



PRESENTS THE
15TH ANNUAL
COUNTRY RADIO SEMINAR

MARCH 1-3, 1984 — NASHVILLE, TENNESSEE
PROGRAM BOOK & SECOND ANNUAL C.R.B. UPDATE DIRECTORY

LISTINGS OF COUNTRY RADIO STATIONS AND PERSONNEL
COUNTRY RECORD LABEL PROMOTION PERSONNEL
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"Our sincere appreciation is again extended to the many individuals and publications who continue to share their time and talent to provide us with the many articles featured in this year's Program Book."

COUNTRY RADIO SEMINAR XV PROGRAM BOOK

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

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State of Tennessee

LAMAR ALEXANDER GOVERNOR

Dear Friends,

I am pleased to once again have the opportunity for you to Tennessee as participants of the Music Industry Seminar and the new Music Industry Program.

All of us know the importance of sharing ideas. We've learned as we grow and achieve new things in Country Radio and the Music Industry. To do that, and our industries have benefited as a result. Now, in your 15th year, the Music Industry Seminar has been expanded to include all of the Music Industry for an even greater sharing of ideas.

I'm sure this Seminar will be a big success. I hope you enjoy your stay in Nashville, and that you will come back to visit us again very soon.

Sincerely,

A handwritten signature in black ink that reads "Lamar Alexander".

Lamar Alexander

LA/sm

117 pp

112

Proclamation

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

WHEREAS, COUNTRY RADIO AND MUSIC INDUSTRY PROFESSIONALS FROM ALL ACROSS THE UNITED STATES WILL GATHER IN NASHVILLE MARCH 1-3, 1984 FOR THE COUNTRY RADIO SEMINAR; AND

WHEREAS, PROCEEDS FROM THE COUNTRY RADIO SEMINAR'S 15TH ANNUAL EVENT WILL PROVIDE SCHOLARSHIPS FOR THE EDUCATION OF RADIO BROADCASTERS.

NOW, THEREFORE, I, RICHARD FULTON, MAYOR OF NASHVILLE, DO HEREBY PROCLAIM FEBRUARY 28 - MARCH 3, 1984 AS

Country Radio Seminar Week

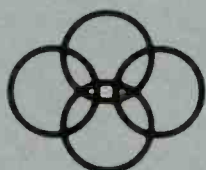
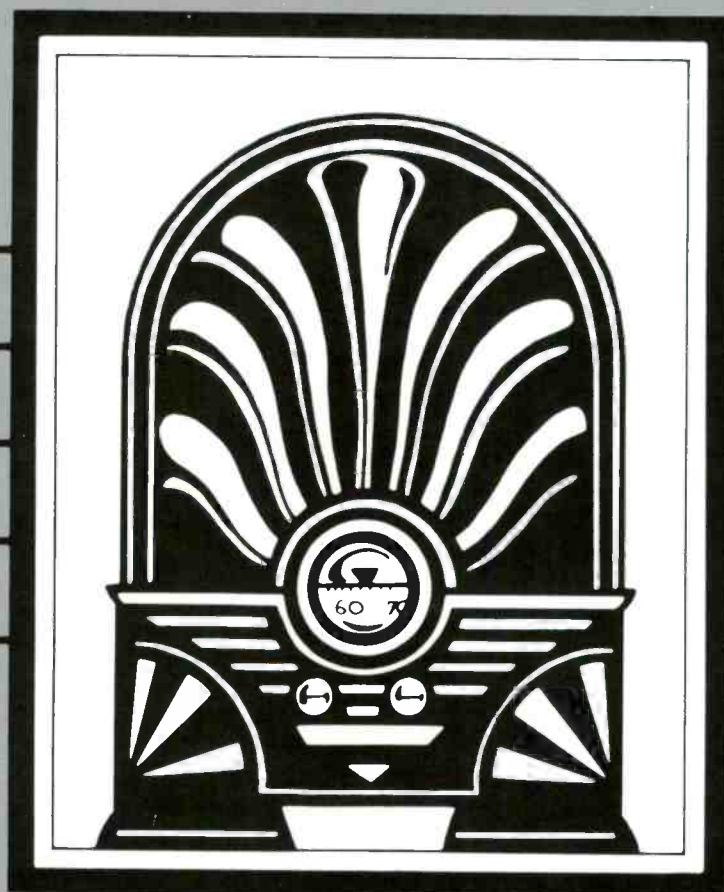
IN NASHVILLE AND URGE ALL CITIZENS TO JOIN ME IN SALUTING THE COUNTRY RADIO BROADCASTERS AND MUSIC INDUSTRY PROFESSIONALS WHO ARE INVOLVED IN THE BETTERMENT OF COUNTRY MUSIC AND "MUSIC CITY, U.S.A."

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND ON THIS, THE TWENTY-EIGHTH DAY OF FEBRUARY, 1984



Richard Fulton
Mayor

On behalf of the best of our country,
we salute
Country Radio Broadcasters.



M^cGAVREN GUILD RADIO



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The Country Radio Seminar has taken giant strides forward in this its 15th year. CRS XV marks a combined effort by the Country Radio Broadcasters and the Country Music Association to further expand upon The Country Radio Seminar's primary goal of continuing personal and professional education. We welcome the music industry's formal participation in The Country Radio Seminar.

Another landmark step is the inclusion for the first time of industry exhibitors at CRS XV. We hope you will visit the exhibit area as a part of the full-service learning experience offered.

As usual the Agenda Committee has done a first class job of providing programs and panels covering a diverse range of topics. The Board of Directors and the Agenda Committee always invite your thoughts and suggestions which help make The Country Radio Seminar the leader in broadcast education.

It is impossible to thank everyone who has contributed to the success of this year's seminar. You *are* thanking them — the speakers, the exhibitors, our sponsors, our advertisers, etc. — by your attendance, participation and interest.

Best wishes,

Jim Ray
President
Country Radio Broadcasters

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Welcome to the 1984 Country Radio Seminar. As this year's agenda committee chairman I can't begin to tell you how proud I am of what the committee has prepared for you. The twenty-four members of the committee came from radio, advertising, syndication and trade publications to bring you a well rounded, informative seminar this year.

This gathering is truly designed with you in mind. Whether your career takes you to sales, programming, engineering, management, or, like most radio people, to a little bit of all of it, we're confident that you can feel comfortable with the next few days.

We hope that you can take home some of this knowledge and make or keep your radio station **Number 1**.

The Country Radio Seminar XV is special and so are you for being part of it.

