1	WLW AC	700 50kw	1	10	2	1	1	1	76	JACOR	ABC	EAST
9.8	7.3	9.8	8.3	8.7	2	WUBE-A/F Ctry	1230/105.1 1kw/11kw	3	6	4	3	2	2	82	AMERICAN MEDIA	CBS	CHR
6.2	6.2	6.8	6.1	6.4	3	WKRQ CHR	101.9 16kw	2	1	5	7	9	12	52	GREAT AMERICAN	ABC	KATZ
6.4	6.3	6.4	5.4	6.3	4	WIZF UC	100.9 1.25kw	11	2	6	6	6	8	100	INTERURBAN BR.	ABC	HNWH
6.7	7.0	7.0	7.3	6.1	5	WEBN AOR	102.7 16.5kw	4	7	1	2	3	9	59	JACOR	---	EAST
5.8	5.4	5.8	5.8	5.8	6	WGRR Gold	103.5 19.5kw	6	4	11	8	4	2	61	DALTON	---	BAN
3.6	4.9	5.8	5.4	5.6	7	WOFX CR	94.9 31kw	5	5	3	4	5	7	58	HERITAGE MEDIA	---	---
6.3	6.4	5.9	4.9	5.3	8	WWNK AC	94.1 32kw	8	9	7	5	7	4	67	BOOTH BR.	---	MMR
4.5	5.8	3.6	3.8	4.5	9	WCKY N/T	1530 50kw	12	19	21	16	12	10	76	FEDERATED MEDIA	CBS	MCG
5.9	4.7	5.2	4.6	4.4	10	WIMJ AC	92.5 16kw	10	14	9	10	10	5	66	FEDERATED MEDIA	CBS	MCG
5.0	4.1	3.5	4.4	4.4	10	WRRM AC	98.5 17.5kw	9	11	8	9	8	6	61	SUSQUEHANNA	---	CHR
4.2	3.6	2.4	3.9	3.7	12	WMLX Nost	1180 1kw	15	27	27	27	25	14	174	HOKER	CNN	SRS
5.0	3.8	2.9	3.0	3.4	13	WKRC* AC	550 5(1)kw	7	20	13	11	11	11	41	GREAT AMERICAN	ABC	KATZ
0.5	1.6	1.4	2.1	1.9	14	WAQZ AOR	107.1 3kw	13	3	10	12	15	24	54	PLESSINGER CORP	---	K&P
1.2	1.2	1.3	1.0	1.4	15	WAKW Rel	93.3 50kw	14	12	18	15	13	13	59	PILLAR OF FIRE	---	---
0.7	0.8	0.7	0.0	1.2	16	WSAI Sports	1360 5kw	16	13	14	14	14	15	55	BOOTH BR.	---	MMR
1.3	0.7	0.6	1.2	1.1	17	WPFB-FM Ctry	105.9 34kw	18	26	12	13	20	18	70	BRADEN STATIONS	---	ROS
1.2	1.2	1.5	1.1	1.0	18	WCIN UC	1480 5(.5)kw	17	17	20	18	16	16	53	JACI INC.	---	CMBS

\* Operates under an LMA with WLW.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WLW	1 WKRQ	1 WLW	1 WUBE-FM	1 WLW	1 WUBE-FM	AC	26.4
2 WEBN	2 WUBE-FM	2 WEBN	2 WKRQ	2 WEBN	2 WGRR	GOLD/CR	11.4
3 WOFX	3 WEBN	3 WOFX	3 WWNK	3 WOFX	3 WWNK	CTRY	9.8
4 WIZF	4 WWNK	4 WIZF	4 WGRR	4 WUBE-FM	4 WLW	AOR	8.0
5 WUBE-FM	5 WOFX	5 WUBE-FM	5 WEBN	5 WIZF	5 WRRM	UC	7.3
6 WKRQ	6 WIZF	6 WGRR	6 WRRM	6 WGRR	6 WRKQ	CHR	6.4
7 WWNK	7 WLW	7 WWNK	7 WIZF	7 WWNK	7 WEBN	N/T	5.7
8 WAQZ	8 WRRM	8 WKRQ	8 WLW	8 WRRM	8 WIZF	BBND	3.7
9 WRRM	9 WIMJ	9 WRRM	9 WOFX	9 WKRC	9 WIMJ	REL	1.4
10 WKRC	10 WGRR	10 WKRC	10 WIMJ	10 WRKQ	10 WOFX		

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

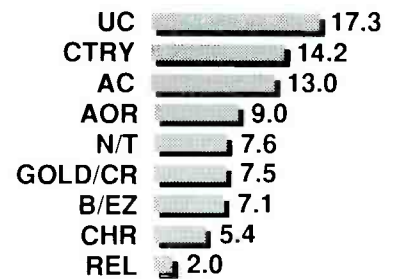
12+ POPULATION: 1,191,200 (Black: 27.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.4	9.6	12.7	12.6	10.9	1	1	<b>WOWI</b> UC	102.9 50kw	1	1	1	1	1	7	93	US RADIO	AURN	MCG
8.0	8.1	6.8	7.2	8.0	2	2	<b>WCMS-A/F</b> Ctry	1050/100.5 5kw/50kw	4	11	7	4	2	2	94	WCMS RADIO	ABC	MMR
8.7	7.8	7.6	7.8	7.1	3	3	<b>WFOG</b> B/EZ	92.9 50kw	5	13	12	11	7	1	84	SUNSHINE WIRE.	UNIU	BAN
7.6	6.4	7.7	7.3	6.4	4	4	<b>WNOR-A/F</b> AOR	1230/98.7 1kw/46kw	3	5	2	2	4	9	67	SAGA	---	MCG
3.7	4.5	4.5	7.0	6.2	5	5	<b>WGH-FM</b> Ctry	97.3 74kw	6	7	3	3	3	5	74	SUSQUEHANNA	---	EAST
5.2	4.9	4.0	4.3	5.4	6	6	<b>WNVZ</b> CHR	104.5 50kw	2	2	4	5	9	14	51	WILKS/SCHWARTZ	---	BAN
3.6	3.1	3.9	3.0	5.1	7	7	<b>WNIS</b> Talk	850 50(12.5)kw	12	18	13	13	12	3	86	WNIS, INC.	NBC	MMR
3.4	4.4	3.2	3.1	4.8	8	8	<b>WMYA/WMYK</b> UC	96.1/92.1 50kw/3.7kw	10	3	6	7	11	11	66	WILLIS	SMN	TOR
4.3	5.5	4.3	5.1	4.6	9	9	<b>WJQI-A/F</b> AC	1600/94.9 5kw/50kw	11	10	9	8	5	6	74	COLEMAN	UNIP	HNWH
6.1	5.8	7.9	5.3	4.6	10	10	<b>WWDE</b> AC	101.3 50kw	9	8	8	6	6	8	59	MAX MEDIA	CBS	CHR
4.7	4.4	4.8	5.4	3.8	11	11	<b>WAFX</b> CR	106.9 100kw	7	6	5	9	13	17	46	RADIO VENTURES I	---	CBS
4.0	6.4	5.9	4.7	3.8	11	11	<b>WMXN</b> AC	105.3 50kw	8	4	10	10	10	10	47	WIN	---	KATZ
3.8	4.6	4.3	4.4	3.7	13	13	<b>WLTY</b> Gold	95.7 40kw	13	9	14	12	8	4	68	LANDMARK	---	KATZ
2.8	3.0	2.2	2.8	2.6	14	14	<b>WKOC</b> AOR	93.7 100kw	15	12	11	14	14	13	64	EDGE	ABC	DUR
2.0	1.8	2.0	1.7	2.5	15	15	<b>WTAR</b> N/T	790 5kw	14	23	15	17	16	15	49	LANDMARK	CBS	KATZ
3.2	2.4	1.7	1.9	2.0	16	16	<b>WPCE</b> Rel	1400 1kw	16	22	18	15	15	12	92	WILLIS	AURN	MCG
1.3	1.2	2.1	1.2	1.6	18	18	<b>WBSK</b> UC	1350 5kw	17	20	17	16	17	16	80	US RADIO	AURN	MCG

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 <b>WNOR-FM</b>	1 <b>WOWI</b>	1 <b>WNOR-FM</b>	1 <b>WOWI</b>	1 <b>WNOR-FM</b>	1 <b>WOWI</b>
2 <b>WOWI</b>	2 <b>WGH-FM</b>	2 <b>WOWI</b>	2 <b>WGH-FM</b>	2 <b>WOWI</b>	2 <b>WWDE</b>
3 <b>WAFX</b>	3 <b>WNVZ</b>	3 <b>WAFX</b>	3 <b>WWDE</b>	3 <b>WCMS-FM</b>	3 <b>WJQI</b>
4 <b>WGH-FM</b>	4 <b>WJQI-FM</b>	4 <b>WGH-FM</b>	4 <b>WNVZ</b>	4 <b>WGH-FM</b>	4 <b>WFOG</b>
5 <b>WNVZ</b>	5 <b>WWDE</b>	5 <b>WCMS-FM</b>	5 <b>WJQI</b>	5 <b>WLTY</b>	5 <b>WGH-FM</b>
6 <b>WCMS-FM</b>	6 <b>WCMS-FM</b>	6 <b>WNIS</b>	6 <b>WFOG</b>	6 <b>WNIS</b>	6 <b>WCMS-FM</b>
7 <b>WKOC</b>	7 <b>WMXN</b>	7 <b>WLTY</b>	7 <b>WCMS-FM</b>	7 <b>WJQI</b>	7 <b>WMXN</b>
8 <b>WNIS</b>	8 <b>WAFX</b>	8 <b>WKOC</b>	8 <b>WMXN</b>	8 <b>WAFX</b>	8 <b>WNVZ</b>
9 <b>WMYK</b>	9 <b>WNOR-FM</b>	9 <b>WNVZ</b>	9 <b>WLTY</b>	9 <b>WKOC</b>	9 <b>WLTY</b>
10 <b>WMXN</b>	10 <b>WMYA</b>	10 <b>WJQI</b>	10 <b>WAFX</b>	10 <b>WNVZ</b>	10 <b>WMYA</b>



©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

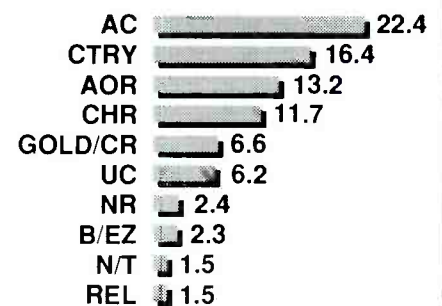
12+ POPULATION: 1,171,100 (Black: 11.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.5	8.7	7.8	7.9	9.9	1	1	WSNY AC	94.7 22kw	2	5	4	1	1	2	74	SAGA	---	MCG
7.5	11.0	10.5	7.7	8.4	2	2	WNCI CHR	97.9 175kw	1	2	3	2	2	3	60	NATIONWIDE	AP	MMR
8.0	10.1	9.0	8.7	8.0	3	3	WTVN AC	610 5kw	3	19	13	6	4	1	73	GREAT AMERICAN	ABC	KATZ
8.1	7.5	6.7	6.7	6.7	4	4	WLVQ AOR	96.3 18kw	4	11	2	3	3	6	65	GREAT AMERICAN	---	KATZ
5.4	3.4	0.0	6.4	6.5	5	5	WBZX AOR	99.7 20kw	5	4	1	4	8	17	67	NORTH AMERICAN	---	EAST
5.7	7.4	5.5	5.9	5.4	6	6	WHOK Ctry	95.5 50kw	6	10	6	7	6	4	67	WHOK	AP	HNWH
3.1	3.4	4.3	5.3	5.1	7	7	WRVF Ctry	98.9 3kw	10	12	5	5	5	8	83	TRI-CITY RADIO	---	HNWH
5.4	3.8	3.7	4.3	4.1	8	8	WCOL-FM Gold	92.3 22kw	7	7	11	8	7	5	52	GREAT TRAILS	---	CHR
3.5	3.3	4.3	3.9	3.3	9	9	WWHT CHR	105.7 6kw	11	1	8	12	13	24	58	MEDIA MANAGE.	ABC	TOR
2.7	2.0	2.8	2.2	3.1	10	10	WCKX UC	106.3 6kw	13	3	7	9	12	18	73	WCKX ENTER.	AURN	---
2.5	3.6	4.1	2.9	3.1	10	10	WVKO UC	1580 1kw	16	8	10	10	9	7	91	SAGA	AURN	MCG
3.7	3.5	2.8	3.0	2.7	12	12	WBNS AC	1460 5(1)kw	8	22	20	20	19	12	39	RADIOHIO, INC.	AP	BAN
2.7	2.2	2.5	2.3	2.6	13	13	WMNI Ctry	920 1(.5)kw	19	18	18	18	15	13	108	NORTH AMERICAN	MBS	EAST
3.9	2.7	3.6	3.4	2.5	14	14	WBNS-FM Gold	97.1 20.5kw	9	17	15	13	11	9	38	RADIOHIO, INC.	CBS	BAN
1.5	1.3	2.2	1.7	2.4	15	15	WWCD NR	101.1 6kw	12	21	9	11	10	16	56	INGLESIDE RADIO	---	HNWH
1.4	1.2	1.7	2.4	2.3	16	16	WCEZ B/EZ	107.9 6kw	18	24	26	22	20	11	83	RADIO DELAWARE	---	---
2.6	2.9	4.3	2.3	2.2	17	17	WCLT-FM Ctry	100.3 50kw	15	6	16	15	14	10	64	WCLT INC.	MBS	---
2.2	1.5	1.8	1.3	1.8	18	18	WLW AC	700 50kw	17	16	17	16	16	14	57	JACOR	ABC	EAST
0.9	0.3	1.0	0.9	1.5	19	19	WCOL Talk	1230 1kw	14	14	21	17	18	15	42	GREAT TRAILS	---	CHR
1.0	1.4	1.3	0.8	1.5	19	19	WTLT CC	107.1 3kw	20	9	12	14	17	19	65	M&M GROUP	ABC	TOR
0.0	0.0	0.5	0.0	1.1	21	21	WHTH Ctry	790 1kw	25	25	25	26	25	22	171	RUNNYMEADE	CNN	K&P

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBZX	1 WNCI	1 WBZX	1 WSNY	1 WLVQ	1 WSNY
2 WLVQ	2 WSNY	2 WLVQ	2 WNCI	2 WSNY	2 WNCI
3 WRVF	3 WLVQ	3 WSNY	3 WHOK	3 WTVN	3 WHOK
4 WNCI	4 WHOK	4 WNCI	4 WLVQ	4 WNCI	4 WLVQ
5 WSNY	5 WRVF	5 WRVF	5 WRVF	5 WBZX	5 WTVN
6 WCKX	6 WWHT	6 WTVN	6 WTVN	6 WRVF	6 WRVF
7 WWCD	7 WBZX	7 WCOL-FM	7 WCOL-FM	7 WCOL-FM	7 WCOL-FM
8 WCOL-FM	8 WCKX	8 WWCD	8 WVKO	8 WWCD	8 WVKO
9 WVKO	9 WVKO	9 WCKX	9 WWHT	9 WHOK	9 WBNS-FM
10 WHOK	10 WWCD	10 WLW	10 WBZX	10 WLW	10 WWHT



12+ POPULATION: 1,107,100 (Black: N/A; Hispanic: 44.7%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.2	10.0	8.0	8.3	8.4	1	<b>KTFM</b> CHR	102.7 100kw	1	1	4	4	6	10	69	WATERMAN	---	BAN
7.5	8.5	9.1	8.5	8.4	1	<b>KXTN</b> Span	107.5 100kw	4	2	6	2	1	1	93	LOTUS	---	MCG
9.9	12.1	9.7	8.3	7.7	3	<b>KCYC</b> Ctry	100.3 100kw	2	4	1	1	2	3	76	NEWCITY	---	KATZ
6.9	6.3	7.4	6.2	7.4	4	<b>KAJA</b> Ctry	97.3 100kw	3	7	2	3	3	2	75	CLEAR CHANNEL	---	CHR
3.7	5.5	5.2	4.7	5.6	5	<b>WOAI</b> N/T	1200 50kw	5	19	14	15	12	6	69	CLEAR CHANNEL	CBS	CHR
6.5	5.2	5.1	6.0	4.9	6	<b>KQXT</b> AC	101.9 100kw	7	14	9	7	5	4	70	CLEAR CHANNEL	---	G/W
4.2	3.8	3.6	3.9	4.9	6	<b>KZEP-FM</b> CR	104.5 100kw	9	8	5	5	4	12	80	LOTUS	---	HNWN
2.9	2.5	3.5	3.8	4.1	8	<b>KTSA</b> Nost	550 5kw	12	21	13	12	9	8	70	WATERMAN	ABC	BAN
0.4	5.3	5.8	5.7	4.0	9	<b>KISS*</b> AOR	99.5 100kw	6	6	3	6	8	22	56	FRESH START	---	CBS
3.7	3.4	3.4	4.7	3.5	10	<b>KCOR</b> Span	1350 5kw	16	15	15	18	16	13	116	TICHENOR MEDIA	---	KATZ
3.7	3.3	4.8	3.5	3.5	10	<b>KSMG</b> Gold	105.3 100kw	11	17	10	8	7	5	60	RUSK	---	CBS
4.9	3.0	4.5	3.8	3.2	12	<b>KSAQ**</b> AOR	96.1 100kw	8	3	7	10	17	20	50	INNER CITY	NBC	EAST
3.5	3.6	3.4	4.6	3.1	13	<b>KSRR-FM***</b> AC	92.9 100kw	10	5	8	9	13	18	50	GENESIS	---	MMR
0.0	1.3	2.0	2.5	2.8	14	<b>KLUP</b> Nost	930 5(1)kw	18	25	27	27	26	14	99	RUSK	---	CBS
2.3	1.7	2.1	2.8	2.8	14	<b>KONO-FM</b> Gold	101.1 100kw	13	9	16	11	10	7	54	GENESIS	NBC	MMR
1.6	0.8	0.5	0.4	2.5	16	<b>KONO</b> Gold	860 5(1)kw	17	18	21	13	11	9	88	GENESIS	UNIU	MMR
2.3	2.2	2.0	1.6	2.2	17	<b>KKYX-FM****</b> Ctry	106.7 100kw	15	26	17	17	15	11	63	VISION COMM.	ABC	KATZ
2.1	1.6	1.5	1.4	2.1	18	<b>KRIO-FM</b> Span	94.1 22kw	14	10	11	14	14	15	60	APRIL COMM.	---	---
0.5	0.5	1.8	1.7	1.8	19	<b>KSJL*****</b> UC	760 50(1)kw	20	11	12	16	19	17	96	INNER CITY	SMN	EAST
4.2	3.8	3.3	3.0	1.7	20	<b>KKYX</b> Ctry	680 50(10)kw	19	22	22	19	18	11	64	NEWCITY	ABC	KATZ
1.2	0.7	0.6	1.0	1.3	21	<b>KSLR</b> CC	630 5kw	21	23	18	20	20	19	71	COMMUNICOM	---	---

\*Under full LMA with Rusk. \*\*Now KSJL-FM (UC). \*\*\*Now Spanish. \*\*\*\*Under LMA with NewCity. \*\*\*\*\*Now News/Talk.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISS	1 KCYY	1 KZEP-FM	1 KCYY	1 KZEP-FM	1 KXTN	CTRY 19.0
2 KZEP-FM	2 KAJA	2 KISS	2 KXTN	2 KAJA	2 KCYY	SPAN 14.0
3 KAJA	3 KTFM	3 KAJA	3 KAJA	3 KXTN	3 KQXT	GOLD/CR 13.7
4 KSAQ	4 KXTN	4 KCYY	4 KTFM	4 KCYY	4 KAJA	CHR 8.4
5 KCYY	5 KQXT	5 KTFM	5 KQXT	5 KISS	5 KTFM	AC 8.0
6 KTFM	6 KSRR-FM	6 KXTN	6 KSMG	6 KSMG	6 KSMG	AOR 7.2
7 KXTN	7 KISS	7 KSAQ	7 KSRR-FM	7 KTFM	7 KZEP-FM	BBND 6.9
8 KSRR-FM	8 KZEP-FM	8 KSMG	8 KZEP-FM	8 KTSA	8 KONO-FM	N/T 5.6
9 KQXT	9 KSMG	9 KTSA	9 KONO-FM	9 WOAI	9 KCOR	UC 1.8
10 KTSA	10 KSAQ	10 KSRR-FM	10 KISS	10 WQXT	10 KSRR-FM	REL 1.3

12+ POPULATION: 1,070,000 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.7	8.9	8.4	10.0	12.1	1	<b>KSFI</b> AC	100.3 26kw	2	6	2	1	1	1	81	SIMMONS FAMILY	---	CBS
10.8	0.4	12.9	12.1	10.4	2	<b>KKAT</b> Ctry	101.9 26kw	1	3	1	2	2	2	68	APOLLO RADIO	---	BAN
7.2	7.1	6.8	6.2	7.2	3	<b>KSOP-A/F</b> Ctry	1370/104.3 5(.5)kw/25kw	4	11	7	4	3	3	68	KSOP, INC.	---	MMR
8.4	6.1	5.2	5.1	7.0	4	<b>KSL</b> Talk	1160 50kw	3	10	10	8	6	4	48	BONNEVILLE INT.	CBS	CBS
6.0	6.7	6.3	6.8	6.1	5	<b>KLZX-A/F</b> CR	860/93.3 10kw/26kw	7	7	3	3	4	9	63	CITADEL	ABC	CHR
7.9	6.9	6.0	5.0	5.5	6	<b>KBER</b> AOR	101.1 25kw	5	2	4	6	8	20	58	DEVINE	---	TOR
3.6	4.1	5.3	4.3	5.2	7	<b>KUTQ</b> CHR	99.5 40kw	8	1	9	10	13	19	56	D&B BR.	NBC	K&P
4.8	3.8	5.1	5.0	5.0	8	<b>KISN-FM</b> CHR	97.1 30kw	6	5	6	5	5	8	53	SUN MOUNTAIN	---	MCG
1.9	2.4	2.4	2.3	3.8	9	<b>KALL</b> N/T	910 5(1)kw	9	29	12	11	7	5	59	APOLLO RADIO	ABC	EAST
0.6	2.5	2.2	3.8	3.6	10	<b>KXRK</b> NR	96.1 55kw	11	8	5	7	15	26	62	ACME BR.	UNIS	HNWH
3.0	2.3	3.1	2.1	3.0	11	<b>KRSP</b> AOR	103.5 27.5kw	10	9	8	9	12	16	48	CARLSON COMM.	ABC	CBS
2.2	2.5	2.5	2.3	2.4	12	<b>KBZN</b> NAC	97.9 26kw	15	20	16	14	9	6	60	CAPITOL BR.	---	EAST
1.8	2.3	2.8	2.8	2.2	13	<b>KALL-FM</b> Gold	94.1 40kw	14	16	17	12	10	7	52	APOLLO RADIO	ABC	EAST
3.2	3.8	2.3	3.7	2.1	14	<b>KCPX*</b> AC	98.7 40kw	12	13	14	13	11	12	38	PRICE BR.	---	CHR
2.2	2.8	2.3	3.3	2.0	15	<b>KDYL</b> BBnd	1280 5(.5)kw	19	22	29	25	18	11	72	SIMMONS FAMILY	SMN	CBS
2.3	1.9	2.2	2.5	2.0	15	<b>KTKK</b> Talk	630 1(.5)kw	18	27	22	17	17	10	72	D&B BR.	ABC	K&P
2.3	2.7	2.5	2.3	1.6	17	<b>KMXB**</b> AC	107.5 45kw	17	12	11	15	14	21	45	US RADIO	---	EAST
2.3	2.3	2.1	2.8	1.6	17	<b>KZHT</b> CHR	94.9 48kw	13	4	15	20	26	25	32	GOLDEN BEAR	---	TOR
0.6	1.3	1.0	1.0	1.5	19	<b>KFAM</b> B/EZ	700 50(1)kw	21	28	28	29	25	18	74	GENERAL	---	---
1.6	1.1	2.0	2.2	1.3	20	<b>KSOS-FM</b> Gold	106.9 68kw	20	25	19	16	16	13	52	FIRST NATIONAL	ABC	EAST
1.2	1.1	1.3	0.2	1.2	21	<b>KISN</b> CHR	570 5kw	16	15	18	18	19	15	31	SUN MOUNTAIN	---	MCG
0.0	0.0	0.0	0.0	1.0	22	<b>KLLB</b> Rel	1510 10kw	30	23	13	19	31	29	191	UNITED SECURITY	---	---

\*Under an LMA with Citadel Broadcasting. \*\*Formerly KMGR.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KLZX-FM	1 KSFI	1 KLZX-FM	1 KSFI	1 KLZX-FM	1 KSFI	CTRY	17.6
2 KBER	2 KKAT	2 KKAT	2 KKAT	2 KSFI	2 KKAT	AC	15.8
3 KXRK	3 KISN-FM	3 KBER	3 KISN-FM	3 KKAT	3 KISN-FM	CHR	13.0
4 KKAT	4 KSOP-FM	4 KSFI	4 KSOP-FM	4 KSOP-FM	4 KSOP-FM	N/T	12.8
5 KRSP	5 KUTQ	5 KXRK	5 KUTQ	5 KSL	5 KSL	GOLD	9.6
6 KSFI	6 KBER	6 KSOP-FM	6 KSL	6 KBER	6 KBZN	AOR	8.5
7 KSOP-FM	7 KCPX	7 KRSP	7 KCPX	7 KALL	7 KCPX	NR	3.6
8 KSL	8 KLZX-FM	8 KSL	8 KBER	8 KRSP	8 KUTQ	NAC	2.4
9 KALL	9 KXRK	9 KALL	9 KBZN	9 KALL-FM	9 KALL	BBND	2.0
10 KUTQ	10 KMXB	10 KALL-FM	10 KMXB	10 KXRK	10 KALL-FM	B/EZ	1.5
						REL	1.0

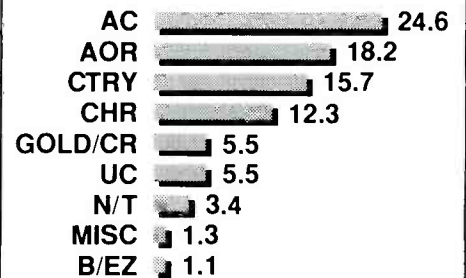
12+ POPULATION: 1,050,000 (Black: 13.2%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.8	14.1	12.7	14.0	15.7	1	1	<b>WFMS</b> Ctry	95.5 13kw	1	3	2	1	1	1	102	SUSQUEHANNA	---	MMR
12.4	12.0	12.2	11.3	11.7	2	2	<b>WIBC</b> AC	1070 50kw	4	9	12	10	6	2	104	SCONNIX	NBC	CHR
15.0	12.4	14.3	11.5	11.0	3	3	<b>WFBQ</b> AOR	95.5 52kw	2	6	1	2	2	6	75	BR. ALCHEMY	SOU	KATZ
6.7	7.0	6.9	6.9	7.4	4	4	<b>WENS</b> AC	97.1 23kw	5	8	4	3	3	5	68	EMMIS	---	MCG
10.2	9.8	9.2	8.2	7.0	5	5	<b>WZPL</b> CHR	99.5 12.5kw	3	1	5	5	7	9	57	BOOTH BR.	AP	HNWH
4.4	3.5	4.3	3.6	6.0	6	6	<b>WRZX</b> AOR	103.3 18kw	9	5	3	4	9	11	88	WIN	ABC	BAN
4.8	4.1	5.4	7.0	5.5	7	7	<b>WKLR</b> Gold	93.1 12.5kw	6	7	9	6	5	4	59	SCONNIX	---	CHR
6.6	5.5	4.3	5.3	5.5	7	7	<b>WTLC-FM</b> UC	105.7 50kw	10	4	7	8	8	7	86	PANACHE	CBS	MMR
5.6	6.4	4.9	6.4	5.5	7	7	<b>WTPI</b> AC	107.9 22kw	7	10	8	7	4	3	67	SOMERSET	---	TOR
2.2	5.0	4.9	5.2	5.3	10	10	<b>WHHH</b> CHR	96.3 59kw	8	2	6	9	11	10	70	UNIVERSITY BR.	---	---
2.0	2.0	2.1	2.3	3.4	11	11	<b>WNDE</b> Talk	1260 5kw	11	13	10	11	10	8	55	BR. ALCHEMY	MBS	KATZ
4.4	3.6	3.4	3.3	1.3	12	12	<b>WTLC</b> Misc	1310 5(1)kw	14	14	17	15	13	12	79	PANACHE	CBS	MMR
1.1	1.6	1.4	1.4	1.2	13	13	<b>WTTS</b> AOR	92.3 37kw	12	11	11	12	12	16	34	SARKES TARZIAN	---	BAN
0.0	0.0	0.0	0.0	1.1	14	14	<b>WQFE</b> B/EZ	101.9 2.5kw	16	17	18	20	19	13	90	QUINN BR.	---	---

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBQ	1 WFMS	1 WFBQ	1 WFMS	1 WFBQ	1 WFMS
2 WRZX	2 WENS	2 WFMS	2 WENS	2 WFMS	2 WENS
3 WFMS	3 WFBQ	3 WRZX	3 WFBQ	3 WRZX	3 WFBQ
4 WHHH	4 WZPL	4 WKLR	4 WZPL	4 WKLR	4 WTPI
5 WTLC	5 WHJH	5 WENS	5 WTPI	5 WENS	5 WZPL
6 WENS	6 WTPI	6 WNDE	6 WKLR	6 WNDE	6 WKLR
7 WNDE	7 WRZX	7 WTLC	7 WTLC	7 WIBC	7 WIBC
8 WZPL	8 WTLC	8 WHHH	8 WHHH	8 WTLC	8 WTLC
9 WTTS	9 WKLR	9 WTPI	9 WIBC	9 WTPI	9 WHHH
10 WKLR	10 WTTS	10 WIBC	10 WRZX	10 WZPL	10 WRZX



© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



12+ POPULATION: 1,011,000 (Black: 33.3%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.4	9.5	9.2	10.5	10.6	1	<b>WWL</b> N/T	870 50kw	3	12	8	5	1	1	83	KEYMARKET	ABC	KATZ
10.1	8.8	9.0	11.1	10.1	2	<b>WQUE-FM</b> UC	93.3 93kw	1	1	1	1	4	6	71	CLEAR CHANNEL	---	CHR
9.2	8.5	9.6	8.7	8.7	3	<b>WYLD-FM</b> UC	98.5 100kw	4	3	3	3	6	7	78	INTERURBAN BR.	ABC	HNWH
7.4	8.7	6.2	6.5	8.2	4	<b>WEZB</b> CHR	97.1 100kw	2	2	2	2	7	8	64	EZ	---	MMR
8.5	8.0	8.6	8.0	7.6	5	<b>WNOE-FM</b> Ctry	101.1 100kw	5	4	4	6	3	2	82	NEWMARKET	ABC	MCG
3.2	6.3	6.8	6.8	6.5	6	<b>KMEZ</b> UC	102.9 4.7kw	8	7	6	4	2	3	92	FIRST BELLE	SMN	KATZ
4.8	5.7	6.7	6.8	6.1	7	<b>WLMG</b> AC	101.9 100kw	7	11	10	7	5	4	83	KEYMARKET	---	KATZ
5.0	4.2	3.6	4.0	5.1	8	<b>WLTS</b> AC	105.3 100kw	6	14	5	8	8	5	64	PHASE II	CBS	DUR
3.4	4.2	3.4	4.2	3.9	9	<b>WBYU</b> BBnd	1450 1kw	13	20	22	21	22	14	108	VANDERBILT	SMN	ROS
3.6	3.5	3.1	3.9	3.2	10	<b>WMXZ</b> AC	95.7 100kw	9	8	7	9	9	13	52	PHASE II	---	MMR
3.5	3.7	3.6	3.4	3.1	11	<b>WCKW-FM</b> CR	92.3 100kw	10	6	11	10	10	12	55	222 CORP.	SOU	BAN
2.9	2.3	3.6	2.0	3.0	12	<b>WYLD</b> UC	940 10(.5)kw	15	9	12	13	13	10	96	INTERURBAN BR.	---	HNWH
3.3	2.4	2.5	2.5	2.8	13	<b>WRNO</b> AOR	99.5 100kw	12	5	9	11	12	16	55	COMMUNIC. CORP.	ABC	MMR
3.5	3.6	2.7	3.0	2.6	14	<b>WBOK</b> Rel	1230 1kw	14	13	15	15	14	11	78	WILLIS	AURN	ROS
3.0	3.3	3.9	3.0	2.5	15	<b>KQLD</b> Gold	106.7 100kw	11	15	14	12	11	9	50	BEASLEY	ABC	MCG
0.3	0.4	0.4	0.6	1.3	16	<b>WZRH*</b> NR	106.1 50kw	19	10	13	14	17	24	63	HOWE BR.	---	---
0.9	1.3	1.2	1.5	1.0	17	<b>KHOM</b> Gold	104.1 100kw	17	16	19	16	15	15	38	KHOM ASSOC.	NBC	TOR

\*Formerly Classic Rock.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WQUE-FM	1 WQUE-FM	1 WWL	1 KMEZ	1 WWL	1 KMEZ	UC	28.3
2 WEZB	2 WYLD-FM	2 WEZB	2 WQUE-FM	2 WNOE-FM	2 WQUE-FM	AC	14.4
3 WYLD-FM	3 WEZB	3 WQUE-FM	3 WYLD-FM	3 WEZB	3 WLMG	N/T	10.6
4 WWL	4 WLTS	4 WYLD-FM	4 WEZB	4 WYLD-FM	4 WLTS	CHR	8.2
5 WNOE-FM	5 KMEZ	5 WNOE-FM	5 WLTS	5 WQUE-FM	5 WNOE-FM	CTRY	7.6
6 WRNO	6 WMXZ	6 WCKW-FM	6 WNOE-FM	6 WCKW-FM	6 WYLD-FM	GOLD/CR	6.6
7 WCKW-FM	7 WNOE-FM	7 WLMG	7 WLMG	7 WLMG	7 WEZB	BBND	3.9
8 WLTS	8 WLMG	8 KMEZ	8 WMXZ	8 KMEZ	8 WMXZ	AOR	2.8
9 KMEZ	9 WRNO	9 WLTS	9 WYLD	9 WLTS	9 WWL	REL	2.6
10 WLMG	10 WCKW-FM	10 WRNO	10 WWL	10 WRNO	10 KQLD	NR	1.3

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 1,010,600 (Black: 18.8%; Hispanic: N/A)

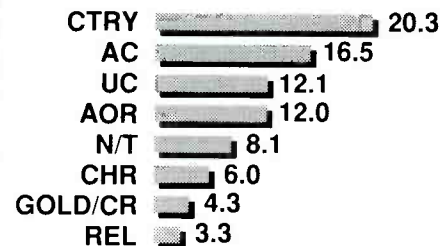
CHARLOTTE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.7	3.0	14.9	11.9	11.3	1	1	<b>WSOC</b> Ctry	103.7 100kw	1	4	3	3	1	1	74	KEYMARKET	---	DUR
12.7	12.5	11.8	9.5	10.2	2	2	<b>WPEG</b> UC	97.9 50kw	3	2	2	2	3	6	95	BR. PARTNERS	CBS	KATZ
8.6	6.6	6.1	7.1	8.6	3	3	<b>WRFX</b> AOR	99.7 100kw	2	8	1	1	1	9	78	PYRAMID	---	MCG
7.8	7.0	6.7	7.6	8.1	4	4	<b>WBT</b> Talk	1110 50kw	5	14	9	8	6	2	80	JEFFERSON-PILOT	CBS	BAN
5.4	6.8	7.0	8.7	7.7	5	5	<b>WTDR</b> Ctry	96.9 100kw	4	5	4	4	4	4	72	TRUMPER	---	CHR
6.3	7.1	6.7	6.4	6.1	6	6	<b>WEZC</b> AC	102.9 31kw	8	10	11	7	7	3	75	KEYMARKET	UNIU	KATZ
5.0	5.4	5.7	6.2	5.3	7	7	<b>WBT-FM</b> AC	107.9 98kw	6	7	5	5	8	7	57	JEFFERSON-PILOT	ABC	BAN
5.0	3.9	4.0	3.5	5.1	8	8	<b>WMXC</b> AC	104.7 100kw	9	9	7	6	5	5	71	EZ	---	MMR
5.0	5.2	4.5	3.6	3.7	9	9	<b>WCKZ</b> CHR	101.9 99kw	7	1	8	12	12	16	43	COMPASS MEDIA	ABC	HNWH
3.7	3.6	2.7	2.8	3.4	10	10	<b>WXRC</b> AOR	95.7 100kw	10	6	6	10	11	15	61	LONG FAMILY	ABC	---
1.2	1.3	1.0	2.2	3.3	11	11	<b>WMIT</b> Rel	106.9 36kw	13	16	10	11	10	10	98	BLUE RIDGE	ABC	---
3.0	3.4	4.8	4.1	2.8	12	12	<b>WWMG</b> Gold	96.1 100kw	12	18	13	9	9	8	56	VOYAGER	CBS	CHR
1.2	2.1	2.1	2.6	2.3	13	13	<b>WAQQ</b> CHR	95.1 100kw	11	3	12	13	14	13	43	ADAMS	SOU	HNWH
0.7	0.6	1.0	1.4	1.9	14	14	<b>WGIV</b> UC	1600 1(.5)kw	16	11	14	15	15	12	85	BR. PARTNERS	AURN	KATZ
0.7	0.9	0.8	1.4	1.5	15	15	<b>WRDX</b> Gold	106.5 100kw	15	15	17	14	13	11	62	WSPT INC.	---	SSS
0.9	1.6	1.7	0.8	1.3	16	16	<b>WFMX</b> Ctry	105.7 100kw	14	12	15	16	16	17	51	ADVENTURE	UNIU	TNS

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX	1 WPEG	1 WRFX	1 WPEG	1 WRFX	1 WPEG
2 WPEG	2 WSOC	2 WSOC	2 WSOC	2 WSOC	2 WSOC
3 WXRC	3 WRFX	3 WPEG	3 WBT-FM	3 WPEG	3 WTDR
4 WTDR	4 WTDR	4 WTDR	4 WTDR	4 WBT	4 WEZC
5 WSOC	5 WBT-FM	5 WBT	5 WMXC	5 WTDR	5 WMXC
6 WBT	6 WMXC	6 WXRC	6 WEZC	6 WMXC	6 WBT-FM
7 WBT-FM	7 WEZC	7 WMXC	7 WRFX	7 WEZC	7 WBT
8 WCKZ	8 WCKZ	8 WBT-FM	8 WCKZ	8 WWMG	8 WRFX
9 WMIT	9 WAQQ	9 WWMG	9 WWMG	9 WXRC	9 WMIT
10 WMXC	10 WXRC	10 WEZC	10 WMIT	10 WMIT	10 WWMG



© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 990,600 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.2	16.1	13.5	12.2	13.0	1	<b>WTIC</b> AC	1080 50kw	1	15	11	7	2	1	84	CHASE	CBS	G/W
7.8	7.4	7.5	8.4	10.1	2	<b>WWYZ</b> Ctry	92.5 18kw	3	9	2	1	1	2	101	WWYZ, INC.	UNIU	BAN
7.3	6.4	7.7	5.7	7.7	3	<b>WRCH</b> AC	100.5 7.5kw	5	10	9	6	4	3	87	RADIO CRP/HA.	---	BAN
7.7	8.1	7.7	7.6	6.8	4	<b>WTIC-FM</b> CHR	96.5 20kw	2	1	3	3	7	6	57	CHASE	---	G/W
5.4	5.4	4.3	5.0	5.8	5	<b>WCCC-A/F</b> AOR	1290/106.9 .5kw/23kw	7	4	1	2	6	8	71	GREATER HART.	ABC	DUR
4.5	5.1	6.4	5.2	5.2	6	<b>WZMX</b> AC	93.7 21kw	6	3	6	4	3	5	60	MULTI MARKET	---	TOR
5.1	4.1	5.1	5.6	4.7	7	<b>WKSS</b> CHR	95.7 16.5kw	4	2	5	9	9	12	50	PRECISION MED.	AP	MMR
6.6	5.6	4.5	5.8	4.3	8	<b>WDRC-FM</b> Gold	102.9 19.5kw	8	7	12	8	5	4	57	BUCKLEY	---	MCG
6.1	6.5	4.7	6.7	4.3	8	<b>WHCN</b> AOR	105.9 16kw	9	6	4	5	8	7	60	BECK-ROSS	ABC	CHR
3.3	3.1	3.5	3.6	3.5	10	<b>WDRC</b> Gold	1360 5kw	14	21	26	27	21	10	84	BUCKLEY	UNIS	MCG
3.1	2.4	2.5	2.9	3.1	11	<b>WPOP</b> N/T	1410 5kw	13	12	14	14	14	9	71	GRIFFIN GROUP	ABC	HNWH
1.8	2.2	2.9	2.9	3.0	12	<b>WAQY-A/F</b> AOR	1600/102.1 5(2.5)kw/17kw	11	8	7	10	11	13	52	SAGA	---	KATZ
3.0	3.7	3.7	3.5	3.0	12	<b>WYSR*</b> AC	104.1 18kw	10	11	8	11	10	11	45	GRIFFIN GROUP	---	HNWH
1.2	1.5	1.2	1.8	1.7	14	<b>WFAN</b> Sports	660 50kw	15	20	13	13	12	14	52	INFINITY	NBC	HNWN
1.4	1.3	1.9	1.5	1.6	15	<b>WPLR</b> AOR	99.1 14.1kw	12	14	10	12	13	21	33	SOUTHERN STARR	---	EAST
0.0	0.4	0.0	0.7	1.3	16	<b>WRYM</b> Span	840 1kw	22	18	15	15	15	16	130	TRUST/SODOKOFF	---	CAB

\* Formerly WIOF.

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCCC-FM	1 WTIC-FM	1 WCCC-FM	1 WWYZ	1 WWYZ	1 WWYZ	AC 28.9
2 WHCN	2 WZMX	2 WHCN	2 WZMX	2 WCCC-FM	2 WZMX	AOR 14.7
3 WWYZ	3 WWYZ	3 WWYZ	3 WTIC-FM	3 WHCN	3 WRCH	CHR 11.5
4 WAQY-FM	4 WKSS	4 WTIC	4 WRCH	4 WTIC	4 WTIC-FM	CTRY 10.1
5 WKSS	5 WCCC-FM	5 WDRC-FM	5 WKSS	5 WDRC-FM	5 WTIC	GOLD/CR 7.8
6 WTIC-FM	6 WYSR	6 WAQY-FM	6 WDRC-FM	6 WZMX	6 WDRC-FM	N/T 4.8
7 WPLR	7 WRCH	7 WTIC-FM	7 WTIC	7 WAQY-FM	7 WKSS	SPAN 1.3
8 WFAN	8 WAQY-FM	8 WRCH	8 WCCC-FM	8 WRCH	8 WYSR	
9 WTIC	9 WHCN	9 WKSS	9 WYSR	9 WTIC-FM	9 WAQY-FM	
10 WYSR	10 WPLR	10 WFAN	10 WAQY-FM	10 WFAN	10 WCCC-FM	

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: **989,500** (Black: 9.8%; Hispanic: N/A)

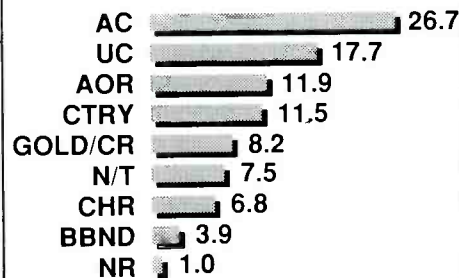
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.8	9.6	11.3	10.9	10.5	1	<b>WYRK</b> Ctry	106.5 50kw	4	8	5	3	2	1	97	STONER	---	CHR
7.1	6.6	6.9	7.1	8.7	2	<b>WJYE</b> AC	96.1 50kw	7	10	8	4	3	3	88	EBE COMM.	UNIS	MCG
8.0	8.4	7.1	7.6	8.2	3	<b>WBEN</b> AC	930 5kw	5	11	14	11	11	5	77	ALGONQUIN	CBS	DUR
6.1	6.1	8.2	6.6	8.2	3	<b>WHTT-FM</b> Gold	104.1 50kw	3	6	7	1	1	2	74	PYRAMID	---	MMR
6.1	5.9	5.5	5.3	7.5	5	<b>WGR</b> N/T	550 5kw	1	7	10	10	6	4	54	RICH	ABC	KATZ
8.4	9.8	7.7	7.3	6.8	6	<b>WKSE</b> CHR	98.5 46kw	2	1	3	6	9	10	61	PRICE	ABC	BAN
6.7	6.9	5.1	7.8	6.7	7	<b>WBLK</b> UC	93.7 50kw	11	2	4	7	7	9	115	WBLK INC.	CBS	DUR
6.2	6.4	6.5	6.7	6.7	7	<b>WGRF</b> AOR	96.9 12.5kw	6	5	1	2	4	7	64	RICH	---	KATZ
4.8	5.9	6.9	7.0	5.2	9	<b>WUFX</b> AOR	103.3 49kw	9	3	2	5	10	12	69	METROPLEX	CBS	KATZ
4.4	5.2	4.4	3.6	5.0	10	<b>WBUF</b> AC	92.9 91kw	10	9	9	9	5	6	70	LINCOLN GROUP	---	MCG
6.7	4.8	5.7	5.6	4.8	11	<b>WMJQ</b> AC	102.5 105kw	8	4	6	8	8	8	51	ALGONQUIN	SOU	DUR
2.9	3.8	3.6	4.0	3.9	12	<b>WECK</b> BBnd	1230 1kw	12	16	19	20	18	11	80	EBE COMM.	NBC	MCG
0.5	0.6	0.8	1.8	1.0	13	<b>CFNY</b> NR	102.1 35kw	16	12	11	12	13	25	66	SELKIRK	---	PMR
2.2	1.9	1.7	1.4	1.0	13	<b>WNUC*</b> Ctry	107.7 11.5kw	13	18	13	13	12	15	33	CASCIANI	UNIU	---
1.4	0.9	0.9	1.1	1.0	13	<b>WUFO</b> UC	1080 1kw	20	24	15	17	16	14	85	SHERIDAN	AURN	WRS

\* Formerly **WEZQ** (B/EZ).

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WUFX	1 WBLK	1 WGRF	1 WJYE	1 WHTT-FM	1 WJYE
2 WGRF	2 WKSE	2 WHTT-FM	2 WHTT-FM	2 WGRF	2 WHTT-FM
3 WYRK	3 WMJQ	3 WUFX	3 WKSE	3 WYRK	3 WYRK
4 WHTT-FM	4 WYRK	4 WYRK	4 WYRK	4 WGR	4 WBUF
5 WKSE	5 WGRF	5 WGR	5 WMJQ	5 WJYE	5 WMJQ
6 WGR	6 WBUF	6 WJYE	6 WBLK	6 WUFX	6 WBLK
7 WBLK	7 WJYE	7 WBLK	7 WBUF	7 WBUF	7 WKSE
8 WJYE	8 WHTT-FM	8 WBUF	8 WGRF	8 WBEN	8 WGRF
9 WMJQ	9 WUFX	9 WKSE	9 WGR	9 WBLK	9 WGR
10 WBUF	10 WGR	10 WMJQ	10 WUFX	10 WMJQ	10 WBEN



©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 972,000 (Black: 10.9%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.6	11.2	10.4	10.8	12.0	1	WWKA Ctry	101.1 100kw	1	3	3	1	1	1	93	NEWCITY	CBS	BAN
6.0	9.5	8.9	9.0	9.5	2	WJHM UC	101.9 28kw	3	1	1	2	7	8	95	BEASLEY	---	HNWH
7.5	7.7	7.2	7.8	8.9	3	WDBO AC	580 5kw	2	21	14	10	4	2	85	NEWCITY	ABC	KATZ
4.0	6.5	6.4	4.5	6.3	4	WMGF AC	107.7 100kw	6	9	9	9	5	4	72	METROPLEX	NBC	BAN
5.1	5.2	5.1	5.4	6.2	5	WOMX-A/F AC	950/105.1 5kw/100kw	5	5	5	3	2	5	67	NATIONWIDE	---	MCG
5.6	4.1	5.4	4.7	6.0	6	WOCL Gold	105.9 100kw	4	7	13	4	3	3	65	AMERICAN MEDIA	AP	CHR
4.7	5.3	4.9	5.5	5.0	7	WXXL CHR	106.7 100kw	7	2	6	8	15	15	62	TAYLOR	---	DUR
4.9	5.2	4.1	5.1	4.6	8	WDIZ AOR	100.3 100kw	9	6	2	6	9	14	63	SHAMROCK COMM.	ABC	MMR
6.1	5.0	5.9	4.8	4.6	8	WMMO AC	98.9 38kw	12	12	7	5	6	7	71	RADIO ORLANDO	---	EAST
6.3	5.0	6.1	5.6	4.4	10	WHTQ AOR	96.5 100kw	8	8	4	7	11	13	56	TK	SOU	TOR
6.6	5.9	6.4	6.0	4.4	11	WWNZ-A/F* Talk	740/104.1 50kw/100kw	10	16	11	12	8	6	63	PAXSON BR.	CBS	BAN
4.9	4.7	5.4	4.7	3.7	12	WVRI AC	101.1 100kw	11	10	8	11	12	12	56	PAXSON BR.	---	BAN
3.1	3.4	3.4	3.9	3.6	13	WLOQ NAC	103.1 2.65kw	13	18	10	13	10	9	67	LITCHFIELD	---	BAN
2.3	2.3	1.8	2.0	3.3	14	WCFB** Ctry	94.5 100kw	14	4	12	14	13	11	74	ROOT COMM.	---	KATZ
1.8	1.5	2.0	1.3	2.3	15	WTLN-FM Rel	95.3 6kw	15	14	16	15	14	10	90	ALTON	---	KBS
1.1	0.0	0.0	0.5	1.2	17	WHBS Span	1270 5kw	17	17	17	16	16	16	90	SOUTHEAST BR.	CBS	---
1.0	1.3	1.1	1.2	1.0	18	WEZY B/EZ	94.1 100kw	18	20	22	22	22	18	85	ROOT COMM.	---	BAN
0.9	1.1	1.4	1.3	1.0	18	WPCV Ctry	97.5 100kw	16	22	15	17	18	22	47	HALL	NBC	TOR

\*FM began rating period as WHVE (AC). \*\*Formerly WWLV (AC)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDIZ	1 WXXL	1 WWKA	1 WOMZ-FM	1 WWKA	1 WWKA	AC 33.0
2 WJHM	2 WJHM	2 WDIZ	2 WJHM	2 WDBO	2 WOMX-FM	CTRY 13.0
3 WWKA	3 WOMX-FM	3 WJHM	3 WXXL	3 WOCL	3 WMGF	UC 9.3
4 WHTQ	4 WVRI	4 WMMO	4 WMGF	4 WDIZ	4 WOCL	AOR 9.0
5 WMMO	5 WMGF	5 WHTQ	5 WWKA	5 WMMO	5 WJHM	GOLD/CR 6.0
6 WOMX-FM	6 WHTQ	6 WOCL	6 WVRI	6 WOMX-FM	6 WVRI	CHR 5.0
7 WDBO	7 WWKA	7 WDBO	7 WOCL	7 WLOQ	7 WDBO	N/T 4.4
8 WWNZ-FM	8 WDIZ	8 WOMX-FM	8 WHTQ	8 WWNZ-FM	8 WHTQ	NAC 3.6
9 WLOQ	9 WMMO	9 WLOQ	9 WMMO	9 WJHM	9 WMMO	REL 2.3
10 WXXL	10 WLOQ	10 WWNZ-FM	10 WLOQ	10 WHTQ	10 WLOQ	SPAN 1.2
						B/EZ 1.0

©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 908,300 (Black: 38.3%; Hispanic: N/A)

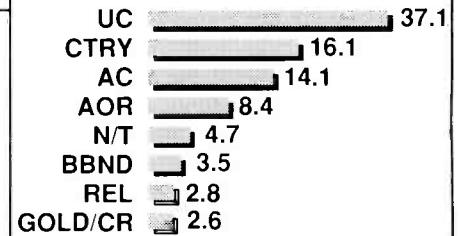
MEMPHIS

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	11.5	13.6	11.1	16.1	1	1	WGKX Ctry	105.9 100kw	1	3	3	1	1	1	102	BARNSTABLE	---	KATZ
11.5	12.4	9.5	10.0	10.9	2	2	WHRK UC	97.1 100kw	2	1	1	3	3	8	90	US RADIO	NBC	MCG
10.1	10.2	8.2	9.2	10.8	3	3	WDIA UC	1070 50kw	3	6	6	4	2	2	95	US RADIO	CBS	MCG
7.7	10.3	10.5	9.8	8.4	4	4	WEGR AOR	102.7 100kw	6	5	2	2	4	7	95	NEWMARKET	UNIP	MCG
8.7	7.0	6.8	6.7	7.9	5	5	WMC-FM AC	99.7 290kw	4	4	4	5	6	5	78	SCRIPPS HOWARD	SOU	BAN
5.9	7.4	8.5	6.5	6.2	6	6	WRVR AC	104.5 100kw	7	9	8	6	5	3	77	KEYMARKET	---	MMR
3.6	4.5	5.6	5.2	6.1	7	7	WLOK UC	1340 1kw	9	8	9	9	7	4	89	GILLIAM	AURN	K&P
8.5	6.8	7.1	8.6	5.8	8	8	KJMS UC	101.1 100kw	5	2	5	7	8	11	58	DEE RIVERS	NBC	DUR
3.2	4.9	4.4	5.0	4.7	9	9	WMC N/T	790 5kw	8	12	11	11	10	6	65	SCRIPPS HOWARD	ABC	BAN
0.0	2.9	2.9	2.2	3.5	10	10	KFTH UC	107.1 3kw	11	7	7	8	9	10	68	NO. MIDWEST	AURN	---
0.0	3.9	3.8	3.8	2.6	11	11	WPYR* Gold	98.1 100kw	10	10	10	10	11	9	43	BARNSTABLE	ABC	CBS
1.7	2.3	2.2	1.9	2.0	12	12	WREC BBnd	600 5kw	12	22	13	13	13	12	53	NEWMARKET	CBS	MCG
0.6	0.7	2.0	2.0	1.4	13	13	WBBP Rel	1480 5kw	14	16	12	12	12	13	58	BOUNTIFUL BLESS.	---	---
1.5	1.3	1.5	2.1	1.4	13	13	WCRV Rel	640 50(.5)kw	13	15	15	14	14	14	49	BOTT	---	---
0.0	0.4	0.0	0.5	1.0	15	15	WPLX Nost	1170 1kw	21	21	22	19	19	15	165	POLLACK STEEL	UNIS	---

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEGR	1 WHRK	1 WEGR	1 WGKX	1 WGKX	1 WGKX
2 WHRK	2 WGKX	2 WGKX	2 WDIA	2 WEGR	2 WDIA
3 WGKX	3 WMC-FM	3 WHRK	3 WHRK	3 WDIA	3 WRVR
4 WMC-FM	4 WDIA	4 WMC-FM	4 WRVR	4 WHRK	4 WHRK
5 KJMS	5 KJMS	5 WDIA	5 WMC-FM	5 WMC	5 WMC-FM
6 KFTH	6 WEGR	6 KJMS	6 KJMS	6 WMC-FM	6 WLOK
7 WDIA	7 WRVR	7 WMC	7 WEGR	7 KFTH	7 WEGR
8 WMC	8 KFTH	8 KFTH	8 WLOK	8 WRVR	8 KJMS
9 WLOK	9 WLOK	9 WRVR	9 KFTH	9 WLOK	9 KFTH
10 WRVR	10 WPYR	10 WLOK	10 WPYR	10 KJMS	10 WPYR



©1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 862,700 (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.8	5.2	6.6	1	WADB-FM B/EZ	95.9 4kw	7	25	32	25	20	7	114	PLEASANT	---	---
6.5	6.3	6.6	1	WXRK CR	92.3 7.6kw	1	5	1	1	1	6	71	INFINITY	ABC	TOR
6.6	5.8	4.8	3	WOBM-FM AC	92.7 1.4kw	6	24	10	7	6	2	77	NORTH SHORE	---	KATZ
3.6	3.0	4.6	4	WKXW Talk	101.5 19kw	3	15	11	2	2	1	59	PRESS BR.	AP	MCG
3.0	3.8	4.3	5	WFAN Sports	660 50kw	5	10	13	6	4	4	61	INFINITY	NBC	HNWH
4.9	5.3	4.2	6	WOR Talk	710 50kw	10	27	40	31	23	11	83	BUCKLEY	ABC	MCG
5.2	4.7	4.1	7	WJLK-FM AC	94.3 3kw	8	14	7	4	3	3	78	D&F	UNIU	KATZ
3.3	3.3	4.0	8	WABC Talk	770 50kw	12	26	22	19	17	10	84	CAP CITIES/ABC	ABC	BAN
4.0	3.1	4.0	8	WCBS News	88J 50kw	4	16	26	16	13	9	54	CBS	CBS	CBS
3.2	3.6	3.8	10	WPLJ CHR	95.5 6.7kw	2	2	3	3	5	14	44	CAP CITIES/ABC	ABC	KATZ
2.2	3.6	3.5	11	WPAT-FM B/EZ	93.1 5.4kw	11	29	33	21	19	13	71	PARK	---	MMR
3.3	3.5	3.3	12	WYNY Ctry	103.5 6.7kw	17	40	9	9	7	5	85	BR. PARTNERS	NBC	DUR
2.7	1.6	3.2	13	WJRZ AC	100.1 1.6kw	15	12	2	5	9	19	76	JERSEY SHORE	ABC	DUR
2.7	1.4	2.7	14	WLTW AC	106.7 7.8kw	14	20	14	15	11	8	65	VIACOM	---	KATZ
4.6	5.0	2.7	15	WNEW-FM AOR	102.7 7.8kw	9	9	5	8	8	16	52	GROUP W	UNIP	G/W
1.4	0.9	2.4	16	WRDR Nost	104.9 10kw	25	37	24	30	25	20	114	RODIO RADIO	AP	---
1.2	1.3	2.2	17	WHTG-FM NR	106.3 3kw	21	6	4	10	15	28	70	WHTG INC.	---	BAN
2.6	1.9	2.2	17	WZVU Gold	107.1 2.3kw	19	11	16	11	10	12	61	MAMMOTH	---	KATZ
2.7	1.7	2.0	19	WMXV AC	105.1 7.8kw	18	18	12	12	16	18	52	BONNEVILLE INT.	---	MCG
1.1	1.1	2.0	19	WQCD NAC	101.9 5.3kw	22	32	17	14	12	17	69	TRIBUNE	ABC	CHR
1.6	2.5	2.0	19	WQHT CHR	97.1 6.7kw	16	3	8	17	21	26	50	EMMIS	---	HNWH
2.2	1.9	1.7	22	WHTZ CHR	100.3 7.8kw	13	1	15	20	22	24	37	MALRITE	---	CHR
1.7	1.5	1.7	22	WMMR AOR	93.3 29kw	23	17	6	13	18	25	62	GROUP W	SOU	G/W
2.1	3.3	1.6	24	WCBS-FM Gold	101.1 6.8kw	20	35	23	18	14	15	44	CBS	CBS	CBS
1.6	1.2	1.3	25	WOBM Ctry	1160 5kw	26	31	37	35	35	22	66	NORTH SHORE	UNIS	KATZ
0.6	1.5	1.1	26	WHLI AC	1100 10kw	38	30	36	36	36	36	187	BARNSTABLE	---	KATZ
0.0	0.4	1.0	27	WJLK Ctry	1310 2.5kw	36	36	34	37	34	32	98	D&F	UNIU	KATZ

MONMOUTH-OCEAN, NJ

12+ POPULATION: 854,900 (Black: 14.5%; Hispanic: N/A)

NASHVILLE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	12.6	13.4	13.6	15.3	1	1	<b>WSIX</b> Ctry	97.9 100kw	1	5	1	1	1	1	90	CAPSTAR	ABC	MCG
12.6	11.6	11.0	11.0	13.4	2	2	<b>WSM-FM</b> Ctry	95.5 100kw	2	4	2	2	2	2	91	GAYLORD	---	CHR
6.0	8.4	6.7	8.7	6.8	3	3	<b>WQKQ</b> UC	92.1 3kw	9	2	5	3	4	7	91	PHOENIX	---	MMR
6.1	7.0	6.3	5.7	6.3	4	4	<b>WZEZ</b> AC	92.9 100kw	6	9	8	7	3	3	73	SOUTH CENTRAL	---	HNWH
9.1	7.1	9.7	9.0	6.2	5	5	<b>WYHY</b> CHR	107.5 58kw	3	1	4	4	10	14	53	LEGACY	---	EAST
3.5	3.8	4.1	4.0	5.4	6	6	<b>WLAC</b> N/T	1510 50kw	8	18	9	10	8	4	69	FAIRMONT	CBS	DUR
9.2	8.0	7.5	8.0	5.1	7	7	<b>WKDF</b> AOR	103.3 100kw	4	3	3	5	7	16	53	DICK	ABC	KATZ
5.2	6.7	4.8	5.4	5.0	8	8	<b>WLAC-FM</b> AC	105.9 100kw	5	7	6	6	9	9	54	FAIRMONT	---	DUR
3.1	3.6	4.0	4.3	4.0	9	9	<b>WRMX</b> Gold	96.3 100kw	10	6	10	9	5	5	55	SIGNATURE	---	---
5.5	5.0	4.8	5.0	3.9	10	10	<b>WGFX</b> CR	104.5 49kw	7	8	7	8	6	13	48	CAPITOL BR. CRP	SOU	KATZ
3.7	3.7	3.5	3.4	3.6	11	11	<b>WSM</b> Ctry	650 50kw	11	17	16	16	15	6	60	GAYLORD	NBC	CHR
1.2	1.8	1.0	1.0	2.4	12	12	<b>WWTN</b> Talk	99.7 100kw	12	12	14	14	14	12	65	AMERICAN GEN.	MBS	MCG
2.2	2.3	1.8	2.5	2.3	13	13	<b>WVOL</b> Gold	1470 5(1)kw	13	10	15	11	11	8	63	PHOENIX	SMN	MMR
2.0	1.2	2.6	1.6	1.9	14	14	<b>WBVR</b> Ctry	101.1 47kw	14	22	11	12	12	10	59	TARGET	ABC	---
1.6	1.7	1.9	1.0	1.7	15	15	<b>WMDB</b> UC	880 2.5kw	18	11	18	17	18	17	95	BOBB	---	---
1.1	1.4	1.3	1.2	1.5	16	16	<b>WENO</b> Rel	760 1kw	20	19	20	19	17	11	157	RADIO COR/NASH	---	---
1.7	1.0	2.0	1.8	1.5	16	16	<b>WRLT</b> NR	100.1 .2kw	16	16	13	13	13	15	60	GMX	---	DCA
1.5	1.3	0.8	0.8	1.2	18	18	<b>WCTZ/WYCO</b> Ctry	1550/102.9 2.5(1)kw/100kw	15	15	12	15	16	18	42	CROMWELL GROUP	---	---

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	<b>CTRY</b> ██████████ 35.4 <b>AC</b> ██████████ 11.3 <b>GOLD/CR</b> ██████████ 10.2 <b>UC</b> ██████████ 8.5 <b>N/T</b> ██████████ 7.8 <b>CHR</b> ██████████ 6.2 <b>AOR</b> ██████████ 4.1 <b>REL</b> ██████████ 1.5 <b>NR</b> ██████████ 1.5
1 WKDF	1 WSIX	1 WSIX	1 WSIX	1 WSIX	1 WSM-FM	
2 WSIX	2 WSM-FM	2 WSM-FM	2 WSM-FM	2 WSM-FM	2 WSIX	
3 WSM-FM	3 WLAC-FM	3 WKDF	3 WQKQ	3 WKDF	3 WZEZ	
4 WGFX	4 WQKQ	4 WGFX	4 WLAC-FM	4 WLAC	4 WQKQ	
5 WYHY	5 WYHY	5 WLAC	5 WYHY	5 WZEZ	5 WRMX	
6 WQKQ	6 WZEZ	6 WQKQ	6 WZEZ	6 WGFX	6 WLAC-FM	
7 WLAC	7 WGFX	7 WQKQ	7 WRMX	7 WRMX	7 WYHY	
8 WLAC-FM	8 WKDF	8 WYHY	8 WGFX	8 WQKQ	8 WGFX	
9 WRMX	9 WRMX	9 WRMX	9 WKDF	9 WWTN	9 WVOL	
10 WZEZ	10 WYCO	10 WLAC-FM	10 WVOL	10 WYHY	10 WLAC	

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.



12+ POPULATION: 831,800 (Blacks & Hispanics: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOR H	STATION FCRMT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNEFF	NETWORK	NATIONAL REP FIRM
16.2	14.8	16.3	15.3	15.1	1	<b>WCMF</b> AOR	96.5 50kw	1	2	1	1	2	6	92	STONER	---	TOR
15.2	13.0	13.5	12.0	13.4	2	<b>WHAM</b> N/T	1180 50kw	2	6	8	5	3	2	85	LINCOLN GROUP	CBS	MCG
10.3	11.2	13.2	10.5	13.3	3	<b>WBEE</b> Ctry	92.5 50kw	4	5	2	2	1	1	102	HERITAGE MEDIA	UN U	KATZ
9.5	10.5	7.9	9.2	8.1	4	<b>WPXY-FM</b> CHR	97.9 50kw	3	1	3	3	7	7	59	PYRAMID	---	CHR
7.2	6.7	6.5	6.2	7.3	5	<b>WRMM-FM</b> AC	101.3 27kw	5	4	7	6	5	3	67	STONER	---	CHR
6.9	7.0	7.1	6.2	6.5	6	<b>WVOR</b> AC	100.5 50kw	6	13	6	4	4	4	62	LINCOLN GROUP	---	MCG
6.1	4.6	4.6	6.6	4.9	7	<b>WKLX</b> Gold	98.9 37kw	7	8	10	8	6	5	61	ONTARIO SHORE	---	BAN
5.4	4.6	5.5	5.1	4.7	8	<b>WDKX</b> UC	103.9 8kw	10	3	4	7	8	9	104	MONROE	---	WRS
3.9	4.3	3.8	3.7	4.0	9	<b>WBFF</b> Nost	950 1kw	9	15	11	13	11	8	81	HERITAGE MEDIA	UNIU	KATZ
2.1	4.7	2.2	3.6	3.2	10	<b>WRQI</b> AOR	95.1 50kw	8	7	5	9	9	10	49	GREAT LAKES	---	HNWH
0.0	0.0	2.2	2.6	2.2	11	<b>WMAX</b> AOR	106.7 3.5kw	11	12	9	10	10	11	53	SILVER BR.	---	EAST

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF	1 WCMF	1 WCMF	1 WBEE	1 WCMF	1 WBEE	AOR  20.5
2 WBEE	2 WPXY-FM	2 WBEE	2 WCMF	2 WHAM	2 WVOR	AC  13.8
3 WRQI	3 WBEE	3 WHAM	3 WPXY-FM	3 WBEE	3 WRMM-FM	N/T  13.4
4 WDKX	4 WDKX	4 WRQI	4 WVOR	4 WKLX	4 WPXY-FM	CTRY  13.3
5 WHAM	5 WVOR	5 WKLX	5 WRMM-FM	5 WVOR	5 WCMF	CHR  8.1
6 WPXY-FM	6 WRMM-FM	6 WPXY-FM	6 WDKX	6 WRQI	6 WHAM	GOLD/CR  4.9
7 WMAX	7 WRQI	7 WDKX	7 WKLX	7 WRMM-FM	7 WKLX	UC  4.7
8 WRMM-FM	8 WMAX	8 WVOR	8 WHAM	8 WMAX	8 WDKX	BBND  4.0
9 WKLX	9 WKLX	9 WRMM-FM	9 WRQI	9 WPXY-FM	9 WRQI	
10 WVOR	10 WHAM	10 WMAX	10 WMAX	10 WDKX	10 WMAX	

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

**Lauren A. Colby, Esq.**  
COMMUNICATIONS ATTORNEY

10 East 4th Street  
Frederick, Maryland 21701

**SPECIAL ATTENTION TO DIFFICULT CASES**

TELEPHONE: 301-663-1086 FAX: 301-695-8734

12+ POPULATION: 830,800 (Black: 12.3%; Hispanic: N/A)

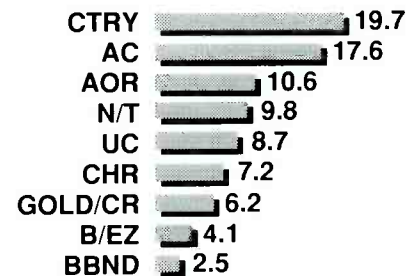
DAYTON

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	10.2	12.9	11.9	12.4	1	1	<b>WHKO</b> Ctry	99.1 50kw	1	4	2	1	1	1	86	COX	---	DUR
8.0	6.8	7.6	9.1	8.7	2	2	<b>WHIO</b> Talk	1290 5kw	4	11	12	10	7	2	80	COX	CBS	DUR
6.8	8.1	8.8	6.8	7.1	3	3	<b>WTUE</b> AOR	104.7 50kw	3	6	1	2	4	14	59	STONER	ABC	MCG
7.5	7.0	7.2	7.1	6.1	4	4	<b>WG TZ</b> CHR	92.9 40kw	2	1	4	6	9	13	50	GREAT TRAILS	UNIP	KATZ
6.8	5.7	5.8	7.9	6.1	4	4	<b>WWSN</b> AC	107.7 50kw	7	7	6	3	2	4	76	STONER	---	EAST
5.8	5.1	4.3	3.5	5.9	6	6	<b>WLQT</b> AC	99.9 50kw	5	8	7	4	3	3	71	LIGGETT BR.	ABC	MCG
1.2	7.2	4.6	8.8	5.8	7	7	<b>WROU</b> UC	92.1 890w	10	2	5	5	6	7	104	HAWES-SAUNDERS	---	---
5.9	4.3	5.9	5.4	5.6	8	8	<b>WLW</b> AC	700 50kw	6	22	10	8	8	5	69	JACOR	ABC	EAST
4.6	3.2	4.0	3.4	4.2	9	9	<b>WYMJ</b> Gold	103.9 1.15kw	9	14	11	9	5	6	65	TRI-CITY RADIO	---	EAST
5.5	3.8	5.9	4.0	3.5	10	10	<b>WAZU</b> AOR	102.9 50kw	8	3	3	7	12	23	50	OSBORN	ABC	CHR
2.4	3.0	2.9	2.6	3.2	11	11	<b>WPFB-FM</b> Ctry	105.9 34kw	12	9	9	11	10	9	72	BRADEN STATIONS	---	ROS
3.7	2.1	1.9	1.4	2.9	12	12	<b>WDAO</b> UC	1210 1kw	16	10	17	14	15	8	88	STONER	AURN	---
3.6	5.0	3.6	2.8	2.7	13	13	<b>WONE</b> Ctry	980 5kw	11	15	15	15	14	11	60	STONER	ABC	MCG
1.5	2.2	2.0	2.2	2.5	14	14	<b>WCLR</b> B/EZ	95.7 50kw	13	17	16	13	11	10	59	WPTW RADIO	UNI	REG
1.0	1.1	1.3	1.1	2.0	15	15	<b>WOFX</b> CR	94.9 31kw	14	12	8	12	13	17	47	HERITAGE MEDIA	---	MCG
1.3	1.2	2.0	0.8	1.6	16	16	<b>WLSN</b> B/EZ	106.5 50kw	18	21	25	22	18	12	69	TREATY CITY BR.	---	---
0.6	1.2	1.0	0.8	1.4	17	17	<b>WKSW</b> Ctry	101.7 2.05kw	19	13	18	18	19	15	76	UNITED STATES	AP	---
1.6	0.8	1.3	1.0	1.3	18	18	<b>WIZE</b> Nost	1340 1kw	20	25	22	23	22	18	76	STAGG BR.	ABC	UNI
1.1	1.0	1.4	1.2	1.2	19	19	<b>WPFB</b> Nost	910 1kw	23	19	24	24	24	22	97	BRADEN STATIONS	SMN	ROS
1.2	0.7	1.1	1.2	1.1	20	20	<b>WDJK</b> CHR	95.3 3kw	17	5	14	16	17	21	34	DING METRO BR.	---	---
1.1	0.9	0.4	0.6	1.1	20	20	<b>WING</b> News	1410 5kw	15	16	19	19	16	16	32	GREAT TRAILS	CBS	KATZ

### DEMOGRAPHIC RANKINGS

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WHKO	1 WTUE	1 WHKO	1 WHKO	1 WHKO
2 WAZU	2 WTUE	2 WHKO	2 WWSN	2 WTUE	2 WLQT
3 WHKO	3 WWSN	3 WLW	3 WLQT	3 WLW	3 WWSN
4 WROU	4 WG TZ	4 WAZU	4 WG TZ	4 WHIO	4 WYMJ
5 WLW	5 WLQT	5 WWSN	5 WROU	5 WWSN	5 WROU
6 WOFX	6 WROU	6 WROU	6 WTUE	6 WYMJ	6 WG TZ
7 WG TZ	7 WYMJ	7 WHIO	7 WYMJ	7 WPFB-FM	7 WTUE
8 WOXY	8 WAZU	8 WOFX	8 WHIO	8 WROU	8 WHIO
9 WWSN	9 WPFB-FM	9 WG TZ	9 WPFB-FM	9 WLQT	9 WPFB-FM
10 WPFB-FM	10 WDAO	10 WYMJ	10 WDAO	10 WAZU	10 WDAO



12+ POPULATION: 821,200 (Black: 10.1; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	9.4	9.9	10.7	9.6	1	<b>WRMF</b> AC	97.9 100kw	1	5	1	1	1	1	90	FAIRBANKS	---	BAN
7.5	8.4	7.7	7.1	7.5	2	<b>WJNO</b> N/T	1230 1kw	3	22	19	10	6	5	88	FAIRBANKS	CBS	BAN
12.8	2.0	8.2	9.6	7.4	3	<b>WEAT-FM</b> AC	104.3 100kw	2	18	13	5	5	2	72	TAYLOR	---	DUR
7.5	6.1	7.5	6.6	6.7	4	<b>WIRK</b> Ctry	107.9 100kw	5	11	3	3	3	3	88	PRICE	ABC	HNWH
5.6	5.2	5.3	5.0	5.8	5	<b>WKGR</b> AOR	98.7 100kw	4	6	2	2	2	6	70	TREMONT GROUP	UPI	CHR
2.7	4.0	2.9	1.8	4.0	6	<b>WOLL</b> Gold	94.3 6kw	7	32	15	4	4	4	69	LAPPIN	---	KATZ
4.2	3.3	3.4	4.1	3.6	7	<b>WQVV</b> CHR	95.5 100kw	6	1	4	6	7	13	49	ARDMAN	SOU	MCG
1.5	1.5	2.2	1.6	2.5	8	<b>WKIS</b> Ctry	99.9 100kw	9	24	14	12	9	8	59	SUNSHINE WIRE.	UNIP	HNWH
2.9	2.4	2.8	3.0	2.5	8	<b>WRLX*</b> B/EZ	92.1 6kw	10	20	20	21	18	11	63	PEARL	---	BAN
2.2	2.7	1.9	2.8	2.4	10	<b>WEDR</b> UC	99.1 100kw	13	3	9	9	11	10	69	WEDR, INC.	CBS	MCG
3.9	1.8	1.7	2.7	2.4	10	<b>WIOD</b> N/T	610 10kw	8	23	16	14	10	7	54	COX	MBS	CHR
0.9	1.4	1.9	1.8	2.3	12	<b>WZTA</b> CF	94.9 100kw	14	10	6	7	8	12	66	PAXSON BR.	---	KATZ
0.4	0.7	2.2	2.0	2.2	13	<b>WEAT</b> B/EZ	850 5(1)kw	19	29	30	32	32	21	73	TAYLOR	---	DUR
1.8	2.4	1.9	2.4	2.2	13	<b>WHQT</b> UC	105.1 100kw	15	4	8	13	19	16	64	COX	---	MMR
0.5	0.5	1.1	1.2	2.1	15	<b>WBZT</b> N/T	1290 5kw	16	37	22	25	23	17	60	PRICE	ABC	HNWH
0.6	1.3	1.1	1.1	2.1	15	<b>WPOM</b> UC	1600 5(2.5)kw	27	9	17	19	20	15	102	RIVIERA COMM.	---	ROS
1.6	2.7	2.3	2.5	2.0	17	<b>WZZR</b> AOR	92.7 50kw	18	17	5	8	12	26	65	CRB BR.	---	KATZ
2.5	2.4	2.3	2.6	1.9	18	<b>WSHE</b> AOR	103.5 100kw	11	7	7	11	17	24	51	TK	---	TOR
1.7	1.3	1.7	1.9	1.6	19	<b>WDBF</b> Nost	1420 5(.5)kw	24	35	35	37	35	33	72	QUALITY BR.	CBS	---
1.5	1.6	2.4	1.2	1.6	19	<b>WPOW</b> CHR	96.5 100kw	17	2	12	20	22	37	51	BEASLEY	SOU	HNWH
2.2	1.8	0.8	1.6	1.5	21	<b>WYFX</b> UC	1040 25(1.1)kw	32	28	10	16	15	28	84	BEACH BR.	AURN	K&P
1.4	0.7	1.1	1.4	1.3	22	<b>WHYI</b> AC	100.7 100kw	12	12	11	15	16	27	37	METROPLEX	---	MCG
1.7	2.2	1.5	2.6	1.3	22	<b>WLYF</b> AC	101.5 100kw	21	26	26	29	27	19	46	JEFFERSON-PILOT	---	BAN
1.2	0.8	1.7	0.5	1.3	22	<b>WMRZ</b> Gold	790 25kw	26	27	37	34	37	23	64	JEFFERSON-PILOT	---	BAN
0.7	1.1	1.7	1.8	1.3	22	<b>WTMI</b> Clas	93.1 96kw	23	33	33	28	25	14	55	MARLIN II LTD	---	CMBS
1.0	1.3	2.0	1.1	1.2	26	<b>WLVE</b> NAC	93.5 100kw	29	21	18	17	14	18	64	GILMORE	---	TOR
1.7	1.4	1.4	0.9	1.2	26	<b>WMXJ</b> Gold	102.7 100kw	20	14	24	18	13	9	40	SCONNIX	---	EAST

\*Formerly WNGS (AC)

# #30

## SAN JOSE

Continued from Page 63

12+ POPULATION: 1,287,100 (Black: N/A; Hispanic: 19.8%)

SAN JOSE

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSJO	1 KEZR	1 KSJO	1 KEZR	1 KGO	1 KBAY	N/T 20.6
2 KOME	2 KHQT	2 KGO	2 KGO	2 KOME	2 KGO	AC 14.2
3 KHQT	3 KSJO	3 KOME	3 KARA	3 KNBR	3 KARA	AOR 8.9
4 KBRG	4 KITS	4 KNBR	4 KBAY	4 KCBS	4 KEZR	CHR 8.8
5 KEZR	5 KMEL	5 KHQT	5 KHQT	5 KSJO	5 KRTY	GOLD/CR 7.8
6 KITS	6 KRTY	6 KEZR	6 KRTY	6 KHQT	6 KHQT	SPAN 6.4
7 KMEL	7 KOME	7 KCBS	7 KSJO	7 KEZR	7 KSAN	CTRY 6.3
8 KGO	8 KARA	8 KBRG	8 KSAN	8 KBAY	8 KDFC-FM	NAC 3.1
9 KLOK	9 KSAN	9 KLOK	9 KOME	9 KKSF	9 KFRC-FM	CLAS 3.0
10 KOIT-FM	10 KBRG	10 KUFX	10 KBRG	10 KBRG	10 KOIT-FM	NR 2.3
						BBND 1.8

# #44

## MONMOUTH-OCEAN, NJ

Continued from Page 77

12+ POPULATION: 862,700 (Black & Hispanic: N/A)

MONMOUTH, NJ

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK	1 WPLJ	1 WXRK	1 WPLJ	1 WXRK	1 WKXW	N/T 21.1
2 WNEW-FM	2 WJRZ	2 WFAN	2 WOBFM-FM	2 WFAN	2 WJLK-FM	AC 17.9
3 WHTG	3 WXRK	3 WKXW	3 WKXW	3 WKXW	3 WOBFM-FM	GOLD/CR 10.4
4 WMMR	4 WQHT	4 WNEW-FM	4 WJRZ	4 WJLK-FM	4 WPLJ	B/EZ 10.1
5 WJRZ	5 WHTG	5 WJLK-FM	5 WXRK	5 WNEW-FM	5 WYNY	CHR 7.5
6 WFAN	6 WKXW	6 WJRZ	6 WJLK-FM	6 WPLJ	6 WZVU	CTRY 5.6
7 WJLK-FM	7 WJLK-FM	7 WPLJ	7 WYNY	7 WHTG	7 WXRK	AOR 4.4
8 WYNY	8 WOBFM-FM	8 WHTG	8 WZVU	8 WABC	8 WJRZ	BBND 2.4
9 WPLJ	9 WMMR	9 WMMR	9 WMXV	9 WCBS	9 WLTW	NR 2.2
10 WLTW	10 WHTZ	10 WABC	10 WQHT	10 WYNY	10 WMXV	NAC 2.0

# #48

## WEST PALM BEACH-BOCA RATON

Continued from Page 81

12+ POPULATION: 821,200 (Black: 10.1; Hispanic: N/A)

WEST PALM BEACH

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKGR	1 WRMF	1 WKGR	1 WRMF	1 WKGR	1 WRMF	AC 19.6
2 WZZR	2 WIRK	2 WRMF	2 WIRK	2 WRMF	2 WIRK	N/T 12.0
3 WZTA	3 WOJV	3 WOLL	3 WEAT-FM	3 WOLL	3 WEAT-FM	AOR 9.7
4 WIRK	4 WHQT	4 WIRK	4 WOLL	4 WIRK	4 WOLL	CTRY 9.2
5 WRMF	5 WKGR	5 WZTA	5 WOJV	5 WJNO	5 WKGR	GOLD/CR 8.8
6 WSHE	6 WEDR	6 WZZR	6 WKGR	6 WEAT-FM	6 WOJV	UC 8.2
7 WOJV	7 WYFX	7 WOJV	7 WHQT	7 WZTA	7 WKIS	CHR 5.2
8 WIOD	8 WEAT-FM	8 WJNO	8 WEDR	8 WIOD	8 WJNO	B/EZ 4.7
9 WHYI	9 WPOM	9 WSHE	9 WPOM	9 WZZR	9 WEDR	BBND 1.6
10 WJNO	10 WSHE	10 WIOD	10 WYFX	10 WOJV	10 WYFX	CLAS 1.3
						NAC 1.2

# GREENSBORO-WINSTON SALEM-HIGH POINT

# #49

12+ POPULATION: 820,400 (Black: 18.6%; Hispanic: N/A)

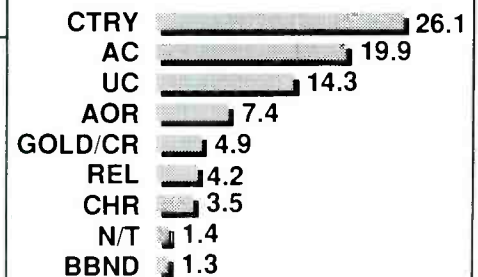
FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.3	17.0	18.9	18.0	19.4	1	<b>WTQR</b> Ctry	104.1 100kw	1	3	2	1	1	1	99	NEWMARKET MEDIA	MBS	MCG
5.5	5.0	7.8	8.0	8.2	2	<b>WJMH</b> UC	102.1 100kw	2	1	3	3	4	6	78	BEASLEY	---	HNWH
9.9	9.7	7.8	6.4	7.4	3	<b>WKRR</b> AOR	92.3 100kw	3	4	1	2	2	10	71	DICK	---	KATZ
5.5	7.2	6.3	5.9	6.4	4	<b>WSJS</b> AC	600 5kw	6	15	8	8	8	2	88	NEWMARKET MEDIA	NBC	MCG
5.6	4.9	5.9	4.4	5.0	5	<b>WQMG-FM</b> UC	97.1 100kw	5	5	5	5	9	8	65	MURRAY HILL	CBS	BAN
4.0	3.5	6.7	5.7	4.3	6	<b>WKZL</b> AC	107.5 100kw	4	6	4	4	3	11	46	NATIONWIDE	---	KATZ
5.3	5.8	4.0	4.7	3.9	7	<b>WWWB</b> AC	100.3 100kw	7	9	7	6	6	5	60	WGLO, INC.	UNIS	MMR
3.4	4.2	2.6	4.0	3.5	8	<b>WKSI</b> CHR	98.7 100kw	8	2	6	11	11	18	56	BAHAKEL	---	EAST
5.9	5.0	4.8	4.1	3.5	9	<b>WMAG</b> AC	99.5 100kw	9	18	12	9	7	4	57	VOYAGER	---	CHR
4.6	3.9	1.6	3.5	3.5	10	<b>WMOX-FM</b> Gold	93.1 100kw	10	8	13	7	5	3	60	EBE	---	DUR
2.5	2.6	1.3	2.0	3.1	11	<b>WPCM</b> Ctry	101.1 100kw	12	13	9	10	10	7	78	RES. TRIANGLE	MBS	MCG
2.4	1.7	1.6	1.8	2.4	12	<b>WWGL</b> Rel	94.1 100kw	14	17	14	14	14	9	71	DAVIDSON	CNN	TNS
2.0	2.5	2.6	2.9	2.2	13	<b>WFMX</b> Ctry	105.7 100kw	11	10	11	12	12	14	47	ADVENTURE	UNIU	TNS
1.7	1.2	1.6	2.0	1.8	14	<b>WHPE</b> Rel	95.5 100kw	15	7	17	16	17	16	76	BIBLE BR.	---	---
1.4	1.5	1.1	1.9	1.8	15	<b>WMFR</b> AC	1230 1kw	17	19	24	20	20	13	112	VOYAGER	ABC	CHR
0.5	0.9	0.7	1.2	1.4	16	<b>WKEW</b> Talk	1400 1kw	18	14	22	21	19	17	89	GREENSBORO BR.	ABC	SSS
2.6	1.5	1.7	1.5	1.4	16	<b>WNEU</b> Ctry	94.5 100kw	13	11	10	13	15	20	40	VOYAGER	UNIU	CHR
1.1	0.4	1.1	0.8	1.4	16	<b>WRDX</b> Gold	106.5 100kw	16	20	15	15	13	12	65	WSPT INC.	---	SSS
0.6	1.2	0.4	0.8	1.3	19	<b>WGLD</b> Nost	1320 5kw	19	16	20	24	22	19	97	ADELPHI BR.	UNIS	MMR
1.1	1.5	1.6	1.1	1.1	20	<b>WQMG</b> UC	1510 1kw	21	12	16	18	18	21	100	MURRAY HILL	AURN	BAN

GREENSBORO - W S H P

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WTQR	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WTQR	2 WJMH	2 WKRR	2 WJMH	2 WKRR	2 WMAG
3 WJMH	3 WKRR	3 WJMH	3 WQMG-FM	3 WSJS	3 WWWB
4 WKZL	4 WQMG-FM	4 WSJS	4 WKRR	4 WJMH	4 WKRR
5 WSJS	5 WKSI	5 WKZL	5 WWWB	5 WKZL	5 WKZL
6 WQMG-FM	6 WKZL	6 WMOX-FM	6 WKSI	6 WMOX-FM	6 WQMG-FM
7 WKSI	7 WWWB	7 WQMG	7 WKZL	7 WFMX	7 WMOX-FM
8 WNEU	8 WPCM	8 WPCM	8 WMAG	8 WPCM	8 WJMH
9 WFMX	9 WMAG	9 WFMX	9 WMOX-FM	9 WQMG-FM	9 WKSI
10 WPCM	10 WMAX-FM	10 WWWB	10 WPCM	10 WWWB	10 WSJS



12+ POPULATION: 799,300 (Black: 18.2%; Hispanic: N/A)

JACKSONVILLE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADP	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
11.9	13.2	12.8	11.0	10.4	1	<b>WQIK-FM</b> Ctry	99.1 100kw	1	3	6	4	3	2	71	JACOR	ABC	EAST
9.8	7.4	9.1	7.1	9.2	2	<b>WEJZ</b> AC	96.1 100kw	3	9	7	1	1	1	76	RENDA	---	KATZ
5.4	7.3	6.9	6.8	8.7	3	<b>WROO</b> Ctry	107.3 100kw	6	4	2	2	2	4	90	PAXSON BR.	---	BAN
8.2	6.9	7.5	8.2	6.9	4	<b>WFYV</b> AOR	104.5 100kw	5	5	1	3	5	13	70	EVERGREEN	---	HNWH
4.8	4.7	7.5	6.0	6.5	5	<b>WIVY</b> AC	102.9 98kw	4	7	3	5	4	7	64	TAYLOR	---	DUR
11.7	9.7	9.1	10.3	6.1	6	<b>WAPE</b> CHR	95.1 100kw	2	1	4	6	9	9	49	EVERGREEN	---	HNWH
5.1	4.9	4.8	5.8	5.2	7	<b>WHJX</b> UC	101.5 100kw	10	2	8	7	8	8	88	EAGLE	ABC	CHR
3.7	4.6	2.0	3.0	4.8	8	<b>WOKV</b> N/T	600 5kw	8	12	10	10	10	5	68	PRISM	CBS	MCG
6.7	5.3	6.1	5.8	4.2	9	<b>WKQL</b> Gold	96.9 100kw	7	10	11	9	6	3	54	PRISM	AP	MCG
3.1	2.3	2.2	3.0	3.8	10	<b>WAIA*</b> AOR	93.3 50kw	9	13	5	8	7	12	61	ROWLAND BR.	---	BAN
1.4	2.6	2.1	2.3	3.2	11	<b>WSVE</b> Rel	1280 5kw	12	8	14	11	11	6	107	DARRELL SPANN	AURN	REP
1.6	1.4	1.7	1.9	2.2	12	<b>WCGL</b> Rel	1360 5kw	14	11	15	14	13	11	84	JBD COMM.	AURN	K&P
1.6	2.2	3.8	1.8	1.9	13	<b>WJBT</b> UC	92.7 6kw	11	6	9	13	16	17	51	UNC MEDIA	CBS	K&P
1.5	2.4	2.3	3.0	1.5	14	<b>WBYP**</b> UC	100.7 36kw	13	20	13	12	12	10	54	OSBORN	SMN	CHR
0.6	1.2	0.9	1.2	1.1	15	<b>WZAZ</b> UC	1400 1kw	16	19	12	15	14	21	57	UNC MEDIA	CBS	K&P

\*Under an LMA with Paxson Broadcasting. \*\*Began rating period as WOVK-FM (N/T).

## DEMOGRAPHIC RANKINGS

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	<b>CTRY</b> ██████████ 19.1 <b>AC</b> ██████████ 15.7 <b>AOR</b> ██████████ 10.7 <b>UC</b> ██████████ 9.7 <b>CHR</b> ██████████ 6.1 <b>REL</b> ██████████ 5.4 <b>N/T</b> ██████████ 4.8 <b>GOLD/CR</b> ██████████ 4.2
1 WFYV	1 WIVY	1 WFYV	1 WEJZ	1 WQIK-FM	1 WEJZ	
2 WAIA	2 WROO	2 WQIK-FM	2 WIVY	2 WFYV	2 WIVY	
3 WQIK-FM	3 WEJZ	3 WROO	3 WROO	3 WEJZ	3 WROO	
4 WROO	4 WAPE	4 WAIA	4 WQIK-FM	4 WROO	4 WQIK-FM	
5 WAPE	5 WFYV	5 WAPE	5 WAPE	5 WAIA	5 WKQL	
6 WHJX	6 WQIK-FM	6 WEJZ	6 WKQL	6 WIVY	6 WHJX	
7 WIVY	7 WHJX	7 WHJX	7 WHJX	7 WOKV	7 WSVE	
8 WOKV	8 WAIA	8 WOKV	8 WFYV	8 WKQL	8 WAPE	
9 WEJZ	9 WJBT	9 WIVY	9 WAIA	9 WAPE	9 WAIA	
10 WJBT	10 WKQL	10 WKQL	10 WSVE	10 WHJX	10 WFYV	

© 1993 Arbitron Ratings Company. May not be quoted or reproduced without the prior written permission of Arbitron.

12+ POPULATION: 796,200 (Black: 12.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
22.9	21.4	18.4	22.0	20.5	1	1	<b>WAMZ</b> Ctry	97.5 100kw	1	3	1	1	1	1	102	CLEAR CHANNEL	---	CHR
14.5	14.6	12.7	12.3	12.9	2	2	<b>WHAS</b> AC	840 50kw	2	9	8	4	3	2	69	CLEAR CHANNEL	ABC	CHR
7.1	7.5	8.5	7.4	9.9	3	3	<b>WQMF</b> ACR	95.7 34kw	4	4	2	2	2	6	81	OTTING	---	HNWH
7.6	8.5	9.5	10.0	8.2	4	4	<b>WDJX-FM</b> CHR	99.7 24kw	3	1	4	6	8	8	63	STONER	AP	EAST
5.9	5.9	5.4	7.2	7.6	5	5	<b>WGZB</b> UC	96.5 3kw	8	2	3	3	7	7	118	POWER COM.	CNN	---
5.0	6.2	5.7	7.3	5.7	6	6	<b>WRKA</b> Go'd	103.1 3kw	5	7	7	5	4	3	54	CAPITOL BR. CRP	---	BAN
6.4	5.0	5.0	6.1	5.1	7	7	<b>WVEZ</b> AC	106.9 24.5kw	7	10	6	7	5	4	60	WILKS/SCHWARTZ	---	KATZ
4.8	4.8	5.9	4.8	4.8	8	8	<b>WLRS</b> AC	102.3 3kw	6	5	5	8	6	5	56	KENTUCKY TECH	UNIP	TOR
3.1	5.0	5.1	2.9	3.7	9	9	<b>WAVG</b> Go'd	970 5kw	9	12	12	14	13	10	65	RADIO 970, INC.	SMN	DUR
0.8	1.6	2.7	2.4	2.5	10	10	<b>WWKY</b> Talk	790 5(1)kw	11	14	11	10	9	9	71	WILKS/SCHWARTZ	NBC	KATZ

LOUISVILLE

12+ POPULATION: 793,900 (Black: 10.1%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
18.3	18.0	17.9	18.8	18.8	1	1	<b>KXXY-A/F</b> Ctry	1340/96.1 1kw/98kw	1	3	1	1	1	1	99	NEWMARKET	MBS	MCG
9.9	10.9	9.6	10.1	11.1	2	2	<b>KJYO</b> CHR	102.7 98kw	2	1	2	2	4	7	85	CLEAR CHANNEL	---	CHR
8.0	7.2	8.8	10.4	8.4	3	3	<b>KEBC</b> Ctry	94.7 100kw	3	4	6	6	5	3	64	INDEPENDENCE	ABC	BAN
6.4	7.0	6.3	6.8	7.5	4	4	<b>KMGL</b> AC	104.1 99kw	7	9	5	4	2	2	82	RENDA	---	EAST
7.6	6.9	7.4	8.8	7.1	5	5	<b>KTOK</b> N/T	1000 5kw	4	13	10	8	7	5	71	CLEAR CHANNEL	ABC	CHR
6.8	6.1	6.6	5.9	6.5	6	6	<b>KRXO</b> CP	107.7 99kw	6	10	4	3	3	6	68	DIAMOND BR.	---	CBS
7.7	7.3	9.0	6.4	6.2	7	7	<b>KATT</b> AOR	100.5 97kw	5	2	3	5	8	16	64	SURREY	SOU	BAN
4.5	4.3	5.1	3.9	4.8	8	8	<b>KOQL</b> Gcld	101.9 98kw	8	6	9	7	6	4	64	ENTERCOM	---	DUR
4.4	6.2	7.2	4.3	4.5	9	9	<b>WKY</b> B'EZ	930 5kw	11	18	20	13	12	9	79	GAYLORD	---	TOR
3.7	2.6	2.6	3.4	2.9	10	10	<b>KOMA-FM*</b> Gcld	92.5 100kw	9	7	15	10	9	8	48	WILKS-SCHWARTZ	CBS	CBS

\*Operates under a full LMA with Diamond Br.

OKLAHOMA CITY

# #53

# BIRMINGHAM

12+ POPULATION: 763,600 (Black: 25.8%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.0	17.7	17.9	16.7	20.0	1	<b>WZZK-A/F</b> Ctry	610/104.7 5(1)kw/99kw	1	4	1	1	1	1	109	NEWCITY	---	KATZ
9.5	11.3	8.6	9.3	8.8	2	<b>WENN</b> UC	107.7 100kw	5	2	3	3	4	6	95	BOOKER T. WASH.	AURN	HNWH
9.0	8.6	8.6	9.6	8.0	3	<b>WMJJ</b> AC	96.5 100kw	4	5	5	4	2	2	84	CAPITOL BR. CRP	CBS	MCG
9.6	9.3	10.5	9.1	7.6	4	<b>WZRR</b> CR	99.5 100kw	2	6	2	2	3	8	76	DICK	---	EAST
7.3	7.0	6.8	6.0	5.5	5	<b>WERC</b> N/T	960 5kw	6	14	11	10	8	3	77	AMERON	ABC	MCG
8.4	6.9	6.6	5.9	5.0	6	<b>WAPI-FM</b> CHR	94.5 98kw	3	3	4	5	6	9	52	DITTMAN GROUP	ABC	CHR
4.5	5.9	5.3	3.7	4.8	7	<b>WATV</b> UC	900 1kw	8	11	8	9	7	5	95	BIRM. EBONY	ABC	BAN
3.2	3.7	3.4	3.9	4.1	8	<b>WAGG</b> UC	1320 5kw	12	9	13	11	13	7	95	BOOKER T. WASH.	AURN	HNWH
3.0	1.8	2.2	2.0	4.0	9	<b>WODL*</b> Gold	106.9 99kw	7	7	10	6	5	4	69	NEWCITY	ABC	KATZ
2.6	3.3	3.9	3.5	3.6	10	<b>WTUG</b> UC	92.9 100kw	10	1	7	7	9	15	83	RADIO SOUTH	AURN	EAST

\* Formerly **WIKX** (Ctry), operates under LMA with **WZZK**.

# #54

# ALBANY-SCHENECTADY-TROY

12+ POPULATION: 748,000 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.5	11.0	9.3	13.1	10.6	1	<b>WGNA-A/F</b> Ctry	1460/107.7 5kw/12kw	4	7	4	2	1	1	96	BARNSTABLE	UNI	KATZ
8.3	10.4	8.9	7.8	9.1	2	<b>WGY</b> N/T	810 50kw	3	19	8	7	6	3	78	EMPIRE RADIO	CBS	EAST
9.5	11.5	9.2	9.7	8.6	3	<b>WFLY</b> CHR	92.3 17kw	1	1	2	3	4	6	67	ALBANY BR.	ABC	TOR
8.0	5.1	5.2	6.9	8.2	4	<b>WPYX</b> AOR	106.5 15.5kw	2	3	1	1	2	7	70	GRIFFIN GROUP	ABC	MCG
7.6	8.2	6.9	5.9	6.8	5	<b>WROW-FM</b> AC	95.5 12kw	8	28	10	8	7	2	89	RADIO TERRACE	ABC	CHR
5.7	4.5	5.8	4.3	5.8	6	<b>WGY-FM</b> Gold	99.5 14.5kw	5	5	7	6	3	4	60	EMPIRE RADIO	CBS	EAST
7.5	6.9	7.3	5.7	5.8	6	<b>WKLI</b> AC	100.9 6kw	7	8	5	5	5	5	71	BENDAT COMM	---	DUR
6.5	3.5	5.8	6.1	5.3	8	<b>WQBK-FM</b> CR	103.9 6kw	6	4	3	4	8	10	61	WQBK, INC.	CBS	BAN
3.4	4.4	3.4	3.1	3.2	9	<b>WQBK</b> Talk	1300 5kw	10	25	15	19	21	9	81	WQBK, INC.	NBC	BAN
0.9	2.5	4.5	3.8	3.0	10	<b>WZRQ</b> AOR	102.3 4.1kw	9	2	6	9	10	21	72	SARATOGA RADIO	UNIP	HNWH



12+ POPULATION: 744,200 (Black: 27.2%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
10.7	10.8	14.0	11.6	12.7	1	WKHK Cry	95.3 13kw	1	4	2	2	1	1	103	ABS COMM.	UNI U	BAN
10.7	11.7	8.4	10.1	11.6	2	WCDX UC	92.7 2.35kw	4	1	1	1	2	4	111	SINCLAIR COMM.	---	MMR
12.2	12.5	11.6	12.0	11.5	3	WRVA AC	1140 50kw	2	15	12	9	8	2	93	CLEAR CHANNEL	CBS	CHR
5.4	5.9	7.1	7.3	8.2	4	WMXB AC	103.7 20kw	5	6	4	3	3	3	81	RADIO VENTURES I	AP	EAST
6.4	6.8	7.3	7.4	6.8	5	WRXL ADR	102.1 20kw	6	5	3	4	4	7	71	CAPITOL BR. CO.	---	KATZ
6.1	7.5	6.7	8.6	6.1	6	WPLZ UC	99.3 3kw	7	3	5	5	7	8	70	SINCLAIR COMM.	UNIP	MMR
9.3	6.5	7.4	6.9	6.0	7	WRVQ CHR	94.5 200kw	3	2	6	6	9	9	56	CLEAR CHANNEL	ABC	CHR
6.9	7.9	6.0	7.2	5.8	8	WTVR-FM B/EZ	98.1 50kw	8	9	13	10	10	5	82	PARK	ABC	MMR
4.0	4.5	5.0	5.0	4.7	9	WDCK Gold	96.5 50kw	9	7	8	7	5	6	68	KEYMARKET	UN/U	HNWH
4.3	5.0	4.8	4.2	4.1	10	WVGO NR	106.5 7.6kw	10	10	7	8	6	10	63	FIRST CITY	---	CHR

RICHMOND

12+ POPULATION: 712,400 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.8	11.8	12.5	11.0	11.1	1	KSSK-FM AC	92.3 100kw	1	4	2	1	1	2	82	COAST BR.	---	EAST
11.0	9.3	8.4	9.6	10.6	2	KSSK AC	590 7.5kw	4	7	7	3	2	1	103	COAST BR.	---	EAST
8.2	10.0	11.1	10.3	9.6	3	KIKI-FM CHR	93.9 100kw	2	1	1	2	6	8	74	HENRY	---	CHR
9.0	9.5	9.8	6.5	7.7	4	KUMU-A/F B/EZ	1550/94.7 10kw/100kw	7	11	11	9	4	3	81	JOHN HUTTON	---	BAN
11.4	9.9	6.7	9.2	7.2	5	KCCN-FM Msc	100.3 100kw	5	5	3	4	3	6	79	KCNN RADIO	---	BAN
8.1	8.4	9.6	7.8	6.7	6	KOMQ-A/F CHR	690/93.1 10kw/54kw	3	2	4	6	7	12	51	NORTHPARK	---	KATZ
4.6	4.3	5.4	7.0	5.7	7	KRTR-FM AC	96.3 75kw	6	8	6	5	5	5	65	MARVA KEA	---	KATZ
5.1	4.2	4.3	3.3	5.5	8	KGU N.T	760 10kw	8	9	14	11	11	4	67	CHAS. GIVENS	CBS	BAN
2.6	2.0	2.6	2.6	4.8	9	KDEO-FM Msc	102.7 61kw	10	3	5	8	10	15	91	LOEW BR.	---	K&P
3.6	4.4	2.6	4.0	4.3	10	KPOI ADR	97.5 80kw	9	6	8	7	8	10	74	KILOHANA	---	KATZ

HONOLULU

# #57

# LAS VEGAS

12+ POPULATION: 701,300 (Black: 8.5%; Hispanic: 10.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	7.9	8.1	7.8	9.5	1	1	<b>KFMS-A/F</b> Ctry	1410/101.9 5kw/100kw	2	9	5	1	1	1	103	BROAD. ASSOC.	---	KATZ
3.9	8.3	4.7	7.2	6.8	2	2	<b>KWNR</b> Ctry	95.5 100kw	3	8	6	4	2	2	87	S.W. RADIO/LV	UNIU	BAN
3.7	1.9	3.4	4.7	6.4	3	3	<b>KJUL</b> Nost	104.3 24.5kw	12	22	20	15	11	3	139	CARRIGAN COMM.	UNIS	K&P
7.8	8.4	7.0	6.1	6.2	4	4	<b>KOMP</b> AOR	92.3 100kw	6	4	1	2	4	11	84	LOTUS	---	CHR
9.0	7.8	8.2	6.1	6.1	5	5	<b>KLUC-A/F</b> CHR	1140/98.5 10(2.5)kw/100kw	1	1	3	5	9	13	57	NATIONWIDE	AP	MCG
7.2	5.3	5.5	5.6	5.4	6	6	<b>KKLZ</b> CR	96.3 100kw	7	7	4	3	3	9	75	SOUTHERN. VEN.	---	HNWH
3.8	2.1	3.0	5.4	5.1	7	7	<b>KEDG</b> NR	103.5 100kw	8	3	2	6	10	18	77	RADIOVISION	---	TOR
4.2	4.7	6.2	4.1	4.9	8	8	<b>KRLV</b> AC	106.5 100kw	10	10	8	8	5	6	78	WESCOM GROUP	---	MMR
5.8	7.3	6.5	4.9	4.9	8	8	<b>KXTZ</b> B/EZ	94.1 100kw	9	13	13	10	8	4	79	PARKER COMM.	---	DUR
6.3	7.3	8.5	7.7	4.8	10	10	<b>KMZQ</b> AC	100.5 100kw	4	5	7	7	6	7	63	COMMONWEALTH	---	EAST

# #58

# SAN DIEGO NORTH COUNTY

12+ POPULATION: 689,300 (Black: N/A; Hispanic: 17.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.7	7.1	6.5	7.0	6.5	1	1	<b>KFMB-FM</b> AC	100.3 30kw	1	3	2	1	1	2	66	MIDWEST TV	---	MCG
4.0	6.2	10.2	5.7	5.5	2	2	<b>KIOZ</b> AOR	102.1 9.5kw	3	4	1	2	4	23	73	PAR	---	TOR
2.2	1.8	3.0	4.1	5.3	3	3	<b>KFI</b> Talk	640 50kw	7	14	8	7	8	4	87	COX	MBS	CHR
6.6	6.6	5.2	5.0	5.2	4	4	<b>KJQY</b> AC	103.7 36kw	2	21	12	5	7	1	66	COMMAND	---	MMR
5.0	6.7	4.2	4.0	4.4	5	5	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/50kw	4	10	4	4	6	5	60	JEFFERSON-PILOT	---	BAN
1.8	2.3	3.0	2.4	4.1	5	5	<b>KSDO</b> N/T	1130 10kw	11	29	15	17	12	8	79	GANNETT	ABC	DUR
3.6	3.8	3.7	2.4	3.9	7	7	<b>KIFM</b> NAC	98.1 28kw	13	16	20	9	5	3	81	KIFM BR. LP	---	CBS
2.6	2.0	2.4	2.8	3.8	8	8	<b>KCLX</b> CR	102.9 32kw	10	9	3	3	3	10	70	GANNETT	ABC	DUR
1.7	1.7	2.3	2.0	3.3	9	9	<b>KKOS</b> CR	95.9 3kw	20	19	7	8	2	6	80	TRI-CITIES	UNIS	---
2.8	3.7	2.9	4.8	3.2	10	10	<b>KFSD</b> Clas	94.1 100kw	16	22	14	19	11	11	69	LOTUS	---	HNWH

12+ POPULATION: 686,200 (Black: N/A; Hispan c: 18.9%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	17.2	15.3	16.3	15.2	1	<b>KASE</b> Ctry	100.7 100kw	1	2	1	1	1	1	86	KVET BR.	---	KATZ
7.5	5.3	7.2	7.9	8.5	2	<b>KHFI</b> CHR	96.7 100kw	2	1	3	4	8	9	70	CLEAR CHANNEL	---	BAN
7.7	7.4	8.3	7.1	7.7	3	<b>KKMJ</b> AC	95.5 100kw	4	10	7	5	3	2	72	AMATURO GROUP	---	MMR
6.4	7.0	6.3	6.0	6.9	4	<b>KLBJ</b> N/T	590 5(1)kw	5	11	8	6	4	3	67	LBJ CO.	CBS	EAST
6.9	5.4	6.4	7.7	6.6	5	<b>KLBJ-FM</b> AOR	93.7 97kw	3	5	2	2	5	7	56	LBJ CO.	---	EAST
5.1	5.8	5.8	4.9	6.1	6	<b>KVET-FM*</b> Ctry	98.1 100kw	6	6	6	7	6	4	66	SPUR PARTNERS	ABC	KATZ
4.7	4.1	3.6	4.6	5.8	7	<b>KGSR</b> AOR	107.1 46kw	8	20	5	3	2	5	83	BEASLEY	---	MCG
5.4	4.7	4.8	5.3	4.3	8	<b>KPEZ</b> AOR	102.3 20kw	7	8	4	8	7	8	56	CLEAR CHANNEL	---	CHR
3.9	3.5	3.1	3.4	2.7	9	<b>KEYI</b> AC	103.5 90kw	10	16	10	9	9	6	46	DEGREE	---	BAN
4.0	4.8	4.1	2.5	2.4	10	<b>KMXX**</b> AC	93.3 93kw	9	4	9	10	10	13	35	GENESIS	---	BAN

\*KVET-FM programmed by KASE. \*\*Now Country format under an LMA with KHFI.

GREENVILLE-SPARTANBURG

12+ POPULATION: 678,500 (Black: 16.2%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	13.8	17.0	14.7	18.3	1	<b>WSSL-A/F</b> Ctry	1440/100.5 5kw/100kw	1	1	1	1	1	2	113	CAPSTAR	UNIP	MCG
12.7	12.0	10.6	13.1	14.1	2	<b>WESC-FM</b> Ctry	92.5 100kw	2	4	4	3	2	1	99	BR. CO./CAROL.	ABC	BAN
9.5	8.5	10.3	9.2	10.3	3	<b>WMYI</b> AC	102.5 20kw	3	5	2	2	3	3	77	AMCOM GENERAL	---	EAST
7.6	8.0	4.9	6.4	6.5	4	<b>WSPA-FM</b> AC	98.9 100kw	7	18	6	5	4	5	92	SPARTAN	---	CHR
4.3	4.6	7.0	5.4	6.1	5	<b>WFBC-FM</b> Gold	93.7 100kw	4	10	10	6	6	4	70	MULTIMEDIA	ABC	KATZ
8.0	8.5	4.7	7.8	6.0	6	<b>WFOQ</b> AOR	101.1 100kw	5	8	3	4	5	6	80	ABS COMM	ABC	BAN
4.9	5.9	5.7	6.9	5.0	7	<b>WELP/WLWZ</b> UC	1360/103.9 1kw/3kw	6	3	5	7	7	8	102	VOYAGER	---	HNWH
2.5	2.8	3.0	1.6	3.1	8	<b>WFBC</b> N/T	1330 5kw	9	18	8	8	8	7	74	MULTIMEDIA	NBC	KATZ
2.7	3.0	1.5	3.1	2.3	9	<b>WMUU</b> B/EZ	94.5 100kw	10	24	19	17	12	11	77	WMUU, INC.	AP	---
1.0	2.8	1.6	1.8	2.2	10	<b>WSPA</b> N/T	950 5kw	12	22	23	20	15	10	99	SPARTAN	CBS	CHR

# #61

## RALEIGH-DURHAM

12+ POPULATION: 661,000 (Black: 23.7%; Hispanic: N/A)

RALEIGH-DURHAM

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.1	7.0	5.7	5.7	9.4	1	<b>WRAL</b> AC	101.5 97kw	3	4	3	1	1	4	81	CAPITOL BR. CO.	---	KATZ
6.2	8.4	8.6	7.0	9.2	2	<b>WQDR</b> Ctry	94.7 99kw	5	9	5	4	2	1	92	CURTIS MEDIA	ABC	MCG
10.2	9.8	10.1	9.7	9.0	3	<b>WQOK</b> UC	97.5 100kw	6	1	2	3	6	8	91	MEDIACOMM	ABC	DUR
7.5	9.1	8.0	7.8	8.7	4	<b>WPTF</b> N/T	680 50kw	4	7	7	7	5	2	86	CURTIS MEDIA	ABC	MCG
7.2	9.3	8.2	6.2	8.1	5	<b>WRDU</b> AOR	106.1 100kw	1	3	1	2	3	7	67	VOYAGER	SOU	MMR
5.8	7.0	6.0	8.5	6.9	6	<b>WDCG</b> CHR	105.1 100kw	2	1	4	6	8	9	58	DURHAM HERALD	ABC	HNWH
5.3	3.1	7.4	5.3	6.0	7	<b>WTRG</b> Gold	100.7 100kw	7	5	8	5	4	3	66	JOYNER ADVERT.	ABC	HNWH
5.3	4.5	3.1	4.2	3.5	8	<b>WYLT</b> AC	96.1 100kw	9	17	10	8	7	5	53	UNIVERSAL	UNIS	CBS
4.5	4.1	3.4	3.4	3.2	9	<b>WFXC</b> UC	107.1 2.6kw	10	11	11	10	9	6	54	PINNACLE BR.	SMN	EAST
3.8	2.3	4.7	3.6	2.8	10	<b>WZZU</b> CR	93.9 100kw	8	10	6	9	10	11	33	VILLCOM BR.	ABC	CHR

# #62

## WILKES BARRE-SCRANTON

12+ POPULATION: 630,200 (Black & Hispanic: N/A)

WILKES BARRE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
16.5	14.4	15.8	15.3	16.4	1	<b>WKRZ</b> CHR	98.5 8.7kw	1	1	1	1	1	1	93	KEYMARKET	---	---
8.0	7.1	7.9	7.9	7.2	2	<b>WEZX</b> AOR	106.9 1.9kw	2	3	2	2	2	9	100	SHAMROCK COMM.	ABC	CHR
5.8	3.5	5.3	4.9	5.3	3	<b>WDLA</b> Ctry	93.7 .75kw	5	9	5	4	4	3	92	MOUNTAIN	---	DUR
5.4	4.9	4.8	3.8	5.2	4	<b>WMGS</b> AC	92.9 5.3kw	3	5	6	3	3	2	83	SUSQUEHANNA	---	MCG
5.2	6.9	4.1	5.8	4.9	5	<b>WNAK</b> B/EZ	730 1kw	9	36	36	34	28	8	120	SEVEN-THIRTY	NBC	K&P
4.3	4.0	3.4	4.0	4.2	6	<b>WEJL</b> Gold	630 .5kw	8	29	22	22	22	6	100	SHAMROCK COMM.	ABC	CHR
6.5	3.9	6.6	5.7	4.1	7	<b>WARM</b> N/T	590 5kw	4	20	15	12	9	5	68	SUSQUEHANNA	AP	SAV
1.8	3.5	2.4	3.6	2.8	8	<b>WILK</b> N/T	980 5(1)kw	10	19	19	16	13	10	72	KEYMARKET	CNN	KATZ
3.2	2.0	1.7	2.4	2.7	9	<b>WSGD</b> Gold	94.3 1.1kw	11	10	14	6	5	4	73	S&P BR.	---	EAST
2.4	3.4	2.8	3.0	2.5	10	<b>WGBI-FM</b> AC	101.3 7kw	7	18	4	7	8	12	57	MEGARGEE	CBS	TOR

12+ POPULATION: 614,000 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.8	17.2	18.7	18.6	18.1	1	<b>KWEN</b> Ctry	95.5 96kw	1	2	1	1	1	1	93	NEWCITY	---	KATZ
9.2	9.7	9.3	7.6	11.3	2	<b>KFMG</b> AC	740 50(25)kw	2	9	4	3	2	2	85	NEWCITY	ABC	KATZ
7.5	6.0	6.3	6.8	7.4	3	<b>KBEZ</b> B/EZ	92.9 100kw	5	10	8	5	4	3	85	RENDA	---	EAST
8.7	8.4	8.7	10.0	7.1	4	<b>KMYZ-A/F</b> CHR	1570/104.5 1kw/70kw	3	1	3	4	7	13	73	SHAMROCK COMM.	ABC	BAN
8.3	6.1	6.3	6.0	6.9	5	<b>KMOD</b> AOR	97.5 96kw	4	8	2	2	3	7	74	CLEAR CHANNEL	---	CHR
6.5	4.5	5.4	4.6	5.3	6	<b>KVOO</b> Ctry	1170 50kw	11	14	18	13	9	4	87	GREAT EMPIRE	UNIS	HNWH
4.2	4.8	5.5	4.5	4.9	7	<b>KRAV-FM</b> AC	96.5 100kw	7	7	5	6	5	6	74	KRAVIS CO.	UNIS	TOR
4.3	4.2	4.3	4.5	4.7	8	<b>KQLL-FM</b> Ctry	106.1 100kw	9	5	10	7	6	5	74	FEDERATED MEDIA	---	BAN
4.8	3.2	4.0	4.1	4.2	9	<b>KVOO-FM</b> Ctry	98.5 100kw	8	13	9	9	8	8	66	GREAT EMPIRE	UNIU	DUR
3.0	4.2	4.4	4.7	3.6	10	<b>KTFX</b> Ctry	103.3 100kw	6	4	6	8	10	9	54	CENTRAL BR.	---	---

TULSA

ALLENTOWN-BETHLEHEM

12+ POPULATION: 596,100 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.5	4.5	12.4	11.8	11.7	1	<b>WFMZ</b> B/EZ	100.7 17kw	5	12	12	5	4	1	112	MARANATHA	---	TOR
11.1	2.3	9.5	9.6	11.4	2	<b>WZZO</b> AOR	95.1 30kw	3	2	1	1	2	6	93	HOLT CORP.	---	DUR
9.0	0.3	11.1	11.5	11.0	3	<b>WLEV</b> AC	96.1 50kw	2	5	2	2	1	2	82	TMZ	---	MCG
10.1	9.2	10.0	10.9	8.9	4	<b>WAEB-FM</b> CHR	104.1 50kw	1	1	3	3	5	4	62	CRB BR.	---	KATZ
9.9	8.7	7.0	9.2	7.9	5	<b>WODE-A/F</b> GoH	1230/99.9 1kw/50kw	4	4	4	4	3	3	69	ROTH COMM.	---	HNWH
4.6	4.7	5.1	4.9	4.3	6	<b>WAEB</b> AC	790 1kw	6	11	11	8	7	5	56	CRB BR.	MBS	KATZ
2.3	3.8	2.6	2.9	3.4	7	<b>WEST</b> BBnd	1400 1kw	10	21	28	24	20	10	109	TMZ	CBS	MCG
2.6	1.4	3.9	2.6	3.3	8	<b>WXTU</b> Ctry	92.5 15.5kw	8	33	6	7	8	7	81	BEASLEY	MBS	BAN
2.6	2.4	2.8	3.6	3.0	9	<b>WYSP</b> CR	94.1 16kw	7	34	5	6	6	11	46	INFINITY	ABC	TOR
1.3	2.3	1.8	2.9	2.4	10	<b>WKAP</b> Nost	1320 5(1)kw	9	19	34	28	21	8	63	HOLT CORP.	AP	DUR

ALLENTOWN-BETH.

# #65

# TUCSON

12+ POPULATION: 579,800 (Black: N/A; Hispanic: 22.3%)

TUCSON

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
20.1	18.9	19.6	20.1	18.5	1	<b>KIIM</b> Ctry	99.5 93kw	1	3	1	1	1	1	99	REX	---	KATZ
12.1	10.0	10.2	10.3	9.3	2	<b>KRQQ</b> CHR	93.7 91kw	2	1	2	2	6	6	65	NATIONWIDE	---	MCG
6.5	8.2	6.8	8.8	8.0	3	<b>KWFM-A/F</b> Gold	790/92.9 5(.5)kw/90kw	3	4	5	5	3	4	68	AMERICAN MEDIA	CBS	MMR
7.6	7.8	7.5	8.2	7.9	4	<b>KKLD</b> AC	94.9 100kw	5	7	4	4	2	2	74	BEHAN BR.	---	MMR
5.0	5.3	4.5	3.9	7.4	5	<b>KNST</b> N/T	940 1(.25)kw	6	16	7	6	5	3	73	NATIONWIDE	ABC	MCG
7.6	9.3	10.8	6.9	6.9	6	<b>KLPX</b> AOR	96.1 100kw	4	9	3	3	4	5	65	LOTUS	---	HNWH
2.1	2.5	2.7	0.6	3.0	7	<b>KTZR</b> Span	1450 1kw	13	6	10	7	7	9	114	RADIO PARTNERS	---	SBS
4.6	3.1	3.1	3.4	2.9	8	<b>KMRR*</b> Nost	1330 2(.5)kw	12	15	22	21	17	7	89	GOLDEN STATE	SMN	EAST
2.5	2.3	2.9	1.9	2.7	9	<b>KCUB</b> Ctry	1290 1kw	11	14	17	13	11	10	80	REX	SMN	KATZ
4.8	2.1	3.0	2.9	2.7	9	<b>KGTV</b> BBnd	1080 1kw	14	19	21	22	22	16	115	JOE CRYSTALL	AP	K&P

\*Operates under a full LMA with Nova Broadcasting.

# #66

# GRAND RAPIDS

12+ POPULATION: 571,500 (Black & Hispanic: N/A)

GRAND RAPIDS

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.9	8.9	9.7	13.7	10.4	1	<b>WKLQ</b> AOR	94.5 50kw	2	3	1	1	2	8	89	BLOOMINGTON	ABC	BAN
9.6	7.8	7.3	7.2	7.2	2	<b>WGRD</b> CHR	97.9 13kw	1	1	2	3	6	10	61	REGIONAL GR.	---	DUR
6.0	10.1	10.3	5.7	7.1	3	<b>WLHT</b> AC	95.7 40kw	7	9	3	2	1	2	82	LIGGETT	---	EAST
6.4	7.9	5.1	6.0	7.0	4	<b>WOOD</b> AC	1300 5kw	3	13	11	11	9	4	72	UNITED ARTISTS	NBC	KATZ
9.4	9.0	9.0	10.3	5.9	5	<b>WCUZ-FM</b> Ctry	101.3 50kw	4	5	8	6	5	1	64	FEDERATED MEDIA	ABC	CHR
2.5	4.0	3.8	4.8	5.7	6	<b>WBCT</b> Ctry	93.7 320kw	9	10	4	4	4	6	93	CARL LEE	ABC	DUR
7.2	5.6	6.6	4.7	4.8	7	<b>WODJ</b> Gold	107.3 50kw	6	7	10	5	3	3	55	GOODRICH	UNIU	KATZ
9.9	5.9	6.5	7.8	4.7	8	<b>WOOD-FM</b> AC	105.7 265kw	5	14	9	8	7	5	53	UNITED ARTISTS	---	KATZ
3.1	1.3	0.8	1.7	4.4	9	<b>WKWM</b> UC	1140 5kw	16	8	6	7	8	7	234	MICHELLE BR.	AURN	PATT
2.3	1.5	2.9	2.4	4.1	10	<b>WKEZ</b> B/EZ	96.1 50kw	12	24	19	15	13	11	100	HOLLAND COM.	CBS	PATT

12+ POPULATION: 567,400 (Black: N/A; Hispanic: 33.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.1	12.3	9.1	14.1	12.4	1	<b>KMJ</b> N/T	580 5kw	1	16	5	2	1	1	95	HENRY	NBC	KATZ
9.5	7.8	9.5	9.5	8.1	2	<b>KNAX</b> Ctry	97.9 48kw	2	9	3	1	2	2	79	EBE COMM.	ABC	HNWH
2.1	3.7	4.3	4.6	6.5	3	<b>KSKS</b> Ctry	93.7 68kw	4	4	4	4	3	3	80	HENRY	---	KATZ
6.1	6.1	5.0	4.8	6.1	4	<b>KBOS-A/F</b> CHR	1340/94.9 1kw/16.5kw	3	1	2	5	11	18	61	CENCAL BR.	ABC	---
4.7	1.9	4.0	3.3	6.1	4	<b>KGST</b> Span	1600 5kw	11	18	6	6	5	4	126	LOTUS	---	LOTUS
5.1	5.0	5.5	4.8	5.8	6	<b>KRZR</b> AOR	103.7 50kw	8	6	1	3	4	9	97	OLYMPIA	---	CHR
3.7	5.2	4.3	3.9	3.7	7	<b>KFSO</b> Gold	92.9 18.5kw	6	10	12	7	6	5	58	AMERICAN	---	MCG
3.9	4.6	4.7	4.7	3.7	7	<b>KJOI</b> AC	98.9 19kw	7	13	9	9	7	7	62	RADIO DINUBA	---	MMR
5.3	4.3	4.5	4.8	3.6	9	<b>KQPW</b> CHR	101.9 50kw	5	2	7	11	17	26	48	KENNETH HOLT	ABC	MCG
4.2	2.9	3.3	3.3	3.2	10	<b>KFRE</b> Ctry	940 50kw	12	20	20	15	8	6	71	EBE COM.	ABC	HNWH

FRESNO

12+ POPULATION: 551,400 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.3	5.8	6.5	7.7	9.2	1	<b>WGAR</b> Ctry	99.5 50kw	2	12	1	1	1	3	98	NATIONWIDE	ABC	HNWH
6.9	5.5	6.4	4.3	6.6	2	<b>WDOK</b> AC	102.1 12kw	10	17	13	8	5	1	97	INDEPENDENT/CL.	---	MMRE
4.5	6.3	6.5	5.7	5.9	3	<b>WKDD</b> CHR	96.5 50kw	3	1	5	4	6	9	63	BARNSTABLE	---	KATZ
5.9	8.4	6.5	6.3	5.6	4	<b>WONE-FM</b> AGR	97.5 12kw	4	6	2	3	4	10	68	MEDIACOMM	---	MCG
3.0	3.2	3.5	4.6	5.6	4	<b>WNCX</b> CF	98.5 16kw	7	10	3	2	3	6	77	METROPLEX	ABC	MCG
4.6	5.7	4.7	6.0	5.4	6	<b>WAKR</b> N/T	1590 5kw	5	20	20	16	5	5	67	MEDIACOMM	MBS	MCG
7.3	4.0	7.4	6.6	5.3	7	<b>WNIR</b> TaK	100.1 3kw	9	15	12	14	10	4	78	MEDIA-COM, INC.	CBS	K&P
4.5	5.1	5.1	6.3	4.8	8	<b>WMJI</b> Gold	105.7 27kw	6	16	15	5	2	2	59	LEGACY	---	KATZ
4.4	5.8	4.7	4.4	4.7	9	<b>WMMS</b> AGR	100.7 34kw	1	9	4	6	7	14	48	MALRITE	NBC	KATZ
2.1	3.0	2.4	2.1	3.6	10	<b>WQXK</b> Ctry	105.1 88kw	14	21	9	11	13	12	77	LINCOLN GR.	UNI	UBAN

AKRON

# #69

# SYRACUSE

12+ POPULATION: 546,000 (Black & Hispanic: N/A)

SYRACUSE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.9	9.3	9.7	11.2	11.1	1	<b>WNTQ</b> CHR	93.1 97kw	1	1	2	2	3	5	69	OSBORN	---	MCG
13.5	12.7	12.1	8.9	10.3	2	<b>WSYR</b> AC	570 5kw	2	4	9	5	4	1	73	NEWCITY	NBC	KATZ
9.5	8.1	10.0	10.4	9.6	3	<b>WAQX</b> AOR	95.7 25kw	4	2	1	1	2	11	80	ATLANTIC VENT.	ABC	BAN
10.7	10.8	11.1	9.1	7.9	4	<b>WYYY</b> AC	94.5 100kw	3	5	3	3	1	4	61	NEWCITY	---	KATZ
6.4	5.8	6.6	6.7	6.9	5	<b>WRHP</b> B/EZ	107.9 50kw	7	26	19	13	9	2	95	PARK	ABC	MMR
5.0	5.2	7.0	5.9	5.6	6	<b>WKFM</b> CR	104.7 50kw	5	19	4	4	5	8	60	WILKS/SCHWARTZ	---	CHR
3.2	3.5	3.1	3.8	4.6	7	<b>WPCX</b> Ctry	106.9 14kw	8	8	5	6	6	6	77	SCOTT	SMN	MK4
5.4	4.5	4.1	5.0	4.0	8	<b>WSEN-A/F</b> Gold	1050/92.1 2.5kw/25kw	6	3	10	7	7	3	49	BUCKLEY	UNIS	HNWH
2.9	2.1	2.2	3.3	3.1	9	<b>WFBL</b> Nost	1390 5(1)kw	11	12	22	23	16	9	82	WILKS/SCHWARTZ	CNN	CHR
3.7	3.6	3.3	4.2	2.7	10	<b>WEZG</b> AC	100.9 6kw	10	25	7	8	8	7	51	LORNEZ	UNIS	EAST

# #70

# McALLEN-BROWNSVILLE

12+ POPULATION: 526,000 (Black: N/A; Hispanic: 80.6%)

McALLEN-BROWNSVILLE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.4	2.9	12.5	11.4	13.2	1	<b>KGBT</b> Span	1530 50kw	4	9	7	4	2	1	112	TICHENOR MEDIA	---	KATZ
20.9	6.0	13.5	16.7	12.7	2	<b>KTEX</b> Ctry	100.3 100kw	1	2	1	1	1	3	81	TATE	ABC	CHR
4.3	4.7	8.4	8.9	10.6	3	<b>KFRQ</b> Ctry	94.5 100kw	3	3	1	1	4	6	78	SIGNATURE	---	KATZ
10.9	1.5	9.8	10.4	9.4	4	<b>KBFM</b> CHR	104.1 100kw	2	1	3	5	6	7	65	MAY COMM.	ABC	CAB
7.1	8.9	9.7	8.0	8.4	5	<b>KIWW</b> Span	96.1 100kw	5	6	4	3	3	2	72	TICHENOR MEDIA	---	KT-H
3.4	4.6	5.0	5.9	6.5	6	<b>KTJN</b> Span	106.3 53kw	7	4	6	6	5	4	84	LA NUEVA KBOR	---	CAB
4.4	4.2	4.8	3.2	4.3	7	<b>KQXX</b> Span	98.5 100kw	9	13	9	9	8	5	77	GOMEZ GROUP	---	LOTUS
4.3	6.1	6.1	4.7	4.3	7	<b>KVLY</b> Gold	107.9 100kw	6	10	5	7	7	8	51	TIPPIE COMM.	---	TOR
4.7	2.7	4.4	4.0	3.9	9	<b>KVSE*</b> AC	99.5 100kw	8	5	8	8	10	13	53	SUNBELT GROUP	---	TOR
1.8	1.6	3.3	1.5	2.7	10	<b>KRGE</b> Rel	1290 5kw	12	14	10	10	9	9	96	CHRISTIAN MINIST.	---	CMI

\*Now KKPS (Span).



12+ POPULATION: 525,500 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
32.1	30.8	28.6	30.9	31.1	1	<b>WVTK-FM</b> Ctry	107.7 100kw	1	2	1	1	1	1	98	DICK	ABC	KATZ
13.1	12.0	13.5	9.7	8.9	2	<b>WEZK</b> AC	97.5 100kw	3	5	4	3	3	2	73	SOUTH CENTRAL	UNIS	DUR
8.8	9.0	8.5	10.2	8.6	3	<b>WIMYU</b> AC	102.1 15kw	2	4	5	2	2	3	56	DALTON GROUP	UNIP	EAST
7.2	9.0	10.4	7.8	7.5	4	<b>WOKI*</b> CHR	100.3 100kw	4	1	3	5	9	12	69	RADIOAK INC.	ABC	HNWH
8.2	7.4	8.3	9.3	7.4	5	<b>WIMZ-A/F</b> AOF	1240/103.5 1kw/100kw	5	3	2	4	4	7	71	SOUTH CENTRAL	SOU	CHR
3.0	6.0	2.8	4.0	5.5	6	<b>WQBB/WEMQ</b> Nost	1040/104.5 10kw/2kw	7	16	11	10	10	6	104	SEQUOYAH	CNN	ROS
2.9	2.5	2.2	2.8	4.6	7	<b>WVTK</b> News	990 10kw	6	8	7	7	5	5	68	DICK	ABC	KATZ
3.9	2.4	3.6	3.0	3.2	8	<b>WWZZ**</b> Ctry	93.1 2.4kw	8	6	6	6	8	10	69	BENNS STATIONS	---	HNWN
1.8	2.4	2.6	2.5	3.0	9	<b>WJBZ</b> Rel	96.3 1.2kw	9	10	12	9	6	4	75	SEYMOUR COMM	---	---
1.2	1.7	1.5	1.5	1.8	10	<b>WRJZ</b> Rel	620 5kw	11	17	9	8	7	9	65	TENN. MEDIA ASS.	---	---

\* Now Country. \*\* Now CHR.

KNOXVILLE

12+ POPULATION: 510,200 (Black: 10.7%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.9	6.3	7.8	8.2	11.1	1	<b>WSPD</b> N/T	1370 5kw	4	13	11	8	8	2	99	TOLEDO BR.	NBC	CHR
14.4	2.8	11.5	12.8	11.0	2	<b>WIOT</b> ACR	104.7 50kw	2	2	1	1	2	4	77	REAMS	SOU	EAST
9.4	9.6	10.5	9.6	10.7	3	<b>WKKO</b> Ctry	99.9 50kw	3	7	4	3	1	1	90	BOOTH BR.	ABC	KATZ
6.9	8.9	9.9	8.4	9.4	4	<b>WVKS</b> CHR	92.5 50kw	1	1	2	2	3	7	63	NOBLE	---	MCG
8.8	7.7	8.0	7.9	6.5	5	<b>WWWM-FM</b> AC	105.5 2.7kw	5	11	5	4	4	3	61	MIDWESTERN	---	DUR
4.1	3.0	3.5	3.3	5.5	6	<b>WJR</b> TaK	760 50kw	8	17	17	10	9	5	77	CAP CITIES/ABC	ABC	KATZ
6.4	6.6	5.9	7.3	5.4	7	<b>WLQR</b> AC	101.5 19kw	6	18	6	6	5	6	64	TOLEDO BR.	---	CHR
6.4	7.1	4.6	4.1	4.2	8	<b>WRQN</b> Gold	93.5 4.1kw	7	6	8	7	6	8	50	ABS COMM	ABC	KATZ
2.2	2.7	3.2	4.1	4.2	8	<b>WXKR</b> CF	94.5 30kw	9	9	3	5	7	10	60	VENICE BR.	ABC	HNWH
5.0	5.3	3.4	4.7	3.0	10	<b>CKLW</b> BBnd	800 50kw	11	22	24	19	17	11	63	CUC	UNIS	---

TOLEDO

# #73

## SPRINGFIELD, MA

12+ POPULATION: 508,000 (Black & Hispanic: N/A)

SPRINGFIELD

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.0	0.6	8.1	9.6	11.6	1	<b>WPXK</b> Ctry	97.9 2.2kw	3	6	2	1	1	2	104	GOLDENBERG	---	DUR
6.7	8.7	7.8	8.1	10.3	2	<b>WHYN-FM</b> AC	93.1 8.9kw	2	7	3	2	2	1	85	WILKS/SCHWARTZ	---	MCG
7.5	6.2	8.6	6.1	9.7	3	<b>WHYN</b> AC	560 5(1)kw	5	11	8	5	5	3	89	WILKS/SCHWARTZ	ABC	MCG
7.7	6.9	7.4	10.0	8.8	4	<b>WMAS-FM</b> AC	94.7 50kw	4	5	4	4	3	4	80	LAPPIN	---	BAN
9.0	8.6	10.7	11.8	7.9	5	<b>WAQY-A/F</b> AOR	1600/102.1 5(2.5)kw/17kw	1	3	1	3	4	5	53	SAGA	---	KATZ
5.4	6.9	7.4	7.9	4.7	6	<b>WTIC-FM</b> CHR	96.5 20kw	6	1	6	6	8	10	45	CHASE	---	G/W
6.8	6.6	5.2	6.2	4.5	7	<b>WMAS</b> BBnd	1450 1kw	10	15	23	17	13	6	108	LAPPIN	MBS	BAN
4.3	2.7	2.5	3.0	3.7	8	<b>WAAF</b> AOR	107.3 18.5kw	9	2	5	7	10	25	86	ZAPIS	UNIP	CHR
1.6	2.0	2.3	2.5	2.8	9	<b>WNNZ</b> Talk	640 50(1)kw	14	24	14	13	9	9	71	CELIA COMM.	CBS	EAST
2.8	3.6	3.1	2.8	2.8	9	<b>WRCH</b> AC	100.5 7.5kw	8	19	13	11	7	7	57	RADIO CRP/HART	---	BAN

# #74

## HARRISBURG-LEBANON-CARLISLE

12+ POPULATION: 507,300 (Black & Hispanic: N/A)

HARRISBURG

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.3	7.4	7.1	6.9	11.7	1	<b>WRKZ</b> Ctry	106.7 14kw	3	3	4	4	2	1	111	TELE MEDIA	ABC	TOR
14.8	10.5	11.6	10.3	10.4	2	<b>WNNK-A/F</b> CHR	1400/104.1 1kw/22.5kw	1	1	3	2	3	3	69	KEYMARKET	AP	CHR
5.2	5.6	7.0	10.5	9.7	3	<b>WKBO/WRVV</b> AC	1230/97.3 1kw/17kw	2	6	1	1	1	4	85	DAME MEDIA	---	---
7.9	6.5	6.9	6.7	7.5	4	<b>WHP</b> Talk	580 5kw	4	12	8	8	6	5	80	DAME MEDIA	CNN	MMR
8.2	10.6	6.3	7.3	7.1	5	<b>WTPA</b> AOR	93.5 1.25kw	5	8	1	3	4	9	84	QUAKER STATE	---	BAN
8.5	7.4	6.4	6.2	5.8	6	<b>WWKL</b> Gold	94.9 25kw	6	4	7	5	5	2	71	BARNSTABLE	UNIU	KATZ
2.4	5.4	3.5	3.9	4.2	7	<b>WHYL</b> Nost	960 5kw	9	23	26	28	20	10	92	ZEVE	UNIU	---
5.5	5.9	5.9	4.0	3.7	8	<b>WIMX-FM</b> AC	99.3 3kw	7	5	5	6	7	7	49	HUDSON GROUP	UNIP	MCG
3.4	2.7	3.8	3.7	3.2	9	<b>WROZ*</b> AC	101.3 6.9kw	10	24	23	12	9	6	76	HALL	---	TOR
3.5	4.1	5.0	6.6	3.0	10	<b>WQXA-FM</b> CHR	105.7 25kw	8	2	6	7	10	13	47	HGF MEDIA	---	DUR

\*Formerly WNCB.



After two decades of unmatched service, R&R continues to be the Industry's leader in business information and marketing innovation.

An annual subscription to R&R includes 51 weekly issues of R&R, 2 semi-annual Ratings Report & Directories, and the Program Supplier Guide.

Celebrate our twenty-year anniversary by ordering a one-year subscription to R&R, a one-year subscription to the Ratings Report & Directory, or your own copy of the Ratings Report & Directory.



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



Or Mail This Order Form  
 With Payment To:  
**RADIO & RECORDS,  
 1930 Century Park West,  
 Los Angeles, CA 90067  
 310-553-4330**

**YES! I WANT TO SAVE OVER \$100!** Please rush me 51 weeks of R&R (valued at \$6.00 each), 2 semi-annual volumes of the R&R Ratings Report & Directory (valued at \$35 each) and the next Program Supplier Guide (a \$10 value) as soon as they are published.

name \_\_\_\_\_ company name / station \_\_\_\_\_  
 ( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
 phone number \_\_\_\_\_ fax number \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

**My check or money order for \$275.00 is enclosed.** (U.S.A. Only)

**Please charge my:**  MasterCard  Visa  American Express

card number \_\_\_\_\_ / \_\_\_\_\_ ( ) \_\_\_\_\_  
 exp. date \_\_\_\_\_ phone number \_\_\_\_\_

exact name as it appears on card \_\_\_\_\_

signature \_\_\_\_\_

**YES! I WANT TO SAVE \$20.00!** Please rush me the next two volumes (Spring and Fall) of the R&R Ratings Report & Directory (valued at \$70.00), as soon as they are published.

name \_\_\_\_\_ company name / station \_\_\_\_\_  
 ( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
 phone number \_\_\_\_\_ fax number \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

**My check or money order for \$50.00 is enclosed.** (U.S.A. Only. CA residents must add sales tax.)

**Please charge my:**  MasterCard  Visa  American Express

card number \_\_\_\_\_ / \_\_\_\_\_ ( ) \_\_\_\_\_  
 exp. date \_\_\_\_\_ phone number \_\_\_\_\_

exact name as it appears on card \_\_\_\_\_

signature \_\_\_\_\_

Please rush me the latest volume of the **R&R Ratings Report & Directory!**

name \_\_\_\_\_ company name / station \_\_\_\_\_  
 ( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
 phone number \_\_\_\_\_ fax number \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

**My check or money order for \$35.00 is enclosed.** (U.S.A. Only. CA residents must add sales tax.)

**Please charge my:**  MasterCard  Visa  American Express

card number \_\_\_\_\_ / \_\_\_\_\_ ( ) \_\_\_\_\_  
 exp. date \_\_\_\_\_ phone number \_\_\_\_\_

exact name as it appears on card \_\_\_\_\_

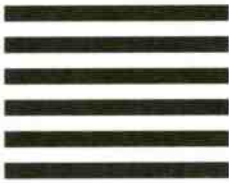
signature \_\_\_\_\_



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 63498 LOS ANGELES, CA 90067

POSTAGE WILL BE PAID BY ADDRESSEE



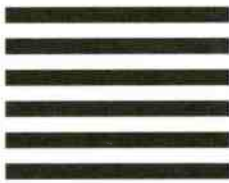
RADIO & RECORDS INC  
1930 CENTURY PARK WEST  
LOS ANGELES CA 90099-2434



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 63498 LOS ANGELES, CA 90067

POSTAGE WILL BE PAID BY ADDRESSEE



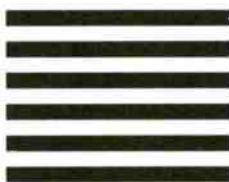
RADIO & RECORDS INC  
1930 CENTURY PARK WEST  
LOS ANGELES CA 90099-2434



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 63498 LOS ANGELES, CA 90067

POSTAGE WILL BE PAID BY ADDRESSEE



RADIO & RECORDS INC  
1930 CENTURY PARK WEST  
LOS ANGELES CA 90099-2434



12+ POPULATION: 507,100 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.6	13.1	8.2	11.1	12.9	1	<b>KFAB</b> N/T	1110 50kw	1	8	9	7	5	2	68	HENRY	NBC	CHR
12.6	11.3	13.3	15.4	11.6	2	<b>WOW-FM</b> Ctry	94.1 100kw	3	5	4	2	1	1	92	GREAT EMPIRE	ABC	TOR
8.6	12.7	11.3	10.6	9.8	3	<b>KQKQ</b> CHR	98.5 100kw	2	1	3	4	7	7	65	MITCHELL	---	KATZ
6.9	9.7	7.5	6.2	9.3	4	<b>KEFM</b> AC	96.1 100kw	4	3	1	1	2	5	78	WEBSTER	---	MCG
10.6	7.8	8.6	10.6	7.4	5	<b>KEZO-A/F</b> AOR	1490/92.3 1kw/100kw	5	4	2	3	4	8	63	NARRAGANSETT	---	TOR
6.0	7.4	7.1	5.4	7.0	6	<b>KGOR</b> Gold	99.9 115kw	6	6	5	5	3	4	67	HENRY	UNIP	CHR
8.8	8.0	7.1	7.6	6.7	7	<b>KESY-A/F</b> AC	1420/104.5 1kw/100kw	7	11	10	6	6	3	86	SUN GROUP	ABC	DUR
2.9	3.1	4.4	4.6	4.6	8	<b>KKAR</b> N/T	1180 5(1)kw	8	17	12	12	9	9	65	MITCHELL	CBS	KATZ
4.1	2.8	4.6	4.9	4.2	9	<b>WOW</b> Ctry	590 5kw	12	16	14	13	13	17	78	GREAT EMPIRE	ABC	TOR
2.5	2.7	4.8	3.4	3.8	10	<b>KRRK</b> AOR	93.3 3.6kw	9	2	6	9	12	14	59	93.3, INC.	---	KATZ

12+ POPULATION: 496,400 (Black: 14.1%; Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.6	10.0	8.9	1	<b>WJBR-FM</b> AC	99.5 50kw	2	7	3	3	1	1	74	CRB BR.	AP	KATZ
8.7	8.7	8.9	1	<b>WSTW</b> CHR	93.7 50kw	3	6	2	1	1	2	74	STEINMAN STAT.	---	EAST
3.7	7.5	7.7	3	<b>WYSP</b> CR	94.1 16kw	1	4	1	2	3	7	61	INFINITY	ABC	TOR
6.3	4.3	6.2	4	<b>WDEL</b> AC	1150 5kw	5	15	21	21	13	5	71	STEINMAN STAT.	CNN	EAST
3.8	3.6	5.0	5	<b>WIOQ</b> CHR	102.1 27kw	6	1	5	5	9	21	62	EZ	---	CHR
6.7	5.9	4.4	6	<b>WMMR</b> AOR	93.3 29kw	4	5	4	4	4	12	46	GROUP W	SOU	G/W
5.1	3.8	4.2	7	<b>WILM</b> N/T	1450 1kw	9	30	24	24	16	6	67	DELAWARE	CBS	SAV
3.6	2.2	3.7	8	<b>WXTU</b> Ctry	92.5 15.5kw	11	13	11	8	6	4	75	BEASLEY	MBS	BAN
6.4	6.0	3.5	9	<b>WUSL</b> UC	98.9 18kw	8	3	7	6	8	17	55	TAK	---	KATZ
2.2	3.5	3.1	10	<b>WEGX</b> CHR	106.1 22.5kw	7	2	8	12	22	28	45	MALRITE	ABC	EAST

12+ POPULATION: 492,700 (Black: N/A; Hispanic: 67.8%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.7	15.5	14.1	14.5	11.5	1	<b>KHEY</b> Ctry	96.3 100kw	2	3	2	2	1	1	84	US RADIO	ABC	KATZ
7.9	8.9	11.3	10.3	11.5	1	<b>KLAQ</b> AOR	95.5 100kw	3	2	1	1	3	7	84	D&F	SOU	HNWH
13.0	0.8	11.4	9.3	10.2	3	<b>KPRR</b> CHR	102.1 100kw	1	1	3	3	9	13	72	TRANSCONTENTIAL	---	DUR
6.6	9.6	7.9	9.6	8.8	4	<b>KBNA-A/F</b> Span	920/97.5 1(.5)kw/100kw	5	8	4	4	2	2	94	TICHENOR MEDIA	---	KT-H
3.9	5.3	6.7	7.4	6.4	5	<b>KTSM-FM</b> B/EZ	99.9 100kw	4	6	5	5	4	3	62	TRI-STATE	---	CHR
7.8	6.9	10.5	9.3	5.9	6	<b>KAMZ</b> AC	93.1 30kw	6	4	6	6	5	6	67	PINNACLE	---	EAST
1.9	3.2	4.6	4.8	5.2	7	<b>KSET</b> Ctry	94.7 61kw	8	5	8	8	7	5	79	DUNN BR.	---	DUR
6.2	4.6	3.9	4.0	4.6	8	<b>KOFX</b> Gold	92.3 100kw	7	9	7	7	6	9	64	ELP	UNIP	MCG
3.8	4.6	3.7	4.4	4.4	9	<b>KAMA</b> Span	750 10(1)kw	9	7	11	9	8	4	79	PINNACLE	---	CAB
4.1	5.1	4.5	6.7	4.3	10	<b>KTSM</b> N/T	1380 5(.5)kw	10	17	12	13	12	8	62	TRI-STATE	CBS	CHR

12+ POPULATION: 492,700 (Black: N/A; Hispanic: 26.4%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	9.9	11.0	10.5	9.1	1	<b>KDON</b> Ctry	102.5 18.5kw	1	1	1	1	6	10	70	HENRY	---	CHR
8.3	8.2	5.9	6.9	6.3	2	<b>KGO</b> N/T	810 50kw	3	23	22	11	7	1	75	CAP CITIES/ABC	ABC	BAN
8.4	6.0	10.1	7.4	6.2	3	<b>KTOM-A/F</b> Ctry	1380/100.7 5kw/910w	2	8	4	3	3	2	67	MAGIC BR.	ABC	KATZ
5.1	4.8	3.0	4.5	5.4	4	<b>KBAY</b> AC	100.3 163kw	8	29	12	13	14	3	101	UNITED	---	MMR
2.9	4.0	6.3	4.7	5.2	5	<b>KTGE</b> Span	1570 5(.5)kw	11	5	2	2	2	14	116	TGR BR.	---	CAB
4.5	4.7	4.4	6.0	4.8	6	<b>KWAV</b> AC	96.9 18kw	4	4	7	4	1	4	68	BUCKLEY	AP	KATZ
2.8	5.3	4.1	3.3	4.3	7	<b>KBOQ</b> Clas	92.7 6.9kw	6	30	11	12	10	5	75	A. WILLIAM LEE	---	CMBS
3.5	3.5	2.2	3.4	4.1	8	<b>KUFX</b> CR	94.5 1.2kw	5	3	8	5	4	6	58	KOOL COMM.	---	DUR
3.6	2.7	4.8	4.8	3.7	9	<b>KMBY</b> AOR	107.1 860w	7	7	3	6	9	28	67	C&C	---	HNWH
3.7	3.0	1.9	3.1	3.5	10	<b>KOCN</b> AC	104.9 1.8kw	12	11	6	7	5	12	81	C.R. PASQUIER	MBS	TOR

12+ POPULATION: 475,400 (Black: N/A; Hispanic: 33.2%)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.7	15.4	16.5	15.6	12.4	1	<b>KRZY/KRST</b> Ctry	1450/92.3 1kw/22kw	1	3	1	1	1	2	82	COMMONWEALTH	MBS	KATZ
10.4	11.5	8.4	10.9	11.0	2	<b>KKOB</b> AC	770 50kw	2	5	9	3	2	1	76	FAIRMONT	ABC	MCG
5.5	6.2	4.9	7.5	7.5	3	<b>KKSS</b> CHR	97.3 100kw	4	1	3	7	12	16	81	SUNGROUP	---	DUR
7.2	6.6	7.5	7.2	6.9	4	<b>KKOB-FM</b> AC	93.3 21.5kw	3	4	6	2	3	3	66	FAIRMONT	---	MCG
5.4	5.6	6.0	3.8	4.5	5	<b>KKJY</b> B/EZ	100.3 22.5kw	9	20	21	14	9	4	83	MBC	---	TOR
7.2	6.2	4.4	6.6	4.5	5	<b>KZSS/KZRR</b> AOR	610/94.1 5kw/22.5kw	6	11	2	4	4	13	64	ANCHOR MEDIA	SOU	EAST
5.1	4.0	3.7	4.4	4.3	7	<b>KZKL-A/F</b> Go/d	1580/101.7 10kw/3kw	7	7	11	5	5	5	69	AM-FM COMM.	---	CHR
6.5	4.5	5.7	3.8	3.9	8	<b>KLSK</b> CR	104.1 100kw	5	10	5	6	6	9	54	PROGRESSIVE BR.	---	CHR
4.5	2.4	3.7	4.4	3.8	9	<b>KMGA</b> AC	99.5 22.5kw	10	24	13	10	7	6	74	PENN	UNIS	EAST
0.6	2.4	2.8	3.7	3.8	9	<b>KZRQ</b> AOR	105.1 100kw	12	2	4	8	13	24	81	STAR MANAGE.	SMN	TOR

SARASOTA-BRADENTON

12+ POPULATION: 456,400 (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
19.2	18.3	18.7	1	<b>WDUV</b> B/EZ	103.3 100kw	1	11	13	9	5	1	111	SUNSHINE STATE	MBS	CHR
9.6	9.0	10.0	2	<b>WYNF</b> AOR	94.9 100kw	2	2	1	1	2	7	103	CBS	CBS	CBS
4.3	9.3	7.7	3	<b>WHPT</b> AC	102.5 100kw	3	28	2	2	1	2	93	PAXSON BR.	---	BAN
4.2	3.3	5.1	4	<b>WCTQ</b> Ctry	92.1 6kw	6	4	5	3	3	4	75	ASTERISK	NBC	---
4.9	4.6	4.8	5	<b>WFLA</b> N/T	970 5kw	7	14	10	10	7	6	77	JACOR	ABC	EAST
5.2	5.0	4.8	5	<b>WFLZ</b> CHR	93.3 100kw	4	1	3	5	9	14	62	JACOR	ABC	EAST
4.0	3.3	4.8	5	<b>WWRM</b> AC	107.3 100kw	8	6	6	6	10	5	79	COX	---	DUR
5.7	3.2	4.6	8	<b>WSRZ</b> Gold	106.3 3.6kw	5	10	14	4	4	3	66	WILKS SCHWARTZ	---	EAST
3.4	3.2	3.0	9	<b>WQYK-FM</b> Ctry	99.5 100kw	10	23	9	8	6	8	72	INFINITY	---	KATZ
3.1	3.9	2.7	10	<b>WINK-FM</b> AC	96.9 100kw	12	5	11	11	8	9	69	FORT MYERS BR.	ABC	MCG

# #81

## GREENVILLE-NEW BERN-JACKSONVILLE, NC

GREENVILLE-NEW BERN-JACKSONVILLE, NC

12+ POPULATION: 449,000 (Black: 25.0%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.7	21.5	20.7	24.8	25.3	1	<b>WRNS-A/F</b> Ctry	5(1)kw/100kw 960/95.1	1	3	1	1	1	1	111	PINNACLE	ABC	MCG
14.3	14.2	11.5	11.8	12.4	2	<b>WIKS</b> UC	101.9 100kw	2	1	2	2	3	2	83	TAYLOR	ABC	HNWH
6.7	4.8	6.3	5.8	7.3	3	<b>WDLX</b> AC	93.3 100kw	3	5	4	3	2	3	65	TAR HILL	ABC	BAN
4.8	5.4	5.7	7.2	5.4	4	<b>WSFL</b> AOR	106.5 100kw	4	7	3	4	6	8	73	CARAVELLE	UNIP	EAST
3.0	5.3	4.9	3.2	5.1	5	<b>WHTE/WRHT</b> CHR	103.7/96.3 100kw/50kw	6	2	5	5	8	10	79	SEA-COMM.	CNN	---
5.3	5.5	5.9	6.6	4.2	6	<b>WNCT</b> B/EZ	107.9 100kw	5	19	23	12	11	5	63	ROY H. PARK	ABC	MMR
5.4	4.2	5.4	4.1	3.7	7	<b>WKOO</b> Gold	98.7 100kw	7	10	7	6	5	4	74	UNIFAS OF VA.	MBS	DUR
3.7	3.5	3.6	2.8	3.2	8	<b>WVWV*</b> AC	99.5 16.5kw	9	6	9	7	4	7	70	TAYLOR	---	---
1.9	2.1	2.6	3.4	2.6	9	<b>WTRG</b> Gold	100.7 100kw	8	8	12	8	7	6	54	JOYNER ADVERT.	ABC	HNWH
3.2	2.9	2.1	2.2	2.0	10	<b>WRDU</b> AOR	106.1 100kw	10	21	6	9	9	17	47	VOYAGER	SOU	MMR

\*Now WTND (Ctry).

# #82

## LITTLE ROCK

LITTLE ROCK

12+ POPULATION: 431,000 (Black: 18.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
24.7	25.7	20.9	22.5	19.1	1	<b>KSSN</b> Ctry	95.7 92kw	1	2	1	1	1	1	77	SOUTHERN SKIES	ABC	KATZ
7.4	9.4	10.1	9.3	10.2	2	<b>KIPR</b> UC	100kw 100kw	5	1	3	4	4	6	105	CORNERSTONE	---	KATZ
8.4	6.3	6.6	5.0	9.8	3	<b>KDDK</b> Ctry	100.3 44.2kw	2	3	5	3	5	3	72	GALAXY BR.	---	MCG
7.7	10.0	11.3	10.2	8.7	4	<b>KMJX</b> AOR	105.1 79kw	4	5	2	2	2	5	87	COASTAL	ABC	HNWH
5.2	7.2	9.1	7.9	8.7	4	<b>KARN</b> N/T	920 5kw	6	10	8	6	6	2	92	SNIDER	CBS	KATZ
6.2	6.7	6.0	6.9	7.2	6	<b>KURB-A/F</b> AC	1250/98.5 2.5(2)kw/99kw	3	6	4	5	3	4	69	GHB BR.	SOU	HNWH
5.1	3.9	4.2	3.6	3.8	7	<b>KKYK</b> CHR	103.7 100kw	7	4	6	7	10	13	45	SNIDER	---	BAN
3.2	4.6	3.8	5.8	3.2	8	<b>KOLL</b> Gold	94.9 96kw	8	13	9	8	8	8	50	SOUTHERN STARR	UNIP	MCG
8.4	6.3	6.6	4.7	3.0	9	<b>KEZQ</b> AC	102.9 50kw	10	9	16	12	11	9	80	OMNI BR.	UNIUI	MCG
4.2	2.8	2.0	2.9	3.0	9	<b>KHLT</b> AC	94.1 100kw	9	16	7	10	9	10	57	SIGNAL MEDIA	---	CHR
3.5	3.3	2.5	1.3	3.0	9	<b>KMZX</b> UC	106.3 3kw	11	12	10	9	7	7	87	WILLIS	SMN	K&P



12+ POPULATION: 430,800 (Black: 28.6%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.5	20.5	23.4	18.3	18.7	1	WYNK-FM Ctry	101.5 100kw	1	5	1	1	1	1	98	NARRAGANSETT	ABC	TOR
11.8	9.4	11.7	10.8	11.4	2	KQXL UC	106.5 50kw	3	2	2	2	3	4	99	CITYWIDE	AURN	BAN
10.3	12.0	9.1	6.6	11.3	3	WXOK UC	1460 5(1)kw	6	3	4	3	2	2	125	CITYWIDE	AURN	BAN
7.7	7.5	6.2	8.6	7.1	4	WFMF CHR	102.5 100kw	2	1	3	4	7	11	61	GUARANTY	UNIP	CHR
5.4	5.4	5.5	7.3	7.1	4	WJBO N/T	1150 5kw	4	14	9	6	4	3	72	BATON ROUGE	CBS	CHR
5.8	5.8	5.8	6.4	5.5	6	WKJN Ctry	103.5 100kw	5	7	8	7	6	6	58	SOUTHERN COMM.	MBS	CHR
5.1	4.2	5.3	4.8	5.4	7	KRVE AC	96.1 43kw	7	8	6	5	5	5	63	McFORHUN, INC.	---	K&P
2.9	3.9	3.0	5.3	4.1	8	WTGE AOR	100.7 100kw	8	6	7	9	11	10	53	VETTER	ABC	EAST
3.8	2.8	3.0	4.7	3.9	9	WCKW-FM AOR	92.3 100kw	9	9	5	8	9	12	59	222 CORP.	SOU	BAN
4.6	5.4	4.7	3.1	3.3	10	WGGZ Gld	98.1 100kw	10	16	11	10	8	7	50	GUARANTY	ABC	KATZ

BATON ROUGE

NEW BEDFORD-FALL RIVER

12+ POPULATION: 427,800 (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.0	4.6	7.9	1	WCTK Ctry	98.1 47kw	3	27	11	2	1	1	123	HALL	---	TOR
4.3	3.1	6.1	2	WPLM-FM BBnd	99.1 50kw	9	14	23	31	32	7	129	PLYMOUTH ROCK	UNIU	HNWH
5.8	5.7	6.0	3	WHJY AOR	94.1 50kw	2	5	1	1	2	10	59	GRIFFIN GROUP	SOU	KATZ
6.5	6.1	5.7	4	WPRO-FM CHR	92.3 39kw	1	1	2	3	6	20	49	TELEMEDIA	ABC	BAN
6.9	6.9	5.2	5	WFHN CHR	107.1 3kw	6	2	3	4	9	11	88	SAGE	---	CHR
4.8	4.6	4.4	6	WWLI AC	105.1 50kw	4	10	10	8	4	2	72	TMZ	---	MCG
5.9	3.8	4.2	7	WSNE AC	93.3 30kw	5	7	5	5	3	5	68	BECK-ROSS	---	EAST
5.3	3.5	3.8	8	WBSM N/T	1420 5(1)kw	14	23	28	24	20	6	98	H&D	NBC	CHR
2.8	5.3	3.1	9	WWBB Gold	101.5 13.5kw	7	8	15	7	5	4	54	WILKS/SCHWARTZ	---	MCG
4.1	3.4	3.1	9	WWRX CR	103.7 50kw	8	12	4	6	7	13	56	WESTERLY	CNN	DUR

NEW BEDFORD

# #85

# CHARLESTON, SC

12+ POPULATION: 425,800 (Black: 28.4%; Hispanic: N/A)

CHARLESTON, SC

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
5.0	10.7	13.5	15.0	14.8	1	<b>WWVZ</b> UC	93.3 50kw	2	1	1	1	1	3	114	MILLENNIUM COM.	AURN	HNWH
10.7	10.9	10.2	10.6	11.6	2	<b>WEZL</b> Ctry	103.5 100kw	1	5	4	2	2	1	83	APOLLO RADIO	MBS	BAN
8.1	7.4	12.1	7.1	8.7	3	<b>WBUB</b> Ctry	107.5 100kw	4	6	3	4	3	4	79	LOW COUNTRY	---	MCG
7.1	5.7	7.1	4.9	7.0	4	<b>WAVF</b> AOR	96.1 100kw	5	2	2	3	6	12	76	PRITCHARD & CO.	---	CHR
5.9	6.3	5.2	5.8	6.9	5	<b>WTMA</b> N/T	1250 5(1)kw	7	13	10	6	4	2	79	JET COMM.	NBC	KATZ
7.7	8.1	6.4	5.8	5.7	6	<b>WSSX</b> AC	95.1 100kw	3	3	5	5	7	9	49	FAIRCOM, INC.	---	KATZ
3.8	5.8	3.1	4.7	4.7	7	<b>WPAL</b> UC	730 1kw	12	22	8	10	9	8	93	WPAL, INC.	AURN	ROS
4.5	3.2	5.3	5.8	4.4	8	<b>WXLY</b> Gold	102.5 100kw	8	14	9	8	5	5	54	BLOOMINGTON	UNIU	BAN
6.5	6.7	4.6	6.1	4.4	8	<b>WXTC-FM</b> AC	96.9 100kw	9	9	7	9	8	7	55	JET COMM.	---	MCG
4.7	3.2	5.9	5.7	4.3	10	<b>WYBB</b> CR	98.1 50kw	6	12	6	7	10	10	48	L.M. COMM.	---	EAST

# #86

# YOUNGSTOWN-WARREN

12+ POPULATION: 407,500 (Black: 10.4%; Hispanic: N/A)

YOUNGSTOWN

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.0	13.1	14.5	12.6	13.3	1	<b>WQXK</b> Ctry	105.1 88kw	4	2	3	1	1	1	107	REACH RADIO	UNIU	BAN
11.5	12.4	12.4	11.0	12.7	2	<b>WKBN</b> N/T	570 5kw	2	7	9	7	7	3	99	WKBN BR.	CBS	KATZ
8.4	10.3	8.3	9.3	9.7	3	<b>WKBN-FM</b> AC	98.9 4.5kw	3	5	4	4	4	4	76	WKBN BR.	UNIS	KATZ
10.6	8.0	8.0	7.1	9.2	4	<b>WHOT-FM</b> CHR	101.1 25kw	1	1	2	2	3	6	64	WHOT, INC.	---	CHR
7.6	6.4	7.2	8.4	6.9	5	<b>WNCD</b> AOR	106.1 3kw	7	3	1	3	6	9	79	W N BR.	---	TOR
8.2	9.5	9.3	9.9	6.6	6	<b>WBBG</b> Gold	93.3 50kw	5	6	8	5	2	2	60	H&D COMM.	---	CHR
4.5	5.5	4.6	6.7	5.9	7	<b>WYFM</b> AC	102.9 26kw	6	4	5	6	5	5	67	SHARON	ABC	EAST
2.6	2.0	1.7	1.9	3.6	8	<b>WSOM</b> Nost	600 1kw	10	23	21	25	22	10	97	REACH RADIO	---	BAN
4.8	3.5	3.0	3.3	3.2	9	<b>WHOT</b> Nost	1390 5kw	9	13	15	24	15	8	66	WHOT, INC.	UNIS	CHR
2.4	2.2	2.6	2.9	2.7	10	<b>WBBW</b> N/T	1240 1kw	8	14	17	13	10	11	39	H&D COMM.	CNN	CHR

12+ POPULATION: 403,500 (Black: N/A; Hispanic: 22.6%)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.0	9.1	8.2	1	<b>KWIN</b> CHR	97.7 3kw	1	1	1	2	6	10	63	FRONT LINE COM.	---	MMR
8.1	5.4	7.6	2	<b>KATM*</b> Ctry	103.3 50kw	3	4	2	1	1	2	80	CITADEL COMM.	ABC	CHR
4.9	6.2	7.4	3	<b>KFMR</b> Ctry	100.1 6kw	4	11	5	4	2	1	98	CARSON GROUP	---	EAST
6.5	5.4	5.5	4	<b>KHOP</b> AOR	104.1 50kw	2	2	3	5	5	12	57	FULLER-JEFFREY	---	MCG
2.9	3.4	5.0	5	<b>KOSO</b> AC	93.1 2.95kw	5	6	9	3	4	3	74	SPACECOM	AP	KATZ
3.5	4.8	4.2	6	<b>KVFX</b> CR	96.7 3kw	8	8	4	6	3	13	73	GREAT AMERICAN	UNIS	HNWH
5.1	4.6	3.7	7	<b>KNBR</b> Talk	680 50kw	7	20	11	10	8	5	62	SUSQUEHANNA	NBC	EAST
1.4	2.8	3.5	8	<b>KMEL</b> CHR	106.1 69kw	9	3	6	8	11	19	69	EVERGREEN	---	CHR
4.0	2.0	3.2	9	<b>KCBS</b> News	740 50kw	6	24	21	15	17	8	51	CBS	CBS	CBS
2.5	2.2	3.2	9	<b>KJOY</b> AC	99.3 2.95kw	18	14	13	7	7	4	106	JOSEPH GAMBLE	---	CHR

\*Formerly KBEE.

12+ POPULATION: 401,800 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	15.0	13.0	12.6	13.6	1	<b>KFDI-FM</b> Ctry	101.3 100kw	1	4	5	4	2	1	86	GREAT EMPIRE	ABC	TOR
13.2	12.8	15.6	15.3	12.6	2	<b>KZSN-A/F</b> Ctry	1480/102.1 5(1)kw/100kw	2	2	1	1	1	2	81	SOUTHERN SKIES	SMN	KATZ
7.3	7.6	7.6	10.2	8.9	3	<b>KKRD</b> CHR	107.3 100kw	3	1	3	2	5	8	65	SHERMAN	---	HNWH
7.1	5.8	5.9	6.9	6.8	4	<b>KRBB</b> AC	97.9 100kw	4	5	6	6	4	3	60	MARATHON BR.	---	CHR
6.6	5.3	5.9	5.6	6.3	5	<b>KRZZ</b> AOR	96.3 50kw	6	7	4	3	3	7	75	NEW WEST	---	DUR
5.0	4.4	6.6	6.5	6.3	5	<b>KNSS</b> N/T	1240 1kw	7	11	10	9	6	4	76	NEW WEST	NBC	DUR
5.0	9.3	6.2	6.9	6.1	7	<b>KICT*</b> AOR	95.1 100kw	5	3	2	5	10	12	66	GRANITE BR.	ABC	MCG
4.8	5.2	5.6	4.0	5.8	8	<b>KOEZ</b> B/EZ	92.3 100kw	10	12	15	12	11	6	86	ANDERSON STAT.	UNIU	---
7.7	7.0	7.1	6.1	5.5	9	<b>KFDI</b> Ctry	1070 10(1)kw	8	14	14	16	13	10	76	GREAT EMPIRE	ABC	TOR
5.3	3.8	3.8	3.7	4.8	10	<b>KEYN</b> AC	103.7 100kw	9	10	9	7	7	5	70	ABERDEEN	---	EAST

\*Under an LMA with Great Empire Broadcasting

# #89

# BAKERSFIELD

12+ POPULATION: 397,200 (Black: N/A; Hispanic: 28.8%)

BAKERSFIELD

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.9	16.3	14.2	15.9	16.6	1	<b>KUZZ</b> Ctry	107.9 5.8kw	1	2	1	1	1	1	102	BUCK OWENS	---	KATZ
12.1	10.8	10.3	10.2	10.6	2	<b>KKXX-FM</b> CHR	105.3 35kw	2	1	2	2	2	5	77	GRAPEVINE	---	DUR
6.7	6.5	6.9	6.8	6.7	3	<b>KERN</b> N/T	1410 1kw	3	13	5	3	3	2	78	AMERICAN GEN.	ABC	CHR
5.0	3.7	5.2	4.2	4.9	4	<b>KWAC</b> Span	1490 1kw	8	11	6	7	5	4	109	KMAP INC.	---	LOTUS
4.5	6.3	7.2	6.0	4.8	5	<b>KRAB</b> AOR	106.3 3.9kw	4	3	3	5	7	31	73	DOUBLE D	UNIS	BAN
4.0	4.7	4.1	5.2	3.8	6	<b>KLLY</b> AC	95.3 12.5kw	6	8	4	4	6	7	65	BUCKLEY	AP	HNWH
3.5	3.1	2.7	4.4	3.3	7	<b>KERN-FM</b> Gold	94.1 4.5kw	5	6	17	6	4	3	52	AMERICAN GEN.	---	CHR
5.4	6.1	5.2	4.9	3.2	8	<b>KGFM</b> B/EZ	101.5 4.8kw	7	21	12	8	8	6	61	KERN	UNIS	MCG
4.5	1.3	3.8	4.9	2.4	9	<b>KCWR</b> Ctry	550 5kw	14	5	29	26	24	11	76	BUCK OWENS	---	KATZ
3.4	2.6	3.6	2.3	2.4	9	<b>KKBB</b> CR	97.7 3kw	9	9	8	9	10	15	54	KOHL COMM.	---	EAST

# #90

# MOBILE

12+ POPULATION: 395,900 (Black: 25.3%; Hispanic: N/A)

MOBILE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.7	13.2	14.0	16.3	16.0	1	<b>WKSJ-A/F</b> Ctry	1270/94.9 5kw/100kw	1	7	1	1	1	1	94	CAPITOL BR. CO.	ABC	BAN
16.5	17.7	17.3	17.0	10.7	2	<b>WBLX-FM</b> UC	92.9 100kw	2	1	3	2	4	4	95	APRIL BR.	UNIP	HNWH
5.5	4.8	4.8	5.8	6.7	3	<b>WKRQ-FM</b> AC	99.9 100kw	4	6	7	3	3	2	81	WKRQ-TV, INC.	MBS	KATZ
1.5	1.4	1.5	1.6	6.7	3	<b>WJLQ</b> UC	100.7 100kw	5	3	5	4	2	5	86	BREM BR.	ABC	MCG
4.9	4.7	5.6	7.2	5.3	5	<b>WKRQ</b> N/T	710 1(.5)kw	6	25	13	11	11	7	72	WKRQ-TV, INC.	CBS	KATZ
5.3	6.5	6.8	6.9	5.2	6	<b>WGXC</b> AOR	104.1 100kw	7	4	2	5	7	9	73	WESCOM GROUP	ABC	EAST
5.9	5.1	5.6	2.1	4.7	7	<b>WGOK</b> UC	900 1(.5)kw	12	23	14	10	8	3	123	ROBERDS BR.	AURN	ROS
2.8	2.9	3.5	5.4	4.7	7	<b>WXBM</b> Ctry	102.7 100kw	10	5	6	7	9	13	79	SMITH & MAHACEK	MBS	KATZ
2.1	2.5	1.7	4.0	4.7	7	<b>WZEW</b> AOR	92.1 13.5kw	9	10	4	6	6	8	77	WZEW, INC.	CNN	TOR
8.4	7.3	8.1	5.6	4.3	10	<b>WABB-FM</b> CHR	97.5 100kw	3	2	8	9	10	17	46	DITTMAN GROUP	ABC	CHR

12+ POPULATION: 393,200 (Black: 11.4%; Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	8.0	10.7	1	WELI AC	960 5kw	3	17	17	8	6	2	91	CLEAR CHANNEL	---	MCG
9.4	9.2	9.6	2	WPLR AOR	99.1 14.1kw	2	3	1	1	1	6	80	SOUTHERN STARR	---	EAST
5.4	5.4	8.3	3	WEZN AC	99.9 27.5kw	4	23	3	2	2	1	84	NEW CITY	---	KATZ
9.4	8.1	7.1	4	WKCI CHR	101.3 10kw	1	2	2	3	4	7	57	CLEAR CHANNEL	---	MCG
5.1	5.2	5.6	5	WWYZ Ctry	92.5 18kw	10	11	9	11	8	4	102	WWYZ, INC.	UNIU	BAN
3.7	5.8	4.9	6	WFAN Sports	660 50kw	7	8	8	6	5	5	65	INFINITY	NBC	HNWH
4.2	3.4	4.3	7	WDRG-FM Gold	102.9 19.5kw	9	7	14	4	3	3	69	BUCKLEY	---	MCG
4.8	4.0	4.3	7	WKSS CHR	95.7 16.5kw	5	1	4	9	10	14	45	PRECISION MED.	AP	MMR
1.7	3.1	3.4	9	WEBE AC	107.9 50kw	8	22	7	5	7	8	54	WIN	---	BAN
3.2	2.6	3.4	9	WNHC UC	1340 1kw	14	14	6	7	9	10	96	WILLIS COM.	---	HNWH

12+ POPULATION: 387,000 (Black: 29.4%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.5	17.6	18.4	20.2	16.9	1	WWDM UC	101.3 100kw	2	1	1	1	1	2	121	GAMECOCK CITY	UNIP	HNWH
16.4	14.0	13.4	10.6	12.9	2	WCOS-FM Ctry	97.5 100kw	1	5	5	2	2	1	90	MEDIACOMM	ABC	KATZ
4.8	4.1	6.0	4.2	7.3	3	WTCB AC	106.7 100kw	6	7	6	3	3	3	85	BLOOMINGTON	AP	CHR
8.0	8.3	6.4	8.3	7.3	3	WVOC N/T	560 5kw	3	14	8	9	5	4	72	RIDGELY COMM.	CNN	BAN
5.3	4.2	6.0	7.1	5.7	5	WHKZ Ctry	96.7 3.3kw	7	3	4	6	7	8	69	UNIVERSAL COMM.	---	K&P
9.3	8.6	8.5	7.9	5.7	5	WNOK CHR	104.7 100kw	4	2	3	5	10	13	58	VOYAGER	ABC	KATZ
5.0	2.9	1.9	1.8	5.6	7	WARQ* ACR	93.5 1.65kw	8	4	2	4	8	12	81	CLAYTON RADIO	---	BAN
4.2	5.3	6.0	5.2	4.8	8	WOMG-A/F Gold	1320/103.1 5(2.5)kw/3kw	5	16	10	8	4	5	57	PRICE	MBS	TOR
2.9	2.1	2.2	2.9	4.6	9	WSCQ Nost	100.1 5.9kw	10	12	13	12	11	6	79	CONGAREE BR.	CNN	EAST
5.4	6.8	7.2	7.1	4.0	10	WMFX ACR	102.3 3kw	9	6	7	7	6	10	58	BTMI, INC.	---	DUR

\*Formerly WAAS (AC).

# #93

## JOHNSON CITY-KINGSPORT-BRISTOL

12+ POPULATION: 376,400 (Black & Hispanic: N/A)

JOHNSON CITY

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
24.9	25.2	28.2	27.5	27.6	1	<b>WXBQ-FM</b> Ctry	96.9 67kw	1	1	2	1	1	1	105	BRISTOL	ABC	CHR
13.2	12.1	13.6	14.3	14.3	2	<b>WTFM</b> AC	98.5 100kw	3	3	3	3	2	2	90	HOME NEWS	ABC	EAST
14.9	16.3	15.7	17.0	13.5	3	<b>WQUT</b> CHR	101.5 100kw	2	2	1	2	3	3	75	BLOOMINGTON	UNIP	KATZ
2.4	2.4	3.8	2.9	4.1	4	<b>WKOS</b> Gold	104.9 1.4kw	6	8	5	5	4	4	76	BLOOMINGTON	---	KATZ
5.6	5.4	2.2	4.7	4.1	4	<b>WUSJ</b> Ctry	99.3 .42kw	4	19	7	8	8	7	59	TRI-CITY BR.	NBC	DUR
3.4	3.3	4.5	4.0	3.2	6	<b>WJCW</b> Talk	91.0 5(1)kw	5	9	8	7	6	5	58	BLOOMINGTON	MBS	KATZ
2.4	1.7	1.6	1.2	3.1	7	<b>WIVK-FM</b> Ctry	107.7 100kw	10	4	9	6	7	6	93	DICK	ABC	KATZ
4.2	4.7	3.5	4.0	2.9	8	<b>WIMZ-FM</b> AOR	103.5 100kw	7	23	4	4	5	13	68	SOUTH CENTRAL	SOU	CHR
1.5	1.6	1.0	0.7	2.7	9	<b>WMEV-FM</b> Ctry	93.9 100kw	9	7	6	9	9	8	73	SUMMIT BR.	NBC	REG
2.2	3.3	4.8	2.0	1.9	10	<b>WKPT</b> AC	1400 1kw	8	21	24	19	19	10	48	HOME NEWS	ABC	EAST

# #94

## WORCESTER

12+ POPULATION: 374,600 (Black & Hispanic: N/A)

WORCESTER

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.1	11.6	13.1	1	<b>WSRS</b> AC	96.1 14.1kw	1	6	3	2	1	1	95	KNIGHT QUALITY	---	BAN
8.8	9.4	10.6	2	<b>WXLO</b> AC	104.5 37kw	2	9	1	1	2	2	86	DEER RIVER	AP	MCG
8.0	7.7	7.9	3	<b>WTAG</b> N/T	580 5kw	4	27	15	11	6	3	76	KNIGHT QUALITY	NBC	BAN
8.8	9.7	6.5	4	<b>WAAF</b> AOR	107.3 18.5kw	3	1	2	3	5	11	58	ZAPIS	UNIP	CHR
3.5	4.5	4.8	5	<b>WODS</b> Gold	103.3 16kw	6	23	8	4	3	4	65	CBS	CBS	CBS
4.6	2.4	3.9	6	<b>WBZ</b> N/T	1030 50kw	7	12	14	12	10	6	57	GROUP W	ABC	G/W
6.5	6.8	3.6	7	<b>WZOU</b> CHR	94.5 11.5kw	5	2	6	8	12	19	44	ARDMAN	---	HNWH
3.2	3.6	3.3	8	<b>WBMX</b> AC	98.5 9kw	10	8	10	7	4	5	65	ATLANTIC RADIO	UNIP	KATZ
3.7	2.7	3.0	9	<b>WBCN</b> AOR	104.1 19kw	8	34	4	5	7	13	58	INFINITY	---	TOR
1.9	0.0	2.7	10	<b>WBOS</b> AC	92.9 8.8kw	12	14	5	6	9	16	61	GRANUM	---	MMR

12+ POPULATION: 368,600 (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.2	13.5	12.9	1	WICC AC	600 1(.5)kw	2	22	9	4	3	2	92	WIN	---	BAN
13.3	10.8	12.6	2	WEZN AC	99.9 27.5kw	1	27	4	1	1	1	84	NEWCITY	---	KATZ
9.6	8.7	8.3	3	WEBE AC	107.9 50kw	4	9	2	3	2	3	72	WIN	---	BAN
6.9	8.7	8.2	4	WPLR AOR	99.1 14.1kw	5	3	1	1	4	4	89	SOUTHERN STARR	---	EAST
9.2	5.1	6.9	5	WKCI CHR	101.3 10kw	3	1	3	5	5	8	57	CLEAR CHANNEL	---	MCG
4.2	4.8	5.5	6	WFAN Sports	660 50kw	6	4	5	6	6	5	68	INFINITY	NBC	HNWH
1.5	2.6	3.4	7	WWYZ Ctry	92.5 18kw	10	32	11	10	7	6	91	WWYZ, INC.	UNIU	BAN
3.7	3.6	2.9	8	WCBS News	880 50kw	7	30	27	15	12	7	42	CBS	CBS	CBS
1.5	2.0	2.6	9	WRKI AOR	95.1 50kw	8	6	7	7	8	12	50	DANBURY BR.	---	EAST
2.1	1.5	2.5	10	WRKS UC	98.7 7.8kw	14	7	6	8	13	19	88	SUMMIT	SOU	DUR

BRIDGEPORT

12+ POPULATION: 368,600 (Black: 12.5%; Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
23.9	23.7	21.5	22.0	21.8	1	WUSY Ctry	100.7 100kw	1	1	1	1	1	1	99	COLONIAL	NBC	KATZ
8.6	10.1	8.8	9.6	12.2	2	WDEF-FM B/EZ	92.3 100kw	2	11	8	6	2	2	99	PARK	CBS	MMR
10.0	8.4	7.6	10.4	7.7	3	WJTT LC	94.3 3kw	6	2	2	2	4	6	90	JETTCOM	CBS	HNWH
4.7	6.6	5.3	4.6	6.3	4	WDOD-FM Ctry	96.5 100kw	5	5	9	8	8	3	66	BAHAKEL	UNIU	BAN
6.4	8.6	6.0	5.1	6.0	5	WLMX AC	105.5 3kw	4	6	5	4	3	4	58	CHATTANOOGA	ABC	EAST
5.9	5.6	9.4	6.9	5.8	6	WSKZ AOR	106.5 100kw	3	4	3	3	5	8	53	BLOOMINGTON	---	CHR
3.0	3.0	3.5	3.3	4.9	7	WGOW N/T	1150 5(1)kw	8	18	10	7	7	5	85	BLOOMINGTON	SUN	CHR
5.4	5.3	6.1	4.7	4.8	8	WFXS CR	102.3 3kw	7	7	4	5	6	9	80	TENNESSEE COMM.	---	BAN
2.4	2.8	2.8	3.4	3.2	9	WNOO Pel	1260 5kw	11	9	11	12	12	7	89	TENNESSEE COMM.	AURN	BAN
1.9	2.0	3.5	3.6	2.4	10	WJRX CC	107.9 3kw	10	8	6	9	11	16	52	VIRGINIA SAT.	AP	---

CHATTANOOGA

# #97

## ROANOKE-LYNCHBURG

12+ POPULATION: 367,400 (Black: 14.4; Hispanic: N/A)

ROANOKE

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.8	14.8	18.8	17.4	16.2	1	<b>WYYD</b> Ctry	107.9 20.5kw	1	3	2	1	1	1	105	WINFAS OF VIR.	MBS	MCG
8.5	8.0	8.6	7.7	10.0	2	<b>WROV-FM</b> AOR	96.3 14kw	5	2	1	2	2	7	104	JOYNER	ABC	HNWH
10.7	9.7	8.3	10.3	9.5	3	<b>WPVR</b> B/EZ	94.9 100kw	3	13	6	6	5	3	85	JIM GIBBONS	---	TOR
14.5	14.6	14.3	12.1	9.3	4	<b>WLYK/WXLK</b> CHR	100.1/92.3 20kw/93kw	2	1	3	4	4	5	68	CEBE INVEST.	UNIP	MCG
9.7	8.5	4.7	7.2	8.3	5	<b>WSLQ</b> AC	99.1 200kw	4	4	5	3	3	2	81	MEL WHEELER	ABC	KATZ
5.9	5.1	6.0	5.3	6.3	6	<b>WJLM</b> Ctry	93.5 6kw	7	8	4	5	6	6	86	WRIS	MBS	TOR
5.4	5.1	4.6	3.9	5.1	7	<b>WFIR</b> AC	960 5kw	6	12	10	8	7	4	69	JIM GIBBONS	CBS	TOR
1.0	5.9	5.3	4.7	4.2	8	<b>WJJS</b> UC	101.7 3.4kw	8	6	7	7	8	9	87	CRS COM.	ABC	K&P
2.9	2.6	3.9	3.5	4.1	9	<b>WSLC</b> AC	610 5(1)kw	9	17	12	11	9	8	85	MEL WHEELER	NBC	KATZ
1.7	0.5	0.8	4.3	3.6	10	<b>WVLR/WVRV</b> UC	102.7/105.3 22kw/3kw	10	5	8	9	12	12	68	LNR RADIO GROUP	---	---

# #98

## MELBOURNE-TITUSVILLE-COCOA, FL

12+ POPULATION: 363,900 (Black & Hispanic: N/A)

MELBOURNE-TITUSVILLE-COCOA

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.8	7.8	11.3			1	<b>WWKA</b> Ctry	92.3 100kw	1	20	2	1	1	1	91	NEWCITY	---	KATZ
10.5	10.0	8.5			2	<b>WMMB</b> BBnd	1240 1kw	4	17	21	17	14	2	95	CITY BR.	MBS	TOR
8.6	7.3	8.2			3	<b>WLRQ</b> AC	99.3 50kw	3	7	3	3	2	3	90	EZ	---	EAST
8.6	7.8	7.1			4	<b>WHTQ</b> CR	96.5 100kw	2	3	1	2	3	14	71	TK	SOU	TOR
4.0	4.8	4.8			5	<b>WAOA</b> CHR	107.1 100kw	5	2	4	4	5	12	58	SILICON EAST	---	MCG
4.5	5.0	4.1			6	<b>WHKR</b> Ctry	102.7 50kw	8	10	8	8	6	6	75	ROPER BR.	---	K&P
0.5	3.9	3.9			7	<b>WTAI</b> Talk	1560 5kw	14	23	14	16	12	7	94	SILICON EAST	ABC	MCG
3.1	5.0	3.7			8	<b>WGGD</b> Gold	102.3 3kw	11	12	10	5	4	4	76	CITY BR.	---	TOR
2.9	2.3	3.4			9	<b>WOMX-AIF</b> AC	950/105.1 5kw/100kw	7	4	7	7	8	9	59	NATIONWIDE	---	MCG
3.1	3.6	3.0			10	<b>WJHM</b> UC	101.9 28kw	9	1	6	10	17	25	56	BEASLEY	---	HNWH
0.9	2.8	3.0			10	<b>WMGF</b> AC	107.7 100kw	12	13	19	13	10	5	66	METROPLEX	NBC	BAN



12+ POPULATION: 362,600 (Black & Hispanic: N/A)

FALL '91	SPRING '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.3	10.2	12.8	1	WARM-FM AC	103.3 6.4kw	1	28	2	1	1	1	92	SUSQUEHANNA	---	EAST
8.6	10.0	9.8	2	WIOV Ctry	105.1 50kw	3	8	4	3	3	2	86	BRILL MEDIA	ABC	BAN
8.6	7.4	8.1	3	WROZ* AC	101.3 1kw/17kw	5	19	6	6	4	4	87	HALL	---	MMR
0.4	2.6	7.1	4	WKBO/WRVV AC	1230/97.3 17kw	4	11	1	2	2	5	75	PENN. BR. ASSOC.	---	MMR
6.7	5.8	6.0	5	WLAN-FM CHR	96.9 50kw	2	1	3	4	6	8	45	ALTDORFFER GR.	ABC	HNWH
6.7	8.0	5.9	6	WDAC Rel	94.5 19kw	7	24	12	8	8	6	84	WDAC RADIO IC.	---	SAV
7.0	6.3	5.0	7	WRKZ Ctry	106.7 14kw	8	17	7	7	5	3	78	TELE MEDIA	ABC	TOR
6.8	6.5	4.1	8	WHTF CR	92.7 1.4kw	6	4	5	5	7	9	53	STARVIE MEDIA	SOU	MCG
1.4	0.9	2.2	9	WHP N/T	580 5kw	16	20	16	15	15	10	71	PENN. BR. ASSOC.	CNN	MMR
2.5	3.9	2.2	9	WWKL Gold	94.9 25kw	10	5	20	9	9	7	53	BARNSTABLE	ULTI	KATZ

\*Formerly WNCE.

LANCASTER, PA

LANSING-EAST LANSING

12+ POPULATION: 361,600 (Black & Hispanic: N/A)

FALL '91	WINTER '92	SPRING '92	SUMMER '92	FALL '92	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.1	18.9	18.0	18.1	16.2	1	WITL-FM Ctry	100.7 26.5kw	1	2	1	2	1	1	99	MSP	ABC	BAN
9.7	10.7	10.9	12.0	11.6	2	WJXQ AOR	106.1 50kw	3	4	2	1	2	7	103	REGIONAL HIT	ABC	DUR
10.4	12.2	11.6	11.6	8.5	3	WVIC-FM CHR	94.9 49kw	2	1	3	3	4	6	60	GOODRICH BR.	UNIP	KATZ
5.8	6.4	6.3	6.5	7.9	4	WJIM-FM AC	97.5 28kw	4	20	7	6	5	2	74	DOUBLE L	---	MCG
8.8	5.6	8.3	5.5	6.4	5	WFMK AC	99.1 28kw	5	7	4	4	3	4	66	LIGGETT	---	EAST
5.1	5.6	5.5	4.3	5.9	6	WJR Talk	760 50kw	8	21	9	10	8	5	86	CAP CITIES/ABC	ABC	KATZ
5.3	5.1	5.6	4.8	4.6	7	WIBM-FM Gold	94.1 40kw	6	6	10	5	6	3	54	CR BROAD.	---	CHR
3.7	3.6	3.5	4.2	3.9	8	WMMQ CR	92.7 1.5kw	7	10	6	7	7	10	51	OTTAWAY COMM.	SOU	HNWH
2.5	2.1	1.6	4.0	3.6	9	WQHH UC	96.5 3kw	11	3	5	8	12	14	86	MID-MICH. BR.	---	PATT
1.6	1.5	2.5	4.5	3.1	10	WILS-FM Ctry	101.7 2.1kw	9	8	8	9	9	8	61	MacDONALD	---	HNWH

LANSING

# America's Fastest Growing Talk Network Will Work For YOU!

*Smart Money  
with The Dolans*



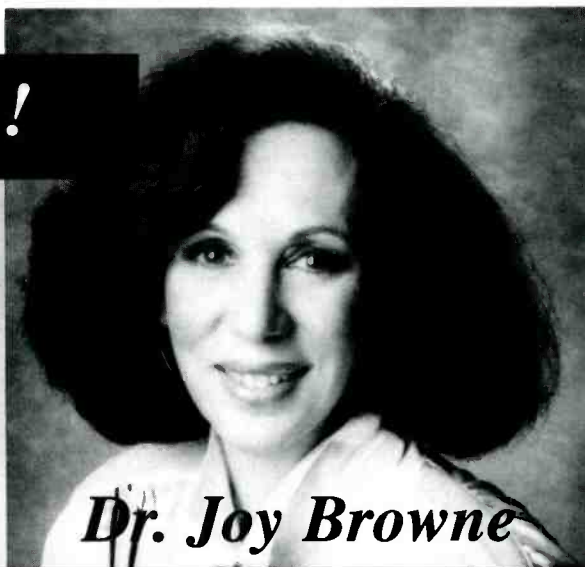
**Newsweek's #1 Choice!\***

*Radio's best Talk Talent is ready  
to work for you! All barter, flexible  
scheduling, plenty of local avails  
and localizing elements!*

**COST-EFFECTIVE PROGRAMMING  
THAT GETS RESULTS!**

## *Hot Topics!*

*The Gene Burns Program*



*Dr. Joy Browne*

## *Very Personal!*

**Contact Rich Wood at (212) 642-4533.**

# **WOR**

## **RADIO NETWORK**

*\* Newsweek Focus August 3, 1992.*



## BROADCAST SCHOOLS

**112**



## COMPUTERS & SOFTWARE

**113**



## CONSULTANT FIRMS

**119**



## EMPLOYMENT SERVICES

**138**



## EQUIPMENT SUPPLIERS

**139**



## FINANCIAL

**148**



## GROUP OWNERS

**151**



## INDUSTRY ORGANIZATIONS

**168**



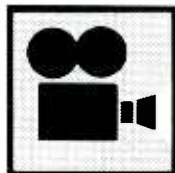
## MARKETING & PROMOTION

**171**



## MEDIA BROKERS

**183**



## MOVIE STUDIOS

**187**



## PRODUCTION SERVICES

**189**



## PROGRAM SUPPLIERS & NETWORKS

**203**



## RECORD COMPANIES

**220**



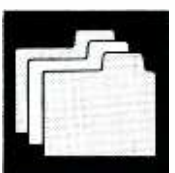
## REP FIRMS

**235**



## RESEARCH FIRMS

**238**



## SHOW PREP

**247**



## TV PRODUCTION FIRMS

**250**



# BROADCAST SCHOOLS

A  
•  
S

## A

### **The Academy of Radio Broadcasting**

8907 Warner Avenue  
Suite 115  
Huntington Beach, CA 92647  
(714) 842-0100  
FAX: (714) 842-1858  
**Lindy Thurrell, President**  
**Tom King, VP**

4914 E. McDowell Road  
Suite 107  
Phoenix, AZ 85008  
(602) 267-8001  
FAX: (602) 273-6411  
**Donna Green**

### **Antonelli Media Training Center, Inc.**

150 Fifth Avenue  
Suite 420  
New York, NY 10011  
(212) 206-8063  
**Martin C. Antonelli, President**

## B

### **Susan Berkley's Voiceover Workshops**

New York and Los Angeles  
611 Broadway, Suite 815  
New York, NY 10012  
(212) 420-9747, (800) 333-8108  
FAX: (212) 420-9751

### **Broadcast Center**

7720 Forsyth  
St. Louis, MO 63105  
(314) 862-8181  
FAX: (314) 862-1408  
**Douglas Huber, President**

### **Broadcast Professionals**

*The Complete School of Radio Broadcasting*  
11507-D S.W. Pacific Highway  
Portland, OR 97223-8632  
(503) 244-5113  
**Keith Allen, Executive Director**

### **Broadcasting Institute of Maryland**

7200 Harford Road  
Baltimore, MD 21234  
(410) 254-2770, (800) 942-WBIM  
FAX: (410) 254-5357  
**Joseph M. Ziegler, III, Dean of Students**  
**Bill Riley, Director/Placement/Radio  
Major Moderator**

## C

### **Carolina School of Broadcasting**

7003 Wallace Road  
Suite 100  
Charlotte, NC 28212-6815  
(704) 532-9748, (704) 531-7291  
**Ken Fuquay, Executive Director**

### **Center for the Media Arts**

226 W. 26th Street  
New York, NY 10001  
(212) 807-6670  
FAX: (212) 463-0746  
**Michael Martin, VP**

### **Clover Park Technical College**

4500 Steilacoom Blvd. SW  
Tacoma, WA 98499  
(206) 589-5884  
FAX: (206) 589-5797  
**John Mangan, Radio Broadcast Department**

### **Columbia College Chicago**

600 S. Michigan Avenue  
Chicago, IL 60605  
(312) 663-1600  
FAX: (312) 663-1707  
**John B. Duff, President**

### **Columbia College, Hollywood**

925 N. La Brea Avenue  
Hollywood, CA 90038  
(213) 851-0550  
FAX: (213) 851-6401  
**Allan Rossman, President**

### **Columbia School of Broadcasting**

Corporate Office  
2840 E. Flamingo Road, Suite F  
Las Vegas, NV 89121  
(702) 733-0003, (213) 469-1677  
FAX: (213) 469-0796  
**Marcia Brock-Gandy, President**

### **Connecticut School of Broadcasting**

Radio Park  
Farmington, CT 06032  
(203) 232-9988  
**Dick Robinson, President**

## D

### **Davidson Technical College**

212 Pavillion Blvd.  
Nashville, TN 37217-1002  
(615) 360-3300  
FAX: (615) 360-8994  
**Suzanne Davidson, President**

## I

### **International College of Broadcasting**

6 S. Smithville Road  
Dayton, OH 45431  
(513) 258-8251  
FAX: (513) 258-8714  
**Michael LeMaster, President**  
**Tom Collins, Director/Admissions**

## J

### **Chuck Jackson Radio Job Bank**

*Announcer Tutoring/Voiceover Production*  
933 Fremont Avenue  
Salt Lake City, UT 84104  
(801) 972-5319  
FAX: (801) 972-5319  
**Dwight Woolfork, President/Owner**

## N

### **National Broadcasting School**

2033 Howe Avenue  
Suite 110  
Sacramento, CA 95825  
(916) 922-6688  
FAX: (916) 922-6793  
**Bill E. Brock, President**

### **National Education Center**

Brown Institute Campus  
2225 E. Lake Street  
Minneapolis, MN 55407  
(612) 721-2481  
FAX: (612) 721-2179  
**Steve Marks, President**  
**Mike Kronforst, Broadcast  
Placement Director**

### **New England School of Broadcasting**

One College Circle  
Bangor, ME 04401  
(207) 947-6083  
FAX: (201) 947-3987  
**George E. Wildey, President**  
**Ben Haskell, Director**  
**Donna Thomas, Administrator**

### **New School for Social Research**

2 W. 13th Street  
Room 1212  
New York, NY 10011  
(212) 229-8903  
FAX: (212) 229-5357  
**Mark Schulman, Chairperson**  
**Susan Heske, Assistant Chairperson**  
**Adam Knee, Program Coordinator**

### **Northeast Broadcasting School**

142 Berkeley Street  
Boston, MA 02116  
(617) 267-7910  
FAX: (617) 236-7883  
**Peter L. Miller, CEO**

### **Northwest Technical College**

KSRQ Studios  
1301 Highway 1 E  
Thief River Falls, MN 56701  
(218) 681-6364  
FAX: (218) 681-5519  
**Don Jorstad, Station Manager**  
**Vern Treat, Associate Director**  
**Howard Rokke, General Manager**

## R

### **Radio Connection**

8033 Sunset Blvd.  
Suite 4042  
Hollywood, CA 90046  
(310) 543-7432  
FAX: (310) 473-1284  
**Jim Petulla, President**

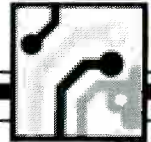
## S

### **Southwest School of Broadcasting**

1031 E. Battlefield  
Suite 212-B  
Springfield, MO 65807  
(417) 883-4060  
**Johnnie Jones, VP/Director of Training**

### **Specs Howard School of Broadcast Arts, Inc.**

16900 W. 8 Mile Road  
Suite 115  
Southfield, MI 48075  
(313) 569-0101  
FAX: (313) 569-8059  
**Sally Ryann, Placement Director**



**A**

**Advanced Radio Marketing, Inc.**  
137 North Street  
Suite A  
Boston/Newtonville, MA 02160  
(617) 332-7001

**Steven M. Bernson**, President/Consultant  
**Christopher D. Haight**, VP/Chief  
Technical Officer

**Aim Music Research**  
2119 E. Crocus Drive  
Phoenix, AZ 85022  
(602) 992-0310  
FAX: (602) 443-1025  
**Tom Moran**, President  
M O

**Airware™**  
Route 2, Box 163-D2  
Beaverdam, VA 23015-9340  
(804) 227-3390  
FAX: (804) 227-3390  
**Corey Deitz**, Designer

**Alkrisrah Broadcast Consultants**  
P.O. Box 75304  
Tampa, FL 33675-0304  
(813) 626-4108  
FAX: (813) 621-0616  
**Chris Turner**, VP/Corporate Manager  
M R S O

**Altair Communications, Inc./ACI**  
1914 Mapleleaf Drive  
Suite 100  
Windermere, FL 34786  
(407) 298-4000  
FAX: (407) 297-4077  
**John Newman**  
S

**Associated Press**  
Broadcast News Center  
1825 K Street NW  
Washington, DC 20006-1253  
(800) 821-4747, (202) 736-1100  
FAX: (202) 736-1107  
**Jim Williams**, VP/Director  
**Lee Perryman**, Deputy Director  
**Daryl Staehle**, Director/Sales & Marketing  
**Brad Kalbfeld**, Deputy Director/News  
& Managing Editor  
O

## Auto-Jock

Serving Hundreds of Stations Worldwide  
with Music Scheduling Software Since  
1987. Buy-Out, No Leasing. 60 day  
money back guarantee.

**Auto-Jock Software**  
18 Eighth Street  
Wheeling, WV 26003  
(304) 232-1773  
FAX: (304) 232-1783  
**Jim Barcus**  
M R S T

**KEY TO SERVICES**

**A = Accounting**      **S = Sales**  
**B = Billing**          **T = Traffic**  
**M = Music**          **O = Other**  
**R = Research**

**Automated Business Concepts**  
10650 Treena Street  
Suite 201  
San Diego, CA 92131  
(619) 566-8920  
FAX: (619) 566-1039  
**John M. Caso**, President/CEO  
**Debbie K. Hart**, VP  
A B M S T O

**B**

**Barkin Communications**  
P.O. Box 610924  
Dallas, TX 75261  
(214) 528-6023  
FAX: (817) 267-0593  
**David Barkin**, VP/Software Development  
O

**BBH Software**  
15072 E. Mississippi  
Suite 33  
Aurora, CO 80012  
(303) 592-3780, (800) 626-2360  
**Jack Backstreet**, President  
S O

**Binx Custom Software**  
10311 Gulfstream Lane  
Sugar Land, TX 77478  
(713) 242-2174  
**Paul Van House**, Owner  
O

**Broadcast Data Consultants**  
2189 Cleveland Street  
Suite 204-A  
Clearwater, FL 34625  
(813) 442-5566  
FAX: (813) 443-5254  
**Neil Edwards**, President  
B M T

**Broadcast Solutions**  
1512 S.W. 18th Street  
Suite 2  
Portland, OR 97201  
(503) 248-1960  
FAX: (503) 226-6596  
**J.J. McKay**, CEO  
O

**C**

**Carter Consulting**  
2429 Seventh Avenue  
Pueblo, CO 81003  
(719) 545-8202  
FAX: (719) 543-9898  
**Jack Carter**, President  
M

**CBSI/Custom Business Systems, Inc.**  
P.O. Box 67  
Reedsport, OR 97467  
(503) 271-3681, (800) 547-3930  
FAX: (503) 271-5721  
**Steve Kenagy**, VP/Sales & Marketing  
A B M S T O

**Center for Radio Information**  
19 Market Street  
Cold Spring, NY 10516  
(800) 359-9898  
FAX: (914) 265-2715  
**Maurie Webster**, President  
**Susan Rebentisch**, Sales Manager  
**Scott Webster**, Systems

**Co-Opportunities**  
324 Campus Lane  
Suite B  
Suisun, CA 94585  
(707) 864-2667  
FAX: (707) 864-2672  
**Elaine Clark**, Marketing/OM

**Columbine Systems, Inc.**  
1707 Cole Blvd.  
Golden, CO 80401  
(303) 237-4000  
FAX: (303) 237-0085  
**Mike Oldham**, Director/Sales & Marketing  
A B R S T O

**Computer Concepts Corp.**  
8375 Melrose Drive  
Lenexa, KS 66214  
(800) 255-6350  
FAX: (913) 541-0169  
**Rich Habedank**, Sales  
A B M S T O

**Computer Sports World**  
1005 Elm Street  
Boulder City, NV 89005  
(800) 321-5562  
FAX: (702) 294-1322  
**Carl Lauterjung**, President  
S O

**Connect Corporation**  
30 Chestnut Street  
Providence, RI 02903  
(800) 422-4111, (401) 351-3510  
FAX: (401) 521-8652  
**Russ Butler**

**Critical Mass Media, Inc.**  
4242 Airport Road  
Suite 200  
Cincinnati, OH 45226  
(513) 871-6900, (708) 501-4644  
FAX: (513) 871-0489, (708) 501-3969  
**John J. Martin**, President  
**Randy Michaels**, CEO  
**Anthony A. Galluzzo**, COO  
**Abbe Harris**, National Sales Manager  
**Sally S. Martin**, National Sales Manager

## D

### **DATAcount** BROADCAST COMPUTER SOLUTIONS

*DARTS (Datacount Accounts Receivable and Traffic System) encompasses logging, traffic, co-op billing, accounts receivable and sales/management reporting.*

**Datacount**  
P.O. Box 3078  
Opelika, AL 36801  
(205) 749-5641  
FAX: (205) 749-5666  
**Jerry L. Johnson, President**  
**Debbie Hamby, Sales Manager**  
A B T S

**Decision, Inc.**  
402 S. Ragsdale  
Suite 206  
Jacksonville, TX 75766  
(800) 251-6677  
FAX: (903) 586-6751  
**Bill Keenan, VP/Marketing.**  
A B S T

**Digital Audio Information Systems, Inc.**  
(DAISI)  
1200 Blalock, Suite 202  
Houston, TX 77055  
(713) 465-1511, (800) DAISI-01  
FAX: (713) 465-1634  
**Maurice Collins, President**  
O

**Direct Marketing Results**  
1463 E. Galbraith Road  
Cincinnati, OH 45215  
(513) 761-1463  
FAX: (513) 761-0596  
**Michael Eisele, President**  
**Catherine Jung, VP/Radio**  
**Peggy Miles, Database Marketing Manager**  
S O

**Dynatech Newstar**  
6400 Enterprise Lane  
Suite 200  
Madison, WI 53719  
(608) 274-8686  
FAX: (608) 273-5876  
**Matt Danilowicz, VP/Marketing & Sales**  
O

## F

**Far West Communications, Inc.**  
120 N. Victory Blvd.  
Suite 106  
Burbank, CA 91502  
(818) 566-7003, (800) 783-2WIN  
FAX: (818) 566-7086  
**Paul Ward, President**  
**Susanella Rogers, OM**  
M

**Fifth Estate Software**  
676 St. Clair  
Suite 1900  
Chicago, IL 60611-2922  
(312) 266-9290  
FAX: (312) 943-1938  
**Sandra Scheld, President**  
O

## G

**Green Book Database of Songs By Subject**  
4815 Trousdale Drive  
Suite 576-R2  
Nashville, TN 37220  
(615) 832-1942  
FAX: (615) 832-1942  
**Mark Schlicher**  
M R O

**The Griffin Report**  
662 Delaware Avenue  
Ridgewood, NJ 07450  
(800) 723-4743  
FAX: (201) 445-8218  
**Craig N. Harper, President**  
**Bennett M. Griffin, Executive VP**  
R S O

## H

**Donna Halper & Associates**  
304 Newbury Street  
Suite 506  
Boston, MA 02115  
(617) 786-0666  
FAX: (617) 786-1809  
**Donna Halper, President**  
**Jon Jacobik, Computer Consultant**  
M O

## J

**Jefferson Pilot Data Services, Inc.**  
785 Crossover Lane  
Suite 141  
Memphis, TN 38117  
(901) 762-8050  
FAX: (901) 762-8038  
**Susan Harris, Radio Account Executive**  
A B S T O

## L

**LA Airforce/M.O.M. & P.O.P. Software**  
3860 Kellogg Avenue  
Las Vegas, NV 89115  
(702) 651-9119  
FAX: (702) 643-7780  
**Terry Moss, Commander**  
B M T

**Lift Display, Inc.**  
Riverside Plaza  
115 River Road  
Edgewater, NJ 07020  
(201) 945-8700  
FAX: (201) 945-9548  
**Otto Schubert, President**  
S

## M

**M Street Corp.**  
304 Park Avenue S  
7th Floor  
New York, NY 10010  
(800) 248-4242  
FAX: (212) 473-4626  
**Robert Unmacht**

**MacMusic MdB**  
122 Sierra Circle W  
San Marcos, TX 78666  
(512) 392-2415  
**Steve Warren, Director**  
M

**Market Buy Market**  
5775 E. Los Angeles Avenue  
Suite 208  
Simi Valley, CA 93063  
(805) 584-2211  
FAX: (805) 584-0728  
**Gil Bond, President**  
**Trish Rotsch, Manager**

**Marketing Resources Plus**  
1451 California Avenue  
Palo Alto, CA 94304  
(415) 494-3900  
FAX: (415) 494-1838  
**Dennis McNeill, President/CEO**  
A B S

**Marketron, Inc.**  
101 Lincoln Centre Drive  
Suite 300  
Foster City, CA 94404  
(415) 341-4004  
FAX: (415) 341-8197  
**Jerome P. Cronin, President**  
**Michael D. Rooney, Senior VP/Operations**  
**Andrew Popoff, Sales Manager**  
A R S T

**Master Software Systems**  
Lakeview Center  
3565 Green Street  
Muskegon, MI 49444  
(616) 726-2837  
FAX: (616) 733-1107  
**Kenneth Norton, Division Manager**  
A B T

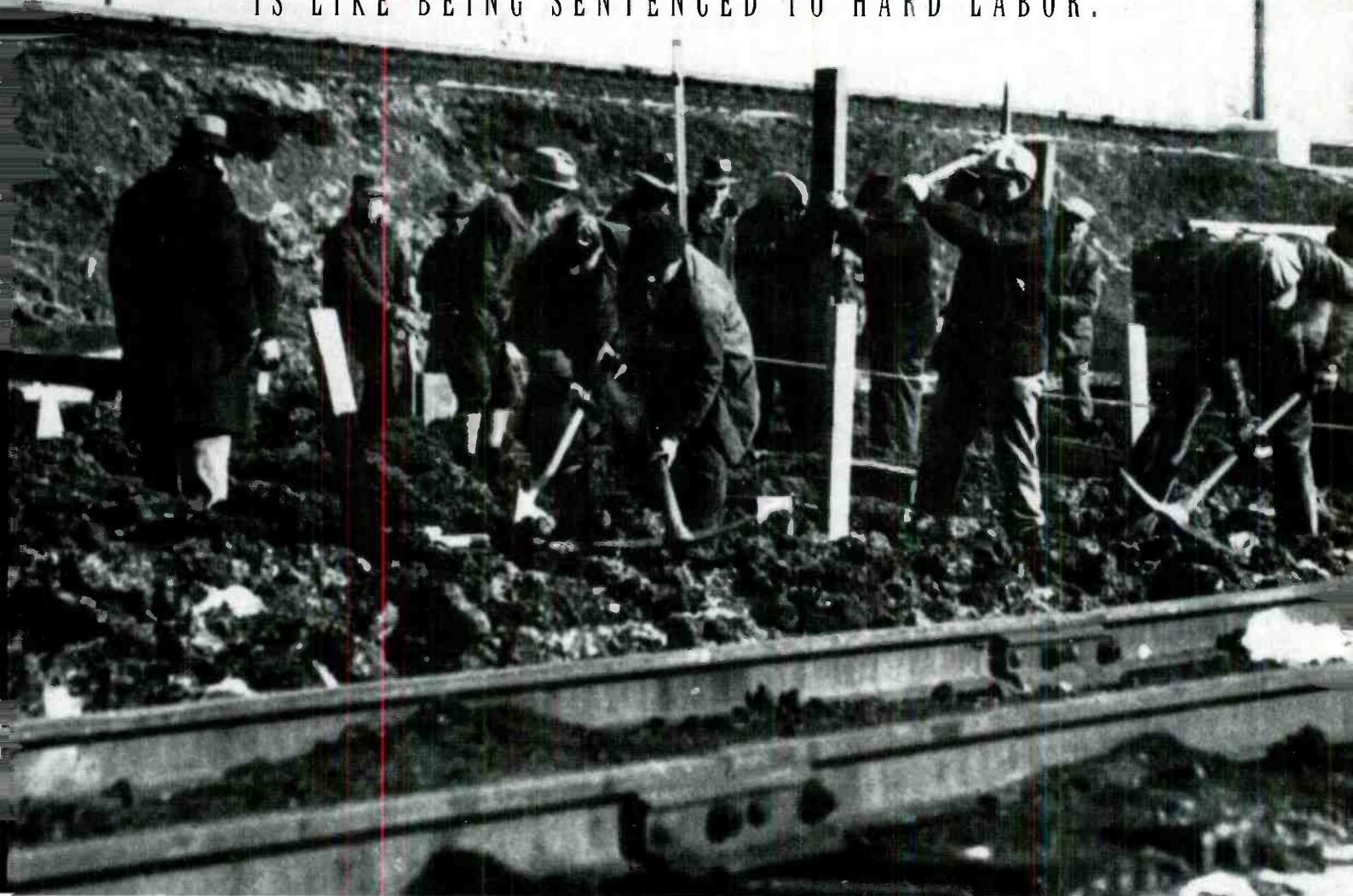
### **MAXAGRID® INTERNATIONAL**

*Managing customer demand using systems and procedures which analyze history and buying patterns to improve pricing decisions on commercial inventory.*

#### **Maxagrid International, Inc.**

1350 Belt Line Road  
Suite 250  
Dallas, TX 75244  
(214) 241-2110  
FAX: (214) 241-2174  
**James Tiller Jr., President/CEO**  
**Shane Fox, COO**  
S O

EDITING MUSIC LOGS ON SOME SCHEDULING SYSTEMS  
IS LIKE BEING SENTENCED TO HARD LABOR.



In fact, editing a music log on some systems can be considered cruel and unusual punishment. When it comes to music scheduling, producing a great music log is what it's all about. The better the log, the better your station sounds. And you'll always want to give it your personal touch. MusicSCAN streamlines the editing process by offering features not available in other systems. For example, only MusicSCAN:

- Leaves you fewer (if any!) unscheduled positions to fill;
- Has a unique "Check-the-Log" feature, which scans your editing changes for anything you may have missed;
- Can show your best choices first when replacing songs (based on not only rest but all your scheduling rules) plus screen out dayparted songs and others which would break unbreakable rules;
- Lets you instantly edit song or lognote information on the run, without waiting or "jumping";
- Tests songs for every rule in the system—including hour rotation, artist separation, tempo, rest, sound, etc.—all on one screen;
- Allows you to fully edit the log (replace, move, and add songs and lognotes, etc.) from a five-hour daypart window.

Make the right pick...

*Music* **SCAN**

**Music Scheduling with an Edge**  
**205-987-7456**

**M**

**Media Touch Systems, Inc.**

50 Northwestern Drive  
Unit 11  
Salem, NH 03079  
(603) 893-5104  
FAX: (603) 893-6390  
**John M. Connell, President**  
O

**"MFlow"**

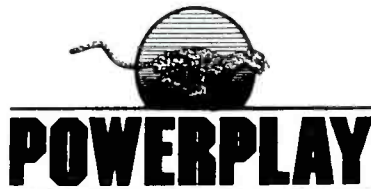
a product of KBE  
8116 San Francisco NE  
Albuquerque, NM 87109  
(505) 828-0488  
FAX: (505) 828-0488  
**Karl Baehr**  
M

**Music Connection BBS**

4180 Triple Creek Court  
Atlanta, GA 30319  
(404) 936-8107  
FAX: (404) 936-8109  
**David Coleman, President**

**Music Manager®**

Lund Media Research  
1330 Millbrae Avenue  
Millbrae, CA 94030  
(415) 692-7777  
FAX: (415) 692-7329  
**John C. Lund, President**  
**June H. Lund, Executive VP**  
**Dan R. Spice, VP**  
M R



**Micropower Corporation**  
Music Scheduling Software  
P.O. Box 23805  
Little Rock, AR 72221-9947  
(501) 221-0660  
FAX: (501) 221-3200  
**Dave Ferraro, CEO**  
**Jimmy Edwards, GM**  
M

Key to Services on page 113

**MusicMinder**

216 Grace Avenue  
Sacramento, CA 95838  
(916) 927-3537  
**Richard Irwin**  
M



TAPSCAN's powerful and versatile music scheduler. Used worldwide by innovative programmers. Unique scheduling process improves performance over other systems. Easy to use.

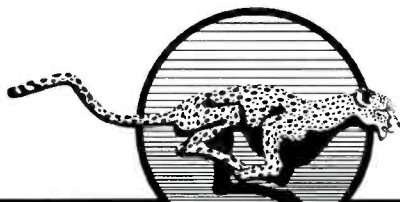
**MusicSCAN**

3000 Riverchase Galleria  
8th Floor  
Birmingham, AL 35244  
(205) 987-7456  
FAX: (205) 733-6263  
**Mark A. Schreiber, Director**  
M O R

**N**

**Naar Media**

P.O. Box 937  
New Providence, NJ 07974-0937  
(908) 685-0808  
**Stuart Naar**  
R S O



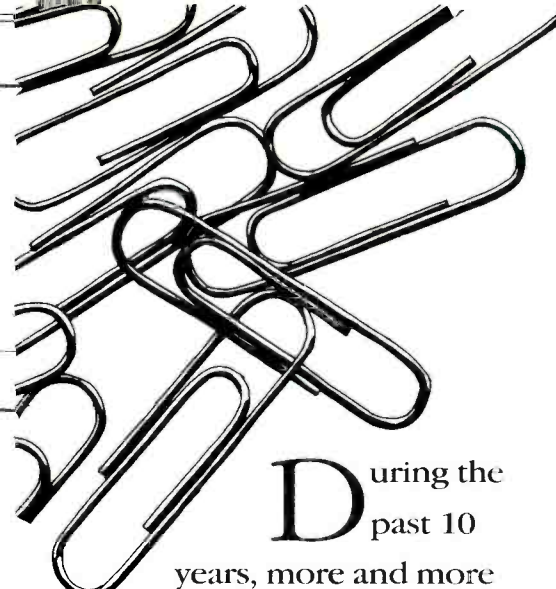
**POWERPLAY**

Powerful, easy to use music scheduling software — in use on 500 stations

For information call:  
**(800) TM CENTURY**



# FEW THINGS IN LIFE WORK AS WELL AS TAPSCAN.



During the past 10 years, more and more stations (more than all our competitors combined) have become hooked on our unique features, dynamic graphics, simplicity, impeccable service and free

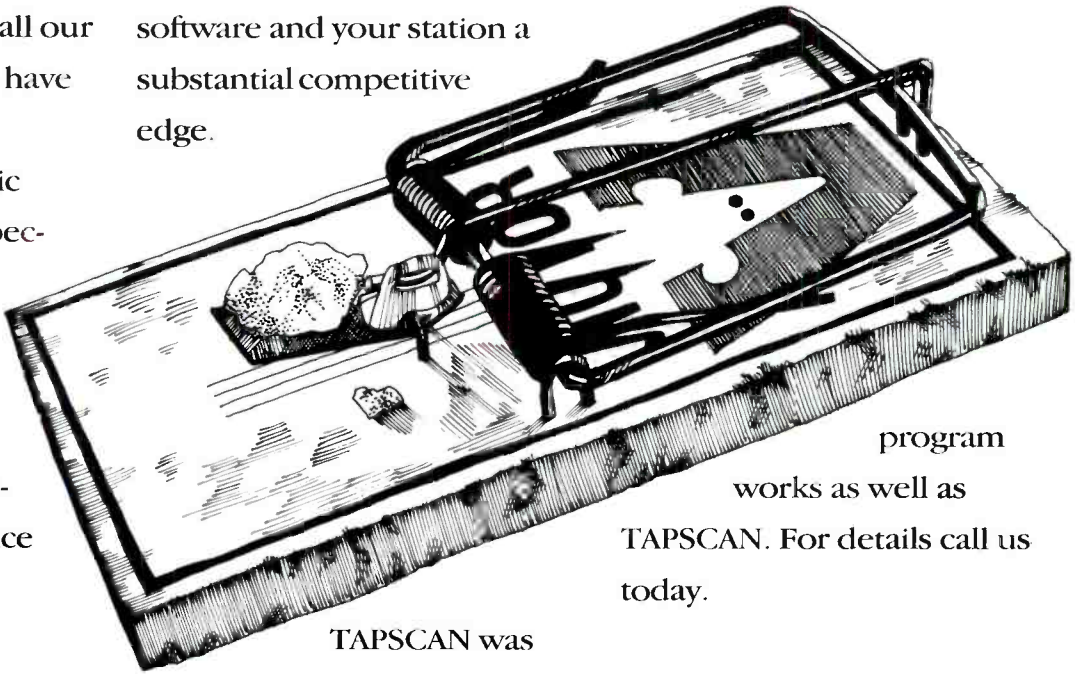
consultation by people with hundreds of years of combined experience in the media business.