My best,

Charlie Cook

Charlie Cook
Agenda Chairman

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Loretta
Lynn

If it weren't for
a bunch of you
in Country Music Radio,
I'd probably still be
back in Butcher Holler.
Thanks a whole lot
love, your friend,
Loretta Lynn



POSTCARD



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RADIO
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MCA RECORDS





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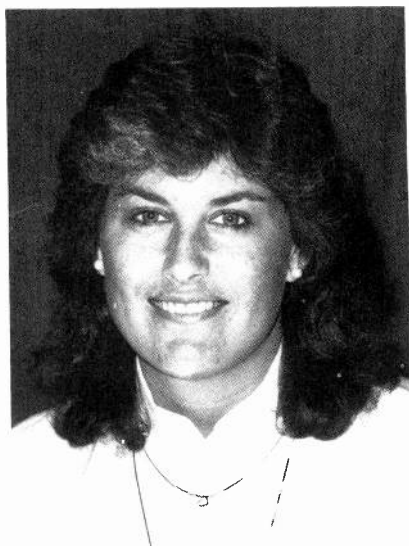
Mike Milom — Attorney / Barksdale, Whalley, Gilbert, Frank & Milom — Nashville, TN

EXECUTIVE DIRECTOR

.....Frank Mull — Mull-Ti-Hit Promotions — Nashville, TN

ADMINISTRATIVE ASSISTANT

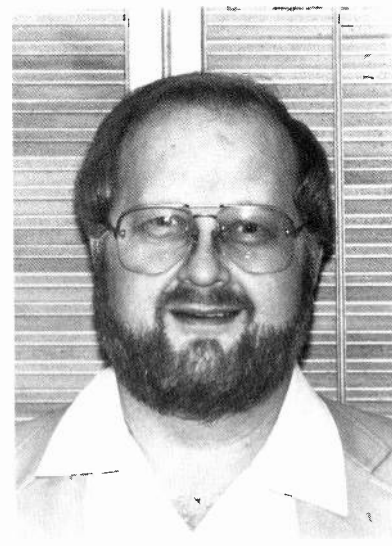
.....Susan Roberts — Country Radio Broadcasters, Inc. — Nashville, TN



Susan Roberts



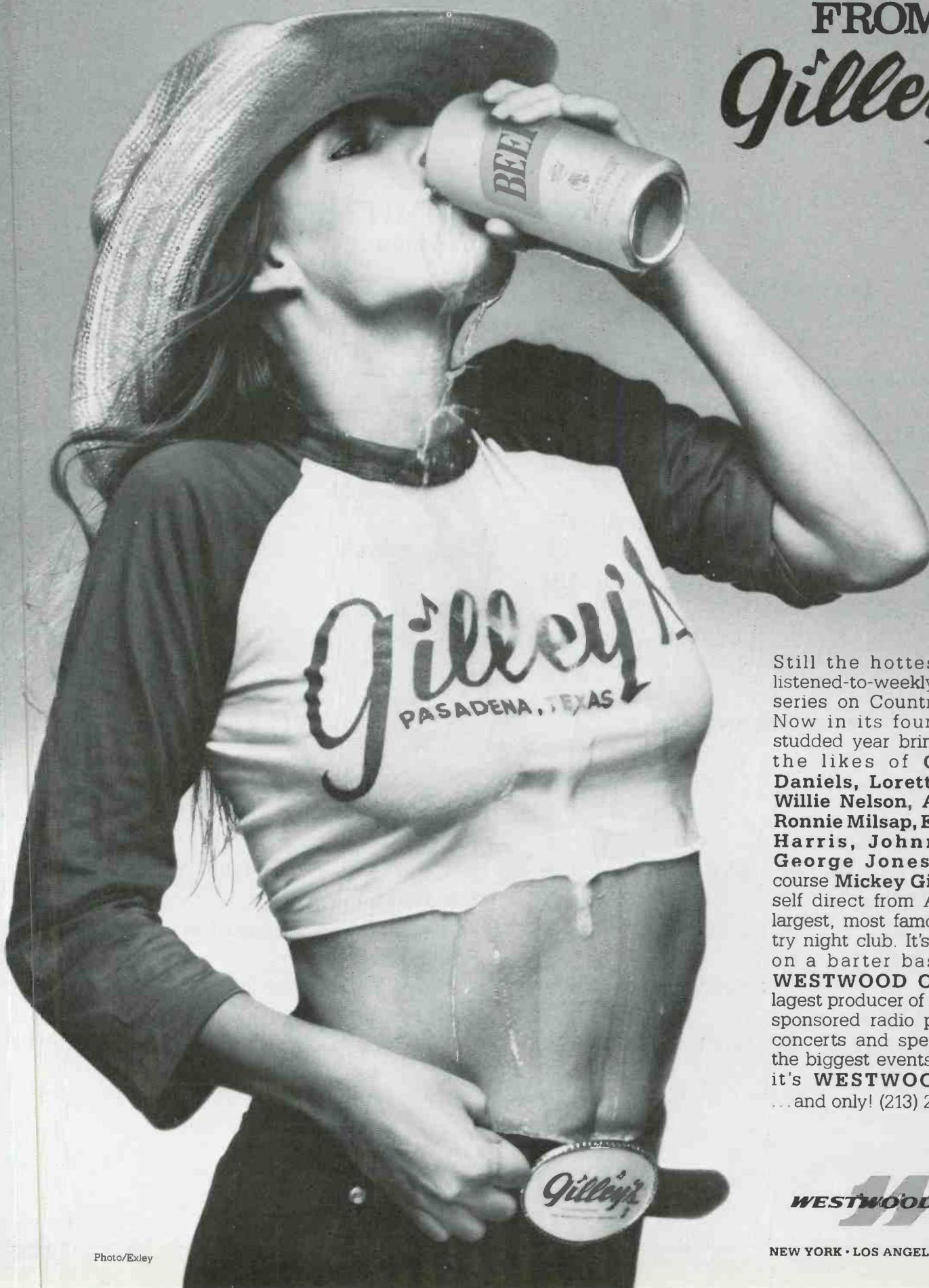
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Charlie Cook, Chairman

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WUBE/Cincinnati, OH
 Dale Roberts
WBZI/Xenia, OH
 J.D. Spangler
KSAN/Oakland, CA

TERMS ENDING 1986

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 Communications/Indianapolis, IN
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KILT/Houston, TX
 Rusty Reynolds
KYKX/Longview, TX
 Norm Schrutt
WKHX/Atlanta, GA
 Tim Wilson
WAXX/Eau Claire, WI

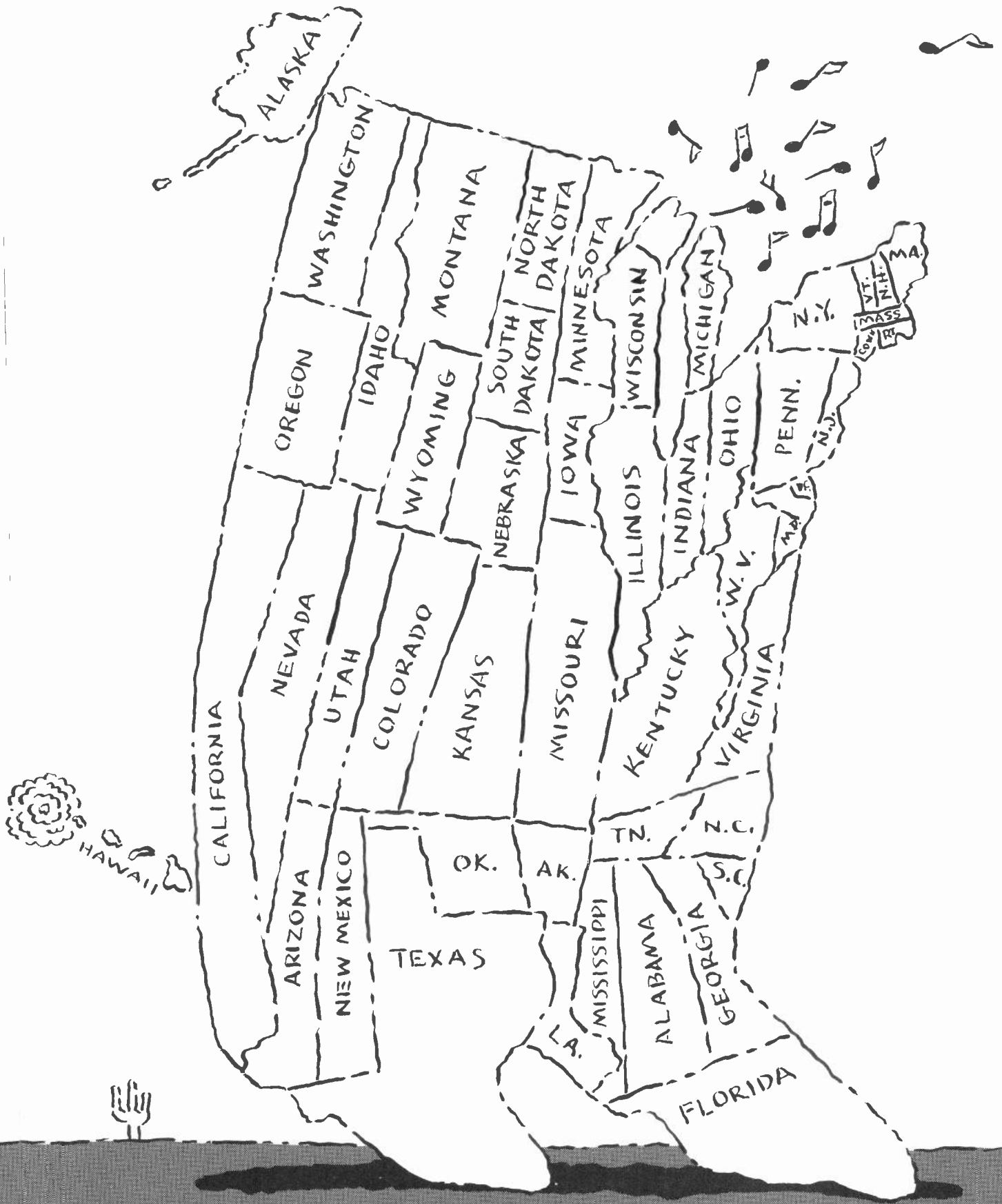
TERMS ENDING 1985

Bob Backman
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 Beverlee Bleisch
KJJY/Des Moines, IA
 Bob McDonald
KOKE/Austin, TX
 Cat Sloan
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 Ruth Presslaff
The United Stations/McLean, VA





**CBS RECORDS PROUDLY SALUTES
THE UNITED STATES OF COUNTRY RADIO**

AGENDA COMMITTEE



*1984 AGENDA COMMITTEE: (front row/left to right) - Beverlee Bleisch, Susan Storms, Cat Sloan, Ruth Presslaff, Debbie Pipia, Erica Farber.
(second row) - Johnny Biggs, Rusty Reynolds, Dale Roberts, Barry Mardit, Charlie Cook, Bob Backman, Lon Helton, Gregg Lindahl.
(back row) - Gary Havens, Bob McDonald, Tim Wilson, Paul O'Brien, Tom Miller, Norm Schruttt, Jerdan Bullard, J.D. Spangler.*



Hard at work on the 1984 agenda



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AIRLINES

1984 SEMINAR AGENDA: “A LITTLE SOMETHING FOR EVERYBODY”

Country Radio Seminar XV takes on a new dimension this year with the inclusion of MIPS — Music Industry Professional Seminars — panel discussions of topics that relate to members of the country music community in addition to radio topics that will be covered by the CRB.

The MIPS were devised by the Country Radio Music Association, and in some cases, will run concurrently with the CRB panels. Members of the CMA submitted a proposal to the CRB board of directors to put together educational panels of interest for members of the music industry who may not be taking advantage of the CRB panels.

According to Jim Foglesong, president of MCA Records/Nashville, who chaired the Convention Development Committee for CMA, “the CMA has been studying alternatives, looking to present new professional growth activities for those working in the increasingly complex country music industry. We are thrilled to have the opportunity to participate in the Country Radio Seminar because of its excellent reputation as an educational force.”

Jim Ray, president of the Country Radio Broadcasters, stated, “this year’s Seminar will enable more members of the country music industry to exchange ideas and information in the same manner that the country radio broadcasters have been doing for 15 years. The inclusion of the music industry panels in the Seminar will bring all facets of the industry together for an all-encompassing educational forum.”

Some of the topics to be addressed at the MIPS sessions include: “The Artist Development Team: Making A Star In The ’80s,” moderated by Joe Galante of RCA Records; “16th And Madison Avenues: A Major Intersection,” moderated by Ron Kaatz of the J. Walter Thompson Agency; “Tube City: New Video Technologies And Their Impact On Radio and the Music Industry,” moderated by Tom Griscom of The Nashville Network; and “The Video Opportunity: Taking Advantage Of The Music Video,” moderated by Jerry Flowers of The Jim Halsey Company / Nashville.