That experience has enabled us to meet our clients' needs in ways no one else can. Our clients, through comparison, have found that there is no comparison.



The vast amount of R&D that goes into every TAPSCAN system gives you the advantage of continuous program updates, free of charge. These continuous updates give our software and your station a substantial competitive edge.

—to name only a few. Just as all GRPs are not created equal neither are all software systems. So look below the bottom line. You'll see that no other software

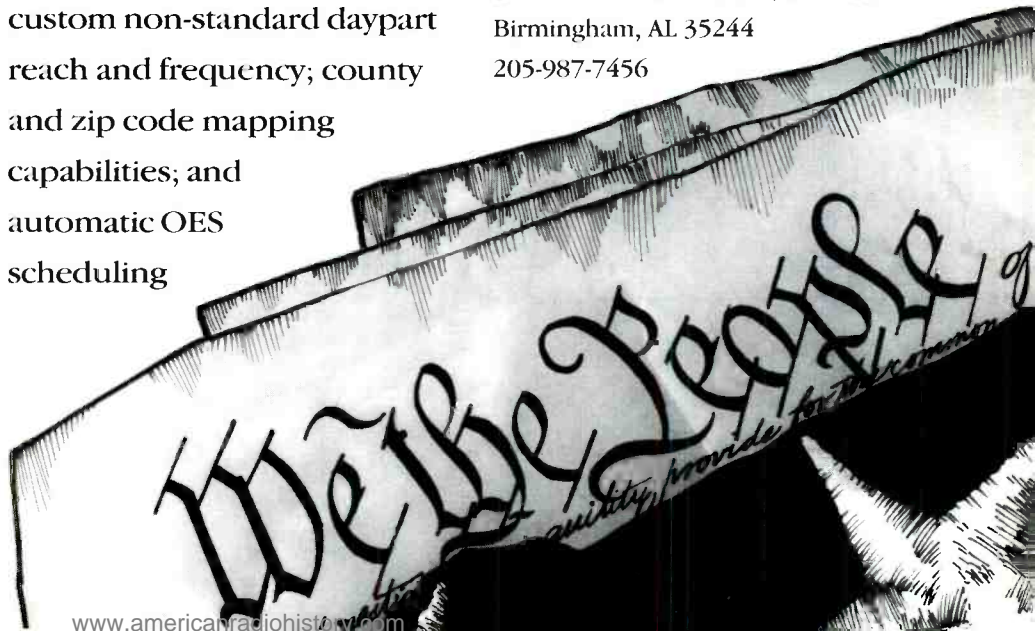


program works as well as TAPSCAN. For details call us today.

TAPSCAN was the first with innovations such as: multi-media reach and frequency analyses for radio, TV and newspaper; custom non-standard daypart reach and frequency; county and zip code mapping capabilities; and automatic OES scheduling



3000 Riverchase Galleria, Suite 850  
Birmingham, AL 35244  
205-987-7456



O  
•  
W

### O

**Omnisoft Systems, Inc.**  
2965 Pickle Road  
Toledo, OH 43616  
(419) 698-4141  
FAX: (419) 693-7514  
**Lew Dickey, Partner**  
**Alfred Lutter, Partner**  
B M T O

## ON AIR Software

*Creator of SIS, OASIS and TalkStar. Affordable paperless studio systems and call screening software for Music and Talk Radio stations.*

### ON AIR Software, Inc.

P.O. Box 823  
Coppell, TX 75019  
(214) 462-9393  
**Jim Radcliffe, President**

O

### P

**Pension Service Associates 401 (K) Plans**  
13417 Ventura Blvd.  
Sherman Oaks, CA 91423  
(800) 752-4015  
FAX: (818) 789-3982  
**James A. Gilbert, President**

A O

### Personalized Computer Assistance/PCA

84 Windsor Avenue  
Rockville Centre, NY 11570  
(516) 536-5691, (516) 587-8369  
FAX: (516) 587-2909

**Bruce David Loeffert**  
M O

### R

## RCS

RADIO COMPUTING SERVICES, INC.

*RCS WORKS! integrates Programming, Traffic/Billing/Accounting, Sales, Continuity, Newsroom, Digital Audio and the Paperless/Cartless studio, either Live-Assist or full automation.*

### Radio Computing Services

2 Overhill Road  
Suite 100  
Scarsdale, NY 10583  
(914) 723-8567  
FAX: (914) 723-6651  
**Lee Facto, GM**  
M R S O

### Radio Mail

2412 Unity Avenue N  
Suite R-A  
Minneapolis, MN 55422-3450  
(612) 522-6256  
FAX: (612) 522-6256  
**Dave Dworin, President**  
M

### Rah Rah Productions

P.O. Box 75304  
Tampa, FL 33675-0304  
(813) 626-4108  
FAX: (813) 621-0616  
**Chris Turner, VP**  
M R S O

### Register Data Systems

P.O. Box 980  
Perry, GA 31069  
(800) 521-5222  
FAX: (912) 987-7595  
**Lowell L. Register**  
A B T O

### Rodman/Brown & Associates

1544 Lighthouse Drive  
Naperville, IL 60565  
(708) 983-0977  
**Tom Rodman, President**  
**Ted Brown, VP**  
**Doug Thompson, Sales Manager**  
O

### S

### Sawtooth Software

1007 Church Street  
Suite 402  
Evanston, IL 60201  
(708) 866-0870  
FAX: (708) 866-0876  
**Sue Weiss, VP**  
O

### Dave Scott Studios

4125 Keller Springs Road  
Suite 122  
Dallas, TX 75244  
(800) 831-9520, (214) 221-3100  
FAX: (214) 931-0707  
**Dave Scott**

### StationBase

814 E. Harvard Avenue  
Gilbert, AZ 85234  
(800) 359-2818  
**Dee McVicker, Owner**  
O

## STRATA

*Strata offers DOS and our Microsoft WINDOWS-based system called VIEW, which is a ratings and Yield Management software service that interfaces to your traffic system.*

### Strata Marketing, Inc.

540 N. Lake Shore Drive  
Chicago, IL 60611  
(312) 222-1555  
FAX: (312) 222-2510  
**Bruce W. Johnson, President**  
R S

### The Systemation Corporation

337 N. Water Street  
Decatur, IL 62523  
(217) 428-7101  
FAX: (217) 423-9764  
**Steve Bellinger, President**  
A B M S T

### T



*PC-based supplier of research, sales and presentation software for Media. Also available: copy management, yield management, sales management and qualitative systems.*

### TAPSCAN, Inc.

3000 Riverchase Galleria  
8th Floor  
Birmingham, AL 35244  
(205) 987-7456  
FAX: (205) 733-6263  
**Dave Carlisle, President/COO**  
M R S

### Tesset Inc./Hit-Picker

209 Southern Street  
Corpus Christi, TX 78404  
(512) 883-0130  
FAX: (512) 883-8367  
**Thom Smith, President**  
M O

## TM century

TM Century, Inc.

14444 Beltwood Parkway  
Dallas, TX 75244-3228  
(214) 934-2121, (800) 937-2100  
FAX: (800) 749-2121  
**P. Craig Turner, President/CEO**  
A B M T

### TWIA Systems

6044 E. Foothill Drive N  
Paradise Valley, AZ 85253  
(602) 443-3500, (800) 528-6082  
FAX: (602) 948-7800  
**Todd Wallace, President**  
M R O

### W

### WaveFrame Corporation

4730 Woodman Avenue  
Suite 405  
Sherman Oaks, CA 91423  
(818) 981-9235  
FAX: (818) 981-9235  
**Charles Grindstaff, President**

### Willhight Research

2104 S.W. 152nd Street  
Suite 4  
Seattle, WA 98166  
(206) 431-8430  
FAX: (206) 431-0603  
**Jim Willhight, President**  
**Dave Hastings, VP/Sales & Marketing Director**

### WireReady Newswire Systems, Inc.

P.O. Box 2356  
Framingham, MA 01701  
(800) 883-4459, (508) 443-8181  
FAX: (508) 443-5988  
**David Gerstmann, President**  
O



A

A

**"A" Train Management & Consulting**

1615 Broadway  
Suite 410  
Oakland, CA 94612  
(510) 893-4705  
FAX: (510) 893-4807  
**Al Evers, President**  
**Melanie Jordan, Associate**  
**Margot Nassau, Associate**  
MP O

**Abrams/Dawson & Associates**

3051 S. Forrest Street  
Denver, CO 80272  
(303) 550-5050  
**Hal Abrams, President**  
MP P O

**Accend Broadcast Services**

P.O. Box 742  
Olney, MD 20832  
(301) 924-5700  
FAX: (301) 570-8916  
**Michael J. Weiner, President**  
MP P O

**AdMedia Corporate Advisors, Inc.**

780 Third Avenue  
Suite 1402  
New York, NY 10017  
(212) 759-1870  
FAX: (212) 888-4960  
**Robert Garrett, President**  
M O

**Adult Contemporary  
Concepts/Programming**

P.O. Box 796275  
Dallas, TX 75379-6275  
(214) 612-2226  
FAX: (214) 867-5459  
**Tom Watson, President**  
M MP P S

**KEY TO SERVICES**

**E = Engineering**    **P = Programming**  
**M = Management**    **S = Sales**  
**MP = Marketing & Promotion**    **O = Other**

**The Adult Contemporary Music  
Research Letter**

1837 S.E. Harold Street  
Portland, OR 97202-4932  
(503) 232-9787  
**Eric Norberg, Editor/Publisher**  
**Jane A. Kenney, Research Director**  
P

**Advanced Radio Marketing, Inc.**

137 North Street  
Suite A  
Boston/Newtonville, MA 02160  
(617) 332-7001  
**Steven M. Bernson, President/Consultant**  
**Christopher D. Haight, VP/Chief  
Technical Officer**  
MP

**The Advantage Group, Inc.**

RRI Box 119  
Chelsea, VT 05038  
(802) 889-3511  
FAX: (802) 889-3512  
**Bob Frenier**  
**Carol Frenier**

**AdVentures International**

744 Montgomery Street  
Suite 200  
San Francisco, CA 94111  
(800) 541-0505  
FAX: (415) 788-5919  
**Harvey Borlaug, President/Owner**  
S



**AIR SUPPORT**

*Air Support works with your radio station management to train and develop air personalities as the alternative to costly talent turnover.*

**Air Support, Inc.**  
863 N. Dearborn  
Chicago, IL 60610  
(312) 642-7977  
FAX: (312) 642-4975  
**Lorna Ozmon**

**Alikisrah Broadcast Consultants**

P.O. Box 75304  
Tampa, FL 33675-0304  
(813) 626-4108  
FAX: (813) 621-0616  
**Chris Turner, VP/Corporate Manager**  
E MP P O

**Altair Communications, Inc./ACI**

1914 Mapleleaf Drive  
Suite 100  
Windermere, FL 34786  
(407) 298-4000  
FAX: (407) 297-4077  
**John Newman**  
S

**Ira Apple & Assoc.**

200 Bond Avenue  
Reisterstown, MD 21136  
(301) 526-6724  
FAX: (301) 526-6725  
**Ira Apple, President**  
M MP P S

*"Programming  
is our business  
and our passion."*



**Jim Richards Dan Vallie Randy Lane**

**Vallie**  
Consulting

14016-B Sullyfield Circle  
Chantilly, VA 22021  
703-802-0700  
FAX 703-802-0714

# CONSULTANTS SHOWCASE

## COUNTRY RADIO PROGRAMMING/MARKETING

The Bottom Line...  
Our Clients Win!



### JOEL RAAB ASSOCIATES RADIO PROGRAMMING CONSULTING

Increase Your Ratings! Call:  
**[718] 858-2800**

## Vallie

Consulting

(703) 802-0700  
FAX: 802-0714



Jim Richards Dan Vallie Randy Lane

"Programming is our business and our passion."

## LEE BAYLEY

AC • Country • Oldies • News/Talk

•  
20-Year Winning Track Record

•  
Custom Strategy Developed for You

•  
Limited Number of Clients  
Ensures Personal Service

•  
RESULTS...

IN THE BOOK AND AT THE BANK.

**Call 214/252-0099**

### PROGRAMMING/MARKETING

## GRAY

communications, inc

Broadcast Programming Consultant

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

8701 South Kimbark  
Chicago, IL 60619  
(312) 374-9632  
Tony Gray-President/CEO

## NEWS/TALK CONSULTING

### MICHAEL PACKER

• Consultant •

Over 15 Successful Years

- News/Talk Programming
- Core Audience Research
- Positioning • Marketing

PACKER COMMUNICATIONS  
19785 W. 12 Mile, Ste. 380  
Southfield, MI 48076  
(313) 569-8710

AFFORDABLE CONSULTING...  
for DUOPOLY and LMA's



FOR YOUR AM...

## HITROCK®

FOR YOUR FM

ARBITRON Reviews from \$300.00!



Programming & Research

Philadelphia, PA - Laurel, MD

**215-494-0910**

INDEPENDENT: not affiliated with ARBITRON

## Quote:

Wally Tucker, GM  
K-DUCK 100 - Little Rock  
BPConsulting Group Young Country™ Client

"Nobody knows the  
world of Country better than  
Jay Albright. He has given us  
a clear roadmap to the top." "

\* July '92 - On-air debut  
January '93 - 12+ 9.8

ARBITRON shares, subject to limitations  
published in the reports, available upon request.

**BPCONSULTING GROUP**  
A DIVISION OF BROADCAST PROGRAMMING  
**(800)426-9082**

## ALL FORMATS, ONE CONSULTING COMPANY.

- PROGRAMMING SPECIALISTS:  
COUNTRY  
NEWS/TALK  
CONTEMPORARY  
OLDIES  
CLASSIC ROCK
- DUOPOLY PROGRAMMING
- MANAGEMENT CONSULTATION
- PERCEPTUAL RESEARCH
- AUDITORIUM MUSIC TESTS
- MARKET ANALYSIS



SHANE MEDIA  
2450 FONDREN RD • SUITE 112  
HOUSTON, TX • 77063  
713/952-9221 • FAX 713/952-1207

## 13 YEARS OF RESULTS!!!

For 13 years, stations in markets of all sizes  
have depended on DONNA HALPER &  
ASSOCIATES for station critiques, market  
analysis, staff training, format changes, and  
much more. We also offer MUSIC SOFT-  
WARE with no lease charges. Call us today:  
we WILL make a difference for you!

Donna Halper & Associates

304 Newbury Street, #506

Boston, MA 02115

(617) 786-0666 or fax us at (617) 786-1809

**A**

**NICK ANTHONY & ASSOCIATES**

**Nick Anthony & Associates**

399 Great Oaks Trail  
Wadsworth, OH 44281  
(216) 336-4570  
FAX: (216) 336-0312

**Nick Anthony, President**  
**Diane Agnesi,**  
Assistant to President  
M M P P S O



**ASSOCIATED RADIO RESOURCES**  
ENGINEERING, PROGRAMMING & MANAGEMENT CONSULTANTS

**Associated Radio Resources, Inc.**

171 Church Street  
Suite 300  
Charleston, SC 29401  
(803) 723-9686

FAX: (803) 849-6154  
**Ron McKay, President**  
E M P

**Atkinson Consultants**

12 Lords Highway Extension  
Weston, CT 06883  
(203) 226-3110

**Bob Atkinson, President**  
M O



**Audio Concepts & Engineering**

Box 25652  
Richmond, VA 23260-5652  
(800) 777-4172

FAX: (804) 550-3291  
**Jeff Loughridge, President**  
E O

**AVI Communications, Inc.**

6311 N. O'Connor Road  
LB 154, Suite N-53  
Irving, TX 75039-3510  
(214) 484-5345

FAX: (214) 484-3057  
**Patrick S. Shaughnessy, President/CEO**  
M M P S

**B**

**LEE BAYLEY**

**Lee Bayley & Associates**

3401 Plantation Drive  
Irving, TX 75062  
(214) 252-0099

FAX: (214) 594-1352  
**Lee Bayley, President**  
M M P P O

**Chris Beck Communications**

22398 Cass Avenue  
Woodland Hills, CA 91364  
(818) 594-0851

FAX: (818) 594-5030  
**Chris Beck, President**  
**Margo Robinson, VP**  
S

**Lawrence Behr Associates, Inc.**

P.O. Box 8026  
210 W. Fourth Street  
Greenville, NC 27835  
(919) 757-0279

FAX: (919) 752-9155  
**Lawrence Behr, President**  
E P

**Belly Lafts**

Comedy Consultant  
1 Riverview Drive, Suite 12  
North Providence, RI 02904  
(401) 353-9895

FAX: (401) CAPABLE  
**Frank O'Donnell, President**

**The Benchmark Company**

1705 Capitol of Texas Highway  
Suite 305  
Austin, TX 78746  
(512) 327-7010

FAX: (512) 328-1464

**Robert Balon, President/CEO**

**Paige Blount, Director Research Services**  
**Bill Ankenbauer, Director/Operations**  
M P P

**Berger Broadcast Consultants**

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

FAX: (415) 441-4169  
**Larry Berger, President**  
E M P P

**The Best of The Blues**

Way Too Cool Productions  
3512 Harvard Drive  
Bakersfield, CA 93306  
(805) 872-6248

**Michael J. Allen, Blues Boss**



**BERKOWITZ BROADCAST CONSULTING**

**Berkowitz Broadcast Consulting**

4901 Champlain Circle  
West Bloomfield, MI 48323  
(313) 737-3727

FAX: (313) 737-0243  
**Gary Berkowitz, President**  
P

**Beveridge Business Systems, Inc.**

P.O. Box 223  
Barrington, IL 60011  
(708) 381-7797. (800) BBS-IDEA  
FAX: (708) 381-0561

**Don Beveridge, President**  
M M P S

**Big Tuna Radio Services**

30856 Agoura Road  
Suite K-12  
Agoura Hills, CA 91301  
(818) 991-1710

**"Big Tuna" John Antoon, President**  
M P

**"Blues Deluxe"**

Music Unlimited Productions  
763 Taft Drive, Suite G  
Arlington, TX 76011

(800) 999-3520. (817) 261-3520  
**David A. Fusco, VP Operations**  
P

**Bohn & Associates Media**

1665 W. Broadway  
Suite 235  
Vancouver, BC, V6J 1X1  
(604) 736-8199

FAX: (604) 736-7454

**Pat Bohn, President**  
**Lisa Akizuki, Manager**  
**Arnie Celsie**  
M P P

**Bolton Research Corporation**

250 W. Lancaster Avenue  
Suite 100  
Paoli, PA 19301  
(215) 640-4400

**Ted Bolton, President**  
**Larry Rosin, VP/GM**  
**Lou Patrick, Director/Research**  
& Programming

**Bonneville Broadcasting System**

4080 Commercial Avenue  
Northbrook, IL 60062-1829  
(800) 631-1600. (708) 291-0110  
FAX: (708) 291-0841

**John Patton, President/CEO**  
**E.C. (Bud) Stiker, Executive VP**  
**Walter Powers, VP/Operations**  
E M M P P S O

**A • B**

B

B

**Bosley Associates, Inc.**  
810 Chumleigh Road  
Baltimore, MD 21212  
(410) 377-5859  
FAX: (410) 377-8254  
**Rhody A. Bosley, President**

**Botik Broadcast Services, Inc.**  
12204 Highway 1826  
Austin, TX 78737  
(512) 288-0625  
FAX: (512) 288-1808  
**Bob Botik, President**  
M P S

**Bottom Line Marketing**  
991 Bern Drive  
Harve De Grace, MD 21078  
(410) 939-1995  
**Doug Hall**

**Lee Boyan & Associates, Inc.**  
1010 S. Ocean Blvd.  
Suite 1507  
Pompano Beach, FL 33062  
(305) 785-3017  
**Lee Boyan, President**  
S

## BP CONSULTING GROUP

A DIVISION OF  
BROADCAST  
PROGRAMMING

**BP Consulting Group**  
2211 Fifth Avenue  
Seattle, WA 98121  
(206) 728-2741  
(800) 426-9082  
FAX: (206) 441-6582  
**Jay Albright, GM**  
**Becky Brenner,**  
Country Consultant  
**Jim LaMarca,**  
AC/AOR/Oldies Consultant  
**John Sherman, Director/Sales**  
& Marketing  
**Ron Harris, CHR Consultant**  
**Alison Link, Research Director**  
M P P

**Jim Brady & Associates**  
7404 Jamie Lane  
Ft. Worth, TX 76180  
(800) BRADY-03  
**Jim Brady, President**  
E M P P

**Breakthrough Marketing Inc.**  
10752 Brewer House Road  
N. Bethesda, MD 20852-3451  
(301) 468-1716  
FAX: (301) 468-1319  
**Ronnie Hanna, President**  
**Roger Coates, Secretary/Treasurer**

**Broadcast Architecture**  
103 Carnegie Center  
Princeton, NJ 08540  
(609) 921-1188  
FAX: (609) 921-1915  
**Frank Cody, CEO**  
**Brian Stone, COO**  
**Bob Braunstein, Senior Associate**  
M P P

**Broadcast Direct Marketing**  
6851 Yumuri Street  
Suite 11  
Coral Gables, FL 33146  
(305) 662-9524  
FAX: (305) 667-5639  
**Courtney Thompson, President/CEO**  
**Allan Hotlen, VP/Marketing & Sales**  
**Bud Henderson, VP/Database Management**  
M M P S O

**Broadcast Media Associates**  
316 California Avenue  
Suite 700  
Reno, NV 89509  
(800) 237-3777  
FAX: (800) 237-3777  
**Cliff Hunter, President**  
**Lynn Hunter**  
**Pat Miller**  
M S O

**Broadcast Solutions**  
1512 S.W. 18th Street  
Suite 2  
Portland, OR 97201  
(503) 248-1960  
FAX: (503) 226-6596  
**J.J. McKay, CEO**  
M P O

**Broadcast Strategies**  
11684 Ventura Blvd.  
Suite 312  
Studio City, CA 91604  
(818) 509-2633  
FAX: (818) 509-4813  
**Lynn Anderson, C.R.M.C., President**  
**Kierstyn Anderson, Marketing Assistant**

**Broadcasting Unlimited, Inc.**  
35 Main Street  
Wayland, MA 01778  
(508) 653-7200  
FAX: (508) 653-4088  
**Jay Williams, President**  
**Lou Josephs, Research Director**  
**Sauna Arruda, Marketing Operations**  
M M P

**Larry Bruce Communications**  
1344 Madonna Road  
Suite 163  
San Luis Obispo, CA 93405  
(805) 546-0242  
FAX: (805) 546-0442  
**Larry Bruce, President**  
**Elizabeth Burley, VP**  
**Keith Royer, OM**  
M P P

## B/D & A

**Burkhart/Douglas & Associates**  
6500 River Chase Circle E  
Atlanta, GA 30328  
(404) 955-1550  
FAX: (404) 955-6220  
**Kent Burkhart, Chairman**  
**Dwight Douglas, President**  
**Greg Gillispie, Executive**  
VP/Product Development  
**Don Benson,**  
Executive VP/Operations  
**Tony Gray, Executive VP/Urban**  
**Val Garris, Research Manager**  
**Bob Chrysler, Associate**  
**Chuck Dees, Associate**  
M M P P

**Brad Burkhart Christian Media**  
6500 River Chase Circle E  
Atlanta, GA 30328  
(404) 955-1085  
FAX: (404) 955-6220  
**Brad Burkhart, President**  
M P P



**Alan Burns & Associates**  
11705 Sumacs Street  
Oakton, VA 22124  
(703) 648-0000  
FAX: (703) 264-1710  
**Alan Burns**  
**Donna Burns**  
M M P P

Key to Services on page 119

**B**



Full service international media management and consulting. Clients worldwide. Management-Programming-Sales-Technical-Research

**Burns/Lakoduk International**

6965 El Camino Real  
Suite 105-229  
Rancho La Costa, CA 92009  
(619) 746-7993  
FAX: (619) 739-8303  
**George Burns, Chairman**  
**Larry Lakoduk, President**  
**Todd Stewart, VP/Programming**  
M P S O

**Burns Media Consultants, Inc.**

P.O. Box 6210  
Malibu, CA 90264  
(310) 457-1599  
FAX: (310) 457-8367  
**George A. Burns, President**  
**Sandra Kasberger, VP**  
M M P P O

**SCOTT BURTON  
MEDIA**

Experienced professional with background of major and medium market success. Specializing in Full Service AM & News/Talk/Sports Stations.

**Scott Burton Media**

7120 Via De Amigos  
Scottsdale, AZ 85258  
(602) 948-9199  
FAX: (602) 945-0326  
**Scott Burton, President**  
E M M P P

**C**

**Caliper**

741 Mount Lucas Road  
Princeton, NJ 08540  
(609) 924-3800  
FAX: (609) 683-8560  
**Jeanne Greenberg, Co-Chairman**  
**Herbert Greenberg, Co-Chairman**  
M O

**Cameron Communications, Inc.**

55 Dubois Street  
Darien, CT 06820  
(203) 655-0138  
**Jim Cameron, President**  
P

**Cal Casey, Radio Programming Consultant**

1910 Kensington Drive  
Carrollton, TX 75007  
(214) 492-1753  
**Cal Casey, President**  
M P

**CHAPMAN-TUDOR & ASSOCIATES**

TOMORROW'S IDEAS...FOR TODAY'S RADIO!

**Chapman-Tudor & Associates**

1003 Lanette Drive  
P.O. Box 30301  
Cincinnati, OH 45230-0301  
(513) 231-6701  
FAX: (513) 231-6702  
**Mike Chapman, General Partner**  
**Mark Tudor, General Partner**  
**Charlotte Office: (704) 846-5822**  
M M P P S O

**Cluff & Company/Success Training Int'l**

7069 S. Highland Drive  
Salt Lake City, UT 84121  
(800) 346-4997  
FAX: (801) 255-1109  
**Douglas D. Cluff, President**  
M P S



CMBE is an Architectural and Engineering firm with special talents in station fine tuning including processing and coverage improvement.

**CMBE**

2340 Dartmouth Place  
El Dorado Hills, CA 95762  
(916) 933-9330  
FAX: (916) 933-3903  
**Chip Morgan, President**  
**Mike Rogers, Sales Manager**  
**Rex McLean, VP/Architecture**  
E M M P

**The Co-Op Connection**

Broadcast Sales & Marketing  
4547 Kraft Avenue  
North Hollywood, CA 91602  
(818) 763-1427  
**Lois Weiss, President**  
M P S

**Co-Opportunities**

324 Campus Lane  
Suite B  
Suisun, CA 94585  
(707) 864-2667  
FAX: (707) 864-2672  
**Elaine Clark, Marketing/OM**  
M P S O

*Lauren A. Colby*

ATTORNEY AT LAW

Communications Attorney  
Special Attention to Difficult Cases

**Lauren A. Colby, Esq.**

10 E. Fourth Street  
Frederick, MD 21201  
(301) 663-1086  
FAX: (301) 695-8734  
**Lauren A. Colby**

**COLEMAN  
RESEARCH**

One of America's top two radio research companies develops impactful programming and marketing plans generating substantial ratings and revenue increases.

**Coleman Research**

P.O. Box 13829  
Research Tri. Park, NC 27709  
(919) 571-0000  
FAX: (919) 571-9999  
**Jon Coleman, President**  
**Pierre Bouvard, VP**  
**Chris Ackerman, VP**

**Collins Broadcast Services**

174 King Henry Court  
Palatine, IL 60067  
(708) 991-1522  
FAX: (708) 991-1529  
**Stu Collins, President**  
**Margaret Norling, VP**  
P

**Color Radio, Inc.**

The "Contemporary Rock & Soul" Format  
1850 Union, Suite 1515  
San Francisco, CA 94123  
(415) 929-1999  
FAX: (415) 921-2834  
**Alex Lacy, President**  
M P P O

**B  
•  
C**

**C**

**Columbine Systems, Inc.**

1707 Cole Blvd.  
Golden, CO 80401  
(303) 237-4000  
FAX: (303) 237-0085  
**Mike Oldham, Director/Sales & Marketing**  
P S O

**Consulting Partners, Inc.**

6 Third Street  
Colorado Springs, CO 80906  
(719) 444-0974  
FAX: (719) 444-0985  
**William M. Bungeerth, President**  
M S

**Contemporary Group**

1401 S. Brentwood Blvd.  
7th Floor  
St. Louis, MO 63144  
(314) 962-4000  
FAX: (314) 962-0445  
**Gregory J. Hagglund, VP**  
MP

**Holland Cooke Media**

3220 N Street NW  
Washington, DC 20007  
(202) 333-8442  
FAX: (703) 558-3865  
**Holland Cooke, Consultant**  
MP P

**Costa Communications**

8033 Sunset Blvd.  
Suite 649  
Los Angeles, CA 90046  
(213) 650-0365  
FAX: (213) 848-9099  
**Ray Costa, President**  
M M P P

**Country Programming Consultants**

18949 Marsh Lane  
Suite 1012  
Dallas, TX 75287  
(214) 307-0230  
**Doris Thompson, President**  
MP P

**Creative Media Management, Inc.**

Direct Mail/Telemarketing  
1000 Belcher Road S, Suite 10  
Largo, FL 34641-3307  
(813) 536-9450  
FAX: (813) 536-9711  
**Nancy W. Izor, President**  
**Gordon J. Obarski, VP/Sales**  
**Denise L. Miller, Senior Account Executive**

**The Creative Services Group**

2200 Pacific Coast Highway  
Suite 103  
Hermosa Beach, CA 90254  
(310) 798-0433  
FAX: (310) 798-0716  
**Andrew Batkin, President/Creative Director**  
MP

**CRITICAL MASS MEDIA**

*The News/Talk Experts™. Passion. Backed by research excellence. Winning 25-54 N/T and Full Service stations — WLW, KOA, WGST, WFLA, WGR. Many winning confidential clients.*

**Critical Mass Media, Inc.**

4242 Airport Road  
Suite 200  
Cincinnati, OH 45226  
(513) 871-6900,  
(708) 501-4644  
FAX: (513) 871-0489,  
(708) 501-3969

**John J. Martin, President**

**Randy Michaels, CEO**

**Anthony A. Galluzzo, COO**

**Abbe Harris,**

*National Sales Manager*

**Sally S. Martin,**

*National Sales Manager*

E M M P P



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

**C.R.N. Media, Inc.**

124 W. 60th Street  
Suite 33-F  
New York, NY 10023  
(212) 765-2587

FAX: (212) 697-5490

**Tom Shovan, President**

M M P P S

**Cross The Road Productions**

P.O. Box 801763  
Santa Clarita, CA 91380  
(818) 954-0214, (818) 254-8069  
FAX: (818) 255-6015

**Ron Lewis, Owner/Manager**

**John Darin, Producer**

**Mike Lundy, Producer**

E M P P O

**Cross-Country Communications**

P.O. Box 535  
Suffern, NY 10901  
(914) 368-1720  
**Joe Capobianco, President**  
M M P P

Key to Services on page 119

**Custom Publishing & Marketing Group, Inc.**

P.O. Box 1150  
Jupiter, FL 33468-1150  
(407) 743-0548  
FAX: (407) 743-7842  
**Dick Downes, President**  
M M P S

**Cutting Edge Technologies, Inc.**

2101 Superior Avenue  
4th Floor  
Cleveland, OH 44114  
(216) 241-3343  
FAX: (216) 241-4103  
**Steve Church, President**  
**Frank Foti, VP**  
E P

**D**

**BOB DARLING**

RADIO BROADCAST CONSULTANTS

*Specialists in turnkey startups and turnarounds for medium and small markets; Sales Training/Marketing/Budgets/Market Analysis/Programming.*

**Bob Darling**

3359 Lauren Street  
Simi Valley, CA 93063  
(805) 520-7653

FAX: (805) 584-0133

**Robert E. Darling, President**

**Bob Martin, VP/Programming**

**Cathy Thomsen, VP/Sales**

M M P P S

**Dataworld**

P.O. Box 30730  
Bethesda, MD 20814  
(800) 368-5754  
FAX: (301) 656-5341  
**John T. Neff, Sales**  
**Robert E. Richards, Sales**

**E. Alvin Davis & Associates**

9851 Forest Glen Drive  
Cincinnati, OH 45242  
(513) 984-5000  
FAX: (513) 984-5072

**E. Alvin Davis, President**

**Ted McAllister, VP**

MP P

**DDS Sales Training & Consulting**

5904 W. 35th Street  
Sioux Falls, SD 57106  
(605) 361-9923  
FAX: (605) 361-1828

**Darrell Solberg, President**

M M P S



D

**DeMers Programming Media Consultants**

617 Newcomen Road  
 Exton, PA 19341  
 (215) 363-2636  
 FAX: (215) 363-2198  
**Alex DeMers, President**  
**Bob Bedi, Consultant**  
**Jeff Murphy, Consultant**  
 M M P P O

**Direct Marketing Results**

35 Main Street  
 Wayland, MA 01778  
 (508) 653-7200  
 FAX: (508) 653-4088  
**Jay Williams Jr., CEO**  
**Lou Josephs, Research Director**  
 M M P S O  
 1463 E. Galbraith Road  
 Cincinnati, OH 45215  
 (513) 761-1463  
 FAX: (513) 761-0596  
**Michael Eisele, President**  
**Catherine Jung, VP/Radio**  
**Peggy Miles, Database Marketing Manager**  
 M M P S O

**D.L. Consulting**

AFFORDABLE SOLUTIONS

- \* Serving AOR, Classic Rock, and Oldies.
- \* Consulting and Research in one package.
- \* Over 18 years of programming and consulting experience.

**DL Consulting**  
 18070 Chipstead Drive  
 South Bend, IN 46637  
 (219) 273-0559  
**Dave Lange**  
 M P P O

**DMR Broadcast Consultants**

P.O. Box 15039  
 Center City Plaza  
 Portland, ME 04101  
 (603) 427-0301  
 FAX: (603) 430-9501  
**Bruce A. Biette, President**  
**Roger L. Bertolini, VP**  
 M S

**Dorsey & Company**

P.O. Box 142813  
 Irving, TX 75014-2813  
 (214) 316-0288  
**Calvin Dorsey, President**  
 S

**Mark Driscoll**

P.O. Box 2599  
 Philadelphia, PA 19004  
 (215) 629-9957  
 FAX: (215) 629-9958  
**Mark Driscoll**

E

**Michael A. Eissing**

Microcomputer Consultant  
 346 E. Cedar  
 Hanford, CA 93230  
 (209) 582-5830  
**Michael A. Eissing**  
 O

**Doc Elliot & Associates**

P.O. Box 691  
 Wilmette, IL 60091  
 (312) 774-1860  
 FAX: (312) 631-0907  
**Elliot B. Pollock, President/Attorney at Law**  
 M M P P O

**Don Elliot Creative Services, Inc.**

"The Legend" CD Music Libraries  
 P.O. Box 662  
 Hollywood, CA 90078-0662  
 (818) 558-SPOT  
**Don Elliot, President**  
 M P P

**Bill Elliott**

P.O. Box 1256  
 Port Richey, FL 34673-1256  
 (813) 849-3477  
**Bill Elliott, President**

**Executive Broadcast Services**

P.O. Box 60327  
 Colorado Springs, CO 80960  
 (719) 579-6664  
 FAX: (719) 579-6664  
**Skip Joeckel, President**  
**Kelley Hilligoss, Director/Operations & Marketing**  
 M M P P S O

**Executive Decision Systems, Inc.**

6421 W. Weaver Drive  
 Littleton, CO 80123  
 (303) 795-9090  
 FAX: (303) 795-9090  
**Philip Jay LeNoble, Chairman**  
 M S

F

**Fairwest Direct**

6020 Cornerstone Court  
 Suite 100  
 San Diego, CA 92121  
 (619) 552-0777  
 FAX: (619) 552-0098  
**Reg Johns, President**  
**Greg Fredrick, VP/Operations**  
**Rob Sisco, Director/Marketing**  
**Sam James, Sales/Vendor Specialist**  
**Mark Crandell, Database Management**  
 M P P

**Far West Communications, Inc.**

120 N. Victory Blvd.  
 Suite 106  
 Burbank, CA 91502  
 (818) 566-7003, (800) 783-2946  
 FAX: (818) 566-7086  
**Paul Ward, President**  
**Susanella Rogers, OM**  
 P O

**The Federated Association of**

**Media Employees, Inc.**  
 66 W. Springer Drive  
 Suite 307  
 Highlands Ranch, CO 80126  
 (303) 470-9196  
 FAX: (303) 470-9196  
**Steven Gramzay, President**  
 M M P P O

**FirstCom Broadcast Services**

13747 Montfort Drive, Suite 220  
 Dallas, TX 75240  
 (214) 934-2222, (800) 858-8880  
 FAX: (214) 404-9656  
**Jim Long, Chairman**  
 M P

**Format Productions**

P.O. Box 466  
 Portland, OR 97207  
 (503) 223-4-MAT  
 FAX: (503) 222-6408  
**John Buck, President**

G

**Chris Gable Broadcast Services**

1 Kaufman Avenue  
 P.O. Box 130  
 Mt. Gretna, PA 17064  
 (717) 964-3255  
 FAX: (717) 964-2223  
**Chris Gable, President**  
 M M P P S O

**The Gallagher Group, Inc.**

2215 N. Lake Drive  
 Milwaukee, WI 53202  
 (414) 272-6119  
 FAX: (414) 272-8997  
**Gina Gallagher, President**  
 M M P S

**Valerie Geller/Broadcast Media Consulting**

35 W. 90th Street  
 Suite 10-F  
 New York, NY 10024  
 (212) 580-3385  
 FAX: (212) 874-0221  
**Valerie Geller**  
 P

**DAVE GIFFORD INTERNATIONAL**



Sales turnarounds. Sales training and sales management development. Seminars for advertisers and city & state associations. Specialty: New Business Development.

**Dave Gifford Seminars**

1143 Taos Highway  
 Santa Fe, NM 87501  
 (800) TALK-GIF  
 (505) 989-7007  
**Dave Gifford**  
 M M P S O

**G**

**Charles J. Givens Organization, Inc.**

230 Crown Oak Centre Drive  
Longwood, FL 32750  
(407) 767-8291

FAX: (407) 767-8745

**Shane Hackett, VP**

**Leo Holzenthal, Director**

M M P P S

**GMI Broadcast Services**

P.O. Box 6206  
Kent, WA 98064

(206) 656-8414

**Ron Erak, President**

P

**Gorman Media**

19754 Tanbark

Strongsville, OH 44136

(216) 572-1171

FAX: (216) 572-6667

**John Gorman, President**

**Michael Rose, Director/Operations**

**Operations Office;** (216) 226-5002

M P P

**GRAY**  
communications, inc

**Gray Communications**

8701 S. Kimbark Street

Chicago, IL 60619

(312) 374-9632

FAX: (312) 374-7359

**Tony Gray, President**

P

**The Greenfield Group**

207 W. Clarendon

Phoenix, AZ 85013

(602) 279-4322

**Al Greenfield, President**

M

**Greenwood Performance Systems**

3010 S. Harvard Avenue

Suite 210

Tulsa, OK 74114

(918) 743-4152, (800) 331-9115

FAX: (918) 743-8451

**Jim Rhea, President**

**Stan Forrer, VP**

**Patty Kincaid, VP**

M S O

**Gary Guthrie/Edinburgh Rand Inc.**

1839 Gresham Road

Louisville, KY 40205

(502) 459-1176

FAX: (502) 459-1496

**Gary Guthrie**

M M P P O

**H**

**DONNA HALPER  
AND ASSOCIATES**

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

**Donna Halper & Associates**

304 Newbury Street

Suite 506

Boston, MA 02115

(617) 786-0666

FAX: (617) 786-1809

**Donna Halper, President**

**Jon Jacobik, Computer Consultant**

M P O

Key to Services on page 119

**HAMILTON**  
COMMUNICATIONS

Specializing in Oldies, Nostalgia/M.O.R.  
Programming For The Past Twenty  
Years!

**Hamilton Communications**

121 Paradise Drive

Tiburon, CA 94920

(415) 435-3480

FAX: (415) 435-9646

**Robert J. Hamilton, President**

**James R. London, VP**

M P

**Tac Hammer Communications**

516 Tyler Court

Edina, MN 55343

(612) 936-0426

FAX: (612) 938-0240

**Tac Hammer, President**

M M P P

**Hanevan Financial Services Corp.**

1850 Parkway Place

Suite 420

Marietta, GA 30067

(404) 499-8090

FAX: (404) 428-7806

**Ross Secunda, President**



**Bob Harper's Company**

9449 Balboa Avenue

Suite 203

San Diego, CA 92123

(619) 268-4497

**Bob Harper, President**

M M P P



**You've invested in the right research, the best format,  
and the strongest promotions.**

**But then, so have they. Now what?**

**Call AIR SUPPORT to solidify your station's position by  
training and developing your air personalities to  
get better ratings.**

CHUCK BUELL, LORNA OZMON, CLEVELAND WHEELER, & FRED WINSTON  
863 North Dearborn, Chicago IL 60610 PH: 312-642-7977 FAX: 312-642-4975

**H**

**Harris, Utz & Associates**

1907 Darby Road  
Havertown, PA 19083  
(215) 789-0100  
FAX: (215) 789-2184

**George Harris, CEO**  
**Ted Utz, President**  
**Tom Evans, VP/Programming**  
M MP P S O

**Harrison, Bond & Pecaro**

1201 Connecticut Avenue NW  
Suite 450  
Washington, DC 20036  
(202) 775-8870  
FAX: (202) 775-0175

**James R. Bond Jr., Principal**  
**Timothy S. Pecaro, Principal**  
**Susan D. Harrison, Principal**

**Jack Hayes & Associates**

P.O. Box 12143  
La Jolla, CA 92039-2143  
(619) 229-8307  
FAX: (619) 229-8308

**Jack Hayes, President**  
M MP P S O

**Bob Henabery Associates, Inc.**

136 E. 55th Street  
New York, NY 10022  
(212) 753-6513

**Bob Henabery, President**  
M MP P

**Bill Hennes & Associates**

130 Minges Hills Drive  
Battle Creek, MI 49017  
(616) 979-8926

FAX: (616) 961-6175  
**Bill Hennes, President**  
M MP P S

**HKM Corporation**

Washington Square Station  
P.O. Box 65092  
Washington, DC 20009  
(202) 265-0510

FAX: (202) 265-0512  
**Larry Horn, President**  
**James Kluttz, Chairman**  
M O

**Hoberg Communications Consultants**

9301 Bryant Avenue S  
Bloomington, MN 55420  
(612) 884-4505

FAX: (612) 888-5664  
**Don Hoberg, President**  
MP S

**Hoffmann & Associates**

6415 Castleway West Drive, Suite 109  
P.O. Box 50537  
Indianapolis, IN 46250  
(317) CHR-HELP

FAX: (317) 594-3319  
**Gary Hoffmann, President**  
**Sheri Link, Executive Director**  
MP P

**Wayne Hummer & Co.**

75 Executive Drive  
Aurora, IL 60504  
(800) 333-4803, (708) 898-9693  
FAX: (708) 898-2075

**Steve Hyett, Investment Executive**  
M O

**Impact Ratings**

190 S. Warner Road  
Strafford, PA 19087  
(215) 353-8311

FAX: (215) 353-8344  
**Michael Gerhardt, CEO**  
**Renate Harshaw, President**  
**Gregory Donches, VP/Marketing**  
MP

**Intelligence™**

410 Ridge Place NE  
Albuquerque, NM 87106-4743  
(505) 243-4906

**Tom Moody, President**  
MP

**InterMedia Partners**

414 Main Street  
Chatham, NJ 07928  
(201) 635-0222

FAX: (201) 635-2292  
**Charles Furlong**  
MP

**International Broadcasting Consortium**

10 Fourth Street  
Suite 101  
Santa Rosa, CA 95401  
(707) 523-0101

FAX: (707) 523-0126  
**Frederic W. Constant, President**  
E M MP P S O

**Irwin Media, Inc.**

8 Lyn Path  
Hopkinton, MA 01748  
(508) 435-7886

FAX: (508) 435-4887  
**John Irwin**  
M MP P S

**IRWIN POLLACK**  
**IN-STATION SALES TRAINING**

**Irwin On Radio, Inc.**

4 Chrysler Road  
Radio Plaza  
Natick, MA 01760  
(508) 653-4000

FAX: (508) 653-4555

**Irwin Pollack**  
**Tammy Kinzer**  
**Chris Cornils**  
**Karen Zack**

**J**

**jacobs media**

**Jacobs Media**

29777 Telegraph Road  
Suite 2355  
Southfield, MI 48034  
(313) 353-9030

FAX: (313) 353-0709  
**Fred Jacobs, President**  
P

**Jeffries Communications**

333 Sandy Spring Circle  
Atlanta, GA 30328  
(404) 257-1825

FAX: (404) 257-1759  
**Jan Jeffries**  
MP P



**JOINT COMMUNICATIONS CORP.**

Over 20 years experience in radio consulting. Offering strategic seminars and full service consulting including programming, sales, promotion and marketing.

**Joint Communications Corp.**

90 Burnhamthorpe Road West  
Suite 410  
Mississauga, Ontario,  
CN L5B 3C3

(416) 272-1136  
FAX: (416) 272-5258  
**Dave Charles, President**  
**John Parikhal, CEO**  
MP P

**Joint Communications International Corp.**

315 Landfall Road  
Atlanta, GA 30328  
(404) 843-8546  
FAX: (404) 250-1390

**Bob Elliot, COO**  
**John Parikhal, CEO**  
**Dave Charles, President**  
M MP P

**Jones Satellite Networks**

9697 E. Mineral Avenue  
Englewood, CO 80113  
(303) 792-3111, (800) 876-3303  
FAX: (303) 792-3951

**Len Roberts, Consultant**  
MP P S

## J

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

## K

**Kagan Media Appraisals, Inc.**  
126 Clock Tower Place  
Carmel, CA 93923  
(408) 624-1536  
FAX: (408) 624-3105  
**Paul F. Kagan, President/Chairman**  
M P S O

**Gary Kaplan & Associates**  
Executive Search Consultants  
201 S. Lake Avenue, Suite 600  
Pasadena, CA 91101  
(818) 796-8100  
FAX: (818) 796-1003  
**Gary Kaplan, President**  
M O

**KBE**  
8116 San Francisco NE  
Albuquerque, NM 87109  
(505) 828-0488  
FAX: (505) 828-0488  
**Karl Baehr**  
E M MP P S

**KCI Communications Network**  
7924 Fourth Avenue S  
St. Petersburg, FL 33706  
(813) 347-8724  
**Keith Connors, President**  
M MP P

**DON KELLY &  
ASSOCIATES, INC.**

**Don Kelly & Associates, Inc.**  
39 Mayberry Road  
Chappaqua, NY 10514  
(914) 666-0175  
FAX: (914) 666-0286  
**Don Kelly, President**  
MP P

## JOE KELLY PROGRAMMING

*Exclusively C.O.R Rock Radio. Start-ups  
& Turn-arounds. Full programming, pres-  
entation, marketing and promotional ser-  
vices.*

**Joe Kelly Programming**  
1137 N. Osborne Blvd.  
Racine, WI 53405  
(414) 632-8610  
FAX: (414) 632-5527  
**Joe Kelly, President**  
**Bryce Crousore, Associate**  
M MP P

**Steve King Consulting**  
5188 Winterberry Circle  
Indianapolis, IN 46254  
(317) 291-4823  
FAX: (316) 291-8123  
**Steve King, President**  
M MP P

**Klemm Media, Inc.**  
P.O. Box 79  
Warren, CT 06754  
(203) 868-0505  
FAX: (203) 868-0508  
**David R. Klemm, President**

**L.A. Inc.**  
12655 N. Central Expressway  
Suite 600  
Dallas, TX 75243  
(214) 991-9200  
FAX: (214) 991-1071  
**Lee Abrams, President**  
M MP P

**Joe Lamachia**  
P.O. Box 23  
New York, NY 10185  
(800) 366-2337, Ext. 13614  
**Joe Lamachia**  
MP

**Landsman Media, Inc.**  
7 N. Airmont Road  
Suite 6  
Suffern, NY 10901  
(914) 368-4810  
FAX: (914) 368-4812  
**Dean Landsman, President**  
**Steve Crumpley, VP**  
M MP P S O

**Lewis & Associates**  
Broadcast Consultant  
45 Burnett Street  
Johnston, RI 02919  
(401) 421-7153  
**Vin Lewis, President**  
M MP P S

Key to Services on page 119

**Lipsky Marketing**  
100 Presidential Blvd.  
Bala Cynwyd, PA 19004  
(215) 668-1820  
FAX: (215) 668-1822  
**Mark Lipsky, President**  
MP S

**Local Marketing Corp.**  
12770 High Bluff Drive  
Suite 200  
San Diego, CA 92130  
(619) 481-1800  
**Tim Hackett, VP**  
MP

**Lontos Sales & Motivation**  
P.O. Box 2874  
Laguna Hills, CA 92654  
(714) 831-8861  
FAX: (714) 831-8645  
**Pam Lontos, Consultant/Keynote Speaker**  
M S

**James Loupas Associates, Inc.**  
3727 Northridge Drive  
Irving, TX 75038  
(214) 255-0550  
FAX: (214) 252-0020  
**Jim Loupas, President**  
E

**R.M. Lowry & Company**  
6302 E. Monte Cristo Avenue  
Scottsdale, AZ 85254  
(602) 483-0586  
FAX: (602) 443-1025  
**Bob Lowry, President**  
MP P



*Loyalty Marketing Systems creates stra-  
tegic telemarketing campaigns and pow-  
erful listener databases which produce  
dramatic and sustained Arbitron in-  
creases.*

**Loyalty Marketing Systems**  
1811 Santa Rita Road  
Suite 222  
Pleasanton, CA 94566  
(510) 484-5701  
FAX: (510) 484-5705  
**Zip Wallace, President**  
O

**Lund Consultants To Broadcast Mgmt., Inc.**  
1330 Millbrae Avenue  
Millbrae, CA 94030  
(415) 692-7777  
FAX: (415) 692-7329  
**John C. Lund, President**  
**June H. Lund, Executive VP**  
**Dan R. Spice, VP**  
M MP P S

L

**LYLES URBAN  
CONSULTANCY**

**Lyles Urban Consultancy**  
 "The Urban Specialist"  
 935 New Bedford Drive  
 Marietta, GA 30068  
 (404) 594-7171  
 FAX: (404) 641-1944  
**Harry Lyles, President**  
 M P P

**Chris Lytle & Associates**

8309 Greenway Blvd.  
 Middleton, WI 53562  
 (608) 831-9700, (800) 255-9853  
 FAX: (608) 831-2007

**Chris Lytle, Seminar Leader**

**Sarah McCann, President/Advisory Board**  
 M S O

M

**M Street Corp.**

304 Park Avenue S  
 7th Floor  
 New York, NY 10010  
 (800) 248-4242  
 FAX: (212) 473-4626

**Robert Unmacht**  
 E M M P P S

**MAC Productions**

603 W. 13th Street  
 Suite 1-A  
 Austin, TX 78701  
 (512) 495-1300  
 FAX: (512) 473-2233

**Mike Carta, Carta**

**Bobby Magic & Associates**

8300 Rockbury Way  
 Sacramento, CA 95842  
 (916) 722-5500  
 FAX: (916) 772-5500

**Bobby Magic, President**  
 VO J/M P S

**Market Solutions Group**

4545 E. Shea  
 Suite 230  
 Phoenix, AZ 85028  
 (602) 483-7900

**Steve Lewis**

**Marketing Entertainment Group of America  
(MEGA)**

270 Lafayette Street, Suite 710  
 New York, NY 10012  
 (212) 226-8700  
 FAX: (212) 925-4036

**Danny Socolof, President**  
 M P

**Marketing Horizons, Inc.**

1001 Craig Road, Suite 100  
 St. Louis, MO 63146  
 (314) 432-1957  
 FAX: (314) 432-7014  
**Robert Jasper, President**

**BRUCE MARR  
& associates**

**Bruce Marr & Associates**

1855 Del Monte Lane  
 Reno, NV 89511  
 (702) 851-4188  
 FAX: (702) 851-4187  
**Bruce Marr, President**  
 M P P

**Pat Martin & Associates**

4359 S. Howell Avenue  
 Suite 106  
 Milwaukee, WI 53207  
 (414) 482-2638  
 FAX: (414) 483-1980

**Pat Martin, President**

**Jennifer Lopeman, VP**  
**Dawn Skaradzinski, Office Manager**  
 E M M P P O

**MAXAGRID®  
INTERNATIONAL**

Managing customer demand using systems and procedures which analyze history and buying patterns to improve pricing decision on commercial inventory.

**Maxagrid International, Inc.**

3939 Belt Line Rd.  
 Suite 250  
 Dallas, TX 75244  
 (214) 241-2110  
 FAX: (214) 241-2174  
**James Tiller Jr., President/CEO**  
**Shane Fox, COO**  
 S O

**Paul McKnight Communications**

P.O. Box 38602  
 121 E. First Street  
 North Vancouver, B.C., CN V7L 4T7  
 (604) 988-3915  
 FAX: (604) 988-3915

**Paul McKnight**  
 E M P P

**McVAY/MEDIA**

Programming, management and financial consultant in North America, Australia, New Zealand, Asia and Latin America.

**McVay Media, Inc.**

2001 Crocker Road  
 Suite 260  
 Cleveland, OH 44145  
 (216) 892-1910  
 FAX: (216) 892-8817

**Michael A. McVay, President**  
**Charlie Cook, Senior VP**  
**Doris McVay, GM**  
**Chris Elliott, Consultant**  
**Dan Garfinkle, Consultant**  
**Jerry King, Consultant**  
 M M P P S

**Kenneth R. Meades, Consultant**

P.O. Box 1469  
 Los Angeles, CA 90053  
 (213) 669-9670

**Kenneth R. Meades**  
 M P P S VO

**Media Consultants, Inc.**

119 Hamilton Road  
 Ridgewood, NJ 07450  
 (201) 843-6363  
 FAX: (201) 444-7338

**Paul Anovick, President**  
**Theresa Merrill, VP/Sales**  
 M S

**Media Mergers & Acquisitions**

6210 Iroquois Court  
 Odessa-Tampa, FL 33556-9564  
 (813) 920-0800  
 FAX: (813) 920-3425

**Tim Menowsky, President**  
 M S O

**Media Perspectives**

606 Cooper Landing Road  
 Building A, Suite 4-B  
 Cherry Hill, NJ 08002  
 (609) 482-7979  
 FAX: (609) 482-0957

**Steven Apel, President**  
 M M P P S O

**Media Product Management, Inc.**

14900 Ventura Blvd.  
 Suite 210  
 Sherman Oaks, CA 91403  
 (818) 501-5699  
 FAX: (818) 501-8654

**Marla Pirner, President**  
**Debbie Goodman, Research Manager**  
**Katrina Cohen, Research Manager**  
 M M P O

**Media Research Graphics, Inc.**

4615 Rubio Avenue  
 Encino, CA 91436  
 (818) 789-4000  
 FAX: (818) 789-2928

**Allen Klein, President**  
 M P S O

L  
•  
M

## M

**MediaStar International**  
1776 Broadway  
4th Floor  
New York, NY 10019  
(212) 581-3966  
FAX: (212) 459-9343  
**Daniel Forth**  
M M P P S O

**MediaWorks**  
P.O. Box 142  
Merrick, NY 11566  
(516) 546-8508  
**Ron Yurman, Partner**  
**Greg Pierce, Partner**  
M P O

**Milestone Ratings & Research**  
P.O. Box 17464  
Salt Lake City, UT 84117  
(801) 272-2951  
**Jeff Cooper**  
M P

Miller & McCall



Media Planning & Buying

**Miller & McCall**  
11103 West Avenue  
Suite 200  
San Antonio, TX 78213  
(210) 344-5982  
(800) 798-5982  
FAX: (210) 344-9910  
**Doug McCall**  
**Pam Solvang**

**Miller, Kaplan, Arase & Co.**  
10911 Riverside Drive  
North Hollywood, CA 91602  
(818) 769-2010  
FAX: (818) 769-3100  
**George Nadel Rivin, Partner**

**Mitchell/O'Toole & Associates**  
300 Arboretum Place  
Suite 515  
Richmond, VA 23236-3465  
(804) 320-5161  
FAX: (804) 320-6503  
**Garry Mitchell**  
**Dan O'Toole**  
P

**Jay Mitchell Associates**  
P.O. Box 1285  
Shipping: Route 2  
Fairfield, IA 52556  
(515) 472-4087  
FAX: (515) 472-6457  
**Jay Mitchell, Owner**  
**Dawn Bergendahl, Speech**  
Language Pathologist  
**Jeffrey Hedquist, Production & Sweepers**  
M M P P S O

**ML Media**  
1190 Newport Avenue  
Suite 207  
Long Beach, CA 90804  
(310) 494-7987  
**Mimi Lopez**  
M M P S

**Tim Moore & Assoc.**  
11551 Forrest Central Drive  
Suite 222-D  
Dallas, TX 75243  
(214) 349-5040  
FAX: (214) 349-5012  
**Tim Moore, President**  
Edgewater Suites  
100 Michigan Avenue  
Charlevoix, MI 49720  
(616) 547-6704  
FAX: (616) 547-0703  
**Tim Moore, President**  
M P

**M.O.R. Media**  
21-54 44th Drive  
Long Island City, NY 11101-4710  
(800) 827-1722, (718) 786-3703  
FAX: (718) 786-3870  
**Steve Warren**  
M P P

**The Morning Show Consulting Group**  
239 Muirfield Court  
Columbia, SC 29212  
(803) 781-6608  
FAX: (803) 781-6608  
**Jim Crossan**  
**Joanne Crossan**  
M M P P

**Moss Broadcasting Communications, Inc.**  
4975 Ireland Lane  
West Linn, OR 97068  
(503) 656-5005  
FAX: (503) 656-5676  
**John L. Moss, President**  
M M P P S

**Mr. Radio's Creative Productions**  
P.O. Box 2355  
Selden, NY 11784-0655  
(516) 758-4041  
**Stephen Springfield, President**  
P

Key to Services on page 119

## N

**Naar Media**  
P.O. Box 937  
New Providence, NJ 07974-0937  
(908) 685-0808  
**Stuart Naar**  
M P S O

**National Aircheck**  
200 W. 22nd Street  
Suite 202  
Lombard, IL 60148  
(708) 916-1780  
FAX: (708) 350-9254  
**Robb Wexler, President**  
**Linda Waltz, VP/Operations**  
**Doug Riggs, Production Director**  
**Helen Frank, Producer**  
M P P

**National Supervisory Network**  
P.O. Box 578  
Avon, CO 81620  
(303) 949-7774, (800) 345-8728  
FAX: (303) 949-4364  
**Bill Sepmeier**  
**Muffy Montemayor, President/GM**  
**Kelly Hethcote, Sales Manager**  
E

**Nightengale-Conant Corporation**  
7300 N. Lehigh  
Chicago, IL 60648  
(708) 647-0300  
**Wes Hilligas, VP/Marketing**

**O'Brien & Shore Broadcast Enterprises**  
942 Syida Drive  
Pacific Grove, CA 93950  
(408) 655-9572  
**Scott O'Brien, Owner/Consultant**  
**Sandy Shore, Owner/Consultant**  
P

**Dan O'Day**  
11060 Cashmere Street  
Los Angeles, CA 90049  
(310) 476-8111  
FAX: (310) 471-7762

**On Air Concepts**  
899 Sugar Creek Drive  
Suite B  
Conyers, GA 30208  
(404) 483-0518  
FAX: (404) 483-0518  
**Bill Jones Jr.**  
**Bill Fowler**  
M M P P S

**"On-Air" Job Tip Sheet**  
937 Wild Ginger Trail  
West Chicago, IL 60185  
(708) 231-7937  
**Tom Hamilton, President**  
P

**Dick Orkin's Radio Ranch**  
1140 N. La Brea Avenue  
Los Angeles, CA 90038  
(213) 462-4966, (800) 621-6949  
**Sandy Orkin, Director/Sales**

**Ott & Associates**  
 9225 Chatham Grove Lane  
 Suite D  
 Richmond, VA 23236  
 (804) 276-7202  
*Rick Ott, President*

**Patrick Broadcasting Consulting**  
 607 Greenwood Avenue  
 Lehigh Acres, FL 33936  
 (813) 368-3131  
 FAX: (813) 369-1906  
*Joe Patrick, President*  
 M P P

**Peterson Media Services**  
 3397 Wrightwood Drive  
 Studio City, CA 91604  
 (213) 650-4168  
 FAX: (213) 650-1346  
*Al Peterson, President*  
 M P P

**PACKER COMMUNICATIONS**

**NEWS/TALK  
 CONSULTING**

*News/Talk Specialist. Over 15 successful years in programming, marketing, and core audience research specifically designed for News/Talk Radio.*

**Packer Communications**  
 19785 W. 12 Mile Road  
 Suite 380  
 Southfield, MI 48076  
 (313) 569-8710,  
 (313) 569-8000

*Michael Packer, Consultant*  
 M M P P

**Patrick Communications Corp.**  
 13321 Ridgewood Drive  
 Ellicott City, MD 21042  
 (301) 596-9814  
 FAX: (301) 596-9442  
*Larry Patrick, President*  
 E M M P S O



**Pollack Media Group**  
 984 Monument Street  
 Suite 105  
 Pacific Palisades, CA 90272  
 (310) 459-8556  
 FAX: (310) 454-5046  
*Jeff Pollack, Chairman/CEO*  
*Tommy Hedges, President*  
*Carol Holt, VP/Operations*  
 E M M P P S



**Patrick Programming Services**  
 12225 N.E. 133rd Place  
 Kirkland, WA 98034  
 (206) 821-4519  
 FAX: (206) 821-4825  
*Terry Patrick, President*  
 M P P

**Palm Tree Productions**  
 P.O. Box 362  
 Leonia, NJ 07605  
 (201) 444-5340  
*Scrap Jackson, President*  
 M M P P



*Providing the widest array of consulting services for Country Radio. Advice that works.*

**Pollack Mullins Nashville**  
 7105 Peach Court  
 Suite 111  
 Brentwood, TN 37027  
 (615) 370-0070  
 FAX: (615) 370-0078  
*Moon Mullins, President*  
*Keith Hill, Music Director*  
*Darlene Williams, Promotions & Marketing Director*  
 E M M P P S

**PATHFINDER**

Radio Consulting & Research

*We can help your station achieve higher ratings. Success in all formats. American and European clients. Research capabilities. Call for proposal.*

**Pathfinder**  
 1145 Kensington Road  
 Kensington, CT 06037  
 (203) 828-8815  
 FAX: (203) 828-3088  
*Dan Hayden, President*  
 M P P

**Pearson Presentations**  
 7704 Willow Wind Court  
 Suite 101  
 Dallas, TX 75230-5645  
 (214) 750-8026  
*Pat Pearson, President*  
 M S

**Pension Service Associates 401 (K) Plans**  
 13417 Ventura Blvd.  
 Sherman Oaks, CA 91423  
 (800) 752-4015  
 FAX: (818) 789-3982  
*James A. Gilbert, President*  
 M

**Peters Productions, Inc.**  
 9655 Granite Ridge Drive  
 San Diego, CA 92123  
 (619) 565-8511  
 FAX: (619) 467-2450  
*Edward J. Peters, President*  
 M P

**Price-Bender Corporation**  
 14707 California  
 Suite 14  
 Omaha, NE 68154  
 (800) 833-7742  
 FAX: (402) 492-8770  
*Ted Price*  
*Joel Bender*  
*Doug Pysch*  
 S

**P**

**Price Waterhouse**  
200 E. Randolph  
Chicago, IL 60601  
(312) 540-2690  
FAX: (312) 565-1458  
**Steve Carr, Director/Valuation Services**

**The Programming Associates**  
40 Bellam Blvd.  
P.O. Box 10101  
San Rafael, CA 94912  
(510) 223-6874  
FAX: (510) 223-7777  
**Don Sainte-Johnn, President**  
E M P P

**Promotional Broadcast Network (PBN)**  
654 India Street  
Suite E  
San Diego, CA 92101  
(619) 233-9531  
**Jack McCoy, President**  
**Ellen Ascher, VP/Director/Marketing**  
M P S O

**JOEL RAAB ASSOCIATES**



Country  
Programming/  
Marketing

**Joel Raab Associates**  
Country Programming/Marketing  
5 Strong Place  
Cobble Hill, NY 11231-3708  
(718) 858-2800  
FAX: (718) 797-4943  
**Joel S. Raab, President**  
E M M P P

**R**



**The RAD Report**  
Agency Perceptual Research  
23507 Heritage Oak Court  
Santa Clarita, CA 91321  
(805) 259-2856  
**David Adams, President**  
M S



**The Radio Agency**  
100 Presidential Blvd.  
Bala Cynwyd, PA 19004  
(800) 969-AMFM  
FAX: (215) 668-1822  
**Mark Lipsky**  
**Rick Thomas**  
M P S O

**Radio Broadcast Communications**  
P.O. Box 419  
Reistertown, MD 21136-0419  
(301) 526-7600  
**Bill Parris, President**

Key to Services on page 119

**Radio Et Cetera**  
1000 Business Center Circle  
Suite 213  
Newbury Park, CA 91320  
(800) 767-1267, (805) 499-8848  
FAX: (805) 499-9971  
**Rick Lemmo, President**  
**Bob Ardrey, Marketing**  
M M P S

**Radio Intelligence**  
410 Ridge Place NE  
Albuquerque, NM 87106-4743  
(505) 243-4904  
**Tom Moody, President**

**Radio Management Consulting**  
1514 Lynn Drive  
Lancaster, OH 43130  
(800) 666-5958, (614) 687-1080  
FAX: (614) 687-1086  
**Gregory J. Eyeran, President**  
M M P

**Radio Management Services Company**  
5609 Brooke Ridge Drive  
Atlanta, GA 30338  
(404) 393-3393  
FAX: (404) 551-9285  
**David Coppock, President/CEO**  
**Nick Imbornone, Coordinator**  
M

**Radio Marketing Concepts**  
P.O. Box 800497  
Dallas, TX 75380-0497  
(214) 490-3311  
FAX: (214) 458-7226  
**Norm Goldsmith, President**  
M M P S

**Radio Marketing Specialists**  
871 W. 41st Street  
Houston, TX 77018  
(713) 784-2863  
FAX: (713) 975-8639  
**Ben McGiffert**  
M M P S

**MCVAY MEDIA**

**Adult Contemporary**  
**MIKE McVAY**

**Country**  
**CHARLIE COOK**

**Oldies**  
**CHRIS ELLIOTT**

**Contemporary**  
**JERRY KING**

**Marketing**  
**DAN GARFINKEL**

EXECUTIVE OFFICES: 2001 Crocker Rd., Suite 260, Cleveland, OH 44145 (216) 892-1910

Represented in Australia by QUADRANT RADIO STRATEGIES: 011-61-2-959-4244



**R**

**Radio On**  
 129 Hollywood Avenue  
 Oxnard, CA 93035  
 (805) 985-8216  
**Jeff Nack**  
**Darrell Wayne**  
**Larry Woodside**  
 E M MP P S

**Radio Research Director, Inc.**  
 3716 S. 14th Street  
 Arlington, VA 22204  
 (703) 892-2153  
 FAX: (703) 892-2155  
**Julie Heath, Partner**

810 Chumleigh Road  
 Baltimore, MD 21212  
 (410) 377-5859  
 FAX: (410) 377-8254  
**Rhody Bosley, Partner**  
**Marc Greenspan, Partner**  
 M P S

**Radio Rx**  
 Plaza Court 110-M Greentree Road  
 Suite 183  
 Turnersville, NJ 08012  
 (609) 782-9656  
**Glenn W. Summers, President**  
 P

**Radio Success Services**  
 6831 S.E. Cavalier Street  
 Portland, OR 97267  
 (503) 786-1592  
 FAX: (503) 786-1594  
**Alan Mason, President**  
 M MP P

**Radioactivity, Inc.**  
 1043 Jefferson Avenue  
 Suite 1-A  
 Atlanta, GA 30344  
 (404) 767-1840  
 FAX: (404) 767-1840  
**Dain Schult, President**  
 E M MP P S O

**RadioXcellence Group Inc.**  
 4317 Grassmere Lane  
 Dallas, TX 75205  
 (214) 521-2344  
 FAX: (214) 520-7560  
**Ken Dowe, President**

**Rah Rah Productions**  
 P.O. Box 75304  
 Tampa, FL 33675-0304  
 (813) 626-4108  
 FAX: (813) 621-0616  
**Chris Turner, VP**  
 E M P

**Randall Broadcasting**  
 3200 Rice Mine Road NE  
 Tuscaloosa, AL 35406  
 (800) 633-5933  
 FAX: (205) 752-7876  
**Tony Garcia, Network Director**  
**Dan Tidwell, GM/National Advertising Sales**

**Lee Randall**  
 15611 Bluff Springs  
 San Antonio, TX 78247  
 (512) 494-4962  
**Lee Randall**  
 MP P

**Rattigan Radio Services**  
 3409 Wilshire Road  
 Portsmouth, VA 23703  
 (804) 484-3017  
 FAX: (804) 484-0336  
**Jack M. Rattigan, CRMC, President**  
**Adelaide C. Rattigan, VP**  
 M S

**Research Concepts Company**  
 5016 Dorsey Hall Drive  
 Suite 102  
 Ellicott City, MD 21043  
 (410) 730-8425  
 FAX: (410) 730-6924  
**Jay M. Krakowitz, President**  
 MP P O

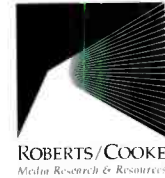
**The Research Group**  
 1100 Olive Way  
 Suite 1200  
 Seattle, WA 98101  
 (206) 624-3888  
 FAX: (206) 624-5086  
**Bill Moyes, Chairman**  
**Larry Campbell, President**  
 M MP P

**Research Specialists, Inc.**  
 5830 N. 44th Place  
 Phoenix, AZ 85018  
 (602) 234-0242  
 FAX: (602) 266-3858  
**Marc A. McCoy, President**  
 P

**Revenue Growth, Inc.**  
 1001 Fourth Avenue  
 Suite 3200  
 Seattle, WA 98154  
 (206) 684-9499  
 FAX: (206) 624-5086  
**Robert B. Pates, President**

**Richardson Programming**  
 P.O. Box 582592  
 Tulsa, OK 74158  
 (918) 835-2777  
**Stacy Richardson, President**  
 P

**Len Roberts Country Consulting**  
 410 Ridge Place NE  
 Albuquerque, NM 87106-4743  
 (505) 243-4904  
**Tom Moody, President**  
**Len Roberts, Country Consultant**  
**Ken Baugh, VP/Sales**



**ROBERTS/COOKE Research**  
 44 Shelley Drive  
 Mill Valley, CA 94941  
 (415) 381-8168, (415) 381-4495  
**Dave Roberts, President**  
**Dave Cooke, VP**  
 MP P

**David Rogers & Associates**  
 P.O. Box 684  
 Highland Park, IL 60035  
 (708) 432-7052  
 FAX: (708) 433-8289  
**David Rogers, President**  
 M MP S O



**J.R. Russ Programming & Research**  
 P.O. Box 16956  
 Philadelphia, PA 19142  
 (215) 494-0910, (301) 604-1869  
 FAX: (215) 494-0910  
**J.R. Russ, President**  
 MP P S O

**S**

**Sabo Media**  
 241 Third Avenue  
 New York, NY 10003  
 (212) 475-4546  
 FAX: (212) 228-4444  
**Walter R. Sabo, President**  
**Karen Heller, VP**  
**Eleanor Ranft, VP**  
 M P

**S**

**S**



**Salant Broadcast Consulting**

Two Trolley Square  
Suite 305  
East Haven, CT 06512  
(203) 468-9887  
FAX: (203) 468-7219

**Pete Salant**  
**Stacey Salant**

P

**Sales Athlete**

9808 Wilshire Blvd.  
Suite 304  
Beverly Hills, CA 90212  
(310) 277-7754

**Nancy Leeds**  
S

**SB Management**

P.O. Box 12837  
San Luis Obispo, CA 93406  
(805) 543-9214

FAX: (805) 543-9243  
**Michael Hesser, President**  
M S O

**SBR Radio**

7464 Arapahoe Road  
Suite B-4  
Boulder, CO 80303  
(303) 444-7700

FAX: (303) 444-3555  
**Ray Skibitsky, President**  
M MP P S O

**Rick Scott & Associates**

4613 141st Court SE  
Bellevue, WA 98006  
(700) 4-SPORTS, (206) 562-9594  
FAX: (206) 641-5134

**Rick Scott, President**  
P O



SHANE MEDIA

**Shane Media Services**

2450 Fondren Road  
Suite 112  
Houston, TX 77063  
(713) 952-9221  
FAX: (713) 952-1207

**Ed Shane**  
**Pamela Shane**  
**Laura English**  
**Cheryl Broz**  
**Chuck Dickemann**  
M MP P

**Barry Sherman & Associates, Inc.**

7640 Tremayne Place  
Suite 204  
McLean, VA 22102  
(703) 821-0877

**Barry Sherman, President**  
M S

**Barry Skidelsky, Esq.**

655 Madison Avenue  
19th Floor  
New York, NY 10021  
(212) 832-4800  
FAX: (212) 486-8668

E M MP P S O

**Skywatch Weather Center®**

347 Prestley Road  
Bridgeville, PA 15017-1949  
(412) 221-6000, (800) SKYWATCH

**Richard J. Mancini, President**  
**Stanley Bostjancic, Treasurer**  
**Dan Krzywiecki, VP**  
P O

**SM Communications Ltd.**

1311 W. Foster  
3rd Floor  
Chicago, IL 60640  
(312) 769-0251

**Robert Shaw, President**  
**Phil Manning, VP**  
MP P

**Small Market Consulting**

P.O. Box 420013  
Naples, FL 33942  
(813) 434-8058  
FAX: (813) 649-0555

**Bill Hunsinger, Consultant**  
M MP P S

**Small Market Radio Services**

1746 Rosewood Street  
Seguin, TX 78115  
(210) 379-7549  
FAX: (210) 372-2905

**Bob Doll**  
M MP P S

**CLARK SMIDT  
BROADCAST ADVISOR**

New York - New England

**Clark F. Smidt, Inc.**

61 Birch Road  
Andover, MA 01810  
(508) 470-2120  
FAX: (508) 470-0033

**Clark Smidt, Owner/Operator/  
Broadcast Advisor**

**WNNH-FM/Concord, NH:**

(603) 225-1160  
M MP P S O

Key to Services on page 119

**Smith and Company**

5910 John Hancock Center  
175 East Delaware Place  
Chicago, IL 60611  
(312) 822-0123

**James A. Smith, President**  
M MP P S O

**SNEED &  
SCHUSTER**

**Sneed & Schuster**

3586 Candlewood Trail  
Marietta, GA 30066  
(404) 924-6740

FAX: (404) 924-6731

**Alan Sneed, President**  
**Larry Schuster, VP/Client Services**  
P MP

**Sound Decisions**

2051 Glenhill Road  
Colorado Springs, CO 80906-3352  
(800) 552-2545, (719) 471-4125  
FAX: (719) 473-4546

**Bobby Christian**  
MP P

**Southern Union Blues**

124 Long Shadow Place  
Durham, NC 27713  
(919) 490-1763

**Ryan R. Williams, Owner**  
P

**Spectrum Research**

1808 Landmark One  
Cherry Hill, NJ 08034-2217  
(609) 795-7990  
FAX: (609) 795-6013

**Peter Mokover, President**  
MP P O

**Stadlen Radio Associates, Inc.**

3123 Adirondack Drive NE  
Cedar Rapids, IA 52402-3309  
(319) 365-0410  
FAX: (319) 365-0567

**Richard Stadlen, President**  
P

**Steele Production Services**

15890 16th Avenue  
Marne, MI 49435  
(616) 677-5900  
FAX: (616) 677-3321

**Rick Steele, President**  
O

**Strategic Promotions, Inc.**

2602 McKinney  
Suite 250  
Dallas, TX 75204-2507  
(214) 871-1016  
FAX: (214) 871-7017

**Bob Harris, Marketing Director**  
MP S

**S**

**Michael Sullivan & Associates**  
10913 Chase Park Lane  
St. Louis, MO 63141  
(314) 567-6261  
FAX: (314) 567-6261  
**Michael Sullivan, President**  
M MP P

**Ken Sunshine Consultants**  
2 West 45th Street  
Penthouse Suite  
New York, NY 10036  
(212) 869-7210  
FAX: (212) 869-1003  
**Ken Sunshine, President**  
MP

**SuperRatings Research Company**  
410 W. Badillo Street  
2nd Floor  
Covina, CA 91723  
(818) 915-3333  
FAX: (818) 331-1111  
**Mark Olson**  
M MP O

**Surrey Consulting**  
165 S. Union  
Suite 570  
Lakewood, CO 80228  
(303) 989-9980  
FAX: (303) 989-4945  
**John Stevens, VP**  
P

**Symmetrical Resources**  
600 Fairway Drive  
Deerfield Beach, FL 33441  
(305) 427-4104  
FAX: (305) 427-3760  
**Bill Livek, Partner**  
**Bill Angel, Partner**



Jack Taddeo Communications Corp.

Programming/Marketing specialist and strategic partner for AC radio. Major and medium market successes. Limited client list. Unlimited commitment.

**Jack Taddeo Communications Corp.**  
20 N. Wisner Street  
Park Ridge, IL 60068  
(708) 518-0340  
FAX: (708) 518-0341  
**Jack Taddeo, President**  
MP P

**T**

**The Talk Radio Company**  
13971 80th Avenue N  
Seminole, FL 34646  
(813) 397-4422  
FAX: (813) 397-4422  
**Ed Hartley, President**  
MP P

**Teeson Media Services**  
9071 E. Mississippi Avenue  
Suite 1-D  
Denver, CO 80231  
(303) 696-9701  
**Jim Teeson, President**  
MP P O

**Telemetrics, Inc.**  
645 W. Carmel Drive  
Suite 140  
Carmel, IN 46032  
(317) 573-8200  
**Tom Stoughton, President**  
MP

**Tesset Inc.**  
209 Southern Street  
Corpus Christi, TX 78404  
(512) 883-0130  
FAX: (512) 883-8367  
**Thom Smith, President**  
E M MP P S

**TGM Evaluations, Inc.**  
1821 Featherwood Street  
Silver Spring, MD 20904  
(301) 622-4842  
**Thom Moon, President**  
MP P O

**Tobias Communications**  
P.O. Box 15396  
Beverly Hills, CA 90209-1396  
(213) 939-8679  
FAX: (213) 939-0277  
**Marice Tobias, President**  
O

**Traffic King**  
167 W. 73rd Street  
Suite 6  
New York, NY 10023  
(212) 362-6294  
**Bunny Hofberg**  
M O

**Trained Ear Ltd.**  
520 N. Michigan Avenue  
Suite 1700  
Chicago, IL 60611  
(312) 774-8925  
**Bob Barnes-Watts, President**  
M P O

**Mark Tudor & Associates**  
10140 Thomas Payne Circle  
Charlotte, NC 28277  
(704) 846-5822  
FAX: (704) 846-5823  
**Mark Tudor, General Partner**  
**Mike Chapman, General Partner**  
**Cincinnati Office: (513) 231-6701**  
M MP P O

**Twenty First Century Media Corporation**  
2955 80th Avenue SE  
Suite 202  
Mercer Island, WA 98040  
(206) 236-2111  
FAX: (206) 236-2397  
**Peter D. Scheurmeir, President**  
**Frederic L. Wright, VP**  
**Christopher N. Jackson, Consultant**  
**Susan M. Bates, Associate**  
M MP P S

**V**



Vision, direction, focus, solutions, actions, success . . . we know the primary reason to retain our consultancy is to win.

**Vallie Consulting**  
14016-B Sullyfield Circle  
Chantilly, VA 22021  
(703) 802-0700  
FAX: (703) 802-0714  
**Dan Vallie**  
**Jim Richards**  
**Randy Lane**  
M MP P O

**Veritas Marketing & Research**  
7431 N.W. 14th Street  
Ocala, FL 32675  
(800) 835-6278  
FAX: (904) 854-2283  
**Tarn Thompson, President**  
MP S

## W

### RUSTY WALKER

PROGRAMMING CONSULTANT, INC.

#### Rusty Walker

P.O. Box 417  
Iuka, MS 38852  
(601) 427-9504

FAX: (601) 427-9507

**Rusty Walker, President**

**Rick Shayne, Senior**

VP/Operations

**Phil Hunt, VP/Consulting Services**

**Elaine Horton, Office Manager**

**Joseph "JJ" Jobe,**

Technical Director

**Pam Larson, Customer Service**

5625 Wethersfield Road  
Scottsdale, AZ 85254  
(602) 951-1089

FAX: (602) 951-8172

**Bob Glasco,**

VP/Consulting Services

M MP P O

#### Garry Wall Media

8525 Gibbs Drive  
Suite 204  
San Diego, CA 92123  
(619) 576-2066  
FAX: (619) 576-2064

**Garry Wall**

M MP P

#### Todd Wallace Associates

6044 E. Foothill Drive N  
Paradise Valley, AZ 85253  
(602) 443-3500, (800) 528-6082  
FAX: (602) 948-7800

**Todd Wallace, President**

M MP P O

#### Warner Consulting Service

320 Strawtown Road  
New City, NY 10956  
(914) 634-6630

FAX: (914) 634-6622

**Robert W. Warner Jr.**

O

#### Warren Media

122 Sierra Circle W  
San Marcos, TX 78666  
(512) 392-2415

**Steve Warren, President**

P

#### West Communications

11162 Sandusky Street  
Tulsa, OK 74137  
(918) 299-7170

**Charlie West, President**

MP P S

#### Jim West Company

6515 Laurel Valley  
Dallas, TX 75248  
(214) 750-4772

FAX: (214) 891-9623

**Jim West, President**

O

#### Ron White

5053 Ocean Blvd.  
Suite 129  
Sarasota, FL 34242  
(813) 349-1916

**Ron White**

MP P

#### Whoop-T-Doo Productions Inc.

c/o Steve Cochran  
708 S. Third Street, Suite 200  
Minneapolis, MN 55415  
(612) 340-9000

**Steve Cochran, President**

MP O

#### George Williams Communications

5330 Bent Tree Forest Drive  
Suite 912  
Dallas, TX 75248  
(214) 980-4050

FAX: (214) 960-2416

**George Williams, President**

M MP P

## Y

#### Yancey Marketing Corp.

11350 N. Meridian  
Suite 370  
Carmel, IN 46032  
(317) 843-5215

FAX: (317) 843-5216

**Richard Yancey, President**

**Scott Yancey, VP**

**Rich C. Yancey**

MP

## Z

#### Zarecki Radio Consulting

129 Brookside  
Danbury, CT 06811  
(203) 748-8411

FAX: (203) 798-1970

**Tom Zarecki, Consultant**

M MP P

Key to Services on page 119

**Newsweek's #1  
Choice!\***



**Smart Money**  
with The Dolans

**Hot Topics!**



**The Gene Burns Program**

**Very Personal!**



**Dr. Joy Browne**

## America's Fastest Growing Talk Network Will Work For YOU!

Radio's best Talk Talent is ready to work for you!

All barter, flexible scheduling,

plenty of local avails and localizing elements!

**COST-EFFECTIVE PROGRAMMING THAT GETS RESULTS!**

Contact Rich Wood at (212)642-4533.

# WOR

**RADIO NETWORK**

\* Newsweek Focus August 3, 1992

**B**

**Baker Scott & Company**  
1259 Route 46  
Parsippany, NJ 07054  
(201) 263-3355  
FAX: (201) 263-9255  
*Judy Bouer, Principal*

**Susan Berkley's Voiceover Workshops**  
611 Broadway, Suite 815  
New York, NY 10012  
(212) 420-9747, (800) 333-8108  
FAX: (212) 420-9751

**Blue Chip Management**  
4626 Sunnyslope Avenue  
Sherman Oaks, CA 91423  
(818) 789-6406  
*John Antoon*

**Broadcast Center**  
7720 Forsyth  
St. Louis, MO 63105  
(314) 862-8181  
FAX: (314) 862-1408  
*Douglas Huber, President*

**Broadcast JobLine**  
117 W. Harrison Blvd.  
6th Floor, Suite R-347  
Chicago, IL 60605  
(900) 786-7800, (\$2.29/minute)  
FAX: (800) 822-2003  
*Randy Rauch*

**C**

**Central Jersey Airchecks**  
P.O. Box 126  
Lincroft, NJ 07738  
(908) 591-CJAA  
*Paul Richards*

**Communication Help Wanted Magazine**  
117 W. Harrison Blvd.  
6th Floor, Suite R-347  
Chicago, IL 60605  
(800) 822-2003

**G**

**Global Airchecks**  
490 El Capitan Place  
Palo Alto, CA 94306-4513  
(415) 856-9417  
*Evan Platt*

**I**

**Inner Media Agency**  
2100 Lee Highway  
Suite 132  
Arlington, VA 22201  
(703) 522-0930  
*Chris Bauer, Director/Client Services*

**KEY TO SERVICES**

**A = Airchecks**

**J**

**RADIO and TV  
JOB BANK**



**A Chuck Jackson Production**  
933 Fremont Avenue  
Salt Lake City, UT 84104  
(801) 972-5319  
FAX: (801) 972-5319  
**Dwight Woolfork,**  
*President/Owner*

**Joxbox Custom Cassette Mailers**  
P.O. Box 6014  
Leawood, KS 66206  
(913) 649-7665  
*Terry Clevenger, President*

**K**

**Emilia Z. Khantzis Talent Agency/  
"Gold VO"**  
P.O. Box 662  
Hollywood, CA 90078-0662  
(818) 558-SPOT  
*Amy Khantzis*

**L**

**Lipson & Co.**  
1900 Avenue of the Stars  
Suite 2810  
Los Angeles, CA 90067  
(310) 277-4646  
FAX: (310) 277-8585  
*Howard Lipson, President*  
*Eiji Katayama, Senior VP*  
*Harriet Lipson, VP/Mktg & Adv,*  
*Radio & Cable*

**M**

**Media Grapevine**  
117 W. Harrison Blvd.  
6th Floor, Suite R-347  
Chicago, IL 60605  
(900) 786-7800, (\$1.95/min.)

**Media Marketing/THE HOT SHEET**

P.O. Box 1476  
Palm Harbor, FL 34682-1476  
(813) 786-3603  
FAX: (813) 787-5808  
*Dave Sanders, President*  
*Janet Ragan, Executive VP*  
*Kristine Disney, Talent Director*

**Mr. Radio's Creative Productions**  
P.O. Box 2355  
Selden, NY 11784-0655  
(516) 758-4041  
*Stephen Springfield, President*

**N**

**National Broadcast Talent Coordinators**  
Dept. R  
P.O. Box 20551  
Birmingham, AL 35216  
(205) 822-9144  
*Douglas Whitley, President*  
*Daisy Whitley, Executive VP*  
*Alma L. Dougherty, Director/Registration*

**National Broadcasting School**  
2033 Howe Avenue  
Suite 110  
Sacramento, CA 95825  
(916) 922-6688  
FAX: (916) 922-6793  
*Bill E. Brock, President*

**NETWORK for Talent**  
4270 Aloma Avenue  
#124, Suite 12-C  
Winter Park, FL 32792  
(407) 679-8090  
*Gary Kines, Talent Coordinator*  
*C E Varnell, Business Manager*

**Night Owl Media**  
12 S. First Street  
Suite 811  
San Jose, CA 95113  
(408) 280-6260  
FAX: (408) 280-6268  
*Carla Hay, Executive Director*

**O**

**"On-Air" Job Tip Sheet**  
937 Wild Ginger Trail  
West Chicago, IL 60185  
(708) 231-7937  
*Tom Hamilton, President*

**P**

**Premiere Talent**  
5010 E. Cheyenne Drive  
Suite 1110  
Phoenix, AZ 85044  
(602) 893-2147  
FAX: (602) 893-3463  
**Rich Keppler**



**R&R Job HotLine**  
1930 Century Park W  
Los Angeles, CA 90067  
(310) 553-4330

**R**

**Radio Connection**  
8033 Sunset Blvd.  
Suite 4042  
Hollywood, CA 90046  
(310) 543-7432  
FAX: (310) 473-1284  
**Jim Petulla, President**

**T**

**Talent Developers**  
P.O. Box 5868  
Scottsdale, AZ 85261  
(602) 998-8631  
FAX: (602) 998-8631  
**Cynde Slater, President**

**TALENTMASTERS**  
Parkway 575  
Suite 310  
Woodstock, GA 30188  
(404) 926-7573  
FAX: (404) 926-5932  
**Don Anthony, President**

**Trained Ear Ltd.**  
520 N. Michigan Avenue  
Suite 1700  
Chicago, IL 60611  
(312) 774-8925  
**Bob Barnes-Watts, President**

**V**

**Voice Over L.A.**  
1717 N. Highland Avenue  
Suite 620  
Hollywood, CA 90028  
(213) 463-8652  
FAX: (213) 463-5443  
**Evelyn Williams, President**

**Vuolo Video Air-Chex**  
P.O. Box 219  
Ypsilanti, MI 48197  
(313) 35-VIDEO  
FAX: (313) 353-0660  
**Art Vuolo Jr., Producer**

**W**

**Whoop-T-Doo Productions Inc.**  
c/o Steve Cochran  
708 S. Third Street, Suite 200  
Minneapolis, MN 55415  
(612) 340-9000  
**Steve Cochran, President**

**Y**

**Don Yunker & Associates**  
2689 Raven Trail NE  
Marietta, GA 30066  
(404) 591-8139  
**Don Yunker**

**GET THE HOTTEST JOB LEADS FIRST!**



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

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

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

**Radio & Records Inc.**  
1930 Century Park West  
Los Angeles, CA 90067  
310 • 553-4330 (phone)  
310 • 203-8727 (fax)





## A

**Accoustical Solutions/  
Alpha Audio Acoustics**  
711 Allison Street  
Richmond, VA 23220  
(800) 782-5742, (804) 358-3852  
FAX: (804) 358-9496

**Michael Binns, President**  
**Becky Collieran, Sales Manager**

**Aircorp-Marketing**  
3727 Northridge Drive  
Irving, TX 75038  
(214) 255-0550  
FAX: (214) 252-0020

**Jim Loupas, President**  
P

**Amber Electro Design**  
6969 Trans-Canada Highway, Suite 113  
St. Laurent, Quebec  
Canada, H4T 1V8  
(800) 361-4914  
FAX: (514) 333-1388  
**Vincent DeSouza, Sales Manager**

**American Telesource, Inc.**  
6121 Hollis Street  
Emeryville, CA 94608  
(510) 428-1111, (800) 466-0444  
FAX: (510) 428-2460  
**Stephen Viets, President**  
IT

**Aphex Systems, Ltd.**  
11068 Randall Street  
Sun Valley, CA 91352  
(818) 767-2929  
FAX: (818) 767-2641  
**Marvin Caesar, President**  
**Paul Freudenberg, Sales Manager**  
P S T

**Applied Research & Technology**  
215 Tremont  
Rochester, NY 14608  
(716) 436-2720  
FAX: (716) 436-3942  
**Jim Bonis**  
P S

**Arrakis Systems, Inc.**  
2619 Midpoint Drive  
Fort Collins, CO 80525  
(303) 224-2248  
FAX: (303) 493-1076  
**Mike Palmer, President**  
C

**ATI-Audio Technologies, Inc.**  
328 W. Maple Avenue  
Horsham, PA 19044  
(215) 443-0330  
FAX: (215) 443-0394  
**Ed Mullin, VP**  
CO P S

**Audio Accessories, Inc.**  
Mill Street  
Marlow, NH 03456  
(603) 446-3335  
FAX: (603) 446-7543  
**Timothy Symonds**  
S

## KEY TO SERVICES

- A = Automation Systems**
- C = Computer Systems**
- CD = CD Players/Recorders**
- CO = Consoles**
- CR = Cart Decks**
- D = Distributors**
- DW = Digital Workstations**
- IT = Interactive Telephone**
- P = Processing**
- S = Studio Equipment**
- T = Transmission Equipment**
- TD = Tape Decks**

**Audio Animation**  
6632 Central Avenue  
Knoxville, TN 37912  
(615) 689-2500  
FAX: (615) 689-7815  
**James M. Ruse**  
P T

**Audio Broadcast Group**  
2342 S. Division  
Grand Rapids, MI 49507  
(800) 999-9281  
FAX: (616) 452-1652  
**David Veldsma, President**  
D

**Audio Logic**  
5639 S. Riley Lane  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
CO P

**Audio Technica U.S., Inc.**  
1221 Commerce Drive  
Stow, OH 44224  
(216) 686-2600  
FAX: (216) 688-3752  
**Jon R. Kelly, President**  
S

**Audio Video Research Inc.**  
65 Main Street  
Watertown, MA 02172  
(617) 924-0660  
FAX: (617) 924-0497  
**Octavio Brito, President**  
D

**Audioarts Engineering**  
305 Performance Drive  
Syracuse, NY 13212  
(315) 455-7740  
FAX: (315) 454-8104  
**Mark L. Kaltman, Sales Manager**  
CO P S

**Audiodyne Broadcast Cartridge**  
725 N. Bush Avenue  
Fresno, CA 93727  
(209) 252-2787  
**Allan Tatarian**

**Audiopak**  
Tyson Drive  
P.O. Box 3100  
Winchester, VA 22601  
(703) 667-8125  
FAX: (703) 667-6379  
**Nick Krassowski, President**  
S

**Auditronics, Inc.**  
P.O. Box 18838  
Memphis, TN 38118-0838  
(901) 362-1350  
FAX: (901) 365-8629  
**Welton Jetton, Chairman/CEO**  
**Steve Sage, President**  
**Murray Shields, Sales Manager**  
CO

**Auratone Corporation**  
P.O. Box 180698  
Coronado, CA 92178-0698  
(619) 297-2820  
FAX: (619) 296-8734  
**Jack Wilson, President**  
S

**Autogram Corp.**  
P.O. Box 456  
Plano, TX 75074  
(214) 424-8585, (800) 327-6901  
FAX: (214) 423-6334  
**Ernest T. Ankele, President**  
**Jim Laird, Chief Engineer**  
CO

## B

**B&B Systems Inc.**  
28111 N. Avenue Stanford  
Valencia, CA 91355  
(805) 257-4853  
FAX: (805) 257-8065  
**William Burnsed, President**  
T

**Barrett Associates Inc.**  
3205 Production Avenue  
Oceanside, CA 92054  
(619) 433-5600, (800) 553-5334  
FAX: (619) 433-1590  
**Mike Cruz**  
D

**B**

**BBE Sound**

5500 Bolsa Avenue  
Suite 245  
Huntington Beach, CA 92649  
(714) 897-6766  
FAX: (714) 895-6728  
**Rob Rizzuto, Sales Manager**

**BDI Distributors**

2100 Marietta Blvd. NW  
Atlanta, GA 30318  
(404) 351-9816, ext. 103  
FAX: (404) 355-0430

**Duane Berge**  
C CD D TD

**Belar Electronics Laboratory, Inc.**

119 Lancaster Avenue  
Box 76  
Devon, PA 19333  
(215) 687-5550  
FAX: (215) 687-2686

**Arno M. Meyer, President**  
T

**beyerdynamic**

56 Central Avenue  
Farmingdale, NY 11735  
(516) 293-3200  
FAX: (516) 293-3288

**Michael Solomon, Pro Products**  
Marketing Manager  
D S T

**BGM International**

P.O. Box 8057  
Pensacola, FL 32505  
(904) 434-1953  
FAX: (904) 433-7932

**Fritz Brewer, National Sales Director**  
A C CD

**BGW Systems Inc.**

13130 Yukon Avenue  
Hawthorne, CA 90251-5042  
(310) 973-8090, (800) 468-AMPS  
FAX: (310) 676-6713

**Brian Wachner, President**  
**Joe DeMeo, Customer Service Manager**  
C S

**Biamp Systems**

14270 N.W. Science Park  
Portland, OR 97229  
(503) 641-7287  
FAX: (503) 626-0281

**Ralph Lockhart, President**  
S P

**BLU Electronics**

1001 Ridge Avenue  
Clearwater, FL 34615  
(813) 442-1665

**Ben L. Umberger, President**  
A C S

**BOSE**

The Mountain Road  
Framingham, MA 01701  
(508) 879-7330  
FAX: (508) 879-3965

**Doug Landfield**  
S

**Bradley Broadcast Sales**

8101 Cessna Avenue  
Gaithersburg, MD 20879  
(800) 732-7665, (301) 948-0650  
FAX: (301) 330-7198

**Art Reed, GM**

**Brite Voice Systems, Inc.**

7309 E. 21st Street N  
Wichita, KS 67206  
(316) 652-6500, (800)SEE-BRITE  
(316) 652-6800

**Kyle Rogg, Product Manager**  
IT

**Broadcast Automation, Inc.**

4125 Keller Springs  
Suite 122  
Dallas, TX 75244  
(214) 380-6800, (800) 336-8004  
FAX: (214) 380-0823

**Earl R. Bullock, President**  
A C CR TD

**Broadcast Cart Rewinding Service**

5501-B Richland Street  
Greensboro, NC 27409  
(919) 855-6726  
FAX: (919) 230-0006

**Paul Allen, President**  
D T

**Broadcast Cartridge Service**

15131 Triton Lane  
Suite 108  
Huntington Beach, CA 92649  
(714) 898-7224

**Lora Crafton, President**  
D T

**Broadcast Electronics**

4100 N. 24th Street  
Quincy, IL 62301  
(217) 224-9600  
FAX: (217) 224-9607

**Bill Harland, Director/Domestic Sales**  
**Charles Kelly, Director/International Sales**  
**Tim Bealor, Director/Marketing Services**  
A CO CR DW S T TD

**Broadcast Services/EME**

Reedy Creek Road  
Four Oaks, NC 27524  
(800) 525-1037, (919) 934-6869  
FAX: (919) 934-1537

**Neal Davis, President**  
**John Schaab, VP/Sales**  
D

**Broadcast Solutions**

1512 S.W. 18th Street  
Suite 2  
Portland, OR 97201  
(503) 248-1960  
FAX: (503) 226-6596  
**J.J. McKay, CEO**  
C IT

**Broadcast Supply West**

7012 27th Street W  
Tacoma, WA 98466  
(800) 426-8434, (206) 565-2301  
FAX: (800) 231-7055  
**Pat Medved, VP/Sales**

**Broadcast Systems Corporation**

701 N.W. 22nd Street  
Ft. Lauderdale, FL 33311  
(305) 566-3264, (800) 537-2576  
**Dave Camp, President**  
D

**Broadcasters General Store**

2480 S.E. 52nd Street  
Ocala, FL 34480  
(904) 622-7700  
FAX: (904) 629-7000

**David Kerstin, President**

**Bryston/Bryston Vermont Ltd.**

979 Franklin Lane  
Maple Glen, PA 19002  
(800) 673-7899  
FAX: (215) 628-2970  
**Martin Bartelstone, VP/Sales**

**BSM/West Starr Intl.**

5805 E. Sharp Avenue  
Building C-1  
Spokane, WA 99212  
(509) 534-2499

FAX: (509) 534-2428  
**Dick Jones, VP/Sales**  
**Scott Dhaenens, Sales Engineer**  
S

**Burk Technology**

7 Lomar Drive  
Pepperell, MA 01463  
(508) 433-8877  
FAX: (508) 433-8981  
**Peter Burk, President**  
A T

**BUYGROUP, LTD**

Harwood Building  
Suite 319  
Scarsdale, NY 10583  
(914) 472-3811  
FAX: (914) 472-7582  
**Bill Kovari, President**  
D

**C**

*California Digital*

Audio Systems

Send your Audio Across the Street or  
around the World™ in high quality  
MUSICAM™ digital audio at low cost.

**California Digital Audio  
Systems, Inc.**

530 New Los Angeles Avenue  
Suite 114-96  
Moorpark, CA 93021  
(805) 523-2310  
FAX: (805) 523-0480  
**Caryn Beemer, OM**  
P T



# Everything you've always wanted in a radio studio

## except the paper, the carts, the logs, the errors...

### MASTER ■■■■ ■■■■ CONTROL

■ Master Control gives you the peerless sonic performance you expect from a digital audio system and more! It's completely modular, so you can expand it as your needs change.

■ In its ultimate configuration, Master Control provides seamless integration of the entire RCS software line and puts you in control. Of course, all of this is backed up by our unparalleled support.

■ If you're planning digital audio for your station (or you just want a peek at the future), don't make a move without seeing Master Control from RCS!



**RADIO COMPUTING SERVICES, INC.**  
Two Overhill Rd. Suite 100 Scarsdale, New York 10583  
Tel. (914) 723-8567 Fax. (914) 723-6651

## C

**CCA Electronics**  
360 Bohannon Road  
Fairburn, GA 30213  
(404) 964-3530  
FAX: (404) 964-2222  
**Steve McElroy**  
D

**Circuit Research Labs**  
2522 W. Geneva Drive  
Tempe, AZ 85282  
(602) 438-0888, (800) 535-7648  
FAX: (602) 438-8227  
**Ron Jones, President**  
**Gerardo Vargas, Int'l Sales Region 1**  
**Kent McGuire, Int'l Sales Region 2**  
P

**Comrex Corporation**  
65 Nonset Path  
Acton, MA 01720  
(508) 263-1800  
FAX: (508) 635-0401  
**Lynn Distler, Sales Manager**  
S

**ComStream Corporation**  
10180 Barnes Canyon Road  
San Diego, CA 92121  
(619) 458-1800  
FAX: (619) 552-0488  
**John Puetz**  
T

**Concept Productions**  
120 Main Street  
Roseville, CA 95678  
(916) 782-7754, (800) 783-3454  
FAX: (916) 786-8304  
**Dick Wagner, President**  
A CD

**Continental Electronics Corporation**  
P.O. Box 270879  
Dallas, TX 75227  
(214) 381-7161  
FAX: (214) 381-4949, (214) 381-3250  
**Walt Rice, Director/Domestic Sales**  
D

**Creative Media Consultants**  
P.O. Box 34219  
Los Angeles, CA 90034  
(310) 204-2262  
FAX: (310) 204-0329  
**Michael Binstock, President**

**Creative Sound Corporation**  
P.O. Box 755  
25429 Malibu Road  
Malibu, CA 90265  
(213) 456-5482, (800) 323-PACK  
FAX: (213) 456-7886

**Crown International, Inc.**  
1718 W. Mishawaka Road  
Elkhart, IN 46517  
(219) 294-8000  
FAX: (219) 294-8FAX  
**Clyde Moore, President**  
S P

**Cutting Edge Technologies, Inc.**  
2101 Superior Avenue  
4th Floor  
Cleveland, OH 44114  
(216) 241-3343  
FAX: (216) 241-4103  
**Steve Church, President**  
**Frank Foti, VP**  
P

## D

**dbx Professional**  
(A Division of AKG Acoustics)  
1525 Alvarado Street  
San Leandro, CA 94577  
(510) 351-3500  
FAX: (510) 351-0500  
**S. Richard Ravich, President**  
**David Angress, National Sales Director**  
P

**Delta Electronics, Inc.**  
5730 Gen. Washington Drive  
Alexandria, VA 22312  
(703) 354-3350, (800) 8-DELTA8  
FAX: (703) 354-0216  
**Joseph S. Novak, VP/Marketing**  
T

**Denon America, Inc.**  
222 New Road  
Parsippany, NJ 07054  
(201) 575-7810  
FAX: (201) 808-1608  
**Harry Klane, Sales Manager**  
**Michael Stetts, Product Manager**  
CD TD

**DIC Digital Supply Corporation**  
222 Bridge Plaza S  
Fort Lee, NJ 07024  
(201) 224-9344, (800) 328-1342  
FAX: (201) 224-9363  
**Kevin Kennedy, VP/Marketing**  
S

**Dictaphone Corporation**  
3191 Broadbridge Avenue  
Stratford, CT 06497-2559  
(203) 381-4500  
FAX: (203) 381-7100  
**Marie Bianchi,**  
Director/Market Communications

**Digital Audio Information Systems, Inc. (DAISI)**  
1200 Blalock, Suite 202  
Houston, TX 77055  
(713) 465-1511, (800) DAISI-01  
FAX: (713) 465-1634  
**Maurice Collins, President**  
IT

**Digital Support Group**  
626 N. Beachwood Drive  
Los Angeles, CA 90004  
(213) 460-4884  
FAX: (213) 460-6120  
**Andrew Brent**  
DW

Key to Services on page 139

**DigiTech**  
5639 S. Riley Lane  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
P

**Disc Manufacturing Inc.**  
3500 W. Olive Avenue  
Suite 1020  
Burbank, CA 91505  
(818) 953-7790  
FAX: (818) 953-7791  
**Sue Simone, VP/Sales**

**DOD Electronics**  
5639 S. Riley Lane  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
P

**Dolby Laboratories, Inc.**  
100 Potrero Avenue  
San Francisco, CA 94103  
(415) 558-0200  
FAX: (415) 863-1373  
**Bill Mead, Marketing Director**  
P

**Dorrrough Electronics**  
5221 Collier Place  
Woodland Hills, CA 91364  
(818) 999-1132  
FAX: (818) 998-1507  
**Kay Dorrrough**  
S T

## E

**Electro-Voice, Inc.**  
600 Cecil Street  
Buchanan, MI 49107  
(616) 695-6831  
FAX: (616) 695-1304  
**Jim Long, Marketing Manager**  
CO P S

**Equipment Remarketing Company**  
20 Overland Street  
Boston, MA 02215  
(617) 267-8600  
D

**ESE**  
142 Sierra Street  
El Segundo, CA 90245  
(310) 322-2136  
FAX: (310) 322-8127  
**Brian Way, Director/Marketing**  
A P S

**Eventide, Inc.**  
One Alsan Way  
Little Ferry, NJ 07643  
(201) 641-1200  
FAX: (201) 641-1640  
**Gil Griffith, Sales Manager**  
IT P S

**The Express Group**  
3518 Third Avenue  
San Diego, CA 92103  
(619) 298-2834  
FAX: (619) 298-4143  
**Robin Andrus**

## F

**Fidelipac Corp.**  
 P.O. Box 808  
 Moorestown, NJ 08057  
 (609) 235-3900  
 FAX: (609) 235-7779  
**Scott Martin, VP/Sales**  
**Bob McNeil, Sales Manager**  
 CO CR

**FMX Stereo/Broadcast Technology Partners**  
 525 Woodward Avenue  
 Suite 200  
 Bloomfield Hills, MI 48304  
 (313) 540-4380  
 FAX: (313) 540-0942  
**Benjamin Micznik, Director/Marketing**  
 P

**Fostex Corp.**  
 15431 Blackburn Avenue  
 Norwalk, CA 90650  
 (310) 921-1112  
 FAX: (310) 802-1964  
**Mark Cohen, VP/Sales**  
 AS S T

## G

**GBS**  
 Giesler Broadcasting Supply, Inc.  
 5914 Maple  
 Houston, TX 77074  
 (713) 774-3314, (800) 634-8601  
 FAX: (713) 774-1306

**Bernie Giesler, President**  
 D

**Gentner Communications Corp.**  
 1825 Research Way  
 Salt Lake City, UT 84119  
 (801) 975-7200  
 FAX: (801) 977-0087  
**Dave Finley, Director/Marketing & Sales**  
 C DW IT P T

## H

**Harris Allied Broadcast Division**  
 3200 Wismann Lane  
 P.O. Box 4290  
 Quincy, IL 62305-4290  
 (217) 222-8200, (800) 622-0022  
 FAX: (217) 222-7041  
**Gaylen Evans, Director/North American**  
 Field Sales  
 D

**Harris-Allied Broadcast  
 Equipment-Distribution**  
 P.O. Box 1487  
 3712 National Road W  
 Richmond, IN 47375  
 (800) 622-0022, (317) 962-8596  
 FAX: (317) 966-0623  
**Scott Boeler, Sales Manager**  
 D

**Harris-Allied Broadcast  
 Equipment-Manufacturing**  
 P.O. Box 4290  
 3200 Wismann Lane  
 Quincy, IL 62305-4290  
 (217) 222-8200  
 FAX: (217) 222-7041  
**Gustavo Ezcurra, VP/Sales**  
 D

**Harrison by GLW**  
 437 Atlas Drive  
 Nashville, TN 37211  
 (615) 331-8800  
 FAX: (615) 331-8883  
**Gary Thielman**  
**Cynthia Rogers**  
**Kevin Reinen**  
 CO

**Henry Engineering**  
 503 Key Vista Drive  
 Sierra Madre, CA 91024  
 (818) 355-3656  
 FAX: (818) 355-0077  
**Hank Landsberg, Owner**  
 IT S

## I

**IBSS Ltd.**  
 P.O. Box 303  
 Binbrook  
 Ontario, CN LOR 1C0  
 (416) 692-3330  
 FAX: (416) 692-4033  
**Rob Mueser, Technical Director**  
 D

**IDC Communications, Inc.**  
 5854-A Peachtree Corners E  
 Norcross, GA 30092-2554  
 (404) 446-9684  
 FAX: (404) 448-6396  
**Robert Payne**

**IGM Communications**  
 4041 Home Road  
 Bellingham, WA 98226  
 (206) 733-4567  
 FAX: (206) 734-7939  
**Carl Peterson**  
 A C CD CR D DW TD

**Inovonics, Inc.**  
 1305 Fair Avenue  
 Santa Cruz, CA 95060  
 (800) 733-0552, (408) 458-0552  
 FAX: (408) 458-0554  
**Jim Wood, President**

**International Tapetronics Corp.**  
 (ITC)  
 2425 S. Main Street  
 Bloomington, IL 61704  
 (800) 447-0414, (309) 828-1381  
 FAX: (309) 828-1386  
**Jim Woodworth, GSM**  
**Bruce Helling, Communications Mgr.**  
**Mike Bove, Regional Sales**  
 C CR DW

**Intraplex**  
 80 Taylor Street  
 P.O. Box 2427  
 Littleton, MA 01460-3427  
 (508) 486-3722  
 FAX: (508) 486-0709  
**J. Peter Eadie**  
 T

## J

**JBL Professional**  
 8500 Balboa Blvd.  
 Northridge, CA 91329  
 (818) 893-8411  
 FAX: (818) 893-3639  
**Mark Gander, VP/Marketing**  
 S

**JNS Electronics, Inc.**  
 P.O. Box 32550  
 San Jose, CA 95152  
 (408) 729-3838  
 FAX: (408) 926-1003  
**John E. Leonard, President**  
 P S T

## K

**Kahn Communications**  
 222 Westbury Avenue  
 Carle Place, NY 11514  
 (516) 222-2221  
**Leonard R. Kahn, President**  
 P T

**Koss Corporation**  
 4129 N. Port Washington Avenue  
 Milwaukee, WI 53212  
 (414) 964-5000  
 FAX: (414) 964-8615  
**Jill McCurdy, Marketing Director**  
 S

## L

**LBA Technology, Inc.**  
 P.O. Box 8026  
 Greenville, NC 27835  
 (919) 757-0279  
 FAX: (919) 752-9155  
**Lawrence Behr, President**  
**Phillip C. Morse, VP/GM**  
 T

**Lexicon, Inc.**  
 100 Beaver Street  
 Waltham, MA 02154  
 (617) 736-0300  
 FAX: (617) 891-0340  
 DW P

**Lift Display, Inc.**  
 Riverside Plaza  
 115 River Road  
 Edgewater, NJ 07020  
 (201) 945-8700  
 FAX: (201) 945-9548  
**Otto Schubert, President**  
 S

**Logitek**  
 3320 Bering Drive  
 Houston, TX 77057  
 (800) 231-5870, (713) 782-4592  
 FAX: (713) 782-7597  
**Tag Borland, President**  
 CO T

**LPB, Inc.**  
 28 Bacton Hill Road  
 Frazer, PA 19355  
 (215) 644-1123  
 FAX: (215) 644-8651  
**John Deveck, Sales Manager**  
 CD CO CR P S T TD

## M

### The Management

Box 1-36457  
Ft. Worth, TX 76136  
(817) 625-9761, (800) 334-7823  
FAX: (817) 624-9741  
**Pete Charlton, President**  
A C CD CO CR

### Marathon Products Co.

69 Sandersdale Road  
Charlton, MA 01507  
(508) 248-3157  
FAX: (508) 853-0988  
**Richard D. Myers, President/Owner**  
TD

### Marti Electronics

1501 N. Main Street  
Cleburne, TX 76031  
(817) 645-9163  
FAX: (817) 641-3869  
**Dan Rau, Sales Manager**  
T

### The Media Gallery/RadioPhone

P.O. Box 652  
Torrance, CA 90508  
(310) 533-0855  
FAX: (310) 533-0842  
**Ruth Presslaff, President**  
**Alan Mason, Director/Database Marketing**  
IT

### Media Touch Systems, Inc.

50 Northwestern Drive  
Unit 11  
Salem, NH 03079  
(603) 893-5104  
FAX: (603) 893-6390  
**John M. Connell, President**  
A C

### Midcom, Inc.

6311 N. O'Connor Road  
Suite 108/L.B. 50  
Irving, TX 75039  
(214) 869-2144  
FAX: (214) 869-0898  
**Jay Wallace, Sales Manager**  
CD CO CR D DW P S TD

### MNN Radio Networks, Inc.

1370 Davern Street  
St. Paul, MN 55116  
(612) 696-0123  
FAX: (612) 696-0100  
**Thomas Ambrose, VP/Network Operations**

### Modulation Sciences

12A World's Fair Drive  
Somerset, NJ 08873  
(908) 302-3090, (800) 826-2603  
FAX: (908) 302-0206  
**Art Constantine, VP/Sales & Marketing**  
P T

### Moseley Associates

111 Castilian Drive  
Santa Barbara, CA 93117  
(805) 968-9621  
FAX: (805) 685-9638  
**David Chancey, National Sales Manager**  
T

### Motorola Inc./AM Stereo

3701 Algonquin  
Suite 601  
Rolling Meadows, IL 60008  
(708) 576-3592  
FAX: (708) 576-5479  
**Don Wilson**  
T

### Mouser Electronics

2401 Highway 287 N  
Mansfield, TX 76063  
(800) 346-6873  
FAX: (817) 483-0931  
D

### Murphy Studio Furniture

4153 N. Bonita Street  
Spring Valley, CA 91977  
(619) 698-4658  
FAX: (619) 698-1268  
**Dennis Murphy, President**

## N

### National Audio Company

P.O. Box 3657  
Glenstone Station  
Springfield, MO 65808  
(417) 863-1925  
FAX: (417) 863-7825  
**Steven Stepp**  
D

### National Supervisory Network

P.O. Box 578  
Avon, CO 81620  
(303) 949-7774, (800) 345-8728  
FAX: (303) 949-4364  
**Bill Sepmeier**  
**Muffy Montemayor, President/GM**  
**Kelly Hethcote, Sales Manager**  
T

### New England Digital

Rivermill Commercial Center  
Lebanon, NH 03766  
(603) 448-5870  
FAX: (603) 448-3684  
**Ted Pine, VP/Marketing & Product Development**

### New World Music & Sound

4792 Clairemont Mesa Blvd.  
San Diego, CA 92117  
(619) 569-1944  
FAX: (619) 569-2040  
**Jim Scott, Owner**  
D

### Northeast Broadcast Lab

P.O. Box 1179  
S. Glen Falls, NY 12803  
(518) 793-2181, (800) 227-1093  
FAX: (518) 793-7423  
**Bill Bingham**  
**Texas Office: (214) 612-2053**  
**Baltimore/DC Office: (800) 643-6325**  
D

Key to Services on page 139

### Numark Electronics

503 Newfield Avenue  
Raritan Center  
Edison, NJ 08837  
(908) 225-3222  
FAX: (908) 287-2155  
**Robert Kotovsky, VP**  
D

### On Line Marketing

3170 Polaris Avenue  
Suite 23  
Las Vegas, NV 89102  
(702) 251-7732  
FAX: (702) 221-5101  
**Robert Holiday**  
**Lance Wade**

### Opus Recording & Equipment

4262 Grand Avenue  
Gurnee, IL 60031  
(708) 336-6787  
FAX: (708) 336-6895  
**Fred Bergstrom**  
D

### Orban

1525 Alvarado Street  
San Leandro, CA 94577  
(510) 351-3500  
FAX: (510) 351-0500  
**S. Richard Ravich, President**  
**Bob Orban, Chief Engineer**  
**Philip Moore, Product Manager**  
P

### Otari Corporation

378 Vintage Park Drive  
Foster City, CA 94404  
(415) 341-5900  
FAX: (415) 341-7200  
**James Goodman, National Sales Manager**  
CO CR DW TD

## P

### Pacific Recorders & Engineering Corp.

2070 Las Palmas Drive  
Carlsbad, CA 92009  
(619) 438-3911  
FAX: (619) 438-9277  
**Dave Pollard, Sales Manager**  
C CD CR D DW S P

### Phi Technologies, Inc./INAGRA

4605 N. Stiles  
Oklahoma City, OK 73105  
(405) 521-9000  
FAX: (405) 524-4254  
**Robert P. Gelernter, Director/Sales & Marketing**  
S

### Pristine Systems Incorporated

8489 W. Third Street  
Suite 1017  
Los Angeles, CA 90048  
(213) 852-0737  
**Boyce Williams**  
A C DW

## P

**Professional Audio Supply**

5700 E. Loop 820 S  
Ft. Worth, TX 76119-7099  
(817) 483-7474  
FAX: (817) 483-9952  
**John Reed, GM**  
D

**Professional Management Services, Inc.**

P.O. Box 141  
Greenville, SC 29602  
(803) 370-2400  
FAX: (803) 370-2314  
**William B. (Beau) Sanders, GM**  
A C D DW S T

**Prophet Systems**

P.O. Box 509  
Ogallala, NE 69153  
(308) 284-3007  
**Yvonne Groteluschen**  
C

## Q

**QEI Corp.**

P.O. Box 805  
Williamstown, NJ 08094  
(609) 728-2020, (800) 334-9154  
FAX: (609) 629-1751  
**Jeff Detweiler, Sales Manager**  
IT P T

## R

**RCS**

RADIO COMPUTING SERVICES, INC.

RCS WORKS! integrates Programming, Traffic/Billing/Accounting, Sales, Continuity, Newsroom, Digital Audio and the Paperless/Cartless studio, either Live-Assist or full automation.

**Radio Computing Services**

2 Overhill Road  
Suite 100  
Scarsdale, NY 10583  
(914) 723-8567  
FAX: (914) 723-6651  
**Lee Facto, GM**  
A C CD DW

**Radio Programming & Management, Inc.**

4198 Orchard Lake Road  
Orchard Lake, MI 48323  
(800) 521-2537, (313) 681-2660  
FAX: (313) 681-3936  
**Tom Krikorian, President**  
**Ray Lowy, National Sales Manager**  
CR

**Radio Resources and Services Corp.**

1201 S. Sharp Street  
Baltimore, MD 21230  
(800) 54-RADIO  
FAX: (410) 783-4635  
**Ashley Scarborough, President**

**Radio Systems, Inc.**

110 High Hill Road  
Bridgeport, NJ 08014-0458  
(609) 467-8000, (800) 523-2133  
FAX: (609) 467-3044  
**Daniel Braverman, President**  
C CR P T

**RAG Electronics, Inc.**

21418 Parthenia Street  
Canoga Park, CA 91304  
(818) 998-6500  
FAX: (818) 407-5559  
**Keith Gertzman**  
D

**Ramko Research**

3501-4 Sunrise Blvd.  
Rancho Cordova, CA 95742  
(800) 678-1357  
FAX: (916) 635-0907  
**Michael Pardee**  
CO P S

**Rodman/Brown & Associates**

1544 Lighthouse Drive  
Naperville, IL 60565  
(708) 983-0977  
**Tom Rodman, President**  
**Ted Brown, VP**  
**Doug Thompson, Sales Manager**  
A C S

**Roland Pro Audio/Video Group**

7200 Dominion Circle  
Los Angeles, CA 90040  
(213) 685-5141, ext. 337  
FAX: (213) 722-0911  
**Bob Todrank**  
**Albert Dugas**  
DW P S

## S

**Sample-Tek**

1401 Manatee Avenue W  
Bldg. 3, Suite 900  
Bradenton, FL 34205  
(813) 748-3243  
FAX: (813) 746-4808  
**Jay Rotolo**  
C IT

**SCHAFFER™**  
**Digital**

A Division of Hansen Digital Technologies, Inc.

**Schafer Digital**

201 Lathrop Way  
Suite D  
Sacramento, CA 95815  
(800) 831-1021  
FAX: (916) 646-3493  
**Kathryn Wymore, Chief of Staff**  
A C CD DW

**Schafer World Communications Corp.**

P.O. Box 31  
Marion, VA 24354  
(703) 783-2000  
FAX: (703) 783-2064  
**Bob Dix, President**  
A C CD CO CR D S T TD

**Scientific-Atlanta**

Broadcast Radio & Data Systems  
420 N. Wickham Road  
Melbourne, FL 32935  
(407) 255-3030, (407) 255-3053  
FAX: (407) 253-3701  
**Virginia Lee, Sales & Marketing Administrator**  
P T

**Dave Scott Studios**

4125 Keller Springs Road  
Suite 122  
Dallas, TX 75244  
(800) 831-9520, (214) 221-3100  
FAX: (214) 931-0707  
**Dave Scott**  
A C CD DW

**Sennheiser Electronics Corp.**

6 Vista Drive  
P.O. Box 987  
Old Lyme, CT 06371  
(203) 434-9190  
FAX: (203) 434-1759  
**Andrew Brakhan, President**  
S T

**SENTRY SYSTEMS****Sentry Systems**

2211 Fifth Avenue  
Seattle, WA 98121  
(206) 728-2741, (800) 426-9082  
FAX: (206) 441-6582  
**Lee Hurley, VP**  
**Bob Arnold, GM**  
**Matt Meany, Customer Service**  
A C CD

**Shively Laboratories**

107 Harrison Road  
Bridgton, ME 04009  
(207) 647-3327  
FAX: (207) 647-8273  
**Jon Clark, Marketing Manager**  
T

**Shure Brothers, Inc.**

222 Hartrey Avenue  
Evanston, IL 60202-3696  
(708) 866-2200  
FAX: (708) 866-2279  
**Betty Pawlowski, Consumer Products**  
S

## S

**Siemens Audio Inc.**  
Corporate Headquarters  
7 Parklawn Drive  
Bethel, CT 06801  
(203) 744-6230  
FAX: (203) 792-7863  
**John Gluck, President**  
**Gerhard G. Gruber, President/Neve & AMS**  
Audio Products  
**Anthony H. Langley, Director/Sales-**  
Broadcast Products  
A CO DW P S

**Smarts Broadcast Systems**  
Box 293  
Emmetsburg, IA 50536  
(712) 852-4047  
FAX: (712) 852-3061  
**John Schad**

**Sonic Solutions**  
1891 E. Francisco Blvd.  
San Rafael, CA 94901  
(415) 485-4800  
**Mary Sauer**  
DW

**Sono-Mag Corporation**  
1833 W. Hovey Avenue  
Normal, IL 61761  
(309) 452-5313  
FAX: (309) 452-2521  
**Jon Housour, VP**  
A CR TD

**Sony Business & Professional Group**  
3 Paragon Drive  
Montvale, NJ 07645  
(201) 930-1000  
FAX: (201) 358-4907  
**Courtney Spencer, VP/Audio Products**  
CO P S

**Soundcraft, USA**  
8500 Balboa Blvd.  
Northridge, CA 91329  
(818) 893-4351  
FAX: (818) 893-3639  
**David Kimm,**  
Director/Marketing Development  
A CO

**Spencer Broadcast**  
Glendale, AZ 85308  
(602) 242-2211  
FAX: (602) 843-2860  
**Charles Spencer, President**  
D

**Stanton Magnetics, Inc.**  
101 Sunnyside Blvd.  
Plainview, NY 11803  
(516) 349-0235  
FAX: (516) 349-0230  
**G.L. Bidwell, VP/Professional Products**  
CD P S

**Studer ReVox America, Inc.**  
1425 Elm Hill Pike  
Nashville, TN 37210  
(615) 254-5651  
FAX: (615) 256-7619  
**Thomas M. Jenny, VP/GM**  
CO DW S

**Sunkyoung Magnetic America Inc.**  
4041 Via Oro Avenue  
Long Beach, CA 90810  
(310) 830-6000  
FAX: (310) 830-0646  
**S.W. Park, Executive VP**  
S

**Symetrix**  
4211 24th Avenue W  
Seattle, WA 98199  
(206) 282-2555  
FAX: (206) 283-5504  
**Dane Butcher, President**  
**Jon Bosaw, National Sales Manager**  
A P

**The Systemation Corporation**  
337 N. Water Street  
Decatur, IL 62523  
(217) 428-7101  
FAX: (217) 423-9764  
**Steve Bellinger, President**

## T

**Tapecaster**  
7174A 302 Industrial Drive  
Southaven, MS 38671  
(800) 638-0977  
FAX: (601) 349-2882  
**Bob Jones, Manager/Owner**  
CR

**TEAC of America, Inc.**  
7733 Telegraph Road  
Montebello, CA 90640  
(213) 726-0303  
FAX: (213) 727-7656  
**Ken Hirata, Manager/Marketing**  
Communications  
CD CR S

**Technidisc, Inc.**  
2250 Meijer Drive  
Troy, MI 48084-7111  
(800) 777-DISC  
FAX: (313) 435-8540  
**Leon Chick, VP/Marketing & Sales**

**Telefunken Sendertechnik**  
847 Syer Drive  
Milton, Ontario, CN L9T 4C6  
(416) 878-8472  
FAX: (416) 878-8462  
**Allan P. Proctor**  
J

**Teleplex, Inc.**  
6100 N. Keystone  
Indianapolis, IN 46220  
(317) 257-2070  
FAX: (317) 257-1844  
**Tom Fitch, President**  
S T

**Telos Systems**  
1729 Superior Avenue  
Cleveland, OH 44114  
(216) 241-7225  
FAX: (216) 241-4103  
**Steve Church, President**

**TFT, Inc.**  
3090 Oakmead Village Drive  
Santa Clara, CA 95051  
(408) 727-7272  
FAX: (408) 727-5942  
**Darryl E. Parker, Marketing**  
T

**360 Systems**  
18740 Oxnard Street  
Tarzana, CA 91356-1356  
(818) 342-3127  
FAX: (818) 342-4372  
**Don Bird, GM**  
A CR DW

**3M Professional Audio/Video**  
3M Center-Bldg. 223-5N-01  
St. Paul, MN 55144  
(800) 245-8332  
FAX: (612) 737-5583  
**James S. Hoskins, Product Manager**

**Titus Technological Laboratories**  
77 Kreiger Lane  
Suite 914  
Glastonbury, CT 06033  
(203) 633-5472  
FAX: (203) 633-8244  
**Laurence Titus, President**  
S T

Key to Services on page 139

**T**

**TM century**  
Inc.

**TM Century, Inc.**  
14444 Beltwood Parkway  
Dallas, TX 75244-3228  
(214) 934-2121, (800) 937-2100  
FAX: (800) 749-2121  
**P. Craig Turner, President/CEO**  
A C CD CR S

**Towards 2000**  
5302 Vineland Avenue  
North Hollywood, CA 91601  
(818) 769-5622  
FAX: (818) 769-5699  
**Mark Rowlands, President**  
CO P S

**Tree Dimensions**  
P.O. Box 609  
Boone, NC 28607  
(704) 262-0220  
FAX: (704) 262-0844  
**Don Blair, President**  
S

**Tri Tech**  
6015 N. Xanthus  
Tulsa, OK 74130  
(918) 425-5588  
FAX: (918) 425-1189  
**Gloria Staib**

**Trident Audio USA**  
2720 Monterey Street  
Suite 403  
Torrance, CA 90503  
(310) 533-8900  
FAX: (310) 533-7072  
**Wayne Freeman, President**  
A CO

**U**

**UREI**  
8500 Balboa Blvd.  
Northridge, CA 91329  
(818) 893-8411  
FAX: (818) 893-3639  
**Mark Gander, VP/Marketing**  
S

**Utility Tower Company**  
P.O. Box 12369  
Oklahoma City, OK 73157  
(405) 946-5551  
FAX: (405) 947-8466  
**Ron Nelson, VP**  
T

**V**

**Valley Audio Products, Inc.**  
9020 W. 51st Terrace  
Merriam, KS 66203-2108  
(913) 432-3388  
FAX: (913) 432-9412  
**Dave Anderson**  
P S

**Vega (A Mark IV Company)**  
9900 Baldwin Place  
El Monte, CA 91731  
(818) 442-0782  
FAX: (818) 444-1342  
**James Stoffo**  
S

**W**

**Ward-Beck Systems, Ltd.**  
841 Progress Avenue  
Scarborough, Ontario  
Canada, M1H 2X4  
(416) 438-6550  
FAX: (416) 438-3865  
**Ronald W. Ward, President**  
D

**WaveFrame Corporation**  
4730 Woodman Avenue  
Suite 405  
Sherman Oaks, CA 91423  
(818) 981-9235  
FAX: (818) 981-9235  
**Charles Grindstaff, President**

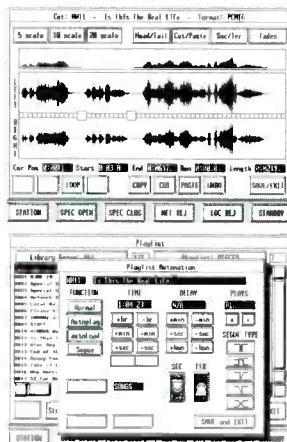
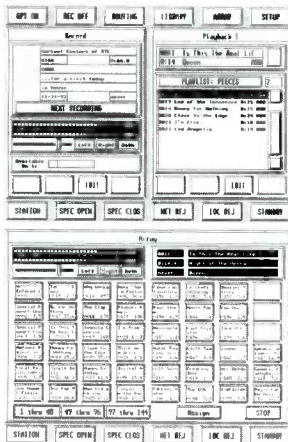
**Wheatstone Corporation**  
6720 VIP Parkway  
Syracuse, NY 13211  
(315) 455-7740  
FAX: (315) 454-8104  
**Ray Esparolini, Director/Sales**  
CO DW

**World Tower Company Inc.**  
P.O. Box 405  
Mayfield, KY 42066  
(502) 247-3642  
FAX: (502) 247-0909  
**M.N. Sholar, Owner**  
T

**Worthington Voice Services**  
740 Lakeview Plaza Blvd.  
Suite E  
Worthington, OH 43085  
(800) 366-7355, (614) 431-9710  
FAX: (614) 431-5793  
**Kim Robert Scovill**  
IT

**Y**

**Yamaha Corporation of America**  
P.O. Box 6600  
Buena Park, CA 90622-6600  
(714) 522-9011  
FAX: (714) 522-9933  
CO DW S TD



# The DAD486x

## Digital Audio Delivery System

### Professional Digital Audio Systems

- ◆ CD Quality Stereo Audio Recording/Playback
- ◆ Easy, Intuitive, Operating Power
- ◆ Graphic Waveform Editing
- ◆ Dual-Channel, Simultaneous Record/Play
- ◆ Multiple Workstation Network Options

### ENCO Systems, Inc.

1866 Craigshire Drive, St. Louis, MO 63146-4006 USA  
Voice: 1-800-ENCO-SYS (800-362-6797), Fax: 314-453-0061



## A

**AdMedia Corporate Advisors, Inc.**  
780 Third Avenue  
Suite 1402  
New York, NY 10017  
(212) 759-1870  
FAX: (212) 888-4960  
**Robert Garrett, President**

**Allen & Company, Inc.**  
711 Fifth Avenue  
New York, NY 10022  
(212) 832-8000  
FAX: (212) 832-8023  
**Herbert A. Allen, President**

**Allied Capital Corp.**  
1666 K Street NW  
Suite 901  
Washington, DC 20006  
(202) 331-1112  
FAX: (202) 659-2053  
**G. Cabell Williams III, Executive VP**

**American Broadcast Financial Corp.**  
4359 S. Howell Avenue  
Suite 106  
Milwaukee, WI 53207  
(414) 482-2638  
FAX: (414) 483-1980  
**Patrick L. Lopeman, President**  
**Dawn Skaradzinski, Office Manager**

**Henry Ansbacher, Inc.**  
280 Park Avenue  
20th Floor, East Building  
New York, NY 10017  
(212) 688-5544  
**William J. McCluskey, President/COO**



AT&T Commercial Finance

**AT&T Commercial Finance Corp.**  
Media Finance Group  
7000 Central Pkwy., Suite 580  
Atlanta, GA 30328  
(404) 390-8832  
FAX: (404) 396-3051  
**Samuel D. Bush,**  
Region Marketing Manager

## B

**Bank of America NT & SA**  
Entertainment & Media Group 5777  
555 S. Flower Street, 49th Floor  
Los Angeles, CA 90071  
(213) 228-2504  
FAX: (213) 228-3145  
**Gary Matus, Senior VP**  
**Zelbie Trogen, Senior VP**

**Bank of Boston/Media & Communications Dept.**  
100 Federal Street  
Boston, MA 02110  
(617) 434-7212  
FAX: (617) 434-3401  
**Elizabeth M. Ferree, Division Executive/Broadcasting**  
**Lisa C. Gallagher, (617) 434-7156**

**Bergner & Company**  
386 Park Avenue S  
Suite 900  
New York, NY 10016  
(212) 532-0011  
FAX: (212) 481-7827  
**Michael J. Bergner, President**

**BIA Consulting**  
Box 17307  
Washington, DC 20041  
(703) 818-BIA5  
FAX: (703) 803-FAXX  
**Thomas J. Buono, President**  
**William Redpath, VP**

**Blackburn Capital Markets**  
1100 Connecticut Avenue N.W.  
Suite 420  
Washington, DC 20036  
(202) 331-9270  
FAX: (202) 331-9685  
**Susan Byers**

**Broadmark Capital Corp.**  
Pacific First Centre  
1420 Fifth Avenue, Suite 3030  
Seattle, WA 98101-2333  
(206) 623-1200  
FAX: (206) 623-2213  
**Gerald B. Dennon, VP**

**Alex. Brown & Sons Incorporated**  
120 E. Baltimore Street  
Baltimore, MD 21202  
(800) 638-2596  
FAX: (410) 347-4785  
**Jeff Amling**  
**Drew Marcus**

# BTMI

**BTMI**  
1090 Vermont Avenue NW  
Suite 800  
Washington, DC 20005  
(202) 408-7036  
FAX: (202) 408-1590  
**Paul W. Robinson, President**  
**Scott Binder, CPA**  
**Stephen C. Simpson, Counsel**

**Burr, Egan, Deleage and Co.**  
1 Post Office Square  
Suite 3800  
Boston, MA 02109  
(617) 482-8020  
FAX: (617) 482-1944  
**Bill Egan, Partner**  
**Brian McNeill, Partner**  
**Timothy Dibble, Partner**  
**Brion Applegate, (415) 362-4022**

## C

**Cahn Capital Corp.**  
230 Park Avenue  
Suite 1910  
New York, NY 10169  
(212) 922-0015  
FAX: (212) 922-1786  
**W. Stewart Cahn, President**

**Central Trust Company**  
201 E. Fifth Street  
Cincinnati, OH 45202  
(513) 651-7823  
FAX: (513) 651-7010  
**Tom Scherpenberg, VP**

**Chapin Enterprises**  
751 NBC Center  
Lincoln, NE 68508  
(402) 475-5285  
FAX: (402) 434-4181  
**Dick Chapin**

**Chrysler Capital Corporation**  
1100 Abernathy Road NE  
Suite 1400-Bldg. 500  
Atlanta, GA 30328  
(404) 392-6765  
FAX: (404) 392-4047  
**Michael A. DeMita, Nat'l. Mgr./Broadcast Investments**

**Crisler Capital Company**  
600 Vine Street  
Suite 2710  
Cincinnati, OH 45202  
(513) 381-7775  
FAX: (513) 381-8808  
**R. Dean Meiszer, Managing Director**  
**Stephen E. Kaufmann, VP**  
**Benjamin Diesbach, VP**

## E

**Exchange National Funding**  
2425 N. Central Expressway  
Suite 241  
Richardson, TX 75080  
(214) 231-0668  
FAX: (214) 235-5452  
**Dave Hill, President**

## F

**Fahnestock & Co. Inc.**  
110 Wall Street  
10th Floor  
New York, NY 10005  
(212) 668-8014  
FAX: (212) 425-2028  
**John E. Palmer, Executive VP**



**F**

**The Federated Association of Media Employees, Inc.**

66 W. Springer Drive  
Suite 307  
Highlands Ranch, CO 80126  
(303) 470-9196  
FAX: (303) 470-9196  
**Steven Gramzay, President**

**First Interstate Bank of Denver**

633 17th Street  
3N/007  
Denver, CO 80270  
(303) 293-5197  
FAX: (303) 293-5240  
**Kevin Brunkow**

**First Union National Bank of North Carolina**

One First Union Center  
19th Floor  
Charlotte, NC 28288-0735  
(704) 374-4897  
FAX: (704) 374-4092  
**William F. Laporte III, VP**  
**Paul Thomason, VP**

**Fleet Mezzanine Capital, Inc.**

111 Westminster Street  
Providence, RI 02903  
(401) 278-6267  
FAX: (401) 278-6331  
**Colin J. Clapton, President**

**Fleet National Bank**

111 Westminster Street  
Providence, RI 02903  
(401) 278-6296  
FAX: (401) 751-1274  
**Gregory F. Mulligan, Senior VP**

**William Lewis Fleming**

Specialized Investment Banking  
94 Beacon Street  
Hartford, CT 06105  
(203) 236-4453  
FAX: (203) 236-4453

**G**

**Greyhound Financial Corporation**

Dial Tower  
Dial Corporate Center  
Phoenix, AZ 85077  
(602) 207-2808  
FAX: (602) 207-5833  
**Matt Breyne, VP**  
**Chris Webster, VP**

**H**

**Hanevan Financial Services Corp.**

1850 Parkway Place  
Suite 420  
Marietta, GA 30067  
(404) 499-8090  
FAX: (404) 428-7806  
**Ross Secunda, President**

**Harrison, Bond & Pecaro**

1201 Connecticut Avenue NW  
Suite 450  
Washington, DC 20036  
(202) 775-8870  
FAX: (202) 775-0175  
**James R. Bond Jr., Principal**  
**Timothy S. Pecaro, Principal**  
**Susan D. Harrison, Principal**

**Heller Financial, Inc.**

500 W. Monroe  
Chicago, IL 60661  
(312) 441-7100  
FAX: (312) 441-7920  
**Doug Zylstra, VP**  
**Brian Eick, VP**

**Wayne Hummer & Co.**

75 Executive Drive  
Aurora, IL 60504  
(800) 333-4803, (708) 898-9693  
FAX: (708) 898-2075  
**Steve Hyett, Investment Executive**

**L**

**Lazard Freres**

1 Rockefeller Plaza  
New York, NY 10020  
(212) 632-6000  
FAX: (212) 632-6060  
**Steven Rattner, General Partner**

**M**

**Chesley Maddox & Associates, Inc.**

575 Madison Avenue  
Suite 1006  
New York, NY 10022  
(212) 605-0553  
FAX: (212) 308-9834  
**Chesley Maddox, President**

**Malarkey-Taylor Associates**

1130 Connecticut Avenue NW  
Suite 700  
Washington, DC 20036  
(202) 835-7800  
FAX: (202) 835-7811  
**Robert M. Jones, President**

**Maryland National Bank**

10 Light Street, 16th Floor  
Corporate Banking  
Baltimore, MD 21202  
(410) 605-5037  
**Andrew L. John, VP/Manager**  
**Richard M. Starke, AVP (410) 605-1024**

**McKinley Capital Partners, Ltd.**

712 Fifth Avenue  
New York, NY 10019  
(212) 956-8383  
FAX: (212) 956-8407  
**Robert E. Beacham, Managing Director**

**Media Capital Inc.**

890 Monterey Street  
Suite G  
San Luis Obispo, CA 93401  
(805) 543-9214  
FAX: (805) 543-9243  
**Mike Hesser, President**

**Media Communications Partners**

75 State Street  
Suite 2500  
Boston, MA 02109  
(617) 345-7200  
FAX: (617) 345-7201  
**John G. Hayes, Associate**

**Media Mergers & Acquisitions**

6210 Iroquois Court  
Odessa-Tampa, FL 33556-9564  
(813) 920-0800  
FAX: (813) 920-3425  
**Tim Menowsky, President**

**Media Services Group, Inc.**

2111 Wilson Blvd.  
Suite 700  
Arlington, VA 22201  
(703) 351-5025  
FAX: (703) 351-0361  
**Mitt Younts, President**  
**Mona Wargo, Marketing Director,**  
(617) 354-0486  
**Kevin Cox, VP, (215) 695-9339**  
**Bill Lytle, VP, (913) 383-2260**  
**Bob Maccini, VP, (401) 454-3130**  
**Greg Merrill, VP, (801) 753-8090**  
**George Reed, VP, (904) 241-1031**

**Media Technology Capital Corp**

dba S.R. Chanen & Co.  
3300 N. Third Avenue  
Phoenix, AZ 85013  
(602) 234-1411  
FAX: (602) 266-0236  
**Steven R. Chanen, President/CEO**  
**Donald E. New, VP/Investments**  
& Acquisitions

**Miller, Kaplan, Arase & Co.**

10911 Riverside Drive  
North Hollywood, CA 91602  
(818) 769-2010  
FAX: (818) 769-3100  
**George Nadel Rivin, Partner**

**Morgan Stanley & Co. Incorporated**

1251 Avenue of the Americas  
29th Floor  
New York, NY 10020  
(212) 703-7929  
FAX: (212) 730-1168, (212) 703-7888  
**Paul J. Taubman, VP**

**N**

**National City Bank, Indiana**

101 W. Washington Street  
Suite 200-East  
Indianapolis, IN 46255  
(317) 267-7920  
FAX: (317) 267-8899  
**William Kennedy, VP**

**O**

**Oppenheimer & Company, Inc.**

Oppenheimer Tower  
World Financial Center  
New York, NY 10281  
(212) 667-5028, (212) 667-5312  
FAX: (212) 667-5851, (212) 667-5585  
**Mark Leavitt, Managing Director**  
**Rosanne Aresty, VP**

**P**

**Pension Service Associates 401 (K) Plans**  
13417 Ventura Blvd.  
Sherman Oaks, CA 91423  
(800) 752-4015  
FAX: (818) 789-3982  
**James A. Gilbert, President**

**Price Waterhouse**  
200 E. Randolph  
Chicago, IL 60601  
(312) 540-2690  
FAX: (312) 565-1458  
**Steve Carr, Director/Valuation Services**

**R**

**Rumbaut & Associates**  
Washington Office  
1900 L Street NW, Suite 500  
Washington, DC 20036  
(202) 293-2828  
FAX: (202) 466-9042

2555 Collins Avenue  
Suite 500  
Miami Beach, FL 33140  
(305) 538-2828  
FAX: (305) 672-0859  
**Julio Rumbaut, President**

**S**

**Salomon Brothers Inc**  
7 World Trade Center  
30th Floor  
New York, NY 10048  
(212) 783-7000  
FAX: (212) 783-3852  
**Nancy Peretsman, Managing Director**

**Sanders & Co.**  
1900 Emery Street, NW  
Suite 206  
Atlanta, GA 30318  
(404) 355-6800  
FAX: (404) 355-7600  
**William Sanders, President**

**Sandler Media Group**  
767 Fifth Avenue  
45th Floor  
New York, NY 10153  
(212) 754-8100  
FAX: (212) 826-0280  
**Michael Marocco, President**

**The Sillerman Companies**  
150 E. 58th Street  
19th Floor  
New York, NY 10155  
(212) 980-4455  
FAX: (212) 980-4658  
**Robert F.X. Sillerman, Chairman/CEO**

**Society National Bank**  
127 Public Square  
Mail Code 01-127-0602  
Cleveland, OH 44114-1306  
(216) 689-5787  
FAX: (216) 689-4666  
**Kathleen Mayher, Sr. VP/Manager Media Lending Division**

**Star Media Group, Inc.**  
17304 Preston Road  
Suite 265  
Dallas, TX 75252  
(214) 713-8500  
FAX: (214) 713-8150  
**John B. Frankhouser, Investment Banker**

**State Street Bank & Trust Company**  
225 Franklin Street  
Boston, MA 02110  
(617) 786-3000  
FAX: (617) 654-3708  
**Frederic Morris, Sr. VP**

**Sterling National Bank**  
540 Madison Avenue  
New York, NY 10022  
(212) 826-8050  
FAX: (212) 826-2413  
**Louis J. Cappelli, Sr. Executive VP**

**Szabo Associates, Inc.**  
3355 Lenox Road, Suite 945  
Atlanta, GA 30326  
(404) 266-2464  
FAX: (404) 266-2165  
**Peter F. Szabo, President**

**V**

**Veronis, Suhler & Associates Inc.**  
350 Park Avenue  
New York, NY 10022  
(212) 935-4990  
FAX: (212) 935-0877  
**John J. Veronis, Chairman**  
**John S. Suhler, President**  
**Martin I. Visconti, CFO**

**W**

**Wooding & Associates**  
1407 Sigler Street  
P.O. Box 5766  
Nashville, TN 37203  
(615) 329-6458  
FAX: (615) 327-9565  
**Ronald Wooding, President**

**MEDIA SERVICES GROUP, INC.**

**Acquisitions • Valuations • Financing • Consultation**

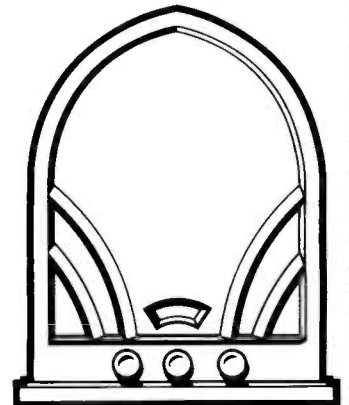
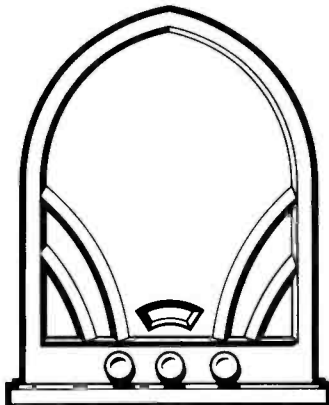
Washington • Boston • Philadelphia • Providence  
• Kansas City • Salt Lake City • Jacksonville

**HEADQUARTERS: WASHINGTON, D.C.**

**PHONE (703) 351-5025**

**FAX (703) 351-0361**

**On-Line CompuServe: 75120,3425**





A  
•  
B

## A

### ABS Communications, Inc.

4401 Waterfront Drive  
Suite 110  
Glen Allen, VA 23060-3375  
(804) 270-9600

#### Kenneth Brown, President

Richmond, VA WKHK  
Greenville-Spartanburg, VA WROQ  
Toledo, OH WRQN

### Ackerley Communications

800 Fifth Avenue  
Suite 3770  
Seattle, WA 98104  
(206) 624-2888

#### Barry Ackerley, Chairman

Ft. Lauderdale, FL WAXY  
Seattle, WA KJR & KLTX

### Alaska Broadcast Communications

3161 Channel Drive  
Suite 2  
Juneau, AK 99801  
(907) 586-3630

#### Roy Paschal, President/CEO

#### Steven L. Rhyner, GM

Juneau, AK KJNO & KTKU  
Sitka, AK KIFW & KSBZ  
Ketchikan, AK KTKN & KGTW  
Wasilla, AK KMBQ

### Albimar Communications

4001 Nebraska Avenue NW  
Washington, DC 20016  
(202) 686-9300

FAX: (202) 686-2028

#### Bertram M. Lee, Chairman

**Skip Finley, President/GM**  
Washington, DC WKYS

### All Pro Broadcasting, Inc.

161 N. La Brea Avenue  
Inglewood, CA 90301  
(310) 330-3100

FAX: (310) 412-7803

#### Willie Davis, President

Inglewood, CA KACE  
Denver, CO KMVP  
Milwaukee, WI WLUM & WMVP  
Riverside-  
San Bernardino, CA KCKC & KAEV

### Allegheny Mountain Network

P.O. Box 204  
State College, PA 16804  
(814) 238-0792

FAX: (814) 684-1220

#### Cary Simpson, President

Johnstown, PA WIYQ  
Bellefonte, PA WBLF  
Coudersport, PA WFRM-AM & FM  
St. Mary's-Ridgeway, PA WKBI-AM & FM  
Tyrone-State College, PA WTRN & WGMR  
Wellsville, PA WNBT-AM & FM  
Smethport-Bradford, PA WQRM

### Altdoerffer Group

252 N. Queen Street  
Lancaster, PA 17603  
(717) 394-7261

#### Sam Altdoerffer Jr., President

#### Frank Altdoerffer II, CEO

Lancaster, PA WLAN-AM & FM  
Utica, NY WRUN & WKGW

### American General Media

P.O. Box 2700  
Bakersfield, CA 93303  
(805) 328-1440

#### Anthony Brandon, President

Birmingham, AL WYDE  
Bakersfield, CA KERN-AM & FM  
Rochester, NY WWWG  
Lubbock, TX KKCL  
Nashville, TN WWTN  
San Luis Obispo, CA KZOZ & KKAL  
Wichita Falls, TX KLLF & KWFS

### American Media, Inc.

55 Francisco Street  
Suite 490  
San Francisco, CA 94133  
(415) 397-1000, (516) 475-5200  
FAX: (415) 397-1723, (516) 475-5211

#### Art Kern, Chairman

#### Alan Beck, President

Long Island, NY WALK-AM & FM  
Minneapolis, MN KTCZ & KTCJ  
Cincinnati, OH WUBE-AM & FM  
Orlando, FL WOCL  
Tucson, AZ KCEE & KWFM  
Riverside-  
San Bernardino, CA KMEN & KGGI  
Sacramento, CA KAYL & KAH1

### Anchor Media

11300 Fourth Street N  
Suite 349  
St. Petersburg, FL 33716  
(813) 577-1600  
FAX: (813) 576-3851

#### Alan Henry, President

Albuquerque, NM KZSS & KZRR

### Anderson Stations

6535 W. Jewell Avenue  
Denver, CO 80232  
(303) 922-5511

#### Roger Anderson, President

Denver, CO KRKS  
Newton, KS KJRG & KOEZ  
Scott City, KS KFLA & KSKL

### Apollo Radio, Ltd.

350 Park Avenue  
10th Floor  
New York, NY 10022  
(212) 750-4530

FAX: (212) 750-4531

#### William L. Stakelin, President/CEO

Spokane, WA KEZE & KJRB  
Kansas City, MO KMXV  
Salt Lake City, UT KKAT & KALL-  
AM & FM  
Charleston, SC WEZL

### Ardman Broadcasting Corporation

1250 Connecticut Avenue NW  
Washington, DC 20036  
(202) 637-9025

#### Mike Feldman, President/Chairman

Memphis, TN WODZ & WNWZ  
Roswell, NM KCKN & KBCQ  
Charleston, WV WWSR-AM & FM  
Kansas City, MO KK CJ  
Falmouth, MA WCIB  
Cleveland, OH WENZ  
Boston, MA WZOU  
W. Palm Beach, FL WOWV  
Ft. Pierce, FL WIRA

### Arrow Communications

266 W. Milbrook Road  
Raleigh, NC 27609  
(919) 870-8400

#### Paul H. Rothfuss, President

#### William R. Rice, CEO

Davenport, IA KMJC  
Utica-Rome, NY WFRG-AM & FM  
Tuscaloosa, AL WTNW & WFFX  
Lima, OH WZOQ

### Astor Broadcast Group

1623 Fifth Avenue  
Building D  
San Rafael, CA 94901  
(415) 456-1510

FAX: (415) 456-7261

#### N. Arthur Astor, President

San Rafael, CA KTID-AM & FM  
Orange, CA KIKF  
Escondido, CA KSPA & KOW

### Atlantic Radio Corporation

40 Beach Street  
Suite 200  
Manchester, MA 01944  
(508) 526-8132  
FAX: (508) 526-8106

#### Steven B. Dodge, Chairman/CEO

#### Joseph L. Winn, President/COO

Boston, MA WRKO, WBMX &  
Rochester, NY WRMM-AM & FM

## B

### Bahakel Communications

P.O. Box 32488  
Charlotte, NC 28232  
(704) 372-4434  
FAX: (704) 335-9904

#### Cy N. Bahakel, President

#### Steve Bahakel, VP/Radio

Chattanooga, TN WDOO-AM & FM  
Colorado Springs, CO KILO  
Waterloo, IA KXEL & KOKZ  
Greenwood, MS WABG  
Greensboro, NC WPET & WKS1

### Bakke Communications

2911 LaForce Blvd.  
Midland, TX 79711  
(915) 563-5636  
FAX: (915) 563-3823

#### Dennis Elam, Trustee

Midland, TX KMND & KNFM  
Lubbock, TX KXTQ & KKIK

B

B

**Barnstable Broadcasting, Inc.**

P.O. Box 9042  
125 Technology Drive  
Waltham, MA 02254-9042  
(617) 647-0608  
FAX: (617) 647-2621

**David S. Gingold, President/COO**

**Albert J. Kaneb, Group  
Owner/Chairman/CEO**

**James L. Paglia, VP/Finance**

Memphis, TN	WGKX
Mt. Washington, NH	WHOM
Akron, OH	WSLR & WKDD
Hempstead, NY	WHLI & WKJY
Harrisburg, PA	WWKL
Albany, NY	WGNA-AM & FM

**Beacon Broadcasting Corporation**

475 South Avenue  
P.O. Box 511  
Beacon, NY 12508  
(914) 831-8000  
FAX: (914) 838-2109

**Robert E. Lessner, Chairman/CEO**

**Afford H. Lessner, President**

**Robert A. Outer, Executive VP**

Beacon-Newburgh, NY	WBNR
Poughkeepsie, NY	WSPK
Endicott-Binghamton, NY	WMRV AM & FM
Portland, ME	WTHT

**Beasley Broadcast Group**

3033 Riviera Drive  
Suite 200  
Naples, FL 33940  
(813) 263-5000  
FAX: (813) 263-8191

**George Beasley, Chairman/CEO**

**Simon T, President/COO**

Philadelphia, PA	WXTU & WTEL
Orlando, FL	WJHM
Los Angeles, CA	KRTH
Greensboro, NC	WJMH
Fayetteville, NC	WKML
New Orleans, LA	KQLD
Miami, FL	WPOW
Ft. Myers, FL	WWCN & WRXK
Aurora, IL	WBGW & WYSY
Little Rock, AK	KAAY

**BECK-ROSS COMMUNICATIONS, INC.**

**Beck-Ross Communications, Inc.**

100 Merrick Road  
P.O. Box 256  
Rockville Centre, NY 11570  
(516) 764-8999,  
(718) 343-1234  
FAX: (516) 764-7759

**James E. Champlin,  
President/CEO**

Long Island, NY	WBLI-FM
Hartford, CT	WHCN-FM
Providence, RI	WSNE-FM
Louisville, KY	WLRS-FM

**Bible Broadcasting Network, Inc.**

Charlotte, NC 28241-7300  
(704) 523-5555

**Lowell Davey, President**

Amarillo, TX	KYFA
Pine Bluff, AR	KYFB
Alexandria, LA	KYFE
Monroe, LA	KYFL
Columbus, GA	WYFK
High Point, NC	WHPE
Waynesboro, GA	WYFA
Gainesville, FL	WYFB
Clinton, TN	WYFC
Decatur, AL	WYFD
Tarpon Springs, FL	WYFE
Gaffney, SC	WYFG
North Charleston, SC	WYFH
Norfolk, VA	WYFI
Ashland, VA	WYFJ
Henderson, NC	WYFL
Nashville, TN	WYFN
Lakeland, FL	WYFO
Savannah, GA	WYFS
Luray, VA	WYFT
Cayce, SC	WYFV
Wichita, KS	WYFW
Evans, GA	WYFZ
Fisher, WV	WYFY
Lafayette, LA	KYFI
Charlotte, NC	KYFQ
San Antonio, TX	KYFS

**Bloomington Broadcasting Corp.**

236 Greenwood Avenue  
Bloomington, IL 61704  
(309) 829-1221  
FAX: (309) 827-8071

**Timothy R. Ives, President**

Columbia, SC	WTCB
Grand Rapids, MI	WKLQ
Chattanooga, TN	WGOW & WSKZ
Johnson City, TN	WJCW & WQUT
	WKIN & WKUS
Bloomington-Normal, IL	WJBC & WBNQ
Charleston, SC	WXLY

**Bonneville International Corporation**

Broadcast House  
P.O. Box 1160  
Salt Lake City, UT 84110-1160  
(801) 575-7500  
FAX: (801) 575-7548

**Rodney H. Brady, President/CEO**

New York, NY	WMXV
Los Angeles, CA	KBIG
Chicago, IL	WTMX
San Francisco, CA	KOIT-AM & FM
Dallas, TX	KAAM & KZPS
Seattle, WA	KIRO & KWMX
Kansas City, MO	KMBZ & KLTH
Salt Lake City, UT	KSL
Phoenix, AZ	KIDR & KSPN

**Booth Broadcasting**

(a division of Booth American)  
333 W. Fort Street  
Detroit, MI 48226-3134  
(313) 965-3360

FAX: (313) 965-1160

**John L. Booth II, President**

Detroit, MI	WJLB
Cleveland, OH	WWWL & WLTF
Cincinnati, OH	WSAI & WWNK
Toledo, OH	WTOD & WKKO
Saginaw, MI	WSGW & WIOG
South Bend, IN	WRBR
Indianapolis, IN	WZPL

**Brill Media Co., Inc.**

420 N.W. 5th Street, Suite 3B  
P.O. Box 3353  
Evansville, IN 47732  
(812) 423-6200  
FAX: (812) 428-4021

**Alan Brill, President**

**Alan Beck, VP**

Duluth, MN	WEBC & WAVC
Fargo-Moorehead, ND	KQWB-AM & FM
Lancaster, PA	WIOV & WAGO
Jefferson City, MO	KLIK & KKFA
Windsor, CO	KUAD

**Bristol Broadcasting Co., Inc.**

P.O. Box 1389  
Bristol, VA 24203  
(703) 669-8112  
FAX: (703) 669-0541

**W.L. Nininger, President**

Charleston, WV	WQBE-AM & FM
Bristol, VA	WXBQ-AM & FM
Henderson, KY	WKDQ
Paducah, KY	WKYX & WKYQ

**Broadcast Alchemy, L.P.**

600 Vine Street  
Suite 1808  
Cincinnati, OH 45202  
(513) 621-1600  
FAX: (513) 621-3299

**Frank E. Wood, President/CEO**

Pittsburgh, PA	WDVE
Indianapolis, IN	WNDE & WFBO

**Broadcasting Partners, Inc.**

150 W. 55th Street  
New York, NY 10019  
(212) 581-3210  
FAX: (212) 399-9117

**Lee Simonson, Executive VP/COO**

**Barry Mayo, President**

**Nathan W. Pearson Jr, VP/Finance**

Dallas, TX	KSKY
Chicago, IL	WVAZ
Charlotte, NC	WGIV & WPEG
Detroit, MI	WKQI

**Broadco of Texas, Inc.**

1421 Great Plains Blvd.  
Suite C  
Lawton, OK 73506-1953  
(405) 536-9530

FAX: (405) 536-FAXX

**Chuck Morgan, President**

Lawton, OK	KMGZ
------------	------

**B  
•  
C**

**B**

**The Brown Organization**  
Brown Broadcasting Division  
5700 Wilshire Blvd., Suite 480  
Los Angeles, CA 90036  
(310) 274-8411  
FAX: (310) 954-8940

**Willet H. Brown, Chairman**  
**Michael J. Brown, President**  
**Phil Melrose, President/Radio**  
Sacramento, CA KXOA-AM & FM  
Seattle, WA KRWM  
Fresno, CA KYNO & KJFX  
San Francisco, CA KKSF  
San Diego, CA KPOP & KGB

**Buckley Broadcasting**  
166 W. Putnam Avenue  
Greenwich, CT 06830  
(203) 661-4307  
FAX: (203) 622-7341

**Richard Buckley Jr., President**  
San Fernando, CA KMGX  
San Francisco, CA KKHI-AM & FM  
Hartford, CT WDRC-AM & FM  
Syracuse, NY WSEN-AM & FM  
Modesto-Merced, CA KUBB  
Monterey-Salinas, CA KWAV  
Portland, ME WYNZ-AM & FM  
Bakersfield, CA KNZR & KLLY  
Fresno, CA KSEQ  
New York, NY WOR

**Burbach Broadcasting Company**  
One PPG Place  
Suite 2350  
Pittsburgh, PA 15222  
(412) 263-6725  
FAX: (412) 263-6737

**Nicholas Galli, President**  
Erie, PA WEYZ & WMXE  
Parkersburg, WV WXIL  
Marion, OH WMRN-AM & FM  
Wheeling, WV WEGW & WBBD  
St. College, PA WMAJ & WBHV

**C**

**Cape Fear Broadcasting Co.**  
1009 Drayton Road  
Fayetteville, NC 28303  
(919) 864-5222  
FAX: (919) 864-3065

**Victor Dawson, President**  
**Ann Highsmith, VP**  
Fayetteville, NC WFNC & WQSM  
Wilmington, NC WGNI & WMNX

**Capitol Broadcasting Co.**  
711 Hillsborough Street  
Raleigh, NC 27603  
(919) 890-6000

**Jim Goodmon, President**  
Maitland, FL WVRI  
Baltimore, MD WWMX  
Richmond, VA WRNL & WRXL  
Raleigh, NC WRAL

**Capital Cities/ABC, Inc.**  
77 West 66th Street  
21st Floor  
New York, NY 10023  
(212) 456-6079  
FAX: (212) 456-6089

**James Arcara, Radio President**  
New York, NY WABC & WPLJ  
Los Angeles, CA KABC & KLOS  
Chicago, IL WLS-AM & FM  
San Francisco, CA KGO  
Washington, DC WMAL & WRQX  
Detroit, MI WJR & WHYT  
Atlanta, GA WKHX-AM & FM  
Providence, RI WPRO-AM & FM  
Minneapolis, MN KQRS-AM & FM  
Dallas, TX WBAP & KSCS

**Capstar Communications**  
600 Congress Avenue  
Suite 1270  
Austin, TX 78701  
(512) 477-7338  
FAX: (512) 477-7389

**R. Steven Hicks, President/CEO**  
Jackson, MI WMSI & WJDS  
Nashville, TN WSIX  
Greenville, SC WSSL-AM & FM

**Caravelle Broadcast Group**

1913 Marion Street  
Suite 100  
Columbia, SC 29201  
(803) 771-4838  
**Jack M. Quick, VP**  
Kokomo, IN WIOU & WZWZ

**Cariboo Central Interior Radio**

1940 Third Avenue  
Prince George, British Columbia  
Canada, V2M 1G7  
(604) 564-2524  
FAX: (604) 562-6611

**R.A. East, President**  
Burns Lake, BC CFLD  
Ft. St. James, BC CIFJ  
Fraser Lake, BC CIFL  
Gransile, BC CHLD  
Hazelton, BC CKBV  
Houston, BC CHBV  
100 Mile House, BC CKBX & CFFM-2  
Prince George, BC CJCI & CIRX  
Smithers, BC CFBV  
Quesnel, BC CKCQ & CFFM-1  
Williams Lake, BC CKWL & CFFM  
Vanderhoof, BC CIVH & CIRX

**Carlson Communications International**

P.O. Box 57040  
Salt Lake City, UT 84157  
(801) 268-8181  
FAX: (801) 268-8497

**Ralph J. Carlson, President**  
Salt Lake City, UT KKDS & KRSP  
Elko, NV KRJC

**Century Broadcasting**

875 N. Michigan Avenue  
Suite 3650  
Chicago, IL 60611  
(312) 922-1000

**George A. Collias, President**  
Chicago, IL WPNT  
Denver, CO KYBG-AM & FM

**CBS Radio Division**

51 W. 52nd Street  
New York, NY 10019  
(212) 975-3976  
FAX: (212) 975-7355

**Nancy C. Widmann, President**  
**CBS Radio Division**  
New York, NY  
Los Angeles, CA  
Chicago, IL  
San Francisco, CA  
Boston, MA  
Houston, TX  
Washington, DC  
Dallas, TX  
Philadelphia, PA  
Detroit, MI  
St. Louis, MO  
Tampa, FL  
Minneapolis, MN

WCBS-AM & FM  
KNX & KCBS-FM  
WBWM-AM & FM  
KCBS & KRQR  
WODS  
KLTR  
WLTT  
KTXQ  
WOGL-AM & FM  
WWJ & WJOI  
KMOX & KLOU  
WYNF  
WCCO & WLTE

**Chase Communications**

One Corporate Center  
Hartford, CT 06103  
(203) 527-6161  
FAX: (203) 727-0158

**Ed Karlik, President**  
Hartford, CT WTIC-AM & FM

**Citadel Communications**

1255 W. Baseline Road  
Suite 191  
Mesa, AZ 85202  
(602) 730-6663  
FAX: (602) 820-0037

**Larry Wilson, President**  
Billings, MT KCTR-AM & FM  
Colorado Springs, CO KKFM  
Bozeman, MT KBOZ-AM & FM  
Salt Lake City, UT KLZX & KCNR  
Boise, ID KHEZ  
Modesto, CA KATM & KBEE  
Spokane, WA KDRK & KEA  
Reno, NV KROW-AM  
Carson City, NV KBUL-FM

**Classic Radio, Inc.**

333 Dexter Avenue N  
Suite 400  
Seattle, WA 98109  
(206) 448-3666  
FAX: (206) 448-0928

**Pricilla Collins, President**  
**Jack Swanson, VP/GM**  
Seattle, WA KING-AM & FM

**Coast Broadcasting**

500 Washington Street  
San Francisco, CA 94111  
(415) 986-6100  
FAX: (415) 391-9576

**Brent Osborne, VP/GM**  
Honolulu, HI KSSK-AM & FM  
San Francisco, CA KFRC-AM & FM

## Clear Channel Communications, Inc.

7710 Jones-Maltsberger Road  
Suite 600  
San Antonio, TX 78216  
(512) 822-2828  
FAX: (512) 822-2299

### L. Lowry Mays, President/CEO

New Orleans, LA WQUE-AM & FM,  
WYLD-AM & FM  
San Antonio, TX WOAI, KAJA  
& KQXT  
Oklahoma City, OK KTOK & KJYO  
Tulsa, OK KAKC & KMOD  
Austin, TX KPEZ & KHFI  
New Haven, CT WELI, WKCI  
& WAVZ  
Port Arthur, TX KALO  
Louisville, KY WHAS & WAMZ  
Houston, TX KHYS  
Bryan-College Station, PA KORA & KTAM  
Richmond, VA WRVA & WRVQ  
Tampa, FL WRBQ-AM & FM  
Wichita, KS KQAM & KEYN

## Colfax Communications Inc.

3033 Excelsior Blvd.  
Suite 300  
Minneapolis, MN 55416  
(612) 924-2334

### Steven Goldstein, President

Minneapolis, MN KQQL  
Washington, DC WTEM & WGMS

## Colonial Broadcasting, Inc.

One Commerce Street  
Suite 300  
Montgomery, AL 36104  
(205) 240-9274

FAX: (205) 240-9219

### Robert Lowder, Chairman

### David Coppock, President/CEO

### Carson James, Group Program Director

Montgomery, AL WLWI-AM & FM  
Chattanooga, TN WUSY

## Command Communications, Inc.

150 E. 58th Street  
New York, NY 10155  
(212) 486-1330

FAX: (212) 486-1394

### Carl C. Brazell Jr., President/CEO

Houston, TX KODA  
Dallas, TX KRLD  
San Diego, CA KJQY

## Commonwealth Broadcasting of Northern California

2550 Fifth Avenue  
11th Floor  
San Diego, CA 92103  
(619) 236-9599

FAX: (619) 233-6517

### Dex Allen, General Partner

Yuma, AZ KYXI  
Las Vegas, NV KMZQ  
Albuquerque, NM KRZY & KRST

## Communications Investment Corp.

2185 S. 360 West  
Salt Lake City, UT 84119  
(801) 973-3000

FAX: (801) 973-3387

### George Hatch, President

Vernal, UT KVEL & KLCY

## Communications Properties, Inc.

P.O. Box 1280  
5490 Saratoga Road  
Dubuque, IA 52002  
(319) 583-6471

FAX: (319) 583-4535

### Philip Kelly, President

### Kevin Kelly, GM

Albert Lea, MN KATE & KRGR  
Dubuque, IA WDBQ & KLYV  
LaCrosse, WI WLXR  
Martha's Vinyard, MA WMVY

## Community Pacific Broadcasting Company L.P.

P.O. Box 80011  
Salinas, CA 93912  
(408) 424-1428

FAX: (408) 757-8610

### David J. Benjamin, President/CEO

Modesto, CA KFIV & KJSN  
Anchorage, AK KKSD & KASH

## Community Service Radio, Inc.

P.O. Box 3335  
Peoria, IL 61612  
(309) 694-6262

FAX: (309) 694-2233

### Jim Glassman, President

Peoria, IL WIRL & WSWT  
Quad Cities, IL-IA KRVR

## Contemporary Media Broadcast Inc.

222 Indacom Drive  
St. Peters, MO 63376  
(314) 928-6569

FAX: (314) 928-6525

### Mike Rice, President

### Janet Cox, VP

Columbia, MO KFMZ  
Terre Haute, IN WBOW & WZZQ

## Cook Inlet Radio Partners

6301 Ivy Lane  
Greenbelt, MD 20770  
(301) 441-3500

FAX: (301) 982-0981

### Dan Mason, President

Houston, TX KBXX  
Seattle, WA KUBE  
Washington, DC WPGC-AM & FM

## Cox Enterprises, Inc.

1400 Lake Hearn Drive NE  
Atlanta, GA 30319  
(404) 843-5245  
FAX: (404) 843-5586

### Robert F. Neal, Executive VP/Radio

Los Angeles, CA KFI & KOST  
Chicago, IL WCKG  
Miami, FL WIOD, WFLC  
& WHQT  
Atlanta, GA WSB-AM & FM  
Dayton, OH WHIO & WHKO  
Tampa, FL WSUN & WWRM  
Dallas, TX KLRX

## Crawford Broadcasting

P.O. Box 3003  
Blue Bell, PA 19422-0735  
(215) 628-3500

### Don Crawford, President

Avalon-Los Angeles, CA KBRT  
Hammond-Chicago, IL WYCA  
Detroit, MI WMUZ  
Garland, TX KPBC  
Buffalo, NY WDCX  
Homewood, AL WDJC  
Portland, OR KPHP  
Denver, CO KLZ  
Webster, NY WDCZ

## CRB Broadcasting Corporation

630 Fifth Avenue  
Room 2930  
New York, NY 10111  
(212) 581-7550

FAX: (212) 969-9102

### Henry W. Stein, President/CEO

Allentown-Bethlehem WAEB-AM & FM  
Wilmington, DE WJBR-AM & FM  
Ft. Pierce, FL WZZR  
Huntington, WV WTCR-AM & FM  
White Plains, NY WFAS-AM & FM  
Norwalk, CT WNLK & WEFX

## Cromwell Group, Inc.

P.O. Box 171097  
Nashville, TN 37217  
(615) 361-7560  
FAX: (615) 366-4313

### Bayard Walters, President

### Larry Trimmer, Senior VP

Peoria, IL WGLO & WVEL  
Decatur, IL WEJT  
Mattoon, IL WMCI  
Shelbyville, IL WSHY  
Shelbyville, TN WYQC & WHAL  
Clarksville, TN WCTZ  
Hawesville, KY WKCM-AM & FM  
Dickson, TN WQZQ

## Crown Broadcasting, Inc.

8401 Old Courthouse Road  
Suite 140  
Vienna, VA 22182  
(703) 506-0990

### Thomas Gammon, President

Ft. Collins, CO KTRR  
Victorville, CA KIXA & KZXY-  
AM & FM  
Chillicothe, OH WBEX & WKKJ

## Curtis Media Group

3012 Highwoods Blvd.  
Suite 201  
Raleigh, NC 27604  
(919) 876-0674  
FAX: (919) 790-6457

### Donald W. Curtis, President

Burlington-  
Greensboro, NC WPCM & WBBB  
Fayetteville-  
Laurinburg, NC WMXF & WEWO  
Goldsboro-Wilson, NC WKTC & WGBR  
Raleigh, NC WQDR & WPTF  
Tabor City-Whiteville, NC WYNA & WTAB  
Tarboro-Rocky Mount, NC WCPS

**D**

**Dame Media**

P.O. Box 6477  
Harrisburg, PA 17112-0477  
(717) 540-8800  
FAX: (717) 540-9268  
**John Dame, VP/GM**  
Harrisburg, PA

WHP, WRVV  
& WKBO  
WKQZ & WNTJ  
WRAK & WKSJ

Johnstown, PA  
Williamsport, PA

**Deer River Group**

2000 L Street NW  
Suite 200  
Washington, DC 20036  
(202) 659-3331

**Robin Martin, President**  
**Jay Williams, COO**  
Burlington, VT  
Fitchburg, MA  
Worcester, MA

WIZN  
WFGL  
WXLO

**Demarree Media, Inc.**

P.O. Box 878  
1780 Holly Street  
Fayetteville, AR 72702  
(501) 521-5566  
FAX: (501) 521-0751

**Levoy Demarree, President**  
Springfield, MO  
Fayetteville, AR  
Searcy, AR  
Hot Springs, AR  
Bentonville, AR

KXUS  
KFAY & KKEG  
KWCK-AM & FM  
KZNG & KQUS  
KOLZ

**Diamond Broadcasting, Inc.**

4949 W. Belmont Avenue  
Chicago, IL 60641  
(312) 777-1700  
FAX: (312) 777-5031

**Daniel Lee, President**  
**Seth Mason, VP**  
Chicago, IL

WSBC, WXRT  
& WSCR  
KOMA & KRXO  
WPYR

Oklahoma City, OK  
Memphis, TN

**Dick Broadcasting, Inc.**

6711 Kingston Pike  
Knoxville, TN 37919  
(615) 588-6511  
FAX: (615) 588-3725

**James A. Dick, Chairman**  
**James A. Dick Jr., President**  
Knoxville, TN  
Nashville, TN  
Greensboro, NC  
Birmingham, AL  
Colorado Springs, CO

WIVK-AM & FM  
WKDA & WKDF  
WKRR  
WVOK & WZRR  
KSSS & KVYE

**The Dittman Group**

1551 Springhill Avenue  
Mobile, AL 36604  
(205) 432-5572  
FAX: (205) 438-4044

**Bernard S. Dittman, President**  
**Bernie Barker, VP**  
**Mark St. John, VP/Programming**  
Birmingham, AL  
Mobile, AL

WAPI-AM & FM  
WABB-AM & FM

**Double L Broadcasting**

Box 99  
Madison, WI 53701  
(608) 274-5450  
FAX: (608) 274-5421

**Lee Leicinger, President**  
Lansing, MI  
Madison, WI

WJIM-AM & FM  
WIBA-AM & FM

**Duchossois Communications Co.**

845 Larch Avenue  
Elmhurst, IL 60126  
(708) 279-3600  
FAX: (708) 530-6057

**Rolland C. Johnson, President/CEO**  
Sacramento, CA  
Ft. Collins, CO  
Annapolis, MD

KQPT  
KGLL & KTRR  
WHFS

**E**

**Eagle Communications**

2703 Hall Street  
P.O. Box 817  
Hays, KS 67601  
(913) 625-4000  
FAX: (913) 625-8030

**Bob Schmidt, President**  
**Gary Shorman, VP/Radio**

Alliance, NE  
Goodland, KS  
Hays, KS  
Great Bend, KS  
North Platte, NE  
Plainview, TX  
St. Joseph, MO  
Hutchinson, KS  
Chadron, NE

KCOW & KAAQ  
KLOE & KKCI  
KAYS & KHAZ  
KHOK  
KOOQ & KELN  
KVOP & KATX  
KFEQ  
KWBW & KHUT  
KQSK

**Edens Broadcasting**

840 N. Central Avenue  
Phoenix, AZ 85004  
(602) 258-5293  
FAX: (602) 256-7821

**Gary Edens, Chairman/CEO**  
Phoenix, AZ  
San Diego, CA

KOY-AM & FM  
KKLQ-AM & FM

**Emmis Broadcasting**

950 N. Meridian Street  
Suite 1200  
Indianapolis, IN 46204  
(317) 266-0100  
FAX: (317) 631-3750

**Jeff Smulyan, CEO**  
**Steve Crane, President**  
New York, NY  
Los Angeles, CA  
St. Louis, MO  
Chicago, IL  
Indianapolis, IN

WQHT  
KPWR  
KSHE  
WKQX  
WENS

**Empire Radio Partners, Ltd.**

1430 Balltown Road  
Schenectady, NY 12309  
(518) 381-4800  
FAX: (518) 381-4855

**Guyon Turner, President/CEO**  
**Gil Hoban, Executive Vice President**  
Albany-Schenectady,  
Troy, NY  
Concord, NH  
Hillsboro, NH

WGY-AM & FM  
WJYY  
WRCI

**Entertainment Communications, Inc.**

(Entercom)  
100 Presidential Blvd., Suite 10  
Bala Cynwyd, PA 19004  
(215) 667-1226  
FAX: (215) 667-1326

**Joseph M. Field, President**

San Francisco, CA  
Houston, TX  
Pittsburgh, PA  
Seattle-Tacoma, WA  
Minneapolis, MN  
Tampa, FL  
Gainesville-Ocala, FL  
Oklahoma City, OK

KITS  
KLDE  
WDSY AM & FM  
KMTT AM & FM  
KMZZ & KRXX  
WYUU  
WKTK  
KOQL

**Eric/Chandler Communications**

17835 Ventura Blvd.  
Suite 206  
Encino, CA 91316  
(818) 881-4333  
FAX: (818) 345-1829

**Thomas Miserendino, President**  
**Jeff Apregan, VP**  
Lancaster, CA

KHJJ & KGMX

**Evergreen Media Corporation**

433 E. Las Colinas Blvd.  
Suite 1130  
Irving, TX 75039  
(214) 869-9020  
FAX: (214) 869-3671

**Scott Ginsburg, President/CEO**

Jacksonville, FL  
Los Angeles, CA  
Coral Gables, FL  
Chicago, IL  
Dallas, TX  
San Francisco, CA  
Washington, DC

WAPE  
KKBT  
WVCG  
WLUP-AM & FM  
KSNN  
KMEL  
WTOP & WASH

**EZ Communications**

10800 Main Street  
P.O. Box 10103  
Fairfax, VA 22030  
(703) 591-1000  
FAX: (703) 934-1200

**Alan Box, President**

Pittsburgh, PA  
St. Louis, MO  
New Orleans, LA  
Charlotte, NC  
Seattle, WA  
Sacramento, CA  
Philadelphia, PA

WBZZ  
KYKY  
WEZB  
WMXC & WSOC  
KMPS-AM & FM  
KRAK-AM & FM  
WIOQ

**D  
•  
E**

## F

### Fairbanks Communications, Inc.

1601 Belvedere Road  
Suite 202-E  
West Palm Beach, FL 33406  
(407) 838-4370  
FAX: (407) 689-9957

#### Richard Fairbanks, President

Framingham, MA WKOX  
Boston, MA WCLB  
West Palm Beach, FL WJNO & WRMF  
& WRLX  
Ft. Pierce, FL WJNX

### Faircom Inc.

333 Glen Head Road  
Old Brookville, NY 11545  
(516) 676-2644

#### Joel M. Fairman, President

Southampton, NY WHFM  
Charleston, SC WSSX  
Flint, MI WKMF & WCRZ

### Fairfield Broadcasting Co.

4200 W. Main Street  
Kalamazoo, MI 49006  
(616) 385-2757  
FAX: (616) 345-1436

#### Stephen C. Trivers, President

Kalamazoo, MI WQLR & WQSN  
Fort Wayne, IN WJLT & WLYV

### Fairmont Communications Corporation

430 Reading Road  
4th Floor  
Cincinnati, OH 45202  
(513) 421-6726  
FAX: (513) 381-2691

#### Mark O. Hubbard, President/COO

San Francisco, CA KIOI  
Detroit, MI WMTG & WNIC  
Nashville, TN WLAC-AM & FM  
Albuquerque, NM KKOB-AM & FM  
Portland, OR KVAN & KMXI

### Federated Media

P.O. Box 2500  
Elkhart, IN 46515  
(219) 295-2500

#### John Dille, President

Cincinnati, OH WCKY & WIMJ  
Grand Rapids, MI WCUZ-AM & FM  
Tulsa, OK KQLL-AM & FM  
Ft. Wayne, IN WQHK & WMEE  
Elkhart, IN WTRC  
South Bend, IN WLTA  
Muskegon, MI WQWQ

### Findlay Publishing Company

701 W. Sandusky Street  
Findlay, OH 45840  
(419) 422-5151  
FAX: (419) 422-2937

#### Edwin L. Heminger, Chairman of the Board

#### Kurt P. Kah, President/Treasurer

#### David P. Glass, Corp.

Dir/Broadcast Communications

Findlay, OH WFIN & WKXA  
Columbus, IN WCSI & WKKG  
Hamilton, OH WMOH

### Family Stations, Inc.

290 Hagenberger Road  
Oakland, CA 94621  
(510) 568-6200  
FAX: (510) 562-1023

#### Harold Camping, President/GM

Birmingham, AL	WBFR
Phoenix, AZ	KPHF
Chico, CA	KHAP
El Cajon, CA	KECR
Fresno, CA	KFNO
Le Grand, CA	KEFR
Long Beach, CA	KFRN
Rocklin-Sacramento, CA	KEBR
San Francisco, CA	KEAR
Ukiah, CA	KPRA
Jacksonville, FL	WCTF
Okeechobee, FL	WWFR & WYFR
St. Petersburg, FL	WFTI
Vernon, CT	WCTF
Columbus, GA	WFRC
Joliet, IL	WJCH
Des Moines, IA	KDFR
Shenandoah, IA	KYFR
Annapolis, MD	WFSI
Camden, NJ	WKDN
Newark, NJ	WFME
Buffalo, NY	WFBF
Smithtown, NY	WFRS
Webster, NY	WFRW
Cuyahoga Falls, OH	WCUE
Toledo, OH	WOTL
Youngstown, OH	WYTN
Springfield, OR	KQFE
Erie, PA	WEFR
Johnstown, PA	WFRJ
Charleston, SC	WFCH
Beaumont, TX	KTXB
Salt Lake City, UT	KUFR
Kirkland, WA	KARR
Longview, WA	KJVH
Milwaukee, WI	WMWK

### First Broadcasting Company

300 Broadway Street  
San Francisco, CA 94133  
(415) 398-5600  
FAX: (415) 391-5464

#### Ronald A. Unkefer, President

San Francisco, CA KSFO & KYA

### First City Broadcasting

414 Meadow Street  
Waterbury, CT 06702  
(203) 755-1829  
FAX: (203) 754-3174

#### Steven L. Ditman, CFO

Portland, OR	KZRC & KXYQ
Richmond, VA	WVGO
Phoenix, AZ	KGRX
Albuquerque, NM	KZRO & KIVA

### Four Seasons Communications

5210 Auth Road  
Marlow Heights, MD 20746  
(301) 899-3014  
FAX: (301) 505-0374

#### Robert J. Longwell, President

Richmond, VA	WMXB
Washington, DC	WXTR
Norfolk, VA	WAFX

### Fresh Start Radio Group

c/o Wexler General Management  
1981 Rochambeau Drive  
Malvern, PA 19355  
(215) 640-4007

#### Larry Wexler, Receiver

Phoenix, AZ	KOOL-AM & FM
St. Louis, MO	KEZK-AM & FM
San Diego, CA	KCBQ-AM & FM

### Fritz Broadcasting

15600 W. 12 Mile Road  
Southfield, MI 48076  
(313) 569-8000  
FAX: (313) 569-9866

#### Charles Fritz, President

Detroit, MI	WXYT & WMXD
-------------	-------------

### Fuller-Jeffrey Broadcasting Companies, Inc.

8842 Quail Lane  
Granite Bay, CA 95746  
(916) 791-3522  
FAX: (916) 791-4111

#### Bob Fuller, President

Portland, ME	WBLM:e
Portsmouth-Dover, NH	WOKQ
Des Moines, IA	KKSO & KJJY
Sacramento, CA	KRCX, KRXQ & KSTE
Santa Rosa, CA	KSRO, KHTT & KAFX
Mariposa, CA	KHOV
Modesto-Stockton, CA	KHOP

## G

### Gannett Radio

6255 Sunset Blvd.  
11th Floor  
Los Angeles, CA 90028  
(213) 466-8381  
FAX: (213) 465-8810

#### Gerry DeFrancesco,

President/Radio Division

Los Angeles, CA	KIIS-AM & FM
Chicago, IL	WGCI-AM & FM
Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO & KCLX
Dallas, TX	KHKS
Kansas City, MO	KCMO-AM & FM

### Gaylord Entertainment Company

2802 Opryland Drive  
Nashville, TN 37214  
(615) 871-6776

#### Edward Gaylord, Chairman

#### E.W. Wendell, President/CEO

Oklahoma City, OK	WKY
Nashville, TN	WSM-AM & FM

### Gazette Broadcast Group

1 S. Parker Drive  
Janesville, WI 53547  
(608) 754-3311  
FAX: (608) 752-4438

#### M.W. Johnston, Chairman

#### S.H. Bliss, President

Janesville, WI	WCLO & WJVL
West Bend, WI	WBKV & WBWI
Wisconsin Rapids, WI	WFHR & WWRW



**G**

**Gemini Broadcasting Corporation**

P.O. Box 3433  
Harrisburg, PA 17105  
(717) 763-7020  
FAX: (717) 763-1978  
**Brian E. Danzis, GM**  
Harrisburg, PA WIMX AM & FM

**Genesis Broadcasting, Inc.**

(a division of Booth American)  
5949 Sherry Lane, Suite 935  
Dallas, TX 75225  
(214) 361-2932  
FAX: (214) 987-2524  
**John L. Booth II, President**  
Denver, CO KMJI & KRZN  
San Antonio, TX KONO & KSRR  
Austin, TX KMXX  
Sacramento, CA KSFM & KSMJ

**GHB Radio Group**

1776 Briarcliff Road NE  
Suite A  
Atlanta, GA 30306  
(404) 875-1110  
FAX: (404) 875-1186  
**George H. Buck Jr., President**  
**Jake Bogan, COO**  
Atlanta, GA WYZE  
Charlotte, NC WHVN  
Statesville, NC WDRV  
Montgomery, AL WMGY  
Columbus, GA WEAM  
Philadelphia, PA WNAP  
Florence, SC WOLS  
Lake City, SC WRIP  
Little Rock, AR KURB-AM & FM  
New Orleans, LA WTIX  
North Augusta, SC WKXC-FM  
Rock Hill, SC WYRS

**Gilmore Broadcasting Corp.**

162 E. Michigan  
Kalamazoo, MI 49007  
(616) 381-6744  
FAX: (616) 381-5326  
**James S. Gilmore Jr., Chairman**  
Miami, FL WLVE

**Charles J. Givens Organization, Inc.**

230 Crown Oak Centre Drive  
Longwood, FL 32750  
(407) 767-8291, Ext. 213  
FAX: (407) 767-8745  
**Shane Hackett, VP**  
Honolulu, HI KGU & KGUY

**Golden West Broadcasters**

5858 Sunset Blvd.  
P.O. Box 710  
Los Angeles, CA 90078  
(213) 460-5672  
FAX: (213) 460-6620  
**Bill Ward, President/GM**  
Los Angeles, CA KMPC & KLIT  
Seattle, WA KVI & KPLZ

**Goodrich Broadcasting, Inc.**

3565 29th Street SE  
Kentwood, MI 49512  
(616) 949-8760  
FAX: (616) 949-8395  
**Robert Goodrich, President**  
Lansing, MI WVIC-AM & FM  
Davenport, IA WXPB  
Greenville, MI WPLB  
Muskegon, MI WSNX-AM & FM  
Grand Rapids, MI WODJ  
Moline, IA KSTT

**Gorich Radio Corp.**

1020 E. Second Street  
Webster City, IA 50595  
(515) 832-1570  
**Glenn Olson, President**  
Creston, IA KSIB & KITR  
Webster City, IA KQWC-AM & FM

**Granum Communications, Inc.**

666 Fifth Avenue  
33rd Floor  
New York, NY 10103  
(212) 541-5269  
FAX: (212) 956-1049  
**Herbert McCord, President/CEO**  
Dallas, TX KCMZ & KOAI  
Orlando, FL WMMO  
Boston, MA WBOS

**Great American Broadcasting**

The Provident Tower  
One E. Fourth Street, Suite 600  
Cincinnati, OH 45202-3713  
(513) 562-8000  
FAX: (513) 721-8413  
**Dave Crowl, President/Radio Group**  
Atlanta, GA WKLS  
Kansas City, MO WDAF & KYYS  
Cincinnati, OH WKRC & WKRQ  
Portland, OR KEX & KKRZ  
Columbus, OH WTVN & WLTV  
Phoenix, AZ KOPA & KSLX  
Milwaukee, WI WLZR-AM & FM  
Detroit, MI WRIF  
Sacramento, CA KSEG  
Tampa-Clearwater, FL WXTB  
Denver, CO KBPI

**Great American Broadcasting Of Kansas**

106 W. 43rd Street  
Hutchinson, KS 67502  
(316) 663-4461  
**Mack Sanders, President**  
**Rick James, GM**  
Hot Springs, AR KBHS & KSPA  
Hutchinson, KS KWHK

**Great Empire Broadcasting**

P.O. Box 1402  
Wichita, KS 67201  
(316) 838-9141  
FAX: (316) 838-3607  
**Mike Lynch, President**  
**Mike Oatman, GM/CEO**  
Omaha, NE WOW-AM & FM  
Wichita, KS KFDI-AM & FM  
Shreveport, LA KWKH-AM & FM  
Springfield, MO KTTS-AM & FM  
Tulsa, OK KVOO-AM & FM

**Great Scott Broadcasting, Ltd.**

224 Maugers Mill Road  
Pottstown, PA 19464  
(215) 326-4000  
FAX: (215) 326-4809  
Pottstown, PA 19464  
(215) 326-4000  
FAX: (215) 326-4809  
**Faye Scott, CEO**  
**Graham Satherlie, COO**  
Yardley, NJ WCHR  
Auburn, NY WMBO & WPCX  
Ellwood City-  
New Castle, PA WKST-AM & FM  
Georgetown, DE WSSR & WZBH  
Pottstown, PA WPAZ  
Trenton, NY WTTM

**Great Trails Broadcasting**

717 E. David Road  
Dayton, OH 45429  
(513) 294-3333  
FAX: (513) 297-5223  
**Alexander Williams, President**  
Columbus, OH WCOL-AM & FM  
Dayton-Eaton, OH WING & WGTZ

**Greater Media, Inc.**

Two Kennedy Blvd.  
P.O. Box 1059  
East Brunswick, NJ 08816  
(908) 247-6161  
FAX: (908) 247-0215  
**Charles W. Banta, Group VP/Radio**  
**Frank Kabela, President**  
Los Angeles, CA KRLA & KLSX  
Philadelphia, PA WPEN & WMGK  
Detroit, MI WHND & WCSX  
Boston, MA WMEX & WMJX  
Washington, DC WWRC & WGAY  
Long Island, NY WGSN & WMJC  
New Brunswick, NJ WCTC & WMGQ

**The Griffin Group**

P.O. Box 31-1410  
Newington Branch  
Hartford, CT 06131-1411  
(203) 666-1411  
**Merv Griffin, President**  
**Albert B. Pellegrino, Executive**  
VP/Broadcast Division  
Hartford, CT WPOP & WYSR  
Albany, NY WTRY & WPYX  
Providence, RI WHJJ & WHJY

**G**

**G**



**Group W Radio**  
888 Seventh Avenue  
39th & 40th Floors  
New York, NY 10106  
(212) 307-3000  
FAX: (212) 307-3184

Alexandria, VA	WCPT & WCXR
New York, NY	WINS/WNEV-FM
Los Angeles, CA	KFWB & KTWV
Philadelphia, PA	KYW & WMMR
Boston, MA	WBZ
Pittsburgh, PA	KDKA
Detroit, MI	WLLZ
San Antonio, TX	KQZY
Sacramento, CA	KFBK & KGBY
Chicago, IL	WMAQ
Houston, TX	KILT-AM & FM

**Grundy Broadcasting**  
530 G Avenue  
P.O. Box 204  
Grundy Center, IA 50638  
(319) 824-6924

**Dean Osmundson, GM**  
Grundy Center, IA KGCI

**Gulf Atlantic Media Group**  
7623 Little Road  
Suite 100  
New Port Richey, FL 34654  
(813) 849-2285  
FAX: (813) 841-7903

**Carl Marcocci, Chairman/VP**  
Tampa-St. Pete, FL WGUL-AM & FM  
Savannah, GA WSGA & WZAT

**H**

**H&D Broadcast Group**  
20 Stanford Drive  
Farmington, CT 06032  
(203) 678-7800  
FAX: (203) 676-2439

**Joel Hartstone, Chairman**  
**Barry Dickstein, President**

New Bedford, MA	WBSM & WFHN
Groton, CT	WSUB & WQGN
Atlantic City, NJ	WFPG-AM & FM
Waukegan, IL	WKRS & WXLC
Utica, NY	WTLB & WRCK
Youngstown, OH	WBBW & WBBG
Rutland, VT	WSYB & WZRT
Naples, FL	WRGI

**Hall Communications**  
Cuprak Road  
Norwich, CT 06360  
(203) 887-3511  
FAX: (203) 886-7649

**Arthur Rowbotham, President**  
Lancaster, PA WLPA & WNCE  
New Bedford, MA WNBH & WCTK  
Burlington, VT WJOY & WOKO  
Lakeland, FL WONN & WPCV  
Norwich, CT WICH & WCTY

**Hearst Broadcasting Group**  
959 Eighth Avenue  
New York, NY 10019  
(212) 649-2300  
FAX: (212) 489-2314

**John Conomikes, VP, Hearst Corp**  
& GM/Broadcast

**David J. Barrett, VP/Deputy**  
GM Broadcasting  
Pittsburgh, PA WTAE & WVTV  
Baltimore, MD WBAL & WIYY  
Milwaukee, WI WISN & WLTQ

**Hedberg Broadcasting Group**  
P.O. Box 528  
Spirit Lake, IA 51360  
(712) 336-5800  
FAX: (712) 336-1634

**Paul Hedberg, President/CEO**  
Mason City, IA KLSS & KRIB  
Morris, MN KMRS & KKOK  
Spirit Lake, IA KUOO  
Storm Lake, IA KAYL-AM & FM

**Henry Broadcasting**  
2277 Jerrold Avenue  
San Francisco, CA 94124  
(415) 285-1133  
FAX: (415) 285-3592

**Charlton Buckley, President**  
Denver, CO KVOD  
Riverside-  
San Bernardino, CA KRSO & KHTX  
Portland, OR KBBT & KUFO  
Salinas-Monterey, CA KDON  
Omaha, NE KFAB & KGOR  
Fresno, CA KMJ & KSKS  
Honolulu, HI KIKI-AM & FM

**Heritage Broadcast Group, Inc.**  
P.O. Box 6447  
Asheville, NC 28816  
(704) 257-2700  
FAX: (704) 255-7850

**James T. Cullen Jr., Chairman**  
**Stephen M. Godofsky, President**  
Ft. Meyers, FL WOLZ  
Gadsden, AL WAAX & WQEN  
Rock Springs, WY KRKK & KQSW  
Asheville, NC WWNC & WKSF  
Daytona Beach, FL WNFI  
Gainesville, FL WYGC

**Heritage Media Corporation**  
1 Galleria Tower, Suite 1500  
13355 Noel Road  
Dallas, TX 75240  
(214) 702-7380  
FAX: (214) 702-7382

**Paul Fiddick, President/Radio Group**  
Rochester, NY WBBF & WBEE  
Milwaukee, WI WEMP & WMYX  
St. Louis, MO WRTH & WIL  
Portland, OR KKSJ-AM & FM  
Seattle, WA KULL & KRPM  
Kansas City, MO KCFX  
Cincinnati, OH WOFX

**Highsmith Broadcasting**  
S. 140 Arthur  
Suite 505  
Spokane, WA 99202  
(509) 536-5555  
FAX: (509) 536-7622  
**Don Morlin, GM**  
Spokane, WA KTRW & KZZU

**The Holt Corporation**  
P.O. Box 9595  
Allentown, PA 18105-9595  
(215) 821-9559  
FAX: (215) 821-9504

**Arthur H. Holt, President**  
**Christine Berger, Executive VP/CFO**  
Allentown, PA WKAP, WZZO  
& WXXW  
Pensacola, FL WTKX-AM & FM  
Jackson, MS WOAD & WJMI  
Socorro, NM KMXQ  
Benton, PA WZCC

**The Home News Company**  
Box 551  
New Brunswick, NJ 08903  
(908) 246-5633  
FAX: (908) 246-3167

**William M. Boyd, Chairman**  
Santa Barbara, CA KTYD  
Kingsport, TN WKPT & WTFM  
Jonesboro, TN WKTP

**Hubbard Broadcasting**  
3415 University Avenue  
Minneapolis, MN 55114  
(612) 646-5555

**Stanley S. Hubbard, President/CEO**  
Minneapolis-St. Paul KSTP-AM & FM

**Humber Valley Broadcasting Co., Ltd.**

P.O. Box 570  
Cornerbrook, Newfoundland  
Canada, A2H 6H5  
(709) 634-3111  
FAX: (709) 634-4081

**Dr. Noel Murphy, President**  
**James R. O'Rourke, GM**

Corner Brook, NF	CFCB
Deer Lake, NF	CFDL
Wabush-Labrador, NF	CFLW
Port aux Basques, NF	CFGN
St. Andrews, NF	CFCV
Port Au Choix, NF	CFNW
St. Anthony, NF	CFNN
Stephenville, NF	CFSX
Goose Bay-Labrador	CFLN
Churchill Falls, LAB	CFLC

**Infinity Broadcasting**  
600 Madison Avenue  
New York, NY 10022  
(212) 750-6400  
FAX: (212) 888-2959

**Mel Karmazin, President/CEO**  
New York, NY WZRC, WXRK  
& WFAN  
Los Angeles, CA KROQ  
Chicago, IL WJJD, WJMK  
& WUSN

San Jose-  
San Francisco, CA KOME  
Philadelphia, PA WYSP  
Detroit, MI WOMC  
Boston, MA WBCN & WZLX  
Dallas, TX KVIL-AM & FM  
Washington, D.C. WJFK-FM  
Houston, TX KXYZ  
Tampa-St. Pete., FL WQYK-AM & FM  
Baltimore, MD WJFK & WLIF  
Atlanta, GA WZGC



**Lesso, Inc.**

1632 S. Maize Road  
Wichita, KS 67209  
(316) 721-8484

**Larry Steckline, President**

Enid, OK KXLS  
Colby, KS KXXX & KQLS  
Liberal, KS KSLS & KYUU  
Pratt, KS KWLS  
Hutchinson-Pratt, KS KGLS  
Emporia, KS KEGS  
Wichita, KS KLLS

**Liggett Broadcasting**

160 E. Grand River Avenue  
Williamston, MI 48895  
(517) 349-2040

FAX: (517) 349-4100

**James Jensen, President**

Santa Rosa, CA KMGG  
Lansing, MI WFMK  
Saginaw, MI WHNN  
Grand Rapids, MI WLHT  
Battle Creek, MI WBCK & WBXX  
Dayton, OH WLQT  
Hanford-Fresno, CA KCML

**The Lincoln Group, Ltd.**

351 S. Warren Street  
Suite 600  
Syracuse, NY 13202  
(315) 478-5030

FAX: (315) 478-0251

**Albert L. "Bud" Wertheimer, President**

Buffalo, NY WBUF  
Rochester, NY WHAM & WVOR  
Salem, OH WSOM & WQXX

**Lotus Communications, Corp.**

6777 Hollywood Blvd.  
Suite 401  
Hollywood, CA 90028  
(213) 461-8225

**Howard Kalmenson, President**

Los Angeles, CA KWKW  
Chicago, IL WTAQ  
San Diego, CA KFSD  
Tucson, AZ KTKT & KLPX  
Fresno, CA KGST  
Las Vegas, NV KENO & KOMP  
Lubbock, TX KTEZ  
Reno, NV KONE & KOZZ  
Oxnard-Ventura, CA KOXR  
San Antonio, TX KZEP-AM & FM

**M**

**MacDonald Broadcasting Company**

2000 Whittier Street  
P.O. Box 1776  
Saginaw, MI 48605  
(517) 752-8161  
FAX: (517) 752-8102

**Kenneth MacDonald Sr., Founder**

**Mrs. Kenneth H. MacDonald Sr.,  
CEO/Secretary**

**Kenneth H. MacDonald, Jr., President/GM**

**Ms. Patricia W., MacDonald, VP**

**Andrew N. MacDonald, Jr., VP**

Saginaw, MI WSAM & WKCO  
Lansing, MI WLS AM & FM  
Petoskey, MI WMBN AM & FM  
Cadillac, MI WATT & WWLZ

**Magic Broadcasting Companies**

c/o WDEN  
Box 46  
Macon, GA 31297  
(912) 745-3383  
FAX: (912) 745-9693

**Donald G. McCoy, President**

**Douglas M. Grimm, Executive VP**  
Macon, GA WDEN-AM & FM  
Montgomery, AL WYSA-AM & FM  
Monterey-Salinas, CA KTOM-AM & FM

**Malrite Communications Group, Inc.**

800 Skylight Office Tower  
1660 W. Second Street  
Cleveland, OH 44113-1454  
(216) 781-3010

FAX: (216) 781-0869

**Milton Maltz, Chairman/CEO**

**John Chaffee, President/COO**  
New York, NY WHTZ  
Los Angeles, CA KLAC & KZLA  
San Francisco, CA KNEW & KSAN  
Minneapolis, MN KFAN & KEEY  
Cleveland, OH WHK & WMMS  
Philadelphia, PA WEGX

**Marlin Broadcasting, Inc.**

32 Fairfield Street  
Boston, MA 02116  
(617) 267-0515  
FAX: (617) 421-9885

**Woody Tanger, President/CEO**

**Alexander M. Tanger, Chairman**  
Miami-Ft. Lauderdale, FL WTMI  
Detroit, MI WQRS  
Philadelphia, PA WFLN

**McCormick Broadcasting Corporation**

P.O. 876  
Savannah, GA 31498  
(912) 897-1529  
FAX: (912) 897-4047

**Bill McCormick, President**

**John Ade, GM**  
Savannah, GA WBMQ & WIXV

**Media America Center**

5555 N. Seventh Avenue  
Suite B-300  
Phoenix, AZ 85013  
(602) 207-9999  
FAX: (602) 207-3177

**Jerry Ryan, GM**  
Phoenix, AZ KESZ

**Metroplex Communications**

1818 Ohio Savings Plaza  
Cleveland, OH 44114  
(216) 566-8080  
FAX: (216) 566-8142

**Norman Wain, CEO**

**Robert C. Weiss, President/COO**  
Miami, FL WHYI  
Cleveland, OH WERE & WNCX  
Orlando, FL WPRD & WMGF  
Jacksonville, FL WFYV-AM & FM  
Tampa, FL WMTX-AM & FM  
Buffalo, NY WUFX & WXBX

**Metro-Cities Communications, Inc.**

500 Greentree Commons  
381 Mansfield Avenue  
Pittsburgh, PA 15220  
(412) 928-0707  
FAX: (412) 928-7715

**Deane Johnson, President**

Andalusia, AL WKYD  
Ft. Walton Beach, FL WWSF  
Lansing-Jackson, MI WIBM-AM & FM

**Meyer Communications, Inc.**

P.O. Box 3676  
Springfield, MO 65808  
(417) 862-3990  
FAX: (417) 869-7675

**Kenneth Meyer, President**

Springfield, MO KTXR  
Fulton, MO KKCA & KFAL  
Kennett, MO KBOA & KTMO  
Lexington, KC-MO KCFM

**Mid-America Radio Group Inc.**

P.O. Box 1970  
Martinsville, IN 46151  
(317) 349-1485

**David Keister, President**

Marion, IN WBAT  
Richmond, IN WKBV & WFMG  
Leroy-Bloomington, IL WBBN  
Nashville, IN WVNI

**Mid-West Family Stations**

P.O. Box 253  
Madison, WI 53701  
(608) 271-1743  
FAX: (608) 271-5782

**William R. Walker, Director**

Rice Lake, WI WJMC-AM & FM  
Madison, WI WTDY & WMGN  
Rockford, IL WNTA & WKMQ  
Springfield, IL WMAY & WNNS  
La Crosse, WI WIZM-AM & FM  
Oshkosh, WI WOSH & WMGV  
St. Joseph, MI WWSJ & WIRX  
Escanaba, MI WGLQ & WCHT  
Mt. Pleasant, MI WCFX  
Rhineland, WI WOBT & WHRN  
Bay City, MI WIXE

**Midcontinent Broadcasting Company**

7900 Xerxes Avenue S  
Suite 1100  
Minneapolis, MN 55431-1108  
(612) 844-2600

**N.L. Bentson, President/CCO/Chairman**

Wichita, KS KFH & KXLK  
Sioux Falls, SD KELO-AM & FM  
Madison, WI WTSO & WZEE  
Watertown, SD KDLO  
Minneapolis-St. Paul KDWB & WDGY

**Midwest Communications, Inc.**

P.O. Box 23333  
Green Bay, WI 54305  
(414) 435-3771  
FAX: (414) 455-1155

**D.E. Wright, President**

Des Moines, IA KIOA-AM & FM  
Hibbing, MN WKKQ & WTBX  
Green Bay, WI WGEE & WIXX  
Wausau, WI WRIG & WDEZ  
Omaha, NE KFMQ & KYNN



## P

### Pacific Northwest Broadcasting

P.O. Box 1280  
Boise, ID 83701  
(208) 336-3670  
FAX: (208) 336-3734

**Charles Wilson, President**

Boise, ID KBOI & KQFC  
Pocatello, ID KSEI-AM & FM

### Pacifica Foundation

3729 Cahuenga Blvd. W  
North Hollywood, CA 91604  
(818) 985-8800

**Jack O'Dell, Chairman**

New York, NY WBAI  
Los Angeles, CA KPFK  
Berkeley, CA KPFA & KPFB  
Houston, TX KPFT  
Washington, DC WPFW

### Palmer Communications, Inc.

12800 University Drive  
Suite 500  
Ft. Myers, FL 33907-5333  
(813) 433-4350  
FAX: (813) 433-8213

**William Ryan, President/CEO**

Des Moines, IA WHO & KLYF  
Naples-Ft. Myers, FL WNOG & WCVU

### Panache Broadcasting

166 E. Levering Mill Road  
Bala Cynwyd, PA 19004  
(215) 668-4400  
FAX: (215) 668-4418

**Charles D. Schwartz, President/CEO**

Philadelphia, PA WWDB  
Indianapolis, IN WTLC-AM & FM

### Park Communications

P.O. Box 550  
Terrace Hill  
Ithaca, NY 14851  
(607) 272-9020

**Roy Park Sr., Chairman**

New York, NY WPAT-AM & FM  
Seattle, WA KEZX-AM & FM  
Minneapolis, MN KJJO-AM & FM  
Portland, OR KWJJ-AM & FM  
Richmond, VA WTVR-AM & FM  
Syracuse, NY WHEN & WRHP  
Chattanooga, TN WDEF-AM & FM  
Greenville, NC WNCT-AM & FM  
Yankton, SD WNAX-AM & FM  
Waterloo, IA KWLO & KFMW  
Tallahassee, FL WNLS & WTNT

### Parker Communications, Inc.

2300 Paseo del Prado  
Building D-204  
Las Vegas, NV 89102  
(702) 367-4563  
FAX: (702) 367-4846

**John & Kathleen Parker, Owners**  
Las Vegas, NV KXTZ

### Paxson Broadcasting, Inc.

18401 US Highway 19 N  
Clearwater, FL 34624  
(813) 536-2211

FAX: (813) 532-0208

**Lowell "Bud" Paxson, CEO**

**Jim Bocock, President**

Jacksonville, FL WROO & WNZS  
Tampa, FL WHNZ & WHPT  
Orlando, FL WWNZ  
Miami, FL WZTA & WINZ

### Pegasus Broadcasting of Montana

2070 Overland  
Suite 103  
Billings, MT 59102

(406) 656-1410

FAX: (406) 656-0110

**Dan Snyder, President/GM**

Billings, MT KIDX & KGHL-AM & FM

### Pinnacle Broadcasting Company, Inc.

511 E. Carpenter Freeway  
Suite 190  
Irving, TX 75062  
(214) 556-2941

FAX: (214) 556-0130

**Edward Ferreri, VP/COO**

Raleigh-Durham, NC WDUR & WFXC  
El Paso, TX KAMA & KAMZ  
Lubbock, TX KLLL-AM & FM  
Decatur, IL WSOY-AM & FM  
Myrtle Beach, SC WYAV  
Greenville-New Berg-  
Jacksonville, NC WRNS-AM & FM  
Evansville, IN WYNG

### Pourtales Holdings Inc.

660 Southpointe Court  
Suite 301  
Colorado Springs, CO 80906  
(719) 576-6850

**C.T. "Terry" Robinson, President**

Colorado Springs, CO KVOR & KSPZ  
Lincoln, NE KZKX  
Mobile, AL WAVH  
Spokane, WA KEYF-AM & FM  
Tri-Cities, WA KTCR & KOTY

### Precision Media

Hartford Square N  
Ten Columbus Blvd., Suite 1-S  
Hartford, CT 06106-1944  
(203) 249-9577

FAX: (203) 522-7567

**Tim Montgomery, GM/COO**

Hartford, CT WKSS  
Portsmouth, NH WMYF & WERZ

### Price Broadcasting Co.

35 Century Parkway  
Salt Lake City, UT 84115  
(801) 486-3911

FAX: (801) 486-7653

**John Price, Chairman/CEO**

Salt Lake City, UT KVRI & KCNR  
Columbia, SC WOMG-AM & FM

### Price Communications

45 Rockefeller Plaza  
Suite 3201  
New York, NY 10020  
(212) 757-5600

**Robert Price, President**

West Palm Beach, FL WBZT & WIRK  
Buffalo, NY WWKB & WKSE  
Ft. Wayne, IN WOWO-AM & FM

### Prism Radio Partners

P.O. Box 5886  
Tucson, AZ 85703  
(602) 623-7556

**William Phalen, President**

Tucson, AZ KNST, KRQQ &  
KWFM-AM  
& FM  
Wichita, KS KRZZ

### Pyramid Broadcasting

99 Revere Beach Parkway  
Medford, MA 02155  
(617) 396-1430

FAX: (617) 391-8367

**Richard Balsbaugh, CEO**

Philadelphia, PA WYXR  
Boston, MA WXKS-AM & FM  
Buffalo, NY WHTT-AM & FM  
Rochester, NY WPXY-AM & FM  
Chicago, IL WNUA  
Charlotte, NC WRFX

## R

### Radio Terrace, Inc.

Box 188  
Peekskill, NY 10566  
(914) 737-1124  
FAX: (914) 737-0441

**Gary Pease, President**

Peekskill, NY WLNA & WHUD  
Albany, NY WROW-AM & FM

### Rainbow Communications Corp.

P.O. Drawer X  
Las Cruces, NM 88004  
(505) 526-2496  
FAX: (505) 523-3918

**Miles Yeagley, President**

**J.T. Stevens, Program Director**  
Las Cruces, NM KOBE & KMVR

### Reams Broadcasting

124 N. Summit Street  
Suite 400  
Toledo, OH 43604  
(419) 248-2627  
FAX: (419) 244-2483

**Brian McNeill, President**

**Nancy Diamond, VP/GM**  
Toledo, OH WCWA & WIOT

**R**

**The Regional Group**

38 W. Fulton  
Suite 200  
Grand Rapids, MI 49503  
(616) 459-0117  
FAX: (616) 459-NUTS

**Judy Lewis, VP**

Grand Rapids, MI WGRD-AM & FM  
Binghamton, NY WRSB & WAAL  
Sharon, PA WPIC & WYFM

**Renda Broadcasting Corp.**

Broadcast Plaza  
1459 Crane Avenue  
Pittsburgh, PA 15220  
(412) 531-9500  
FAX: (412) 531-4068

**Anthony F. Renda, President**

Pittsburgh, PA WJAS & WSHH  
Oklahoma City, OK KMGL  
Tulsa, OK KBEZ  
Jacksonville, FL WEJZ

**Renda Radio, Inc.**

P.O. Box 458  
Punxsutawney, PA 15767  
(814) 938-6000

**Anthony F. Renda, President**

Punxsutawney, PA WECZ & WPXZ

**Rodgers Broadcasting Corp.**

P.O. Box 1577  
1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394

**David Rodgers, President**

Macon, GA WBML  
Connersville, IN WIFE & WCNB  
Martinsville, IN WMCB & WCBK  
Wash. Court House, OH WOFR & WCHO

**Roth Communications**

3 Woodland Road  
Suite 412  
Stoneham, MA 02180  
(617) 662-4800

FAX: (617) 662-9675

**David Roth, President**

**Peter S. Crawford, Executive VP/Group Manager**

Cape Cod, MA WKPE-AM & FM  
Quad Cities, IL WKBF & WPXR  
Savannah, GA WCHY-AM & FM  
Allentown, PA WODE-AM & FM

**Rusk Corporation**

Box 1520  
Houston, TX 77251  
(713) 526-5874  
FAX: (713) 630-3667

**John T. Jones, Chairman**

**Jesse Jones II, President**

Houston, TX KTRH & KLOL  
San Antonio, TX KSMG

**S**

**Saga Communications**

100 Prospect Street  
Stamford, CT 06901  
(203) 978-0200

FAX: (203) 975-8967

**Ed Christian, Broadcast President/CEO**

**Steve Goldstein, Executive VP**

Milwaukee, WI WKLH  
Columbus, OH WVKO & WSNY  
Norfolk, VA WNOR-AM & FM  
Springfield, IL WYMG  
Champaign, IL WLRW & WIXY  
Des Moines, IA KRNT & KRNQ  
Portland, ME WGAN & WMGX  
Manchester, NH WFEA & WZID  
Springfield, MA WAQY-AM & FM

**Salem Communications Corp.**

4880 Santa Rosa Road  
Suite 300  
Camarillo, CA 93012  
(805) 987-0400  
FAX: (805) 482-8570

**Norman Olsen, Executive VP**

New York, NY WMCA  
Long Beach, CA KGER & KKLA  
San Francisco, CA KFAX  
Boston, MA WEZE  
Seattle, WA KGNW  
San Diego, CA KPRZ  
Columbus, OH WRFD  
Washington, DC WAVA  
Portland, OR KPQQ  
Pittsburgh, PA WORD, WKPA & WPIT-AM & FM  
Lancaster-Palmdale, CA KAVC  
Oxnard, CA KDAR  
Chicago, IL WYLL  
San Bernardino, CA KLFE

R  
•  
S

**COMPETITIVE  
media**

**RADIO EXPENDITURE REPORTS**

Your full-service, Multi-Media advertising information source

**Services include:**

- Local Multi-Media Reports
- National Spot Radio Reports
- Regional Spot Radio Reports
- Local Spot Radio Reports



**Information is available via:**

- Hard Copy Volumes
- Customized Reports
- PC Software



**CMR/RER • Competitive Media Reporting**

740 West Boston Post Road • Mamaroneck, NY 10543 • (914) 381-6277

## S

### Sandusky Radio

601 California Street  
Suite 2260  
San Francisco, CA 94108  
(415) 788-3161  
FAX: (415) 788-3165

### Norman Rau, President

Dallas, TX KEGL  
Seattle, WA KIXI & KLSY  
Phoenix, AZ KDKB

### SBC Technologies, Inc.

700 Canal Street  
5th Floor  
Stamford, CT 06902  
(203) 357-1464

### Leonard Fassler, Chairman

### Gerald Poch, President

Stowe, VT WVMX  
Waco, TX WACO-AM & FM

### Sconnix Broadcasting Company

Tyson's International Plaza  
1921 Gallows Road-Suite 850  
Vienna, VA 22182  
(703) 356-6000  
FAX: (703) 790-1290