The 1984 CRB panel promises to be some of the best ever put together, according to CRB Agenda Chairman Charlie Cook. “There will be a number of management panels this year, and perhaps one of the most important discussions will be the unification of various country music formats that will take on the world in a panel titled ‘The Days Of Country Vs Country May Be Over . . . Stand By For Country Against The World’ which will be moderated by Paul O’Brien of WUBE Radio, Cincinnati,”

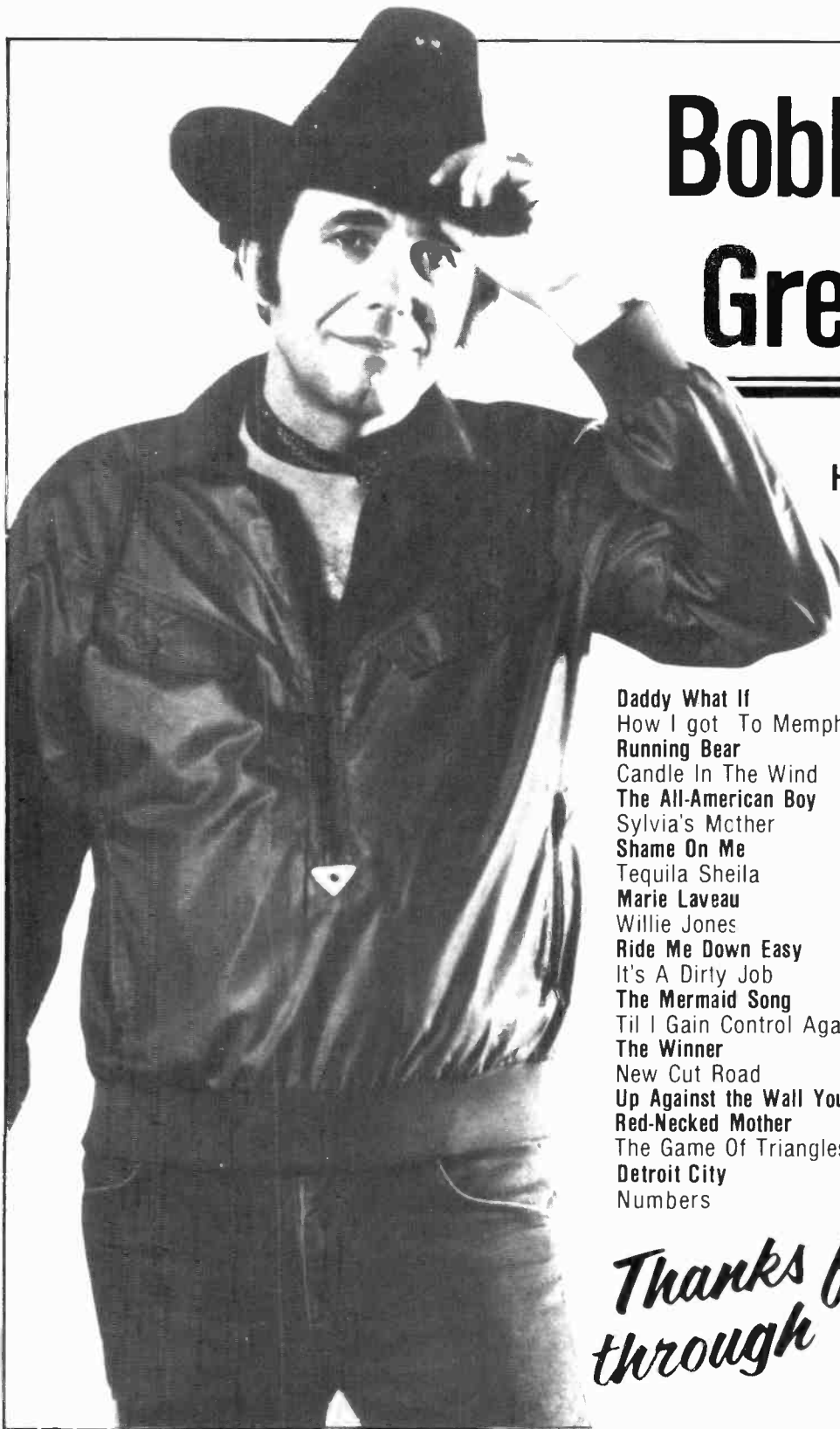
Another topic that promises lively repartee is “Management . . . Did You Do Your Homework? . . . A Hands On Workshop Designed To Give Basic Situations On How To Win At Your Station.” The moderator of this panel will be Erica Farber of INTEREP, New York.

Debbie Pipia of KILT, Houston and J.D. Spangler of KSAN in Oakland will moderate “Records ’84: Shootout On Music Row.” The subtitle for this panel is “When Does Promotion End and Undue Pressure Begin?” The panelists for this one include Bruce Adelman of Warner Bros. Records; Elma Greer of The Gavin Report; Lon Helton of Radio & Records; Don Kamerer of Billboard; Carolyn Parks, independent promoter; Jim Sharp of Cash Box; and Jim Tice of WCOS, Columbia, S.C.

In addition to the panel discussions, motivational speaker Pam Lontos will give the opening keynote address on Friday. While most keynote speeches given at the Seminar have not been titled, Ms. Lontos’ topic for CRS XV is titled “Don’t Tell Me It’s Impossible Until After I’ve Done It.” Closing the Seminar will be an address by country comedian Jerry Clower, who is sure to get the entire Seminar audience fired up with his own unique brand of comedy and inspiration.

The annual Country Radio Seminar is known by broadcasting professionals from all over the country as an “academic” event. Now, with the addition of MIPS, the Seminar will have new meaning throughout the entire country music industry as an “all encompassing academic event.”





Bobby Bare's Greatest Hits

WHICH TWO SONGS
HAVEN'T BEEN RECORDED
BY BOBBY BARE? (YET)

Daddy What If
How I got To Memphis
Running Bear
Candle In The Wind
The All-American Boy
Sylvia's Mcther
Shame On Me
Tequila Sheila
Marie Laveau
Willie Jones
Ride Me Down Easy
It's A Dirty Job
The Mermaid Song
Til I Gain Control Again
The Winner
New Cut Road
Up Against the Wall You
Red-Necked Mother
The Game Of Triangles
Detroit City
Numbers

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Alimony
Streets Of Baltimore
No Memories Hangin' Round
Four Strong Winds
It's Alright
500 Miles Away From Home
Singin' In The Kitchen
Come Sundown
Sleep Tight, Good Night Man
Millers Cave
Take Me As I Am Or Let me Go
Margie's At The Lincoln Park Inn
The Jogger
Green Green Grass of Home
A Dear John Letter
Wolverton Mountain
The Town That Broke My Heart
Dropkick Me Jesus Through
the Goalposts of Life
What Am I Gonna Do
Please Don't Tell Me How
The Story Ends

*Thanks for all the hits
through the years.....
Bobby Bare*

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WHICH TWO SONGS HAVEN'T BEEN RECORDED BY BOBBY BARE? (YET)

1. _____ 2. _____

NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____

SEMINAR SPEAKERS — THEY'LL GET YOU MOVING

The Fifteenth Annual Country Radio Seminar is again presenting the general sessions with speakers that will offer ideas and motivation that will spark thought and discussion helpful to radio professionals and music industry personnel. As in the past, the Seminar Agenda Committee has invited individuals whose diverse backgrounds will not only entertain, but inform. This year's speakers are Pam Lontos, a motivational speaker, and MCA's country comedian Jerry Clower.