### Randy Odeneal, Scott McQueen,

#### Ted Nixon, Partners

Miami-Ft. Lauderdale WVMX  
Kansas City, MO KFKF  
Quad Cities, IL WLLR-AM & FM  
Laconia, NH WLNH-AM & FM  
Indianapolis, IN WIBC & WKLR  
Baltimore, MD WQSR & WBMD

### Scripps Howard Broadcasting Co.

312 Walnut Street  
P.O. Box 5380  
Cincinnati, OH 45202  
(513) 977-3000

### Lawrence Leser, President/CEO

Baltimore, MD WVRT  
Portland, OR KUPL-AM & FM  
Memphis, TN WMC-AM & FM

### Seaton Management

P.O. Box 877  
Coffeyville, KS 67337  
(316) 251-2900

### R.M. Seaton, Chairman

Lubbock, TX KFYO & KZII  
Hastings, NE KHAS  
Manhattan, KS KMAN & KMKF

### Seehafer Broadcasting Corp.

P.O. Box 1385  
Manitowoc, WI 54221-1385  
(414) 682-0351  
FAX: (414) 682-1008

### Don Seehafer, President

Wausau, WI WXCO & WYCO  
Manitowoc, WI WOMET & WQTC

### Shamrock Broadcasting

4444 Lakeside Drive  
Burbank, CA 91505  
(818) 845-4444  
FAX: (818) 845-9718

### Bill Clark, Chairman

### Marty Loughman, President

San Francisco, CA KABL-AM & FM  
Detroit, MI WWWW-AM & FM  
Pittsburgh, PA WWSW-AM & FM  
Atlanta, GA WFOX  
Houston, TX KZFX  
Seattle, WA KXRX  
Kansas City, MO WHB & KUDL  
Denver, CO KXKL-AM & FM  
Phoenix, AZ KMLE

### Shamrock Communications, Inc.

149 Penn Avenue  
Scranton, PA 18503  
(717) 348-9108

### FAX: (717) 348-9109

### William R. Lynett, President/CEO

Baltimore, MD WGRX  
Milwaukee, WI WQFM  
Orlando, FL WDIZ  
Tulsa, OK KMYZ-AM & FM  
Wilkes Barre-  
Scranton, PA WEJL & WEZX  
Austin, TX KLTD  
Westminster, MD WTTR

### Shepherd Enterprises

300 W. Reed Street  
Moberly, MO 65270  
(816) 263-5800

### Jerrell Shepherd, President

Bethany, MO KAA-AM & FM  
Farmington, MO KREI & KTJJ  
Lebanon, MO KJEL & KIRK  
Moberly, MO KWIX & KRES  
Festus, MO KJCF

### Sheridan Broadcasting

411 Seventh Avenue  
Suite 1500  
Pittsburgh, PA 15219  
(412) 456-4000

### FAX: (412) 391-3559

### Ronald Davenport, Chairman

Pittsburgh, PA WYJZ & WAMO  
Buffalo, NY WUFO

### Sherman Broadcasting Corporation

17 Battery Place  
25th Floor  
New York, NY 10004  
(212) 709-9599  
FAX: (212) 709-9382

### Jay Meyers, President/COO

### H. Andrew Decker, Chairman

Wichita, KS KKRD  
Lincoln-Seward, NE KZKX

### Signal Communications, Inc.

55 Horse Hill Road  
Cedar Knolls, NJ 07927  
(201) 538-1250, (201) 455-1055  
FAX: (201) 538-3060

Morristown, NJ WMTR & WDHA

### Signature Broadcasting

2201 Northland Drive  
Suite C  
Austin, TX 78756  
(512) 451-7966  
FAX: (512) 451-2876

### Dick Oppenheimer, President

Pittsburgh, PA WMXP  
Nashville, TN WRMX  
McAllen-Brownsville, TX KFRQ  
Austin, TX KIXL

### Sorenson Broadcasting

604 N. Kiwanis Plaza  
Sioux Falls, SD 57104  
(605) 334-1117  
FAX: (605) 338-0326

### Dean Sorenson, President

Jamestown, ND KQDJ-AM & FM  
Pierre, SD KCCR & KLXS  
Red Wing, MN KCUE & KWNG  
Watertown, SD KWAT & KIXX  
Yankton, SD KYNT & KKYA  
Ft. Dodge, IA KVFD & KUEL

### South Central Communications

P.O. Box 40506  
Nashville, TN 37204  
(615) 259-9393  
FAX: (615) 259-4594

### Steve Edwards, President/GM

Evansville, IN WIKY-AM & FM  
Knoxville, TN WEZK & WIMZ  
Nashville, TN WZEZ

### Southern Communications, Inc.

3029 S. Sherwood Forest Blvd.  
Suite 200  
Baton Rouge, LA 70816  
(504) 292-9556

### FAX: (504) 291-6420

### Low Campbell, Co-Owner

### Don Nelson, Co-Owner

Baton Rouge, LA WIBR & WKJN

### Southern Minnesota Broadcasting Co.

122 Fourth Street SW  
Rochester, MN 55902  
(507) 286-1010  
FAX: (507) 286-9370

### Greg Gentling, President/GM

Sioux Falls, SD KXRB & KKLS-FM  
Rapid City, SD KKLS & KMKK  
Rochester, MN KROC-AM & FM

### Southern Skies Corporation

8114 Cantrell Road  
3rd Floor  
Little Rock, AR 72207  
(501) 227-9696  
FAX: (501) 228-9547

### Jerry Atchley, President

### JoAnne Scott, VP/Operations

Wichita, KS KZSN-AM & FM  
Little Rock, AR KSSN

### Southern Starr Broadcasting Group

99 Canal Center Plaza  
Suite 220  
Alexandria, VA 22314  
(703) 683-8488  
FAX: (703) 683-1496

### Robert E. Long, Chairman/CEO

New Haven, CT WPLR  
Titusville, FL WGNE  
Little Rock, AR KOLL  
Pascagoula, MS WKNN



**S****Spanish Broadcasting System**

26 W. 56th Street  
New York, NY 10019  
(212) 541-9200

FAX: (212) 541-9236

**Raul Alarcon Sr., Chairman**

**Raul Alarcon Jr., President/CEO**

Los Angeles, CA KSKQ-AM & FM  
Miami, FL WCMQ-AM & FM  
New York, NY WSKQ-AM & FM  
Key Largo, FL WZMQ

**SRO Broadcasting**

P.O. Box 91723  
Bellevue, WA 98009  
(206) 455-8100

FAX: (206) 455-8165

**Fredric Danz, President**

Richland, WA KALE & KIOK

**St. Pe-Communications**

916 Foley Street  
Jackson, MS 39202  
(601) 352-6673

**Edward St. Pe, President**

Jackson, MS WJXN AM & FM  
Yazoo City-Madison, MS WJNS

**Standard Radio Inc.**

2 St. Clair Avenue W  
Toronto, Ontario  
Canada, M4V 1L6  
(416) 922-9999

FAX: (416) 323-6800

**Allan Slaight, President/CEO Standard  
Brdcstg. Corp.**

**Gary Slaight, President/Standard Radio Inc**

Montreal, QB CJAD & CJFM  
Ottawa, ON CJSB  
St. Catharines, ON CKTB & CHTZ  
Toronto, ON CFRB & CKFM  
Edmonton, AL CFRN & CJKE  
Calgary, AL CFCN & CJAY

**Stauffer Communications, Inc.**

616 Jefferson  
Topeka, KS 66607  
(913) 295-1111

FAX: (913) 295-1144

**Stanley H. Stauffer, Chairman**

**Robert Fromme, VP/Radio**

Topeka, KS WIBW-AM & FM  
Amarillo, TX KGNC & KLMT

**Stoner Broadcasting System, Inc.**

410 Severn Avenue  
Suite 309  
Annapolis, MD 21403  
(410) 263-1030

FAX: (410) 280-6765

**Thomas H. Stoner, Chairman/CEO**

**Glenn Bell, President/COO**

Buffalo, NY WYRK  
Rochester, NY WCMF & WRMM  
Dayton, OH WWSN, WTUE  
& WONE

Knoxville, TN WIMZ-AM & FM  
Des Moines, IA KGGO & KDMI  
Louisville, KY WDJX-AM & FM  
Binghamton, NY WNBK & WHWK

**Suburban Radio Group**

P.O. Box 888  
Belmont, NC 28012  
(704) 825-5272

FAX: (704) 825-4036

**William R. Rollins, President**

Blacksburg, VA WVVV  
Christiansburg, VA WJJJ  
Concord, NC WEGO

**Sudbrink Broadcasting Co.**

2001 Palm Beach Lakes Blvd.  
Suite 303  
West Palm Beach, FL 33409  
(407) 684-7488

FAX: (407) 640-7699

**Robert Sudbrink, President**

Jacksonville, FL WXTL

**Sudbury Services Inc. &**

**Newport Broadcasting**

P.O. Box 989  
Blytheville, AR 72316  
(501) 762-2093

FAX: (501) 763-8459

**Harold Sudbury Jr., President**

Blytheville, AR KLCN & KHLS  
Heber Springs, AR KAWW-AM & FM  
Hope, AR KHPA  
Newport, AR KNBY & KOKR  
Prescott, AR KTPA  
West Memphis, AR KSUD

**Summit Communications Group, Inc.**

115 Perimeter Center Place  
Suite 1150  
Atlanta, GA 30346  
(404) 394-0707

FAX: (404) 394-9778, (404) 671-9213

**Owen Weber, Executive VP/Radio**

**Mary Catherine Sneed, VP/Operations**

New York, NY WRKS  
Dallas, TX KHVN & KJMZ  
Atlanta, GA WAOK & WVEE  
Baltimore, MD WCAO & WXYW

**Sunbelt Radio Group, Inc.**

448 E. Paces Ferry Road  
Atlanta, GA 30305  
(404) 240-0070

FAX: (404) 365-8209

**Richard N. Lea, CEO**

Brownsville, TX KRGY & KRGE

**Sunbrook Communications**

N. 1212 Washington  
Suite 124  
Spokane, WA 99201  
(509) 326-9500

FAX: (509) 326-1560

**Larry Roberts, President/CEO**

Billings, MT KBLG & KRKX  
Great Falls, MT KXGF & KAAK  
Missoula, MT KGRZ & KDXT  
Butte, MT KXTL & KQUY  
Pueblo, CO KCSJ & KGRQ  
Wenatchee, WA KXAA

**Sundance Broadcasting**

4745 N. Seventh Street  
Suite 135  
Phoenix, AZ 85014  
(602) 234-1015

**Michael Jorgenson, President**

Milwaukee, WI WOKY & WMIL  
Boise, ID KIDO & KLTB  
Phoenix, AZ KMXX & KISP

**SunGroup, Inc.**

9102 N. Meridian  
Suite 545  
Indianapolis, IN 46260  
(317) 844-7425

FAX: (317) 844-7427

**John W. Biddinger, President**

**John E. Southwood Jr., VP/Finance**

Pensicola, FL WOWW  
Omaha, NE KESY-AM & FM  
Albuquerque-  
Santa Fe, NM KKSS  
Longview, TX KYKX  
Abilene, TX KEAN-AM & FM  
Bryan-College Station, TX KKYS  
Shreveport, LA KMJJ

**Sunshine Group Broadcasting**

4 Moulton Street  
Portland, ME 04101  
(207) 774-5900

FAX: (207) 774-4952

**George Silverman, President**

Portsmouth, NH WCQL-AM & FM

**Surrey Broadcasting Co.**

165 S. Union  
Suite 570  
Denver, CO 80228  
(303) 989-9980

FAX: (303) 989-4945

**James Kent Nichols, President/CEO**

**John Nichols, Chairman**

Oklahoma City, OK KPRW & KATT

**Susquehanna Radio Corp.**

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

FAX: (717) 771-1436

**Arthur W. Carlson, President**

San Francisco, CA KNBR & KFOG  
Dallas-Ft. Worth, TX KLIF & KPLX  
Houston, TX KRBE-AM & FM  
Atlanta, GA WNNX  
Cincinnati, OH WRRM  
Norfolk, VA WGH-AM & FM  
Indianapolis, IN WFMS  
Wilkes Barre-Scranton, PA WARM, WMGS  
& WYXY  
York, PA WSBA &  
WARM-FM

**T****Taylor Communications**

11780 U.S. Highway #1  
Suite 204

North Palm Beach, FL 33408

(407) 775-1777

FAX: (407) 694-8387

**John J. Taylor III, President**

Hyannis, MA WCOD  
West Palm Beach, FL WEAT-AM & FM  
Jacksonville, FL WIVY  
Orlando, FL WXXL

## T

### Tele-Media Broadcasting Company

P.O. Box 39  
Bellefonte, PA 16823  
(814) 355-8355  
**Robert Tudek**, Chairman/President/  
Co-Owner

**Everett Mundy**, Vice Chairman/Co-Owner  
Easton, PA WEST & WLEW  
Hershey-Harrisburg, PA WRKZ  
Providence, RI WLKW & WWLI  
Quincy, IL WTAD & WQCY  
State College, PA WRSC & WQWK

### Telemedia Corp.

1010 Sherbrooke W, Suite 1610  
Montreal, Quebec  
Canada, H3A 2R7  
(514) 845-6291  
FAX: (514) 842-5591

### Phillipe de Gaspe Beaubien, Chairman/President/CEO

Hull, QB	CKCH & CIMF
Midland, ON	CKMP
Montreal, QB	CKAC & CITE
North Bay, ON	CFCH & CKAT
Orilla, ON	CFOR
Quebec, QB	CKCV & CITF
Sault Ste. Marie, ON	CFYN & CHAS
Sherbrooke, QB	CHLT, CKTS & CITE-FM-1
Stratford, ON	CJCS
Timmins, ON	CKGB & CFTI
Toronto, ON	CJCL
Trois-Rivieres, QB	CHLN
Sudbury, ON	CIGM & CKSO
Chicoutimi, QB	CFIX

### Temple University Public Radio/Jazz FM

Annenberg Hall (011-00), Temple University  
Diamond Street & Park Mall  
Philadelphia, PA 19122  
(215) 787-8405

### Ted Eldredge, GM

Philadelphia, PA	WRTI
Mount Pocono, PA	WRTY
Harrisburg, PA	WJAZ

### Tichenor Media System, Inc.

100 Crescent Court  
Suite 1777  
Dallas, TX 75201  
(214) 855-8882

### McHenry T. Tichenor Jr., President

Houston, TX	KLAT
San Antonio, TX	KCOR & KSSR
Corpus Christi, TX	KUNO & KDOS
Harlingen, TX	KGBT & KIWW
El Paso, TX	KBNA-AM & FM
Chicago, IL	WIND & WOJO
New York, NY	WADO
Miami, FL	WQBA-AM & FM

### Tri Group, Inc.

4807 St. Elmo Avenue  
Bethesda, MD 20814  
(301) 652-4144

### Fred Hessick, President

**Michael Ferrel**, Executive VP  
Augusta, GA WMME-AM & FM

### Timm Enterprises

P.O. Box 1874  
Tallahassee, FL 32302  
(904) 224-4001  
FAX: (904) 222-8688

### B.F.J. Timm, President

Jacksonville, FL	WVOJ
Tallahassee, FL	WANM & WGLF
Naples, FL	WSGL
Douglas, GA	WDMG-AM & FM
Warner Robins, GA	WRCC-AM & FM
Key West, FL	WOZN

### TK Communications, Inc.

110 Southeast Sixth Street  
Suite 1601  
Ft. Lauderdale, FL 33301  
(305) 525-8500  
FAX: (305) 462-4949

### John F. Tenaglia, Chairman/CEO

Dallas, TX	KLUV
Ft. Lauderdale, FL	WSRF & WSHE
San Antonio, TX	KXTN & KZVE
Orlando, FL	WHOO & WHTQ

### Tribune Broadcasting

435 N. Michigan Avenue  
Suite 1900  
Chicago, IL 60611  
(312) 222-3333  
FAX: (312) 329-0611

### Wayne Vriesman, VP/Radio

New York, NY	WQCD
Chicago, IL	WGN
Sacramento, CA	KYMX & KCTC
Denver, CO	KOSI & KEZW

### Trumper Communications, Inc.

900 Oakmont Lane  
Suite 210  
Westmont, IL 60559  
(708) 789-0090  
FAX: (708) 789-0102

### Jeffrey E. Trumper, President/CEO

Lexington, KY	WLFX & WLAP- AM & FM
Portland, OR	KKCW
Charlotte, NC	WTDR
Minneapolis-St. Paul, MN	KQQL

## U

### United Broadcasting

4733 Bethesda Avenue  
Suite 808  
Bethesda, MD 20814  
(301) 652-7706  
FAX: (301) 652-4614

### Gerald Hroblak, President

New York, NY	WKDM
Los Angeles, CA	KALI
San Francisco, CA	KSOL
Washington, DC	WJZE
Baltimore, MD	WERQ-AM & FM
Cleveland, OH	WJMO-AM & FM
Rockville, MD	WINX

### Unity Broadcasting Network

1800 Seventh Avenue  
Suite 9-A  
New York, NY 10026  
(212) 316-6991  
**Eugene Jackson**, President  
**Sandra Bell**, VP  
Philadelphia, PA WDAS-AM & FM

### Universal Broadcasting

40 Roselle Street  
Mineola, NY 11501  
(516) 741-1200  
FAX: (516) 741-1230  
**Howard Warshaw**, President  
New York, NY WTHE  
Los Angeles, CA KPCC  
St. Louis, MO WCBW  
Indianapolis, MO WSYW-AM & FM

### University Broadcasting Company

135 N. Pennsylvania Street  
Suite 2380  
Indianapolis, IN 46204  
(317) 635-5696  
FAX: (317) 635-5699  
**Arthur A. Angiotti**, President/CEO  
Lafayette, IN WAZY  
Bloomington, IN WBWB  
Ft. Collins, CO KCOL & KIMN  
Indianapolis, IN WHHH & WXLW

### Uno Broadcasting Corp.

1 Uno Circle  
Joliet, IL 60435  
(815) 741-4000  
FAX: (815) 741-4022  
**Robert Tezak**, President  
Topeka, KS KTOP & KDVV  
Beaumont, TX KOLE & KKMY  
Joliet, IL WJOL & WLLI  
Yuma, AZ KBLU & KTTI

### US Radio

1234 Market Street  
Suite 1940  
Philadelphia, PA 19107  
(215) 563-2910  
FAX: (215) 563-9947  
**Ragan A. Henry**, Chairman  
Reading, PA WRAW & WRFY  
Independence, MO KIDZ  
Memphis, TN WDIA & WHRK  
Columbia, SC WCOS-AM & FM  
Detroit, MI WDZR  
Columbus, OH WRZR  
Raleigh, NC WQOK  
Wildwood, NJ WCMC & WZXL  
Spring, TX KJOJ-AM & FM  
Norfolk, VA WBSK & WOWI  
Akron, OH WAKR & WONE  
El Paso, TX KHEY  
Houston, TX KKZR

## V

### Verstandig Broadcasting

4850 Connecticut Avenue NW  
Suite 103  
Washington, DC 20008  
(202) 244-1422  
**John Verstandig**, President  
Waynesboro, PA WAYZ-AM & FM  
Harrisonburg, VA WSWA & WQPO  
Cambridge, MD WCEM-AM & FM

V

**Viacom Broadcast Group**

1515 Broadway  
40th Floor  
New York, NY 10036  
(212) 258-7136  
FAX: (212) 258-7154

**Bill Figenshu, President/Radio Division**

Los Angeles, CA	KYSR
New York, NY	WLTW
Chicago, IL	WLIT
Houston, TX	KIKK-AM & FM
Washington, DC	WMZQ-AM & FM
Detroit, MI	WLTJ
Seattle, WA	KNDV & KBSG-AM & FM
San Francisco, CA	KDBK & KDBQ

**Visionary Related Entertainment, Inc.**

P.O. Box 15261  
Santa Rosa, CA 95402  
(707) 528-0339

**John Detz, President**

Wailuku, HI	KAOI-FM
Kihei, HI	KAOI
Kealahou, HI	KKON & KAOY
Hilo, HI	KAOE

**Voyager Communications Group**

3201 Glenwood Avenue  
Suite 301  
Raleigh, NC 27612  
(919) 781-7333  
FAX: (919) 781-7443

**Carl V. Venters Jr., Chairman**

**Jack P. McCarthy, President**

Greensboro-Winston-Salem-Highpoint, NC	WMAG & WMFR
Raleigh-Durham-Chapel Hill, NC	WRDU
Columbia, SC	WNOK & WOIC
Charlotte, NC	WWMG
Greenville-Spartanburg, SC	WLWZ & WELP

W

**Warner Stations**

4343 O Street  
Lincoln, NE 68510  
(402) 475-4567

**Norton Warner, President**

Lincoln, NE	KLIN, KEZG & KFGE
Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM
Beatrice, NE	KWBE

**Wescom Media Group**

1064 E. Sahara  
Las Vegas, NV 89104  
(702) 796-4040  
FAX: (702) 796-6347

**Dale J. Matteson, President**

Mobile, AL	WGCX
Las Vegas, NV	KRLV

**Wesham Broadcasting Company**

917 Western America Circle  
Suite 500  
Mobile, AL 36609  
(205) 343-1000  
FAX: (205) 344-6006

**Ken Johnson, President**

Louisville, KY	WRKA
Charleston, WV	WCAW & WVAF
Mobile, AL	WKSJ-AM & FM



**Westwood One Stations Group, Inc.**

1700 Broadway  
New York, NY 10019  
(212) 237-2929  
FAX: (212) 237-2500

**Bob Moore, Executive VP**

New York, NY	WYNY
Los Angeles, CA	KQLZ

**Wilks/Schwartz Broadcasting**

1331 Main Street  
Springfield, MA 01103  
(413) 781-1011  
FAX: (413) 781-1944

**Donald Wilks, Michael Schwartz, Owners**

Syracuse, NY	WKFM & WFBL
Springfield, MA	WHYN-AM & FM
Sarasota, FL	WSRZ
Providence, RI	WWBB
Louisville, KY	WVEZ & WWKY
Norfolk, VA	WNVZ

**Willis Broadcasting Corp.**

645 Church Street  
Suite 400  
Norfolk, VA 23510  
(804) 622-4600  
FAX: (804) 624-6515

**Bishop L.E. Willis, President**

New Orleans, LA	WBOK
Norfolk, VA	WPCE
Philadelphia, PA	WURD
Trenton, NJ	WIMG
Gary, IN	WWCA
Bellhaven, NC	WKTA
Birmingham, AL	WAYE
Charlotte, NC	WGSP
Ferris-Dallas, TX	KDFT
Norfolk, VA	WMYK
Batesburg, SC	WKWQ
Durham, NC	WSRC
E. St. Louis, IL	WESL
East Point, GA	WTJH
N. Little Rock, AR	KMZK & KLRG
Memphis, TN	KFTH & WXSS
Indianapolis, IN	WPZZ
Edenton, NC	WBXB

**WIN Communications/M.L. Media**

40 Richards Avenue  
4th Floor  
Norwalk, CT 06854  
(203) 857-5600

**George L. Sosson, President/COO**

**Ray Edwards Jr., VP/CFO**

Cleveland, OH	WQAL
Indianapolis, IN	WCKN & WRZX
Westport, CT	WEBE
Bridgeport, CT	WICC
Norfolk-Portsmouth, VA	WMXN
San Juan, PR	WUNO & WFID
Anaheim, CA	KEZY & KORG

**WinCom Radio Group**

10 Mayland Villa  
Lincolnshire, IL 60069  
(708) 634-3282

**Donn Winther, President**

Green Bay-Appleton, WI	WNFL & WKFX
WI St. Joseph-Benton Harbor, MI	WHFB-AM & FM

**Winfas of Virginia, Inc.**

P.O. Box 4108  
Lynchburg, VA 24502-0108  
(804) 237-4700  
FAX: (804) 237-8070

**Roger Ingram, President**

Jacksonville, NC	WKOQ
Amherst, VA	WYYD

**Withers Broadcasting**

P.O. Box 1508  
Mount Vernon, IL 62864  
(618) 242-3500  
FAX: (618) 242-4444

**W. Russell Withers Jr., Owner**

Keokuk, IA	KOKX-AM & FM
Cape Girardeau, MO	KAPE & KGMO
Mt. Vernon, IL	WMIX-AM & FM

**Woodward Communications Inc.**

c/o WHBY/WAPL Radio  
P.O. Box 1519, 2727 E. Radio Road  
Appleton, WI 54913  
(414) 733-6639  
FAX: (414) 739-0494

**Susan F. Knaack, VP/Broadcast**

Dubuque, IA	KDTH & KATF
Appleton, WI	WHBY & WAPL

**WTMJ, Inc.**

720 E. Capitol Drive  
P.O. Box 693  
Milwaukee, WI 53201  
(414) 332-9611  
FAX: (414) 223-5266

**Steve Smith, Vice Chairman**

**Doug Kiel, President**

Milwaukee, WI	WTMJ & WKTI
Wausau, WI	WSAU & WIFC
Kansas City, MO	KQRC

V  
•  
W

**A**

**Academy Of Country Music**  
6255 Sunset Blvd.  
Suite 923  
Hollywood, CA 90028  
(213) 462-2351  
FAX: (213) 462-3253  
**Bill Boyd, Executive Director**

**The Academy of Radio Broadcasting**  
8907 Warner Avenue  
Suite 115  
Huntington Beach, CA 92647  
(714) 842-0100  
FAX: (714) 842-1858  
**Lindy Thurrell, President**  
**Tom King, VP**

4914 E. McDowell Road  
Suite 107  
Phoenix, AZ 85008  
(602) 267-8001  
FAX: (602) 273-6411  
**Donna Green**

**Accuracy In Media**  
1275 K Street NW  
Suite 1150  
Washington, DC 20005  
(202) 371-6710  
FAX: (202) 371-9054  
**Deborah Lambert, Public Affairs Director**

**American Federation of Television  
& Radio Artists  
(AFTRA)**  
6922 Hollywood Blvd., 8th Floor  
Hollywood, CA 90028  
(213) 461-9148  
FAX: (213) 463-9041

**American Women in Radio  
& Television, Inc.**  
1101 Connecticut Avenue NW  
Suite 700  
Washington, DC 20036  
(202) 429-5102  
FAX: (202) 223-4579, (202) 857-1111  
**Donna Cantor, Executive Director**



**ASCAP**

**American Society of Composers,  
Authors, and Publishers (ASCAP)**

1 Lincoln Plaza  
New York, NY 10023  
(212) 621-6000  
FAX: (212) 595-3342

**ASCAP Chicago**  
Kingsbury Center  
350 W. Hubbard Street  
Chicago, IL 60610  
(312) 527-9775  
FAX: (312) 527-9774

**ASCAP London**  
52 Haymarket  
Suites 10 & 11  
London SW1Y4RP, England  
011-44-71-973-0069  
FAX: 011-44-71-973-0068

**ASCAP Los Angeles**  
7920 Sunset Blvd.  
Suite 300  
Los Angeles, CA 90046  
(213) 883-1000  
FAX: (213) 883-1049

**ASCAP Nashville**  
2 Music Square West  
Nashville, TN 37203  
(615) 742-5000  
FAX: (615) 742-5020

**ASCAP Puerto Rico**  
1519 Ponce de Leon Avenue  
Suite 505  
Santurce, PR 00910  
(809) 725-1688  
FAX: (809) 721-1190

**B**



**BMI**

320 W. 57th Street  
New York, NY 10019  
(212) 586-2000  
FAX: (212) 246-2163

**Frances W. Preston, President/CEO**

8730 Sunset Blvd.  
Third Floor West  
Los Angeles, CA 90069  
(310) 659-9109  
FAX: (310) 657-6974

10 Music Square East  
Nashville, TN 37203  
(615) 291-6700  
FAX: (615) 291-6707

79 Harley House  
Marylebone Road  
London NW1 5HN  
England  
011-4471-935-8517  
FAX: 011-4471-487-5091

## B

**Broadcast Cable Credit Association**  
701 Lee Street  
Suite 1030  
Des Plaines, IL 60016  
(708) 827-9330  
FAX: (708) 827-1653  
**Buz Buzogany**, Executive Director

**Broadcast Promotion & Marketing Executives**  
6255 Sunset Blvd.  
Suite 624  
Los Angeles, CA 90028  
(213) 465-3777  
FAX: (213) 469-9559  
**Jim Chabin**, President  
**Gregg Balko**, VP

## C

**Country Music Association**  
1 Music Circle S  
Nashville, TN 37203  
(615) 244-2840  
FAX: (615) 726-0314  
**Ed Benson**, Executive Director

**Country Radio Broadcasters**  
50 Music Square W  
Suite 604  
Nashville, TN 37203  
(615) 327-4487  
FAX: (615) 327-4492  
**Frank Mull**, Executive Director

## E

**Electronic Media Rating Council**  
509 Madison Avenue  
Suite 1112  
New York, NY 10022  
(212) 754-3343  
FAX: (212) 754-6430  
**Richard Weinstein**, Executive Director  
**Tom McClendon**, Chairman

## F

**The Federated Association of Media Employees, Inc.**  
66 W. Springer Drive  
Suite 307  
Highlands Ranch, CO 80126  
(303) 470-9196  
FAX: (303) 470-9196  
**Steven Gramzay**, President

## I

**International Radio-Television Society**  
420 Lexington Avenue  
Suite 1714  
New York, NY 10170  
(212) 867-6650  
FAX: (212) 867-6653  
**Steve Labunski**, Executive Director

## N

**National Academy of Songwriters**  
6381 Hollywood Blvd.  
Suite 780  
Hollywood, CA 90028  
(213) 463-7178  
FAX: (213) 463-2146  
**Dan Kirkpatrick**, Executive Director

**National Association of Broadcasters**  
1771 N Street NW  
Washington, DC 20036  
(202) 429-5417  
FAX: (202) 775-3523  
**Edward O. Fritts**, President/CEO  
**John David**, Senior VP/Radio

**National Association of College Broadcasters**  
71 George Street  
P.O. Box 1824  
Providence, RI 02912-1824  
(401) 863-2225  
FAX: (401) 863-2221, (401) 863-3700  
**Glenn Gutmacher**, Executive Director  
**JoAnn Forgit**, Association Director  
**Jeffrey Southard**, Special Projects Director

**National Association of Farm Broadcasters**  
26 E. Exchange Street  
St. Paul, MN 55101  
(612) 224-0508  
FAX: (612) 224-1956  
**Roger Olson**, Executive Director

**National Association of Media Brokers**  
c/o Media Mergers & Acquisitions  
6210 Iroquois Court  
Odessa/Tampa, FL 33556-9564  
(813) 920-0800  
FAX: (813) 920-3425  
**Tim Menowsky**, President

**National Association of Recording Merchandisers**  
11 Eves Drive  
Suite 140  
Marlton, NJ 08053  
(609) 596-2221  
FAX: (609) 596-3268  
**Pam Horovitz**, Executive VP

**New York Market Radio Broadcasters Association**  
51 E. 42nd Street  
Suite 416  
New York, NY 10017  
(212) 808-4330  
FAX: (212) 986-3242  
**Sanford Josephson**, Executive Director

## P

**PoolNET**  
652 Princeton Blvd.  
Pittsburgh, PA 15221-2614  
(412) 244-0815  
FAX: (412) 243-7529  
**Gerald O. Strothers Jr.**, Executive Director

## R



**Radio Advertising Bureau, Inc.**  
304 Park Avenue S  
7th Floor  
New York, NY 10010  
(212) 387-2100  
FAX: (212) 254-8713  
**Gary Fries**, President  
**Wayne Cornils**, Executive VP/Services  
**George Hyde**, Executive VP/Training  
**Judy Carlough**, Executive VP/Marketing  
**Ron Ruth**, Executive VP/Stations

**Radio Network Association**  
304 Park Avenue S  
7th Floor  
New York, NY 10010  
(212) 777-0045  
FAX: (212) 777-0353  
**Rick Devlin**, President

**Radio-Television News Directors Association**  
1000 Connecticut Avenue NW  
Suite 615  
Washington, DC 20036  
(202) 659-6510  
FAX: (202) 223-4007  
**David Bartlett**, President

## S

**SESAC Inc.**  
55 Music Square E  
Nashville, TN 37203  
(615) 320-0055  
FAX: (615) 329-9627  
**A.H. Prager**, Chairman  
**Vincent Candilora**, CEO/President  
156 W. 56th Street  
New York, NY 10019  
(212) 586-3450  
FAX: (212) 397-4682

# PROMOTIONAL SHOWCASE

## Custom Temporary Tattoos



Your logo or design.  
Great promotion for bands, clubs, special events

**1-800-347-2836**



**ROLL-A-SIGN** Cost-effective plastic banners for your station. We print any picture, logo, or design in up to four colors. Perfect for concerts, public appearances, expos and give-aways. Packaged on a roll and easy to use.

Call Toll Free:  
U.S. 1-800-231-2417  
Canada 1-800-847-5616  
(713) 947-2053 FAX



Project a powerful image with **HIGH IMPACT POCKET FOLDERS!**

1-800-331-4438

**Communication Graphics Inc**

**E-Z UP INSTANT SHELTERS**

- Sets up in 60 seconds
- Compact size that stores easily
- Durable reinforced all-steel double truss design

**EASY UP CANOPY PRODUCTS**  
Covering The World

**1-800-4-EASY-UP**  
1-800-432-7987

**E-Z UP SHELTERS ARE PERFECT FOR**

- Community Fairs • Sports • Special Events
- Concessions • Swim & Track Meets

## TURN-KEY EVENT PRODUCTION

### Event and Sales Consultancy For Radio

**Call (513)745-9096**

event marketing, inc.

## U.S. Tape & Label

Saint Louis, Missouri

Home of the **TRAVELING BILLBOARD®**

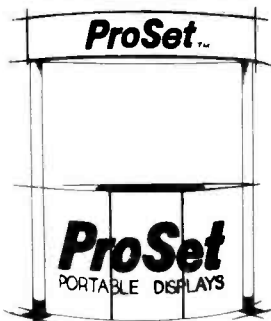
What do KIIS, KPWR, WBCN, KMEL, WGN, WHYZ, WRBQ, WHYT, KSHE and over 1,000 other stations have in common?

**They do business with US Tape & Label!**

Why? Because we're the **BEST** in the bumpersticker, window label business!

Call us... 314-423-4411

## ProSet™ PORTABLE DISPLAYS



**Broadcast Products, Inc.**  
**1-800-433-8460**



## Stadium Cups...

All sizes and colors.

As low as 12¢ each. Call for custom quote. Minimum order 5000 pieces.

**1-800-786-8011**



Promotional Products • Premiums • Incentives



## BANNERS ON A ROLL!

**CUT YOUR BANNER COST!**  
Send us your logo, design or graphics and we'll do the rest. Call for pricing.

**1-800-786-7411**



**A**



**Aaro Marketing, Inc.**  
Award Winning  
Direct Mail • Revenue Strategies • Outdoor Campaigns

**Aaro Marketing**  
403 York Street  
Campbell Towers  
Newport, KY 41071  
(606) 261-2900

FAX: (606) 261-2909  
**Frank Kockritz, President**  
**Kay Sterling, VP/Marketing**

**AB Promotions**

P.O. Box 362  
Wisconsin Rapids, WI 54495  
(715) 424-1718  
FAX: (715) 422-1044

**Jack Gennaro**  
PM

**ACC Broadcast Marketing, Inc.**

7800 Cooper Road  
Suite 102  
Cincinnati, OH 45242  
(513) 791-3346

FAX: (513) 791-3348  
**Bob Cooper, President**

**Ad America**

2 Fountain Place  
Suite 260  
Grand Rapids, MI 49503  
(800) 536-6926  
FAX: (616) 235-6853

**Kelly Fleming**

**Advanced Radio Marketing, Inc.**

137 North Street  
Suite A  
Boston/Newtonville, MA 02160  
(617) 332-7001

**Steven M. Bernson, President/Consultant**  
**Christopher D. Haight, VP/Chief**  
Technical Officer  
MP

**The Advantage Group, Inc.**

RRI Box 119  
Chelsea, VT 05038  
(802) 889-3511  
FAX: (802) 889-3512

**Bob Frenier**  
**Carol Frenier**

**Aerial Dimensions, Inc.**

16930 Parthenia Street  
Sepulveda, CA 91343  
(818) 894-7768  
FAX: (818) 830-6928

**Mark Hays, President**

**KEY TO SERVICES**

- A = Advertising**
- B = Bumper Stickers & Decals**
- BP = Banners & Posters**
- C = Consultants**
- CO = Costumes**
- CR = Creative**
- D = Displays & Vehicles**
- DM = Direct Marketing**
- E = Events**
- M = Mailing Lists**
- MP = Music Products**
- P = Premiums & Incentives**
- PB = Publishing**
- PM = Printed Materials**
- R = Remote Services**
- T = Telephone Services**
- TV = TV Buying/Production**

**American Telesource, Inc.**

6121 Hollis Street  
Emeryville, CA 94608  
(510) 428-1111, (800) 466-0444  
FAX: (510) 428-2460  
**Stephen Viets, President**



**AMFM Company, Inc.**

315 Ash Street  
Nashville, TN 37210  
(615) 726-0870  
FAX: (615) 726-1133

**Victor Rumore, President**  
**Jim Hicks, VP**  
A CR DM P PM

**Nick Anthony & Associates**

399 Great Oaks Trail  
Wadsworth, OH 44281  
(216) 336-4570  
FAX: (216) 336-0312  
**Nick Anthony, President**  
**Diane Agnesi, Assistant to President**

**Toby Arnold & Associates**

3234 Commander Drive  
Carrollton, TX 75006  
(214) 661-8201, (800) 527-5335  
FAX: (214) 250-6014  
**Toby Arnold, President**  
**Dolly Arnold, VP/COO**  
**Larry Mangiameli, VP/Executive Director**

**Automated Telephone Information System (A.T.I.S.)**

4545 E. Shea Blvd.  
Suite 230  
Phoenix, AZ 85028  
(602) 494-7857, (800) 883-2847  
FAX: (602) 957-7045  
**Michael A. Marquis, Director/Marketing**

**AVI Communications, Inc.**

6311 N. O'Connor Road  
LB 154, Suite N-53  
Irving, TX 75039-3510  
(214) 484-5345  
FAX: (214) 484-3057  
**Patrick S. Shaughnessy, President/CEO**

**B**

**Banner Barn**

P.O. Box 2121  
Ocala, FL 32678  
(904) 867-7860  
FAX: (904) 351-0773  
**Robert Wormser, President**

**Banners-On-A-Roll**

3023 80th Avenue SE  
Mercer Island, WA 98040  
(206) 236-7411, (800) 786-7411  
FAX: (206) 236-7412  
**Brad Lehrer, Partner**  
**Susan Van Allen, Partner**

**BDR Advertising Specialties**

14044 Ventura Blvd.  
Suite 201  
Sherman Oaks, CA 91423  
(818) 789-1479  
**Barbara Schaller, VP/Marketing**

**Bigger Than Life, Inc.**

1327 Fayette Street  
El Cajon, CA 92020  
(800) 383-9980, ext. 212  
FAX: (619) 449-8299  
**Robin Reese, Sales Administration**  
**Connie Clark, Marketing Manager**  
A CO D

**Bird Corp.**

113 N. Main  
Elkhorn, NE 68022  
(402) 289-3779  
FAX: (402) 289-4328  
**Fred Schweser, Director/Marketing**

**Boom Media**

7210 Hull Street Road  
Suite 154  
Richmond, VA 23235  
(804) 276-5811  
FAX: (804) 745-7778  
**Martin Snead, President**

**B**

**Bottom Line Marketing**  
991 Bern Drive  
Harve De Grace, MD 21078  
(410) 939-1995  
**Doug Hall**

**Boulder Blimp Company**  
2840 Wilderness Place  
Suite E  
Boulder, CO 80301  
(303) 449-2190  
FAX: (303) 449-2074  
**Terry Goodhart, GM**

**Brite Voice Systems, Inc.**  
7309 E. 21st Street N  
Wichita, KS 67206  
(316) 652-6500, (800)SEE-BRITE  
FAX: (316) 652-6800  
**Kyle Rogg, Product Manager**

**Broadcast Communications Group**  
7737 W. Chestnut Place  
Suite 110  
Littleton, CO 80123  
(800) 800-AMFM, (303) 979-7550  
FAX: (303) 979-7622  
**Thomas S. Dudley, President**

**Broadcast Direct Marketing**  
6851 Yumuri Street  
Suite 11  
Coral Gables, FL 33146  
(305) 662-9524  
FAX: (305) 667-5639  
**Courtney Thompson, President/CEO**  
**Allan Hotlen, VP/Marketing & Sales**  
**Bud Henderson, VP/Database Management**

**Broadcast Graphics**  
401 Speed Building  
333 Guthrie Green  
Louisville, KY 40202  
(502) 584-5810  
FAX: (502) 584-5131  
**Sally Wax**  
A DM PM



We place TV for radio only. Get the exciting story on FOCUSED POWER-TELEVISION®. We make generic media buyers obsolete.

**Broadcast Marketing Group**  
3100 Broadway  
Suite 318  
Kansas City, MO 64111  
(816) 753-3277  
FAX: (816) 561-0800  
**Aubrey Potter, Partner**  
**Chip Osborn, Partner**



**Broadcast Products, Inc.**  
P.O. Box 2500  
Elkhart, IN 46515  
(219) 293-4700  
FAX: (219) 294-3895  
**Doug Clark**

**Broadcast Solutions**  
1512 S.W. 18th Street  
Suite 2  
Portland, OR 97201  
(503) 248-1960  
FAX: (503) 226-6596  
**J.J. McKay, CEO**

**Broadcasting Unlimited, Inc.**  
35 Main Street  
Wayland, MA 01778  
(508) 653-7200  
FAX: (508) 653-4088  
**Jay Williams, President**  
**Lou Josephs, Research Director**  
**Shauna Arruda, Marketing Operations**  
M MP

**Larry Bruce Communications**  
1344 Madonna Road  
Suite 163  
San Luis Obispo, CA 93405  
(805) 546-0242  
FAX: (805) 546-0442  
**Larry Bruce, President**  
**Elizabeth Burley, VP**  
**Keith Royer, OM**  
MP P

**BSC Litho**  
3000 Canby Street  
Harrisburg, PA 17103  
(800) 272-5484, (717) 238-8378  
FAX: (717) 232-4151  
**Kay May, Radio Marketing Division Manager**

**Call Interactive**  
2301 N. 117th Avenue  
Omaha, NE 68164  
(402) 498-7000  
FAX: (402) 498-7900  
**Brian Y. Rivette, VP/Marketing**

**Capitol Media**  
P.O. Box 3871  
Frederick, MD 21705  
(301) 846-0180  
**Jeannie Mantell, Syndication Sex Goddess**  
**Jeff Quinn, Creative Genius**  
A CR DM E PB MP

**Celebration**  
9207 Country Creek Drive  
Suite 140  
Houston, TX 77036  
(713) 995-2400  
FAX: (713) 995-2412  
**James F. Wiseheart, President**  
T

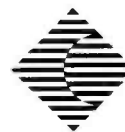
**Center for Radio Information**  
19 Market Street  
Cold Spring, NY 10516  
(800) 359-9898  
FAX: (914) 265-2715  
**Maurie Webster, President**  
**Susan Rebentisch, Sales Manager**  
**Scott Webster, Systems**

**Coast To Coast Promotion & Marketing, Inc.**  
810 Seventh Avenue  
4th Floor  
New York, NY 10019  
(212) 603-8732  
FAX: (212) 603-8702  
**Susan B. Levin, Owner/President**  
**Marco Cutrone, Promotion Associate**  
**Ilysa Postman, Promotion Assistant**  
65 Ocatillo Avenue  
Newbury Park, CA 91320  
(805) 376-2505  
FAX: (805) 376-2216  
**Bob Ruttenberg, Owner/Exec. VP**



Broadcasting's only manufacturer of screen printed decals and bumperstickers for extended outdoor conditions. Logo design and consulting available on request.

**Communication Graphics, Inc.**  
313 N. Redbud  
Broken Arrow, OK 74012  
(918) 258-6502,  
(800) 331-4438  
FAX: (918) 251-8223  
**Rick Lawrance, President**



**CONTEMPORARY GROUP**  
**Contemporary Group**  
1401 S. Brentwood Blvd.  
7th Floor  
St. Louis, MO 63144  
(314) 962-4000  
FAX: (314) 962-0445  
**Gregory J. Haglund, VP**  
MP

**C**



C

**Connect Corporation**  
30 Chestnut Street  
Providence, RI 02903  
(800) 422-4111, (401) 351-3510  
FAX: (401) 521-8652  
**Russ Butler**

**Costa Communications**  
8033 Sunset Blvd.  
Suite 649  
Los Angeles, CA 90046  
(213) 650-0365  
FAX: (213) 848-9099  
**Ray Costa, President**

**Coyote Logo Jewelry**  
10100 Cochiti SE  
Albuquerque, NM 87123  
(505) 296-0058  
FAX: (505) 296-0116  
**Bruce Cooley, Production Manager**

**CPC Associates**  
33 Rock Hill Road  
Bala Cynwyd, PA 19004  
(215) 667-1780  
FAX: (215) 667-5650  
**Max Vieweg, VP**  
DM M

**Crackerjack Advertising**  
106 Arlington Avenue  
Port Jefferson, NY 11777  
(516) 331-1587  
FAX: (516) 331-1552  
**Steve Oil**

**Cranberry Graphics**  
323 E. Main Street  
Westminster, MD 21157  
(410) 876-8131  
FAX: (410) 876-7052  
**Ron Forrester, President**  
A PM



**Creative Media Management, Inc.**

Direct Mail/Telemarketing

**Creative Media Management, Inc.**  
1000 Belcher Road S, Suite 10  
Largo, FL 34641-3307  
(813) 536-9450  
FAX: (813) 536-9711  
**Nancy W. Izor, President**  
**Gordon J. Obarski, VP/Sales**  
**Denise L. Miller, Senior A.E.**  
**Wayne Martin, Regional S.M.**  
**Tammy L. Davis, Client Services**  
**Kimberly C. Mills, Production Asst.**

**Creative Radio Promotions**  
3861 Apache Court W  
Boulder, CO 80303  
(505) 982-5485  
**Doug Belscher**

**The Creative Services Group**  
2200 Pacific Coast Highway  
Suite 103  
Hermosa Beach, CA 90254  
(310) 798-0433  
FAX: (310) 798-0716  
**Andrew Batkin, President/Creative Director**  
MP

**Crest Communications**  
One Lincoln Center  
Suite 1120  
Oakbrook Terrace, IL 60181  
(708) 916-2060  
FAX: (708) 916-2065  
**Claudia LaPatina**

**CRITICAL MASS MEDIA**

*MailCall™ telemarketing impacts at-work ratings with Nest Marketing™ and InstantREPLAY™. MailCall™ can target your advertisers and potential diarykeepers. Go beyond "Phase One" thinking with MailCall™.*

**Critical Mass Media, Inc.**  
4242 Airport Road  
Suite 200  
Cincinnati, OH 45226  
(513) 871-6900,  
(708) 501-4644  
FAX: (513) 871-0489,  
(708) 501-3969

**John J. Martin, President**  
**Randy Michaels, CEO**  
**Anthony A. Galluzzo, COO**  
**Abbe Harris,**  
*National Sales Manager*  
**Sally S. Martin,**  
*National Sales Manager*

**Custom Publishing & Marketing Group, Inc.**  
P.O. Box 1150  
Jupiter, FL 33468-1150  
(407) 743-0548  
FAX: (407) 743-7842  
**Dick Downes, President**  
PB

Key to Services on page 171

**Customer Contact Inc.**  
1000 Abernathy Road  
Suite 1205  
Atlanta, GA 30328  
(800) 274-424  
**Julie Neal, Customer Service Manager**  
DM M PB T

**CRN International**  
One Circular Avenue  
Hamden, CT 06514  
(203) 288-2002  
FAX: (203) 288-8537  
**Paul A. Orio, Director/Affiliate Relations**  
**Patrick E. Kane, Senior**  
*VP/Corporate Development*  
**S. Richard Kalt, CRMC, Executive VP**  
CR DM E P PM TV

D

**MICHAEL DAY ASSOC.**  
TRAVEL INCENTIVE SPECIALISTS

**Michael Day Associates**  
P.O. Box 538  
Nicasio, CA 94946  
(800) 966-2237,  
**Los Angeles Office:**  
(818) 509-2633  
**San Francisco Office:**  
(415) 662-2237  
FAX: (818) 506-4813  
**Michael Day, President**

**Destinations Unlimited**  
P.O. Box 27194  
Austin, TX 78755  
(512) 346-4610  
FAX: (512) 346-4699  
**Nick Brizendine, President**  
P

**Direct Mail Express**  
2441 Bellevue Avenue  
Daytona Beach, FL 32114  
(904) 257-2500, Ext. 224  
FAX: (904) 257-2570  
**Tom Panaggio, VP**  
**Joe Glasse, Sales Manager**

**Direct Mail Options**  
130 Lanes End  
Concord, MA 01742  
(508) 371-4436  
FAX: (508) 369-0545  
**Mary Alice Karol, President**

C  
D

**D**



*The marketing edge of the 90's*

Complete telemarketing, direct mail, and database management services. At DMR, your direct marketing project is planned, co-ordinated and executed at our own state-of-the-art facility.

**Direct Marketing Results**

1463 E. Galbraith Road  
Cincinnati, OH 45215  
(513) 761-1463  
FAX: (513) 761-0596

**Michael Eisele, President**  
**Catherine Jung, VP/Radio**  
**Judith Baldwin, Marketing**  
**Peggy Miles, Database Manager**

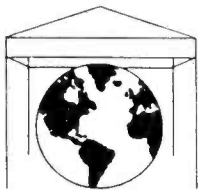
35 Main Street  
Wayland, MA 01778  
(508) 653-7200  
FAX: (508) 653-4088

**Jay Williams Jr., CEO**  
**Lou Josephs,**  
*Research Director*  
**Shauna Arruda,**  
*Marketing Operations*  
M M P S O

**Dynamic Displays**

5450 W. Jefferson  
Detroit, MI 48209  
(519) 254-9563  
FAX: (519) 258-0767  
**James Thomson Sr., VP**  
**Stephen Thomson, Sales Manager**  
A C O C R D E P

**E**



**Easy Up Canopy Products**

11801 N. Highway 441  
Tavares, FL 32778  
(800) 4-EASY-UP  
(800) 432-7987  
**John Ross**

**Eagle Marketing**

**Eagle Marketing Services, Inc.**

223 Linden  
Suite 204  
Fort Collins, CO 80524  
(303) 484-4736,  
(800) 548-5858  
FAX: (303) 224-2445

**Paul Meacham, President**  
**Anya Meacham, Creative Director**  
**Mark S. Heiden, VP/Sales**  
**Shari LeGate, Account Executive**  
**R.J. Meacham, Account Executive**  
**Christopher Munger, MIS Director**  
**Lori Figura, Art Director**  
**Linda Brown, Director/Research**  
**Debbie Ochsner,**  
*Project Coordinator*  
**Ali Harris, Data Entry**

**Michael Eisele and Associates**

1463 E. Galbraith Road  
Cincinnati, OH 45215  
(513) 761-1463  
FAX: (513) 761-0596  
**Michael Eisele, President**  
**Catherine Jung, VP/Radio**

**Don Elliott/Image Design Group**

P.O. Box 662  
Hollywood, CA 90078-0662  
(818) 558-SPOT  
**Dale Hinkens**



*Make money from your station events.  
Sales consultancy plus turn-key event  
production.*

**Event Marketing, Inc.**

9966 Alydar  
Cincinnati, OH 45242  
(513) 745-9096  
FAX: (513) 745-9097  
**Sara Backman, President**  
**Bob Backman, VP/GM**

**EXCELrrRATINGS**

12 N. Maple Avenue  
Marlton, NJ 08053  
(609) 985-0848  
FAX: (609) 985-1263  
**Steve Ross**

**Executive Broadcast Services**

P.O. Box 60327  
Colorado Springs, CO 80960  
(719) 579-6664  
FAX: (719) 579-6664  
**Skip Joeckel, President**  
**Kelley Hilligoss, Director/Operations**  
& Marketing

**Explosive Promotions, Inc.**

4801 S. University Drive  
West Tower  
Ft. Lauderdale, FL 33328  
(305) 680-8485  
FAX: (305) 434-7594  
**Roy Rose, President**

**F**

**Face The Fax**

4033 18th Avenue NW  
Rochester, MN 55901  
(507) 280-8049  
FAX: (507) 280-8049  
**Kent Griffin, Freelance Copywriter**

**Facemakers, Inc.**

140 Fifth Street  
Savanna, IL 61074  
(815) 273-3944  
FAX: (815) 273-3966  
**Hobart Carstairs, Sales Manager**

**FAIRWEST DIRECT**

LOYALTY MARKETING SYSTEMS

*Interactive voice response telephone  
systems, database building, direct mail,  
telemarketing, point-of-sale systems and  
database marketing sales.*

**Fairwest Direct**

6020 Cornerstone Court West  
Suite 100  
San Diego, CA 92121  
(619) 552-0777  
FAX: (619) 552-0098  
**Reg Johns, President**  
**Greg Frederick, Senior VP**  
**Rob Sisco, VP/Marketing Services**

## F

### The Leader filmhouse

The Leader in broadcast marketing for over a decade. From strategy to execution, Film House TV marketing campaigns deliver results.

**Film House, Inc.**  
230 Cumberland Bend  
Nashville, TN 37228  
(615) 255-4000  
FAX: (615) 256-3380  
**Curt Hahn, President**  
**Wayne Campbell,**  
VP/Marketing  
TV

**First Marketing Group**  
P.O. Box 581021  
Salt Lake City, UT 84158-1021  
(801) 583-4030  
FAX: (801) 583-4030  
**Lee Wagstaff**

**Focus Information Systems**  
P.O. Box 487  
Lake Forest, IL 60045  
(708) 295-4048  
**Al Rosin, President**

**Formula Impressions**  
10285 Bach Blvd.  
St. Louis, MO 63132  
(314) 426-4886, (800) 444-1685  
FAX: (314) 426-1713  
**Alan Spetner, President**

**Keri Fretty Enterprises**  
2232 Beachwood Drive  
Suite 11  
Los Angeles, CA 90068  
(213) 469-3905  
FAX: (213) 386-5303  
**Keri Fretty**

**Fun Industries, Inc.**  
627 15th Avenue  
East Moline, IL 61244  
(800) 747-1144  
FAX: (309) 755-1684  
**Melvin W. LaForce**

## G

**Galaxy, Inc.**  
6208 Stoneham Road  
Bethesda, MD 20817  
(703) 893-3410  
**Richard Graubard**

**Charles J. Givens Organization, Inc.**  
230 Crown Oak Centre Drive  
Longwood, FL 32750  
(407) 767-8291  
FAX: (407) 767-8745  
**Shane Hackett, VP**  
**Leo Holzenthal, Director**

**Good Swag Merchandising Inc.**  
525 E. 71st Street  
Suite 9-D  
New York, NY 10021  
(212) 772-0283  
FAX: (212) 772-0297  
**Dave Stern, President**  
**Steve DeRose, VP/Sales**  
B BP MP P PM

**Good Time Tickets**  
6501 Sunset Blvd.  
Hollywood, CA 90028  
(213) 464-7383, (310) 973-7383  
FAX: (213) 464-1655  
**Brian Harlig**  
**Relissa Tobman**  
E P

**Gowdy Printcraft/Goal Line Guide**  
22 N. Sierra Madre  
Colorado Springs, CO 80903  
(719) 634-1593  
FAX: (719) 632-0762  
**Michael Murt, Sales Manager**  
A PB PM

**Graphics 3**  
1400 Indiantown Road  
P.O. Box 937  
Jupiter, FL 33468-0937  
(407) 746-6746  
FAX: (407) 746-6922  
**Robert Herlin, Director/Marketing**

**GREAT!**  
3217 Chastain Drive  
Atlanta, GA 30342  
(404) 303-7311  
FAX: (404) 252-0697  
**Dan Smigrod, Marketing Director**  
**Elizabeth LaBar, Promotion Manager**  
(803) 722-6680  
**Shelley King, Promotion Manager**  
(404) 303-7312

**Great Scott Productions**  
135 N. Doheny Drive  
Suite 203  
Los Angeles, CA 90048  
(310) 274-0248  
**Rick Scott**

**Great Southern Company**  
9255 W. Sunset Blvd.  
Suite 605  
Los Angeles, CA 90069  
(310) 859-7  
FAX: (310) 859-0576  
**Ira Sokoloff, President**

**Group X, Inc.**  
P.O. Box 65  
Reynoldsburg, OH 43068-0065  
(614) 755-9565  
FAX: (614) 866-2636  
**Eddie Powell I, President**

Key to Services on page 171

## H

**Habitat Industries**  
570 Seventh Avenue  
Suite 1103  
New York, NY 10018  
(212) 354-4330  
FAX: (212) 869-1915  
**Sandford Kay, Director/Marketing**  
**Bill McGrail, Director/Marketing**  
P

**Harker Research, Inc.**  
6131 Falls of the Neuse Road  
Suite 112  
Raleigh, NC 27609  
(919) 954-8300  
FAX: (919) 954-8844  
**Richard Harker, President**  
**Matt Hudson, VP**

**Hazel's Fantasy Factory**  
1515 N. Portland  
Oklahoma City, OK 37107  
(405) 942-9960  
FAX: (405) 946-3259  
**Diane Beleele, Sales & Marketing**  
CO

**Hoberg Communications Consultants**  
9301 Bryant Avenue S  
Bloomington, MN 55420  
(612) 884-4505  
FAX: (612) 888-5664  
**Don Hoberg, President**  
MP S

**The Holland Company**  
711 W. Main Street  
Louisville, KY 40202  
(502) 584-8808  
FAX: (502) 584-8864  
**Terence Holland, President**  
DM M PM

**Hot Spots America Network**  
2533-A Yonge Street  
Toronto, Ontario, CN M4P 2H9  
(416) 820-6400  
FAX: (416) 820-9512  
**Joey Cee, Executive Producer**  
A DM PB

**Ron Huntsman Entertainment Marketing, Inc.**  
1100 16th Avenue  
Nashville, TN 37212  
(615) 255-1100  
FAX: (615) 255-1107  
**Ron Huntsman, Owner**  
C CR MP P R

**The Image Store**  
475 Sherwood Drive  
Suite 305  
Sausalito, CA 94965  
(415) 331-5270  
**Andrew Lea, Owner**

## F • I



## IMAGEWORKS

**IMAGEWORKS**  
 #5 Triad Center  
 Salt Lake City, UT 84110-1160  
 (800) 443-4813,  
 (801) 575-7400  
 FAX: (801) 575-7449  
**Jim Yorgason, VP/GM**  
**Nancy Graham, GSM**

### Impact Ratings

190 S. Warner Road  
 Strafford, PA 19087  
 (215) 353-8311  
 FAX: (215) 353-8344  
**Michael Gerhardt, CEO**  
**Renate Harshaw, President**  
**Gregory Donches, VP/Marketing**  
 C DM



### Impact Target Marketing

A full service marketing company specializing in interactive television, direct mail, telemarketing and database management. At ITM, we'll keep you one step ahead of tomorrow.

### Impact Target Marketing

419 Boylston Street  
 7th Floor  
 Boston, MA 02116  
 (617) 247-4770  
 FAX: (617) 536-0904  
**Eric C. Corwin, President**  
**Tony Franceschelli, VP**

### InflADable Image Industries

2773 Nationwide Parkway  
 Brunswick, OH 44212  
 (216) 273-3200  
 FAX: (216) 273-3212  
**Lenny Freed, Account Executive**

### INFLATABLES-Custom Designed by Wiederkehr

1604 Euclid Street  
 St. Paul, MN 55106  
 (612) 776-5776  
 FAX: (612) 436-7283  
**Matt H. Wiederkehr, President**

### Intelligence™

410 Ridge Place NE  
 Albuquerque, NM 87106-4743  
 (505) 243-4906  
**Tom Moody, President**

### Inter-Active Marketing, Inc.

Route 2  
 P.O. Box 393-D  
 Leesburg, VA 22075  
 (703) 771-3385  
 FAX: (703) 771-3386  
**Tom Durney, President**

### ITC (Incentive Travel Co.)

3025 Ashley Phosphate Road  
 Suite A-3  
 North Charleston, SC 29418  
 (803) 760-1311  
 FAX: (803) 760-2333  
**Larry Kirby, President**  
 P

### It's A Wrap

2501 La Condesa Drive  
 Los Angeles, CA 90049  
 (213) 471-2425  
 FAX: (213) 476-4279  
**Gloria Spivak, Owner**

## J

### Jameson Broadcast

1700 Connecticut Avenue NW  
 Washington, DC 20009  
 (202) 328-3283  
 FAX: (202) 332-6810  
**Jamie G. Jameson, President**  
**Trulee C. Burns, VP**  
**Brad Wright, Stations**  
 Relations Representative  
 MP

### JCO Communications, Inc.

2533-A Yonge Street  
 Toronto, Ontario, CN M4P 2H9  
 (416) 820-6400  
 FAX: (416) 820-9512  
**Joey Cee, Executive Producer**

### Joy Products

25 W. 45th Street  
 New York, NY 10036  
 (212) 869-3743  
 FAX: (212) 869-3748  
**Ron Beatus, Director/Marketing**

## K

### KBE

8116 San Francisco NE  
 Albuquerque, NM 87109  
 (505) 828-0488  
 FAX: (505) 828-0488  
**Karl Baehr**  
 A C CR TV

### Keystone Printed Specialties Co., Inc.

1 Keystone Place  
 Jessup, PA 18434  
 (717) 383-3280  
 FAX: (717) 383-2320  
**John Lathrop, Art Director**

### K.K. Kreative Concepts

37 Meadowlark Lane  
 Columbus, OH 43214  
 (614) 431-9126  
**Kurt S. Kaniewski, "Kreative" Director**  
 A CR

### KM Records, Inc.

2980 N. Ontario Street  
 Burbank, CA 91504  
 (818) 841-3400  
 FAX: (818) 845-6478  
**Bill Riley, VP/Sales**  
**Chuck Swift, Production Manager**

### Knobby Krafters

P.O. Box 300  
 Attleboro, MA 02703  
 (508) 222-7272  
 FAX: (508) 222-7043  
**Nick Nerney, President**

### KTB RadioMedia

P.O. Box 498  
 Corrales, NM 87048  
 (505) 898-4709  
 FAX: (505) 898-2432  
**Katy Bee, President**

## L

### Lapel Pin, Inc.

6381 Hollywood Blvd.  
 Hollywood, CA 90028  
 (213) 962-0590  
 FAX: (213) 962-0590  
**Debra Thomas**

### Joanie Lawrence Entertainment

611 Commerce Street  
 Suite 2902  
 Nashville, TN 37203  
 (615) 255-7940  
 FAX: (615) 255-8028  
**Joanie Lawrence, Owner/President**  
**Penny Chubb, Director/Administration**  
**Barbara Muncy, Administrative Assistant**

### Link Marketing

1727 Eastern Avenue  
 Cincinnati, OH 45202  
 (513) 684-1500  
 FAX: (513) 684-1506

### Lisa Sammons, Director/Marketing

Broadcast Group  
**Bill Carroll, President**  
 CR DM M PM T

### Jayne Lipman Marketing & Promotion Services

305 W. 98th Street  
 Suite 7-E South  
 New York, NY 10025  
 (212) 662-1790  
 FAX: (212) 865-6796  
**Jayne Lipman, President**  
 C CR E

### Lipsky Marketing

100 Presidential Blvd.  
 Bala Cynwyd, PA 19004  
 (215) 668-1820  
 FAX: (215) 668-1822  
**Mark Lipsky, President**

## L



### Loyalty Marketing Systems

Loyalty Marketing Systems creates strategic telemarketing campaigns and powerful listener databases which produce dramatic and sustained Arbitron increases.

#### Loyalty Marketing Systems

1811 Santa Rita Road  
Suite 222  
Pleasanton, CA 94566  
(510) 484-5701  
FAX: (510) 484-5705  
Zip Wallace, President

## M

#### M Street Corp.

304 Park Avenue S  
7th Floor  
New York, NY 10010  
(800) 248-4242  
FAX: (212) 473-4626

**Robert Unmacht**  
C DM M PM

#### Macdonald Creative Marketing

2897 Breezy Point Court  
Baltimore, MD 21221  
(410) 686-3869  
FAX: (410) 686-3869

**Brian Macdonald**  
A C E

#### Marblehead Communications, Inc.

376 Boylston Street  
Boston, MA 02116  
(617) 424-7700  
FAX: (617) 437-7714

**John Caldwell, President**

#### Marketing/Research Partners, Inc.

7981 168th Avenue NE  
Redmond, WA 98052  
(800) 767-3533  
FAX: (206) 883-7391

**Joseph H. Heslet, President**  
**Jared Stehney, VP/Client Services**  
**John L. Walker, VP/COO**

#### The Marketing Team, Inc.

4707 College Blvd.  
Suite 104  
Leawood, KS 66211  
(913) 469-1155

**Jack W. Hayhow Jr., President**

#### Martguild, Inc.

576-R Industrial Parkway  
Chagrin Falls, OH 44022  
(216) 247-8978  
FAX: (216) 247-1107

#### Maxwell Media Group, Inc.

6053 Bunker Hill  
Pittsburgh, PA 15206  
(412) 441-2020  
FAX: (412) 661-9377  
**Bill Maxwell, President**  
A C DM PM

#### McClain Enterprises

10 Music Circle E  
Suite 200  
Nashville, TN 37203  
(615) 254-2060  
FAX: (615) 254-0642  
**Carolyn McClain, President**

#### Media Advantage Corporation

395 Pleasant Valley Way  
West Orange, NJ 07052  
(201) 325-0050  
FAX: (201) 325-3299  
**Ron Weener, President**  
**Toni Bowen, VP**

#### The Media Gallery

P.O. Box 652  
Torrance, CA 90508  
(310) 533-0855  
FAX: (310) 533-0842  
**Ruth Presslaff, President**  
**Alan Mason, Director/Database Marketing**  
T

#### Media Monitors, Inc.

2511 E. 46th Street  
Suite L  
Indianapolis, IN 46205  
(317) 547-1362  
FAX: (317) 549-0331  
**John Curtis, President**

#### Media Product Management, Inc.

14900 Ventura Blvd.  
Suite 210  
Sherman Oaks, CA 91403  
(818) 501-5699  
FAX: (818) 501-8654  
**Marla Pirner, President**  
**Debbie Goodman, Research Manager**  
**Katrina Cohen, Research Manager**

#### Media Promotions Group

6020 Cornerstone Court W  
Suite 100  
San Diego, CA 92121  
(619) 552-0070  
FAX: (619) 552-0098  
**Fred Jermyn**  
DM M PM

#### MediaAmerica Promotions

11 W. 42nd Street  
27th Floor  
New York, NY 10036  
(212) 302-1100  
FAX: (212) 302-6024  
**Ron Hartenbaum, Chairman**  
**Gary Schonfeld, President**  
**Lisa Valentine, Director/Promotions Services**

#### Mega Direct

2100 Palmetto Street  
Suite A  
Clearwater, FL 34625-2119  
(813) 447-6245  
FAX: (813) 442-5181  
**Phillip T. Turk**

#### Memphis Airships

1720 Harbor Blvd.  
P.O. Box 13037  
Memphis, TN 38113  
(901) 775-0386  
FAX: (901) 775-0917  
**Steve Garner, President/CEO**  
**Jim Groce, Senior VP/Operations**

#### Mercury Two Productions

P.O. Box 1258  
Westerville, OH 43081  
(614) 523-1400  
FAX: (614) 523-1498  
**Patrick Myers**

### Miller & McCall



#### Media Planning & Buying

#### Miller & McCall

11103 West Avenue  
Suite 200  
San Antonio, TX 78213  
(210) 344-5982  
(800) 798-5982  
FAX: (210) 344-9910

**Doug McCall**  
**Pam Solvang**

#### Jay Mitchell Associates

P.O. Box 1285  
Shipping: Route 2  
Fairfield, IA 52556  
(515) 472-4087  
FAX: (515) 472-6457  
**Jay Mitchell, Owner**  
**Dawn Bergendahl, Speech**  
Language Pathologist  
**Jeffrey Hedquist, Production & Sweepers**

Key to Services on page 171

## M

**Mo' Money Associates**  
P.O. Box 12591  
Pensacola, FL 32574  
(800) 874-7681, (800) 346-0923  
FAX: (904) 434-5645  
**Cliff Mowe, President**

**Mugs Unlimited/Ashtray Sales Unlimited**  
4283 Jasmine Avenue  
Culver City, CA 90232  
(310) 559-1643  
**Les Silverstein**

**Music Awareness Travel Promotions**  
30 Hackamore Lane  
Suite 18  
Bell Canyon, CA 91307  
(818) 883-7625, (800) 634-5043  
FAX: (818) 992-5495  
**Jon Scott, CEO**  
**Jim McGory, President**  
**Pat Rainer, Executive VP**  
C P

## N

**Nalpac, Ltd.**  
8700 Capital Avenue  
Oak Park, MI 48237  
(313) 541-1140  
**Jim Miller**  
P

**Nationwide Entertainment Services/  
Celebrity Suppliers**  
7770 Regents Road  
Suite 113-905  
San Diego, CA 92122  
(619) 455-7108  
**A.J. Sagman**  
BP CR E

**New World 'N' Jazz Marketing  
& Promotions**  
P.O. Box 2001  
Sonoma, CA 95476  
(707) 996-2748  
FAX: (707) 996-2658  
**Neal Sapper**

**900 Call Association**  
3609 N.W. 58th Street  
Oklahoma City, OK 73112  
(405) 947-5627  
FAX: (405) 947-1445  
**Thomas C. Hoshall, President**  
**Terry Kliewer, Operations Support**  
CR E MP T

**North American Network**  
2316 18th Street NW  
Washington, DC 20009  
(202) 265-3689  
FAX: (202) 265-2294  
**Tom Sweeney, President**  
**Steve Murphy, VP/Marketing**  
**Lisa Brusio Coster, Director/Station Services**

**Northeastern Telecommunications**  
234 E. College Avenue  
State College, PA 16801  
(814) 231-4700  
FAX: (814) 231-4707  
**Reza Karamooz, President**

**Outdoor Posters, Inc.**  
2890 Vassar Street  
Reno, NV 89502  
(800) 426-5673  
FAX: (702) 784-8126  
**Dave Staley, President**

## P

**Pageantry Productions**  
11200 N. St. Johns Industrial Parkway  
Jacksonville, FL 32216  
(904) 641-5304  
FAX: (904) 641-0977  
**Jay Mann**

**Palm Tree Productions**  
P.O. Box 362  
Leonora, NJ 07605  
(201) 444-5340  
**Scrap Jackson, President**  
M MP P

SINCE 1934

**PERRYGRAF®**

We design and manufacture slide-charts,  
wheel charts and pop-ups. All are inter-  
active paper products ideal for direct  
mail, point of purchase displays.

### Perrygraf

19365 Business Center Drive  
Northridge, CA 91324  
(818) 993-1000,  
(800) 423-5329  
FAX: (818) 993-7572  
**Cathie Smith, Director/Marketing**

**Pie in the Sky**  
P.O. Box 7190  
Redwood City, CA 94063  
(415) 366-7700  
FAX: (415) 366-4306  
**Michael Handler, GM**

**PosterWorks**  
3277 Roswell Road  
Suite 811  
Atlanta, GA 30305  
(404) 399-5355  
FAX: (404) 399-5580  
**Sparrow Marcioni**

**Press Promotions/Direct Mail For Radio**  
523 S. Louisiana Street  
Suite 401, Lafayette Bldg.  
Little Rock, AR 72201  
(501) 821-2000  
FAX: (501) 376-3226  
**Carl R. Evans, President/CEO**

**Prize Vault Industries**  
535 Central Avenue N  
Valley City, ND 58072  
(701) 845-0133  
FAX: (701) 845-3419  
**Mike Triebold, President**

**Pro-Motion Broadcast Marketing & Graphics**  
3163 Donald Douglas Loop S  
Santa Monica, CA 90405  
(310) 915-1600  
FAX: (310) 915-1606  
**Peter Nichols**  
B BP P PM

**Professional Event Management**  
1050 17th Street  
Suite 750  
Denver, CO 80265  
(303) 825-8484  
FAX: (303) 892-0810  
**Lael Fray, CEO**

**The Promoter Newsletter**  
2420 Greenbough Drive, Suite 1  
Southlake, TX 76092  
(800) 772-7732  
FAX: (817) 488-2236  
**Gary Webb, President**

**Promotional Broadcast Network (PBN)**  
654 India Street  
Suite E  
San Diego, CA 92101  
(619) 233-9531  
**Jack McCoy, President**  
**Ellen Ascher, VP/Director/Marketing**

**Promotional Ventures**  
2420 Greenbough Drive  
Suite 1  
Southlake, TX 76092  
(800) 772-7732  
FAX: (817) 488-2236  
**Gary Webb, President**

## R

**Radio-Active Promotions**  
1234 Third Street  
Suite 16  
Santa Monica, CA 90401  
(310) 394-4295  
FAX: (310) 393-1418  
**Damon Knight**  
**Christine Sturgis**  
DM P R

R



**The Radio Agency**  
 100 Presidential Blvd.  
 Bala Cynwyd, PA 19004  
 (800) 969-AMFM  
 FAX: (215) 668-1822  
**Mark Lipsky**  
**Rick Thomas**  
 A C CR DM E P PB PM TV

**Radio Et Cetera**

1000 Business Center Circle  
 Suite 213  
 Newbury Park, CA 91320  
 (800) 767-1267, (805) 499-8848  
 FAX: (805) 499-9971  
**Rick Lemmo, President**  
**Bob Ardrey, Marketing**

**Radio Mall**

2412 Unity Avenue N  
 Suite R-A  
 Minneapolis, MN 55422-3450  
 (612) 522-6256  
 FAX: (612) 522-6256  
**Dave Dworkin, President**

**Radio Marketing Department**

155 Sun Valley Way  
 Morris Plains, NJ 07950  
 (201) 993-8717  
 FAX: (201) 984-5115  
**Ilene Adams, President**

**Radio Marketing Specialists**

871 W. 41st Street  
 Houston, TX 77018  
 (713) 784-2863  
 FAX: (713) 975-8639  
**Ben McGiffert**

**Radio On**

129 Hollywood Avenue  
 Oxnard, CA 93035  
 (805) 985-8216  
**Jeff Nack**  
**Darrell Wayne**  
**Larry Woodside**

**The Radio Response Company**

12620 War Admiral Way  
 North Potomac, MD 20878-3738  
 (301) 921-0224  
 FAX: (301) 963-9574  
**Martin H. Tesler, Ph.D., President**

**The RADIOGUIDE People, Inc.**

24725 W. 12 Mile Road  
 Suite 316  
 Southfield, MI 48034  
 (313) 355-0022  
 FAX: (313) 353-0660  
**Arthur R. Vuolo Jr., President**  
**Barry M. Grant, CPA, Senior VP**  
 A C R P PB PM

**RadioWriters**

P.O. Box 65  
 Reynoldsburg, OH 43068-0065  
 (614) 755-9565  
 FAX: (614) 866-2636  
**Eddie Powell I, President**  
 A C CR

**Ratings & Revenue, Inc.**

6799 149th Place  
 Palm Beach Gardens, FL 33418  
 (407) 624-7052  
 FAX: (407) 627-7085  
**Donald T. Loughran, President**

**R.C. Rawson**

582 Market Street  
 Suite 700  
 San Francisco, CA 94104  
 (415) 362-7673, (800) 442-4415  
 FAX: (415) 362-0148  
**Chris Rawson, VP/Marketing & Sales**

**Redline Balloon Racing Team**

P.O. Box 3016  
 Rancho La Costa, CA 92009  
 (619) 438-3344  
 FAX: (619) 438-9518  
**David Bradley, President**  
**Gail Bradley, VP**  
 A C R D E

**Results Marketing of Orlando**

225 S. Swoope Avenue  
 Suite 106  
 Maitland, FL 32751  
 (800) 786-8011  
 FAX: (407) 539-2801  
**Steve Tishman, President**  
 A B BP P

**Retail Data Systems, Inc.**

77 Bleeker Street  
 Suite 822-E  
 New York, NY 10012  
 (212) 979-7220  
 FAX: (212) 979-7225  
**Richard K. Weinman, President**  
 DM E

**Gary M. Reynolds & Associates**

16535 W. Bluemound Road  
 Suite 230  
 Brookfield, WI 53005  
 (414) 786-5600  
 FAX: (414) 786-0697  
**Marc Smathers, Director/Media Services**

Key to Services on page 171



**Roll-A-Sign™**  
 P.O. Box 750245  
 Houston, TX 77275  
 (713) 943-0070,  
 (800) 231-2417  
 FAX: (713) 947-2053  
**Joe Oppenheimer**  
 BP

**Rosevine Promotions**

167 Old Foxon Road  
 Suite 49-A  
 New Haven, CT 06513  
 (203) 469-6962  
 FAX: (203) 481-3261  
**Danny Levine**

**RPMC, Inc.**

24013 Ventura Blvd.  
 2nd Floor  
 Calabasas, CA 91302  
 (818) 222-7762  
 FAX: (818) 222-0048  
**Robert Olshever, Executive Producer**  
**Murray Schwartz, Executive Producer**  
 A C CR DM E R

**RRN Inc.**

111 Fifth Avenue  
 Suite 1300  
 New York, NY 10003-1005  
 (212) 995-9800, (800) 451-3622  
 FAX: (212) 995-9848  
**Tony Niskanen, President**  
**Pat Barnes, OM**

**Ryder Communications**

3111 University Drive  
 Suite 406  
 Ft. Lauderdale, FL 33065  
 (305) 753-6666  
**Scott Waltermann**

S

**SCA Promotions**

8300 Douglas Avenue  
 Suite 625  
 Dallas, TX 75225  
 (800) 527-5409  
 FAX: (214) 691-3071  
**Doug McCrum, Executive VP**

**Kathryn Schumacher & Associates, Inc.**

1043 University Avenue  
 Suite 142  
 San Diego, CA 92103  
 (619) 298-2621  
 FAX: (619) 299-6027  
**Kathryn Schumacher, President/CEO**  
**Susan Chandler, VP**

R  
•  
S

S

S

**Scollon Productions, Inc.**  
I-26 and SC 234  
P.O. Box 486  
White Rock, SC 29177  
(803) 345-3922  
FAX: (803) 345-9313  
**Ellery J. Locklear, VP**  
CO

**Score Productions, Inc.**  
640 Monarch Plaza  
3414 Peachtree Road  
Atlanta, GA 30326  
(404) 266-8990

FAX: (404) 266-8683  
**Bob May, President**  
**Michael Mjehovich, Executive**  
VP/Special Markets  
**Mickey Gilbert, Senior VP**  
P

**Scrambl-Gram, Inc.**  
1772 State Road  
Cuyahoga Falls, OH 44223  
(216) 923-2397  
FAX: (216) 923-2456  
**Chic Elum**

**Secret Identitee Merchandising**  
8075 W. Third Street  
Suite 306  
Los Angeles, CA 90048  
(213) 857-5520  
FAX: (213) 939-8527  
**Jeff Kern, VP**

**Dave Segel Promotions**  
1304 Cranwood Square S  
Columbus, OH 43229  
(614) 885-2789, (614) 755-9565  
FAX: (614) 846-7036, (614) 866-2636  
**Dave Segel, Owner**  
**Eddie Powell, GM**

**Select Promotions & Events**  
6301 Pintail Court  
Wilmington, NC 28403  
(919) 799-6977  
FAX: (919) 350-0731  
**Jeff Aydelette**  
E

**SILCO Super Promotions, Inc.**  
2533 N. Carson Street  
Suite 704  
Carson City, NV 89706  
(702) 885-7625  
FAX: (702) 883-4874  
**Neil Landau, Tour Director**

**SkyRider Airships, Inc.**  
2840 Wilderness Place  
Boulder, CO 80301  
(303) 449-2190  
FAX: (303) 449-2074  
**Frank Rider, President**  
A



**Skin Trade Removable Tattoos**  
P.O. Box 4262  
San Clemente, CA 92672  
(800) 347-2836  
(714) 489-0880  
FAX (714) 489-0625  
**Tim Raine**

**Small Wonder Inflatables Inc.**  
5750 Amaya  
Suite 42  
La Mesa, CA 91942  
(800) 728-4466  
FAX: (619) 258-0732  
**R.T. "Dick" Dickson, President**

**Denny Somach Productions**  
812 W. Darby Road  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach, President**  
R

**Sound Approach, Inc.**  
P.O. Box 1000  
Exton, PA 19341  
(215) 363-2900, (800) 443-8872  
FAX: (215) 363-2906  
**Richard Weber, GM**  
PB

**Southeast Plastics**  
221 Fentress Blvd.  
Daytona Beach, FL 32114  
(904) 252-2442  
FAX: (904) 238-3647  
**Richard Schwarz, President**

**Space-Crafts, Inc.**  
4270 Main Street  
Bridgeport, CT 06606  
(203) 372-8810  
**Eitan Battat**

**Specialized Promotions**  
33 Great Neck Road  
Great Neck, NY 11021  
(516) 466-1067, (800) 666-7736  
FAX: (516) 466-0776  
**Larry Breslau**

**SPM Urban Network**  
463 Seventh Avenue, 6th Floor  
New York, NY 10018  
(212) 714-1000  
FAX: (212) 714-1563  
**E.J. "Jay" Williams Jr., Co-President**  
**Jack Bryant, Co-President**  
**Frederick H. Mattingly, VP/Marketing**  
& Communications

**Sports Final Radio Network**  
P.O. Box 566  
48 Fitchburg Street  
Marlboro, MA 01752  
(508) 460-0588  
FAX: (508) 624-6496  
**Bob Long, Station Relations**  
**John Crohan, President**  
**Tom Star, VP/Programming**

**Star Screen**  
1000 Brunswick Avenue  
Trenton, NJ 08368  
(609) 392-7005, (800) 742-1569  
FAX: (609) 392-3254  
**John Slowinski**  
**Tom Glover**

**Starstream Communications Group, Inc.**  
9800 Richmond  
Suite 300  
Houston, TX 77042  
(713) 781-0781  
FAX: (713) 781-4721  
**Gary R. Firth, President**  
A D P PB PM



**STATS**

BROADCAST DATA MANAGEMENT

Specialists in database marketing to core listeners. Custom newsletters, birthday cards, personalized direct mail. Database management/development. Listener profile reports.

**Stats Broadcast Data Management**  
12211 W. Alameda Parkway  
Suite 208  
Lakewood, CO 80228  
(800) 828-1737  
FAX: (303) 987-2735  
**Jacki Soister, Marketing Director**  
**Paul Montoya, President**

**Strategic Promotions, Inc.**  
2602 McKinney  
Suite 250  
Dallas, TX 75204-2507  
(214) 871-1016  
FAX: (214) 871-7017

**Streamline Communications**  
1501 Corporate Drive  
Boynton Beach, FL 33426  
(407) 736-4416  
FAX: (407) 736-6134  
**B. Eric Rhoads, Chairman/CEO**  
A D P PB PM



## S

**Jon Sullivan's Radio Promotion Bulletin**  
 P.O. Box 841002  
 Houston, TX 77284  
 (713) 684-6914  
 FAX: (713) 855-3475  
**Jon Sullivan, Editor/Publisher**  
 PB

## SUPERSPOTS®

SuperSpots produces high impact, cost efficient TV marketing. SuperSpots focuses on Country, AC, Rock, Gold, and CHR.

### SuperSpots

216 W. Ohio Street  
 2nd Floor

Chicago, IL 60610  
 (312) 751-8999

FAX: (312) 751-9088

**David Gariano, President/CEO**

**Jerry Bryant, VP/Creative**  
 TV

## T

**Tele-Talent International**  
 7033 Sunset Blvd.  
 Suite 318  
 Hollywood, CA 90028  
 (213) 466-8517  
 FAX: (213) 466-8295  
**Tony Barnard, Chairman**

## TeleConversions

Advanced Technology for Quality Direct Marketing

### TeleConversions

Two Forrest Plaza  
 12201 Merit Drive, Suite 930  
 Dallas, TX 95251  
 (214) 716-7813

FAX: (214) 716-7845

**Rick Torcasso, President**  
 A C CR DM M T

**Telegenics Music Video Network**  
 568 Broadway  
 Suite 520  
 New York, NY 10012  
 (212) 941-0084  
 FAX: (212) 941-0186  
**Christopher A. Russo, President**

### TelePrograms Marketing Inc.

8500 Melrose Avenue  
 Suite 213  
 Los Angeles, CA 90069  
 (310) 854-4475  
 FAX: (310) 854-5979

**Jim Hampton, CEO**  
**Robert Nieto, President**  
 CR DM PB

### That's Entertainment, Inc.

401 Washington Avenue  
 Suite 701  
 Baltimore, MD 21204  
 (301) 482-3636  
 FAX: (301) 494-8586

**Marcus W. Corwin, President**

### Three 'R' Premiums

66 Sudbury Lane  
 Westbury, NY 11590  
 (516) 338-6900  
 FAX: (516) 338-6924

**Ralph Roach**  
 A B BP P PM

### 3-Strikes Custom Design

45 Church Street  
 Stamford, CT 06906  
 (203) 359-4559  
 FAX: (203) 359-2187

**Nick Davis, Advertising Manager**

### Titus Technological Laboratories

77 Kreiger Lane  
 Suite 914  
 Glastonbury, CT 06033  
 (203) 633-5472

FAX: (203) 633-8244  
**Laurence Titus, President**

## TransAmerica

Marketing Services, Inc.

BROADCAST DIVISION

Leaders in Data Base Marketing  
 Telephone Marketing & Direct Mail  
 for Audience Building

*The Best in the Business. Period. Leaders in Data Base Marketing Telephone Marketing & Direct Mail for Audience Building.*

### TransAmerica Marketing Services, Inc.

Broadcast Division  
 8130 Boone Blvd., Suite 350  
 Vienna, VA 22182-2640  
 (703) 903-9500

FAX: (703) 903-9511  
**Michael Lonneke, President**  
 C DM

### Transit Advertising Displays, Inc.

3901 Cathedral Avenue NW  
 Suite 504  
 Washington, DC 20016  
 (202) 362-4060  
 FAX: (202) 362-4066

**Tony Rachal**

### Phillip Turk

2100-A Palmetto Street  
 Clearwater, FL 34625-2119  
 (813) 447-6245  
 FAX: (813) 442-5181

**Phillip T. Turk, Marketing/Sales Manager**

### 2B System Corporation

6575 Arrow Drive  
 Sterling Heights, MI 48314  
 (313) 254-6900  
 FAX: (313) 254-1765

**Matt Mrowczynski, Broadcast Promotions**  
 DM

## U

### Union Ticket Agency

6255 Sunset Blvd.  
 Suite 702  
 Los Angeles, CA 90028  
 (213) 469-5889  
 FAX: (213) 469-2082

**Ted Kishiyama, Account Officer**

### Univenture CD Packaging & Storage

P.O. Box 570  
 Dublin, OH 43017  
 (614) 761-2669

FAX: (614) 793-0202

**Ross Youngs, President**

**Rich Williams, National Sales Director**  
 MP P

## U.S. Tape & Label

Saint Louis, Missouri

### U.S. Tape & Label

1561 Fairview Avenue  
 St. Louis, MO 63132  
 (314) 423-4411

FAX: (314) 423-2964

**Byron J. Crecelius,**  
 VP/Sales & Marketing  
 B

## V

### Veritas Marketing & Research

7431 N.W. 14th Street  
 Ocala, FL 32675  
 (800) 835-6278

FAX: (904) 854-2283

**Tarn Thompson, President**

### Video Protection Company

P.O. Box 1131  
 Grand Rapids, MI 49501  
 (800) 722-9010

**Rick Kamel, President**

### "VIP" Ventures In Promotions

5336 Alpha Road  
 Dallas, TX 75240  
 (800) 367-4110

FAX: (214) 392-2581

**Terry Newman, President**  
 A B P

V  
•  
Z

**V**

**Vision Broadcasting Network**

944 Eighth Avenue  
4th Floor  
New York, NY 10019  
(212) 765-3827

**Floyd E. Vasquez**, President  
**Roy Hendrickson**, Producer/Engineer  
A E R

**W**

**Walt Disney World Company**

7680 Republic Drive  
Orlando, FL 32819  
(407) 824-2222

**Tom Kennington**

**Jim Warren Entertainment**

7135 Hollywood Blvd.  
Suite 807  
Hollywood, CA 90046  
(213) 850-1500  
FAX: (213) 851-8388

**Jim Warren**

**Whiteco Metrocom**

575 Madison Avenue  
10th Floor  
New York, NY 10022  
(212) 605-0437  
**Neal Radding**, VP/National Sales

**World Masters**

P.O. Box 24772  
Seattle, WA 98124  
(206) 789-7889  
FAX: (206) 784-3231  
**Ken Ahroni**, President

**Wynnco Enterprises**

P.O. Box 1908  
Easley, SC 29641  
(803) 878-6469  
FAX: (803) 878-6267  
**Jack Wynn**, Owner

Key to Services on page 171

**Y**

**Yancey Marketing Corp.**

11350 N. Meridian  
Suite 370  
Carmel, IN 46032  
(317) 843-5215  
FAX: (317) 843-5216

**Richard Yancey**, President  
**Scott Yancey**, VP  
**Rich C. Yancey**

**Z**

**Zephyr Press**

61 W. 23rd Street  
5th Floor  
New York, NY 10011  
(212) 633-8859  
FAX: (212) 633-8864  
**Tobin Fraley**, Publisher

**FRESH COMEDY EVERY MORNING!**



*Putting comedy in touch with technology*

Satellite Comedy Network is the secret behind radio's most successful morning shows!

You get original comedy daily via satellite - plus TV bytes, beds, contests and work-parts.

100% barter - and we pay top cash for your best bits!

If your competition isn't already beating your butt with Satellite Comedy Network, call Tom Shovan at (212) 856-4435 for a free trial.



380 Madison Ave., 7th Floor New York, NY 10017 Phone: (212) 846-4435 Fax: (212) 697-5490



**A**

**Allen & Company, Inc.**  
711 Fifth Avenue  
New York, NY 10022  
(212) 832-8000  
FAX: (212) 832-8023  
**Herbert A. Allen, President**

**American Radio Brokers, Inc./SFO**  
1255 Post Street  
Suite 625  
San Francisco, CA 94109  
(415) 441-3377

**Chester P. Coleman, President**  
**Warren Earl, Consultant**  
**Richard 'Julio' Haskey, Technical Director**  
**Kathleen O'Donnell, Office Manager**  
**Perry Pasu, Financial Specialist**

**Americom**  
8401 Old Courthouse Road  
Suite 100  
Vienna, VA 22180  
(202) 737-9000  
FAX: (202) 737-9001  
**Tom Gammon, President**

**Henry Ansbacher, Inc.**  
280 Park Avenue  
20th Floor, East Building  
New York, NY 10017  
(212) 688-5544  
**William J. McCluskey, President/COO**

**B**

**Beckerman Associates, Inc.**  
14001 Miramar Avenue  
Madeira Beach, FL 33708  
(813) 391-2824  
FAX: (813) 398-2945  
**Milton Beckerman, Co-Owner**

**Bergner & Company**  
386 Park Avenue S  
Suite 900  
New York, NY 10016  
(212) 532-0011  
FAX: (212) 481-7827  
**Michael J. Bergner, President**

**Blackburn & Company, Inc.**  
201 N. Union Street  
Suite 340  
Alexandria, VA 22314  
(703) 519-3703  
FAX: (703) 519-9756  
**James W. Blackburn Jr., Chairman**  
**Richard F. Blackburn, President**

**Frank Boyle & Co.**  
2001 W. Main Street  
Suite 280  
Stamford, CT 06902  
(203) 969-2020  
FAX: (203) 969-3498  
**Frank Boyle, President**  
**James Boyle, VP/Cable**  
**Mary Downey, VP/Operations**

**Broadcast Media Associates**  
316 California Avenue  
Suite 700  
Reno, NV 89509  
(800) 237-3777  
FAX: (800) 237-3777  
**Cliff Hunter, President**  
**Lynn Hunter**  
**Pat Miller**

**Broadmark Capital Corp.**  
Pacific First Centre  
1420 Fifth Avenue, Suite 3030  
Seattle, WA 98101-2333  
(206) 623-1200  
FAX: (206) 623-2213  
**Gerald B. Dennon, VP**

**Burns/Lakoduk International**  
6965 El Camino Real  
Suite 105-229  
Rancho La Costa, CA 92009  
(619) 746-7993  
FAX: (619) 739-8303  
**George Burns, Chairman**  
**Larry Lakoduk, President**  
**Todd Stewart, VP/Programming**

**Business Broker Associates**  
5555 Hixson Pike  
Suite 203  
Chattanooga, TN 37343  
(615) 756-7635  
FAX: (615) 756-7635  
**C. Alfred Dick, Owner**

**C**

**Capstone Communications**  
P.O. Box 331  
Saddle River, NJ 07458  
(201) 934-5990  
FAX: (201) 934-0192  
**Josh Mayberry, President**

**Robert A. Chaisson, Inc.**  
Indian Waters Drive  
New Canaan, CT 06840  
(203) 966-6333  
FAX: (203) 966-1924  
**Robert A. Chaisson, President**

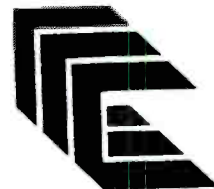
**Chapin Enterprises**  
751 NBC Center  
Lincoln, NE 68508  
(402) 475-5285  
FAX: (402) 434-4181  
**Dick Chapin**

**Donald K. Clark, Inc.**  
P.O. Box 340617  
Tampa, FL 33694  
(813) 949-9311  
FAX: (813) 949-2846  
**Donald K. Clark, President**  
**Anne Clark, VP**

**Dale Cowle**  
90 Magdalena Drive  
Rancho Mirage, CA 92270  
(619) 324-8451



**Communications Equity Associates, Inc.**  
101 E. Kennedy Blvd.  
Suite 3300  
Tampa, FL 33602  
(813) 222-8844  
FAX: (813) 225-1513  
**Glenn Serafin, VP/Radio Division**  
**Jeanette Tully, VP/Broadcasting**  
**Bob Mahlman, VP/Radio & International Division**



**Crisler Capital Company**

**Crisler Capital Company**  
600 Vine Street  
Suite 2710  
Cincinnati, OH 45202  
(513) 381-7775  
FAX: (513) 381-8808  
**Richard C. Crisler, Chairman**  
**R. Dean Meiszer, President**  
**Stephen E. Kaufmann, VP**  
**Benjamin Diesbach, VP**  
**Ward L. Quaal, Special National Consultant**  
(312) 644-6066

**CRN International**  
One Circular Avenue  
Hamden, CT 06514  
(203) 288-2002  
FAX: (203) 288-8537  
**Paul A. Orio, Director/Affiliate Relations**  
**Patrick E. Kane, Senior VP/Corporate Development**  
**S. Richard Kalt, CRMC, Executive VP**

## E

**William A. Exline, Inc.**  
4340 Redwood Highway  
Suite F-230  
San Rafael, CA 94903  
(415) 479-3484  
FAX: (415) 479-1574  
**Andrew P. McClure, President**  
**W. Dean LeGras, VP**  
**William A. Exline, Consultant**  
**Miramae M. Welch, Associate**

## NF&A

Success is the best recommendation.  
Over 20 years experience. A full service  
brokerage firm successfully representing  
buyers and sellers throughout the U.S.

**Norman Fischer & Associates**  
1209 Parkway  
Austin, TX 78703  
(512) 476-9457  
FAX: (512) 476-0540  
**Norman Fischer, President**

**William Lewis Fleming**  
94 Beacon Street  
Hartford, CT 06105  
(203) 236-4453  
FAX: (203) 236-4453

**Milton Q. Ford & Associates**  
4006 Baronne Way  
Memphis, TN 38117  
(901) 767-7980  
**Milton Q. Ford, President**

Richard A. Foreman Associates

**Richard A. Foreman  
Associates, Inc.**  
330 Emery Drive E  
Stamford, CT 06902-2011  
(203) 327-2800  
FAX: (203) 967-9393  
**Richard A. Foreman, President**  
**Dick Kozak, Associate,**  
(203) 656-0506

**Michael Fox Auctioneers, Inc.**  
3835 Naylor Lane  
Baltimore, MD 21208  
(800) 722-3334, (301) 653-4000  
FAX: (301) 653-4069  
**William Z. Fox, Chairman**

## G

**Chris Gable Broadcast Services**  
1 Kaufman Avenue  
P.O. Box 130  
Mt. Gretna, PA 17064  
(717) 964-3255  
FAX: (717) 964-2223  
**Chris Gable, President**

**Gammon Media Brokers, Inc.**  
8280 Greensboro Drive  
7th Floor  
McLean, VA 22102  
(703) 761-5020  
FAX: (703) 761-5022  
**James A. Gammon, President**

**W. John Grandy**  
117 Country Club Drive  
San Luis Obispo, CA 93401  
(805) 541-1900  
FAX: (805) 541-1906  
**W. John Grandy, President**

## H

**Hadden & Associates Media Brokers**  
1385 Ayerswood Court  
Orlando-Winter Springs, FL 32708  
(407) 365-7832  
FAX: (407) 366-8801  
**Doyle Hadden, President**

**Henson Media, Inc.**  
2335 Bonnycastle Avenue  
Louisville, KY 40205  
(502) 456-2200  
**Ed Henson, President**

**The Ted Hepburn Company**  
325 Garden Road  
Palm Beach, FL 33480  
(407) 863-8995  
FAX: (407) 863-8997  
**Ted Hepburn, President**

P.O. Box 43263  
Cincinnati, OH 45243  
(513) 271-5400  
FAX: (513) 271-5413  
**Todd Hepburn, VP**

**Hickman Associates**  
Drake Manor  
29 Manor Drive  
Newton, NJ 07860  
(201) 579-5232  
FAX: (201) 579-6010  
**Ron Hickman, President**  
**Barbara Hickman, VP/Treasurer**

**Hogan-Feldmann, Inc.**  
4463 Bergamo Drive  
Encino, CA 91436  
(818) 986-3201  
FAX: (818) 986-2559  
**Arthur B. Hogan, Partner**

**The Holt Corporation**  
P.O. Box 9595  
Allentown, PA 18105-9595  
(215) 821-9085  
FAX: (215) 821-9504  
**Arthur H. Holt, President**  
**Christine Berger, Executive VP/CFO**  
**Bernhard M. Fuhrmann, Senior VP**

## I

**International Broadcasting Consortium**  
10 Fourth Street  
Suite 101  
Santa Rosa, CA 95401  
(707) 523-0101  
FAX: (707) 523-0126  
**Frederic W. Constant, President**

**Jorgenson Broadcast Brokerage**  
2700 W. Martin Luther King Blvd.  
Suite 400  
Tampa, FL 33607  
(813) 877-3000  
FAX: (813) 877-4849  
**Mark Jorgenson**  
2910 Electra Drive  
Colorado Springs, CO 80906  
(719) 630-3111  
FAX: (719) 630-1871

## K

**Kalil & Co., Inc.**  
3444 N. Country Club  
Suite 200  
Tucson, AZ 85716  
(602) 795-1050  
FAX: (602) 322-0584  
**Kelly F. Callan, VP**  
**Richard L. Beesemyer, VP**  
**Frederick W. Kalil, VP**

**Kepper, Tupper, Fugatt, Inc.**  
P.O. Box 636  
McHenry, IL 60051-0636  
(815) 344-0242  
FAX: (815) 344-0298  
**William L. Kepper, CEO**  
**John Tupper, President**  
**Michael L. Fugatt, VP**

**Kozacko-Horton Company**  
P.O. Box 948  
800 Underwood Avenue  
Elmira, NY 14902  
(607) 733-7138  
FAX: (607) 733-1212  
**Richard Kozacko, President**  
**John C. Clancy, Associate**

## L

### H.B. La Rue, Media Brokers

500 E. 77th Street  
Suite 1909  
New York, NY 10021  
(212) 288-0737  
FAX: (212) 249-1957  
H.B. LaRue, President

9454 Wilshire Blvd.  
Suite 628  
Beverly Hills, CA 90212  
(310) 275-9266  
FAX: (310) 274-4076  
Joy Thomas, VP/Manager West Coast

## M

### Bobby Magic & Associates

8300 Rockbury Way  
Sacramento, CA 95842  
(916) 722-5500  
FAX: (916) 772-5500  
Bobby Magic, President

### Jack Malcney, Inc.

28 Shore Drive  
Huntington, NY 11743  
(516) 549-2656  
FAX: (516) 549-2656  
Jack Maloney, President

### R. E. Meador & Associates

MEDIA BROKERS

Meador & Associates has been in Acquisitions, Sales, Market Studies and Appraisals of Broadcast Properties in Central and Midwestern States for over 22 years.

### R.E. Meador & Associates

P.O. Box 36  
Lexington, MO 64067  
(816) 259-2544  
FAX: (816) 259-6424  
Ralph E. Meador, President

### Media Mergers & Acquisitions

6210 Iroquois Court  
Odessa-Tampa, FL 33556-9564  
(813) 920-0800  
FAX: (813) 920-3425  
Tim Menowsky, President

### Media Services Group, Inc.

2111 Wilson Blvd.  
Suite 700  
Arlington, VA 22201  
(703) 351-5025  
FAX: (703) 351-0361  
Mitt Younts, President

Mona Wargo, Marketing Director,  
(617) 354-0486

### Media Venture Partners

1650 Tysons Blvd.  
Suite 790  
McLean, VA 22102  
(703) 827-2727  
FAX: (703) 827-2728  
Charles Giddens, President  
Brian Cobb, Treasurer  
Elliott Evers, (415) 391-4877  
Randall Jeffery, (407) 295-2572

### George Moore & Associates

12900 Preston Road  
Suite 1040  
Dallas, TX 75230  
(214) 661-8970  
FAX: (214) 661-8967  
W. James Moore, President

### Multiple Listing Network

475 E. Bay Street  
Charleston, SC 29403  
(803) 577-2000  
FAX: (803) 577-0100  
Gordon Rice, President

## N

### New England Media, Inc.

102 Swanton Road  
St. Albans, VT 05478  
(802) 524-5963  
FAX: (802) 527-1450  
David Kimel, President  
Mike Rice, (203) 456-1111

### O'Grady & Associates

P.O. Drawer D  
Goshen, NY 10924  
(914) 294-9515  
FAX: (914) 294-9515  
Jim O'Grady, President

## P



### John L. Pierce Associates

580 Centre View Blvd.  
Crestview Hills, KY 41017  
(606) 344-8881  
FAX: (606) 344-8616  
John L. Pierce, President

### The Proctor Group, Inc.

980.FM 1746  
Woodville, TX 75979  
(409) 429-3679  
FAX: (409) 429-5257  
Gerald R. Proctor, President  
David P. Garland, VP

## Q

### Questcom Radio Brokerage, Inc.

18310 Montgomery Village Avenue  
Suite 220  
Gaithersburg, MD 20879  
(301) 963-3000  
FAX: (301) 963-9572  
Donald R. Bussell, President  
Marc Hand, (303) 534-3939

## R

### Radioactivity, Inc.

1043 Jefferson Avenue  
Suite 1-A  
Atlanta, GA 30344  
(404) 767-1840  
FAX: (404) 767-1840  
Dain Schult, President

### Stan Raymond & Associates

P.O. Box 8231  
Longboat Key, FL 34228  
(813) 383-9404  
FAX: (813) 383-9132  
Stan Raymond, President

### Cecil L. Richards, Inc.

P.O. Box 9037  
McLean, VA 22102-0037  
(703) 821-2552  
FAX: (703) 821-2553  
Cecil L. Richards, President  
Bruce A. Houston, Associate  
Lee M. Hague, (708) 441-7200

### Riley Representatives

14330 Midway Road  
Suite 216  
Dallas, TX 75244  
(214) 788-1630  
FAX: (214) 490-6438  
Jack Riley, Owner

### Robert W. Rounsaville & Associates

3104 E. Shadowlawn Avenue NE  
Atlanta, GA 30305  
(404) 261-3000, (800) 531-1500  
FAX: (404) 261-1500  
Gwen Brown, VP

### Rowan Media Brokers

16225 Meadow Ridge Way  
Encino, CA 91436  
(818) 783-0505  
FAX: (818) 783-0909  
Roy Rowan, Principal

### Rumbaut & Associates

Washington Office  
1900 L Street NW, Suite 500  
Washington, DC 20036  
(202) 293-2828  
FAX: (202) 466-9042

2555 Collins Avenue  
Suite 500  
Miami Beach, FL 33140  
(305) 538-2828  
FAX: (305) 672-0859

Julio Rumbaut, President

**S**

**Sailors & Associates**  
5784 Lake Forrest Drive  
Suite 252  
Atlanta, GA 30328  
(404) 250-1897  
FAX: (404) 250-9322  
**Don Sailors, President**

**Satterfield & Perry, Inc.**  
Two Bala Plaza  
Suite 300  
Bala Cynwyd, PA 19004  
(215) 668-1168  
FAX: (215) 667-8174  
**Jack Satterfield, President**  
**John Weidman, VP, (215) 660-7760**  
**Al Perry, Chairman, (303) 239-6670**

**Barry Sherman & Associates, Inc.**  
7640 Tremayne Place  
Suite 204  
McLean, VA 22102  
(703) 821-0877  
**Barry Sherman, President**

**Snowden Associates**  
P.O. Box 1566  
313 Clifton Street  
Greenville, NC 27835  
(919) 355-0327  
FAX: (919) 752-1017  
**Tom Snowden Jr., President**  
**Dick Paul, Associate**  
**Paul E. Reid, Associate**

**Star Media Group, Inc.**  
17304 Preston Road  
Suite 265  
Dallas, TX 75252  
(214) 713-8500  
FAX: (214) 713-8150  
**William J. Steding,**  
*President/Managing Partner*  
**Paul T. Leonard Jr., Senior VP**  
**Peter S. Handy, Investment Broker**

**Ray Stanfield & Associates**

**Ray Stanfield & Associates**  
16360 Roscoe Blvd.  
Suite 109  
Van Nuys, CA 91406  
(818) 893-3199  
FAX: (818) 893-8020  
**Ray M. Stanfield**  
**James F. Mergen**

**Howard E. Stark, Media Broker**  
575 Madison Avenue  
10th Floor  
New York, NY 10022  
(212) 355-0405  
FAX: (212) 308-9834  
**Howard E. Stark, President**

**Gary Stevens & Co., Inc.**  
49 Locust Avenue  
Suite 107  
New Canaan, CT 06840  
(203) 966-6465  
FAX: (203) 966-6522  
**Gary Stevens, Managing Director**

**T**

**Thoben VanHuss & Associates**  
107 N. Pennsylvania  
Suite 503  
Indianapolis, IN 46204  
(317) 636-1016  
FAX: (317) 637-2209  
**William K. Van Huss, Chairman**  
**Phillip Thoben, President**

**Edwin Tornberg & Company, Inc.**  
P.O. Box 55298  
Washington, DC 20011  
(202) 291-8700  
FAX: (202) 829-1590  
**Edwin Tornberg, President**

**V**

**Veronis, Suhler & Associates Inc.**  
350 Park Avenue  
New York, NY 10022  
(212) 935-4990  
FAX: (212) 935-0877  
**John J. Veronis, Chairman**  
**John S. Suhler, President**  
**Martin I. Visconti, CFO**

**W**

**Walker Media, Inc.**  
*Media Appraisers*  
98 Primrose Lane  
Young Harris, GA 30582  
(706) 379-153  
**John F. Hurlbut, VP**

**J.N. Wells & Company, Inc.**  
21 W. O 75 Monticello Road  
Lombard, IL 60148  
(708) 916-6491  
FAX: (708) 629-8411  
**Joseph N. Wells, President**  
**Charles C. Wells, Senior VP**

**Wood & Company**  
431 Ohio Pike  
Suite 204 N  
Cincinnati, OH 45255  
(513) 528-7373  
**Larry Wood, President**

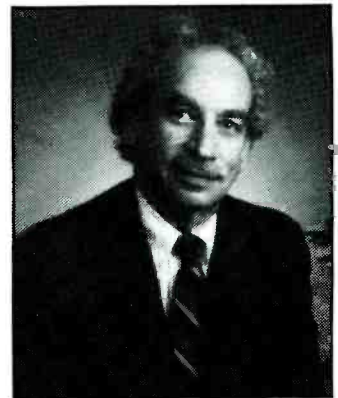
**Wooding & Associates**  
1407 Sigler Street  
P.O. Box 5766  
Nashville, TN 37203  
(615) 329-6458  
FAX: (615) 327-9565  
**Ronald Wooding, President**

**Success is the Best  
Recommendation...**

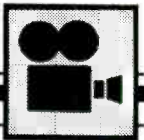
**NF&A**

**Norman Fischer & Associates, Inc.**  
Media Brokerage • Appraisals • Management Consultants  
1209 Parkway • Austin, Texas 78703 • (512) 476-9457

Over 20 years experience – A full service brokerage firm successfully representing buyers and sellers throughout the U.S.



*Norman Fischer, President*



## A

**Alive Films**  
8912 Burton Way  
Beverly Hills, CA 90211  
(310) 247-7800  
FAX: (310) 247-7823  
**Carolyn Pfeiffer**, Co-Chairman  
**Shep Gordon**, Co-Chairman

**All American Communications**  
**Scotti Brothers Pictures**  
2114 Pico Blvd.  
Santa Monica, CA 90405  
(310) 450-3193  
FAX: (310) 452-9053  
**Carol Burnham**, Publicity



## C

**Cannon Pictures**  
8200 Wilshire Blvd.  
Beverly Hills, CA 90212  
(310) 966-5652  
FAX: (310) 653-5485  
**Jack Fiman**, Executive VP/Marketing  
& Distribution

**Columbia TriStar Pictures**  
10202 W. Washington Blvd.  
Culver City, CA 90232  
(310) 280-8260  
FAX: (310) 280-1420  
**Melanie Steele**, Western Division  
Field Manager

## H

**Hemdale Film Corporation**  
7966 Beverly Blvd.  
Los Angeles, CA 90048  
(310) 966-3700  
FAX: (310) 651-5112  
**Lisa McGettrick**, Director/Publicity

## I

**Island Pictures**  
8920 Sunset Blvd.  
2nd Floor  
Los Angeles, CA 90069  
(310) 276-4500  
FAX: (310) 271-7840  
**Heather Parton**, Publicity &  
Creative Advertising

## M

**M.C.E.G.**  
2121 Avenue of the Stars  
Suite 2630  
Los Angeles, CA 90067  
(310) 282-0871  
FAX: (310) 282-8303

**Metro Goldwyn Mayer**  
10000 W. Washington Blvd.  
Culver City, CA 90232  
(310) 280-6096  
FAX: (310) 836-1085  
**Don Barrett**, Senior VP/Marketing

## N

**New Line Cinema**  
116 N. Robertson Blvd.  
Los Angeles, CA 90048  
(310) 659-6678  
FAX: (310) 854-0925  
**Christina Kounelias**, Sr. VP/Publicity  
& Promotions

## O

**Orion Pictures**  
1888 Century Park E  
Los Angeles, CA 90067  
(310) 282-0550  
FAX: (310) 282-0525  
**Christine LaMonte**, Executive VP/Marketing  
**Michael Russel**, VP/West Coast Publicity

## P

**Paramount Pictures**  
5555 Melrose Avenue  
Los Angeles, CA 90038  
(213) 956-5000  
FAX: (213) 956-8456  
**Cheryl Boone Isaacs**, Sr.  
VP/Worldwide Publicity



**Pathe Communications**  
640 S. San Vicente  
Los Angeles, CA 90048  
(213) 658-2100  
FAX: (213) 658-2111  
**Greg Morrison**, President/Worldwide  
Marketing

## S

**The Samuel Goldwyn Company**  
10203 Santa Monica Blvd.  
Suite 500  
Los Angeles, CA 90067  
(310) 284-9269  
FAX: (310) 284-9196  
**Leonie De Picciotto**, Senior  
VP/Worldwide Marketing



**Skouras Pictures**  
335 N. Maple Drive  
Suite 248  
Beverly Hills, CA 90210  
(310) 285-5455  
FAX: (310) 285-5466  
**Claire Raskind**, Director/Publicity

## T

**Tri-Star Pictures**  
10202 W. Washington Blvd.  
Culver City, CA 90232  
(310) 280-8260  
FAX: (310) 280-1420  
**Melanie Steele**, Radio Publicity  
& Promotion/West



**20th Century Fox**  
10201 W. Pico Blvd.  
Los Angeles, CA 90035  
(310) 203-1721  
FAX: (310) 551-2732  
**Geoff Ammer**, Senior VP/Marketing



**21st Century**  
11080 W. Olympic Blvd.  
Los Angeles, CA 90064  
(310) 914-0500  
FAX: (310) 479-1992  
**Molly Crafts**, VP/Publicity

## U

**Universal Pictures**  
100 Universal City Plaza  
Universal City, CA 91608  
(818) 777-5888  
FAX: (818) 508-6452  
**Sally Van Slyke**, Sr. VP/Publicity  
& Promotions

## W

**Walt Disney/Touchstone**  
500 South Buena Vista Street  
Burbank, CA 91521  
(818) 560-7570  
FAX: (818) 560-2730  
**Terry Press**, VP/Publicity



**Warner Bros.**  
4000 Warner Blvd.  
Burbank, CA 91522  
(818) 954-6235  
FAX: (818) 954-6570  
**Carl Samrock**, VP/National Publicity



**Windstar Studios, Inc.**  
525 Communications Circle  
Colorado Springs, CO 80905-1737  
(719) 635-0422  
FAX: (719) 635-7119  
**Dane Scott**, VP

# PRODUCTION SERVICES SHOWCASE

**EXCEPTIONAL  
VOICE IMAGERY**

**KRIS ERIK STEVENS**

The voice of leading  
radio & tv stations  
NATIONWIDE.

- ▶ MARKET EXCLUSIVITY
- ▶ OVERNIGHT DELIVERY



Sherman Oaks, CA  
**800-231-6100**



**LAMACHIA**

**DYNAMIC VOICEOVERS**

**YOUR RADIO OR TV  
STATION DESERVES THE  
PERSONAL TOUCH**

Coast-to-Coast Service...  
Market Exclusivity...Phone  
Patch...Overnight Delivery...

**800-366-2337**  
Ext. 13614



the most authoritative,  
warm & human voice over  
america's leading stations...  
Classic Rock / CHR / Hot AC  
Country / Oldies / AOR

THE NEW VOICEOVER AMERICA

**619.274.8412**

IF IT'S ON  
**RADIO**

... if it's on today's leading  
CHR, AOR,  
CLASSIC ROCK,  
COUNTRY, URBAN  
AND OLDIES  
STATIONS

...IT MUST BE FROM



MITCH CRAIG PRODUCTIONS  
VOICEOVER/PRODUCTION  
901-388-8449

FAX 901-388-6328

**DOUG  
PAUL!**

"Born to V/O"

CALL CATSPAW PRODUCTIONS, INC.

**404 • 876 • 2287**

**CUSTOMIZED  
AIRCHECKS  
ARE HERE!**

Broadcast Historian, Ed Brouder, offers  
customized airchecks of Top 40 legends • Over  
2,000 airchecks available • Use our catalog to  
build your own collection • Perfect for Oldies  
Programmers, Collectors, Jocks



- We have them all!
- Send \$6. for catalog  
and cassette sampler.

**MAN FROM MARS  
PRODUCTIONS**

159 Orange Street  
Manchester,  
New Hampshire 03104

A FRESH VOICE FOR THE 90'S,  
BECAUSE ITS TIME FOR CHANGE.

**BRIAN JAMES  
PRODUCTIONS**

RADIO & TELEVISION CREATIVE SERVICES

A DIGITAL MULTI-TRACK FACILITY  
**(813) 229-5807**  
SWEEPERS • IDS • PROMOS

**ID'S - LINERS - PROMOS**

Custom Imaging for  
Stations of All Formats  
from one of America's  
Top Voices.



**JEFF  
DAVIS  
PRODUCTIONS**  
310 • 288 • 7944

**KENNY COGLIN  
THE AFFORDABLE VOICE CHOICE**

Radio & TV Voiceovers  
AC, OLDIES, CHR, AOR, COUNTRY,  
ROCK, NEW ROCK, NEWS/TALK  
Sweepers/Promos/  
Special Effects/Music Beds

**Get the voice heard on dozens  
of national commercials  
at a price you can afford!**

**JUST MAKE US AN OFFER... NO  
REASONABLE OFFER REFUSED!**

**KENNY COGLIN**  
(KBC PRODUCTIONS)  
**(416) 889-1068**





A

**abc ABC RADIO NETWORKS**

**ABC Satellite Services**

125 West End Avenue  
New York, NY 10023  
(212) 456-5606

FAX: (212) 456-5622

**Joe Busch, Director Satellite Systems/Sales & Mktg.**  
SFX PL SU

**ABC Sound**

125 West End Avenue  
New York, NY 10023  
(212) 456-5621

FAX: (212) 456-5326

**Linda Arcoleo, Manager**  
SFX SL SU

**The Advantage**

1234 Gladstone Glen Place  
Midlothian, VA 23113  
(804) 378-3366

FAX: (804) 323-1524

**Brian Lee**

**Aircraft Music Library**

162 Columbus Avenue  
Boston, MA 02116  
(617) 482-7447

FAX: (617) 542-7222

SFX PL

**Airforce Broadcast Services**

216 Carlton Street  
Suite 300  
Toronto, Ontario, CN M5A 2L1  
(416) 961-2541

FAX: (416) 961-7754

**Mort Ross, Director/Marketing & Sales**  
J PL

**Rick Allen Creative Services**

545 Eighth Avenue  
Suite 401  
New York, NY 10018  
(212) 714-5513

**Rick Allen**

J PL VO

**Gary Allyn Radio Enterprises**

P.O. Box 28606  
San Diego, CA 92198  
(619) 740-1100

FAX: (619) 740-1100

**Gary Allyn, President**  
VO

**KEY TO SERVICES**

**AV = Audio/Video Tape Duplication**

**J = Jingles & Musical ID's**

**PL = Production Libraries**

**SFX = Sound Effects**

**SL = Song Libraries**

**SU = Satellite Uplink Services**

**VO = Voiceover ID's, Liners & Promos**

**Alpha Lyracom/Pan American Satellite**

One Pickwick Plaza  
Suite 270  
Greenwich, CT 06830

(203) 622-6664

FAX: (203) 622-9163

**Mike Antonovich, Director**  
Broadcast Services  
SU

**American Pie**

P.O. Box 66455  
Los Angeles, CA 90066  
(310) 821-4005

FAX: (310) 823-3389

**Wayne Volat, Principal**  
SL

**A P M**

ASSOCIATED PRODUCTION MUSIC

6 Libraries \* Personalized Broadcast Packages \* KPM SFX Library (700+ effects) \* Music Search Service \* 10 New Releases Monthly \* Market Size Pricing

**APM**

**Associated Production Music**

6255 Sunset Blvd., Suite 820  
Hollywood, CA 90028

(213) 461-3211,

(800) 543-4276

FAX: (213) 461-9102

**Connie Red,**

**Broadcast Sales Director**

SFX J PL

**ARCA (Audio Recording Corp. of Arkansas, Inc.)**

100 N. Rodney Parham Road, Suite 1-B  
P.O. Box 5686  
Little Rock, AR 72215-5686  
(501) 224-1111

FAX: (501) 224-3FAX

**Dick Marendt, President**

J

**TA&A**

TOBY ARNOLD & ASSOCIATES, INC.

**Toby Arnold & Associates**

3234 Commander Drive  
Carrollton, TX 75006

(214) 661-8201,

(800) 527-5335

FAX: (214) 250-6014

**Toby Arnold, President**

**Dolly Arnold, VP/COO**

**Larry Mangiameli,**

**VP/Executive Director**

SFX J PL SL

**AT&T Accunet**

Route 202/206 N  
Room 3A130J  
Bedminster, NJ 07921  
(908) 234-7608

FAX: (908) 234-8968

**Ron Jackson**

SU

**Audio Action**

4444 Lakeside Drive  
Suite 340  
Burbank, CA 91505  
(818) 845-8020, (800) 533-1293

FAX: (818) 845-8039

**Tony Scudellari**

SFX PL

**Audio Creations**

801 Starmount Avenue NW  
Roanoke, VA 24019

(703) 563-8100

**Ben Peyton**

**Audio Ideas**

6201 Sunset Blvd.  
Suite 153  
Los Angeles, CA 90028

(818) 843-2426

**Rich Fields**

VO

**Audio Productions Inc./Future Effects**

1102 17th Avenue  
Suite 200  
Nashville, TN 37212

(615) 321-3612

FAX: (615) 321-5770

**Jim Reyland, President/Owner**

SFX J PL VO

**Audio Yearbook**

1040 Greenwich Street  
San Francisco, CA 94133  
(415) 771-5886

**Maureen McGinley, Executive Producer**

A

## A

### Access Broadcast Services

4801 Spring Valley Road  
Suite 105 B  
Dallas, TX 75244  
(214) 386-6847  
FAX: (214) 386-5207  
**Otis Conner, President**  
SFX J PL

### AY JAY Productions

# 1 Bulwer Road  
New Barnet  
London, England, EN5 5JD  
(081) 441-2195  
**David Lee Towery**  
**Anthony James**  
SFX J SL VO

## B

### Babelay & Babelay Publishing

P.O. Box 17382  
Asheville, NC 28816  
(704) 254-0757  
**Paul Babelay, President**  
J PL

### Back Lot Studios

1 College Street  
Box 328  
Clinton, NY 13323  
(315) 853-3908  
FAX: (315) 853-2894  
**Greg McShea, Creative Director**  
SFX J PL SL VO

### Bob Barnes Creative Services, Inc.

1629 Knollwood Circle  
Orlando, FL 32804  
(407) 294-2687, (800) 940-2035  
FAX: (407) 294-6440  
**Bob Barnes, President**  
VO

### BC Productions & Associates

P.O. Box 1022  
Calais, ME 04619  
(506) 755-3170  
FAX: (506) 755-6952  
**Bill Conley, Owner**  
PL VO

### Benmaradio, Inc.

1805 S. Bellaire  
Suite 220  
Denver, CO 80222  
(303) 757-6667  
FAX: (303) 757-6262  
**Mark Margulies**  
**Greg Bennett**

### Rob Bennethum

228 Elizabeth Drive  
Sinking Spring, PA 19608  
(215) 678-9993  
VO

## BETTER

### BUSINESS PRODUCTIONS

Musical Images, Copywriting, Commercial Production

Repeat business = Revenue. Satisfied clients = Repeat business. Effective spots = Satisfied clients. We supplement your current production department.

### Better Business Productions

Musical Images, Copywriting,  
Commercial Production  
4411 Gilbert Avenue, Suite 12  
Dallas, TX 75219  
(214) 522-0335  
FAX: (214) 528-4593  
**Bruce Bonnheim, President**  
J VO

### Bonneville Broadcasting System

4080 Commercial Avenue  
Northbrook, IL 60062-1829  
(800) 631-1600, (708) 291-0110  
FAX: (708) 291-0841  
**John Patton, President/CEO**  
**E.C. (Bud) Stiker, Executive VP**  
**Walter Powers, VP/Operations**  
AV SL VO

### Phil Brewer Vocal Interpretations

3601 Morris Place  
Suite 3  
Cincinnati, OH 45226  
(513) 533-9612  
FAX: (513) 241-6689  
**Phil Brewer**  
VO

### Broadcast Architecture

103 Carnegie Center  
Princeton, NJ 08540  
(609) 921-1188  
FAX: (609) 921-1915  
**Frank Cody, CEO**  
**Brian Stone, COO**  
**Bob Braunstein, Senior Associate**  
J

### Broadcast Programming

2211 Fifth Avenue  
Seattle, WA 98121  
(206) 728-2741, (800) 426-9082  
FAX: (206) 441-6582  
**Edith Hilliard, VP/GM**  
**John Carlile, VP/Sales & Marketing**  
**Kelly Hart, Special Products Sales**  
SFX PL SL VO

### Brown Bag Productions

4134 S. Eudora Street  
Englewood, CO 80110  
(303) 756-9949  
FAX: (303) 759-8213  
**Mike Lee, Managing Partner**  
J PL VO



### Brown Spots, Inc.

1703 N. Main  
Little Rock, AR 72114-3430  
(501) 791-2111, (800) 880-8808  
FAX: (501) 791-2FAX  
**Bob Brown, President**  
**Brad Sweeney, VP**  
AV J VO



### Bumper Productions

905 Whiteheath Court  
Nashville, TN 37221  
(615) 646-8800  
FAX: (615) 646-BUMP  
**Bumper Morgan,**  
Producer/Voice Talent  
VO

## C

### Caffmanna Communicorp

115 Skyline Lane  
Stamford, CT 06903  
(203) 329-1991  
FAX: (203) 329-2101  
**Joseph R. Piasek, President**  
**Jane S. Piasek, VP**  
SFX VO

### California Aircheck

P.O. Box 4408  
San Diego, CA 92164  
(619) 460-6104  
FAX: (619) 460-5685  
**George Junak**  
AV

**C**

*California Digital*

*Audio Systems*

Send your Audio Across the Street or around the World™ in high quality MUSI-CAM™ digital audio at low cost.

**California Digital Audio Systems, Inc.**

530 New Los Angeles Avenue  
Suite 114-96  
Moorpark, CA 93021  
(805) 523-2310  
FAX: (805) 523-0480  
**Caryn Beemer, OM**  
SU

**Capitol Media**

P.O. Box 3871  
Frederick, MD 21705  
(301) 846-0180

**Jeannie Mantell, Syndication Sex Goddess**  
**Jeff Quinn, Creative Genius**  
J VO

**Capitol Production Music/OGM**

6922 Hollywood Blvd.  
Suite 718  
Hollywood, CA 90028  
(213) 461-2701, (800) 421-4163  
FAX: (213) 461-1543

**Ole Georg, Managing Director**  
**David W. Carroll, Sales Manager**  
**John D. Amato, Sales & Promotion**  
PL

**The Captain - Bill Vogel**

224 Antrim Street  
Charlevoix, MI 49720  
(800) 75-MOUTH  
FAX: (616) 547-9407

**Bill Vogel**  
J VO

**CATSPAW**



**Catspaw Productions, Inc.**

560 Dutch Valley Road  
Atlanta, GA 30324  
(404) 876-2287  
FAX: (404) 881-8409  
**Doug Paul, President**  
**Ralph Destito, Sales Manager**  
AV SFX J PL SL VO

**Chicago Radio Syndicate, Inc.**

1140 N. La Brea  
Los Angeles, CA 90038  
(800) 621-6949, (213) 462-4966  
FAX: (213) 460-4280  
**Sandy Orkin, President**

**David Christian Tech Trax**

444 Northland Avenue  
Stillwater, MN 55082  
(612) 452-6200  
FAX: (612) 452-9189  
**David Christian, President**  
VO

**Joe Cipriano Promos**

15237 Sunset Blvd., Suite 208  
Pacific Palisades, CA 90272  
(310) 454-8905  
FAX: (310) 454-3CIP  
**Joe Cipriano**  
VO

**Clausen Communications Inc.**

23 Phillips Road  
Nahant, MA 01908  
(617) 593-2437  
FAX: (617) 592-1150

**Chris Clausen, VP**  
VO

**Clean Sheets, Inc.**

14450 Park  
Oak Park, MI 48237-1948  
(313) 544-0405  
FAX: (313) 544-0405

**Steven Fischer, President**  
J PL

**Clear Shot Productions, Inc.**

3726 Lake Street  
Suite C  
Homer, AK 99603  
(907) 235-8844  
FAX: (907) 235-6660

**Gary Thomas**  
VO

**Lars Clutterham Music**

1625 Riverside Drive  
Suite 2  
Glendale, CA 91201-2900  
(818) 246-8548  
FAX: (818) 246-8548

**Lars Clutterham, President**  
J

**Computer Music Consortium, Inc.**

145 W. 28th Street  
Suite 6-F  
New York, NY 10001  
(718) 622-3821

FAX: (212) 564-5433  
**David Barnett, President**  
PL

**Continental Recordings**

230 Adams Street  
Boston, MA 02158  
(617) 630-0007  
FAX: (617) 630-0019  
**Daniel Flynn, President**  
AV J VO

**The Coreson Company**

P.O. Box 22423  
Milwaukie, OR 97269  
(800) 873-8717  
FAX: (503) 659-7824  
**Corky Coreson, President**  
PL VO

**Crabtree Productions**

2748 Parsons Street  
Huntington, WV 25705  
(800) 232-9782  
**Steve Crabtree, President**  
VO



**Mitch Craig Productions**

P.O. Box 241655  
Memphis, TN 38124-1655  
(901) 388-8449  
FAX: (901) 388-6328  
**Mitch Craig, Owner**  
PL VO

**Creative Radio Productions**

3861 Apache Court W  
Boulder, CO 80303  
(303) 494-3322  
FAX: (303) 494-3548

**Frank Eriksen, President**  
VO

**Creative Support Services**

1950 Riverside Drive  
Los Angeles, CA 90039  
(213) 666-7968, (800) HOTMUSIC  
FAX: (213) 660-2070

**Mike Fuller, Creative Director**  
PL

**CT Productions**

21859 W. Jeters Lane  
Saugus, CA 91350  
(805) 296-9706  
FAX: (805) 296-3162

**Chris Taylor, President**  
VO

Key to Services on page 189

## C



### Jim Cutler Creative Radio

Voice Overs: Radio Formats/TV. Coca-Cola, The Lottery, TV Movies. Best of Show: International Radio Festival NY.

#### Jim Cutler Creative Radio

P.O. Box 8702  
Boston, MA 02114  
(508) 988-0947  
FAX: (508) 988-0843

**Jim Cutler**  
VO

## D

### D.A.B. Audio Duplicating

3473 W. Cahuenga Blvd  
Suite B  
Los Angeles, CA 90068  
(213) 876-5991

**Choon Lee**, President  
AV

### Dan-O Radio Comedy

15048 S.W. Barcelona Way  
Beaverton, OR 97007  
(503) 626-9341

**Dan-O Clark**  
J

### JEFF DAVIS PRODUCTIONS

#### Jeff Davis Productions

8033 Sunset Blvd.  
Suite 423  
Los Angeles, CA 90046  
(310) 288-7944

FAX: (818) 763-4800

**Jeff Davis**,  
President/Executive Producer  
VO

### DeWolfe Music Library

25 W. 45th Street  
New York, NY 10036  
(212) 382-0220, (800) 221-6713  
FAX: (212) 382-0278

**Andrew M. Jacobs**  
PL

### DigiPrep

1425 N. Cole Place  
Hollywood, CA 90028  
(213) 461-1709

FAX: (213) 461-8890  
**Warren Salyer**

### Roger Dorfman Radio

5635 Mediabrook Place  
Agoura Hills, CA 91301  
(818) 889-1685

**Roger Dorfman**, Owner  
PL SL

### John E. Douglas

497 Walmar Drive  
Cleveland, OH 44140  
(216) 892-8509

FAX: (216) 892-8503

**John E. Douglas**, President/Executive  
Producer

**Karen L. Shapiro**, Associate Producer  
VO

### Dream Lady Productions

P.O. Box 700534  
Tulsa, OK 74170

(918) 747-7967

**Denise Rodgers**, President  
PL



### THE NEW VOICEOVER AMERICA

The legendary voice of WCFL, TEN Q, KSAN, KZLA & KSON, is THE leading image voice for stations all over the world.

#### John Driscoll

3634 Crown Point Drive  
San Diego, CA 92109

(619) 274-8412

FAX: (619) 274-8416

**John Driscoll**  
VO

### Dave Dworkin's Ghostwriters

2412 Unity Avenue N  
Suite RA  
Minneapolis, MN 55422-3450  
(612) 522-6256

FAX: (612) 522-6256

**Dave Dworkin**, President  
SFX PL SL VO

## E

### Eagle Marketing Services, Inc.

223 Linden  
Suite 204  
Fort Collins, CO 80524  
(303) 484-4736, (800) 548-5858  
FAX: (303) 224-2445

**Paul Meacham**, President  
**Anya Meacham**, Creative Director  
**Christopher Munger**, MIS Director

### The Electric Cafe

1433 Esplanade Avenue  
New Orleans, LA 70116  
(800) 256-4346, (504) 947-8675  
FAX: (504) 945-8088

**J.R. Lyons**, President

**Naomi Bryant**, Talent Coordinator  
**Bryant Leavitt**, Digital Programmer  
J VO

### Don Elliot Creative Services, Inc.

P.O. Box 662  
Hollywood, CA 90078-0662

(818) 558-SPOT

**Don Elliot**, President  
SFX J PL VO

### Don Elliot/Image Design Group

P.O. Box 662  
Hollywood, CA 90078-0662

(818) 558-SPOT

**Dale Hinkens**

### Dick Ervasti Creative Services

8306 Wilshire Blvd.  
Suite 593  
Los Angeles, CA 90211  
(612) 930-0113

FAX: (310) 275-3352

**Dick Ervasti**  
AV SU VO

## ESCHicago



ESCHicago Image Creation, Major Market/Networks. Voice of Jenny Jones Show, WNUA, Chicago Symphony Orchestra, and National Advertisers.

### ESCHicago

850 N. Milwaukee Avenue

Chicago, IL 60622

(312) 666-6949

FAX: (312) 666-6949

**David Esch**  
VO

## F

### Far West Communications, Inc.

120 N. Victory Blvd.  
Suite 106

Burbank, CA 91502

(818) 566-7003, (800) 783-2946

FAX: (818) 566-7086

**Paul Ward**, President  
**Susanella Rogers**, OM  
AV PL SL VO

### FirstCom

13747 Montfort Drive  
Suite 220  
Dallas, TX 75240

(214) 934-2222, (800) 858-8880

FAX: (214) 404-9656

**Cecelia Garr**, President/CEO

**Carol Rowden**, National Sales Manager/Radio

**Michael Baer**, VP/GM

SFX J PL

### Format Productions

P.O. Box 466  
Portland, OR 97207

(503) 223-4-MAT

FAX: (503) 222-6408

**John Buck**, President

**F**

**Functional Realities**

22647 Ventura Blvd.  
Suite 303  
Woodland Hills, CA 91364  
(310) 455-3872  
FAX: (310) 455-3404  
**Patrick Fitch**, Executive Producer

**G**

**Galaxy Air Preparation Service**

10530 Chesterton Drive  
Dallas, TX 75238  
(214) 340-0101  
FAX: (214) 340-0101  
**Don Crabtree**, Publisher  
**Ken Mendez**, Head Writer  
**Debra Tate**, Staff Writer

**GE American Communications**

Four Research Way  
Princeton, NJ 08540  
(609) 987-4139  
FAX: (609) 987-4517  
**Frederick D. Cain**,  
Director/Broadcast Services  
SU

**GMI Broadcast Services**

P.O. Box 6206  
Kent, WA 98064  
(206) 656-8414  
**Ron Erak**, President  
SFX J PL VO

*Johnny Goyen*

IDs/Sweepers/Promos/Voiceovers/  
Commercial Production for Radio/TV.  
Overnight delivery available. Phone or  
fax for free demo.

**Johnny Goyen**  
(409) 588-3700

**Group W Satellite Communications**

250 Harbor Drive  
Stamford, CT 06904  
FAX: (203) 965-6315  
**Steve Soule**, VP/Affiliate Relations  
(203) 965-6420  
**Tom Hawley**, GM/Affiliate Relations  
(203) 965-6424  
**Jeff Lyman**, Network Coordinator  
SU

**Group X, Inc.**

P.O. Box 65  
Reynoldsburg, OH 43068-0065  
(614) 755-9565  
FAX: (614) 866-2636  
**Eddie Powell I**, President  
SU VO

**H**



Halland offers complete broadcast music  
libraries on compact disc, with Oldies,  
Gold, and AC/CHR formats available.  
2500+ songs available on 124+ CDs.

**Halland Broadcast  
Services, Inc.**

1289 E. Alosta Avenue  
Glendora, CA 91740  
(818) 963-6300  
FAX: (818) 963-2070  
**Hank Landsberg**, President  
**Steve Steinberg**, VP/GM  
SL

Key to Services on page 189



Broadcast quality hook tapes for most  
popular formats. Dedicated sole proprie-  
tor. Can't wait to get my hooks in your  
station!

**Don Harris Productions**

1812 Snowmass Drive  
Plano, TX 75025  
(214) 517-5798  
**Don Harris**, Owner

**Tom Hayes Creative Services**

P.O. Box 12001  
La Jolla, CA 92039  
(619) 569-5017  
FAX: (619) 292-9548  
**Tom Hayes**, Writer/Producer  
VO

**The Hollywood Edge**

7060 Hollywood Blvd.  
Suite 1120  
Hollywood, CA 90028  
(213) 466-6723  
FAX: (213) 466-5861  
**Scott Whitney**  
SFX

**Hooks Unlimited**

200 Old 63 S  
Suite 103  
Columbia, MO 65201-6081  
(314) 443-4155  
FAX: (314) 443-4016  
**Bernie Grice**, GM

**Hot Spots Radio Production, Inc.**

153 Stewart Avenue  
Garden City, NY 11530  
(516) 739-5003  
FAX: (516) 739-5009  
**Barry J. Carollo**  
J VO

**Affordable CD Music Libraries**



Over 500 stations worldwide rely on Halland to deliver the best music mix and crystal-clear  
digital sound at an affordable price! We've got it all... Oldies... Gold... AC/CHR, in stock for  
immediate delivery. Plus a comprehensive database on floppy disc FREE with each library.  
Don't play those old 45s... Call Halland today!



Halland Broadcast Services, Inc. • 1289 E. Alosta Ave. • Glendora, CA 91740  
Tel (818) 963-6300 Fax (818) 963-2070

In Canada, contact **Drew Marketing, Ltd.**, #202-2006 Main St. Vanc. BC V5T-3C2  
(604) 879-1500 FAX (604) 879-8278

## H

### Hot Tracks

43500 S.E. Marmot Road  
Sandy, OR 97055  
(503) 668-3610  
FAX: (503) 668-4379

**Paul Dickson**  
PL VO

### Rick Hull Voice Tracks

8117 Preston Road  
Suite 100  
Dallas, TX 75225  
(214) 742-5485  
FAX: (918) 254-6719

**Rick Hull, President**  
VO

### Ron Hummel Productions, Inc.

3110 Stonegate Drive  
Alamo, CA 94507  
(510) 933-3500  
FAX: (510) 933-3502

**Ron Hummel, President**



Domestic & international transmission services for radio networks & program syndicators. Remote services via land-based facilities, transportables & flyaway earth stations. Single & multi-station events.

### IDB Communications Group, Inc.

10525 W. Washington Blvd.  
Culver City, CA 90232  
(213) 870-9000  
FAX: (213) 240-3904

**Julie Spira, VP/Audio Sales**  
**Robert Boxer, Director/Audio Sales LA** (213) 240-3736

**Jill Jameson, Director/Audio Sales NY** (212) 684-7900

**Robert Gaudian, Manager/Audio Sales DC**  
(202) 973-5155  
SU

### I\*D\*E\*A\*S

6758 Canal Blvd.  
New Orleans, LA 70124  
(504) 283-4726

**Daniel Karpelman, Executive Producer**  
VO

### The Image Generators

P.O. Box 742  
Olney, MD 20830  
(301) 924-5700  
FAX: (301) 570-8916  
**Mike Weiner, President**  
VO

### The Image Store

475 Sherwood Drive  
Suite 305  
Sausalito, CA 94965  
(415) 331-5270  
**Andrew Lea, Owner**

## J

### Chuck Jackson Radio Job Bank

Announcer Tutoring/Voiceover Production  
933 Fremont Avenue  
Salt Lake City, UT 84104  
(801) 972-5319  
FAX: (801) 972-5319

**Dwight Woolfork, President/Owner**  
AV PL VO



### JAM Creative Productions, Inc.

5454 Parkdale Drive  
Dallas, TX 75227  
(214) 388-5454  
FAX: (214) 381-4647

**Jonathan Wolfert, President**  
J PL

### James & Aster, Inc.

115 E. 23rd Street  
3rd Floor  
New York, NY 10010  
(212) 982-0300, (800) 572-2236  
FAX: (212) 505-0959

**Rob Aster, President**  
**Thomas James, VP**  
SFX J PL SL VO



### Brian James Productions

P.O. Box 130420  
Tampa, FL 33681  
(813) 229-5807

**Brian James**  
J VO

### JDK Music Production

9102 Whitaker Circle  
Richmond, VA 23235  
(804) 272-6777  
FAX: (804) 330-9308  
**John Keltonic, President**  
J

### Danny Jensen Productions

3808 W. Dorian Street  
Boise, ID 83705  
(208) 384-9278  
FAX: (208) 384-9278  
**Danny Jensen, President**  
VO

### Jones Intercable/QZoo

5510 Gray Street  
Tampa, FL 33609  
(813) 287-1047  
FAX: (813) 289-1879  
**Bill Schricker**  
AV VO SU

### Jones Satellite Networks

9697 E. Mineral Avenue  
Englewood, CO 80113  
(800) 876-3303, (303) 792-3111  
FAX: (303) 792-3951

**Roy Simpson, Executive VP/GM**  
**Phil Barry, VP/Consulting Services**

### James Justice Voiceovers

2 W. 45th Street  
New York, NY 10036  
(212) 944-2727  
**Bill Quinn**  
VO

## KBC PRODUCTIONS

### KBC Productions

150 Highland Park Blvd.  
Thornhill  
Toronto, Ontario, CN L3T 1B7  
(416) 889-1068  
FAX: (416) 889-1068

**Ken Coglin**  
J VO

## JOE KELLY CREATIVE SERVICES

Exclusively Rock Radio. Full, customized production services for a compelling professional presentation that stands out on the dial.

### Joe Kelly Creative Services

1137 N. Osborne Blvd.  
Racine, WI 53405  
(414) 632-8610  
FAX: (414) 632-5527

**Joe Kelly, President**  
**Ed Lipschultz, VP**  
SFX PL VO

**K**

**Kendall Energies, Inc.**

P.O. Box 1595  
 Clarksdale, MS 38614  
 (601) 326-8642  
 FAX: (601) 326-5164  
**Charlie Kendall, President**  
**Elizabeth Kelly, Sales Manager**  
 J PL VO

**Killer Music**

P.O. Box 12151  
 Dallas, TX 75225  
 (800) 788-2340  
**Gary N. Bowen, Executive**  
 Producer/Broadcast Services

**Killer Music**

6532 Sunset Blvd.  
 Los Angeles, CA 90028  
 (213) 464-6333, (800) 877-0078  
 FAX: (213) 464-5931  
 SFX J PL

**KILLER TRACKS**

Create killer spots and promos with KILLER TRACKS. Not the same tired sound. Sweepers/stingers package included. Surprisingly affordable

**Killer Tracks**

6534 Sunset Blvd.  
 Hollywood, CA 90028  
 (800) 877-0078,  
 (213) 957-4455  
 FAX: (213) 957-4470  
**Jim Frangipane, Sales Manager**  
 SFX PL

**K.K. Kreative Concepts**

37 Meadowlark Lane  
 Columbus, OH 43214  
 (614) 431-9126  
**Kurt S. Kaniewski, "Kreative" Director**  
 PL

**Knight Media Communications**

250 Mercer Street  
 Suite B-1303  
 New York, NY 10012  
 (212) 388-0842, (800) 851-9988  
 FAX: (212) 420-9751  
**Ron Knight**  
 PL VO

**L**

**L&R Productions, Inc.**

87 Church Street  
 East Hartford, CT 06108  
 (203) 528-5177  
 FAX: (203) 291-9341  
**Tom Russo**  
**Paul Lombardo**  
 AV SFX J PL

**L.A. Air Force**

Production Library  
 3860 Kellogg Avenue  
 Las Vegas, NV 89115  
 (702) 651-9119  
 FAX: (702) 643-7780  
**Terry Moss, Publisher**  
 PL

**LaBov & Beyond**

1728 Spy Run Avenue  
 Ft. Wayne, IN 46805  
 (219) 420-5533  
 FAX: (219) 422-1443  
**Daniel Slott, Marketing Manager**  
 AV SFX J PL SL VO

Key to Services on page 189

**Lakewest Recording Studio**

200 Mishnock Road  
 West Greenwich, RI 02817  
 (401) 397-4828  
 FAX: (401) 826-3518  
**Jack Gauthier**  
 SFX J PL VO

 **LAMACHIA**

**Joe Lamachia**

P.O. Box 23  
 New York, NY 10185  
 (800) 366-2337, Ext. 13614  
**Joe Lamachia**  
 VO

**Jeff Laurence Audio Services**

3314 Maritana Drive E  
 St. Petersburg, FL 33706  
 (813) 367-8542, (800) 780-8542  
 FAX: (800) 780-8542  
**Jeff Laurence**  
 J VO

**"LazerTools"**

8116 San Francisco NE  
 Albuquerque, NM 87109  
 (505) 828-0488  
 FAX: (505) 848-0488  
**Karl Baer**  
 SFX J PL SL VO

**LMG-Production Music Services**

322 S. Topanga Canyon Blvd.  
 Topanga, CA 90290  
 (310) 455-4141  
 FAX: (310) 455-4139  
**John Amato, Director**  
**David Carroll, Sales & Marketing**  
 J PL

**K  
•  
L**

**It's Here!**

The most amazing  
 Music/SFX Rock Radio  
 PRODUCTION LIBRARY  
 in history!

**Joe Kelly's**

**PRODUCTION  
 TRACKS!**

Call for a Demo!

**JOE KELLY**  
**CREATIVE**

\* PRODUCT OF PT, INC.

414/632-8611 • 414/632-5527 fax

## M

### MAC Productions

603 W. 13th Street  
Suite 1-A  
Austin, TX 78701  
(512) 495-1300  
FAX: (512) 473-2233  
**Mike Carta, Carta**

### Jo Maeder "The Madame of Radio & VOs"

331 W. 57th Street  
Suite 327  
New York, NY 10019  
(212) 969-0109  
**Jo Maeder, President/Alphasonic Corp.**  
VO

### Bobby Magic & Associates

8300 Rockbury Way  
Sacramento, CA 95842  
(916) 722-5500  
FAX: (916) 772-5500  
**Bobby Magic, President**  
J VO

### Magnolia Street Productions

2880 Lemonwood Street  
Clearwater, FL 34619  
(813) 797-3663  
FAX: (813) 576-5777  
**Tim Greenwood, President**

### Mainstreet Productions, Inc.

8745 Aero Drive  
Suite 105  
San Diego, CA 92123  
(619) 569-5919  
FAX: (619) 292-9548  
**Dennis F. Regan, President**  
**Michelle Regan, VP**  
AV J VO



**MAN FROM MARS  
PRODUCTIONS**

### Man From Mars Productions

159 Orange Street  
Manchester, NH 03104-4217  
(603) 668-0652  
FAX: (603) 666-4878  
**Ed Brouder**  
AV

### Manhattan Production Music

311 W. 43rd Street  
Suite 702  
New York, NY 10036  
(212) 333-5766, (800) 227-1954  
FAX: (212) 262-0814  
**Ron Goldberg**  
SFX PL

### Chuck Martin Enterprises

444 N. Red Cloud Drive  
Diamond Bar, CA 91765  
(909) 861-8122  
FAX: (909) 861-8122  
**Chuck Martin, President**  
**Dianne D'Antico, Executive Coordinator**  
AV SXF VO

### Mass Popular Media Entertainment Library

5635 Mediabrook Place  
Agoura Hills, CA 91301  
(818) 889-1685  
**Roger Dortman, Owner**

### Kenneth R. Meades, Consultant

P.O. Box 1469  
Los Angeles, CA 90053  
(213) 669-9670  
**Kenneth R. Meades**  
VO

### Media Market Studios

P.O. Box 63  
Samford Valley, 4520  
Queensland, Australia  
011-61-72-891-744  
FAX: 011-61-72-892-010  
**Warren Mills, GM**  
**Shane Hughes, Production Manager**

### Media Music Productions

1967 Douglas Blvd.  
Louisville, KY 40205  
(502) 458-6004  
FAX: (502) 969-1326  
**Brian Curella**  
J VO

### Jim Merkel Voice Imaging

981 Route 228  
Mars, PA 16046  
(412) 776-9797  
FAX: (412) 776-9720  
**Jim Merkel, President**  
**Sharon Zulic, Executive Secretary**

### Metro Music Productions

645 West End Avenue  
New York, NY 10025  
(212) 799-7600  
FAX: (212) 724-8852  
**Mitch Coodley, Composer/Producer**  
**Joanne Morse, Sales**  
J PL

### Middle Ear

1801 Bay Road  
Miami Beach, FL 33139  
(305) 672-2390  
FAX: (305) 531-8041  
**Scott Glasel, Studio Manager**  
AV

### Moffett Productions Inc.

16140 Kuykendahl  
Suite 126  
Houston, TX 77068  
(713) 440-0044  
FAX: (713) 580-FACS  
**Bill Moffett, President**  
**Joe Kelly, Producer**  
AV SFX J PL SL VO

### Mood Creations, Ltd.

1 Depot Plaza  
Ossining, NY 10562  
(914) 941-2357  
**Paul Zavarella, Production Manager**  
AV SFX J PL VO

### Mr. Mike Raffone

231 Rose Drive  
Ft. Lauderdale, FL 33316  
(305) 764-5330  
FAX: (305) 772-8016  
**Mr. Mike Raffone**  
VO

### MSA (Music Service Associates)

8706 S. 71st East Avenue  
Tulsa, OK 74133-5053  
(918) 492-7222  
**Bob Tomarkin**  
SL

### T.J. Murphy Productions

4086 Laurelwood Drive  
Jacksonville, FL 32257  
(904) 268-5085  
**Tom Murphy**  
VO

### Music Director Programming Service

P.O. Box 51978  
Indian Orchard, MA 01151  
(413) 783-4626  
FAX: (413) 783-3168  
**Budd Clain, GM**  
AV SL

## the MUSIC SOURCE

### Music Source

615 E. Pike Street  
Seattle, WA 98122  
(206) 323-6847  
FAX: (206) 323-6847  
**Michael Berlin**

## N

### Narwood Productions Inc.

425 Madison Avenue  
New York, NY 10017  
(212) 755-3320  
FAX: (212) 755-3322  
**David LeVan, President**  
AV SFX J VO

### National Supervisory Network

P.O. Box 578  
Avon, CO 81620  
(303) 949-7774, (800) 345-8728  
FAX: (303) 949-4364  
**Bill Sepmeier**  
**Muffy Montemayor, President/GM**  
**Kelly Hethcote, Sales Manager**  
SU



**N**

**Neer Perfect Productions**

1133 Broadway  
Suite 520  
New York, NY 10010  
(212) 463-7980  
FAX: (212) 242-2512  
**Dan Neer, President**  
**DeWitt Nelson, VP**  
J VO

**Network Music, Inc.**

11021 Via Frontera  
San Diego, CA 92127  
(800) 854-2075, (619) 451-6400  
FAX: (619) 451-6409  
**Ken Berkowitz, VP/Sales**  
SFX PL

**NJJ Music**

420 W. 45th Street  
5th Floor  
New York, NY 10036  
(212) 246-6468  
FAX: (212) 582-3926  
**Scott Schreer, President**  
J

**Non-Stop Productions, Inc.**

915 W. 100 S  
Salt Lake City, UT 84104  
(801) 531-0060  
FAX: (801) 531-0346  
**Randy Thornton**  
**Bryan Hofheins**  
J PL

**Northwest Track Beds**

P.O. Box 961  
La Grande, OR 97850  
(503) 963-8085  
FAX: (503) 963-7798  
**Doug Drill**  
AV SFX J PL

**NPR Satellite Services**

2025 M Street NW  
Washington, DC 20036  
(202) 822-2626  
FAX: (202) 822-2329  
**Bill Bean, Manager/Satellite Marketing**  
SU

Key to Services on page 189

**O**



**Bobby Ocean, Inc.**  
224 Blackstone Drive  
San Rafael, CA 94903  
(415) 472-5625  
FAX: (415) 472-1686

**Bobby Ocean,**  
President/Executive Producer  
**Elizabeth Salazar,**  
Associate Producer  
VO

**O'Connell Productions, Inc.**

P.O. Box 907188  
Gainesville, GA 30501  
(404) 983-9841  
**Kevin O'Connell, President**  
AV VO

**N  
O**

COMPACT  
**golddisc**®  
DIGITAL AUDIO

The World Standard® in Music Libraries  
— in use in over 2,700 stations

For information call:  
**(800) TM CENTURY**

**O'Connor Creative Services**  
P.O. Box 5432  
Playa Del Rey, CA 90296  
(310) 827-2527, (800) 544-6044  
FAX: (310) 301-3363  
**Harry O'Connor, President**  
SFX PL

**OGM/THE PROFESSIONAL**  
6922 Hollywood Blvd.  
Suite 718  
Hollywood, CA 90028  
(213) 461-2701, (800) 421-4163  
FAX: (213) 461-1543  
**Ole Georg, Managing Director**  
**David W. Carroll, Sales Manager**  
**John D. Amato, Promotion Manager**  
PL

**Omnimusic**  
52 Main Street  
Port Washington, NY 11050  
(516) 883-0121, (800) 828-6664  
FAX: (516) 944-6586  
**Doug Wood, President**  
SFX PL

**Dick Orkin's Radio Ranch**  
1140 N. La Brea Avenue  
Los Angeles, CA 90038  
(213) 462-4966, (800) 621-6949  
**Sandy Orkin, Director/Sales**

## P

**Palmetto Music Services**  
1407 Woodrow Street  
Columbia, SC 29205  
(803) 256-1779  
**David W. Carroll, GM**  
J PL

**PAMS Jingles**  
Division of CPMG Inc.  
4631 Insurance Lane  
Dallas, TX 75205  
(800) 522-PAMS, (214) 559-4000  
FAX: (214) 521-8578  
**Benjamin R. Freedman, President**  
**Richard Kaufman, VP**  
J SL

**Doug Paul**  
560 Dutch Valley Road  
Atlanta, GA 30324  
(404) 876-2287  
FAX: (404) 881-8409  
**Doug Paul**  
VO

**Peninsula Productions**  
N. Michigan Publishing  
2438 Potter Road  
Traverse City, MI 49684  
(616) 946-6243  
**Jim Mitchell, President/Owner**  
AV J SL

**Philadelphia Music Works**  
P.O. Box 947  
Bryn Mawr, PA 19010  
(800) 368-0033  
FAX: (215) 825-8310  
**Andrew P. Mark, President**  
J PL VO

**Mitch Phillips Voice Service**  
c/o Phillips Media  
1304 S.W. 160th Avenue, Suite 263  
Ft. Lauderdale, FL 33326  
(305) 624-6101  
FAX: (305) 741-3071  
**Mitch Phillips, Balmeister**  
VO

**Polaris Productions**  
5727 Airport Highway  
Toledo, OH 43615  
(800) 243-3606, (419) 867-3605  
FAX: (419) 867-3623

**Roger Greive**  
**Tim Story**  
**Lee Wiser**  
J PL

**POP Radio Productions**  
16 W. 22nd Street  
New York, NY 10010  
(212) 848-0220  
**Scott Kushner, VP/GM**

**Powersound Productions**  
P.O. Box 99595  
Pittsburgh, PA 15233  
(412) 761-2327  
FAX: (412) 323-5313  
**Michael Raskovsky, President**  
SFX J PL

**Pro Audio Makers**  
P.O. Box 4087  
Long Beach, CA 90804  
(310) 598-4373  
FAX: (310) 598-4373  
**Frank Ellsworth**

**Producer's Audition Hotline, Inc./**  
P.O. Box 742  
Oiney, MD 20832  
(301) 924-5700, (800) 950-2834  
FAX: (301) 570-8916  
**Michael J. Weiner, President/CEO**  
**Mid-Atlantic Hotline, (301) 924-HEAR**  
VO

**The Production Garden**  
2411 N.E. Loop 410  
Suite 126  
San Antonio, TX 78217  
(210) 599-9439  
FAX: (210) 599-1254  
**Mel Taylor**  
PL

**Professional Media, Inc.**  
P.O. Box 30105  
Lincoln, NE 68510  
(800) 869-0370  
FAX: (402) 435-3583  
**Jim Williamson, President**  
J

**Promusic, Inc.**  
6555 N.W. Ninth Avenue  
Suite 303  
Ft. Lauderdale, FL 33309  
(800) 322-7879  
FAX: (305) 776-2074  
**Cheryl Mathauer**  
SFX PL

## R



Radio Potato is cutting edge radio production. We service all formats, make a few bucks, then split. We are spuds.

**Radio Potato, Inc.**  
1926 Stoneway  
Grapevine, TX 76051  
(800) GOT-NUPIS  
FAX: (213) 660-2070  
**Marshall Such, Head Potato**  
**Mike "The Masher" Fuller,**  
Fry Cook  
J PL SFX VO

**Radio Programming & Management, Inc.**  
4198 Orchard Lake Road  
Orchard Lake, MI 48323  
(800) 521-2537, (313) 681-2660  
FAX: (313) 681-3936  
**Tom Krikorian, President**  
**Ray Lowy, National Sales Manager**  
SL

**Radiocraft, Inc.**  
P.O. Box U  
Southborough, MA 01745  
(508) 480-1212  
FAX: (508) 460-0584  
**Andy McLean, OM**  
SU VO

**Rahn Productions International/Syntheffexx**  
P.O. Box 61  
Concord, CA 94522  
(510) 686-9141  
**Greg Rahn**  
J PL

**Rainmaker Inc.**  
P.O. Box 1727  
Panama City, FL 32402  
(615) 320-7267  
FAX: (904) 271-1182  
**Stan Strickland**  
**Nancy Blankenship**  
VO

**Reel Good Productions**  
P.O. Box 6  
Excelsior, MN 55331  
(800) 800-REEL  
**Kyrl Henderson, President**  
**Jane Henderson, VP**  
SFX J VO

**R**

**RANDY REEVES**  
VOICE AT LARGE

"All the Sizzle, with none of the Snarl"

**Randy Reeves Voice At Large**

5080 Bainbridge Court  
Lilburn, GA 30247  
(404) 925-8868  
FAX: (404) 279-7653  
**Randy Reeves**  
VO



**Remote Possibilities**

5709 George Street  
Richmond, IL 60071  
(815) 678-4209  
FAX: (815) 678-4951  
**Rick Carr, President**

**River City Sound Productions**

P.O. Box 750786  
Memphis, TN 38175  
(901) 274-7277, (800) 755-8729  
**Bob Pierce**  
J PL

**S**

**San Diego Audio**

2731 Via Orange Way  
Suite 105  
Spring Valley, CA 91978  
(800) 874-3277  
FAX: (619) 670-3816  
**Jim Norr, GM**  
AV

**Satellite Production Network, Inc.**

Opera Plaza Suite 552  
601 Van Ness Avenue  
San Francisco, CA 94102  
(415) 673-0737  
FAX: (415) 885-2211  
**Ron Barbarita, President**  
J VO

**Seacoast Sound**

825 Broughton Street  
Victoria, BC, CN V8W 1E5  
(604) 386-1131  
FAX: (604) 386-5775  
**Mel Cooper, President**  
**Paul Mann, Director/Sales**  
**Dale Baglo, Creative Director**  
J VO

**Seascape Productions, Inc.**

34 Seascape Village  
Aptos, CA 95003  
(800) 685-1022  
FAX: (408) 662-3543  
**Lou Lambert**

**Sam Shad Productions**

110 W. Arroyo Street, Suite B  
P.O. Box 10853  
Reno, NV 89510  
(702) 786-3345  
FAX: (702) 786-3379  
**Sam Shad, President**  
**Bonnie McCorkle, Program Development**

**Mike Shepherd Voice Services**

2682 Letchworth Parkway  
Toledo, OH 43606  
(800) 472-TRAX  
FAX: (419) 472-FAX3  
**Mike Shepherd, Producer**  
VO

**Signature Music Library**

P.O. Box 98  
Buchanan, MI 49107  
(800) 888-7151  
**Bill Mullin**  
SL

**Silvertree, Inc.**

2831 Camino del Rio S  
Suite 212  
San Diego, CA 92108  
(619) 296-1601  
FAX: (619) 296-0248  
**Bo Donovan, President**  
AV J VO

**Denny Somach Productions**

812 W. Darby Road  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach, President**  
VO

**Sound Concepts, Inc.**

3485 Meier Street  
Los Angeles, CA 90066  
(800) 451-8560  
FAX: (310) 391-1165  
**Mark McIntyre, President**  
SFX PL VO

**Sound Creations Productions**

21 Royal Oak Road  
Lawrenceville, NJ 08648  
(609) 882-5222  
FAX: (609) 396-4442  
**Fran Kowalski**  
**Cliff Wight**  
J

**Sound Ideas**

105 W. Beaver Creek Road  
Suite 4  
Richmond Hill, Ont., CN L4B 1C6  
(416) 886-5000, (800) 387-3030  
FAX: (416) 886-6800  
**Brian Nimens, President**  
**Michael Bell, Sales**  
SFX

**Soundtrack**

77 N. Washington Street  
Boston, MA 02114  
(617) 542-7272  
FAX: (617) 542-7222  
**Robert Cavicchio, President**  
AV SFX J PL SU VO

**Southern Trax Production Co.**

Sales Division  
P.O. Box 3511  
Muscle Shoals, AL 35662  
(800) 462-4420, (205) 764-6024  
FAX: (205) 740-0105  
**Clete Quick, Sales Director**  
SFX J PL

**Southern Union Blues**

124 Long Shadow Place  
Durham, NC 27713  
(919) 490-1763  
**Ryan R. Williams, Owner**  
SL

**Specialty Music**

8310 Pico  
Kansas City, MO 64114  
(816) 822-8102  
**Ross Martin**  
PL

**Split Second Music**

1015 Gayley Avenue  
Suite 592  
Westwood, CA 90024  
(310) 471-2494  
**Garry Goodman, Producer**  
J PL

**Startrak Studios**

806 Oaklawn Avenue  
Cranston, RI 02920  
(401) 944-7411  
FAX: (401) 946-2050  
**Jack Ramezza, President**  
SFX J PL VO

**Steele Production Services**

15890 16th Avenue  
Marne, MI 49435  
(616) 677-5900  
FAX: (616) 677-3321  
**Rick Steele, President**  
AV VO

**Steelworks**

101 Marshall Avenue  
Floral Park, NY 11001  
(516) 328-1587  
FAX: (516) 328-1587  
**Ben Steel, Owner/Producer**  
**Valerie G., Office Manager**  
J PL SL VO

Key to Services on page 189

**S**



**Kris Stevens Enterprises**  
14241 Ventura Blvd.  
Suite 204  
Sherman Oaks, CA 91423  
(818) 981-8255  
FAX: (818) 990-4350  
**Kris Erik Stevens, President**  
**Tom Holdridge, VP/Marketing**  
VO

**Studio 53 Productions**  
800 E. Northwest Highway  
Palatine, IL 60067  
(708) 202-1200, (800) 242-TRAK  
FAX: (708) 202-1217  
**Bob Blom**  
J PL SL VO

**Studio 140**  
140 Monroe Center  
Suite 200  
Grand Rapids, MI 49503  
(616) 454-7140  
FAX: (616) 451-0931  
**John Howard, Managing Director**  
VO

**Dick Summer Communications**  
91 Talbot Court  
Media, PA 19063  
(215) 566-2734  
**Dick Summer**

**Supertraxx Production-Services**  
7827 Farrell  
Amarillo, TX 79121  
(806) 352-7503  
FAX: (806) 352-3677  
**Ron Chase, Executive Producer**  
SFX PL

**Terry Sweet & Associates**  
2347 N. 117th Street  
Milwaukee, WI 53226  
(414) 771-6505  
FAX: (414) 453-6621  
**Terry Sweet, President**  
J

**T**

**Technidisc, Inc.**  
2250 Meijer Drive  
Troy, MI 48084-7111  
(800) 777-DISC  
FAX: (313) 435-8540  
**Leon Chick, VP/Marketing & Sales**  
AV PL

**TECHSONICS™**

**Techsonics**  
709 Shadowfield Court  
Chesapeake, VA 23320  
(804) 547-4000  
FAX: (804) 436-5928  
**Steve Peppos, Executive Producer**  
J PL

**Techsonics/SP Productions**  
709 Shadowfield Court  
Chesapeake, VA 23320  
(804) 547-4000  
FAX: (804) 436-5928  
**Steve Peppos, Executive Producer**  
J PL

**Tele-Talent International**  
7033 Sunset Blvd.  
Suite 318  
Hollywood, CA 90028  
(213) 466-8517  
FAX: (213) 466-8295  
**Tony Barnard, Chairman**

**Telegenics Music Video Network**  
568 Broadway  
Suite 520  
New York, NY 10012  
(212) 941-0084  
FAX: (212) 941-0186  
**Christopher A. Russo, President**

**Johnny Thomas Productions/AAA Services**  
P.O. Box 1692  
Lady Lake, FL 32159  
(904) 753-5858  
FAX: (904) 753-1892  
**Johnny Thomas**  
VO



**Thompson Creative**  
4631 Insurance Lane  
Dallas, TX 75205  
(214) 559-4000, (800) RADIO-ID  
FAX: (214) 521-8578  
**Larry Thompson, President**  
**Ben Freedman, VP/Sales Manager**  
J PL

**300 Trivia Mystery Voices**  
7021 Hatillo Avenue  
Winnetka, CA 91306  
(818) 347-3902  
**Norm Pringle**  
PL

**TM century**  
Inc.

**TM Century, Inc.**  
14444 Beltwood Parkway  
Dallas, TX 75244-3228  
(214) 934-2121,  
(800) 937-2100  
FAX: (800) 749-2121  
**P. Craig Turner, President/CEO**  
AV SFX J PL

**TRF Production Music Libraries**  
747 Chestnut Ridge Road  
Chestnut Ridge, NY 10977  
(914) 356-0800, (800)899-MUSIC  
FAX: (914) 356-0895  
**Michael Nurko, President**  
SFX J PL

**27th Dimension Inc.**  
P.O. Box 1149  
Okeechobee, FL 34973-1149  
(800) 634-0091  
FAX: (813) 763-0410  
**Rex Bell, GM**  
SFX PL SL

**Valentino, Inc.**  
500 Executive Blvd.  
P.O. Box 534  
Elmsford, NY 10532  
(800) 223-6278, (914) 347-7878  
FAX: (914) 347-4764  
**Tom Valentino**  
AV SFX J PL

**Steve Vaus Productions**  
9590 Chesapeake Drive  
San Diego, CA 92123  
(800) HIT-SONG  
FAX: (619) 292-4099  
**Steve Vaus, Owner**  
J

**The Voice Bank**  
1931 S.E. Morrison  
Portland, OR 97216  
(604) 240-2262  
**J.J. Alles**  
VO

**VOICE BOX**  
6001 Goodman  
Merriam, KS 66202  
(913) 262-8171  
FAX: (913) 262-5112  
**Ronald K. Moore**  
VO

**Voice Over L.A.**  
1717 N. Highland Avenue  
Suite 620  
Hollywood, CA 90028  
(213) 463-8652  
FAX: (213) 463-5443  
**Evelyn Williams, President**

**V**

**V**

**VOICES, Inc.**  
241 Douglass Way  
Boling Brook, IL 60440  
(708) 739-0044  
FAX: (708) 739-2051  
**Charles F. Hunt, President/GM**  
AV SFX J PL SL VO

**Voiceprint**  
2113 Clark Lane  
Redondo Beach, CA 90278  
(310) 376-3357  
**Mark Maurer**

**Voceworks Studios**  
2305 Colonial Avenue  
Roanoke, VA 24015  
(703) 342-5369  
FAX: (703) 342-5399  
**Jim Cates**

**Vuolo Video Air-Chex**  
P.O. Box 219  
Ypsilanti, MI 48197  
(313) 35-VIDEO  
FAX: (313) 353-0660  
**Art Vuolo Jr., Producer**  
AV

**W**

**Walt Disney World Company**  
7680 Republic Drive  
Orlando, FL 32819  
(407) 824-2222  
**Tom Kennington**  
SU

**Washington International Teleport**  
5600 General Washington Blvd.  
Suite B210  
Alexandria, VA 22312  
(703) 914-0014  
FAX: (703) 658-4919  
**Rebecca Parks, Sales Manager**  
SU

**Gary Whiteaker Corp.**  
P.O. Box 5007  
Cahokia, IL 62206  
(618) 337-7878  
FAX: (618) 337-7880  
**Gary Whiteaker, Chairman**  
**JoAnn Moore-Pluff, President**

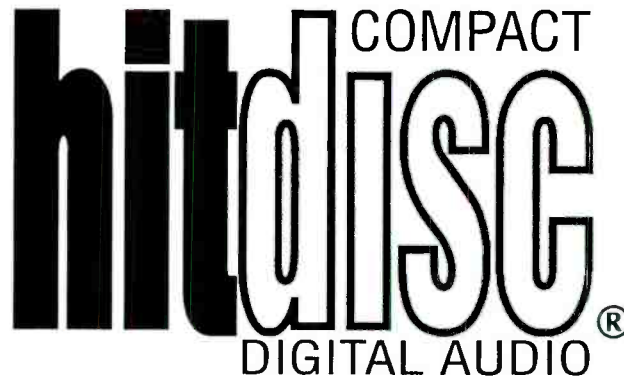
Key to Services on page 189

**Who Did That Music**  
8713 Sunset Plaza Terrace  
Los Angeles, CA 90069  
(310) 657-0383  
FAX: (310) 652-6509  
**Dain Eric Blair, President/CEO**  
**Jeff Koz, President/COO**  
SFX J

**Steven B Williams**  
1156 Howard Street  
San Francisco, CA 94103  
(415) 431-5243  
FAX: (415) 431-5244  
J VO

**The Bob Wood Organization**  
7582 Firebird Lane  
Manlius, NY 13104  
(315) 682-7446  
FAX: (315) 699-8484  
**Bob Wood, President**  
J VO

V  
•  
W



CD Hits of the week for  
**AC, CHR, COUNTRY, URBAN, and AOR**  
For information call:  
**(800) TM CENTURY**

# Programming Showcase

## ACN BLOWS

...AWAY THE COMPETITION

To make an impact on your market, write or call us for our demo: The American Comedy Network, 10 Middle St., Bridgeport, CT 06604, 203-384-9443

**ACN**  
THE BEST IN THE BUSINESS

★ •Churban  
★ •Urban  
★ •Rap  
★ •Gospel  
★ •Artist Interviews  
**WE GOT 'EM!**

**BAILEY** ★ ★ ★  
**BROADCASTING**  
SERVICES  
THE INFOTAINMENT SPECIALISTS

**100**  
1983-1993  
OUR TENTH  
ANNIVERSARY

You've  
come  
a long  
way  
Bailey!

213-969-0011 FAX 213-969-8474

## CUTLER

AWARD-WINNING PROGRAMS

AND AMERICA'S

FAVORITE COMEDY SERVICE

**Cutler Productions**

1639 Westwood Blvd.  
Los Angeles, CA 90024  
(310) 478-2166

**SRN**  
SPORTS RADIO NETWORK

If you've been looking for a syndicator — you've found the industry's one stop syndication shop. We provide complete turnkey operations, including clearing, sales and air time.

If you've got the product, we will deliver it!

Call (314) 781-5404 for details

The SRN Radio Network also produces and distributes *SPORTS MEMORIES*, a two-hour weekly sports memorabilia program.



**AC/CHR RADIO STATIONS ARE NOW MAKING MONEY . . . IN THE MIDDLE OF THE NIGHT GUARANTEED!**

Live Midnight to Six • Six Nights a Week •  
From Sea to Shining Sea  
(214) 637-1USA

A Division of Elgar Entertainment

## RAP SESSION Hip Hop Revu



**STANLEY T**

Hosted  
By



**D.J. KID CAPRI**

A two hour continuously mixed Hip-Hop music program. Featuring mixes/edits & phat spins by D.J. Kid Capri—Hosted by Stanley T. Featuring in-studio interviews with today's Hottest Rap Stars!

212-289-4108

**URBAN • CHURBAN • CHR**

OUTDOOR TRIVIA® QUESTION:

**"Can a radio-active frog be good for the environment?"**



OUTDOOR TRIVIA® ANSWER:

**"If it's Bog Frog™"**

who's active on over 200 radio stations!"

- ♦ Ecology tips made fun and profitable for major markets in daily :60 second or 2-½ minute features (Barter).
- ♦ Conservation award-winning episodes endorsed by Earth Day USA, True Value Hardware and Times Mirror Magazines.

Call 1-800-944-FROG (3764)

© 1992 The WATER Foundation, Inc.

What has 80 million ears and won't stop growing?

**ANNOUNCING**

The Most Revolutionary New Radio Format To Hit The Air In The Past 20 Years...



CHILDREN'S SATELLITE NETWORK

America's Fastest Growing Audience

**1-800-949-4CSN (4276)**

"Because parents love their children more than Oldies or AC."

Topical.   
Unpredictable.   
Intelligent.   
Entertaining.

Talk Programming from CBS Radio.

The **GIL GROSS** Show

Call Now.  
212-975-6085

**CBS**  
RADIO  
PROGRAMS



A

**abc ABC RADIO NETWORKS**

**ABC Radio International**

125 West End Avenue  
New York, NY 10023  
(212) 456-5281  
FAX: (212) 456-5705

**Bart Catalane**, Executive VP  
**Larry Green**, Managing Director

**ABC Radio Networks**

125 West End Avenue  
7th Floor  
New York, NY 10023  
(212) 456-5200  
FAX: (212) 456-5398

**Robert Callahan**, President  
**David Kantor**, Executive  
VP/Programming/Marketing/Sales

**Bart Catalane**, Executive VP/  
International/Finance/  
MIS/Engineering

**Daryl Brown**, Senior  
VP/Affiliate Marketing

**Karen Freeman**, VP/Affiliate  
Marketing (East Region)

**Frank Woodbeck**, VP/Affiliate  
Marketing (West Region)

**Bob Benson**, VP/News

**Corinne Baldassano**,  
VP/Programming

**Martin Raab**, VP/Marketing  
& Promotion

**Larry Green**, Managing  
Director/ABC Radio International

**Robert Hall**, VP/Programming

**Frank Raphael**, VP/Programming

**ABC Radio Networks Weekend**

**Talk Programming**

125 West End Avenue  
New York, NY 10023  
(212) 456-5131  
FAX: (212) 456-5397

**Frank Raphael**,  
VP/Network Programming  
**Susan O'Connell**, Director  
**Wayne Fisk**, Manager

**ABC Radio Networks  
Long-Form Programming**

**ABC/Watermark**  
3575 W. Cahuenga Blvd.  
Los Angeles, CA 90068  
(213) 882-8330

FAX: (213) 850-5832  
**Corinne Baldassano**,  
VP/Programming

**ABC Radio Networks  
Programming**

125 West End Avenue  
New York, NY 10023  
(212) 456-5200  
FAX: (212) 456-5398

**Karen Freeman**, VP (East Region)  
**Sue Saville**, Director (Mid-Atlantic)

**Gloria Briggs**, Director  
(Northeast)

**Patricia Goodrich**, Director  
(Southeast)

**Frank Woodbeck**, VP  
(West Region)

**Karen Childress**, Director  
(Southwest)

**Joyce MacDonald**, Director  
(Far West)

**Linda Stern**, Director (Central)

**ABC/ESPN Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5585  
FAX: (212) 456-5397

**Karen Freeman**,  
VP/Affiliate Marketing

**Frank McKenna**, Manager

**ABC/Satellite Music Network**

12655 N. Central Expressway  
Suite 600  
Dallas, TX 75243  
(800) 527-4892, (214) 991-9200  
FAX: (214) 991-1071

**David Kantor**, President  
**Robert Hall**, VP/Programming  
**Lee Abrams**, Managing Director

**The Affection Connection™**

1512 S.W. 18th Street  
Suite 2  
Portland, OR 97201  
(503) 248-1960  
FAX: (503) 226-6596  
**J.J. McKay**, Executive Producer

**Afterglow Productions**

6223 Lochlevin Cove  
Memphis, TN 38119  
(901) 682-3028, (901) 365-4673  
FAX: (901) 375-8198  
**Don Johnson**, President

**Gary Allyn Radio Enterprises**

P.O. Box 28606  
San Diego, CA 92198  
(619) 740-1100  
FAX: (619) 740-1100  
**Gary Allyn**, President

**Alternative Programming, Inc.**

3626 N. Hall  
Suite 908  
Dallas, TX 75219  
(800) 231-2818, (214) 521-4484  
FAX: (214) 521-6808  
**Mickey Briggs**, President/GM  
**David Longhofer**, Sales Manager

**America on the Road, Inc.**

P.O. Box 66736  
Falmouth, ME 04105  
(207) 781-5036  
FAX: (207) 781-5036  
**Al Herskovitz**, Marketing & Sales  
**Ed Yelin**, Producer

**American Broadcast Services**

4551 Flag Avenue N  
Minneapolis, MN 55428  
(612) 537-1431  
FAX: (612) 537-0157  
**Joseph E. Vukelich**, President  
**Don Vukelich**, VP/Marketing

**ACN**

**American Comedy Network**

Park City Plaza  
10 Middle Street  
Bridgeport, CT 06604  
(203) 384-9443  
FAX: (203) 367-9346  
**Cliff Pia**, President/GM  
**Adrienne Munos**, Sales Manager  
**Doug Mola**, Account Executive

**Accu-Weather, Inc.**

619 W. College Avenue  
State College, PA 16801  
(814) 234-9601, ext. 400  
FAX: (814) 238-1339  
**Dr. Joel Myers**, President  
**Joe Sobel**, Senior VP

**Tom Adams Productions, Inc.**

P.O. Box 10246  
Honolulu, HI 96816  
(808) 373-9800  
FAX: (808) 373-9801  
**Tom Adams**, President/GM

## A

**American Leisure Network**  
139 Fulton Street, Suite 917  
New York, NY 10038  
(212) 693-2633  
FAX: (212) 571-1422  
**Morrie Trumble, President**

**American Medical Radio News**  
515 N. State Street  
17th Floor  
Chicago, IL 60610  
(312) 464-4449  
FAX: (312) 464-2450  
**Bruce K. Dixon, Producer**

**American Pie**  
P.O. Box 66455  
Los Angeles, CA 90066  
(310) 821-4005  
FAX: (310) 823-3389  
**Wayne Volat, Principal**

**American Radio Network**  
5287 W. Sunset Blvd.  
Los Angeles, CA 90027  
(213) 464-4580  
**Dean Lewis, Executive Producer**

**American Urban Radio Networks**  
463 Seventh Avenue  
New York, NY 10018  
(212) 714-1000  
FAX: (212) 714-2349  
**Jack Bryant, Co-President**  
**E.J. "Jay" Williams, Co-President**

## AMINEWS

Recreation News Reports

### AMI News

50 Vashell Way, Suite 300  
Orinda, CA 94563  
(510) 254-4456  
(800) 736-0370  
FAX: (510) 254-6135  
**John Hamilton, President**  
**Rob Brown, VP/GM**  
**Claire Diepenbrock**  
Director/Operations

**Anderson Communications**  
2245 Godby Road  
Atlanta, GA 30349  
(404) 766-8000  
FAX: (404) 767-5264  
**Al Anderson, President**

**The Answer**  
P.O. Box 4217  
St. Louis, MO 63163  
(314) 771-8271  
**Stel Pontikes**

**ARCA (Audio Recording Corp. of Arkansas, Inc.)**  
100 N. Rodney Parham Road, Suite 1-B  
P.O. Box 5686  
Little Rock, AR 72215-5686  
(501) 224-1111  
FAX: (501) 224-3FAX  
**Dick Marendt, President**

**Toby Arnold & Associates**  
3234 Commander Drive  
Carrollton, TX 75006  
(214) 661-8201, (800) 527-5335  
FAX: (214) 250-6014  
**Toby Arnold, President**  
**Dolly Arnold, VP/COO**  
**Larry Mangiameli, VP/Executive Director**

**Associated Broadcasters**  
115 Roslyn Drive  
Concord, CA 94518  
(510) 827-2382  
**Don Vogel**

**Associated Press**  
Broadcast News Center  
1825 K Street NW  
Washington, DC 20006-1253  
(800) 821-4747, (202) 736-1100  
FAX: (202) 736-1107  
**Jim Williams, VP/Director**  
**Lee Perryman, Deputy Director**  
**Brad Kalbfeld, Deputy Dir./News & Managing Editor**  
**Daryl Staehle, Director/Sales & Marketing**

**Atkins Center**  
152 E. 55th Street  
New York, NY 10022  
(212) 759-5583  
FAX: (212) 754-4284  
**Nancy Hancock**  
**Marvin Leeds**

**Audio Creations**  
801 Starmount Avenue NW  
Roanoke, VA 24019  
(703) 563-8100  
**Ben Peyton**

**Avatar Productions**  
515 28th Street  
Suite 106  
Des Moines, IA 50312  
(515) 282-9746  
FAX: (515) 243-3960  
**Michael A. Meacham**

## B

**Dale Baglo Broadcast, Inc.**  
825 Broughton Street  
Victoria, BC  
Canada, V8W 1E5  
(604) 386-1131  
FAX: (604) 386-5775  
**Dale Baglo, President**



You've come a long way Bailey!

**Bailey Broadcasting Services**  
3151 Cahuenga Blvd. W  
Suite 200  
Los Angeles, CA 90068  
(213) 969-0011  
FAX: (213) 969-8474  
**Lee Bailey, President**



**David Baronfeld Entertainment**  
8933 E. Union  
Suite 295  
Englewood, CO 80111  
(303) 850-0660  
FAX: (303) 850-0401  
**David Baronfeld**

**Dick Bartley Productions**  
8 Greenlea Lane  
Weston, CT 06883  
(302) 227-5299  
**Dick Bartley**

**Beethoven Satellite Network**  
c/o WFMT - Suite 800  
303 E. Wacker Drive  
Chicago, IL 60601  
(312) 565-5000  
FAX: (312) 565-5169  
**David Levin, Director**  
**Scott Kuiper, Director/Programming**  
**Carol Martinez, OM**

**Belscher Management & Consulting Inc.**  
P.O. Box 1961  
Santa Fe, NM 87504  
(505) 982-5485  
FAX: (505) 982-5405  
**Douglas Belscher**

**BEMEG**  
**Bill Everett Mgmt. & Entertainment Group**  
P.O. Box 1327  
Beverly Hills, CA 90213  
(310) 281-1861  
**Billy Everett, Owner**  
**Bobby Stern, GM**



**B**

**The Best of The Blues**  
3512 Harvard Drive  
Bakersfield, CA 93306  
(805) 872-6248  
*Michael J. Allen, Blues Boss*

**Best of the Oldies Radio Network**  
15651 Dickens Street  
Suite 115  
Encino, CA 91436  
(818) 905-9388  
*Darryl Evans*

**Beyond Bourbon Jazz Productions**  
154 Spencer Avenue  
Guilford, CT 06437  
(203) 458-1913  
FAX: (203) 453-2206  
*Jim Rock*

**Big Band Music Network**  
305 N. Harbor  
Suite 315  
Fullerton, CA 92632  
(714) 871-9153  
FAX: (714) 879-6710  
*Mike Ritto, Producer*

**Bits & Pieces Creative Services**  
66 Heinz Avenue  
Staten Island, NY 10308  
(718) 966-0499  
*Tony Fiore*  
*Ellie Fiore*

**"Blues Deluxe"  
Music Unlimited Productions**  
763 Taft Drive, Suite G  
Arlington, TX 76011  
(800) 999-3520, (817) 261-3520  
*David A. Fusco, VP/Operations*

**Bodett & Company, Inc.**  
3726 Lake Street  
Suite C  
Homer, AK 99603  
(907) 235-8844  
FAX: (907) 235-6660  
*Gary Thomas*  
*Luana Stovel*  
*Sharon McKemie*

**Bonneville Broadcasting System**  
4080 Commercial Avenue  
Northbrook, IL 60062-1829  
(800) 631-1600, (708) 291-0110  
FAX: (708) 291-0841  
*John Patton, President/CEO*  
*E.C. (Bud) Stiker, Executive VP*  
*Walter Powers, VP/Operations*

**BPI Entertainment News Wire**  
100 Boylston Street  
Boston, MA 02116  
(617) 482-9447  
FAX: (617) 482-9562  
*John Morgan, GM*

**Bradbury Communications (BRADCOM)**  
2348 N. Sterling Avenue  
Suite 422  
San Bernardino, CA 92404  
(909) 883-1193  
*Jay W. Bradbury, President*  
*Bill Williams, OM*  
*J. West, Talent Coordinator*

**John T. Brady & Associates**  
845 Third Avenue  
19th Floor  
New York, NY 10022  
(212) 688-2424  
FAX: (212) 888-4398  
*John Patt*  
*Linda Lovisa*

**Dick Brescia Associates**  
c/o MediaAmerica, Inc.  
11 W. 42nd Street, 27th Floor  
New York, NY 10036  
(212) 302-1100  
FAX: (212) 302-6024  
*Dick Brescia*  
*David West*

**The Broadcast Group**  
3333 K Street N.W.  
Suite 77  
Washington, DC 20007  
(202) 337-3111  
FAX: (202) 337-2567  
*Pegge Goertzen, President*

**Broadcast Management Corporation**  
40 E. 63rd Street  
New York, NY 10021  
(212) 371-9268  
FAX: (212) 593-0963  
*Sonny Bloch, Talk Show Host*  
*Susan Passarelli, Administrative Assistant*


BROADCAST PROGRAMMING

**Broadcast Programming**  
2211 Fifth Avenue  
Seattle, WA 98121  
(206) 728-2741,  
(800) 426-9082  
FAX: (206) 441-6582  
*Edith Hilliard, VP/GM*  
*John Carlile, VP/Manager*  
*Jim LaMarca, VP/Sales Manager*

**Broadcast Weather Services, Inc.**  
19871 N.W. 88th Avenue  
Miami, FL 33135-6203  
(305) 829-0289, (305) 795-2724  
FAX: (305) 829-0289  
*Tom Burse, Meteorologist*

**Broadway Encore**  
P.O. Box 266  
Lovettsville, VA 22080  
(800) 274-8291  
FAX: (703) 822-5747  
*Steve Brooks, President*

**Bullet Productions**  
120 N. Victory Blvd.  
Suite 206  
Burbank, CA 91502  
(818) 846-8200  
FAX: (818) 846-1866  
*Bruce Bird, President*



*Business Radio Network - 24 Hour Business Talk. American Forum Network - 24 Hour General Talk. American Sports Network - 24 Hour Sports Talk.*

**Business Radio Network**  
888 Garden of the Gods Road  
Colorado Springs, CO 80907  
(719) 528-7040  
FAX: (719) 528-1438  
*Jeff Behan, VP/Advertising & Affiliations*

*Richard Grisar, President*  
*Dave Rose, VP/Programming*  
*Jeff Behan, VP/Sales & Marketing*  
*Skip Joeckel, VP/Affiliations*  
*Don Emanuel, VP/Corporate Development*  
*Melissa Rose, Affiliate Relations Director*

**C**

**Cadena Radio Centro**  
12655 N. Central Expressway  
Suite 525  
Dallas, TX 75243  
(214) 991-9761  
FAX: (214) 991-6795  
*Carlos Aguirre, Vice Chairman*  
*Barrett Alley, President*

**The Capital Report Newsfeed**  
405 Hart Senate Office Bldg.  
Washington, DC 20510  
(800) 736-1001, (800) 736-2255  
*Dave Hodgdon*  
*Chris Devaney*

**Capitol Media**  
P.O. Box 3871  
Frederick, MD 21705  
(301) 846-0180  
*Jeannie Mantell, Syndication Sex Goddess*  
*Jeff Quinn, Creative Genius*

**Capitol Sports Network**  
711 Hillsborough  
Raleigh, NC 27605  
(919) 890-6030  
FAX: (919) 890-6024  
*Beverly Holt*

**B  
•  
C**

C

C

**CBN Radio**  
Virginia Beach, VA  
(800) 347-7056  
FAX: (804) 523-7863  
**Shirley Thornton, GM**

**CBS RADIO NETWORKS**

CBS Radio Network CBS Radio Sports CBS Radio Programs  
CBS Spectrum Radio Network CBS Hispanic Radio Network

**CBS Radio Networks**

51 W. 52nd Street  
New York, NY 10019  
(212) 975-4321  
FAX: (212) 975-3515

**Robert P. Kipperman, VP/GM**  
**Frank D. Murphy, VP/Programming**  
**Larry Cooper,**  
VP/CBS News Radio  
**Richard N. Silipigni, VP/Sales**  
**Nicholas Kiernan,**  
VP/Affiliate Sales  
**Paul Bronstein, VP/Research**  
**Deb Reno, Director/Marketing**  
& Promotions  
**Jerry Villacres, GM/CBS Hispanic**  
Radio Network  
**Dee Levy, Director/Sales**  
CBS Hispanic

**CCM Communications**  
1913 21st Avenue S  
Nashville, TN 37212  
(615) 386-3011  
FAX: (615) 386-3380  
**Jerry Drummond**



CD Media is a contemporary based Syndicator/Network which produces, packages and distributes quality radio programming via CD and satellite.

**CD Media**

380 Madison Avenue  
7th Floor  
New York, NY 10017  
(212) 856-4435  
FAX: (212) 697-5490  
**Tom Shovan, VP/Manager**  
of Operations

**Changemakers**

715 48th Avenue  
San Francisco, CA 94121  
(415) 387-1771  
FAX: (415) 387-1779  
**Gini Graham Scott, Director**  
**Bobbi Randolph, Associate**  
Marketing Director

**Cheap Snicks**

Box F  
Richmond, IL 60071  
(815) 678-4100  
FAX: (815) 678-4172  
**Ed Varga, President/Owner**

**Chicago Bears Radio Network/**

**Tribune Radio Networks**  
435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-3342  
FAX: (312) 222-4876  
**Jack Rosenberg**

**Chicago Cubs Radio Network/**

**Tribune Radio Networks**  
435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-4469  
FAX: (312) 222-4876  
**Jack Rosenberg**

**Chicago Radio Syndicate, Inc.**

1140 N. La Brea  
Los Angeles, CA 90038  
(800) 621-6949, (213) 462-4966  
FAX: (213) 460-4280  
**Sandy Orkin, President**



**Childrens Satellite Network**

16869 Encino Hills Drive  
Encino, CA 91436  
(818) 789-8399  
FAX: (818) 783-8850  
**Christopher T. Dahl, CEO**  
**Bill Barnett, President**  
**Rick Lemmo, Dir./Affiliate Relations**  
(800) 767-1267

**Christmas Music Networks**

2310 Colleen Court  
Carrollton, TX 75007-2043  
(800) 423-XMAS  
FAX: (214) 306-7129  
**Ross Reagan, President**  
**Susan Jay, VP**

**CKW & Associates**

4769 Elmer Avenue  
North Hollywood, CA 91602  
(818) 985-4743  
FAX: (818) 985-3779  
**Charles K. Whaley**

Introducing...

*The*  
**WASHINGTON NewsDesk**

The newest and freshest approach to radio news with the most flexible top-of-the-hour newscast in the market place.

from  
**StandardNews**

For more information, call 1-800-283-4147.

C

**Wally Clark Productions, Inc.**  
380 Madison Avenue  
7th Floor  
New York, NY 10017  
(212) 856-4428  
FAX: (212) 588-5070  
**Wally Clark, President**

**Lita Cohen Radio Services**  
309 Meadow Lane  
Merion, PA 19066  
(215) 397-0505  
FAX: (215) 668-0748  
**Lita Cohen, President**

**Collins Broadcast Services**  
174 King Henry Court  
Palatine, IL 60067  
(708) 991-1522  
FAX: (708) 991-1529  
**Stu Collins, President**  
**Margaret Norling, VP**

**Color Radio, Inc.**  
1850 Union, Suite 1515  
San Francisco, CA 94123  
(415) 929-1999  
FAX: (415) 921-2834  
**Alex Lacy, President**

**Comedy Warehouse/CW Media**  
P.O. Box 149  
Hales Corners, WI 53130  
(414) 529-5813  
FAX: (414) 529-2746  
**Mark Tuschel, Owner**

**Compile One Database Comedy**  
P.O. Box 10246  
Honolulu, HI 96816  
(808) 373-9800  
FAX: (808) 373-9801  
**Tom Adams, President**

**Computer Sports World**  
1005 Elm Street  
Boulder City, NV 89005  
(800) 321-5562  
FAX: (702) 294-1322  
**Carl Lauterjung, President**

**Concept Productions**  
120 Main Street  
Roseville, CA 95678  
(916) 782-7754, (800) 783-3454  
FAX: (916) 786-8304  
**Dick Wagner, President**

**Concert Music Network (CMN)**  
271 Madison Avenue  
Suite 700  
New York, NY 10018  
(212) 532-1900  
FAX: (212) 532-1647  
**Roy Lindall, VP/GM**

**Contemporary Group**  
1401 S. Brentwood Blvd.  
7th Floor  
St. Louis, MO 63144  
(314) 962-4000  
FAX: (314) 962-0445  
**Gregory J. Hagglund, VP**



**Continental Weather Corporation**  
1407 Hounds Hollow Court  
Lutz, FL 33549  
(813) 949-4424  
(800) 645-1284  
FAX: (813) 949-3875  
**Alan Archer, a.k.a. Storm Kennedy, President**

**Copley Entertainment**  
3006 Fairfield Avenue  
Bridgeport, CT 06605  
(203) 333-6633  
FAX: (203) 333-8844  
**Paul R. Krumins, President**

**Copley Radio Network**  
P.O. Box 190  
San Diego, CA 92112  
(800) 848-7796  
**Patrick Glynn, Managing Editor**

**Country-Phonics**  
3805 H. Street  
Eureka, CA 95503  
(707) 443-9836  
FAX: (707) 443-9853  
**Alan Olmstead, President**

**Creative Radio Network**  
P.O. Box 7749  
Thousand Oaks, CA 91359  
(805) 379-4012  
FAX: (805) 379-1741  
**Darwin Lamm, President**  
**Peter Kline, Director/Operations**

**CRN International**  
One Circular Avenue  
Hamden, CT 06514  
(203) 288-2002  
FAX: (203) 288-8537  
**Paul A. Orio, Director/Affiliate Relations**  
**Patrick E. Kane, Senior VP/Corporate Development**  
**S. Richard Kalt, CRMC, Executive VP**

**Crossley Communications Company**  
1530 Niskey Lake Trail  
Atlanta, GA 30331-6318  
(404) 344-1500  
FAX: (404) 349-7334  
**Ralph Crossley**

**Crowley Broadcasting Co.**  
5100 N.W. 33rd Avenue  
Suite 155  
Ft. Lauderdale, FL 33309  
(305) 735-5222  
FAX: (305) 735-5226  
**Stephen Crowley, President**  
**Bob Fronek, Controller**  
**Sondro Guffey, Executive Producer**

Cutler

**Cutler Productions**  
1639 Westwood Blvd.  
Los Angeles, CA 90024  
(310) 478-2166  
FAX: (310) 444-9311  
**Ron Cutler, President**

D

**The Daily Feed**  
1137 Fifth Street NE  
Washington, DC 20002  
(202) 544-2533  
FAX: (202) 544-3048  
**John Dryden, President**

**Dan-O Radio Comedy**  
15048 S.W. Barcelona Way  
Beaverton, OR 97007  
(503) 626-9341  
**Dan-O Clark**

**Daynet**  
c/o ABC Radio Networks  
125 West End Avenue, 6th Floor  
New York, NY 10023  
(212) 456-5595  
FAX: (212) 456-5597  
**Mike Castello**

**D.B. Productions, Inc.**  
8 Greenlea Lane  
Weston, CT 06883  
(203) 227-5299  
FAX: (203) 227-1325  
**Dick Bartley**

**DBA**  
164 Garfield Street  
Haworth, NJ 07641  
(201) 385-6566  
FAX: (212) 302-6024  
**David West, VP/Affiliate Relations**

**Del Mar Broadcasting Networks**  
225 Stevens Avenue  
Suite 104  
Solana Beach, CA 92075  
(619) 755-2811  
FAX: (619) 942-7597  
**Michael McKeever, President**

**DeWolfe Music Library**  
25 W. 45th Street  
New York, NY 10036  
(212) 382-0220, (800) 221-6713  
FAX: (212) 382-0278  
**Andrew M. Jacobs**

C  
D

**D**

**Digital Radio Network**  
35 Broadway  
Brooklyn, NY 11211  
(718) 486-8788  
FAX: (718) 486-5092  
**Paul Zullo, President**

**DIR Broadcasting Corp.**  
32 E. 57th Street  
New York, NY 10022  
(212) 371-6850  
FAX: (212) 888-8650  
**Robert Meyrowitz, President**

**Roger Dorfman Radio**  
5635 Mediabrook Place  
Agoura Hills, CA 91301  
(818) 889-1685  
**Roger Dorfman, Owner**



**Dow Jones Report**

**The Dow Jones Report**

200 Liberty Street  
New York, NY 10281

(212) 416-2381,  
(212) 416-2382

FAX: (212) 416-4195

**Robert B. Rush,**  
Director/Broadcast Services  
**Jon Krongard, Affiliate**  
Relations Manager

**E**

**Eagle Media Productions, Ltd.**  
P.O. Box 430  
North Salem, NY 10560  
(914) 669-5277  
**Lou Adler, President**

**Earth & Sky Radio Series**

P.O. Box 2203  
Austin, TX 78768  
(512) 390-5050  
FAX: (512) 390-5052  
**Deborah Byrd, Creator/Writer/Producer/Host**  
**Joel Block, Audio Producer/Host**  
**Donna Andrews, Station Relations**

**EDI Radio Network**

5973 Avenida Encinas  
Suite 210  
Carlsbad, CA 92008  
(619) 431-9099  
FAX: (619) 431-9199  
**Judy Hahn, President**  
**Patrick Gallagher, VP**  
**Sky Hoffman, Media Director**

**EFM Media Management**

342 Madison Avenue  
Suite 920  
New York, NY 10173  
(212) 661-7500  
FAX: (212) 661-7945  
**Edward F. McLaughlin, Chairman**  
**John Axten, President**  
**Stu Krane, VP/Partner**



The Dawn of a New Day

**Elgar Entertainment**

1349 Regal Row  
Dallas, TX 75247  
(214) 637-1USA

FAX: (214) 637-1877

**Robert T. Ellis, President**  
**Burt K. League, VP**  
**Allen Free, Program Director**

**Entertainment Communication Consultants**

4555 N. Pershing Avenue  
Suite 33-376  
Stockton, CA 95207  
(209) 476-1511  
FAX: (209) 476-1511  
**Alan Ray, President**  
**Margot Ray, VP**

**Entertainment Radio Inc.**

11684 Ventura Blvd.  
Suite 589  
Studio City, CA 91604-2652  
(818) 985-4807  
FAX: (818) 762-7931  
**Edward Rasen, President**

**Entertainment Radio Networks**

23730 Malibu Road  
Malibu, CA 90265  
(310) 456-7879  
FAX: (310) 456-0611  
**Dana Miller, Co-Chairman**  
**Andrew Peruzzi, VP/Sales**

**Environmental Education Institute**

P.O. Box 2269  
Boulder, CO 80306-2269  
(303) 443-3480  
FAX: (303) 443-3453  
**David Secunda, Executive Director**

**Epic Radio Network**

995 McMillan Street NW  
Atlanta, GA 30318  
(404) 873-3100  
FAX: (404) 875-8244  
**Frank Williams, President**

**Executive Broadcast Services**

P.O. Box 60327  
Colorado Springs, CO 80960  
(719) 579-6664  
FAX: (719) 579-6664  
**Skip Joeckel, President**  
**Kelley Hilligoss, Director/Operations**  
& Marketing



A breath of fresh air in mainstream market!  
Clean, wholesome programming.

Information, features, interviews, sports  
Long form/short form programming available

For more information, call 1-800-283-4147.

**F**

**Far West Communications, Inc.**  
120 N. Victory Blvd.  
Suite 106  
Burbank, CA 91502  
(818) 566-7003, (800) 783-2946  
FAX: (818) 566-7086  
**Paul Ward, President**  
**Ric Stratton, OM**  
**Robert J. Massopust, Business Manager**

**For The People**  
Telford Hotel  
3 River Street  
White Springs, FL 32096  
(904) 397-4300  
FAX: (904) 397-4149  
**Laura Phillips, Director/Affiliate Relations**

**FORMAT  
PRODUCTIONS**

Creators/developers of winning Radio formats, including "Oldies, The Next Generation" consulting, programming, marketing. "Kustom Kuts" special music ordering.

**Format Productions**  
P.O. Box 466  
Portland, OR 97207  
(503) 223-4-MAT  
FAX: (503) 222-6408  
**John Buck, President**

**Four Star Media**  
373 Park Avenue S  
New York, NY 10016  
(212) 889-9863  
FAX: (212) 685-2714  
**Ellen M. Silver**

**Keri Fretty Enterprises**  
2232 Beachwood Drive  
Suite 11  
Los Angeles, CA 90068  
(213) 469-3905  
FAX: (213) 386-5303  
**Keri Fretty**

**Functional Realities**  
22647 Ventura Blvd.  
Suite 303  
Woodland Hills, CA 91364  
(310) 455-3872  
FAX: (310) 455-3404  
**Patrick Fitch, Executive Producer**

**G**

**Anita Garner Communications**  
P.O. Box 369  
Mill Valley, CA 94941  
(415) 383-6661  
FAX: (415) 383-5551  
**Anita Garner**

**Charles J. Givens Financial Digest**  
230 Crown Oak Centre Drive  
Longwood, FL 32750  
(407) 767-8291, ext. 220  
FAX: (407) 767-8745  
**Shane Hackett, VP**  
**Jim Francis, Executive Producer**

**Global Music Network/The Buzzard**  
P.O. Box 2324  
Cincinnati, OH 45202-2324  
(606) 781-7819, 3323  
FAX: (606) 781-3899  
**Randy Scott Doggett, OM**  
**Steven M. Doggett, PD**  
**Chara Kelly, Assistant OM**

**Global Satellite Network**  
14958 Ventura Blvd.  
Sherman Oaks, CA 91403  
(818) 906-1888  
FAX: (818) 906-9736  
**Howard Gillman, President**  
**Nan Kingsley, VP/Sales**  
**George Taylor Morris, VP/Programming**

**Art Good's Jazz Trax**  
9842 Hibert Street  
Suite 128  
San Diego, CA 92131  
(619) 695-3722  
FAX: (619) 695-1028  
**Art Good**

**"The Great Entertainers"/M.O.R. Media**  
21-54 44th Drive  
Long Island City, NY 11101  
(800) 827-1722  
FAX: (718) 786-3870  
**Steve Warren**  
**Paul Siebold**

**Green Diamonds Radio**  
2833 Zoletto Avenue  
Bronx, NY 10461  
(212) 409-4527  
**Steve Nadel**

**Group X, Inc.**  
P.O. Box 65  
Reynoldsburg, OH 43068-0065  
(614) 755-9565  
FAX: (614) 866-2636  
**Eddie Powell I, President**

**Gwenn's Kitchen Talk**  
3549 Laurashawn Lane  
Escondido, CA 92026  
(619) 741-8572  
**Gwenn Jensen**

**H**

**H & H Broadcasting**  
P.O. Box 66736  
71 Colonial Village  
Falmouth, ME 04105  
(207) 781-5036  
FAX: (207) 781-5036  
**Al Herskovitz**

**Halland Broadcast Services, Inc.**  
1289 E. Alosta Avenue  
Glendora, CA 91740  
(818) 963-6300  
FAX: (818) 963-2070  
**Hank Landsberg, President**  
**Steve Steinberg, VP/GM**



Broadcast quality hook tapes for most popular formats. Dedicated sole proprietor. Can't wait to get my hooks in your station!

**Don Harris Productions**  
1812 Snowmass Drive  
Plano, TX 75025  
(214) 517-5798  
**Don Harris, Owner**

**Headline Comedy**  
130 Spadina Avenue  
Suite 608  
Toronto, Ontario, CN M5V 2L4  
(416) 777-9258  
FAX: (416) 777-9403  
**John McArthur, Executive Producer**  
**Mike Richards, Executive Producer**

**Heavens Above**  
Box 885  
Willoughby, OH 44094  
(216) 951-0030  
**Dr. Carolyn Zelna, Astrologer/Seer**

**Heil Enterprises**  
P.O. Box 1372  
Lancaster, PA 17608-1372  
(717) 898-9100  
FAX: (717) 898-6600  
**Paul Heil, Owner/Executive Producer**  
**Shelia Heil, Director/Station Relations**

**The Hollywood Edge**  
7060 Hollywood Blvd.  
Suite 1120  
Hollywood, CA 90028  
(213) 466-6723  
FAX: (213) 466-5861  
**Scott Whitney**

**Hollywood Hotline™**  
235 Swarthout Drive  
Grants Pass, OR 97527  
(503) 471-6397  
FAX: (503) 471-6398  
**Eliot Stein**

**The Hook Factory**  
12732 N.E. Hassalo  
Portland, OR 97230  
(503) 253-4175  
FAX: (503) 252-8315  
**Bryan O'Neal-Green, President**

**H**

**Hooks Unlimited**

200 Old 63 S  
Suite 103  
Columbia, MO 65201-6081  
(314) 443-4155  
FAX: (314) 443-4016  
**Bernie Grice, GM**

**Hot Mix Radio Network, Inc.**

7201 E. Camelback Road  
Suite 245  
Scottsdale, AZ 85251  
(602) 966-9900  
FAX: (602) 947-1330  
**Andrew Starr, President**  
**Dave Rajput, Programmer**  
**Markus Schulz, Music Director**

**Hot Spots America Network**

2533-A Yonge Street  
Toronto, Ontario, CN M4P 2H9  
(416) 820-6400  
FAX: (416) 820-9512  
**Joey Cee, Executive Producer**

**House of Music**

92 Corporate Park  
Suite C-330  
Irvine, CA 92714  
(714) 641-8000, (800) 641-8000  
FAX: (714) 552-8000  
**Doug Peck, President**



The Humane Society of the United States is a non-profit organization that works to improve the lives of animals.

**Humane Society of the U.S.**

Animal "Bites"

2100 L Street NW  
Washington, DC 20037  
(800) HUMANE 1,  
(202) 452-1100  
FAX: (301) 258-3081  
**Helen Mitternacht**

**Ron Hummel Productions, Inc.**

3110 Stonegate Drive  
Alamo, CA 94507  
(510) 933-3500  
FAX: (510) 933-3502  
**Ron Hummel, President**

**I**

**The Imagination Stations Network**

One S.E. Third Avenue  
Suite 1450  
Miami, FL 33131  
(305) 530-1322  
FAX: (305) 530-9417  
**Matthew Leibowitz, President**

**Imagination Theatre Fairy Tales**

P.O. Box 1317  
Merrimack, NH 03054  
(603) 424-0568  
**Cindy Parente**

**In The Mix Entertainment Inc.**

P.O. Box 4209  
Clearwater, FL 34618  
(813) 444-4441  
**Tom Falone IV, President**  
**Matt "The Brat" Bradley, VP**  
**Jon Herron, VP**

**In-Fisherman Radio**

Two In-Fisherman Drive  
Brainerd, MN 56401  
(218) 829-1648  
FAX: (218) 829-3091  
**Jim O'Rourke**

**Independent Broadcasters Network, Inc.**

Two Corporate Drive  
Suite 530  
Clearwater, FL 34622  
(813) 573-4402  
FAX: (813) 573-3501  
**Steve Wiegner, President**

**The Inner Ear Report U.S.A.**

119½ E. Wayne Street  
Butler, PA 16001  
(412) 282-0799  
**Brian Bolger, Editor**

**Innerview, Inc.**

8913 W. Olympic Blvd., Suite 201  
Beverly Hills, CA 90211  
(310) 652-8710  
FAX: (310) 652-2856  
**Jack Morris**

**IntelliNet**

4100 Goodlette Road  
Suite 200  
Naples, FL 33940  
(813) 434-5888  
FAX: (813) 434-8429  
**Timothy Geis, Executive VP**

**International Lutheran Layman's League**

2185 Hampton Avenue  
St. Louis, MO 63139  
(800) 944-3450  
FAX: (314) 647-6923  
**Larry Lumpe, Executive Director**  
**Kenneth Peterson, Director**

**Interstate Radio Network, Inc.**

435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-4784  
FAX: (312) 222-3476  
**John Cowan**  
**Nancy Torres**

**The Interview Factory**

P.O. Box 615  
Van Nuys, CA 91408  
(818) 988-2045  
FAX: (818) 787-5653  
**Howard & Sandy Benjamin, Co-Owners**

**J**

**'Jackie The Joke Man'**

P.O. Box 62  
East Norwich, NY 11732  
(516) 628-1490  
FAX: (516) 628-3963  
**Nancy Sirianni**

**Chuck Jackson Productions**

933 Fremont Avenue  
Salt Lake City, UT 84104  
(801) 972-5319  
FAX: (801) 972-5319  
**Dwight Woolfork, President**

**Jameson Broadcast**

1700 Connecticut Avenue NW  
Washington, DC 20009  
(202) 328-3283  
FAX: (202) 332-6810  
**Jamie G. Jameson, President**  
**Trulee C. Burns, VP**  
**Brad Wright, Stations**  
Relations Representative

**JCO Communications, Inc.**

2533-A Yonge Street  
Toronto, Ontario, CN M4P 2H9  
(416) 820-6400  
FAX: (416) 820-9512  
**Joey Cee, Executive Producer**

**Jones Satellite Networks**

9697 E. Mineral Avenue  
Englewood, CO 80113  
(800) 876-3303, (303) 792-3111  
FAX: (303) 792-3951  
**Roy Simpson, Executive VP/GM**  
**Phil Barry, VP/Consulting Services**

**Joseph-Fox Communications**

73 Spring Street  
New York, NY 10012  
(212) 941-5600  
FAX: (212) 941-5664  
**Doug Joseph**

**"Just For The Health Of It"**

P.O. Box 336  
Woodstock, MD 21163-0336  
(410) 461-0747  
FAX: (410) 461-1280  
**John Stupak, Producer**

**K**

**Kaleidophonic Jazz**

3805 H Street  
Eureka, CA 95503  
(707) 443-9836  
FAX: (707) 443-9853  
**Alan Olmstead, President**

**Kaleidophonics**

3805 H Street  
Eureka, CA 95503  
(707) 443-9836  
FAX: (707) 443-9853  
**Alan Olmstead, President**

**K**

**John Kane, Psychic**  
419 E. High Street  
Suite 1  
Lexington, KY 40507  
(606) 259-1933

**Kenetics Radio Entertainment**  
96 Prospect Place  
Brooklyn, NY 11217  
(718) 857-6389  
FAX: (718) 857-6389  
**Ken Levy, President**

**Keystone Broadcasting**  
22971 Nine Mile Road  
St. Clair Shores, MI 48080  
(800) 527-7234  
FAX: (313) 774-4889  
**Ken Patt, President**

**Knockers\*!**  
P.O. Box 153  
La Grange, IL 60525  
(708) 739-2051  
**Charles Fuller**

**Knucklehead News Network**  
2510 Woodwind  
Richmond, TX 77469  
(713) 342-9570  
FAX: (713) 232-6191  
**Karen Christy, Publisher**

**KTB RadioMedia**  
P.O. Box 498  
Corrales, NM 87048  
(505) 898-4709  
FAX: (505) 898-2432  
**Katy Bee, President**

**L**

**Chris Lane Productions**  
P.O. Box 691411  
Los Angeles, CA 90069  
(818) 988-4883  
**Chris Lane, Partner**

**Laugh Trak Media Services, Inc.**  
11503 Robles Del Rio  
Temple Terrace, FL 33617  
(800) 827-3301  
FAX: (813) 980-0306  
**Paul Hooper**  
**Nita Laca**  
**Fred Bugg**

**LBS Communications**  
875 Third Avenue  
New York, NY 10022  
(212) 418-3076  
FAX: (212) 418-3010  
**Tom Rudnick**

**L.K. McNally Associates**  
P.O. Box 9715-141  
Portland, ME 04104  
(207) 767-4321  
**Altitude Lou McNally, Meteorologist**

**Lutheran Hour Ministries**  
2185 Hampton Avenue  
St. Louis, MO 63139  
(800) 944-3450  
FAX: (314) 647-6923  
**Al Admire, Manager/Media Productions & Marketing**

**M**

**Magnolia Street Productions**  
2880 Lemonwood Street  
Clearwater, FL 34619  
(813) 797-3663  
FAX: (813) 576-5777  
**Tim Greenwood, President**

**Mainstreet Productions, Inc.**  
8745 Aero Drive  
Suite 105  
San Diego, CA 92123  
(619) 569-5919  
FAX: (619) 292-9548  
**Dennis F. Regan, President**  
**Michelle Regan, VP**

**Malibu II Broadcasting**  
30844 Mainmast Drive  
Agoura Hills, CA 91301  
(818) 991-7732  
FAX: (818) 991-7670  
**Tom Gamache, VP/GM**  
**Roger Lifeset, VP/Executive Producer**

**Ben Manilla Productions**  
111 Sutter Street  
Suite 2130  
San Francisco, CA 94104  
(415) 421-1220  
FAX: (415) 421-4749  
**J. Ben Manilla, President**

**Marconi & Cheese Communications**  
174 Spadina Avenue  
Suite 605  
Toronto, Ontario, CN M5T 2C2  
(416) 361-3574  
FAX: (416) 363-9090  
**Kat Mullaly, President**

**Mass Popular Media Entertainment Library**  
5635 Mediabrook Place  
Agoura Hills, CA 91301  
(818) 889-1685  
**Roger Dorfman, Owner**

**Kenneth R. Meades, Consultant**  
P.O. Box 1469  
Los Angeles, CA 90053  
(213) 669-9670  
**Kenneth R. Meades**

**Media Access, Inc.**  
P.O. Box 652  
Lewiston, NY 14092  
(416) 845-8368  
FAX: (416) 845-2788  
**Al McKaye, President**

**Media Market Studios**  
P.O. Box 63  
Samford Valley, 4520  
Queensland, Australia  
011-61-72-891-744  
FAX: 011-61-72-892-010  
**Warren Mills, GM**  
**Shane Hughes, Production Manager**

**MediaAmerica, Inc.**  
11 West 42nd Street  
27th Floor  
New York, NY 10036  
(212) 302-1100  
FAX: (212) 302-6024  
**Ron Hartenbaum, Chairman**  
**Gary Schonfeld, President**

**MediaStar**  
International

Consultation and representation regarding all aspects of network radio-bringing quality talent and program concepts to national and international syndication.

**MediaStar International**  
1776 Broadway  
4th Floor  
New York, NY 10019  
(212) 581-3966  
FAX: (212) 459-9343  
**Daniel Forth**

12021 Wilshire Blvd.  
Suite 248  
Los Angeles, CA 90025  
(310) 479-8686  
FAX: (310) 477-9239  
**Steve Epstein, VP/Marketing**

**MediaTracks**  
1235 Wood Avenue  
Deerfield, IL 60015  
(708) 317-1515  
FAX: (708) 317-1570  
**Shel Lustig, President**  
**Reed Pence, VP**  
**Susan Glick, VP**

**Melcor Broadcasting Company**  
245 E. 63rd Street  
New York, NY 10021  
(212) 759-1030  
FAX: (212) 759-0446  
**George Kalman, President**

**Mercury Two Productions**  
P.O. Box 1258  
Westerville, OH 43081  
(614) 523-1400  
FAX: (614) 523-1498  
**Patrick Myers**

**K  
•  
M**

## M

### **Metro Traffic Control**

2700 Post Oak Blvd.  
Suite 1400  
Houston, TX 77056  
(713) 621-2800  
FAX: (713) 622-9121  
**Jim O'Neill, Manager/Network Services**

### **Metro Weather Services, Inc.**

507-535 Rockaway Avenue  
Valley Stream, NY 11581  
(516) 568-8844, (800) 488-SUNNY  
FAX: (516) 568-8853  
**Pat Pagano, President**  
**Paul Occhuito, Sales Manager**

### **Charles Michelson & Sons**

9350 Wilshire Blvd.  
Beverly Hills, CA 90212  
(310) 278-4546, (800) 648-4546  
FAX: (310) 278-7932

**Charles Michelson, President**  
**Robert Michelson, VP/East**  
**Steve Michelson, VP/West**

### **Robert Michelson Inc.**

127 W. 26th Street  
New York, NY 10001  
(212) 243-2702  
FAX: (212) 691-5531  
**Robert Michelson, President**  
**Susan Scharf, VP**

### **Minnesota Broadcast Services**

4551 Flag Avenue N  
Minneapolis, MN 55428  
(612) 537-1431  
FAX: (612) 537-0157  
**Joseph E. Vukelich, President**  
**Donald R. Vukelich, VP/Director/Marketing**

### **MJI Broadcasting Inc.**

1290 Avenue of the Americas  
6th Floor  
New York, NY 10019  
(212) 245-5010  
FAX: (212) 586-1090  
**Josh Feigenbaum, President**

### **MNN Radio Networks, Inc.**

1370 Davern Street  
St. Paul, MN 55116  
(612) 696-0123  
FAX: (612) 696-0100  
**Thomas Ambrose, VP/Network Operations**

### **The Morning Sidekick**

1295 S. Santa Fe  
Denver, CO 80223  
(303) 733-5850  
FAX: (303) 733-3801  
**Keith Hughes, Principal**

### **Moss Broadcasting Communications, Inc.**

4975 Ireland Lane  
West Linn, OR 97068  
(503) 656-5005  
FAX: (503) 656-5676  
**John L. Moss, President**

### **Motor Sports Radio/Sportcom Associates**

82 Zevan Road  
Johnson City, NY 13790-9715  
(800) 462-5677  
FAX: (607) 770-9165  
**Paul Kaminski, News Director**

### **MRN Radio**

1801 International Speedway Blvd.  
Daytona Beach, FL 32114-1234  
(904) 254-6760  
**John McMullin, President/GM**  
**Allen Bestwick, Assistant GM**  
**David Hyatt, Dir./Affiliate Relations**

### **Murray Walsh Radio Programming, Inc.**

52 Candlewood Circle  
Enfield, CT 06082  
(203) 763-2838  
FAX: (203) 763-5594  
**Michael Murray, CEO**

### **Music Director Programming Service**

P.O. Box 51978  
Indian Orchard, MA 01151  
(413) 783-4626  
FAX: (413) 783-3168  
**Budd Clain, GM**

### **Musical Starstreams**

P.O. Box 1989  
Sedona, AZ 86336  
(602) 204-1989  
FAX: (602) 204-1990



### **Mutual Broadcasting System**

1755 S. Jefferson Davis Hwy.  
Arlington, VA 22202  
(703) 413-8300

**Jack Clements, President**  
**Ron Nessen, VP/Broadcasting**

## N

### **NASCAR Country**

301 East Blvd.  
Charlotte, NC 28203  
(704) 376-0075  
FAX: (704) 376-2003  
**Berny Delgado**

### **NASDAQ Stock Market**

1735 K Street NW  
Suite 700  
Washington, DC 20006  
(202) 728-8379  
**Cameron Brown**

## NATIONAL

# Alternative

## NETWORK

America's four hottest Alternative and New Rock programs. Hybrid shows for CHR, AOR and New Rock stations. Music, features, interviews and contests.