Pam Lontos is a specialist when it comes to broadcast selling. Pam is an exciting, dynamic speaker whose seminars on Sales Training, Motivation, Self Development and Goal Setting are helping radio and television stations all across the country. Her humorous approach to training entertains and inspires while she shares her proven results — getting sales techniques.

As a teenager, Pam Lontos was a shoe salesperson who chucked it all to become an elementary school teacher. She retired from teaching after four years, and eventually landed a job selling memberships for a health club. When she wrote the copy for a radio spot for the health club, the response to the spot was so great, she decided to get into selling radio. She soon proved that the key to selling is the technique and not the volume. At one of the stations where she worked, Pam doubled their sales in just one month.

Pam Lontos, Inc. has grown to conduct broadcast sales clinics, and she has authored four books: "The Basics Of Broadcast Selling," "Tune Into Success In Broadcast Sales," "Cash In On Your Dreams," and "Think Thin To Be Thin." She has appeared on the

Phil Donahue Show and P.M. Magazine, and has become a much in-demand speaker at conventions and state broadcast associations. Pam Lontos can get your sales team moving.

Jerry Clower is a former fertilizer and chemical salesman turned country comedian. Clower has always had the knack of telling funny stories, and during his sales calls, he would start off with a few stories and walk away with some pretty big sales.

As his biography states, "to improve the selling, he began the telling." Most of Clower's stories revolve around his hometown of Yazoo City, Mississippi, and the adventures of his friends and neighbors. To date, Jerry Clower has recorded 12 albums and authored two books: "Ain't God Good" and "Let The Hammer Down." He has been named "Country Comic of the Year" from 1973 to 1981 without interruption. He is a member of the Grand Ole Opry, and has made guest appearances on most of the top radio and television shows. Additionally, Jerry was co-host of "Nashville On The Road" and appears in TV and radio commercials for a variety of products.

Jerry Clower — former county agent, salesman and director of sales promotion turned comedian and speaker is also an avid sports fan, and when his children are involved in sports, Clower is often referred to as "the loudest-mouthed parent in the stands." To borrow loosely from Will Rogers, "Jerry Clower never met a man who didn't like him."

Undoubtedly, the presentations of Pam Lontos and Jerry Clower will be both educational and fun for the registrants of the 15th Annual Country Radio Seminar.



Pam Lontos



Jerry Clower



Tune-in to big advertising bucks!
Turn-on local retailers
with the

Wrangler
Country '84
Showdown
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Wrangler and Dodge are joining forces to present the 1984 Wrangler Country Showdown.

Come sign on as a participating station in the world's largest country music contest. Now's your chance to tie-in all your local Wrangler Retailers and Dodge Dealerships. Remember, they've been given generous Co-op advertising dollars—and they're burning holes in their pockets. Be sure to get your share, and then some!

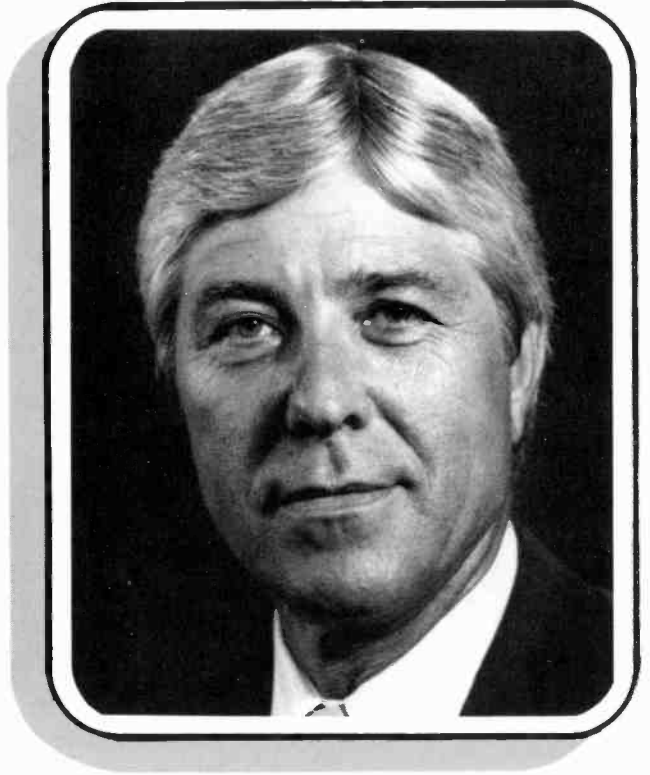
Show-up for the Showdown Co-op Seminar and Luncheon, Saturday, March 3, 1984.

Visit the Wrangler exhibitor suite (Room 4301) and get the low-down. Ask questions. Get all the information on how you can sign-on for the year's most exciting and profitable promotion for you!