### **National Alternative Network**

510 First Avenue N.  
Suite 206  
Minneapolis, MN 55403  
(612) 338-2211  
FAX: (612) 338-3388  
**Jack Smith, President**

### **National Association of Home Builders/ (Right at Home)**

1201 15th Street NW  
Washington, DC 20005  
(800) 368-5242  
FAX: (202) 861-2131  
**Spencer Levine, Executive Producer**

### **National Association of Realtors**

777 14th Street NW  
Washington, DC 20005  
(202) 383-1177, (202) 383-1289  
FAX: (202) 383-7563  
**Walter Molony**  
**Chery Spector**

### **National Radio**

P.O. Box 5204  
Beverly Hills, CA 90210  
(310) 285-8204  
FAX: (818) 845-0331  
**James Loving**

### **National Satellite Entertainment**

1794 Penfield Road  
Penfield, NY 14526  
(716) 381-0620  
FAX: (716) 264-0172  
**Chris Peterson**

### **Natural Sound**

P.O. Box 390  
Corry, PA 16407  
(814) 664-9244  
FAX: (814) 664-9244  
**Wayne Smith, President**  
**Kathy Smith, Manager**

### **NBA Radio**

450 Harmon Meadow Blvd.  
Secaucus, NJ 07094  
(201) 865-1500  
FAX: (201) 865-9345  
**John Kosner, VP/Broadcasting**  
**Tom Carelli, Executive Producer**



**N**



**NBC Radio Network**

1700 Broadway  
New York, NY 10019  
(212) 237-2500  
FAX: (212) 245-6219

**Greg Batusic, President/Network Radio Division**

**Neer Perfect Productions**

1133 Broadway  
Suite 520  
New York, NY 10010  
(212) 463-7980  
FAX: (212) 242-2512

**Dan Neer, President**  
**DeWitt Nelson, VP**

**Newsmaker Interviews**

8217 Beverly Blvd.  
Los Angeles, CA 90048  
(213) 655-2793  
FAX: (310) 275-2602

**Arthur Levine, President**

**Newsweek On Air/AP Radio Network**

444 Madison Avenue  
New York, NY 10022  
(212) 350-4432  
FAX: (212) 421-4993

**David M. Alpern, Sr. Editor/Co-Ancor**

**Non-Stop Productions, Inc.**

915 W. 100 S  
Salt Lake City, UT 84104  
(801) 531-0060  
FAX: (801) 531-0346

**Randy Thornton**  
**Bryan Hofheins**



**North American Network**

2316 18th Street NW  
Washington, DC 20009  
(202) 265-3689  
FAX: (202) 265-2294

**Lisa Brusio Coster,**  
*Director/Station Services*  
**Bernie Ksiazek,**  
*NewsFeed™ Producer*  
**Tom Sweeney, President**

**N.O.W. Broadcasting**

2206 Lee Court  
Suite 16-104  
Tampa, FL 33607  
(813) 876-1521

FAX: (813) 876-1621  
**Elisabeth Boutkam, President**  
**John Boutkam, MD**  
**John De Graaf, PD**

**NYSE Radio Network**

11 Wall Street  
New York, NY 10005  
(212) 656-3000  
FAX: (212) 269-4830  
**Ray Pellecchia**

**O'Connor Creative Services**

P.O. Box 5432  
Playa Del Rey, CA 90296  
(310) 827-2527, (800) 544-6044  
FAX: (310) 301-3363

**Harry O'Connor, President**

**Olympia Broadcasting Networks**

7745 Carondelet Avenue  
St. Louis, MO 63105  
(314) 727-8900  
FAX: (314) 727-4115

**Stephen Bunyard, President**  
**Jay Goldman, VP**  
**John McElfresh, VP**

**On The Radio Broadcasting**

3250 Ocean Park Blvd.  
Suite 206  
Santa Monica, CA 90405  
(310) 392-9600

FAX: (310) 452-1770  
**Jeff Leve, President**

**Ontrack Communications**

174 Spadina Avenue  
Suite 605  
Toronto, Ontario, CN M5T 2C2  
(416) 363-0997

FAX: (416) 363-9090  
**Tim McLarty, Producer/Owner**

**Orange Productions**

105 Forrest Avenue  
Narberth, PA 19072  
(215) 667-8620  
FAX: (215) 667-8939

**Jon Harmelin, VP/GM**  
**Sid Mark, President**  
**Steve Henasey, Director/Affiliate Relations**

**P**

**Parkway/Muse, Inc.**

P.O. Box 5123  
Springfield, VA 22150  
(301) 460-2883  
**Roger Elm, Operations**

**Peoples Network**

3 River Street  
White Springs, FL 32096  
(904) 397-4300  
FAX: (904) 397-4149

**Kent Phillips, Network OM**  
**Laura Phillips, Director/Affiliate Relations**

**PIA Radio Sports**

680 N. Lake Shore Drive  
Suite 800  
Chicago, IL 60611  
(312) 943-8888

FAX: (312) 943-5464  
**Brad Saul, CEO**  
**Chuck Kellner, VP**

**Planetary Rhythms Inc.**

51 Black Duck  
Concord, MA 01742  
(508) 287-0365

**Helen Whitehead, President**

**PREMIERE  
RADIO NETWORKS**

*PRN is the leading national supplier of comedy, music and interview materials which are designed to enhance local programming.*

**Premiere Radio Networks**

15260 Ventura Blvd.  
Suite 500

Sherman Oaks, CA 91403  
(818) 377-5300

FAX: (818) 377-5333

**Steve Lehman, President**

**Tim Kelly, Executive VP**

**Kraig T. Kitchin, Senior VP/Sales**

**Joe Montione,**

*National Marketing Director*

**Dave Price,**

*Marketing Research Director*

**Harold Wrobel, General Counsel**

**Professional Media, Inc.**

P.O. Box 30105  
Lincoln, NE 68510  
(800) 869-0370

FAX: (402) 435-3583  
**Jim Williamson, President**

**Program Distributors**

P.O. Drawer 1737  
Jonesboro, AR 72403  
(501) 972-5884

**Wayman Hatman**

**ProMedia Radio Networks, Inc.**

170 Ludlow Avenue  
Northvale, NJ 07647  
(201) 768-7900, (800) 782-0700  
FAX: (201) 768-7908

**Frank Guida, VP/Production**  
**Phil Muro, Production**

**P**

**Promo Sapien**

3344 Tennyson Street  
San Diego, CA 92106  
(619) 224-6229, (619) 224-HARE  
**Harry Martin**

**Public Interest Affiliates, Inc.**

680 North Lake Shore  
Chicago, IL 60611  
(312) 943-8888  
FAX: (312) 943-5464  
**Lynn Tornabene**

**Q**

**Quality Radio Productions, Inc.**

20 Park Plaza  
Suite 467  
Boston, MA 02116  
(617) 338-1142, (617) 338-4287  
FAX: (617) 426-9236  
**Bill Walker, President**  
**Arnold F. Kovall, VP/CFO**  
**Carolyn Hall, OM**

**R**

**Radio & Television Commission**

6350 W. Freeway  
Ft. Worth, TX 76150  
(800) 433-5757  
FAX: (817) 737-8209  
**Bette Boston, Marketing Assistant**



**CHILDREN'S  
SATELLITE  
NETWORK**

**Radio Aahs**

14930 Ventura Blvd.  
Suite 210  
Sherman Oaks, CA 91403  
(818) 990-3391  
FAX (818) 990-7930

**Christopher T. Dahl, CEO**  
**Bill Barnett, President**

**Rick Lemmo, Dir./Affiliate Relations**  
(800) 767-1267

**Radio America**

499 South Capitol SW  
Suite 417  
Washington, DC 20003  
(202) 488-7266  
FAX: (202) 484-1613  
**Jim Roberts, President**  
**Marc Lipsitz, VP**

**Radio America Magazine**

75 Gardner Street  
Hingham, MA 02043  
(617) 749-1304  
FAX: (617) 749-0852  
**Barry P. Lunderville, Executive Producer**

**radioAMEX**

WE EXTEND YOUR REACH

We produce daily stock market reports and Amex BusinessTalk, a weekly 15-minute talk show. Both are available free-of-charge.

**Radio AMEX/AMEX  
Business Talk**

86 Trinity Place  
New York, NY 10006  
(212) 306-1637  
**Tom Mariam, Manager**

**Radio Cinema**

11300 Fourth Street N  
Suite 120  
St. Petersburg, FL 33716  
(813) 576-4594, (813) 576-1807  
FAX: (813) 576-5777  
**Marc Rose, President**

**Radio "Dialogue"**

Woodrow Wilson Center  
370 L'Enfant Promenade, Suite 704  
Washington, DC 20024  
(202) 287-3000, Ext. 325  
FAX: (202) 287-3772  
**George Liston Seay, Producer/Host**  
**Mary Olive Smith, Associate Producer**

**Radio Direct**

15060 Ventura Blvd.  
Suite 360  
Sherman Oaks, CA 91403  
(818) 501-0700  
FAX: (818) 501-7216  
**Steve Syatt, President**



**EXPRESS  
Radio Express**

3575 Cahuenga Blvd. West  
Suite 390  
Los Angeles, CA 90068  
(213) 850-1003  
FAX: (213) 874-7753

**Tom Rounds, President**  
**John Fodor, VP/GM**  
**Lynn Anderson, VP/Worldwide  
Sales & Marketing**  
**Johnny Biggs, VP/Programming  
& Product**

**Radio Links**

6333 Gayton Place  
Malibu, CA 90265  
(310) 457-5358  
FAX: (310) 457-9869  
**Lori Lerner, President**

**Radio Media Department**

Association of Unity Churches  
P.O. Box 610  
Lee's Summit, MO 64063  
(816) 524-7414, Ext. 343, 345  
FAX: (816) 525-4020  
**Carolyn Craft, Radio/Media Consultant**  
**Linda Harbin-Beard, Assistant  
Radio/Media Coordinator**

**Radio Personalities**

1241 Paloma  
Suite 1000  
St. Louis, MO 63131  
(314) 576-6188  
FAX: (314) 576-8814  
**Scott Ingberg, VP**

**Radio Programming & Management, Inc.**

4198 Orchard Lake Road  
Orchard Lake, MI 48323  
(800) 521-2537, (313) 681-2660  
FAX: (313) 681-3936  
**Tom Krikorian, President**  
**Ray Lowy, National Sales Manager**

**Radio Shorts, Ltd.**

P.O. Box 4234  
Arcata, CA 95521  
(707) 822-2665  
**Paul Ennis, President**

**The Radio/Television Commission, SBC**

6350 W. Freeway  
Fort Worth, TX 76150  
(817) 737-4011, (800) 433-5757  
FAX: (817) 737-8209  
**Bette Boston, Assistant Marketing Director**

**R**

**Radio Today Entertainment**  
1776 Broadway  
4th Floor  
New York, NY 10019  
(212) 581-3962  
FAX: (212) 459-9343  
**Geoff Rich, President**  
**Ramona Rideout, VP/Affiliate Relations**

**Radio Ventures**  
7 E. Cherry Street  
Floral Park, NY 11001  
(516) 358-2250  
FAX: (516) 354-0972  
**Don Eberle, President**

**Radio Weather Network**  
2045 Riverside N  
Suite 403  
Baton Rouge, LA 70802  
(800) 333-8963  
**Tony Doherty**

**Radiocraft, Inc.**  
P.O. Box U  
Southborough, MA 01745  
(508) 480-1212  
FAX: (508) 460-0584  
**Andy McLean, OM**

**RadioVision International**  
7060 Hollywood Blvd.  
Fifth Floor  
Los Angeles, CA 90028  
(213) 469-5750  
FAX: (213) 569-5599  
**David Knight**

**radioWAVE**  
1040 Greenwich Street  
San Francisco, CA 94133  
(415) 771-5886  
**Maureen McGinley, Executive Producer**

**Rainmaker Inc.**  
P.O. Box 1727  
Panama City, FL 32402  
(615) 320-7267  
FAX: (904) 271-1182  
**Stan Strickland**  
**Nancy Blankenship**



**Randall Broadcasting**  
3200 Rice Mine Road NE  
Tuscaloosa, AL 35406  
(800) 633-5953  
FAX: (205) 752-7876  
**Tony Garcia, Network Director**  
**Dan Tidwell, GM/National Advertising Sales**

**Rex**  
329 Riverside Avenue  
Suite 200  
Westport, CT 06880  
(203) 222-5858  
FAX: (203) 222-5864  
**Jeff Craig, CEO**  
**John Shomby, VP**  
**Margie FitzMaurice, VP/Affiliate Relations**

**RSC Communications**  
298 Fifth Avenue  
Suite 286  
New York, NY 10001  
(718) 565-9815  
FAX: (212) 268-4068  
**Andrew Richter, President/CEO**  
**Joe Ramirez, VP/COO**

**Len Roberts Country Consulting**  
410 Ridge Place NE  
Albuquerque, NM 87106-4743  
(505) 243-4904  
**Tom Moody, President**  
**Len Roberts, Country Consultant**  
**Ken Baugh, VP/Sales**

**S**

**SACRED HEART PROGRAM**

Now on CD. Weekly documentary style programs FREE. 30- 24- 15- and 5-Minutes.

**Sacred Heart Program, Inc.**  
3900 Westminster Place  
St. Louis, MO 63108  
(800) 747-7692  
FAX: (314) 533-0335  
**Don Merl, Director/Radio-TV Marketing**

**James St. James, Hollywood Radio TV Network**  
7510 Sunset Blvd., Suite 333  
Hollywood, CA 90046  
(310) 399-7966  
FAX: (909) 694-8434  
**J.C. McKenzie, Manager/Sales & Marketing**  
**James St. James, Host**



Cutting-edge comedy via Satcom C-5 M-F at 5am each time zone. Each daily feed contains original spoofs/parodies, TV highlights and contests.

**Satellite Comedy Network**  
380 Madison Avenue  
7th Floor  
New York, NY 10017  
(212) 856-4435  
FAX: (212) 697-5490  
**Tom Shovan, VP/Manager Operations**

**Sam Shad Productions**  
110 W. Arroyo Street, Suite B  
P.O. Box 10853  
Reno, NV 89510  
(702) 786-3345  
FAX: (702) 786-3379  
**Sam Shad, President**  
**Bonnie McCorkle, Program Development**

**Shadow Traffic Network**  
225 City Avenue  
Suite 112  
Bala Cynwyd, PA 19004  
(215) 664-1200  
FAX: (215) 668-9868

**Shaw-Spelling Associates**  
525 Broadway  
Suite 240  
Santa Monica, CA 90401  
(213) 458-2011  
FAX: (213) 394-8852  
**David Shaw, Partner**  
**Dan Spelling, Partner**

**SI Communications**  
4001 W. Magnolia Blvd.  
Burbank, CA 91515  
(818) 841-9350  
FAX: (818) 841-9541  
**Ed Biggs, Manager/Radio Productions**

**Signature Image**  
21814 Michale Street  
Canoga Park, CA 91304  
(818) 347-2030  
FAX: (818) 347-9619  
**Cindy Jo Hinkleman, President**

**Sixty-Second LP Inc.**  
329 Riverside Avenue  
Suite 200  
Westport, CT 06880  
(203) 222-5858  
FAX: (203) 222-5864  
**Jeff Craig, CEO**  
**John Shomby, President/Radio Division**  
**Margie FitzMaurice, VP/Affiliate Relations**

S

S

### Sixty-Second Preview Inc.

329 Riverside Avenue  
Suite 200  
Westport, CT 06880  
(203) 222-5859  
FAX: (203) 222-5864

**Jeff Craig, CEO**

**John Shomby, President/Radio Division**  
**Margie FitzMaurice, VP/Affiliate Relations**

### SJS Entertainment

800 Second Avenue  
9th Floor  
New York, NY 10017  
(212) 370-9460  
FAX: (212) 983-1186

**Steven A. Saslow, Chairman/CEO**

**June E. Brody, President/COO**

**Beverly Padratzic, VP/Prog. Development  
& Affil. Relations**

### Skywatch Weather Center®

347 Prestley Road  
Bridgeville, PA 15017-1949  
(412) 221-6000, (800) SKYWATCH

**Richard J. Mancini, President**

**Stanley Bostjancic, Treasurer**

**Dan Krzywiecki, VP**

### SNP Radio Network

38 Miller Avenue  
Suite 111  
Mill Valley, CA 94941  
(415) 383-4494, (800) 578-0750  
FAX: (415) 383-4497

**Renn Vara, Partner**

**Maureen Taylor, Partner**

### Denny Somach Productions

812 W. Darby Road  
Havertown, PA 19083  
(215) 446-7100

FAX: (215) 446-7721

**Denny Somach, President**

### Soundsapes

P.O. Box 369  
Santa Barbara, CA 93102  
(805) 965-5212

FAX: (805) 965-2313

**Paul Hunter**



### The Source

9540 Washington Blvd.  
Culver City, CA 90232  
(310) 840-4244

FAX: (310) 840-4052

**Thom Ferro, Executive VP/GM**

### Sportcom Associates

*Motor Sports Radio*  
1285 Zevan Road  
Johnson City, NY 13790-9715  
(607) 770-9165, (800) 462-5677  
FAX: (607) 770-9165

**Paul Kaminski, CEO/Chief Correspondent**

### Sports Byline USA

300 Broadway  
Suite 8  
San Francisco, CA 94133  
(415) 434-8300, (800) 783-7529  
FAX: (415) 391-2569

**Charles Coane, President**

**Steve Block, GSM**

**Darren Peck, Affiliate Relations**

### Sports Entertainment Network

3333 Cambridge  
Las Vegas, NV 89109  
(702) 731-5200

FAX: (702) 731-4200

**Jerry Kutner, President**

**Rodd Stowell, Program Director**

**Carol Sweetman, Administration**

### Sports Final Radio Network

P.O. Box 566  
48 Fitchburg Street  
Marlboro, MA 01752

(508) 460-0588

FAX: (508) 624-6496

**Bob Long, Station Relations**

**John Crohan, President**

**Tom Star, VP/Programming**

### SportsTicker

Harborside Financial Center  
600 Plaza Two  
Jersey City, NJ 07311

(201) 309-1200

FAX: (201) 860-9742

**Lou Monaco, Director/Marketing Services**



### SRN Radio Network

320 Brooks Drive  
Suite 110  
Hazelwood, MO 63042-2735  
(314) 423-4182

FAX: (314) 423-4182

**Michael Talir, President/CEO**

**Joel Becker, VP/Operations**



*A breath of fresh air in the mainstream marketplace featuring wholesome programming and ethical news, information, features, interviews and sports.*

### Standard Broadcasting Network

Virginia Beach, VA  
(800) 283-4147

FAX: (804) 523-7863

**Shirley Thornton, GM**

## StandardNews

*Sets a new standard in fair, accurate and unbiased news using reliable news talent and the latest news gathering techniques.*

### StandardNews

1301 Pennsylvania Avenue NW  
Suite 402

Washington, DC 20005

(202) 783-6397

FAX (202) 737-3362

**Shirley Thornton, GM**

**John Rodman, Managing Editor**

### StarDate

Universith of Texas  
McDonald Observatory  
Austin, TX 78712  
(512) 471-5285

FAX: (512) 471-5060

**Rita Pirone Noak, Marketing Manager**

### Starstream Communications Group, Inc.

9800 Richmond  
Suite 300  
Houston, TX 77042

(713) 781-0781

FAX: (713) 781-4721

**Gary R. Firth, President**

### Steelworks

101 Marshall Avenue  
Floral Park, NY 11001  
(516) 328-1587

FAX: (516) 328-1587

**Ben Steel, Owner/Producer**

**Valerie G., Office Manager**

### Dan Stevens Kwik Bits Comedy Phoners

4429 Dunmore Avenue  
Tampa, FL 33611  
(813) 831-7067

**Dan Stevens, President**

### Kris Stevens Enterprises

14241 Ventura Blvd.  
Suite 204  
Sherman Oaks, CA 91423

(818) 981-8255

FAX: (818) 990-4350

**Kris Erik Stevens, President**

**Tom Holdridge, VP/Marketing**

S

**STRZ Entertainment Network**

463 Seventh Avenue, 6th Floor  
New York, NY 10018  
(212) 714-1000

FAX: (212) 714-1563

**E.J. "Jay" Williams**, Co-President

**Jack Bryant**, Co-President

**Thad Hill**, VP/Network Operations

**Dick Summer Communications**

91 Talbot Court  
Media, PA 19063  
(215) 566-2734

**Dick Summer**

**Sun Radio Network, Inc.**

2857 Executive Drive  
Suite 100  
Clearwater, FL 34622  
(813) 572-9209

FAX: (813) 572-4735

**Richard Benton**, Media Specialist

**Bill Muncey**, Chief Engineer

**Kathy Curtis**, Dir./Affiliate Relations

**Karl Moore**, Operations & Programming

**Superadio**

225 Turnpike Road  
Southborough, MA 01772  
(508) 480-9000

FAX: (508) 624-0344

11 W. 42nd Street

27th Floor

New York, NY 10036

(212) 302-1100

FAX: (212) 302-6024

**Gary Bernstein**, VP/Sales

**E.J. Gore**, VP/Sales

**Supermixx**

P.O. Box 366  
Enfield, CT 06083  
(203) 763-2838

FAX: (203) 683-0311

**Michael Murray**, CEO

**Syndicom**

P.O. Box 12837  
San Luis Obispo, CA 93406  
(805) 543-9214

FAX: (805) 543-9243

**Michael Hesser**, President

**The Systemation Corporation**

337 N. Water Street  
Decatur, IL 62523  
(217) 428-7101

FAX: (217) 423-9764

**Steve Bellinger**, President

T

**Jack Taddeo Communications Corp.**

20 N. Wisner Street  
Park Ridge, IL 60068  
(708) 518-0340

FAX: (708) 518-0341

**Jack Taddeo**, President



**Talknet**

1755 S. Jefferson Davis Highway  
Arlington, VA 22202  
(703) 413-8300

FAX: (703) 413-8445

**Kevin Delany**,  
Director/Programming

**Techsonics/SP Productions**

709 Shadowfield Court  
Chesapeake, VA 23320  
(804) 547-4000

FAX: (804) 436-5928

**Steve Peppos**, Executive Producer

**Tele-Joke**

4555 N. Pershing Avenue  
Suite 33-376  
Stockton, CA 95207  
(209) 476-1511

**Alan Ray**

**TelePrograms Marketing Inc.**

8500 Melrose Avenue  
Suite 213  
Los Angeles, CA 90069  
(310) 854-4475

FAX: (310) 854-5979

**Jim Hampton**, CEO

**Robert Nieto**, President

**TNNR**

2644 McGavock Pike  
Nashville, TN 37214  
(615) 871-6725

FAX: (615) 871-6778

**Jeff Lyman**, Network Coordinator

**300 Trivia Mystery Voices**

7021 Hatillo Avenue  
Winnetka, CA 91306  
(818) 347-3902

**Norm Pringle**

**Timeless Voyager Radio**

P.O. Box 3000-330  
Santa Barbara, CA 93130  
(805) 967-6730

FAX: (805) 683-4456

**Bruce Stephen Holms**, Producer/Host



**Too Lunar Productions**

560 S. Main Street  
Studio 11E  
Los Angeles, CA 90013  
(213) 622-0868

FAX: (213) 623-2259

**Gary Jackson**, General Partner

**J.J. Johnson**, General Partner

**Cal Shields**, Affiliate Director

(310) 672-8730

**Topical Punch**

365 Beechwood Drive  
Noblesville, IN 46060  
(317) 776-1252

**Nancy Montgomery**

**Randy Montgomery**

**Total Media**

P.O. Box 940  
Newton, NC 28658  
(704) 465-0254

FAX: (704) 464-9662

**Dave Lingafelt**, President

**Bob Davis**, Director/Affiliates



**TransMedia**

350 Pacific  
San Francisco, CA 94111  
(415) 956-3118,  
(800) 229-7234

FAX: (415) 956-2595

**Dave Adams**, President

**Tim McDonald**, Affiliate Relations

**Lynn Branden**, Operations

**The Travel Show Company**

45 E. City Line Avenue  
Suite 330  
Bala Cynwyd, PA 19004  
(215) 525-1345

FAX: (215) 645-0864

**Paul W. Smith**

**David Rimmer**

**Tribune Radio Networks**

435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-3342

FAX: (312) 222-5165

**Kenton Morris**, GM

T  
•  
W

## T

**Morrie Trumble & Associates, Inc.**  
139 Fulton Street  
Suite 917  
New York, NY 10038  
(212) 693-2633  
FAX: (212) 571-1422  
**Morrie Trumble, President**

**27th Dimension Inc.**  
P.O. Box 1149  
Okeechobee, FL 34973-1149  
(800) 634-0091  
FAX: (813) 763-0410  
**Rex Bell, GM**

## U

**Unistar Radio Networks**  
1675 Broadway  
17th Floor  
New York, NY 10019  
(800) 225-3270  
FAX: (212) 247-0393

**Bill Hogan, President**  
**Kirk Stirland, Senior VP/Affiliate Relations**  
25060 W. Avenue Stanford  
Valencia, CA 91355  
(805) 294-9000  
FAX: (805) 294-1111  
**Ed Salamon, President**  
**Neil Sargent, Senior VP/Affiliate Relations**

**UPI Radio Network**  
1400 Eye Street NW  
Washington, DC 20005  
(800) 777-5336  
FAX: (202) 898-8124  
**Steve Geimann, Executive Editor**  
**Howard Dicus, Program Director**  
**Ron Colbert, News Director**

**U.S. Department of the Interior**  
1849 C Street NW  
Room 7226  
Washington, DC 20240  
(202) 208-6416  
FAX: (202) 208-3231  
**Steve Brooks**

**U.S. Senate Republican Conference**  
405 Hart Senate Office Building  
Washington, DC 20510  
(202) 224-2764  
FAX: (202) 224-6984  
**Nancy Fearheiley, Director/Broadcasting**

**USA Radio Network**  
2290 Springlake  
Dallas, TX 75234  
(214) 484-3900, (800) 829-8111  
FAX: (214) 243-3489, (214) 241-6826  
**J.W. Brinkley, VP/Development**  
**Al Ross, Program Services Manager**  
**Mike Sala, National Sales Manager**

**USA TODAY Decisionline Reports**  
9-B Terrace Way  
Greensboro, NC 27403  
(800) 826-9688  
FAX: (919) 855-3708  
**Judi Rice, Sales/Marketing Manager**

**USA TODAY Radio Data Service**  
9-B Terrace Way  
Greensboro, NC 27403  
(800) 826-9688  
FAX: (919) 855-3708  
**Judi Rice, Sales/Marketing Manager**

**USA TODAY Sky Radio**  
1100 Wilson Blvd.  
27th Floor  
Arlington, VA 22234  
(703) 284-3100  
FAX: (703) 558-3865  
**Holland Cooke, Vice President/Radio**

## V

**Vanguard Audio Features, Inc.**  
806 29th Street S  
Suite A  
Birmingham, AL 35205  
(205) 939-0800, (800) 238-3190  
FAX: (205) 939-0853  
**Greg Womble, President**  
**Aaron Beam, VP**  
**Lisa Skelly, Sales Director**

## VELVET VOICE ASSOCIATES

**Velvet Voice Associates**  
35 Mt. Morris Park W  
Suite 4-D  
New York, NY 10027  
(212) 289-4108  
FAX: (212) 289-4261  
**Maurice Singleton**  
**Vaughan Harper**

**Video Viewer Inc.**  
329 Riverside Avenue  
Suite 200  
Westport, CT 06880  
(203) 222-5860  
FAX: (203) 222-5864  
**Jeff Craig, CEO**  
**John Shomby, President/Radio Division**  
**Margie FitzMaurice, VP/Affiliate Relations**

**Vision Broadcasting Network**  
944 Eighth Avenue  
4th Floor  
New York, NY 10019  
(212) 765-3827  
**F. Estevan Vasquez, Founder**  
**Roy Hendrickson, Producer/Engineer**

## W



**The Wall Street Journal Report**  
200 Liberty Street  
New York, NY 10281  
(212) 416-2381,  
(212) 416-2382  
FAX: (212) 416-4195  
**Robert B. Rush,**  
*Director/Broadcast Services*  
**Jon Krongrad,**  
*Affiliate Relations Manager*

**WAMC National Productions**  
318 Central Avenue  
Albany, NY 12206  
(800) 323-9262  
**Selma Kaplan, Director**  
**Alan Chartock, Executive Director**

**Jim Warren Entertainment**  
7135 Hollywood Blvd.  
Suite 807  
Hollywood, CA 90046  
(213) 850-1500  
FAX: (213) 851-8388  
**Jim Warren**

**The Water Foundation**  
P.O. Box H20  
Brainerd, MN 56401  
(218) 829-3616  
FAX: (218) 829-0884  
**David Winkelman**  
**Bernie Carter**  
**John Habisch**

**The Weather Channel Radio Network<sup>SM</sup>**  
845 Third Avenue  
New York, NY 10022-6601  
(212) 688-2424  
FAX: (212) 888-4389  
**John T. Brady**  
**John M. Patt**

**Weather Services Corporation**  
131A Great Road  
Bedford, MA 01730  
(617) 275-8860  
FAX: (617) 271-0178  
**George J. Stamos, VP**  
**Charles E. Levy, Sales & Marketing**

**WeatherWatch Service**  
4344 W. Point Loma Blvd.  
Suite G  
San Diego, CA 92107  
(619) 223-8163  
FAX: (619) 223-4245  
**Tim Root, Chief Meteorologist**

W

**Ken Webb Enterprises Inc.**

**Ken Webb Enterprises, Inc.**  
 P.O. Box 548  
 Wheatley Heights, NY 11798  
 (516) 491-5368  
 FAX: (516) 491-1354  
**Ken Webb, President**

**West End Media**

2401 Avenue J  
 Suite 206  
 Arlington, TX 76006  
 (817) 633-5971  
 FAX: (817) 633-4709  
**T.J. Donnelly, President**  
**Steve Harper, Director/Syndication**

**Western Front Broadcasting**

4807 Van Noord Avenue  
 Suite 11  
 Sherman Oaks, CA 91423  
 (818) 905-3326  
**Julio Flores, President**



**Westwood One Radio Networks**  
 9540 Washington Blvd.  
 Culver City, CA 90232  
 (310) 204-5000  
 FAX: (310) 840-4052  
**Thom Ferro, Executive VP/GM**

**WFMT Fine Arts Network**

303 E. Wacker Drive  
 Suite 800  
 Chicago, IL 60601  
 (312) 565-5049  
 FAX: (312) 565-5169  
**David Levin, Director**  
**Carol Martinez, OM**

**The WFMT Ideas Network**

303 E. Wacker Drive  
 Suite 800  
 Chicago, IL 60601  
 (312) 565-5049  
 FAX: (312) 565-5169  
**David Levin, Director**  
**Carol Martinez, OM**

**Gary Whiteaker Corp.**

P.O. Box 5007  
 Cahokia, IL 62206  
 (618) 337-7878  
 FAX: (618) 337-7880  
**Gary Whiteaker, Chairman**  
**JoAnn Moore-Pluff, President**



**WOR Radio Network**  
 1440 Broadway  
 New York, NY 10018  
 (212) 642-4533  
 FAX: (212) 642-4549  
**Rich Wood, Director**

**World Beat and Reggae**

1463 Sacramento Street  
 Suite 1-A  
 San Francisco, CA 94109  
 (415) 474-7773  
 FAX: (415) 255-8491  
**Doug Wendt, President**

**World Space Report**

P.O. Box 3366  
 Stamford, CT 06905  
 (203) 329-1992, (800) 622-1992  
 FAX: (203) 329-2101  
**Joe Piasek, Executive Producer**

Y

**Yesterdays Productions**

22647 Ventura Blvd.  
 Suite 303  
 Woodland Hills, CA 91364  
 (310) 455-3872  
 FAX: (310) 455-3404  
**Patrick Fitch, Executive Producer**

**Youngstrom Communications**

11729 Ledura Court  
 Suite 203  
 Reston, VA 22091  
 (703) 391-7309  
 FAX: (703) 391-7309  
**Stephen Youngstrom, President**

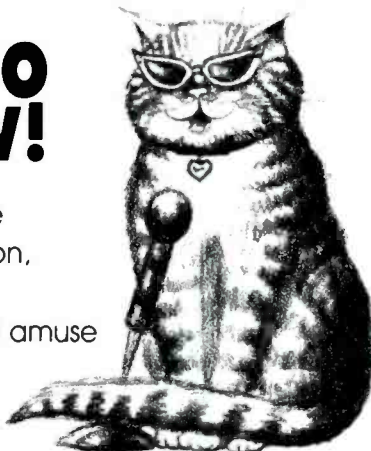
Z

**Zapnews**

4002 University Drive  
 Suite 200  
 Fairfax, VA 22030  
 (800) 800-5100  
 FAX: (800) 800-9450  
**Jim Hood, President**  
**Ellyn Ambrose, VP/Marketing**

**PUT SOME BITE INTO YOUR RADIO SHOW!**

The Humane Society of the United States, the nation's largest animal-protection organization, presents its actuality line, **Animal "Bites"**, sixty-second sound-bites on animal topics that will amuse and astound your listeners. The bites change weekly and are suitable for all formats.



**Call 1-800-HUMANE-1 (1-800-486-2631)**

In Washington, D.C., call (301) 258-3074

The Humane Society of the United States  
 2100 L Street, NW  
 Washington, DC 20037  
 202-452-1100

**A****A****A&M**

(incl. Benson, CGI, Denon,  
Elephant, Perspective, Tabu)  
(distributed by PGD)

1416 N. La Brea Avenue  
Hollywood, CA 90028  
(213) 469-2411  
FAX: (213) 856-2600

**Al Cafaro**, President/CEO

**Miller London**, Sr. VP/GM Black Music  
Mktg. & Promotion

**Lori Holder-Anderson**, VP/Promotion  
Operations

**J.B. Brenner**, VP/Nat'l Album Promotion

**Don Eason**, VP/R&B Promotion & Black  
Music Marketing

**Chuck Bliziotis**, Sr. Dir./Album &  
Alternative Promotion

**Andrea Paulini**, Dir./Nat'l AC, NAC & Jazz  
Promotion

595 Madison Avenue  
New York, NY 10022  
(212) 826-0477  
FAX: (212) 838-8786

**Rick Stone**, Sr. VP/Promotion

**ABKCO**

(distributed by PGD)

1700 Broadway  
41st Floor  
New York, NY 10019  
(212) 399-0300  
FAX: (212) 582-5090

**Allen Klein**, President

**Jody Klein**, VP/A&R

**Iris Keitel**, VP/Marketing

**Ken Salinsky**, VP/Sales

**Acid Jazz**

1730 Olympic Blvd.  
Santa Monica, CA 90404  
(310) 392-7445  
FAX: (310) 396-2889

**Alligator**

P.O. Box 60234  
Chicago, IL 60660  
(312) 973-7736  
FAX: (312) 973-2088

**Bruce Iglauer**, President

**Derek Ault**, Dir./Commercial Radio Promotion

**Anthony Roger**, Dir./Urban Promotion

**Alpha International**

(distributed by PLG/PGD)  
1080 N. Delaware Avenue  
Philadelphia, PA 10125  
(215) 425-8682  
FAX: (215) 425-4376

**Ernest Cimadamore**, Sr. VP/Promotion  
**Preston Marsett**, VP/Urban Promotion

**Alpine**

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

**American Gramophone**

(incl. Living Music, Windstar)  
9130 Mormon Bridge Road  
Omaha, NE 68152  
(402) 457-4341  
FAX: (402) 457-4332

**David Bucksner**, Dir./Promotion

**Amherst**

1800 Main Street  
Buffalo, NY 14208  
(716) 883-9520  
FAX: (716) 884-1432

**Leonard Silver**, President

**Larry Silver**, Executive VP

**Rose Rupert**, Dir./Nat'l. Promotion

**A.M.I. (American Music Inc.)**

(incl. Tamara Records)  
394 W. Main Street  
Hendersonville, TN 37075  
(615) 822-7591  
FAX: (615) 822-7599

**Michael R. Radford**, President

**Kevin Waugh**, VP/Artist Development  
& Promotion

**Anthem**

(distributed by Sony Music/Canada)  
189 Carlton Street  
Toronto, Ontario, Canada M5A 2K7  
(416) 923-5855  
FAX: (416) 923-1041

**Ray Danniels**, President

**Pegi Ceconi**, VP

**Bob Roper**, VP/A&R

**Kim Garner**, Dir./Marketing & Promotion

**Arabesque**

(distributed by Allegro Imports)  
10 W. 37th Street  
5th Floor  
New York, NY 10018  
(800) 966-1416  
FAX: (212) 279-1806

**Daniel Chriss**, Dir./Operations

**Jodi Howard**, Dir./Advertising & Promotions

**Arista**

(incl. La Face)

(distributed by BMG)

6 W. 57th Street  
New York, NY 10019  
(212) 489-7400  
FAX: (212) 830-2308

**Clive Davis**, President/CEO

**Roy Lott**, Exec. VP/GM

**Jack Rovner**, Sr. VP

**Rick Bisceglia**, Sr. VP/Nat'l Promotion

**Gerry Griffith**, Sr. VP/Nat'l Black Music

**Jim Elliott**, VP/Top-40 Promotion

**Doug Daniel**, VP/Nat'l R&B Promotion

**Jay Ziskrout**, VP/Nat'l Rock Promotion

**Mark Rizzo**, Sr. Dir./Nat'l AC Promotion

**Bruce Schoen**, Sr. Dir./Nat'l Pop Promotion

**Jon Klein**, Sr. Dir./Nat'l Video Promotion

**Graham Hatch**, Dir./Nat'l  
Alternative Promotion

8370 Wilshire Blvd.  
Beverly Hills, CA 90211  
(213) 655-9222

FAX: (213) 966-3945

**Felicia Swerling**, Regional Dir./West Coast

1 Music Circle N  
Nashville, TN 37203-4310  
(615) 780-9100

FAX: (615) 780-9190

**Tim DuBois**, Sr. VP/GM, Nashville

**Allen Butler**, VP/Nat'l Promotion & Artist  
Development, Nashville

**Bobby Kraig**, Dir./Nat'l Promotion

**Asylum**

1906 Acklen Avenue  
Nashville, TN 37212  
(615) 292-7990

FAX: (615) 292-8219

**Kyle Lehning**, President

**Steve Sharp**, Sr. Dir./Nat'l Promotions

**John Condon**, A&R Representative



**A**



**Atlantic**

(incl. Atco, Atlantic America, Big Beat, Critique, EastWest Records America, Es Paranza, Duke, Finnadar, FirstPriority, Interscope, Lorimar, Modern, Omni, Spaceship, Turnstyle, 21, 23 West)

(distributed by WEA)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 275-2000  
FAX: (212) 247-2334

**Ahmet Ertegun**, Co-Chairman/Co-CEO  
**Doug Morris**, Co-Chairman/Co-CEO  
**Val Azzoli**, Sr. VP/GM  
**Andrea Ganis**, Sr. VP  
**Richard Nash**, Sr. VP/GM, Black Music Promotion  
**Danny Buch**, VP/Nat'l Promotion  
**Lou Sicurezza**, VP/Nat'l Promotion  
**Joe Iannello**, VP/Nat'l Pop Promotion  
**Lisa Velasquez**, VP/Pop Special Projects  
**Jeff Appleton**, Sr. Dir./Nat'l Album Promotion  
**John Weston**, Sr. Dir./Nat'l Pop Promotion  
**Mary Conroy**, Dir./Nat'l AC Promotion  
**Tod Elmore**, Dir./Nat'l Alternative Promotion  
**Joey Carvello**, Sr. Dir./Dance Music

9229 Sunset Blvd.  
Suite 710  
Los Angeles, CA 90069  
(310) 205-7450

FAX: (310) 205-7475

**Paul Cooper**, Sr. VP/GM, West Coast  
**Danny Goldberg**, Sr. VP

1812 Broadway  
Nashville, TN 37203  
(615) 327-9394  
FAX: (615) 329-2008

**Rick Blackburn**, VP/GM, Nashville  
**Bryan Switzer**, VP/Nat'l Country Promotion

**Aubergine**

7210 S. 900 East  
Midvale, UT 84047  
(801) 566-6119  
FAX: (801) 566-6201

**Ruth Latimer**, Exec. VP  
**Earl D. Madsen**, Dir./Marketing

**B**

**Bahia Entertainment**

1133 Avenue Of The Americas  
9th Floor  
New York, NY 10036  
(212) 930-4316  
FAX: (212) 930-4752  
**Gregory Peck**, CEO

**Bainbridge**

(incl. Quartet, Darksilver)  
P.O. Box 8248  
Van Nuys, CA 91409-8248  
(310) 476-0631  
FAX: (310) 472-4190  
**Harlene Marshall**, President  
**PJ Littleton**, VP/GM

**Best Recordings**

OS701 Old York Road  
Elmhurst, IL 60126  
(708) 834-5600  
FAX: (708) 832-9511  
**Edward Vodicka**, President  
**Dick Forrest**, Director/Promotion

**Big Beat**

19 W. 21st Street  
Suite 501  
New York, NY 10010  
(212) 691-8805  
FAX: (212) 691-9877  
**Craig Kallman**, President  
**Heidi Jo Spiegel**, VP Promotion/GM  
**Erik Ford**, Dir./Nat'l Urban Radio Promotion

**Blue Note**

(incl. World Pacific, Capitol Jazz, Roulette Jazz, Pacific Jazz, Manhattan)  
(distributed by CEMA)  
810 7th Avenue  
4th Floor  
New York, NY 10019  
(212) 603-8718  
FAX: (212) 603-4143  
**Bruce Lundvall**, President  
**Susan B. Levin**, Consultant/Radio Promotion

1750 N. Vine Street  
Hollywood, CA 90028  
(213) 871-5097  
FAX: (213) 462-7135



**BNA ENTERTAINMENT**

**BNA Entertainment**

(distributed by BMG)  
1 Music Circle N  
Nashville, TN 37203  
(615) 780-4400  
FAX: (615) 780-4464

**Ric Pepin**, VP/GM  
**Chuck Thagard**, Dir./Nat'l Promotion

**Brother Entertainment**

4860 San Jacinto Circle W  
Fallbrook, CA 92028  
(619) 728-1569  
FAX: (619) 723-4472

16 Fairbanks Blvd.  
Woodbury, NY 11797  
(516) 492-4100

**Elliot Lott**  
**Ron Alexenburg**

**Bust It**

(distributed by CEMA)  
80 Swan Way  
Suite 130  
Oakland, CA 94621  
(510) 569-8475  
FAX: (510) 569-8477  
**Louis K. Burrell**, President/CEO

**C**

**Cabin Fever**

(distributed by Navarre Corp.)  
100 W. Putnam Avenue  
Greenwich, CT 06830  
(203) 863-5251  
FAX: (203) 863-5258  
**Tom Molito**, President  
**Bill Doble**, Director/Music  
**Christopher Walker**, Dir./Nat'l Promotion

**Cadence Jazz**

Cadence Building  
Redwood, NY 13679  
(315) 287-2852  
FAX: (315) 287-2860  
**Robert D. Rusch**, President  
**Dave Bernstein**, Promotion

**Canyon Creek**

(incl. Lemon Square, Branch International, Yatahey)  
(distributed by BMG/Canada)  
P.O. Box 671008  
Dallas, TX 75367-8008  
(214) 750-0720  
FAX: (214) 987-4638  
**Bart Barton**, President/CEO



**Capitol**

(incl. Blue Note, Manhattan, Capitol Jazz)  
(distributed by CEMA)  
1750 N. Vine Street  
Hollywood, CA 90028  
(213) 462-6252  
FAX: (213) 467-6550

**Hale Milgrim**, President/CEO  
**Art Jaeger**, Exec. VP  
**John Fagot**, Sr. VP/Nat'l Promotion  
**Ritch Bloom**, VP/Nat'l Promotion  
**Jeff Shane**, VP/Nat'l Rock Promotion  
**Jean Riggins**, Sr. VP/GM Black Music  
**Barbara Lewis**, VP/Nat'l Black Music Promotion  
**Keith Frye**, VP/Urban Field Promotion (Atlanta)  
**Frank Palombi**, Sr. Dir./Nat'l Pop Promotion  
**Tony Chalmers**, Dir./Nat'l Promotion (East Coast)  
**Jeffrey Blalock**, Dir./Nat'l Rock Promotion  
**Brian MacDonald**, Dir./Nat'l Alternative Promotion  
**Leslie Marquez**, Dir./Nat'l AC Promotion  
810 7th Avenue  
New York, NY 10019  
(212) 603-8700  
FAX: (212) 603-8702

**A  
•  
C**

**Capri**  
19423 N. Turkey Creek Road  
Suite O  
Morrison, CO 80465  
(303) 697-8567  
FAX: (303) 697-8656  
**Thomas Burns, President**  
**Shauna Cooper, VP**



**Capricorn**  
(distributed by WEA)  
120 30th Avenue North  
Nashville, TN 37203  
(615) 320-8470  
FAX: (615) 320-8476

**Phil Walden, President**  
**Don Schmitzerle, VP/GM**  
**Rick Rockhill, Dir./Nat'l Country Promotion**

450 14th Street  
Atlanta, GA 30318  
(404) 873-3918  
FAX: (404) 874-2204

**Jeff Cook, VP/Marketing & Promotion**

**Carmel**  
(incl. Mog Records, Rainin' Records, Edgetone, Fountain, KS, Acoustic Moods, Magical Music Express)  
(distributed by Direct Sales Domestic, Bose Music Express)  
2331 Carmel Drive  
Palo Alto, CA 94303  
(415) 856-3650  
FAX: (415) 856-0371  
**Donald E. Groshart, Exec. Producer**  
**Glenn Sexton, Dir./Operations**  
**Jeanette Avenida, Dir./Promotions**

**Caroline**  
(incl. Sub Pop, Plan-9, EG, Editions EG, Venture, Front Line, Antler Subway, Blue Plate, Peaceville)  
114 W. 26th Street  
11th Floor  
New York, NY 10001  
(212) 989-2929  
FAX: (212) 989-9791

9838 Glenoaks Blvd.  
Sun Valley, CA 91352  
(818) 504-0965  
FAX: (818) 504-2745  
**Keith Wood, President**  
**Lyle Preslar, Label Manager**  
**Chuck Panossian, Dir./Radio Promotions**  
**Bruce Wheeler, Dir./Retail Promotions**

**Celestial Harmonies**  
(incl. Kuckuck, Black Sun, Fortuna, Montevideo)  
(distributed by Musicland, Music Design, Titus Oaks Distribution, Precision Sound, Paulstarr)  
P.O. Box 30122  
Tucson, AZ 85751  
(602) 326-4400  
FAX: (602) 326-3333  
**Eckart Rahn, President**  
**Kathryn Riser, VP**

**Cexton**  
(incl. Anello/Cexton, Triangle, Raresound, Wildcat)  
2740 South Harbor Blvd.  
Suite K  
Santa Ana, CA 92704  
(714) 641-1074  
FAX: (714) 641-1025  
**John Anello Jr., President**  
**Christine Thompson, VP/Promotion**

**Chameleon Music Group**  
(incl. Dali)  
(distributed by Elektra/WEA)  
1740 Broadway  
23rd Floor  
New York, NY 10019  
(212) 333-7200  
FAX: (212) 333-7252  
**Barry Lyons, VP/Promotion**

6255 Sunset Blvd.  
Suite 917  
Hollywood, CA 90028  
(213) 962-0620  
FAX: (213) 464-1135



**CHAOS**

**Chaos Recordings**  
(distributed by Sony Music)  
550 Madison Avenue  
New York, NY 10022  
(212) 833-8236  
FAX: (212) 833-8292

**Jim Cawley, Label Manager**  
**Ron Geslin, VP/Promotion**  
**Justin Fontaine, Dir./Nat'l West Coast Promotion**  
**Geordie Gillespie, Dir./Alternative Dance Promotion**  
**John Coppola, Dir./Crossover Pop Promotion**

**Chase Music Group**  
(incl. Mighty Tiger)  
P.O. Box 11178  
Glendale, CA 91226  
(818) 507-4240  
FAX: (818) 241-9778  
**William Stilfield, President**

**Chemistry Records, Ltd.**  
(formerly PWL America)  
(distributed by Mercury/PGD)  
117W. 26th Street  
5th Floor  
New York, NY 10001  
(212) 741-0007  
FAX: (212) 243-2603  
**Robert John Jones, President**  
**J.C. Hairston, Dir./Project Development & A&R**  
**Daryle Lockhart, Dir./Nat'l College Promotion**  
**Paula Bradshaw, Media Relations**

**Chesky**  
311 W. 43rd Street  
Suite 702  
New York, NY 10036  
(212) 586-7799, (800) 426-8576  
FAX: (212) 262-0314  
**Norman Chesky, Co-CEO**  
**David Chesky, Co-CEO**  
**Lisa Hershfield, Public Relations**  
**Lee Greenblat, Dir./Marketing**

**Cinema**  
(distributed by Capitol/CEMA)  
812 W. Darby Road  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach, President**

**CMS**  
946 Carnegie Avenue  
Akron, OH 44314  
(206) 745-7810  
**Chris McCants, President**  
**Deanna Ouimet, Exec. VP/GM**  
**Sam McCants, Dir./A&R Administration**  
**Greg Smith, A&R**  
**Rex Lee, A&R**

**Concord**  
(incl. Jazz, Jazz Alliance, Crossover, Concerto, Picante)  
P.O. Box 845  
Concord, CA 94522  
(510) 682-6770  
FAX: (510) 682-3508  
**Sansara-Nirvana Murphy, Dir. Promotion**  
**Allen Farnham, Nat'l Radio Promotion**

C

**COLUMBIA**

**Columbia**

(incl. Def Jam/RAL, Vinyl Solution, Ruffhouse, 40 Acres and a Mule) (distributed by Sony Music)

550 Madison Avenue  
New York, NY 10022  
(212) 833-4321  
FAX: (212) 833-7731

- Don Ienner**, President
- Fred Ehrlich**, VP/GM
- Burt Baumgartner**, Sr. VP/Promotion
- Jerry Blair**, VP/Pop Promotion
- Kid Leo**, VP/Album Promotion
- Jim Delbalzo**, VP/Album Promotion
- Eddie Pugh**, VP/R&B Promotion
- Jerry Lembo**, VP/AC Promotion
- Paul Rappaport**, VP/Artist Development
- Todd Bisson**, Dir./Alternative Promotion
- Lisa Wolfe**, Dir./Pop Promotion, East Coast
- Ken Wilson**, Dir./R&B & Jazz Promotion
- Kevin Gore**, Dir./Jazz Promotion & Marketing
- Jim Burruss**, Dir./Field Promotion
- Elaine Locatelli**, Dir./AC Promotion
- Jerry McKenna**, Assoc. Dir./Crossover Promotion

2100 Colorado Avenue  
Santa Monica, CA 90404  
(310) 449-2100  
FAX: (310) 449-2899

- Robin Cecola**, Dir./Pop Promotion, West Coast
- Pam Edwards**, Dir./Album Promotion
- David Foreman**, Assoc. Dir./AC Promotion
- Demette Guidry**, Dir./R&B Album Promotion, West Coast

34 Music Square E  
Nashville, TN 37203  
(615) 742-4321  
FAX: (615) 742-4338

- Roy Wunsch**, President
- Michael Moore**, VP/Country Promotion



**Continuum Group**

(distributed by R.E.D. Distribution)  
380 Ludlow Avenue  
Cranford, NJ 07016  
(908) 709-0011  
FAX: (908) 709-0641

- Tim Brack**, President
- Howard Gabriel**, Exec. VP/GM

**Country International**

(incl. Merry-Go-Round, Ford, Emkay)  
23 Music Circle E  
Nashville, TN 37203  
(615) 327-4656  
FAX: (615) 327-0035  
**Sherman Ford**, President  
**Jake Payne**, Promotion

**Critique**

800 W. Cummings Park  
Suite 2500  
Woburn, MA 01801  
(617) 935-7540  
FAX: (617) 935-6866

161 W. 54th Street  
Suite 1203  
New York, NY 10019  
(212) 489-7095  
FAX: (212) 265-5726  
**Carl Strube**, President

**Cruz**

(distributed by SST)  
P.O. Box 7756  
Long Beach, CA 90807  
(310) 430-2077  
FAX: (310) 430-7286  
**Ron Coleman**, Label Manager

**CSI**

P.O. Box 126  
Buckingham, VA 23921  
(804) 969-1663  
FAX: (804) 969-1662  
**Jay Scott Berry**, CEO  
**Mary Berry**, President

**CURB RECORDS**

**Curb**

(distributed by CEMA)  
47 Music Square E  
Nashville, TN 37203  
(615) 321-5080  
FAX: (615) 327-3003

- Mike Curb**, CEO
- Phil Gernhard**, Sr. VP/Label Promotion/GM
- Mike Borchetta**, VP/Nat'l Country Promotion
- Dennis Hannon**, VP/Marketing & Sales

3907 W. Alameda Avenue  
Burbank, CA 91505  
(818) 843-2872  
FAX: (818) 843-4659

- Dick Whitehouse**, President/A&R

D



**Def American Recordings**  
(distributed by WEA)

3500 West Olive Avenue,  
Suite 1550  
Burbank, CA 91505  
(818) 973-4545  
FAX: (818) 973-4571

- Rick Rubin**, President
- Mark DiDia**, VP/GM
- Donna Chadwell**
- Dan Charnas**
- Phil Costello**
- Dale Demarco**
- Clarissa Garcia**
- Q**
- Todd Sievers**

**Def Jam Recordings, Inc.**

652 Broadway  
3rd Floor  
New York, NY 10012  
(212) 979-2610  
FAX: (212) 979-2731

**Delicious Vinyl**

(incl. Brass Recordings)  
(distributed by Atlantic/WEA)  
6607 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 465-2700  
FAX: (213) 465-8926

- Rick Ross**, GM
- Paul Moshay**, Dir./Nat'l Marketing

**Denon**

135 W. 50th Street  
Suite 1915  
New York, NY 10020  
(212) 581-2550  
FAX: (212) 581-2591

- Toshio Kitatate**, GM
- Melanne Sacco**, Nat'l Promotion
- Eric Lowenhar**, Marketing Mgr.

**Discovery**

(incl. Musicraft, Trend)  
(distributed by FirstMedia)  
2052 Broadway  
Santa Monica, CA 90404  
(310) 828-1033  
FAX: (310) 828-1584

- Keith Holzman**, Managing Dir.
- Syd Birenbaum**, VP/Marketing & Sales

**Doctor Dream Records**

(distributed by Landmark, MDI)  
841 W. Collins Avenue  
Orange, CA 92666  
(714) 997-9387  
FAX: (714) 997-0814

- David Hayes**, President
- Neil Lowenthal**, Dir./Artist & Product Development
- Bonnie Levatin**, Dir./Sales & Marketing
- Nathan Nociar**, Dir./Radio Promotion
- Mark Woodleif**, Dir./Publicity & Tour Promotion

C  
D

## E



eastwest records america

**EastWest America**  
(distributed by WEA)  
75 Rockefeller Plaza  
12th Floor  
New York, NY 10019  
(212) 275-2800  
FAX: (212) 956-2270

*Sylvia Rhone, Chairman*  
*Craig Lambert, Exec. VP/Promotion*  
*Margo Knesz, VP/Operations*  
*Kevin Carroll, VP/Promotion*  
*Matt Pollack, VP/AOR Promotion*  
*Manny Bella, VP/Urban Promotion*  
*Valerie DeLong, Sr. Dir./CHR Promotion*  
*Denise George, Dir./CHR Promotion*  
*Pat Marsicano, Dir./AC & NAC Promotion*  
*Jim McNeil, Dir./Alternative Promotion*

9229 Sunset Blvd.  
8th Floor  
Los Angeles, CA 90069  
(310) 205-7420  
FAX: (310) 285-9834

*Rick Nuhn, Dir./Nat'l R&B Promotion & West Coast Operations Mgr.*



Elektra Entertainment

**Elektra Entertainment**  
(distributed by WEA)  
75 Rockefeller Plaza  
15th Floor  
New York, NY 10019  
(212) 275-4000  
FAX: (212) 974-9314

*David Bither, Sr. VP/GM*  
*Rick Alden, Sr. VP/Promotion*  
*Suzanne Berg, VP/AC Promotion*  
*Steve Schnur, VP/AOR Promotion*  
*Joe Morrow, VP/Urban Marketing & Promotion*  
*Lisa Frank, Sr. Dir./Artist Marketing & Promotion*  
*Jon Leshay, VP/Nat'l Alternative & Video Promotion*  
*Bob Catania, VP/CHR Promotion*

345 N. Maple Drive  
Suite 123  
Beverly Hills, CA 90210  
(213) 288-3800  
FAX: (213) 274-9491

*Del Williams, Sr. Dir./Nat'l CHR Promotion*

EMI Records Group  
North America

**EMI Records Group**  
**North America**  
(incl. EMI, SBK, Chrysalis,  
Cooltempo, China, Ensign,  
Blue Guitar)  
(distributed by CEMA)  
1290 Avenue Of The Americas  
42nd Floor  
New York, NY 10104  
(212) 492-1200  
FAX: (212) 245-4115

*Charles Koppelman, Chairman/CEO*  
*Daniel Glass, President*  
*Ken Lane, Sr. VP/Promotion*  
*Greg Thompson, VP/Promotion*  
*Michael Steele, VP/CHR Promotion*  
*Norm Osborne, VP/AOR Promotion*  
*Hilary Lerner, Sr. Dir./Alternative Promotion & Marketing*  
*Glynice Coleman, VP/R&B Promotion*  
*Laura Kuntz, VP/AC & NAC Promotion*  
*Neil Lasher, Sr. Dir./Nat'l AOR Promotion*

8730 Sunset Blvd.  
5th Floor  
Los Angeles, CA 90069  
(213) 659-1700  
FAX: (213) 659-9008

*Kevin Knee, VP/Promotion*

## Evidence

1100 E. Hector Street  
Suite 392  
Conshohocken, PA 19428  
(215) 832-0844  
FAX: (215) 832-0807  
*Howard Rosen, President*  
*Jerry Gordon, VP*

## F

### F&L

(incl. Progress, W.T.M.)  
1618 16th Avenue S  
Nashville, TN 37212  
(615) 292-3611  
*Bobby Fischer, President*

### Fantasy, Inc.

(incl. Contemporary, Fantasy, Galaxy,  
Good Time Jazz, Milestone, Pablo, Prestige,  
Riverside, Specialty, Stax)  
(distributed by Landmark, HDH,  
Music Merchant)  
Tenth and Parker  
Berkeley, CA 94710  
(510) 549-2500  
FAX: (510) 486-2015  
*Saul Zaentz, Chairman of the Board*  
*Ralph Kaffel, President*  
*Phil Jones, Exec. VP*

### FEA

7807 Ventnor Avenue  
Margate, NJ 08402  
(609) 823-2777  
FAX: (609) 822-5122  
*Michael Pedicin, President*



**Epic**  
(incl. Epic Associated, Pyramid,  
Solar, WTG)  
(distributed by Sony Music)  
550 Madison Avenue  
New York, NY 10022-3211  
(212) 833-7442

*Dave Glew, President*  
*Richard Griffiths, President, Epic Associated/Exec. VP, Epic*  
*Tony Martell, Sr. VP/GM, Epic Associated*  
*Polly Anthony, Sr. VP/Promotion*  
*Hank Caldwell, Sr. VP/Black Music Div.*  
*Tom Genetti, VP/Promotion Operations*  
*Barbara Seltzer, VP/Singles Promotion*  
*Harvey Leeds, VP/Album Promotion*  
*Stu Bergen, Alternative & Video Promotion*  
*Dwayne Cunningham, VP/Black Music Promotion*

2100 Colorado Avenue  
Santa Monica, CA 90404  
(310) 449-2100  
FAX: (310) 449-2932

*Larry Douglas, VP/AC & Progressive Adult Music*  
*Lynn Forman, Dir./AC Promotion*  
*Maurice Warfield, Assoc. Dir./Nat'l Black Music Promotion*  
*Ron Cerrito, Dir./Album Promotion*

34 Music Square East  
Nashville, TN 37203  
(615) 742-4379  
FAX: (615) 742-4338

*Roy Wunsch, President*  
*Jack Lameier, VP/Country Promotion*



## H



### Hollywood

(incl. Link, Hollywood Basic)  
(distributed by Elektra/WEA)  
500 South Buena Vista Blvd.  
Burbank, CA 91521  
(818) 560-5670  
FAX: (818) 567-4837

**Peter Paterno**, President  
**Brad Hunt**, Exec. VP/GM  
**Brenda Romano**, Sr. VP/Promotion  
**Kyle Hetherington**, VP/CHR Promotion  
**Art Phillips**, VP/Rock Promotion  
**Chris Lopes**, Dir./Nat'l Promotion  
**John Souchack**, Dir./Nat'l Rock Promotion  
**Christina Anthony**, Dir./Nat'l AC & Video Promotion  
**Michelle Robbins**, Mgr./Nat'l Alternative Promotion  
**Dyana Kass**, Mgr./Nat'l Metal Promotion

## I

### Ichiban

(incl. Curtom, Wilbe, After Hours, Wrap, AEI, Powerhouse, Appaloosa, GEG, Urgent, Word)  
P.O. Box 724677  
Atlanta, GA 31139-1677  
(404) 419-1414  
FAX: (404) 419-1230  
**Ron Patterson**, Dir./Nat'l Urban Radio Promotion  
**Jammin Jimmy**, Nat'l Rap Radio Promotion  
**Randy Sadd**, Dir./Nat'l AOR/CHR/AC Radio Promotion  
**Tim Tittle**, AOR/CHR/AC Promotion  
**Doug Engle**, AOR/College Radio Promotion

### Imago

(distributed by BMG)  
152 West 57th Street  
New York, NY 10019  
(212) 246-6644  
FAX: (212) 246-0404  
**Terry Ellis**, President  
**Tom Gorman**, VP/Promotion  
**Ron Poore**, Dir./Nat'l Rock

6363 Sunset Blvd.  
Hollywood, CA 90028  
(213) 468-4116  
FAX: (213) 468-4073

**Pat Martine**, Dir./Nat'l Promotion

### Inderock

9000 Sunset Blvd.  
West Hollywood, CA 90069  
(310) 278-2945  
FAX: (310) 278-5068  
**David Gray**, Nat'l Director



### Interscope

(distributed by WEA)  
10900 Wilshire Blvd.  
Suite 1230  
Los Angeles, CA 90024  
(310) 208-6547  
FAX: (310) 208-7343

**Ted Field**  
**Jimmy Iovine**  
**Marc Benesch**  
**John McLain**  
**Tom Whalley**  
**Michael Papale**  
**Billy Brill**  
**Tim Burruss**  
**David Cohen**  
**Dave Darus**  
**Lynn McDonnell**

### IRS

(incl. Nettwerk, Grand Slam, Pangaea)  
(distributed by CEMA)  
3939 Lankershim Blvd.  
Universal City, CA 91604  
(818) 508-3130  
FAX: (818) 373-7173  
**Paul Orescan**, VP/Marketing & Promotion

594 Broadway, Suite 901  
New York, NY 10012  
(212) 334-2170  
FAX: (212) 334-2178



### Island

(incl. 4th & Broadway, Great Jones, Mango, Axiom)  
(distributed by PGD, promoted by PLG)  
400 Lafayette Street  
5th Floor  
New York, NY 10003  
(212) 995-7800  
FAX: (212) 477-5918

**Andy Allen**, Sr. VP/GM

8920 Sunset Blvd., 2nd Floor  
Los Angeles, CA 90069  
(213) 276-4500  
FAX: (213) 276-9267

### Island Independent Labels

(incl. Mango, 4th & Broadway)  
8920 Sunset Blvd., 2nd Floor  
Los Angeles, CA 90069  
(213) 276-4500

FAX: (213) 278-5862

**Virgil Simms**, VP/Black Music Promotion

**Howie Miura**, Alternative Promotion/  
Independent Labels

**Marthe Reynolds**, Dir./Nat'l  
Crossover Promotion

## J

### Jazzology

(incl. Audiophile, Circle, Southland, Solo Art, Progressive, American Music)  
(distributed by GHB Jazz Foundation)  
1206 Decatur Street  
New Orleans, LA 70116  
(504) 525-1776  
FAX: (504) 525-0690  
**George H. Buck Jr.**, President

### JEA

1725-B Madison Avenue  
Suite 100  
Memphis, TN 38104  
(901) 774-2017  
**James Alexander**, President  
**Phalon Alexander**, A&R

### Jerden

P.O. Box 4740  
Seattle, WA 98104  
(206) 447-9375  
FAX: (206) 447-9351  
**Jerry Dennon**, President

### Jive

(distributed by BMG)  
137-139 W. 25th Street  
11th Floor  
New York, NY 10001  
(212) 727-0016  
FAX: (212) 645-3783  
**Barry Weiss**, Sr. VP/GM  
**Jack Satter**, Sr. VP/Pop Promotion  
**Varnell Johnson**, VP/R&B Promotion

6777 Hollywood Blvd., 6th Floor  
Hollywood, CA 90028  
(213) 464-7409  
FAX: (213) 464-7144  
**Mark Kargol**, Sr. Dir./West Coast  
Pop Promotion

165-167 Willesden High Road  
London NW10 25G  
England  
(081) 459-8899  
FAX: (081) 451-3900  
**Clive Calder**, Chairman

## J

### JRS

(incl. BFE, Great Pyramid)  
(distributed by BMG)  
7758 Sunset Blvd.  
Hollywood, CA 90046  
(213) 850-1300  
FAX: (213) 850-6118  
**Artie Mogull, President/CEO**

152 W. 57th Street  
New York, NY 10019  
(212) 484-0607  
FAX: (212) 484-0644  
**Stephen Swid, Chairman**  
**Bill Cataldo, VP/Promotion**

### Juggernaut

67-45E 190th Lane  
Fresh Meadows, NY 11365  
(718) 454-6593  
**Juggy Gayles**

### Justice

3215 W. Alabama  
Houston, TX 77098  
(713) 520-6669  
FAX: (713) 526-7045  
**Randall Jamail, President/CEO**  
**David Thompson, COO**  
**Sharon Adams-Powell, Radio Promotions**

### JVC Music

3800 Barham Blvd.  
Suite 305  
Los Angeles, CA 90068  
(213) 878-0101  
FAX: (213) 878-0202  
**Takashi Misu, VP/Music**  
**Denny Stilwell, Label Manager**  
**Jeff Lunt, Dir./Nat'l Promotion**

## K

### Kaupp

(distributed by Cal-Centron/  
Merri-Webb Productions)  
P.O. Box 5474  
Stockton, CA 95205  
(209) 948-8186  
FAX: (209) 942-2163  
**Nancy L. Merrihew, President**  
**Robert Merrihew, VP**  
**Rick L. Webb, Production Manager**

### K-Tel International

(incl. K-Tel, K-Tel Country, Headfirst,  
Nouveau, AJK, ERA, Arrival, Dominion)  
15535 Medina Road  
Plymouth, MN 55447  
(612) 559-6800  
FAX: (612) 559-6848  
**Owen Husney, VP/A&R & Marketing**  
**Dennis Hofer, VP/Sales**  
**Bill Hallquist, Manager/  
Entertainment Marketing**

## L

### LaFace

3500 Parkway Lane  
Suite 240  
Atlanta, GA 30092  
(404) 416-6100  
FAX: (404) 416-0014  
**Lamont Boles**

### Laserlight

(distributed by Delta Music)  
2500 Broadway Avenue  
Santa Monica, CA 90404-3601  
(310) 453-9504  
FAX: (310) 828-2154  
**Michael McClain, President**  
**Jerome Stine, Dir./Promotion**

### Laurie

(incl. Nalli, Playback, Happy Hour,  
Order, Planetary Productions, TMG,  
Vision Quest, Connoisseur Records,  
Bonneville Communications)  
1411 West Emily Court  
Abingdon, MD 21009  
(800) 344-8249  
FAX: (410) 676-2003  
**Ron Bollon, VP**

450 Livingston Street  
Norwood, NJ 07648  
(800) 421-1410  
FAX: (201) 767-8977  
**Robert Schwartz, President**  
**Ernest Maressa, VP**



### Liberty

3322 West End Avenue  
11th Floor  
Nashville, TN 37203  
(615) 269-2000  
FAX: (615) 269-2053

**Jimmy Bowen, President**  
**Bill Catino, VP/Promotion**  
**Sam Cerami, Dir./Nat'l Promotion**

### Living Music

(distributed by American Gramophone)  
P.O. Box 72  
Litchfield, CT 06759  
(203) 567-8796  
FAX: (203) 567-4276  
**Paul Winter, President**

### LMR

(incl. Ecco, SHR&B)  
(distributed by RCA, Virgin, Polydor)  
40 West 57th Street  
Suite 1510  
New York, NY 10019  
(212) 586-3600  
FAX: (212) 307-7027  
**Randi Kantor, VP/Promotion & Marketing**  
**Larry Moelis, VP/Operations**

### Loud

1415 Magnolia Blvd.  
Suite 201  
Burbank, CA 91505  
(818) 955-8050  
FAX: (818) 955-9006  
**Rick Laudati, Chairman**  
**Frank Loffarelli, Dir./Radio Promotions**

### Luke

(incl. Effect)  
8400 N.E. Second Avenue  
Miami, FL 33138  
(305) 757-1969  
FAX: (305) 757-3456  
**Luther Campbell, President**

## M

### Macola Record Group

(incl. Techno Hop, Ultra, Roadside)  
8831 Sunset Blvd.  
Suite 202  
West Hollywood, CA 90069  
(310) 659-6036  
FAX: (310) 659-6039  
**Don Macmillan, President**  
**Lee Denton, Dir./Operations**  
**Chris Andrew, VP/A&R**

### Mammoth

(distributed by RED)  
Carr Mill  
2nd Floor  
Carrboro, NC 27510  
(919) 932-1882  
FAX: (919) 932-1885  
**Jay Faires, President**  
**Steve Balcom, Label Manager**  
**Sean Maxon, Dir./Radio & Video Promotion**  
**Julia-Carr Bayler, Dir./Publicity**  
**Dan Gill, Dir./Retail**  
**Chris Sawin, Business Affairs & Finance**

### Mechanic

(distributed by BMG)  
6 Greene Street  
New York, NY 10013  
(212) 226-7272  
FAX: (212) 941-9409  
**Steve Sinclair, President**  
**Holly Lane, VP**  
**John Butler, Dir./Radio Promotion**

M

M

**MCA**

**MCA**

(distributed by UNI)  
70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-4000  
FAX: (818) 777-6435

*Al Teller, Chairman, MCA Music Group*  
*Richard Palmese, President*  
*Ernie Singleton, President, Black Music Division*  
*Bruce Tenenbaum, Sr. VP/Promotion*  
*A.D. Washington, Sr. VP/Promotion & Marketing, Black Music*  
*Mark Gorlick, VP/Promotion*  
*Gina Iorillo, VP/Rock Promotion*  
*David Fleischman, VP/Album Promotion*  
*Randy Hock, VP/Album Promotion, East Coast*  
*Bobbie Shaw, VP/Dance Music Promotion*  
*Sherri Trahan, Dir./Nat'l Alternative Promotion*  
*Jan Teifeld-Krum, Dir./Nat'l Pop Promotion*  
*Susan Greenfield, Dir./Nat'l Metal Promotion*

1755 Broadway  
8th Floor  
New York, NY 10019  
(212) 841-8000  
FAX: (212) 397-1403

1514 South Street  
Nashville, TN 37212  
(615) 244-8944  
FAX: (615) 244-8047

*Bruce Hinton, Chairman, Nashville*  
*Tony Brown, President, Nashville*  
*Shelia Shipley, VP/Nat'l Country Promotion*  
*Scott Borchetta, VP/Field Country Promotion*

**MEGAFORCE**  
ENTERTAINMENT

**Megaforce**

(distributed by PGD)  
210 Bridge Plaza Drive  
Manalapan, NJ 07726  
(908) 972-3456  
FAX: (908) 972-3443

*Jon Zazula, CEO*  
*Marsha Zazula, President*  
*Gary Waldman, VP*  
*Missi Callazzo, Nat'l Promotion*  
*Murray Richman, CFO*  
*Maria Ferrero, Publicity*



**Mercury**

(distributed by PGD)  
825 Eighth Avenue  
19th Floor  
New York, NY 10019  
(212) 333-8000

*Ed Eckstine, President*  
*Larry Stessel, Sr. VP/GM*  
*David Leach, Sr. VP/Promotion*  
*Andy Szulinski, VP/Field Operations*  
*Kerry Wood, VP/AC Promotion*  
*Tony Smith, VP/Singles Promotion*  
*Drew Murray, VP/Rock Promotion*  
*Daria Langford, VP/R&B Promotion*  
*Tim Hyde, Dir./Alternative Promotion*

3800 Alameda Avenue  
Suite 1500  
Burbank, CA 91505  
(818) 955-5200  
FAX: (818) 848-7530



**Nashville**  
a PolyGram company

**Mercury/Nashville**

66 Music Square W  
Nashville, TN 37203  
(615) 320-0110  
FAX: (615) 329-9619

*Luke Lewis, President*  
*Anne Weaver, VP/Nat'l Country Promotion*

**Mesa/Bluemoon**

(incl. Justin Time, Owl, Tomato)  
(distributed by WEA)  
209 East Alameda Blvd.  
Suite 101  
Burbank, CA 91502  
(818) 841-8585  
FAX: (818) 841-8581  
*Jim Snowden, President*  
*George Nauful, Exec. VP*  
*Bud Harner, Dir./Nat'l Promotion*  
*Howard Alston, Dir./Jazz & Urban Promotion*



**Metal Blade**

(incl. Epidemic)  
(distributed by Warner Bros., R.E.D.)  
2345 Erringer Road  
Suite 108  
Simi Valley, CA 93065  
(805) 522-9111

*Brian Slagel, CEO*  
*Mike Faley, President*  
*Mike Rittberg, Dir./Nat'l Radio Promotions*  
*Tracy Vera, VP/Operations*

**Miramar**

200 Second Avenue W  
Seattle, WA 98119  
(206) 284-4700  
FAX: (206) 286-4433  
*Sean Gleason, VP/GM*  
*Kathy Monahan, Nat'l Media Promotion*  
*Kevin Schmidt, Nat'l Retail Promotion*

**Mobile Fidelity**

105 Morris Street  
Sebastopol, CA 95472-3857  
(707) 829-0134  
FAX: (707) 829-3746  
*Herbert Belkin, President*  
*Pat Weaver, Dir./Publicity*

**Modern**

9111 Sunset Blvd.  
Los Angeles, CA 90069  
(310) 273-8111  
FAX: (310) 273-1806  
*Paul Fishkin, President, CEO*

**Morgan Creek**

(distributed by PGD)  
1875 Century Park E  
Suite 600  
Los Angeles, CA 90067  
(310) 284-8282  
FAX: (310) 788-9428  
*Jim Mazza, President*  
*Walter Lee, VP/Promotion*  
*Michelle St. Clair, Dir./Alternative Promotion*



**M**



**Motown**

(distributed by PGD)  
6255 Sunset Blvd.  
17th Floor  
Hollywood, CA 90028  
(213) 468-3500  
FAX: (213) 466-5584

**Jheryl Busby**, President/CEO  
**Harry Anger**, COO  
**Frank Turner**, Sr. VP/Pop Promotion  
**Paris Eley**, Sr. VP/Marketing  
**James Cochran**, Sr. VP/R&B Promotion

729 7th Avenue  
12th Floor  
New York, NY 10019  
(212) 704-4440  
FAX: (212) 704-4470

**Charley Lake**, VP/Pop Promotion

**Mu**

3000 Cleveland Avenue, Suite 102  
Santa Rosa, CA 95403  
(707) 527-1034  
FAX: (707) 576-0887  
**John Newbern**, President

**N**

**Narada**

(incl. Sona Gaia)  
(distributed by MCA)  
1845 North Farwell Avenue  
Milwaukee, WI 53202  
(414) 272-6700  
FAX: (414) 272-6131

327 N. State Street  
Suite 208  
Ukiah, CA 95482  
(707) 468-5559  
FAX: (707) 468-5648  
**Paula Samonte**, Dir./Nat'l Promotions

**Nationwide Sound Distributors**  
(incl. NSD, Soundwaves, Phono, Bench)  
1012 18th Avenue S  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
**David Gibson**, President

**Nebula**

(distributed by Centaur)  
8867 Highland Road  
Suite 206  
Baton Rouge, LA 70808  
(504) 336-4877  
FAX: (504) 336-9678  
**Victor E. Sachse**, President  
**Clyde P. Rolston**, VP/Promotion  
& Distribution

**Nesak**

460 Ridgedale Avenue  
East Hanover, NJ 07936  
(201) 386-5670  
FAX: (201) 386-5679  
**Martin Kasen**, President  
**Gail Kenney**, GM

**New Alliance**

(distributed by SST)  
P.O. Box 1389  
Lawndale, CA 90260  
(310) 430-6838  
FAX: (310) 430-7286  
**Ron Coleman**, Label Manager

**New Faces**

1304 Cranwood Square S  
Columbus, OH 43229  
(614) 755-9565, (614) 885-2789  
FAX: (614) 866-2636  
**Eddie Powell I**, Owner  
**Dave Segal**, Owner

**Next Plateau**

1650 Broadway  
New York, NY 10019  
(212) 541-7640  
FAX: (212) 315-0286  
**Eddie O'Loughlin**, President  
**Jenniene Leclercq**, Exec. VP/GM

**Nite**

8287 Grand View Drive  
Los Angeles, CA 90046  
(213) 650-2233  
FAX: (213) 650-1100  
**Randall Nite**, President  
**Noel Gray**, Dir./Promotion

**Nova**

1730 Olympic Blvd.  
Santa Monica, CA 90404  
(310) 392-7445  
FAX: (310) 396-2889  
**David Gimpel**, President

**NSD**

(incl. Grand Prize, Soundwaves)  
1012 18th Avenue S  
Nashville, TN 37212  
(615) 327-7988  
FAX: (615) 321-0464  
**David N. Gibson**, Dir./Promotion

**Omaha**

(incl. Tuff Stuff, Skuddur)  
P.O. Box 4187  
Omaha, NE 68104  
(402) 551-0123  
**Tony Pflug**, President

**Original Sound**

(incl. Now)  
7120 Sunset Blvd.  
Los Angeles, CA 90046  
(213) 851-2500, (800) 225-4487  
FAX: 851-8162  
**Nanette Leone**, Promotions/GM  
**Emily K. Brown**, Promotions Manager

**P**

**PAR**

(incl. TNT)  
11701 Mississippi  
Los Angeles, CA 90025  
(310) 996-5555  
FAX: (310) 312-1875  
**Chuck Fassert**, President  
**Stuart Love**, VP  
**Douglas Kanner**, VP  
**Gene Boyer**, Dir./Nat'l Promotion

**Pasha**

5615 Melrose Avenue  
Los Angeles, CA 90038  
(213) 466-3507  
FAX: (213) 469-0122  
**Spencer Proffer**

**Paula**

(incl. Jewel, Ronn, Whit)  
1700 Centenary Blvd.  
P.O. Box 1125  
Shreveport, LA 71163-1125  
(308) 227-2228  
FAX: (308) 227-0304  
**Stanley J. Lewis**, Owner/President  
**Susan Lewis**, VP  
**Lenny Lewis**, Sales & Promotion

**PDS**

(incl. Universal Jazz, Paradigm,  
Pryme Tyme, PDS Associated)  
P.O. Box 412477  
Kansas City, MO 64141-2477  
(800) 473-7550  
**Derrick Shivers**, Dir./Nat'l Promotion

**Penthouse Music**

6728 Eton Avenue  
Canoga Park, CA 91303  
(818) 992-4777  
FAX: (818) 992-4979  
**Toni Biggs Andrews**, President

**PM**

(incl. Plug)  
20 Martha Street  
Woodcliff Lake, NJ 07675-8027  
(201) 930-9149  
FAX: (201) 391-2486  
**Gene Perla**

**P**



PolyGram Label Group

**PolyGram Label Group**

(incl. Island, London, Polydor, Smash, VMI, Alpha International, Atlas)

(distributed by PGD)

825 Eighth Avenue  
Worldwide Plaza  
New York, NY 10019  
(212) 333-8000  
FAX: (212) 333-8142

**Rick Dobbis**, President/CEO  
**Davitt Sigerson**, President/Polydor  
**Peter Koepke**, President/London  
**Phil Carson**, President/VMI  
**Peter Pelullo**, President/Alpha International  
**Marvin Gleicher**, President/Smash  
**Nick Gatfield**, President/Atlas  
**John Barbis**, Exec. VP/GM  
**Joe Riccitelli**, VP/Promotion  
**Sky Daniels**, VP/Promotion  
**David Linton**, VP/R&B Promotion  
**Iris Dillon**, Sr. Dir./Nat'l Crossover Promotion  
**Steve Leeds**, Sr. Dir./Nat'l Alternative & Video Promotion

11150 Santa Monica Blvd.  
Suite 1100  
Los Angeles, CA 90025  
(310) 996-7200  
FAX: (310) 477-7622

**Vicki Leben**, VP/CHR Promotion  
**Laura Hinson**, Sr. Dir./Nat'l AC Promotion  
**Linda Murdock**, Dir./Nat'l CHR Secondaries Promotion

**Positive Music**

P.O. Box 1521  
Columbia, MD 21044  
(410) 750-3813  
FAX: (410) 750-1897

**Ken Navarro**, President  
**Joseph Navarro**, CEO  
**Kristin Leonhard**, Dir./Promotion  
**David Robinson**, Dir./Nat'l Radio Promotion

**Priority**

(incl. Ruthless, Rap-A-Lot, Rhythm Safari)  
(distributed by CEMA)  
6430 Sunset Blvd.  
Suite 900  
Hollywood, CA 90028  
(213) 467-0151  
**Bryan Turner**, President  
**Eric Brooks**, Dir./Promotion

**Private Music**

(distributed by BMG)  
9014 Melrose Avenue  
Los Angeles, CA 90069  
(310) 859-9200  
FAX: (310) 859-7408  
**Linda Feder**, VP/Promotion  
**Ginny Johnson**, Dir./Promotion

**Profile**

740 Broadway  
7th Floor  
New York, NY 10003  
(212) 529-2600  
FAX: (212) 420-8216  
**Cory Robbins**, President  
**Bruce Reiner**, Dir./Nat'l CHR Promotion  
**Joe Diaz**, Mgr./Nat'l Black Urban Promotion  
**Fred Feldman**, Dir./Nat'l Promotion & Marketing

8730 Sunset Blvd.  
Suite 270  
Los Angeles, CA 90069  
(310) 659-7999  
FAX: (310) 659-3516

**Pyramid/Great Pyramid**

7655 Sunset Blvd.  
Los Angeles, CA 90046  
(213) 969-9984  
FAX: (213) 969-9891  
**David Chackler**  
**Frank Rand**

**Q**

**Quality**

(incl. Pump, Ultra)  
3500 W. Olive, Suite 650  
Burbank, CA 91505  
(818) 955-7020  
FAX: (818) 955-7041  
**Russ Regan**, President/COO  
**Les Silver**, VP/Marketing & Sales  
**Sam Hernandez**, VP/Promotion  
**Tom Yamamoto**, GM

**Quark**

(incl. Outer Limits)  
P.O. Box 7320  
FDR Station  
New York, NY 10150  
(212) 838-6775  
FAX: (212) 838-6775  
**Curtis Urbina**, President  
**Mara Freedman**, VP

**R**

**Real Music**

85 Libertyship Way  
Suite 207  
Sausalito, CA 94965  
(415) 331-8273  
FAX: (415) 331-8278  
**Gary Chappell**, VP/Sales & Marketing  
**Kenny Altman**, Dir./Promotion

**Radioactive**

(distributed by MCA)  
1775 Broadway  
7th Floor  
New York, NY 10019  
(212) 489-4820  
FAX: (212) 262-0043

8570 Hedges Place  
Los Angeles, CA 90069  
(310) 659-6598  
FAX: (310) 659-1679  
**Gary Kurfurst**, Co-Chairman  
**Ian Flocks**, Co-Chairman  
**Brendan Bourke**, GM  
**Brett Green**, Co-Dir./Alternative Music  
**Jerry Rubino**, Co-Dir./Alternative Music  
**John DiMaio**, Nat'l College Promotion



**RCA**

(incl. Beggars Banquet, Dedicated, Reunion, Rendezvous, Novus, Bluebird)  
(distributed by BMG)  
1540 Broadway, Times Square  
New York, NY 10036  
(212) 930-4000  
FAX: (212) 930-4512  
Promotion FAX: (212) 930-4546

**Joe Galante**, President  
**Butch Waugh**, Sr. VP/Nat'l Promotion  
**Geary Tanner**, VP/Nat'l Promotion  
**Skip Bishop**, VP/Pop Promotion  
**Roland Edison**, VP/Black Promotion  
**Chris Hensley**, Dir./Nat'l Field Promotion  
**Thomas Westfall**, Dir./Nat'l Alternative Promotion  
**Dave Loncao**, VP/Album Rock  
6363 Sunset Blvd.  
Hollywood, CA 90028  
(213) 468-4000  
FAX: (213) 468-4040  
Promotion FAX: (213) 468-4031

**Skip Miller**, Sr. VP/Black Music  
**Bonnie Goldner**, VP/AC Promotion & Trade Relations  
**Terry Anzaldo**, Dir./Nat'l Dance Promotion

1 Music Circle N  
Nashville, TN 37203  
(615) 664-1200  
FAX: (615) 664-1276

**Thom Schuyler**, VP/Operations, Nashville  
**Jack Weston**, VP/GM, Nashville  
**Dale Turner**

**R**

**Relativity**

187-07 Henderson Avenue  
Hollis, NY 11423  
(718) 217-3600  
FAX: (718) 740-5660  
**Barry Kobrin**, President  
**Harry Palmer**, VP/GM  
**Joe Hecht**, Dir./Nat'l CHR Promotion  
**Mohamed Ali**, Nat'l Urban & Rap Promotion  
**Allan Grunblatt**, VP/Marketing  
20525 Manhattan Place  
Torrance, CA 90501  
(310) 212-0801  
FAX: (310) 212-0908  
**Sarah Haynes**, VP/Nat'l Promotion



**Reprise**

(incl. Cold Chillin', Def American,  
4 AD, Maverick, Metal Blade,  
Paisley Park, Qwest, Sire, Slash,  
Tommy Boy)  
(distributed by WEA)  
3300 Warner Blvd.  
Burbank, CA 91505  
(818) 846-9090  
FAX: (818) 953-3712

**Russ Thyret**, Sr. VP/Marketing & Promotion  
**Rich Fitzgerald**, Sr. VP/Dir. Promotion  
**Carol Hart**, VP/Promotion  
**Mark Maitland**, VP/Promotion  
**Marc Ratner**, VP/Singles Promotion  
**Michael Linehan**, VP/Album Promotion  
**Dino Barbis**, VP/Promotion  
**Craig Kostich**, VP/Dir./Contemporary  
Music Dept.  
**Steve Tipp**, VP/Dir./Contemporary  
Music Promotion  
**Steve Zap**, Dir./Nat'l AC Promotion  
**Shaye Sullwold**, Dir./Dance  
Music Promotion  
**Ray Harris**, Sr. VP/Black Music Marketing/  
Jazz/Promotion  
**Eric Thrasher**, VP/Black Music Promotion  
**Trupiedo Crump**, Dir./Nat'l Black  
Music Promotion  
**Ricky Schultz**, VP/GM, Jazz &  
Progressive Music  
**Randall Kennedy**, Dir./Marketing/Jazz &  
Progressive Music  
**Chris Jonz**, Dir./Promotion/Jazz &  
Progressive Music  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 275-4500  
FAX: (212) 275-4595  
1815 Division Street  
Nashville, TN 37203  
(615) 320-7525  
FAX: (615) 329-1739  
**Jim Ed Norman**, President, Nashville  
**Vic Faraci**, Sr. VP/Marketing, Nashville  
**Eddie Reeves**, VP/GM, Nashville  
**Bill Mayne**, VP./Nat'l Promotion, Nashville

**Restless**

(incl. Twin/Tone, Medium Cool, Metrotone)  
(distributed by Relativity, Navarre, Dutch East,  
Twin Cities, Encore)  
1616 Vista Del Mar  
Hollywood, CA 90028  
(213) 957-4357  
FAX: (213) 469-0146  
**Rich Schmidt**, VP/Marketing & Promotion  
**Keith Moran**, Nat'l Alternative Radio  
**Reed Sherman**, Marketing Mgr.



**Rhino**

(incl. Mesa/Bluemoon, Word Beat,  
Tomato, Bizarre/Straight,  
Rabbit Ears, Kid Rhino, Skanless)  
(distributed by WEA)  
2225 Colorado Avenue  
Santa Monica, CA 90404  
(310) 828-1980  
FAX: (310) 453-5529  
**Richard Foos**, President  
**Harold Bronson**, Managing Director  
**Jim Neill**, Dir./Nat'l Promotion  
**Jason Martin**, Mgr./Nat'l Promotion

**Rhythm Safari**

(distributed by Priority)  
5252 Van Nuys Blvd.  
Sherman Oaks, CA 91401  
(818) 501-7722  
FAX: (818) 501-7723  
**Hilton Rosenthal**, President  
**Magda Summerfield**, Mgr./Label Operations

**Nile Rodgers Productions, Inc.**

Radio City Station  
P.O. Box 928  
New York, NY 10101  
(212) 420-8700  
**Nile Rodgers**, President  
**Budd Tunick**, VP/A&R

**Rounder**

(incl. Philo, Heartbeat, Varrick, Black Top,  
Bullseye Blues)  
1 Camp Street  
Cambridge, MA 02140  
(617) 354-0700  
FAX: (617) 491-1970  
**Brad Paul**, Dir./Nat'l Promotion

**Rykodisc**

(incl. Ryko Analogue, Hannibal)  
Pickering Wharf, Bldg. C-3G  
Salem, MA 01970  
(508) 744-7678  
FAX: (508) 741-4506  
**Don Rose**, President  
**Michael Sylvia**, Dir./Promotion  
**John Hammond**, Dir./Marketing

**S**

**San Diego**

P.O. Box 22527  
San Diego, CA 92192  
(619) 558-5760  
FAX: (619) 558-5925  
**Ben Lindeblad**, President



**Savage**

(distributed by BMG)  
152 W. 57th Street  
9th Floor  
New York, NY 10019  
(212) 262-1540  
FAX: (212) 262-1627  
**Gordon Anderson**, VP/GM  
**Joel Klaiman**, Nat'l Alternative  
Promotion Manager

**Scotti Brothers**

(distributed by BMG)  
2114 Pico Blvd.  
Santa Monica, CA 90405  
(310) 396-0088  
FAX: (310) 396-7147  
**Myron Roth**, President  
**Ben Scotti**, Sr. Exec. VP  
**Chuck Gullo**, VP/GM  
**Steve Lake**, Sr. Dir./Nat'l Promotion  
**Reggie Barnes**, Dir./Nat'l Urban Promotion  
**John Schoenberger**, Dir./Nat'l  
Album Promotion

**Sea Breeze**

(incl. Night Life, Walrus)  
P.O. Box 11267  
Glendale, CA 91226  
(818) 242-2093  
FAX: (818) 242-7704  
**Danny Beher**, Owner

**Select**

(distributed by Elektra)  
16 W. 22nd Street  
New York, NY 10010  
(212) 691-1200  
FAX: (212) 691-3375  
**Fred Munao**, President  
**Wyatt Cheek**, VP/Promotion & Marketing

**Serenity**

180 W. 25th Street  
Upland, CA 91786  
(919) 981-2318  
FAX: (919) 981-6986  
**Jim Moeller**, Owner  
**Ken Moeller**, GM

## S

### **Shanachie**

(incl. Yazoo)  
(distributed by Koch International)  
37 East Clinton Street  
Newton, NJ 07860  
(201) 579-7763  
FAX: (201) 579-7083  
**Richard Nevins**, President  
**Randall Grass**, VP/A&R  
**R. Wayne Martin**, VP/Media &  
Artist Development  
**Lee Goldstein**, Dir./Nat'l Marketing

### **Silver Wave**

P.O. Box 7943  
Boulder, CO 80306  
(303) 443-5617  
FAX: (303) 443-0877  
**James Marienthal**, President

### **Sin-Drome**

(incl. CGR Productions)  
4222 Lankershim Blvd.  
North Hollywood, CA 91602  
(818) 508-6488  
FAX: (818) 508-6387  
**Henry Marx**, President  
**Linda Fine**, VP  
**Carol Archer**, Dir./Creative Services  
**Timothy B. Smith**, Dir./Nat'l Promotion

### **Sire**

(distributed by WEA)  
75 Rockefeller Plaza  
21st Floor  
New York, NY 10019  
(212) 275-4560  
FAX: (212) 581-6416  
**Seymour Stein**, President  
**Howie Klein**, VP/Managing Dir.  
**Joe McEwen**, VP/A&R

3300 Warner Blvd.  
Burbank, CA 91505  
(818) 953-3305  
FAX: (818) 953-3306

83 Baker Street  
London W1M 1AJ  
England  
(071) 487-5066  
FAX: (071) 935-3837

### **Six-One-Five**

P.O. Box 110829  
Nashville, TN 37222  
(615) 776-2060  
FAX: (615) 776-2181  
**Bill Wence**, President

### **Sky**

(incl. Daemon, Dog Gone, Little Fish Platters,  
Young God, Rehash)  
6400 Atlantic Blvd.  
Suite 220  
Norcross, GA 30071  
(404) 263-7888  
FAX: (404) 263-8491  
**Jim Parker**, President/GM  
**Steve Dixon**, Dir./Nat'l Retail Promotion  
**Jim Chambers**, Retail Marketing  
**Mike Kondo**, Nat'l Dir./Album Promotion  
**Mickey Wainmann**, College Radio Promo  
**Michelle Roche**, Nat'l Dir./Publicity  
**Erica Thorton**, OM  
**Amy Debrececi**, Tour Publicity/Video

### **Slash**

(distributed by WEA)  
7381 Beverly Blvd.  
Los Angeles, CA 90036  
(213) 937-4660  
FAX: (213) 933-7277  
**Bob Biggs**, President  
**Mark Trilling**, Exec. VP  
**Michelle Zichella**, Dir./Marketing  
& Promotions  
**Cliff Lipman**, Radio Promotions  
**Sharon Liveten**, Publicity  
**Randy K Laye**, A&R

### **Smash**

(distributed by ILS through PGD)  
727 North Hudson Suite 100  
Chicago, IL 60610  
(312) 751-0020  
FAX: (312) 751-2483  
**Marvin Gleicher**, President  
**Mike Egan**, A&R

### **Solar**

(distributed by Sony Music)  
1635 N. Cahuenga Blvd.  
Los Angeles, CA 90028  
(213) 461-0390  
FAX: (213) 461-9032  
**Virgil Roberts**, President  
**Peter Van Brunt**, VP

### **SOR**

1300 Division Street  
3rd Floor  
Nashville, TN 37203  
(615) 255-3009, (800) 678-2054  
FAX: (615) 255-6282  
**Ray Pennington**, President  
**Buzz Ledford**, Dir./Nat'l Promotions  
**Arnie Thies**, Dir./Nat'l Marketing  
**Jeff Brothers**, Dir./Nat'l Sales  
**Sharon Pennington**, Publicist

### **S.O.S. Worldwide Productions Inc.**

1800 NE 114 Street, Suite 1511  
North Miami, FL 33181-3420  
(305) 891-1000  
FAX: (305) 891-9936  
**Sylvia Ozner Segal**, President  
**Casey Segal**, President

### **Sound Wave**

(distributed by WEA)  
3115 Ocean Front Walk  
Suite 107  
Marina Del Rey, CA 90292  
(310) 306-5105  
FAX: (310) 822-9246  
**Rick Laudati**, President

### **Southern Tracks**

3051 Clairmont Road NE  
Atlanta, GA 30329  
(404) 325-0832  
FAX: (404) 325-1075  
**Bill Lowery**, President  
**Butch Lowery**, Promotion  
**Wade Pepper**, Promotion

### **Sovereign**

1697 Broadway  
Suite 903  
New York, NY 10019  
(212) 247-2904  
**Ruby Fisher**, President

### **The Sparrow Corporation**

(Incl. Integrity, Warner Alliance, Ark,  
Laserlight, Selah, Vireo, Gospocentric)  
101 Winners Circle  
P.O. Box 5010  
Brentwood, TN 37024-3010  
(615) 371-6800  
FAX: (615) 371-6997  
**Jenny Lockwald**, Dir./Nat'l Promotions  
**Debbie Emery**, Senior Publicist  
**Lucy Diaz**, Sr. Dir./Marketing

### **Spindletop**

11115 Magnolia Blvd.  
North Hollywood, CA 91601  
(818) 769-9086  
FAX: (818) 769-6946  
**Barry Wilson**, President  
**Tracy Daniello**, VP  
**Brent Grulke**, Dir./Sales & Distribution  
**Brenda Hutchison**, Publicity/Promotion

### **Sugar Hill**

(incl. Pamlico Sound)  
(distributed by Rounder, Bayside, Action,  
Big State, CRDI, Landmark, Record Depot,  
Select-O-Hits, Encore, Silo, Rock Bottom)  
P.O. Box 4040  
Duke Station  
Durham, NC 27706  
(919) 489-4349  
FAX: (919) 489-6080  
**Barry Poss**, President  
**Beverly Paul**, Dir./Marketing & Promotion  
**Judy McDonough**, Publicity Coordinator

## T

### **Tabu**

(distributed by A&M/PGD)  
9229 Sunset Blvd., Suite 813  
Los Angeles, CA 90069  
(310) 276-0523  
FAX: (310) 274-1649  
**Rochelle Epps**, Dir./Marketing & Promotion

## T

### Telarc International

23307 Commerce Park Road  
Cleveland, OH 44122  
(216) 464-2313  
FAX: (216) 360-9663

**Kathleen DeJohn, Dir./Sales & Marketing**

### Third Stone Records

51 W. 52nd Street  
New York, NY 10019  
(212) 275-2820  
FAX: (212) 956-2271  
**Vince Faraci, GM**



### Tommy Boy Music, Inc.

902 Broadway  
13th Floor

New York, NY 10010  
(212) 388-8300  
FAX: (212) 388-8400

**Tom Silverman, Chairman**  
**Monica Lynch, President**  
**Dan Hoffman, Sr. VP**  
**Tom Bracamontes, Dir./Nat'l**  
Urban Promotion  
**Mike Becce, Dir./Nat'l CHR Promotion**

### Triloka

(distributed by Navarre)  
1327 Abbot Kinney Blvd.  
Studio B  
Venice, CA 90291  
(310) 392-5058  
FAX: (213) 392-6778

**Dick Bozzi, President, Agenda**  
**Gerald Weiner, VP/Business Affairs**  
**Paul Sloman, VP/Business Affairs**

### Tropical Storm/Sound Wave

(distributed by WEA)  
1415 W. Magnolia Blvd.  
Suite 201  
Burbank, CA 91505  
(818) 955-8050  
FAX: (818) 955-9006  
**Sergio Rozenblat, Director**  
**Rick Laudati, Label Manager**

### TSR

18653 Ventura Blvd.  
Suite 513  
Tarzana, CA 91356  
(818) 705-3512  
FAX: (818) 705-3403

**Tom Hayden, President**  
**Suzanne Hayden, VP**

### TVT

(incl. 1001 Sundays Inc., Teevee Toons)  
23 E. Fourth Street  
New York, NY 10003  
(212) 979-6410  
FAX: (212) 979-6489

### Twin/Tone

2541 Nicollet Avenue S  
Minneapolis, MN 55404  
(612) 872-0646  
FAX: (612) 872-9329  
**Paul Stark, President**  
**Jill McLean, Artist Developemnt**  
**Sarah Brace, Dir./Promotions**  
**Jim Muellerleile, Radio**

## V

### Valley Vue

555 Commercial Road  
Suite 10  
Palm Springs, CA 92262  
(619) 778-6510

**Terry Washington, VP/Promotions**  
**Tracey Smith, Dir./Promotions**

### Verve

(incl. Verve Forecast, Antilles)  
(distributed by PGD)  
825 Eighth Avenue  
Worldwide Plaza  
New York, NY 10019  
(212) 333-8000  
FAX: (212) 333-8194  
**Richard Seidel, VP**  
**Jennifer Phelps, Mgr./Nat'l Promotion**  
**Rachel Lewis, Coordinator/Nat'l Promotion**

### Victory Music, Inc.

(distributed by PGD)  
8455 Beverly Blvd.  
6th Floor  
Los Angeles, CA 90048  
(213) 655-6844  
FAX: (213) 655-6814  
**Phil Carson, President**

### Vie

(distributed by BMG)  
28205 Agoura Road  
Agoura Hills, CA 91301  
(818) 889-1000  
FAX: (818) 899-1208  
**Diane Ricci, Marketing**

### Voss

1136 Patterson Road  
Oxnard, CA 93035  
(805) 985-7207  
FAX: (805) 985-3014  
**Ernie Campagna, President**



### Virgin

(incl. Venture, Virgin Classics,  
Realworld, Flair, Night, Virgin  
Movie Music, Virgin Variations,  
Earthworks)

(distributed by CEMA)

338 N. Foothill Road  
Beverly Hills, CA 90210  
(310) 278-1181

FAX: (310) 288-2433

**Jeff Ayeroff, Co-Chairman**  
**Jordan Harris, Co-Chairman**  
**Michael Plen, Sr. VP/Promotion**  
**Wayman Jones, VP/R&B Promotion**  
**Jean Pierre, VP/R&B Operations**  
**Jeffrey Naumann, VP/Promotion**  
**Lenny Bronstein, VP/Album Promotion**

1790 Broadway  
6th Floor

New York, NY 10019  
(212) 586-7700

FAX: (212) 489-9330

**Phil Quartararo, President**  
**John Boulos, VP/Promotion**  
Field Operations

### Voyager

(distributed by MCA)  
812 W. Darby Road  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach, President**

### Voyager

P.O. Box 137  
Tornillo, TX 79853  
(915) 764-2649  
**Tony Rancich, President**  
**Neil Henderson, Dir./A&R**

## W

### Warlock

(incl. Ligoso, Detag, Hi Power, Deco, Tracer)  
19 W. 21st Street  
Suite 702  
New York, NY 10010  
(212) 807-6900  
FAX: (212) 870-6993  
**Adam Levy, President**  
**Joel Bonner, VP**

W



RECORDS

**Warner Bros.**

(incl. Capricorn, Cold Chillin', Dark Horse, Def American, 4AD, Giant, Luaka Bop, Maverick, Metal Blade, Music For Little People, Paisley Park, Qwest, Reprise, Sire, Slash, Tommy Boy, Warner Alliance, Warner Discos, Warner West)

(distributed by WEA)  
3300 Warner Blvd.  
Burbank, CA 91505  
(818) 846-9090  
FAX: (818) 846-8474

**Russ Thyret**, Sr. VP/Dir./Marketing & Promotion

**Carol Hart**, VP/Promotion

**Mark Maitland**, VP/Promotion

**Stu Cohen**, VP/Promotion

**Kenny Puvogel**, VP/Promotion

**Dino Barbis**, VP/Promotion

**Craig Kostich**, VP/Contemporary Music

**Steve Tipp**, VP/Contemporary Music

**Ray Harris**, Sr. VP/Black Music Marketing & Promotion

**Hank Spann**, VP/Black Music Promotion

**Ricky Schultz**, VP/GM, Jazz & Progressive Music

**Greg Lee**, Dir./Nat'l Singles Promotion

**Barner Kilpatrick**, Dir./Nat'l

Singles Promotion

**Sue Emmer**, Mgr./Nat'l Singles Promotion

**Ed Nuhfer**, Mgr./Nat'l Singles Promotion

**Dave Dannheisser**, Dir./Nat'l

Album Promotion

**Patti Oates**, Nat'l Album Promotion

**Dave Lombardi**, Mgr./Nat'l Album Promotion

**Valarie Goodman**, Promotion/Special

Projects, East Coast

**Jennifer Grossbernt**, Nat'l AC Promotion

**Irene Vargas**, Nat'l AC Promotion

**Paul Vitagliano**, Mgr./Nat'l Modern Music Promotion

**Jimmy Dickson**, Mgr./Nat'l Modern Music Promotion

**Sergio Goncalves**, Mgr./Dance Music Promotion

**Ted Astin**, Dir./Nat'l Black Music Promotion, Southern Mkts.

**Hilda Williams**, Dir./Nat'l Black Music Promotion, Northern Mkts.

**Ward White IV**, Rap Music Dept., LA

**Troy Shelton**, Rap Music Dept., NY

**Chris Jonz**, Dir./Promotion/Jazz & Progressive Music

75 Rockefeller Plaza  
New York, NY 10019  
(212) 275-4500  
FAX: (212) 275-4595

1815 Division Street  
Nashville, TN 37203  
(615) 320-7525  
FAX: (615) 329-1739

**Jim Ed Norman**, President, Nashville

**Vic Faraci**, Sr. VP/Marketing, Nashville

**Eddie Reeves**, VP/GM, Nashville

**Bill Mayne**, VP/Nat'l Promotion, Nashville

**Welk Music Group**

(incl. Vanguard, Ranwood, Hindsight, USA Music)

1299 Ocean Avenue  
Suite 800

Santa Monica, CA 90401  
(310) 451-5727

FAX: (310) 394-4148

**Kent Crawford**, VP

**Bernie Grossman**, Mgr./Nat'l Sales & Marketing

**Michelle Andersen**, Mgr./Promotion

**Windham Hill**

(incl. Dancing Cat, Windham Hill Jazz, High Street)

(distributed by BMG)

831 High Street  
Palo Alto, CA 94301

(415) 329-0643

FAX: (415) 329-1512

**Pat Berry**, VP/Marketing & Sales

**John Vernile**, Mgr./Nat'l Promotion

**WM**

(distributed by Caroline, Dutch East)

P.O. Box 732

Cranford, NJ 07016

(908) 298-0331

FAX: (908) 298-9167

**Greg Papandrea**, President

**Robert Andrey**, Dir./Promotion

**Pam Cross**, Dir./Publicity

**World Disc Productions, Inc.**

915 Spring Street

Friday Harbor, WA 98250

(206) 378-3979

FAX: (206) 378-3977

**Sharon Hooper**, VP/Marketing

**Michael Coyne**, VP/Sales

**World Domination**

(distributed by Capitol/CEMA)

3575 Cahuenga Blvd. W

Suite 415

Los Angeles, CA 90068

(213) 850-0254

FAX: (213) 874-6246

**Beth Bellis**, Label Manager

**Ilene Barg**, Dir./Promotion



**WTG**

(distributed by Sony Music)

2100 Colorado Ave.

Santa Monica, CA 90404

(310) 449-2000

**Jerry Greenberg**, President

Z



**Zoo Entertainment**

(incl. Sedona, Philadelphia

International, Praxis

International, Loud)

(distributed by BMG)

6363 Sunset Blvd., 5th Floor

Hollywood, CA 90028

(213) 468-4200

FAX: (213) 468-4207

**Lou Maglia**, President

**Jayne Simon**, Sr. VP/Marketing

**Marvin Robinson**, VP/Black Music Division

**Michael Prince**, Dir./Nat'l AOR Promotion

**Bill Pfordresher**, Dir./CHR Promotion



B  
•  
G

**B**

**Banner Radio**  
125 W. 55th Street  
4th Floor  
New York, NY 10019-5366  
(212) 424-6160  
FAX: (212) 424-6180  
**Mike Chires, President**

**Atlanta:** (404) 365-3099  
**Boston:** (617) 357-1670  
**Chicago:** (312) 836-0860  
**Dallas:** (214) 978-4900  
**Detroit:** (313) 643-4061  
**Houston:** (713) 961-2974  
**Los Angeles:** (213) 966-5000  
**Minneapolis:** (612) 339-9904  
**Philadelphia:** (215) 564-2533  
**Portland:** (503) 222-2122  
**St. Louis:** (314) 421-0888  
**San Francisco:** (415) 495-4212  
**Seattle:** (206) 441-4242

**C**

**Caballero/MG Spanish Media**  
261 Madison Avenue  
18th Floor  
New York, NY 10016  
(212) 697-4120  
FAX: (212) 697-9151  
**Eduardo Caballero, President**

**Atlanta:** (404) 953-1111  
**Boston:** (617) 426-3374  
**Charlotte:** (704) 552-7761  
**Chicago:** (312) 565-4888  
**Dallas:** (214) 518-9615  
**Denver:** (303) 766-2412  
**Detroit:** (313) 358-8500  
**Houston:** (713) 785-2345  
**Los Angeles:** (310) 470-3383  
**Minneapolis:** (612) 333-8717  
**New York:** (212) 697-4120  
**Philadelphia:** (215) 732-3380  
**Portland:** (503) 223-1700  
**San Francisco:** (415) 772-2740  
**Seattle:** (206) 728-4117

**CBS Radio Representatives**  
51 W. 52nd Street  
New York, NY 10019  
(212) 975-1877  
FAX: (212) 582-9448  
**Raif D'Amico, VP/GM**

**Atlanta:** (404) 233-8281  
**Boston:** (617) 728-1916  
**Chicago:** (312) 951-3286  
**Dallas:** (214) 526-0557  
**Detroit:** (313) 351-2161  
**Los Angeles:** (213) 460-3701  
**Minneapolis:** (612) 371-9051  
**Philadelphia:** (215) 668-5990  
**St. Louis:** (314) 444-3221  
**San Francisco:** (415) 765-4006

**Christal Radio**  
125 W. 55th Street  
6th Floor  
New York, NY 10019-5366  
(212) 424-6500  
FAX: (212) 424-6507  
**Bill Fortenbaugh, President**

**Atlanta:** (404) 365-3040  
**Boston:** (617) 357-1670  
**Chicago:** (312) 836-0780  
**Dallas:** (214) 978-4900  
**Detroit:** (313) 649-3230  
**Houston:** (713) 629-4151  
**Los Angeles:** (213) 966-5180  
**Minneapolis:** (612) 333-8833  
**Philadelphia:** (215) 564-4561  
**Portland:** (503) 222-2122  
**St. Louis:** (314) 421-4946  
**San Francisco:** (415) 957-9960  
**Seattle:** (206) 284-5088

**CMBS (Concert Music Broadcast Sales)**  
271 Madison Avenue  
Suite 700  
New York, NY 10016  
(212) 532-1900  
FAX: (212) 532-1647  
**Peter J. Cleary, President**

**Atlanta:** (404) 266-1735  
**Chicago:** (312) 744-1144  
**Los Angeles:** (310) 551-1277  
**San Francisco:** (415) 474-0254  
**Dallas:** (214) 421-9848  
**Detroit:** (313) 352-1390



**D&R**  
**Durpetti & Rossinsky**  
Corporate Headquarters  
205 N. Michigan Avenue,  
Suite 2015  
Chicago, IL 60601  
(312) 819-0100  
FAX: (312) 819-1970  
**Anthony Durpetti,**  
Chairman of the Board/COO

100 Park Avenue  
5th Floor  
New York, NY 10017  
(212) 309-9000  
FAX: (212) 309-9030  
**Jacqui Rossinsky, President/COO**

**Atlanta:** (404) 859-0026  
**Boston:** (617) 426-8487  
**Chicago:** (312) 819-0100  
**Dallas:** (214) 518-9620  
**Detroit:** (313) 357-0900  
**Los Angeles:** (310) 470-7178  
**Minneapolis:** (612) 339-2626  
**Philadelphia:** (215) 985-1494  
**St. Louis:** (314) 241-7799  
**San Francisco:** (415) 772-2730

**E**

**Eastman Radio**  
125 W. 55th Street  
5th Floor  
New York, NY 10019-5366  
(212) 424-6400  
FAX: (212) 424-6415  
**Carl Butrum, President**

**Atlanta:** (404) 365-3090  
**Boston:** (617) 357-1666  
**Chicago:** (312) 836-0850  
**Dallas:** (214) 978-4996  
**Denver:** (303) 393-6552  
**Detroit:** (313) 643-7555  
**Houston:** (713) 960-1252  
**Los Angeles:** (213) 966-5108  
**Minneapolis:** (612) 339-8941  
**Philadelphia:** (215) 557-6610  
**St. Louis:** (314) 241-7040  
**Salt Lake City:** (801) 266-1480  
**San Francisco:** (415) 512-9320  
**Seattle:** (206) 441-6773  
**Toronto:** (416) 923-1239

**G**

**Gillis Broadcasting Representatives**  
10153 1/2 Riverside Drive  
Suite 181  
Toluca Lake, CA 91602  
(818) 505-1097  
FAX: (818) 505-1099  
**Jim Gillis, President**  
**Jane Gillis, VP**

**Charles J. Givens Organization, Inc.**  
Media Division  
230 Crown Oak Centre Drive  
Longwood, FL 32750  
(407) 767-8291  
FAX: (407) 767-8745  
**Shane Hackett, VP**  
**Casey Stengl, Director/**  
Broadcast Operations  
**Leo Holzenthal, Director/**  
Broadcast Marketing



**Group W Radio Sales**  
100 Park Avenue  
New York, NY 10017  
(212) 818-8990  
FAX: (212) 818-8989  
**Anthony Miraglia, President**

**Atlanta:** (404) 984-9532  
**Boston:** (617) 695-9457  
**Chicago:** (312) 819-1177  
**Dallas:** (214) 518-9615  
**Detroit:** (313) 357-7711  
**Los Angeles:** (310) 475-8554  
**Philadelphia:** (215) 732-1234  
**San Francisco:** (415) 772-2720

I  
M

**THE INTEREP RADIO STORE**

*Selling Today... Innovating for Tomorrow*

**The Interep Radio Store**

100 Park Avenue  
New York, NY 10017  
(212) 916-0700

FAX: (212) 916-0772

**Ralph Guild, Chairman**  
**Les Goldberg, President**  
**Marc Guild,**

*President/Marketing Division*

**Atlanta:** (404) 933-4248  
**Boston:** (617) 451-1395  
**Charlotte:** (704) 568-0202  
**Chicago:** (312) 819-0702  
**Dallas:** (214) 518-9625  
**Denver:** (303) 756-0546  
**Detroit:** (313) 358-2081  
**Houston:** (713) 266-4423  
**Los Angeles:** (310) 474-6356  
**Minneapolis:** (612) 333-8033  
**Philadelphia:** (215) 732-9532  
**Portland:** (503) 223-1700  
**San Francisco:** (415) 772-2717

**K**

**Katz & Powell Radio**

470 Park Avenue S  
New York, NY 10016  
(212) 545-0600

FAX: (212) 889-6370

**Shelly Katz, President**

**Atlanta:** (404) 264-4553  
**Boston:** (617) 482-4370  
**Chicago:** (312) 467-0200  
**Dallas:** (214) 243-8770  
**Detroit:** (313) 773-7700  
**Los Angeles:** (310) 274-8885  
**Portland:** (503) 226-2911  
**San Francisco:** (415) 986-1147  
**St. Louis:** (314) 991-4261  
**Seattle:** (206) 727-2222

**Katz Hispanic Radio Sales**

125 W. 55th Street  
7th Floor  
New York, NY 10019-5366  
(212) 424-6250

FAX: (212) 424-6247

**Gene Bryan, VP/GSM**

**Atlanta:** (404) 233-4354  
**Boston:** (617) 357-1650  
**Chicago:** (312) 836-0555  
**Dallas:** (214) 978-4900  
**Detroit:** (313) 649-4333  
**Houston:** (713) 961-5094  
**Los Angeles:** (213) 966-5134  
**Minneapolis:** (612) 339-2002  
**Philadelphia:** (215) 567-5166  
**Portland:** (503) 222-2122  
**St. Louis:** (314) 241-5535  
**San Francisco:** (415) 777-3788  
**Seattle:** (206) 284-4383

**Katz Radio**

125 W. 55th Street  
7th Floor  
New York, NY 10019-5366

(212) 424-6200

FAX: (212) 424-6208

**Bob McCurdy, President**

**Atlanta:** (404) 233-4354  
**Boston:** (617) 426-7290  
**Chicago:** (312) 836-0555  
**Dallas:** (214) 978-4993  
**Detroit:** (313) 649-4333  
**Houston:** (713) 961-5094  
**Los Angeles:** (213) 966-5000  
**Minneapolis:** (612) 339-2002  
**Philadelphia:** (215) 567-5166  
**Portland:** (503) 222-2122  
**St. Louis:** (314) 241-5535  
**San Francisco:** (415) 777-3788  
**Seattle:** (206) 441-1325

**Katz Radio Group**

125 W. 55th Street  
21st Floor  
New York, NY 10019-5366  
(212) 424-6789

FAX: (212) 424-6491

**Gordon Hastings, President**

**Stu Olds, Executive VP/GM**

**Bonnie Press, Senior VP/GM, KRG Sales**

**Gerry Boehme, Senior VP/Director/Research**

**Susan Wagner, Senior VP/**

*Corporate Marketing*

**Glenn Kummerow, VP/Director/AG**

*Services-Chicago*

**Tom Gatti, VP/KRG Syndication**

**Stu Heifetz, VP/Director/KRG Sports Sales**

**L**

**Lotus Hispanic Reps.**

50 E. 42nd Street  
Suite 702

New York, NY 10017

(212) 697-7601

FAX: (212) 697-8215

**Richard Kraushaar, President**

**Robert Albright, Executive VP**

**Chicago:** (312) 346-8442

**Dallas:** (214) 960-1707

**Detroit:** (313) 773-7700

**Los Angeles:** (213) 464-1311

**San Francisco:** (415) 773-8244

**M**



MAJOR MARKET RADIO SALES

**Major Market Radio Sales**

100 Park Avenue  
New York, NY 10017  
(212) 818-8900

FAX: (212) 818-8910

**Warner Rush, CEO**  
**Dave Kaufman, President**

**Atlanta:** (404) 859-0075  
**Boston:** (617) 426-6796  
**Chicago:** (312) 938-0999  
**Dallas:** (214) 518-9635  
**Detroit:** (313) 358-2060  
**Los Angeles:** (310) 474-5311  
**Philadelphia:** (215) 985-1330  
**Portland:** (503) 222-4892  
**St. Louis:** (314) 231-9005  
**San Francisco:** (415) 772-2710  
**Seattle:** (206) 728-8016



McGAVREN GUILD RADIO

**McGavren Guild Radio**

100 Park Avenue  
New York, NY 10017  
(212) 916-0500

FAX: (212) 916-0759

**Peter Doyle, President**

**Atlanta:** (404) 953-1111  
**Boston:** (617) 423-0606  
**Charlotte:** (704) 568-8111  
**Chicago:** (312) 565-4888  
**Dallas:** (214) 518-9600  
**Detroit:** (313) 358-8500  
**Houston:** (713) 266-7667  
**Los Angeles:** (310) 470-3383  
**Minneapolis:** (612) 333-8717  
**Philadelphia:** (215) 732-3380  
**Portland:** (503) 223-1700  
**St. Louis:** (314) 231-0000  
**San Francisco:** (415) 772-2700  
**Seattle:** (206) 441-3401

**MediaAmerica, Inc.**

11 West 42nd Street  
27th Floor

New York, NY 10036

(212) 302-1100

FAX: (212) 302-6024

**Ron Hartenbaum, Chairman**

**Gary Schonfeld, President**

**Chicago:** (312) 751-4262

**Detroit:** (313) 452-5688

**Los Angeles:** (310) 312-9590



**M**

**Moss Broadcasting Communications, Inc.**  
4975 Ireland Lane  
West Linn, OR 97068  
(503) 656-5005  
FAX: (503) 656-5676  
**John L. Moss, President**

**P**

**Patt Media Sales**  
*The Michigan Radio Network*  
22971 9 Mile Road, P.O. Box 691  
St. Clair Shores, MI 48080  
(313) 773-7700  
FAX: (313) 774-4889  
**Kenneth D. Patt, President**  
**Michael A. Martin, VP**  
**Atlanta:** (404) 633-9080  
**Chicago:** (312) 263-3340  
**Dallas:** (214) 788-1630  
**New York:** (212) 545-0600  
**San Francisco:** (415) 391-1984

**R**

**Radio Time Sales/International**  
559 Pacific Avenue  
San Francisco, CA 94133  
(415) 391-1984  
FAX: (415) 788-3844  
**Sam Posner, President**  
**Chicago:** (312) 346-3334  
**Dallas:** (214) 350-9314  
**Detroit:** (313) 961-3353  
**Los Angeles:** (818) 500-7201  
**New York:** (212) 679-3910  
**Portland:** (503) 226-2911  
**Seattle:** (206) 285-1913  
**Atlanta:** (404) 373-2662  
**St. Louis:** (314) 991-4261

**Regional Reps Corp.**  
1100 Chester Avenue  
Suite A-100  
Cleveland, OH 44115  
(216) 781-0030  
FAX: (216) 781-7508  
**Stuart J. Sharpe, President**  
**Sharon Morrow, Manager/Hometown Radio Networks Div.**  
**Robert A. Stern Hearn, (216) 781-0035**  
**Joseph C. Hearn Povlo, (513) 651-1511**  
**Michael E. Povlo Kelemen, (404) 394-7377**

**Roslin Radio Sales, Inc.**  
515 Madison Avenue  
Suite 1104  
New York, NY 10022  
(212) 486-0720  
FAX: (212) 486-1958  
**Marvin Roslin, President**  
**Atlanta:** (404) 266-0614  
**Boston:** (617) 262-3400  
**Chicago:** (312) 644-0267  
**Dallas:** (214) 823-7092  
**Detroit:** (313) 354-0691  
**Los Angeles:** (310) 278-8098  
**Orlando:** (904) 735-1372  
**Philadelphia:** (215) 735-3947

**S**

**Savalli Broadcast Sales**  
11 Penn Plaza  
New York, NY 10001  
(212) 239-3288  
FAX: (212) 563-1301  
**Joseph Savalli, CEO**  
**Joseph Hoffman, GSM**

**T**

**The Tacher Company**  
1512 S.W. 18th Street  
Suite 2  
Portland, OR 97201  
(503) 248-1960  
FAX: (503) 226-6596  
**Dick Goldman, Senior VP**  
**Lynn Thompson, Radio Division Manager**



**THE TORBET  
RADIO GROUP**

**Torbet Radio**  
One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 355-7705  
FAX: (212) 644-0447  
**Tony Fasolino, President**

**Atlanta:** (404) 951-8114  
**Boston:** (617) 426-3374  
**Chicago:** (312) 819-0088  
**Dallas:** (214) 518-9630  
**Detroit:** (313) 353-0400  
**Houston:** (713) 785-2345  
**Los Angeles:** (310) 475-0033  
**Philadelphia:** (215) 732-9532  
**St. Louis:** (314) 241-8130  
**San Francisco:** (415) 772-2707  
**Seattle:** (206) 441-6939

**W**

**Hugh Wallace, Inc.**  
11332 Camarillo Street  
North Hollywood, CA 91602  
(818) 980-3212  
FAX: (818) 980-8464  
**Hugh Wallace**  
**Mary Williams**  
**New York:** (212) 563-1301

**COMPETITIVE  
media**

**RADIO EXPENDITURE REPORTS**

Your full-service, Multi-Media advertising information source

CMR/RER • Competitive Media Reporting  
740 West Boston Post Road • Mamaroneck, NY 10543  
(914) 381-6277

**Services include:**

- Local Multi-Media Reports
- National Spot Radio Reports
- Regional Spot Radio Reports
- Local Spot Radio Reports



**Information is available via:**

- Hard Copy Volumes
- Customized Reports
- PC Software





# RESEARCH FIRMS

A  
•  
B

## A

### AccuRatings

180 N. Wabash  
2nd Floor  
Chicago, IL 60601  
(312) 726-8342  
FAX: (312) 726-8383  
**Kurt Hanson, President**  
**Amy Vokes, VP/Client Services**  
**Dan Lubeski, Account Manager/West**

### Actual Radio Measurement (ARM)

8116 San Francisco NE  
Albuquerque, NM 87109  
(505) 828-0488  
FAX: (505) 828-0488  
**Karl Baehr**  
**Richie Faris, National A.R.M. Sales**  
(505) 883-1372

### The Adult Contemporary Music Research Letter

1837 S.E. Harold Street  
Portland, OR 97202-4932  
(503) 232-9787  
**Eric Norberg, Editor/Publisher**  
**Jane A. Kenney, Research Director**

### Aim Music Research

2119 E. Crocus Drive  
Phoenix, AZ 85022  
(602) 992-0310  
FAX: (602) 443-1025  
**Tom Moran, President**

### Altair Communications, Inc./ACI

1914 Mapleleaf Drive  
Suite 100  
Windermere, FL 34786  
(407) 298-4000  
FAX: (407) 297-4077  
**John Newman**

### Nick Anthony & Associates

399 Great Oaks Trail  
Wadsworth, OH 44281  
(216) 336-4570  
FAX: (216) 336-0312  
**Nick Anthony, President**  
**Diane Agnesi, Assistant to President**

### The Arbitron Company

142 W. 57th Street  
New York, NY 10019  
(212) 887-1300  
FAX: (212) 887-1401  
**Jay Guyther, VP/Sales & Marketing-Radio**

## B

### B&B Research Services, Inc.

8005 Plainfield Road  
Cincinnati, OH 45236  
(513) 793-4223  
FAX: (513) 793-9117  
**Jim Moler Jr., President**

### The Benchmark Company

1705 Capitol of Texas Highway  
Suite 305  
Austin, TX 78746  
(512) 327-7010  
FAX: (512) 328-1464  
**Robert Balon, President/CEO**  
**Paige Blount, Director/Research Services**  
**Bill Ankenbauer, Director/Operations**

### Billie Research Corporation

3909 National Drive  
Suite 230  
Burtoville, MD 20866  
(301) 421-0140  
FAX: (301) 421-1652  
**Jay Billie, President**



### Bolton Research Corporation

250 W. Lancaster Avenue  
Paoli, PA 19301  
(215) 640-4400  
**Ted Bolton, President**  
**Larry Rosin, VP/GM**  
**Lou Patrick, Director/Research & Programming**

### Bosley Associates, Inc.

810 Chumleigh Road  
Baltimore, MD 21212  
(410) 377-5859  
FAX: (410) 377-8254  
**Rhody A. Bosley, President**

## BP CONSULTING GROUP

A DIVISION OF  
BROADCAST  
PROGRAMMING

### BP Consulting Group

2211 Fifth Avenue  
Seattle, WA 98121  
(206) 728-2741  
(800) 426-9082  
FAX: (206) 441-6582  
**Jay Albright, GM**  
**Becky Brenner,**  
*Country Consultant*  
**Jim LaMarca,**  
*AC/AOR/Oldies Consultant*  
**John Sherman,**  
*Director/Sales & Marketing*  
**Ron Harris, CHR Consultant**  
**Alison Link, Research Director**

### Boston Media Group, Inc.

P.O. Box 944  
Mansfield, MA 02048  
(800) 242-0060  
**Peter Heidt, President**

### Broadcast Architecture

103 Carnegie Center  
Princeton, NJ 08540  
(609) 921-1188  
FAX: (609) 921-1915  
**Frank Cody, CEO**  
**Brian Stone, COO**  
**Bob Braunstein, Senior Associate**

### Broadcast Data Systems

1515 Broadway  
15th Floor  
New York, NY 10036  
(212) 536-5041  
FAX: (212) 536-5310  
**Martin Feely, President**  
**Maureen Rooney, Sales Director**  
(212) 536-5322

### The Budget Research Company

8401 Patterson Avenue  
Suite G101  
Richmond, VA 23229  
(804) 741-4279  
FAX: (804) 741-2677  
**Gary J. Donohue, President**

### Burkhart/Douglas & Associates

6500 River Chase Circle E  
Atlanta, GA 30328  
(404) 955-1550  
FAX: (404) 955-6220  
**Kent Burkhardt, Chairman**  
**Dwight Douglas, President**  
**Greg Gillispie, Executive**  
*VP/Product Development*

### George Burns & Company

6965 El Camino Real  
Suite 105-229  
Rancho La Costa, CA 92009  
(619) 746-7993  
FAX: (619) 739-8303  
**George Burns, Chairman**  
**Larry Lakoduk, President**  
**Todd Stewart, VP/Programming**



### Burns Media Consultants, Inc.

P.O. Box 6210  
Malibu, CA 90264  
(310) 457-1599  
FAX: (310) 457-8367  
**George A. Burns, President**  
**Sandra Kasberger, VP**

"I feel like the people at The Research Group are part of our staff—not outsiders coming in to consult us. They really want to help us—it's a great relationship.

Their strategic awareness of what we have to do in this market is very good. With their studies, you believe it!

They are great warriors. They want to win as much as we do. Their people are real pros. They understand all formats, not just country. They don't just come in and give you a big research book like some companies. They work with you—they get their hands in the grease—to really help improve your ratings."

**"We're #1  
25-54 in  
Houston."\***

*Dickie Rosenfeld  
Vice President/General Manager  
KILT-AM/FM, Houston*

\* Nov-Dec-Jan 1993 Arbitrends. Adults 25-54, AQH share. M-S. 6A-12M, MSA.



The Research Group develops the *right* information, then uses a special system of strategic planning to help you *win*—and stay strong—in tough, competitive environments. Some managers may have the perception that using the *best* is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

**For more information, call Larry B. Campbell, President (206) 624-3888.**

In almost every field, there is a company that has *earned* a reputation as the leader.

# The Research Group

*America's Foremost Strategic Advisors To Media*

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

**C**

**Steve Casey Research**  
534 N. Mountainview Road  
Apache Junction, AZ 85219  
(602) 983-0901  
FAX: (602) 983-0901  
**Steve Casey, President**

**Center for Radio Information**  
19 Market Street  
Cold Spring, NY 10516  
(800) 359-9898  
FAX: (914) 265-2715

**Maurie Webster, President**  
**Susan Rebentisch, Sales Manager**  
**Scott Webster, Systems**

**Chapman-Tudor & Associates**  
10140 Thomas Payne Circle  
P.O. Box 471230  
Charlotte, NC 28277  
(704) 846-5822  
FAX: (704) 846-5823  
**Mark Tudor, General Partner**  
**Mike Chapman, General Partner**  
**Cincinnati Office, (513) 231-6701**

**Competitive Media Reporting**  
740 W. Boston Post Road  
Mamaroneck, NY 10543  
(914) 381-6277  
FAX: (914) 381-2457  
**Joseph McCallion, President**

**Connect Corporation**  
30 Chestnut Street  
Providence, RI 02903  
(800) 422-4111, (401) 351-3510  
FAX: (401) 521-8652  
**Russ Butler**



**Core Call Out Research**  
4521 Alonzo Avenue  
Encino, CA 91316  
(818) 345-2035  
FAX: (818) 345-2111  
**Jodie Renk Reeb, VP**

2209 Century Drive  
Suite 500  
Raleigh, NA 27612  
(919) 571-2692  
FAX: (919) 571-9999



Custom Audience Consultants, Inc.  
**Custom Audience Consultants, Inc.**  
P.O. Box 6878  
Arlington, VA 22206  
(703) 671-6303  
FAX: (703) 845-0603  
**Sam Paley**

**CRITICAL MASS MEDIA**

*MusicVUE™ AMT's/Callout with Variety Control™. Perceptual research. Backed by careers of hands-on programming expertise. Winning results. Nationwide, Alliance, Jacor, Broadcast Alchemy, Trumper, many others.*

**Critical Mass Media, Inc.**

4242 Airport Road  
Suite 200  
Cincinnati, OH 45226  
(513) 871-6900,  
(708) 501-4644  
FAX: (513) 871-0489,  
(708) 501-3969

**John J. Martin, President**  
**Randy Michaels, CEO**  
**Anthony A. Galluzzo, COO**  
**Abbe Harris,**  
*National Sales Manager*  
**Sally S. Martin,**  
*National Sales Manager*

**COLEMAN  
RESEARCH**

*One of America's top two radio research companies develops impactful programming and marketing plans generating substantial ratings and revenue increases.*

**Coleman Research**  
P.O. Box 13829  
Research Tri. Park, NC 27709  
(919) 571-0000  
FAX: (919) 571-9999  
**Jon Coleman, President**  
**Pierre Bouvard, VP**  
**Chris Ackerman, VP**

**D**

**Terry Danner:  
RESEARCH**

**Terry Danner Research**  
5820 S.W. 18th Drive  
Portland, OR 97201  
(503) 452-9315  
FAX: (503) 244-7195  
**Terry Danner, President**

**MARKETING/RESEARCH PARTNERS, INC.**

**CONSIDERED BY MANY TO BE  
"THE BEST" MUSIC TESTING COMPANY  
IN THE BUSINESS. CALL  
(800)767-3533**

D

**Dataworld**

P.O. Box 30730  
Bethesda, MD 20814  
(800) 368-5754  
FAX: (301) 656-5341  
**John T. Neff, Sales**  
**Robert E. Richards, Sales**

**Diary Experts**

302 Ninth Avenue  
Haddon Heights, NJ 08035  
(609) 547-3939  
FAX: (609) 546-6929  
**Todd Doren, President**

**Directions In Radio**

5353 Mission Center Road  
Suite 219  
San Diego, CA 92108  
(619) 299-5883  
FAX: (619) 299-5888  
**Mike Shepard, President**  
**David Phife, Director/Research**

**Duncan's American Radio, Inc.**

Box 90284  
Indianapolis, IN 46290  
(317) 844-0988  
FAX: (317) 684-1937  
**James Duncan Jr., President**  
**Vaun Thygeron, Associate Publisher**

E

**Elway Research**

2125 Fifth Avenue  
Seattle, WA 98121  
(206) 728-1620  
FAX: (206) 728-1914  
**Stuart Elway, President**

**EXCELrrRATINGS**

12 N. Maple Avenue  
Marlton, NJ 08053  
(609) 985-0848  
FAX: (609) 985-1263  
**Steve Ross**

**Executive Broadcast Services**

P.O. Box 60327  
Colorado Springs, CO 80960  
(719) 579-6664  
FAX: (719) 579-6664  
**Skip Joekel, President**  
**Kelley Hilligoss, Director/Operations**  
& Marketing

F

**FirstTrack**

9 Desmut Avenue  
Milltown, NJ 08850  
(908) 937-5757  
FAX: (908) 937-5858  
**Michael O'Malley, GM**



*Perceptual, programming, music studies, using exclusive EARS testing system, the pioneer in programming and music mix electronic listener response research.*

**FMR Associates, Inc.**

6045 E. Grant Road  
Tucson, AZ 85712  
(602) 886-5548  
FAX: (602) 886-9307  
**Bruce Fohr, President**  
**Jess DeVaney, Director/Research**

G

**Galaxy Systems**

7800 Cooper Road  
Suite 102  
Cincinnati, OH 45242  
(513) 791-3346  
FAX: (513) 791-3348  
**Bob Cooper, President**  
**Gary Donohue, VP**

**The Gallup Organization**

47 Hulfish Street  
Princeton, NJ 08542  
(609) 924-9600  
FAX: (609) 924-0228  
**James Clifton, President**



*The Griffin Reports provides localized, syndicated qualitative and product usage information for radio sales. Now in over 50 markets.*

**The Griffin Reports**

662 Delaware Avenue  
Ridgewood, NJ 07450  
(800) 723-4743  
(201) 445-9657  
FAX: (201) 445-8218  
**Craig N. Harper, President**

H



*Next time, make the most of your research budget! \* Focus Groups \* Perceptual Studies \* Music Tests \* One-on-One Sessions.*

**Hagen Media Research**

P.O. Box 40542  
Washington, DC 20016-0542  
(703) 534-3003  
FAX: (703) 534-3073  
**Don Hagen, President**

**Harker Research Inc.**

*More than just research, Harker Research provides answers to help you succeed. When you need solutions, you need Harker Research.*

**Harker Research, Inc.**

6131 Falls of the Neuse Road  
Suite 112  
Raleigh, NC 27609  
(919) 954-8300  
FAX: (919) 954-8844  
**Richard Harker, President**  
**Matt Hudson, VP**



*professional music and voice services*

*Broadcast quality hook tapes for most popular formats. Dedicated sold proprietor. Can't wait to get my hooks in your station!*

**Don Harris Productions**

1812 Snowmass Drive  
Plano, TX 75025  
(214) 517-5798  
**Don Harris, Owner**

**Bob Harper's Company**

9449 Balboa Avenue  
Suite 203  
San Diego, CA 92123  
(619) 268-4497  
**Bob Harper, President**

**H**

**Jack Hayes & Associates**  
P.O. Box 12143  
La Jolla, CA 92039-2143  
(619) 229-8307  
FAX: (619) 229-8308  
**Jack Hayes, President**

**Norman Hecht Research Inc.**  
33 Queens Street  
P.O. Box 698  
Syosset, NY 11791  
(516) 496-8866  
FAX: (516) 496-8165  
**Norman S. Hecht, President**  
**Richard Feldman, Senior VP/GM**

**The Holland Company**  
711 W. Main Street  
Louisville, KY 40202  
(502) 584-8808  
FAX: (502) 584-8864  
**Terence Holland, President**

**The Hook Factory**  
12732 N.E. Hassalo  
Portland, OR 97230  
(503) 253-4175  
FAX: (503) 252-8315  
**Bryan O'Neal-Green, President**

**Hooks Unlimited**  
200 Old 63 S  
Suite 103  
Columbia, MO 65201-6081  
(314) 443-4155  
FAX: (314) 443-4016  
**Bernie Grice, GM**

**I**

**Impact Resources Company**  
125 Dillmont Drive  
Columbus, OH 43235  
(614) 888-5900, (800) 733-6278  
FAX: (614) 888-8825  
**Charlotte Thomas, VP**

**Intelligence™**  
410 Ridge Place NE  
Albuquerque, NM 87106-4743  
(505) 243-4906  
**Tom Moody, President**

**The  
Media  
Audit**

... is a local-market, multimedia, qualitative audience survey currently conducted in 40 metro areas. Subscriber list includes 400+ radio stations.

**International  
Demographics, Inc.**

3355 W. Alabama  
Suite 500  
Houston, TX 77098-1718  
(713) 626-0333  
FAX: (713) 626-0418  
**Jim Higginbotham, Chairman**  
**Robert Jordan, President**

**J**

**Jones Satellite Networks**  
9697 E. Mineral Avenue  
Englewood, CO 80113  
(800) 876-3303, (303) 792-3111  
FAX: (303) 792-3951  
**Roy Simpson, Executive VP/GM**  
**Phil Barry, VP/Consulting Services**



**JOINT COMMUNICATIONS CORP**

Full service research company offering music tests, perceptual surveys, format finders™, audience maximizers, defensive maximizers, creative testing and focus groups.

**Joint Communications  
Research**

90 Burnhamthorpe Road West  
Suite 410  
Mississauga, Ontario,  
CN L5B 3C3  
(416) 272-1136  
FAX: (416) 272-5258  
**David Oakes, VP**  
**John Parikhal, CEO**

**K**

**MARK KASSOFF & CO.**

SUCCESS STRATEGIES FOR RADIO

Advanced research for stations that want to **KNOW MORE** ... about their positioning, listeners, the competition. Strategic surveys, projective focus groups, auditorium music tests, promotional tests.

**Mark Kassoff & Co.**  
150 S. Fifth Avenue  
Ann Arbor, MI 48104  
(313) 662-5700  
FAX: (313) 662-3255  
**Mark I. Kassoff, President**

**Great products . . . for great stations . . .**

Perceptual Studies  
Auditorium Music Tests  
Auditorium Format Analyses  
Focus Groups  
Tracking

WSB-AM & FM/Atlanta  
KNBR-AM & KFOG-FM/San Francisco  
KFI-AM & KOST-FM/Los Angeles  
CFTR-AM & CHFI-FM/Toronto  
WXBQ-FM/Johnson City



**Paragon Research**

Contact Mike Henry to discuss programming research options for your station — (303) 922-5600

*The Research Company of Choice*

## K

### Kelly Research

139 E. Hathaway Lane  
Havertown, PA 19083  
(215) 446-0318  
FAX: (215) 446-0319  
Tom Kelly, President

### Klemm Media, Inc.

P.O. Box 79  
Warren, CT 06754  
(203) 868-0505  
FAX: (203) 868-0508  
David R. Klemm, President

## L

### Landsman Media, Inc.

7 N. Airmont Road  
Suite 6  
Suffern, NY 10901  
(914) 368-4810  
FAX: (914) 368-4812  
Dean Landsman, President  
Steve Crumbley, VP

### R.M. Lowry & Company

6302 E. Monte Cristo Avenue  
Scottsdale, AZ 85254  
(602) 483-0586  
FAX: (602) 443-1025  
Bob Lowry, President

### Lund Media Research

1330 Millbrae Avenue  
Millbrae, CA 94030  
(415) 692-7777  
FAX: (415) 692-7329  
John H. Lund, President  
June H. Lund, Executive VP  
Dan R. Spice, VP

## M

### Frank N. Magid Associates

One Research Center  
Marion, IA 52302  
(319) 377-7345  
FAX: (319) 377-5861  
Bruce Northcott, President  
Joe George, Group VP  
Frank Biancuzzo, VP

### Major Market Airchecks

Hecht Enterprises  
P.O. Box 2235  
Kansas City, KS 66110  
(913) 492-1711  
FAX: (816) 753-4044  
Marcia Hecht, President  
Mark McKay, Executive Producer

### Market Buy Market

5775 E. Los Angeles Avenue  
Suite 208  
Simi Valley, CA 93063  
(805) 584-2211  
FAX: (805) 584-0728  
Gil Bond, President  
Trish Rotsch, Manager

### Marketing Horizons, Inc.

1001 Craig Road, Suite 100  
St. Louis, MO 63146  
(314) 432-1957  
FAX: (314) 432-7014  
Robert Jasper, President



Providing Solutions to Your Marketing  
and Programming needs with the Highest  
Quality Research and Strategic Advice at  
a Reasonable Price.

### Marketing/Research Partners, Inc.

7981 168th Avenue NE  
Redmond, WA 98052  
(800) 767-3533  
FAX: (206) 883-7391  
Joseph H. Heslet, President  
Jared Stehney, VP/Client Services  
John L. Walker, VP/COO

### Marketron, Inc.

101 Lincoln Centre Drive  
Suite 300  
Foster City, CA 94404  
(415) 341-4004  
FAX: (415) 341-8197  
Jerome P. Cronin, President  
Michael D. Rooney, Senior VP/Operations  
Andrew Popoff, Sales Manager

### Media Monitors, Inc.

2511 E. 46th Street  
Suite L  
Indianapolis, IN 46205  
(317) 547-1362  
FAX: (317) 549-0331  
John Curtis, President

### Media Perspectives

606 Cooper Landing Road  
Building A, Suite 4-B  
Cherry Hill, NJ 08002  
(609) 482-7979  
FAX: (609) 482-0957  
Steven Apel, President

### Media Product Management, Inc.

14900 Ventura Blvd.  
Suite 210  
Sherman Oaks, CA 91403  
(818) 501-5699  
FAX: (818) 501-8654  
Marla Pirner, President  
Debbie Goodman, Research Manager  
Katrina Cohen, Research Manager

### Media Research Graphics, Inc.

4615 Rubio Avenue  
Encino, CA 91436  
(818) 789-4000  
FAX: (818) 789-2928  
Allen Klein, President

### Mediamark Research, Inc.

708 Third Avenue, 8th Floor  
New York, NY 10017  
(212) 599-0444  
FAX: (212) 682-6284  
Alain Tessier, Chairman/CEO  
Howard Kamin, Senior VP/Electronic Media

### Miller, Kaplan, Arase & Co.

10911 Riverside Drive  
North Hollywood, CA 91602  
(818) 769-2010  
FAX: (818) 769-3100  
George Nadel Rivin, Partner

### Jay Mitchell Associates

P.O. Box 1285  
Shipping: Route 2  
Fairfield, IA 52556  
(515) 472-4087  
FAX: (515) 472-6457  
Jay Mitchell, Owner  
Dawn Bergendahl, Speech  
Language Pathologist  
Jeffrey Hedquist, Production & Sweepers



### MJM Research

11539 W. 83rd Terrace  
Lenexa, KS 66214  
(913) 888-3366  
FAX: (913) 888-4423  
C.C. McCartney, President  
Clark Roberts, Executive VP/Sales  
& Marketing  
Rich DePaoli, Research Director  
Valorie L. Heydman,  
Data Collection Manager

### Music Forecasting, Inc.

4521 Alonzo Avenue  
Encino, CA 91316  
(818) 345-2035  
FAX: (818) 345-2111  
Jodie Renk Reeb, President

### Myers Reports

322 Route 46 W  
Parsippany, NJ 07054  
(201) 808-7333  
FAX: (201) 882-3651  
Jack Myers, President  
Mark Braff, Executive VP  
Philip Harding, Senior VP

## K • M

## N

**Naar Media**  
P.O. Box 937  
New Providence, NJ 07974-0937  
(908) 685-0808  
**Stuart Naar**

**National Aircheck**  
200 W. 22nd Street  
Suite 202  
Lombard, IL 60148  
(708) 916-1780  
FAX: (708) 350-9254  
**Robb Wexler, President**  
**Linda Waltz, VP/Operations**  
**Helen Frank, Producer**

## P

**Palm Tree Productions**  
P.O. Box 362  
Leonia, NJ 07605  
(201) 444-5340  
**Scrap Jackson, President**



## Paragon Research

Customized programming & marketing research. Success stories in all formats and market sizes. Experienced, reliable, quality-controlled. In-house phone center.

**Paragon Research**  
550 S. Wadsworth Blvd.  
Suite 401  
Denver, CO 80226  
(303) 922-5600  
FAX: (303) 922-1589  
**Roger Wimmer, President**  
**Chris Porter, Executive VP**  
**Mike Henry, VP**

**Pathfinder Consulting**  
1145 Kensington Road  
Kensington, CT 06037  
(203) 828-8815  
FAX: (203) 828-3088  
**Daniel F. Hayden, President**

**Press Promotions/LISTENERLINK**  
523 South Louisiana Street  
Suite 401, Lafayette Building  
Little Rock, AR 72201  
(800) 880-7890  
FAX: (501) 376-3226  
**Carl R. Evans, President/CEO**  
**Patricia Smith, Marketing Division**

**Pro-Research**  
P.O. Box 12143  
La Jolla, CA 92039  
(619) 229-8307  
FAX: (619) 229-8308  
**Jack Hayes, President**

**Promotional Broadcast Network (PBN)**  
654 India Street  
Suite E  
San Diego, CA 92101  
(619) 233-9531  
**Jack McCoy, President**  
**Ellen Ascher, VP/Director/Marketing**

## R

# THE RAD REPORT

**The RAD Report**  
Agency Perceptual Research  
23507 Heritage Oak Court  
Santa Clarita, CA 91321  
(805) 259-2856  
**David Adams, President**

**Radio Index, Inc.**  
6044 East Foothill Drive N  
Paradise Valley, AZ 85253  
(602) 443-3500, (800) 528-6082  
FAX: (602) 948-7800  
**Todd Wallace, President**

## RaDio Research Director, Inc.

**Radio Research Director, Inc.**  
3716 S. 14th Street  
Arlington, VA 22204  
(703) 892-2153  
FAX: (703) 892-2155  
**Julie Heath, Partner**  
**Marc Greenspan, Partner**

**Radio Research Director, Inc.**  
810 Chumleigh Road  
Baltimore, MD 21212  
(410) 377-5859  
FAX: (410) 377-8254  
**Rhody Bosley, Partner**

**Radioactivity, Inc.**  
1043 Jefferson Avenue  
Suite 1-A  
Atlanta, GA 30344  
(404) 767-1840  
FAX: (404) 767-1840  
**Dain Schult, President**

**RadioResearch, Inc.**  
980 Broadway  
Suite 236  
Thornwood, NY 10594  
(914) 686-9055  
**Lori Adelsberg, President**  
**Nancy Maniskas**

**Lee Randall**  
15611 Bluff Springs  
San Antonio, TX 78247  
(512) 494-4962  
**Lee Randall**



## RANTEL

Specialists in quantitative research for contemporary music stations. Perceptual research, music testing, call-out research and advanced multivariate analysis.

**Rantel Research**  
13 C Street, Suite J  
P.O. Box 681  
Laurel, MD 20725  
(301) 490-8700  
FAX: (410) 880-4190  
**David Tate, President**  
**Steven A. Smith, VP/Sales & Marketing**

**Research Concepts Company**  
5016 Dorsey Hall Drive  
Suite 102  
Ellicott City, MD 21043  
(410) 730-8425  
FAX: (410) 730-6924  
**Jay M. Krakowitz, President**

## The Research Group

America's foremost strategic advisors to media. Specializing in increasing ratings through advanced strategic marketing research.

**The Research Group**  
1100 Olive Way  
Suite 1200  
Seattle, WA 98101  
(206) 624-3888  
FAX: (206) 624-5086  
**Bill Moyes, Chairman**  
**Larry Campbell, President**

**Research Specialists, Inc.**  
5830 N. 44th Place  
Phoenix, AZ 85018  
(602) 234-0242  
FAX: (602) 266-3858  
**Marc A. McCoy, President**

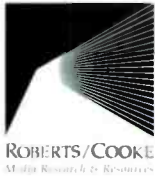


**R**

**The Research Works**  
2631 Stoneridge  
Tallahassee, FL 32303  
(904) 562-3021  
**Mark Halverson, President**  
**Steve Warren, VP**

**The Research Works, Inc.**  
122 Sierra Circle W  
San Marcos, TX 78666  
(512) 392-2415  
**Steve Warren, VP**

**Revenue Growth, Inc.**  
1001 Fourth Avenue  
Suite 3200  
Seattle, WA 98154  
(206) 684-9499  
FAX: (206) 624-5086  
**Robert B. Pates, President**



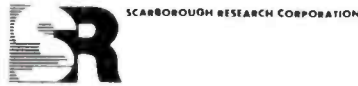
Custom research including: Focus Groups, Music Testing, and Perceptual Studies for all formats. Specializing in News and Talk Programming.

**ROBERTS/COOKE Research**  
44 Shelley Drive  
Mill Valley, CA 94941  
(415) 381-8168,  
(415) 381-4495  
**Dave Roberts, President**  
**Dave Cooke, VP**



**J.R. Russ Programming  
& Research**  
P.O. Box 16956  
Philadelphia, PA 19142  
(215) 494-0910,  
(301) 604-1869  
FAX: (215) 494-0910  
**J.R. Russ, President**

**S**



America's leading provider of local market qualitative information, containing more than 500 categories of products, services, and retail stores.

**Scarborough Research Corp.**  
11 W. 42nd Street  
New York, NY 10036  
(212) 789-3560  
FAX: (212) 789-3640  
**Tom Holbein, President**  
**Alan Trugman, VP/Director**  
Broadcast Services  
Dallas: (214) 520-0270  
Chicago: (312) 986-2644  
Los Angeles: (213) 954-3230



**SHANE MEDIA**  
**Shane Media Services**  
2450 Fondren Road  
Suite 112  
Houston, TX 77063  
(713) 952-9221  
FAX: (713) 952-1207  
**Ed Shane**  
**Pamela Shane**  
**Laura English**  
**Cheryl Broz**  
**Chuck Dickemann**

**Simmons Market Research Bureau**  
380 Madison Avenue  
New York, NY 10017  
(212) 916-8900  
**Tom Murphy**

**Smith and Company**  
5910 John Hancock Center  
175 East Delaware Place  
Chicago, IL 60611  
(312) 822-0123  
**James A. Smith, President**

**Sound Data Research Inc.**  
4065 S. Willow Way  
Denver, CO 80237  
(303) 770-4962  
FAX: (303) 773-3198

**Sound Decisions**  
2051 Glenhill Road  
Colorado Springs, CO 80906-3352  
(800) 552-2545, (719) 471-4125  
FAX: (719) 473-4546  
**Bobby Christian**

**Spectrum Research**

Programming & marketing research. Focus Groups, Perceptual Studies, Music Tests, Market Studies. Quality custom research at a fair price.

**Spectrum Research**  
1808 Landmark One  
Cherry Hill, NJ 08034-2217  
(609) 795-7990  
FAX: (609) 795-6013  
**Peter Mokover, President**

**Stadlen Radio Associates, Inc.**  
3123 Adirondack Drive NE  
Cedar Rapids, IA 52402-3309  
(319) 365-0410  
FAX: (319) 365-0567  
**Richard Stadlen, President**

**Strategic Radio Research**  
180 N. Wabash  
2nd Floor  
Chicago, IL 60601  
(312) 726-8300  
FAX: (312) 726-8383  
**Kurt Hanson, President**  
**Michelle Erikson, VP/GM**  
**Amy Vokes, VP/Client Services**

**STRATFORD RESEARCH**

**Stratford Research**  
One CNN Center  
Suite 348  
Atlanta, GA 30303  
(404) 688-1166  
FAX: (404) 659-1121  
**Lewis W. Dickey Jr., President**  
**John Dickey, VP**  
**William L. Hansen,**  
VP/Brand Marketing

**Street Pulse Group**  
46 Bridge Street  
New Milford, CT 06776  
(203) 355-0902  
FAX: (203) 355-1786  
**Mike Shalett, President**

**S**

**SuperRatings Research Company**  
410 W. Badillo Street  
2nd Floor  
Covina, CA 91723  
(818) 915-3333  
FAX: (818) 331-1111  
**Mark Olson**

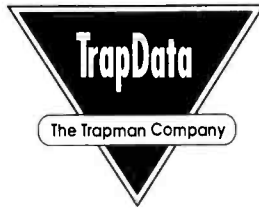
**Symmetrical Resources**  
600 Fairway Drive  
Deerfield Beach, FL 33441  
(305) 427-4104  
FAX: (305) 427-3760  
**Bill Livek, Partner**  
**Bill Engel, Partner**

**T**

**TGM Evaluations, Inc.**  
1821 Featherwood Street  
Silver Spring, MD 20904  
(301) 622-4842  
**Thom Moon, President**

**TransAmerica Marketing Services, Inc.**  
Broadcast Division  
8130 Boone Blvd., Suite 350  
Vienna, VA 22182-2640  
(703) 903-9500  
FAX: (703) 903-9511  
**Michael Lonneke, President**

**Trendata Corporation**  
101 E. First Avenue  
Suite 208  
Mesa, AZ 85210  
(602) 649-3745  
FAX: (602) 464-0851  
**Jerry Piorkowski, President**  
**Earl Baldwin, Marketing Director**  
**Dave Worthy, VP/Technical Director**



*Music monitors of America's best stations. Long five-day reports on AC, Oldies, AOR, Classic Rock and Country since 1982.*

**The Trapman Company**  
11595 Kelly Road  
Ft. Myers, FL 33908  
(800) 562-4407  
FAX: (813) 466-3299  
**James D. Jones, Partner**

**V**



*Vision, direction, focus, solutions, actions, success . . . we know the primary reason to retain a consultancy is to win.*

**Vallie Consulting**  
Lee-Jackson Executive Center  
14016-B Sullyfield Circle  
Chantilly, VA 22021  
(703) 802-0700  
FAX: (703) 802-0714  
**Dan Vallie**  
**Jim Richards**  
**Randy Lane**

**Veritas Marketing & Research**  
7431 N.W. 14th Street  
Ocala, FL 32675  
(800) 835-6278  
FAX: (904) 854-2283  
**Tarn Thompson, President**

**Viewfacts, Inc.**  
150 N. Michigan Avenue  
Suite 1000  
Chicago, IL 60601  
(312) 781-1250  
FAX: (312) 781-1259  
**Mark Polsfuss, VP/Marketing**

**W**

**Walrus Research**  
P.O. Box 40  
Greenbush, WI 53026  
(414) 526-3593  
FAX: (414) 526-3757  
**George Bailey, President**



**WILLHIGHT RESEARCH, INC.**  
Audience Measurement Surveys

*Radio Ratings/A.Q.H. & Cume figures. Qualitative data/respondent based/market specific. Proven phone methodology. Established, reliable & detailed. Software.*

**Willhight Research**  
2104 S.W. 152nd Street  
Suite 4  
Seattle, WA 98166  
(206) 431-8430  
FAX: (206) 431-0603  
**Jim Willhight, President**  
**Dave Hastings, VP/Sales & Marketing Director**

## COMPETITIVE *media*

### RADIO EXPENDITURE REPORTS

Your *full-service*, Multi-Media advertising information source

**CMR/RER** • Competitive Media Reporting  
740 West Boston Post Road • Mamaroneck, NY 10543  
(914) 381-6277

#### Services include:

- Local Multi-Media Reports
- National Spot Radio Reports
- Regional Spot Radio Reports
- Local Spot Radio Reports



#### Information is available via:

- Hard Copy Volumes
- Customized Reports
- PC Software



A

**abc ABC  
RADIO  
NETWORKS**

**ABC Morning Show Prep**  
125 West End Avenue  
New York, NY 10023  
(212) 456-5200  
**Frank Raphael, VP**  
**Susan O'Connell, Director**  
**Wayne Fisk, Manager**

**ABC NewsWire**  
125 West End Avenue  
New York, NY 10023  
(212) 456-5285  
FAX: (212) 456-5697  
**Bob Benson, VP/News**  
**Richard Lorenzo, Director**

**ABC Satellite Services**  
125 West End Avenue  
New York, NY 10023  
(212) 456-5606  
FAX: (212) 456-5622  
**Joe Busch, Director Satellite  
Systems/Sales & Mktg.**

**Tom Adams Productions, Inc.**  
P.O. Box 10246  
Honolulu, HI 96816  
(808) 373-9800  
FAX: (808) 373-9801  
**Tom Adams, President/GM**

**The Advantage**  
1234 Gladstone Glen Place  
Midlothian, VA 23113  
(804) 378-3366  
FAX: (804) 323-1524  
**Brian Lee**

**Airlines-First Class Comedy**  
Box 80816  
St. Clair Shores, MI 48080-0816  
(313) 881-4551  
**Cheryl Rilly, Publisher**

**Airtight Productions**  
Box 8000-551  
Sumas, WA 98295-8000  
(604) 859-9215  
FAX: (604) 859-1360  
**John H. Oliver, President**

**Airware™**  
Route 2, Box 163-D2  
Beaverdam, VA 23015-9340  
(804) 227-3390  
FAX: (804) 227-3390  
**Corey Deitz, Designer**

**AM Fax**  
1740 44th Street SW  
Suite 215  
Wyoming, MI 49509  
(616) 531-5464  
**Kevin Gossett**

**ACN**

**American Comedy Network**  
Park City Plaza  
10 Middle Street  
Bridgeport, CT 06604  
(203) 384-9443  
FAX: (203) 367-9346  
**Cliff Pia, Big Cheese**  
**Adrienne Munos, Sales Goddess**  
**Doug Mola, Sales Slug**

**Associated Press**  
Broadcast News Center  
1825 K Street NW  
Washington, DC 20006-1253  
(800) 821-4747, (202) 736-1100  
FAX: (202) 736-1107  
**Jim Williams, VP/Director**  
**Lee Perryman, Deputy Director**  
**Brad Kalbfeld, Deputy Dir./News  
& Managing Editor**  
**Daryl Staehle, Director/Sales & Marketing**

B

**Belly Laffs**  
1 Riverview Drive  
Suite 12  
North Providence, RI 02904  
(401) 353-9895  
FAX: (401) CAPABLE  
**Frank O'Donnell, President**

**Rita Bentley Productions & Interactives!**  
**Susan B. Anthony Jones**  
3402 Crossings Way Circle  
Midlothian, VA 23113  
(804) 379-4463  
**Rita Bentley**

**Bitman**  
4825 Reggle Road  
Reno, NV 89502  
(702) 826-5137  
**David Evjen, President**

**Bits & Pieces Creative Services**  
66 Heinz Avenue  
Staten Island, NY 10308  
(718) 966-0499  
**Tony Fiore**  
**Ellie Fiore**

**Bradbury Communications (BRADCOM)**  
2348 N. Sterling Avenue  
Suite 422  
San Bernardino, CA 92404  
(909) 883-1193  
**Jay W. Bradbury, President**  
**Bill Williams, OM**  
**J. West, Talent Coordinator**

**Mike Butts Creative Service**  
8633 Barrister Way  
Charlotte, NC 28216  
(704) 392-1594, (704) 372-1104  
**Mike Butts**

C

**California Aircheck**  
P.O. Box 4408  
San Diego, CA 92164  
(619) 460-6104  
FAX: (619) 460-5685  
**George Junak**

**Capitol Media**  
P.O. Box 3871  
Frederick, MD 21705  
(301) 846-0180  
**Jeannie Mantell, Syndication Sex Goddess**  
**Jeff Quinn, Creative Genius**

**CKPG**  
1220 Sixth Avenue  
Prince George  
B.C., CANADA, V2L3M8  
(604) 564-8861  
FAX: (604) 562-8159  
**Mike Benny, Morning Announcer**  
**Ken Kilcullen, PD**

**Comedy Connection**  
406 N. Brewster Road, RD 1  
Vineland, NJ 08360  
(609) 697-2298  
**Craig Granato, President**

**Comedy Warehouse/CW Media**  
P.O. Box 149  
Hales Corners, WI 53130  
(414) 529-5813  
FAX: (414) 529-2746  
**Mark Tuschel, Owner**

**Comic Highlights**  
P.O. Box 10246  
Honolulu, HI 96816  
(808) 373-9800  
FAX: (808) 373-9801  
**Tom Adams, Editor/Publisher**

**Compile One Database Comedy**  
P.O. Box 10246  
Honolulu, HI 96816  
(808) 373-9800  
FAX: (808) 373-9801  
**Tom Adams, President**

A  
•  
C

## C

### Contemporary Comedy

5804 Twineing  
P.O. Box 271043  
Dallas, TX 75227  
(214) 381-4779  
**Joe Hickman**

### Copley Radio Network

P.O. Box 190  
San Diego, CA 92112  
(800) 848-7796  
**Patrick Glynn, Managing Editor**

### The Country Extra

725 Monarch Lane  
Nipomo, CA 93444  
(800) 266-6329  
FAX: (805) 929-1622  
**Jo Armstrong**

### Cozmik Debris

714 Elizabeth Street  
Ogdensburg, NY 13669  
(315) 393-1645  
**Mark John Astoffi**

### Creeradio Services

P.O. Box 9787  
Fresno, CA 93794  
(209) 226-0558  
FAX: (209) 226-7481  
**Jay Trachman, Editor/Publisher**  
**Linda Richardson, Manager**

## D

### The Daily Briefs Almanac

P.O. Box 1016  
Santa Monica, CA 90406  
(310) 395-2736  
FAX: (310) 451-5030  
**Byron Paul**

### The Daily Feed

1137 Fifth Street NE  
Washington, DC 20002  
(202) 544-2533  
FAX: (202) 544-3048  
**John Dryden, President**

### Daily Insider

P.O. Box 792  
Concord, CA 94522  
(510) 680-1177  
FAX: (510) 674-0412  
**Terry Marshall, Editor/Publisher**

### Dance Beats

568 Columbia Turnpike  
East Greenbush, NY 12061  
(518) 477-5000  
**Joe Giannini, Publisher**  
**Greg Frasier, Publisher**

## E

### Electric Weenie

19 Shipyard Drive  
Hingham, MA 02043  
(617) 749-6900, (800) 225-5061  
FAX: (617) 749-3691  
**Jerry Ellis, Publisher**  
**K. Adam Renbud, Managing Editor**

## G

# GALAXY

### Galaxy Air Preparation Service

10530 Chesterton Drive  
Dallas, TX 75238  
(214) 340-0101

FAX: (214) 340-0101

**Don Crabtree, Publisher**  
**Ken Mendez, Head Writer**  
**Debra Tate, Staff Writer**

### Ghostwriters Comedy Services

2412 Unity Avenue N  
Suite RA  
Minneapolis, MN 55422-3450  
(612) 522-6256  
FAX: (612) 522-6256  
**Dave Dworkin, President**

### Green Book of Songs Classified by Subject

4815 Trousdale Drive  
Suite 576-R2  
Nashville, TN 37220  
(615) 832-1942  
FAX: (615) 832-1942  
**Mark Schlicher**

## H

### Headline Comedy

130 Spadina Avenue  
Suite 608  
Toronto, Ontario, CN M5V 2L4  
(416) 777-9258  
FAX: (416) 777-9403  
**John McArthur, Executive Producer**  
**Mike Richards, Executive Producer**

## J

### 'Jackie The Joke Man'

P.O. Box 62  
East Norwich, NY 11732  
(516) 628-1490  
FAX: (516) 628-3963  
**Nancy Sirianni**

## K

### John Kane, Psychic

419 E. High Street  
Suite 1  
Lexington, KY 40507  
(606) 259-1933

### Knucklehead News Network

2510 Woodwind  
Richmond, TX 77469  
(713) 342-9570  
FAX: (713) 232-6191  
**Karen Christy, Publisher**

## L

### Laffline

117 W. Harrison Bldg.  
Suite 640  
Chicago, IL 60605  
(312) 464-9443  
**Bob Roberts**

### Larry's Imperfect Pet Emporium/ (LAF Productions)

P.O. Box 10263  
Burbank, CA 91510  
(818) 848-1497  
**Lee Faust**

## M

### Mainstreet Productions, Inc.

8745 Aero Drive  
Suite 105  
San Diego, CA 92123  
(619) 569-5919  
FAX: (619) 292-9548  
**Dennis F. Regan, President**  
**Michelle Regan, VP**

### Mercury Two Productions

P.O. Box 1258  
Westerville, OH 43081  
(614) 523-1400  
FAX: (614) 523-1498  
**Patrick Myers**

### Merriman Patrick Turner Productions

1349 Regal Row  
Dallas, TX 75247  
(800) 527-2514  
FAX: (214) 638-5724  
**Don Turner, President**

### The Morning Fax

725 Monarch Lane  
Nipomo, CA 93444  
(805) 929-5622, (800) 266-6329  
FAX: (805) 929-1622  
**Jo Armstrong**

### The Morning Sidekick

1295 S. Santa Fe  
Denver, CO 80223  
(303) 733-5850  
FAX: (303) 733-3801  
**Keith Hughes, Principal**

## N

### NCOMM

318 Big Elm Street  
Suite 100  
Highland Village, TX 75067  
(800) 848-2114, (214) 317-1392  
FAX: (214) 317-1399  
**Nick Nichols, Marketing**

## N

**Newsmaker Interviews**

8217 Beverly Blvd.  
Los Angeles, CA 90048  
(213) 655-2793  
FAX: (310) 275-2602  
**Arthur Levine, President**

**Nostalgia Notes**

P.O. Box 414  
Hingham, MA 02043  
(617) 749-9189  
FAX: (617) 740-0631  
**Bob Cusack, Editor**

## O

**OFFBEAT and UPBEAT**

P.O. Box 97247  
Tacoma, WA 98497  
(206) 588-2839  
**Jack Macdonald**

**O'Liners/The Whole O Catalogue**

11060 Cashmere Street  
Los Angeles, CA 90049  
(310) 476-8111  
FAX: (310) 471-7762  
**Dan O'Day**

**Ontrack Communications**

174 Spadina Avenue  
Suite 605  
Toronto, Ontario, CN M5T 2C2  
(416) 363-0997  
FAX: (416) 363-9090  
**Tim McLarty, Producer/Owner**

## P

**Peak Rating Productions**

P.O. Box 492  
South Weymouth, MA 02190  
(617) 335-7602  
FAX: (617) 340-0674  
**Kevin Healey, President**

**ProMedia Radio Networks, Inc.**

170 Ludlow Avenue  
Northvale, NJ 07647  
(201) 768-7900, (800) 782-0700  
FAX: (201) 768-7908  
**Frank Guida, VP/Production**  
**Phil Muro, Production**

## R

**Radio Links**

6333 Gayton Place  
Malibu, CA 90265  
(310) 457-5358  
FAX: (310) 457-9869  
**Lori Lerner, President**

**Radio Online™**

P.O. Box 50262  
Amarillo, TX 79159  
(806) 352-7503  
FAX: (806) 352-3677  
**Ron Chase, System Operator**  
**Lisa Chase, Managing Editor**

**Radio-TV Interview Report Magazine**

P.O. Box 1206  
Lansdowne, PA 19050  
(215) 259-1070  
FAX: (215) 284-3704  
**Bill Harrison**

**radioWAVE**

1040 Greenwich Street  
San Francisco, CA 94133  
(415) 771-5886  
**Maureen McGinley, Executive Producer**

**Rainmaker Inc.**

P.O. Box 1727  
Panama City, FL 32402  
(615) 320-7267  
FAX: (904) 271-1182  
**Stan Strickland**  
**Nancy Blankenship**

## S

**Rick Scott & Associates**

4613 141st Court SE  
Bellevue, WA 98006  
(700) 4-SPORTS, (206) 562-9594  
FAX: (206) 641-5134  
**Rick Scott, President**

**Signature Image**

21814 Michale Street  
Canoga Park, CA 91304  
(818) 347-2030  
FAX: (818) 347-9619  
**Cindy Jo Hinkleman, President**

**Sports Byline USA**

300 Broadway  
Suite 8  
San Francisco, CA 94133  
(415) 434-8300, (800) 783-7529  
FAX: (415) 391-2569  
**Charles Coane, President**  
**Steve Block, GSM**  
**Darren Peck, Affiliate Relations**

**Sportsfax Scoreboard**

P.O. Box 672  
Deerfield, IL 60015  
(708) 948-5454  
FAX: (708) 945-9393  
**Mike Abrahamson**

**StarDate**

University of Texas  
McDonald Observatory  
Austin, TX 78712  
(512) 471-5285  
FAX: (512) 471-5060  
**Rita Pirone Noak, Marketing Manager**

## T

**Tele-Joke**

4555 N. Pershing Avenue  
Suite 33-376  
Stockton, CA 95207  
(209) 476-1511  
**Alan Ray**

**TM century**  
Inc.

TM Century Comedy Network

**TM Century, Inc.**

14444 Beltwood Parkway  
Dallas, TX 75244-3228

(214) 934-2121,

(800) 937-2100

FAX: (800) 749-2121

**P. Craig Turner, President/CEO**

**Topical Punch**

365 Beechwood Drive  
Noblesville, IN 46060  
(317) 776-1252  
**Nancy Montgomery**  
**Randy Montgomery**

## V

**Jim Vespe**

121 Carroll Avenue  
Mamaroneck, NY 10543  
(212) 698-4192  
**Jim Vespe**

## W

**Wedge Productions**

P.O. Box 1269  
Houston, TX 77251-1269  
(713) 229-8217  
FAX: (713) 229-8218  
**Ray Garcia, President**  
**Charles Shannon, Creative Director**

**Gary Whiteaker Corp.**

P.O. Box 5007  
Cahokia, IL 62206  
(618) 337-7878  
FAX: (618) 337-7880  
**Gary Whiteaker, Chairman**  
**JoAnn Moore-Pluff, President**

## Y

**Don Yunker & Associates**

2689 Raven Trail NE  
Marietta, GA 30066  
(404) 591-8139  
**Don Yunker**



# TV PRODUCTION FIRMS

## A

### **Toby Arnold & Associates**

3234 Commander Drive  
Carrollton, TX 75006  
(214) 661-8201, (800) 527-5335  
FAX: (214) 250-6014

**Toby Arnold, President**  
**Dolly Arnold, VP/COO**  
**Larry Mangiameli, VP/Executive Director**

### **AVI Communications, Inc.**

6311 N. O'Connor Road  
LB 154, Suite N-53  
Irving, TX 75039-3510  
(214) 484-5345  
FAX: (214) 484-3057

**Patrick S. Shaughnessy, President/CEO**

### **Aydellott Associates**

130 Centre Street  
The John Dale House  
Danvers, MA 01923  
(508) 774-5353

FAX: (508) 774-9490  
**Bill Aydelott, President**

## B

### **Chuck Blore & Bill McDonald, Inc.**

1606 N. Argyle Avenue  
Los Angeles, CA 90028  
(213) 462-0944  
FAX: (213) 462-3822

**Chuck Blore, CEO**  
**Bill McDonald, President**

### **Broadcast Arts**

632 Broadway  
2nd Floor  
New York, NY 10012  
(212) 254-5400

FAX: (212) 529-5506  
**Steven Oakes, President**

## C

### **CMI**

612 Hampton Drive  
Venice, CA 90291  
(310) 392-8771

FAX: (310) 392-5704  
**Bob Benderson, President**

### **Creative Technology, Inc.**

853 Copley Road  
Akron, OH 44320  
(216) 535-5778

FAX: (216) 535-5370  
**Roger Berk Jr., President**  
**Robert C. Berk, VP/Treasurer**

### **Custom Publishing & Marketing Group, Inc.**

P.O. Box 1150  
Jupiter, FL 33468-1150  
(407) 743-0548

FAX: (407) 743-7842  
**Dick Downes, President**

# Custom

PRODUCTIONS

*Custom Television Campaigns for Radio Stations*

**Custom Productions, Inc.**  
1776 Massachusetts Avenue  
Cambridge, MA 02140  
(617) 354-5556  
FAX: (617) 354-9776  
**Steve Stockman, President**

## E

### **Ewing & Co.**

116 E. Pleasant  
Milwaukee, WI 53212  
(414) 264-4700

FAX: (414) 264-4778  
**Thomas J. Ewing, President**

## F

# The Leader filmhouse

*The Leader in broadcast marketing for over a decade. From strategy to execution, Film House TV marketing campaigns deliver results.*

### **Film House, Inc.**

230 Cumberland Bend  
Nashville, TN 37228  
(615) 255-4000

FAX: (615) 256-3380  
**Curt Hahn, President**  
**Wayne Campbell, VP/Marketing**

## H

### **Hoffmann & Associates**

6415 Castleway West Drive, Suite 109  
P.O. Box 50537  
Indianapolis, IN 46250  
(317) CHR-HELP

FAX: (317) 594-3319  
**Gary Hoffmann, President**  
**Sheri Link, Executive Director**

## I

### **Image Point Productions**

7083 Hollywood Blvd.  
Hollywood, CA 90028  
(213) 856-7955

**Jonathan Miller, President**



# IMAGEWORKS

### **IMAGEWORKS**

#5 Triad Center  
Salt Lake City, UT 84110-1160  
(800) 443-4813,  
(801) 575-7400  
FAX: (801) 575-7449  
**Jim Yorgason, VP/GM**  
**Nancy Graham, GSM**

### **Infovideo**

9853 Pacific Heights Blvd.  
Suite B  
San Diego, CA 92121  
(619) 452-9000  
FAX: (619) 452-9059

**Steve Cilurzo, GM/Director**  
**Steve Hill, Producer**  
**David Strieb, Graphics**

## K

### **Kensington Falls Animation**

2921 Duss Avenue  
Ambridge, PA 15003  
(412) 266-0329  
FAX: (412) 266-4016

**Michael Schwab, Producer**

## M

# McCLAIN ENTERPRISES

*Radio's Most Creative TV Marketing and Production Source. Get Reel! Get Ratings!*

### **McClain Enterprises**

10 Music Circle E  
Suite 200  
Nashville, TN 37203  
(615) 254-2060  
FAX: (615) 254-0642  
**Carolyn McClain, President**

# Media Designs

### **Media Designs**

100 Park Avenue  
5th Floor  
New York, NY 10017  
(212) 818-8913  
FAX: (212) 916-0774  
**Scott Randall, President**  
**Patricia Kresner**

**M**

**Robert Michelson Inc.**  
127 W. 26th Street  
New York, NY 10001  
(212) 243-2702  
FAX: (212) 691-5531  
**Robert Michelson, President**  
**Susan Scharf, VP**

**P**

**Post-Production Services, Inc.**  
602 Main  
Suite 900  
Cincinnati, OH 45202  
(513) 621-6677  
FAX: (513) 421-6141  
**Jim Bird, President**

**The Producers Group Studios**  
2430-A W. Colorado Avenue  
Colorado Springs, CO 80904  
(719) 632-2463  
FAX: (719) 471-3659  
**Rusty Kern, Co-President**  
**Steve Flanigan, Co-President**



Winning TV Commercials for Winning Radio Stations. Full Customization at reasonable prices. Call for our Demo.

**ProVideo**  
2302 West Badger Road  
Madison, WI 53713  
(608) 271-1226  
FAX: (608) 271-2737  
**Jonathan W. Little,**  
Director of Marketing

**R**



**Radio Marketing Specialists**  
Television Marketing Consultants, Original Television Commercial Production. We buy your television time more efficiently or it's FREE!

**Radio Marketing Specialists**  
871 W. 41st Street  
Houston, TX 77018  
(713) 784-2863  
FAX: (713) 975-8639  
**Ben McGiffert**

**R**

**Reel Good Productions**  
P.O. Box 6  
Excelsior, MN 55331  
(800) 800-REEL  
**Kyrl Henderson, President**  
**Jane Henderson, VP**

**ROSLER CREATIVE**  
*Original TV Creative & Production*

Work directly with Peter Rosler - TV commercial writer/producer with 20 years practice. Tons of awards. Guaranteed big ideas. Free demo reel!

**Rosler Creative**  
44454 Fernwood Road  
Mendocino, CA 95460  
(707) 937-1414  
**Peter Rosler, Owner**

**S**

**Sam Shad Productions**  
110 W. Arroyo Street, Suite B  
P.O. Box 10853  
Reno, NV 89510  
(702) 786-3345  
FAX: (702) 786-3379  
**Sam Shad, President**  
**Bonnie McCorkle, Program Development**

**Sheridan Elson Gourvitz**  
20 W. 37th Street  
8th Floor  
New York, NY 10018  
(212) 239-2000  
FAX: (212) 629-4417  
**Paul Gourvitz, President**

**Silverman Productions**  
106 E. Cary Street  
Richmond, VA 23219  
(804) 343-1934  
FAX: (804) 343-1938  
**Donald Silverman, Director**

**Studio Center**  
200 W. 22nd Street  
Norfolk, VA 23517  
(804) 622-2111  
FAX: (804) 623-5512  
**Warren Miller, CEO/Executive Producer**  
**Bob Jump, President/GM**  
**Robin Russ, Production Manager**

**SUPERSPOTS®**

SuperSpots produces high impact, cost efficient TV marketing. SuperSpots focuses on Country, AC, Rock, Gold, and CHR.

**SuperSpots**  
216 W. Ohio Street  
2nd Floor  
Chicago, IL 60610  
(312) 751-8999  
FAX: (312) 751-9088  
**David Gariano, President/CEO**  
**Jerry Bryant, VP/Creative**

**T**

**TM century**  
inc.

TM Century Television.  
**TM Century, Inc.**  
14444 Beltwood Parkway  
Dallas, TX 75244-3228  
(214) 934-2121,  
(800) 937-2100  
FAX: (800) 749-2121  
**P. Craig Turner, President/CEO**

**Tobenkin Productions, Inc.**  
8515 Edwin Drive  
Los Angeles, CA 90046  
(213) 656-2520  
FAX: (213) 656-3310  
**Steven A. Tobenkin, President**

**W**

**Welwood Int'l. Film Production**  
160 Washington SE  
Suite 138  
Albuquerque, NM 87108  
(505) 242-5644, (814) 456-2297  
FAX: (505) 242-5661  
**Bill Swortwood, President**

**White Glove Productions**  
2310 Colleen Court  
Carrollton, TX 75007  
(800) 423-9627  
FAX: (214) 306-7129  
**Ross Reagan, President**  
**Susan Jay, VP**

**Windstar Studios, Inc.**  
525 Communications Circle  
Colorado Springs, CO 80905-1737  
(719) 635-0422  
FAX: (719) 635-7119  
**Dane Scott, VP**

# MARKETPLACE

## AIRCHECKS

### SAMPLER AVAILABLE

The brand, new 1993 Man From Mars aircheck sampler is now available. Hear samples of the 2300 tapes in our archive. Send \$6.00 for the tape (or \$10.00 for the tape and catalog).

### MAN FROM MARS PRODUCTIONS

159 Orange Street, Manchester, New Hampshire 03104

## COMEDY

### COMIC HIGHLIGHTS

Write/Phone/Fax for FREE samples.

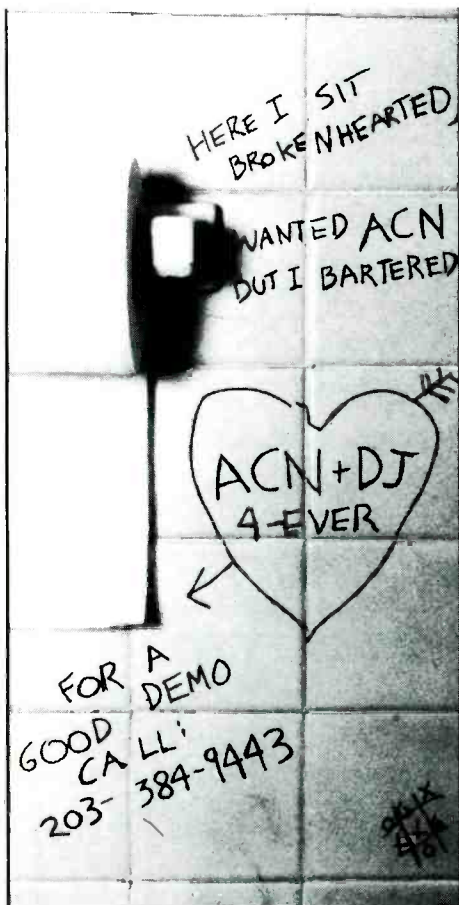
### TOM ADAMS PRODUCTIONS, INC.

1670 Hale Koa Drive  
Honolulu, Hawaii 96821  
808-373-9800  
FAX 808-373-9801

"Hey Tom! Thanks for helping us sound: funny/topical/intelligent/wonderful like we had a staff of writers (we don't). In the latest ARB guess who's #1! You're the best."

Bob & Judd, WUSA/Tampa

Since 1970 Serving Personality Radio for a generation



## MORNING SIDEKICK

PRE-PRODUCED WEEKLY COMEDY TAPE  
PARODIES OF COMMERCIALS, MOVIES, T.V.,  
CURRENT EVENTS, SONGS • INTERACTIVE BITS  
CONTINUING CHARACTERS • REGULAR FEATURES

**15**  
BRAND NEW BITS  
EACH WEEK

NOW  
FEATURING:



DEMO: (303) 733-5850 • NOW WITH BARTER FOR TOP-100 MARKETS

## CONSULTANTS

### CONSULTANTS

PLEASE, LET ME SHOW YOU  
HOW TO TAKE RATINGS AND  
DOLLARS FROM EVERY STATION  
IN YOUR MARKET AND PUT  
THEM IN YOUR PORTFOLIO.

**BILL ELLIOTT &  
ASSOCIATES,  
813-849-3477**

## IDS, JINGLES, SWEEPERS

### SWEEPERS.ID'S.LINERS.PROMOS



Get a leg up...and  
drown your competition!

*Mike Carta*  
MAC PRODUCTIONS

"Gets a lot said for your station"™  
COUNTRY MUSIC IS HOT AND SO IS MAC PRODUCTIONS

**1-800-659-9567**

Call to Hear a free demo!

## MUSIC LIBRARIES

A/C and CHR OLDIES on CD  
over 2,500 from 1955-1992  
call collect for song index

**413-783-4626**



**"THE MUSIC DIRECTOR"**  
PROGRAMMING SERVICE

## MUSIC SOFTWARE

### AFFORDABLE Music Software

No Lease  
Charges

Features & Flexibility PD's want at a  
price even small markets can afford.

For More Information call:  
**HALPER & ASSOCIATES**  
617-786-0666

## OLDIES SERVICES

### OLDIES

Best source of hard  
to find oldies  
'50s, '60s, '70s, '80s.

Most in stereo  
clean bright quality,  
fast service.

### MSA

Music Service Associates  
Delivered RTR or DAT  
**918-492-7222**  
(FAX) 918-492-2211  
FAX US YOUR LIST

## PRODUCTION SERVICES

### POWER DISC PRODUCTION MUSIC SUPPLEMENT

### DISTRIBUTORS WANTED

IF YOUR BUSINESS SELLS  
TO RADIO & TV  
ANYWHERE ON EARTH  
PLEASE CONTACT US

High Impact Production Music Specifically Created  
for Radio and TV. For Complete Information FAX:

**PH (506) 755-3170 FX (506) 755-6952**

## SHOW PREP

### SHARP

THE MORNING FAX  
The Ultimate Topical Prep Service  
One Week FREE Trial

725 Monarch, Nipoma, CA 93444 800-266-MFAX

### COUNTRY

The Ultimate Topical Prep Service  
One Week FREE Trial  
THE MORNING FAX

(800) 266-MFAX 725 Monarch, Nipoma, CA 93444

Jingles, Jocks and jokes -- they're all  
in the R&R Marketplace --

Call **310-553-4330**.

## VOICEOVER SERVICES

### EXPERIENCE ON YOUR SIDE

BOBBY  
OCEAN® INC.

(415) 472-5625 FAX 472-1686

## VOICE CHOICES

North America's hottest talents for  
ID's - LINERS - PROMOS  
in one place. Call us today!

**The Voice Bank**

604-240-2262

•the finest voice collection ever•



### "THE CAPTAIN"

**BILL VOGEL**

IDS • SWEEPERS  
PROMOS • VOICE OVERS  
**1-800-75-MOUTH**

## WEATHER SERVICES

### This Forecast Calls For More Listeners

Rain or shine, here's a custom formatted,  
personalized, and localized weather fore-  
casting system your audience will stay  
tuned for every day.

- On-air interactions with experienced radio voices
- Multi-station & AM/FM package discounts
- Studio quality availability

For details and a free demo,  
call 1-800-SKYWATCH.

**SKYWATCH**  
WEATHER CENTER®

347 Prestley Road • Bridgeville, PA 15017 • 1-800-759-9282



A

"A" Train Management & Consulting ..... 119

A&M ..... 220

Aaro Marketing ..... 171

AB Promotions ..... 171

ABC Morning Show Prep ..... 247

ABC NewsWire ..... 247

ABC Radio International ..... 203

ABC Radio Networks ..... 203

ABC Radio Networks Long-Form Programming ..... 203

ABC Radio Networks Programming ..... 203

ABC Radio Networks Weekend Talk Programming ..... 203

ABC Satellite Services ..... 189, 247

ABC/ESPN Radio Network ..... 203

ABC/Satellite Music Network ..... 203

ABKCO ..... 220

Abrams/Dawson & Associates ..... 119

ABS Communications, Inc. ..... 151

Academy Of Country Music ..... 168

The Academy of Radio Broadcasting ..... 112, 168

ACC Broadcast Marketing, Inc. .... 171

Accend Broadcast Services ..... 119

Accoutical Solutions/Alpha Audio Solutions ..... 139

Accu-Weather, Inc. .... 203

Accuracy In Media ..... 168

AccuRatings ..... 238

Acid Jazz ..... 210

Ackerley Communications ..... 151

Actual Radio Measurement (ARM) ..... 238

Ad America ..... 171

Tom Adams Productions, Inc. .... 203, 247

AdMedia Corporate Advisors, Inc. .... 119, 148

Adult Contemporary Concepts/Programming ..... 119

The Adult Contemporary Music Research Letter ..... 119, 238

Advanced Radio Marketing, Inc. .... 113, 119, 171

The Advantage ..... 189, 247

The Advantage Group, Inc. .... 119, 171

AdVentures International ..... 119

Aerial Dimensions, Inc. .... 171

The Affection Connection™ ..... 203

Afterglow Productions ..... 203

Aim Music Research ..... 113, 238

Air Support, Inc. .... 119

Aircorp-Marketing ..... 139

Aircraft Music Library ..... 189

Airforce Broadcast Services ..... 189

Airlines-First Class Comedy ..... 247

Airtight Productions ..... 247

Airware™ ..... 113, 247

Alaska Broadcast Communications ..... 151

Albimar Communications ..... 151

Alkrisrah Broadcast Consultants ..... 113, 119

Alive Films ..... 187

All American Communications ..... 187

All Pro Broadcasting, Inc. .... 151

Allegheny Mountain Network ..... 151

Allen & Company, Inc. .... 148, 183

Rick Allen Creative Services ..... 189

Allied Capital Corp. .... 148

Alligator ..... 220

Gary Allyn Radio Enterprises ..... 189, 203

Alpha International ..... 220

Alpha Lyracom/Pan American Satellite ..... 189

Alpine ..... 220

Altair Communications, Inc./ACI ..... 113, 119, 238

Altdoerffer Group ..... 151

Alternative Programming, Inc. .... 203

AM Fax ..... 247

Amber Electro Design ..... 139

America on the Road, Inc. .... 203

American Broadcast Financial Corp. .... 148

American Broadcast Services ..... 203

American Comedy Network ..... 203, 247

American Federation of Television & Radio Artists ..... 168

American General Media ..... 151

American Gramophone ..... 220

American Leisure Network ..... 204

American Media, Inc. .... 151

American Medical Radio News ..... 204

American Pie ..... 189, 204

American Radio Brokers, Inc./SFO ..... 183

American Radio Network ..... 204

American Telesource, Inc. .... 139, 171

American Urban Radio Networks ..... 204

American Women in Radio & Television, Inc. .... 168

Americom ..... 183

AMFM Company, Inc. .... 171

Amherst ..... 220

AMI News ..... 204

Anchor Media ..... 151

Anderson Communications ..... 204

Anderson Stations ..... 151

Henry Ansbacher, Inc. .... 148, 183

The Answer ..... 204

Nick Anthony & Associates ..... 121, 171, 238

Antonelli Media Training Center, Inc. .... 112

Aphex Systems, Ltd. .... 139

APM ..... 189

Apollo Radio, Ltd. .... 151

Ira Apple & Assoc. .... 119

Applied Research & Technology ..... 139

Arabesque ..... 220

The Arbitron Company ..... 238

ARCA (Audio Recording Corp. of Arkansas, Inc.) ..... 189, 204

Ardman Broadcasting Corporation ..... 151

Arista ..... 220

Toby Arnold & Associates ..... 171, 189, 204, 250

Arrakis Systems, Inc. .... 139

Arrow Communications ..... 151

ASCAP ..... 168

Associated Broadcasters ..... 204

Associated Press ..... 113, 204, 247

Associated Radio Resources, Inc. .... 121

Astor Broadcast Group ..... 151

Asylum ..... 220

AT&T Accunet ..... 189

AT&T Commercial Finance Corp. .... 148

ATI-Audio Technologies, Inc. .... 139

Atkins Center ..... 204

Atkinson Consultants ..... 121

Atlantic ..... 221

Atlantic Radio Corporation ..... 151

Aubergine ..... 221

Audio Accessories, Inc. .... 139

Audio Action ..... 189

Audio Animation ..... 139

Audio Broadcast Group ..... 139

Audio Concepts & Engineering ..... 121

Audio Creations ..... 189, 204

Audio Ideas ..... 189

Audio Logic ..... 139

Audio Productions Inc./Future Effects ..... 189

Audio Technica U.S., Inc. .... 139

Audio Video Research Inc. .... 139

Audio Yearbook ..... 189

Audiarts Engineering ..... 139

Audiodyne Broadcast Cartridge ..... 139

Audiopak ..... 139

Auditronics, Inc. .... 139

Auratone Corporation ..... 139

Autogram Corp. .... 139

Auto-Jock Software ..... 113

Automated Business Concepts ..... 113

Automated Telephone Information System (A.T.I.S.) ..... 171

Avatar Productions ..... 204

AVI Communications, Inc. .... 121, 250

Access Broadcast Services ..... 190

Aydell Associates ..... 250

AY JAY Productions ..... 190

B

B&B Research Services, Inc. .... 238

B&B Systems Inc. .... 139

Babelay & Babelay Publishing ..... 190

Back Lot Studios ..... 190

Dale Baglo Broadcast, Inc. .... 204

Bahakel Communications ..... 151

Bahia Entertainment ..... 221

Bailey Broadcasting Services ..... 204

Bainbridge ..... 221

Baker Scott & Company ..... 137

Bakke Communications ..... 151

Bank of America NT & SA ..... 148

Bank of Boston/Media & Communications Dept. .... 148

Banner Barn ..... 171

Banner Radio ..... 235

Banners-On-A-Roll ..... 171

Barkin Communications ..... 113

Bob Barnes Creative Services, Inc. .... 190

Barnstable Broadcasting, Inc. .... 152

David Baronfield Entertainment ..... 204

Barrett Associates Inc. .... 139

Dick Bartley Productions ..... 204

Lee Bayley & Associates ..... 121

BBE Sound ..... 140

BBH Software ..... 113

BC Productions & Associates ..... 190

BDI Distributors ..... 140

BDR Advertising Specialties ..... 171

Beacon Broadcasting Corporation ..... 152

Beasley Broadcast Group ..... 152

Chris Beck Communications ..... 121

Beck-Ross Communications, Inc. .... 152

Beckerman Associates, Inc. .... 183

Lawrence Behr Associates, Inc. .... 121

Belar Electronics Laboratory, Inc. .... 140

Belly Laffs ..... 121, 247

Belscher Management & Consulting Inc. .... 204

BEMEG ..... 204

The Benchmark Company ..... 121, 238

Benmaradio, Inc. .... 190

Rob Bennethum ..... 190

Rita Bentley Productions & Interactives ..... 247

Berger Broadcast Consultants ..... 121

Bergner & Company ..... 148, 183

Susan Berkley's Voiceover Workshops ..... 112, 137

Berkowitz Broadcast Consulting ..... 121

The Best of The Blues ..... 121, 205

Best of the Oldies Radio Network ..... 205

Best Recordings ..... 220

Better Business Productions ..... 190

Beveridge Business Systems, Inc. .... 121

beyerdynamic ..... 140

Beyond Bourbon Jazz Productions ..... 205

BGM International ..... 140

BGW Systems Inc. .... 140

BIA Consulting ..... 148

Biamp Systems ..... 140

Bible Broadcasting Network, Inc. .... 152

Big Band Music Network ..... 205

Big Beat ..... 221

Big Tuna Radio Services ..... 121

Bigger Than Life, Inc. .... 171

Billie Research Corporation ..... 238

Blnx Custom Software ..... 113

Bird Corp. .... 171

Bitman ..... 247

Bits & Pieces Creative Services ..... 205, 247

Blackburn & Company, Inc. .... 183

Blackburn Capital Markets ..... 148

Bloomington Broadcasting Corp. .... 152

Chuck Blore & Bill McDonald, Inc. .... 250

BLU Electronics ..... 140

Blue Chip Management ..... 137

Blue Note ..... 221

"Blues Deluxe" ..... 121, 205

BMI ..... 168

BNA Entertainment ..... 221

Bohn & Associates Media ..... 121

Bolton Research Corporation ..... 121, 238

Bonneville Broadcasting System ..... 121, 190, 205

Bonneville International Corporation ..... 152

Boom Media ..... 171

Booth Broadcasting ..... 152

BOSE ..... 140

Bosley Associates, Inc. .... 122, 238

Boston Media Group, Inc. .... 238

Botik Broadcast Services, Inc. .... 122

Bottom Line Marketing ..... 122, 172

Boulder Blimp Company ..... 172

Lee Boyan & Associates, Inc. .... 122

Frank Boyle & Co. .... 183

BP Consulting Group ..... 122

BPI Entertainment News Wire ..... 205

Bradbury Communications (BRADCOM) ..... 205, 247

Bradley Broadcast Sales ..... 140

John T. Brady & Associates ..... 205

Jim Brady & Associates ..... 122

Breakthrough Marketing Inc. .... 122

Dick Brescia Associates ..... 205

Phil Brewer Vocal Interpretations ..... 190

Brill Media Co., Inc. .... 152

Bristol Broadcasting Co., Inc. .... 152

Brite Voice Systems, Inc. .... 140, 172

Broadcast Alchemy, L.P. .... 152

Broadcast Architecture ..... 122, 190, 238

Broadcast Arts ..... 250

Broadcast Automation, Inc. .... 140

Broadcast Cable Credit Association ..... 169

Broadcast Cart Rewinding Service ..... 140

Broadcast Cartridge Service ..... 140

Broadcast Center ..... 112, 137

Broadcast Communications Group ..... 172

Broadcast Data Consultants ..... 113

Broadcast Data Systems ..... 238

Broadcast Direct Marketing ..... 122, 172

Broadcast Electronics ..... 140

A  
•  
B



D

Davidson Technical College ..... 112  
 E. Alvin Davis & Associates ..... 124  
 Jeff Davis Productions ..... 192  
 Michael Day Associates ..... 173  
 Daynet ..... 207  
 D.B. Productions, Inc. .... 207  
 DBA ..... 207  
 dbx Professional ..... 142  
 DDS Sales Training & Consulting ..... 124  
 Decision, Inc. .... 114  
 Deer River Group ..... 155  
 Def American Recordings ..... 223  
 Def Jam Recordings, Inc. .... 223  
 Del Mar Broadcasting Networks ..... 207  
 Delicious Vinyl ..... 223  
 Delta Electronics, Inc. .... 142  
 Demarree Media, Inc. .... 155  
 DeMers Programming Media Consultants ..... 125  
 Denon ..... 223  
 Denon America, Inc. .... 142  
 Destinations Unlimited ..... 173  
 DeWolfe Music Library ..... 192, 207  
 Diamond Broadcasting, Inc. .... 155  
 Diary Experts ..... 241  
 DIC Digital Supply Corporation ..... 142  
 Dick Broadcasting, Inc. .... 155  
 Dictaphone Corporation ..... 142  
 DigiPrep ..... 192  
 Digital Audio Information Systems, Inc. (DAISI) ..... 114, 142  
 Digital Radio Network ..... 208  
 Digital Support Group ..... 142  
 DigiTech ..... 142  
 DIR Broadcasting Corp. .... 208  
 Direct Mail Express ..... 173  
 Direct Mail Options ..... 173  
 Direct Marketing Results ..... 114, 125, 174  
 Directions In Radio ..... 241  
 Disc Manufacturing Inc. .... 142  
 Discovery ..... 223  
 The Dittman Group ..... 155  
 DL Consulting ..... 125  
 DMR Broadcast Consultants ..... 125  
 Doctor Dream Records ..... 223  
 DOD Electronics ..... 142  
 Dolby Laboratories, Inc. .... 142  
 Roger Dorfman Radio ..... 192, 208  
 Dorough Electronics ..... 142  
 Dorsey & Company ..... 125  
 Double L Broadcasting ..... 155  
 John E. Douglas ..... 192  
 The Dow Jones Report ..... 208  
 Dream Lady Productions ..... 192  
 John Driscoll ..... 192  
 Mark Driscoll ..... 125  
 Duchossois Communications Co. .... 155  
 Duncan's American Radio, Inc. .... 241  
 Dave Dworkin's Ghostwriters ..... 192  
 Dynamic Displays ..... 174  
 Dynatech Newstar ..... 114

E

Eagle Communications ..... 155  
 Eagle Marketing Services, Inc. .... 174, 192  
 Eagle Media Productions, Ltd. .... 208  
 Earth & Sky Radio Series ..... 208  
 East West America ..... 224  
 Eastman Radio ..... 235  
 Easy Up Canopy Products ..... 174  
 Edens Broadcasting ..... 155  
 EDI Radio Network ..... 208  
 EFM Media Management ..... 208  
 Michael Eisele and Associates ..... 174  
 Michael A. Eissinger ..... 125  
 The Electric Cafe ..... 192  
 Electric Weenie ..... 248  
 Electro-Voice, Inc. .... 142  
 Electronic Media Rating Council ..... 169  
 Elektra Entertainment ..... 224  
 Elgar Entertainment, Inc. .... 208  
 Doc Elliot & Associates ..... 125  
 Don Elliot Creative Services, Inc. .... 192  
 Don Elliot/Image Design Group ..... 174, 192  
 Bill Elliott ..... 125  
 Elway Research ..... 241  
 EMI Records Group North America ..... 224

Emmis Broadcasting ..... 155  
 Empire Radio Partners, Ltd. .... 155  
 Entertainment Communication Consultants ..... 208  
 Entertainment Communications, Inc. .... 155  
 Entertainment Radio Inc. .... 208  
 Entertainment Radio Networks ..... 208  
 Environmental Education Institute ..... 208  
 Epic ..... 224  
 Epic Radio Network ..... 208  
 Equipment Remarketing Company ..... 142  
 Eric/Chandler Communications ..... 155  
 Dick Ervasti Creative Services ..... 192  
 ESChicago ..... 192  
 ESE ..... 142  
 Event Marketing, Inc. .... 174  
 Eventide, Inc. .... 142  
 Evergreen Media Corporation ..... 155  
 Evidence ..... 224  
 Ewing & Co. .... 250  
 EXCELRRATINGS ..... 174, 241  
 Exchange National Funding ..... 148  
 Executive Broadcast Services ..... 125, 174, 208, 241  
 Executive Decision Systems, Inc. .... 125  
 William A. Exline, Inc. .... 184  
 Explosive Promotions, Inc. .... 174  
 The Express Group ..... 142  
 EZ Communications ..... 155

F

F&L ..... 224  
 Face The Fax ..... 174  
 Facemakers, Inc. .... 174  
 Fahnestock & Co. Inc. .... 148  
 Fairbanks Communications, Inc. .... 156  
 Faircom Inc. .... 156  
 Fairfield Broadcasting Co. .... 156  
 Fairmont Communications Corporation ..... 156  
 Fairwest Direct ..... 125, 174  
 Family Stations, Inc. .... 156  
 Fantasy, Inc. .... 224  
 Far West Communications, Inc. .... 114, 125, 192, 209  
 FEA ..... 224  
 The Federated Association of Media Employees, Inc. .... 125, 149, 169  
 Federated Media ..... 156  
 Fidelipac Corp. .... 143  
 Fifth Estate Software ..... 114  
 Film House, Inc. .... 175, 250  
 Findlay Publishing Company ..... 156  
 First Broadcasting Company ..... 156  
 First City Broadcasting ..... 156  
 First Interstate Bank of Denver ..... 149  
 First Marketing Group ..... 175  
 First Union National Bank of North Carolina ..... 149  
 FirstCom ..... 192  
 FirstCom Broadcast Services ..... 125  
 FirstTrack ..... 241  
 Norman Fischer & Associates ..... 184  
 Fleet Mezzanine Capital, Inc. .... 149  
 William Lewis Fleming ..... 149, 184  
 Flying Fish ..... 225  
 FMR Associates, Inc. .... 241  
 FMX Stereo/Broadcast Technology Partners ..... 143  
 Focus Information Systems ..... 175  
 For The People ..... 209  
 Milton Q. Ford & Associates ..... 184  
 Richard A. Foreman Associates, Inc. .... 184  
 Format Productions ..... 125, 192, 209  
 Formula Impressions ..... 175  
 Fostex Corp. .... 143  
 Four Seasons Communications ..... 156  
 Four Star Media ..... 209  
 Michael Fox Auctioneers, Inc. .... 184  
 Fresh Start Radio Group ..... 156  
 Keri Fretty Enterprises ..... 175, 209  
 Fritz Broadcasting ..... 156  
 Frontier ..... 225  
 Fuller-Jeffrey Broadcasting Companies, Inc. .... 156  
 Fun Industries, Inc. .... 175  
 Functional Realities ..... 193, 209  
 Futurist ..... 225

G

Chris Gable Broadcast Services ..... 125, 184  
 Galaxy Air Preparation Service ..... 193, 248  
 Galaxy, Inc. .... 175  
 Galaxy Systems ..... 241

The Gallagher Group, Inc. .... 125  
 The Gallup Organization ..... 241  
 Gammon Media Brokers, Inc. .... 184  
 Gannett Radio ..... 156  
 Anita Garner Communications ..... 209  
 Gaylord Entertainment Company ..... 156  
 Gazette Broadcast Group ..... 156  
 GBS ..... 143  
 GE American Communications ..... 193  
 Geffen/DGC ..... 225  
 Valerie Geller/Broadcast Media Consulting ..... 125  
 Gemini Broadcasting Corporation ..... 157  
 Genesis Broadcasting, Inc. .... 157  
 Gentner Communications Corp. .... 143  
 GHB Radio Group ..... 157  
 Ghostwriters Comedy Services ..... 248  
 Giant ..... 225  
 Dave Gifford Seminars ..... 125  
 Gillis Broadcasting Representatives ..... 235  
 Gilmore Broadcasting Corp. .... 157  
 Charles J. Givens Financial Digest ..... 209  
 Charles J. Givens Organization, Inc. .... 126, 157, 175, 235  
 Global Airchecks ..... 137  
 Global Music Network/The Buzzard ..... 209  
 Global Pacific ..... 225  
 Global Satellite Network ..... 209  
 GMI Broadcast Services ..... 126, 193  
 GNP Crescendo ..... 225  
 Gold City Records, Inc. .... 225  
 Golden Gate ..... 225  
 Golden West Broadcasters ..... 157  
 Good Swag Merchandising Inc. .... 175  
 Good Time Tickets ..... 175  
 Goodrich Broadcasting, Inc. .... 157  
 Art Good's Jazz Trax ..... 209  
 Gorich Radio Corp. .... 157  
 Gorman Media ..... 126  
 Gowdy Printcraft/Goal Line Guide ..... 175  
 Johnny Goyen ..... 193  
 Grand Slam ..... 225  
 W. John Grandy ..... 184  
 Granum Communications, Inc. .... 157  
 Graphics 3 ..... 175  
 Gray Communications ..... 126  
 GREAT! ..... 175  
 Great American Broadcasting ..... 157  
 Great American Broadcasting Of Kansas ..... 157  
 Great Empire Broadcasting ..... 157  
 "The Great Entertainers"/M.O.R. Media ..... 209  
 Great Scott Broadcasting, Ltd. .... 157  
 Great Scott Productions ..... 175  
 Great Southern Company ..... 175  
 Great Trails Broadcasting ..... 157  
 Green Book Database of Songs By Subject ..... 114  
 Green Book of Songs Classified by Subject ..... 248  
 Green Diamonds Radio ..... 209  
 The Greenfield Group ..... 126  
 Greenwood Performance Systems ..... 126  
 Greyhound Financial Corporation ..... 149  
 The Griffin Group ..... 157  
 The Griffin Reports ..... 114, 241  
 Group W Radio ..... 158  
 Group W Radio Sales ..... 235  
 Group W Satellite Communications ..... 193  
 Group X, Inc. .... 175, 193, 209  
 GRP ..... 225  
 Grundy Broadcasting ..... 158  
 Gulf Atlantic Media Group ..... 158  
 Gary Guthrie/Edinburgh Rand Inc. .... 126  
 Gwenn's Kitchen Talk ..... 209

H

H&D Broadcast Group ..... 158  
 H&H Broadcasting ..... 209  
 Habitat Industries ..... 175  
 Hadden & Associates Media Brokers ..... 184  
 Hagen Media Research ..... 241  
 Hall Communications ..... 158  
 Halland Broadcast Services, Inc. .... 193, 209  
 Donna Halper & Associates ..... 114, 126  
 Hamilton Communications ..... 126  
 Tac Hammer Communications ..... 126  
 Haneyan Financial Services Corp. .... 126, 149  
 Harker Research, Inc. .... 175, 241  
 Bob Harper's Company ..... 126, 241  
 Harris Allied Broadcast Division ..... 143  
 Don Harris Productions ..... 193, 209, 241  
 Harris, Utz & Associates ..... 127  
 Harris-Allied Broadcast Equipment-Distribution ..... 143









# DIRECTORY INDEX

## T

The Travel Show Company	217
Tree Dimensions	147
Trendata Corporation	246
TRF Production Music Libraries	200
Tri Group, Inc.	166
Tri Tech	147
Tri-Star Pictures	187
Tribune Broadcasting	166
Tribune Radio Networks	217
Trident Audio USA	147
Triloka	233
Tropical Storm/Sound Wave	233
Morrie Trumble & Associates, Inc.	218
Trumper Communications, Inc.	166
TSR	233
Mark Tudor & Associates	135
Phillip Turk	181
TVT	233
TWA Systems	118
20th Century Fox	187
21st Century	187
Twenty First Century Media Corporation	135
27th Dimension Inc.	200, 218
Twin/Tone	233
2B System Corporation	181

## U

Union Ticket Agency	181
Unistar Radio Networks	218
United Broadcasting	166
Unity Broadcasting Network	166
Univenture CD Packaging & Storage	181
Universal Broadcasting	166
Universal Pictures	187
University Broadcasting Company	166
Uno Broadcasting Corp.	166
UPI Radio Network	218
UREI	147
U.S. Department of the Interior	218
US Radio	166
U.S. Senate Republican Conference	218
U.S. Tape & Label	181
USA Radio Network	218
USA TODAY Decisionline Reports	218
USA TODAY Radio Data Service	218
USA TODAY Sky Radio	218
Utility Tower Company	147

## V

Valentino, Inc.	200
Valley Audio Products, Inc.	147
Valley Vue	233
Vallie Consulting	135, 246
Vanguard Audio Features, Inc.	218

Steve Vaus Productions	200
Vega (A Mark IV Company)	147
Velvet Voice Associates	218
Veritas Marketing & Research	135, 181, 246
Veronis, Suhler & Associates Inc.	150, 186
Verstendig Broadcasting	166
Verve	233
Jim Vespe	249
Viacom Broadcast Group	167
Victory Music, Inc.	233
Video Protection Company	181
Video Viewer Inc.	218
Vie	233
Viewfacts, Inc.	246
"VIP" Ventures In Promotions	181
Virgin	233
Vision Broadcasting Network	182, 218
Visionary Related Entertainment, Inc.	167
The Voice Bank	200
VOICE BOX	200
Voice Over L.A.	138, 200
Voiceprint	201
VOICES, Inc.	201
Voiceworks Studios	201
Voss	233
Voyager	233
Voyager Communications Group	167
Vuoco Video Air-Chex	138, 201

## W

Walker Media, Inc.	186
Rusty Walker	136
Garry Wall Media	136
The Wall Street Journal Report	218
Todd Wallace Associates	136
Hugh Wallace, Inc.	237
Wairus Research	246
Walt Disney World Company	182, 201
Walt Disney/Touchstone	187
WAMC National Productions	218
Ward-Beck Systems, Ltd.	147
Warlock	233
Warner Bros.	187, 234
Warner Consulting Service	136
Warner Stations	167
Warren Media	136
Jim Warren Entertainment	182, 218
Washington International Teleport	201
The Water Foundation	218
WaveFrame Corporation	118, 147
The Weather Channel Radio Network (SM)	218
Weather Services Corporation	218
WeatherWatch Service	218
Ken Webb Enterprises, Inc.	219
Wedge Productions	249
Weik Music Group	234
J.N. Wells & Company, Inc.	186
Welwood Int'l. Film Production	251
Wescom Media Group	167

Wesham Broadcasting Company	167
West Communications	136
West End Media	219
Jim West Company	136
Western Front Broadcasting	219
Westwood One Radio Networks	219
Westwood One Stations Group, Inc.	167
WFMT Fine Arts Network	219
The WFMT Ideas Network	219
Wheatstone Corporation	147
White Glove Productions	251
Ron White	136
Gary Whiteaker Corp.	201, 219, 249
Whitaco Metrocom	182
Who Did That Music	201
Whoop-T-Do Productions Inc.	136, 138
Wilks/Schwartz Broadcasting	167
Willhigh Radio Research	118, 246
George Williams Communications	136
Steven B Williams	201
Willis Broadcasting Corp.	167
WIN Communications/M.L. Media	167
WinCom Radio Group	167
Windham Hill	234
Windstar Studios, Inc.	187, 251
Winfas of Virginia, Inc.	167
WireReady Newswire Systems, Inc.	118
Withers Broadcasting	167
WM	234
Wood & Company	186
The Bob Wood Organization	201
Wooding & Associates	150, 186
Woodward Communications Inc.	167
WOR Radio Network	219
World Beat and Reggae	219
World Disc Productions	234
World Domination	234
World Masters	182
World Space Report	219
World Tower Company Inc.	147
Worthington Voice Services	147
WTG	234
WTMJ, Inc.	167
Wyncco Enterprises	182

## Y

Yamaha Corporation of America	147
Yancey Marketing Corp.	136, 182
Yesterdays Productions	219
Youngstrom Communications	219
Don Yunker & Associates	138, 249

## Z

Zapnews	219
Zarecki Radio Consulting	136
Zephyr Press	182
Zoo Entertainment	234

# ADVERTISER INDEX

ABC Radio Networks	Front Cover
Air Support	126
Broadcast Marketing Group	27
CD Media	Inside Front Cover, 12, 182
Lauren A. Colby, Esq.	49, 79
Communication Graphics	Inside Back Cover
Enco Systems	147
Film House Inc.	1
Norman Fischer & Associates	53, 186
Group W Radio	7, 21, 32, 51, 60

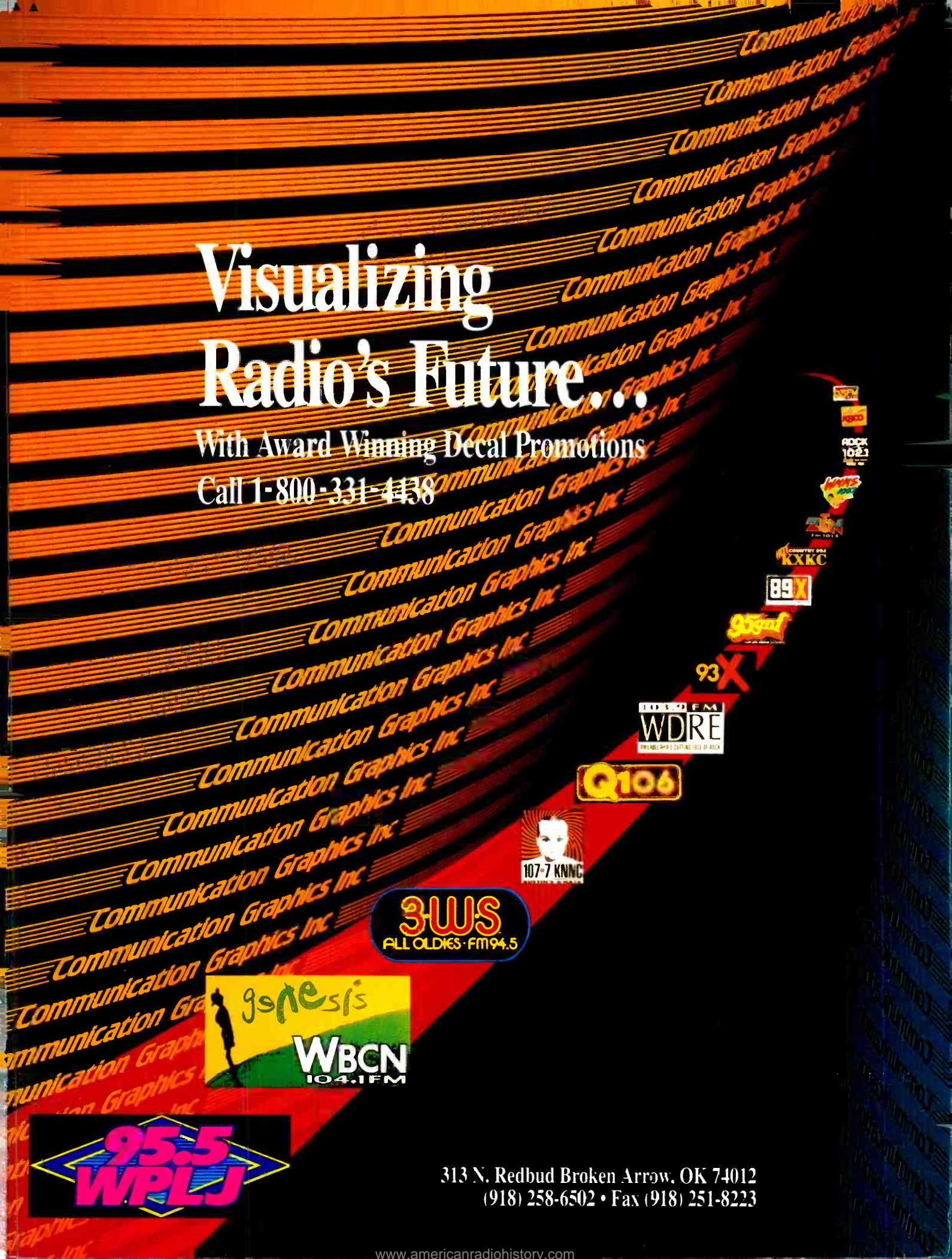
Halland Broadcast Services	193
Harker Research	26, 33, 44, 54
The Humane Society of the US	219
Mark Kassof & Associates	34, 39
Joe Kelly Creative Services	195
Marketing Research Partners	240
Media Services Group	150
MusicSCAN	115
Paragon Research	242
Radio Computing Services	4, 141
Radio Expenditure Reports	163, 237, 246

Radio Today Entertainment	22, 24, 31
The Research Group	239
Standard Broadcasting Network	208
StandardNews	206
SuperSpots	2
TAPSCAN	117
TM Century	Back Cover, 9, 13, 116, 197, 210
Vallie Consulting	119
Westwood One	20
WOR Radio Networks	110, 136



# Visualizing Radio's Future...

With Award Winning Decal Promotions  
Call 1-800-331-4438



313 N. Redbud Broken Arrow, OK 74012  
(918) 258-6502 • Fax (918) 251-8223

# TM Century<sup>®</sup> Inc.



The World Standard in Music Libraries  
— in use on over 2,700 stations



CD Hits of the week for AC, CHR,  
COUNTRY, URBAN and AOR.



The newest jingles for KIIS-FM, WMXV,  
Young Country, WPLJ, Virgin Radio and  
many others. Delivered to you on CD.



Creative production and Media Placement.



Complete libraries for all production needs



The best song parodies and comedy  
bits released weekly on CD.

For information call:  
(800) TM CENTURY  
The World Standard<sup>®</sup>