Board of Directors



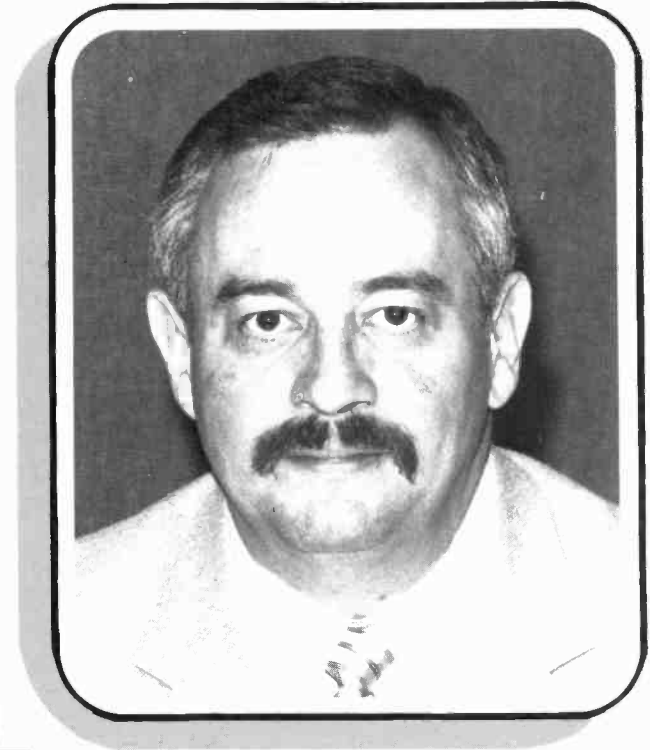
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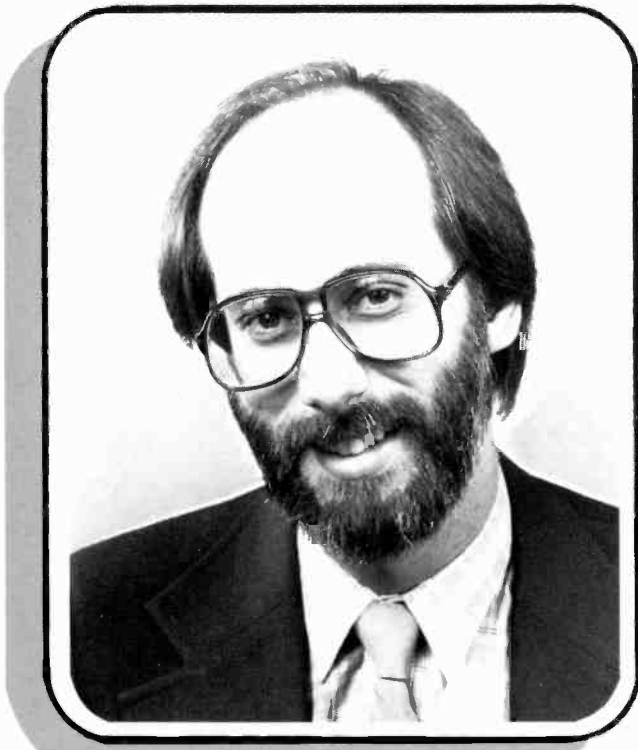


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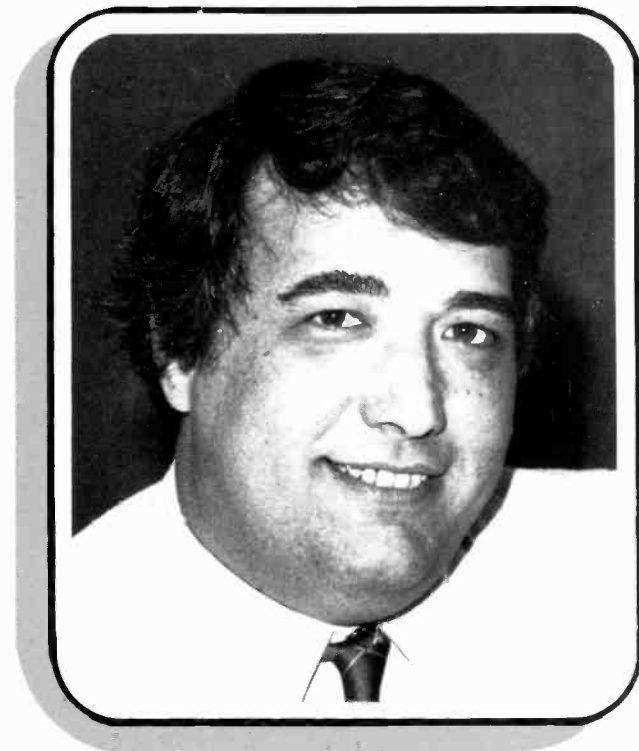
Charlie Cook



Bob English



Al Greenfield



Bob Heatherly

Go to the source...

country-man \kən-'trē-'mən, 3 often -'mən\ n 1: an individual native of a specified country 2: COMPATRIOT 3: one living in the country or marked by country ways: RUSTIC

country music n: 1: music derived from the folk style of the southern U.S. or of the Western cowboy 2: songs about ordinary people and places sung in an extraordinary way
syn LACY J. DALTON, MAC DAVIS, EXILE, DOLLY PARTON, JOHN SCHNEIDER

country-seat \kən-'trē-'sēt\ n: a mansion or estate in the country

country-side \kən-'trē-'sīd\ n 1: a rural area 2: the countryside

Thanks Country Radio!

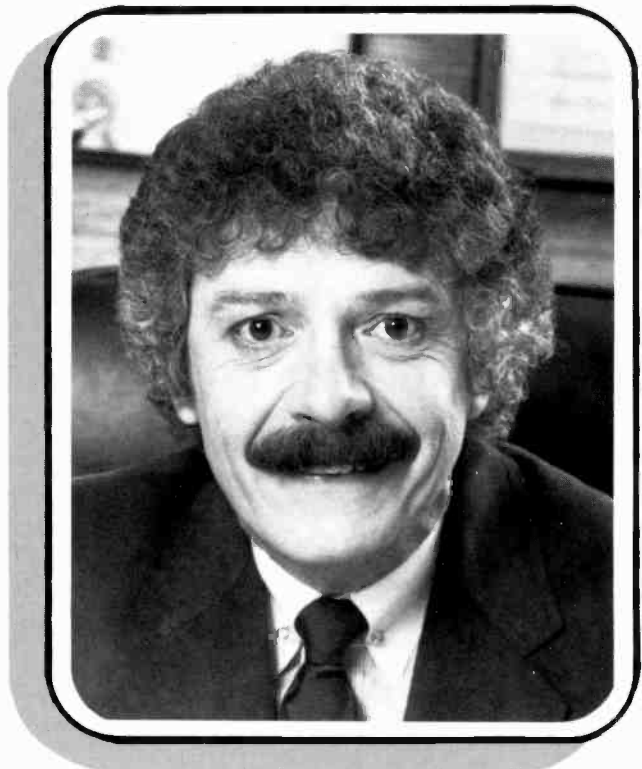
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Steve Hicks



Gene Hughes



Ellen Hulleberg



Gerri McDowell

EVER HEAR OF KILLING THE GOOSE THAT LAYED THE GOLDEN EGG?

That's what we think is happening today in country music. In our rush to be accepted as "mass appeal" stations ... or as a result of the exodus of old top 40 jocks to country's safe harbor ... we've lost our definition. Country radio is one step shy of becoming **dull** and **boring** radio. We've researched ourselves into a sound that's so mish-mushy it's become one big, bland roar. Predictable. Unexciting, and uninteresting. Along the way, we've forsaken the roots of country music. The simplicity, the sincerity, the singability has all been drowned in a pandemonium of electronic synthesizers and over-produced non-descript junk. The A & R guys, the ego driven music directors, "anything for a buck" record promoters, time and temperature programmers and computer crazy record company accountants have managed to strangle **almost** to death, the one truly commercially successful form of American music left. The authenticity, the drive, the pulse and essence of a once great musical culture has been relegated to a cheap and poor imitation of whatever is passing for rock or pop at the moment. All of this in pursuit of mass audience ... younger demos ... more record sales ... more ratings. Dumb! The

fact is that **all** of the above is out there ... the audience (whom no one is listening to) is trying to tell us something when they elevate Ricky Skaggs and John Anderson and Emmy Lou to star status overnight. But we're not listening. We're too busy over-producing and over-charting the once country acts ... Milsap, Mandrell, Parton, Pride, etc. The irony of it all is that the whole process has already been done, with catastrophic results and we should've learned from the past. Remember top 40? Remember jazz?

Our plea is for the industry to recognize once and for all that the audience that listens and buys our records and comes to our concerts is **seeking** authentic **country music**, not watered down, homogenized, disconewwavepunkrock. They want fiddles and steels and legends ... not synthesizers and symphony's and time and temperature. Do we sound traditionalist? Good. You see we **are**. We also think it's time for someone to stand up and say, "Enough!" That's why our reason for **not** playing certain records will **never** be that "it's too country" but, that "it's not country enough!"

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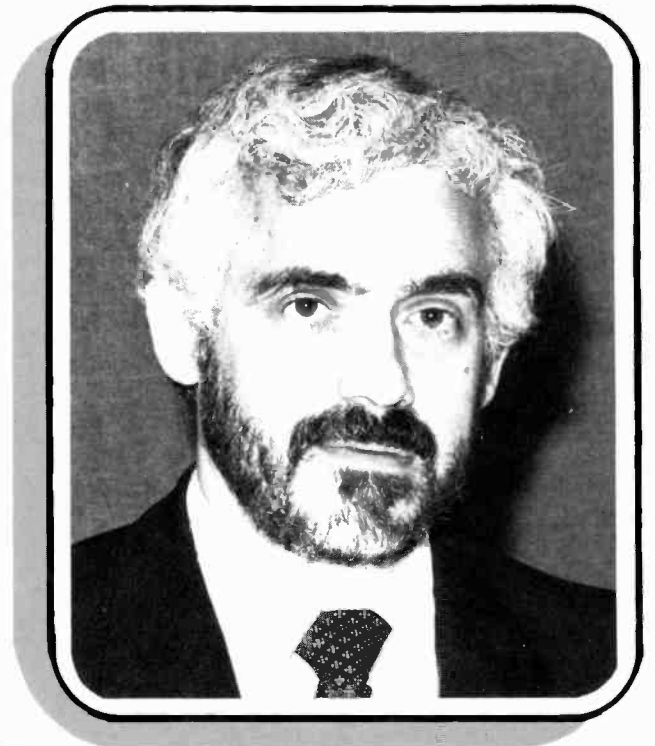
Peter Moore



Mike Oatman



Tom Phifer



Joe Polidor



Live Record

JERRY CLOWER

FROM YAZOO CITY,
MISSISSIPPI

PERSONAL MANAGEMENT BY:

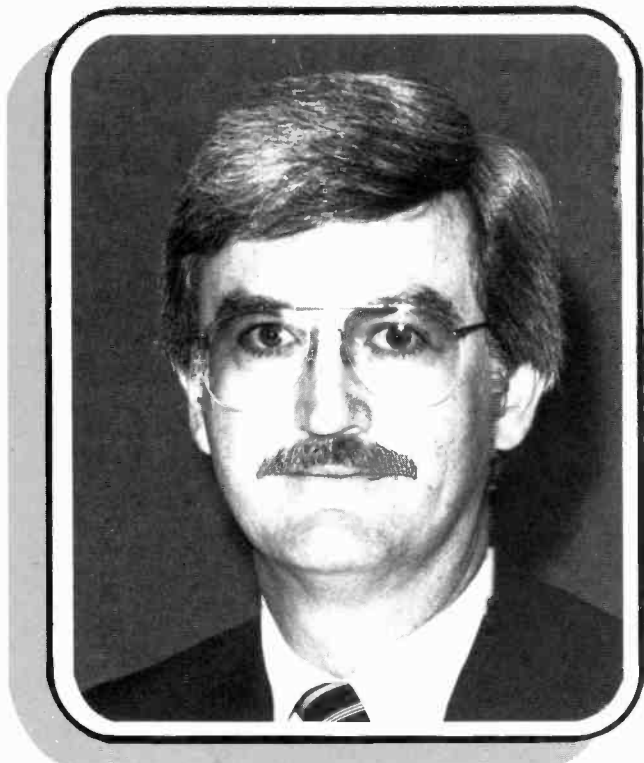
Tandy Rice

TOP BILLING INTERNATIONAL

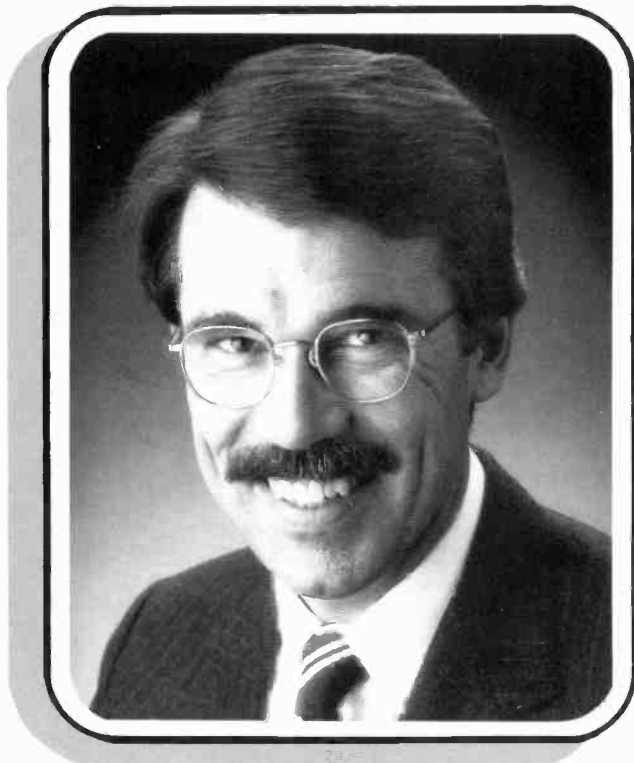
P.O. Box 121089

Nashville, TN 37212

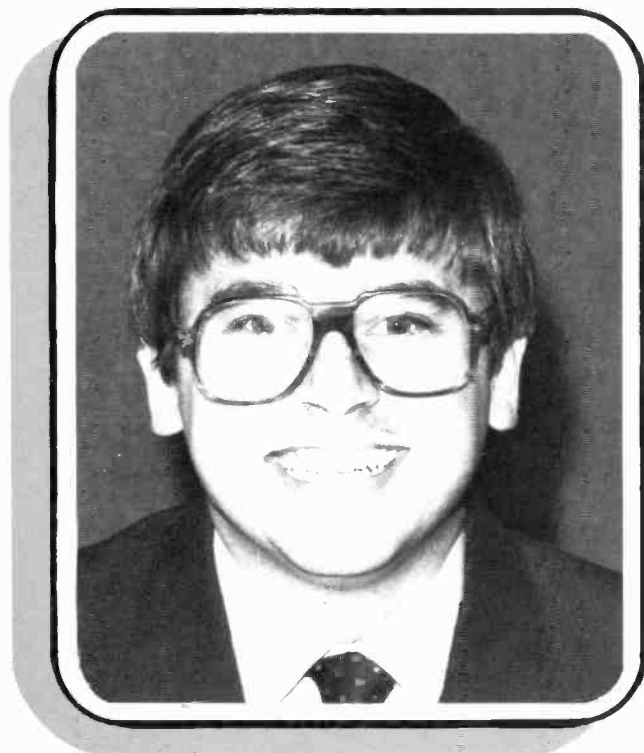
(615) 327-1133



Jim Ray



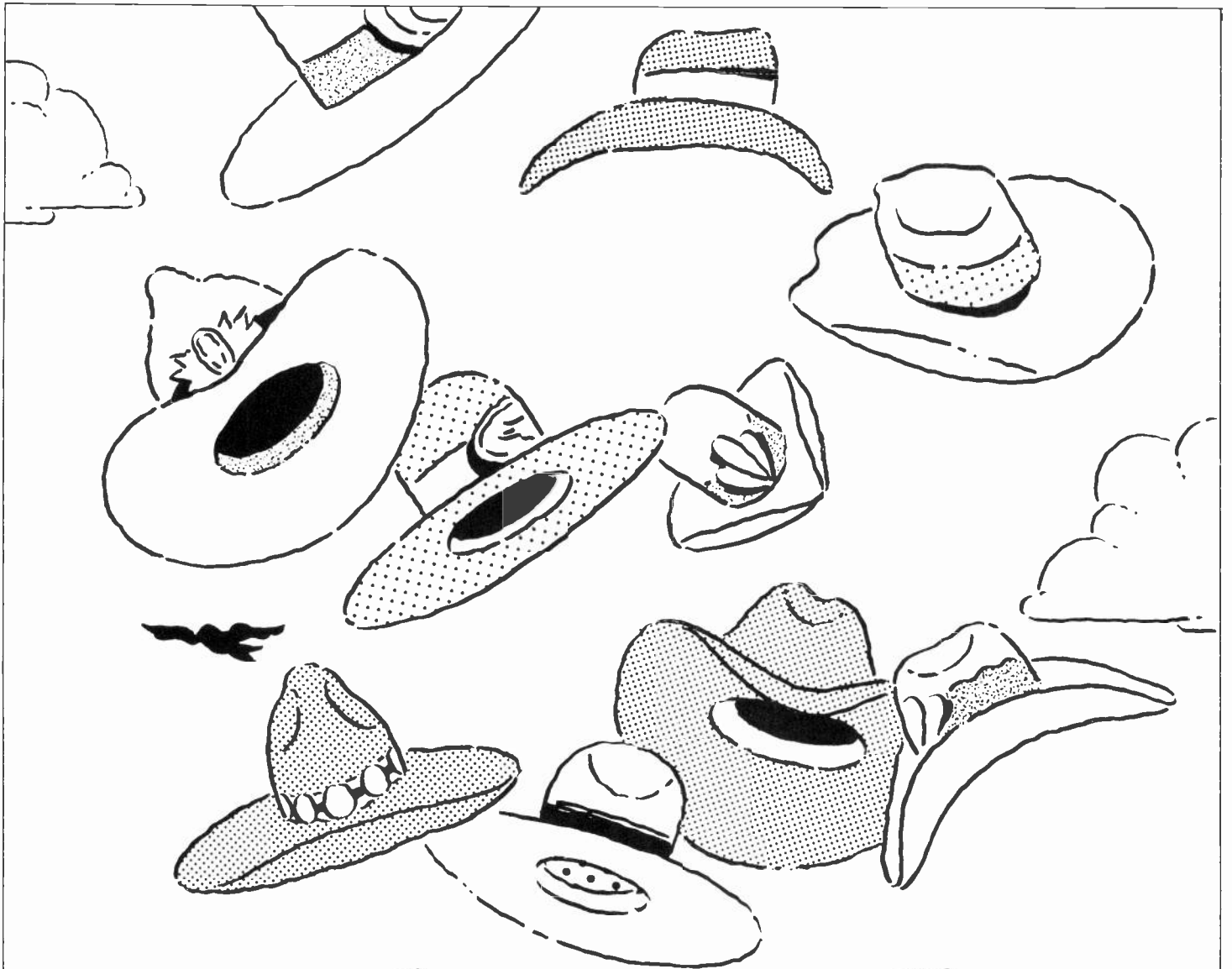
Bill Sherard



Jeff Walker



Roy Wunsch



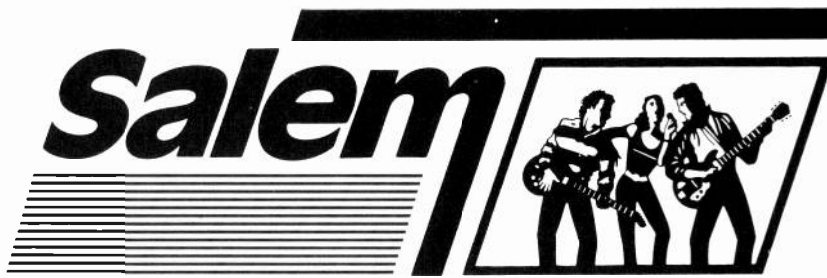
Our hats are off to Country Radio

Steve Clark	Maines Brothers Band
Mac Davis	Kathy Mattea
Vern Gosdin	Savannah
Tom T. Hall	The Statler Brothers
Tari Hensley	Ray Stevens
Tom Jones	Leona Williams
The Kendalls	The Wright Brothers

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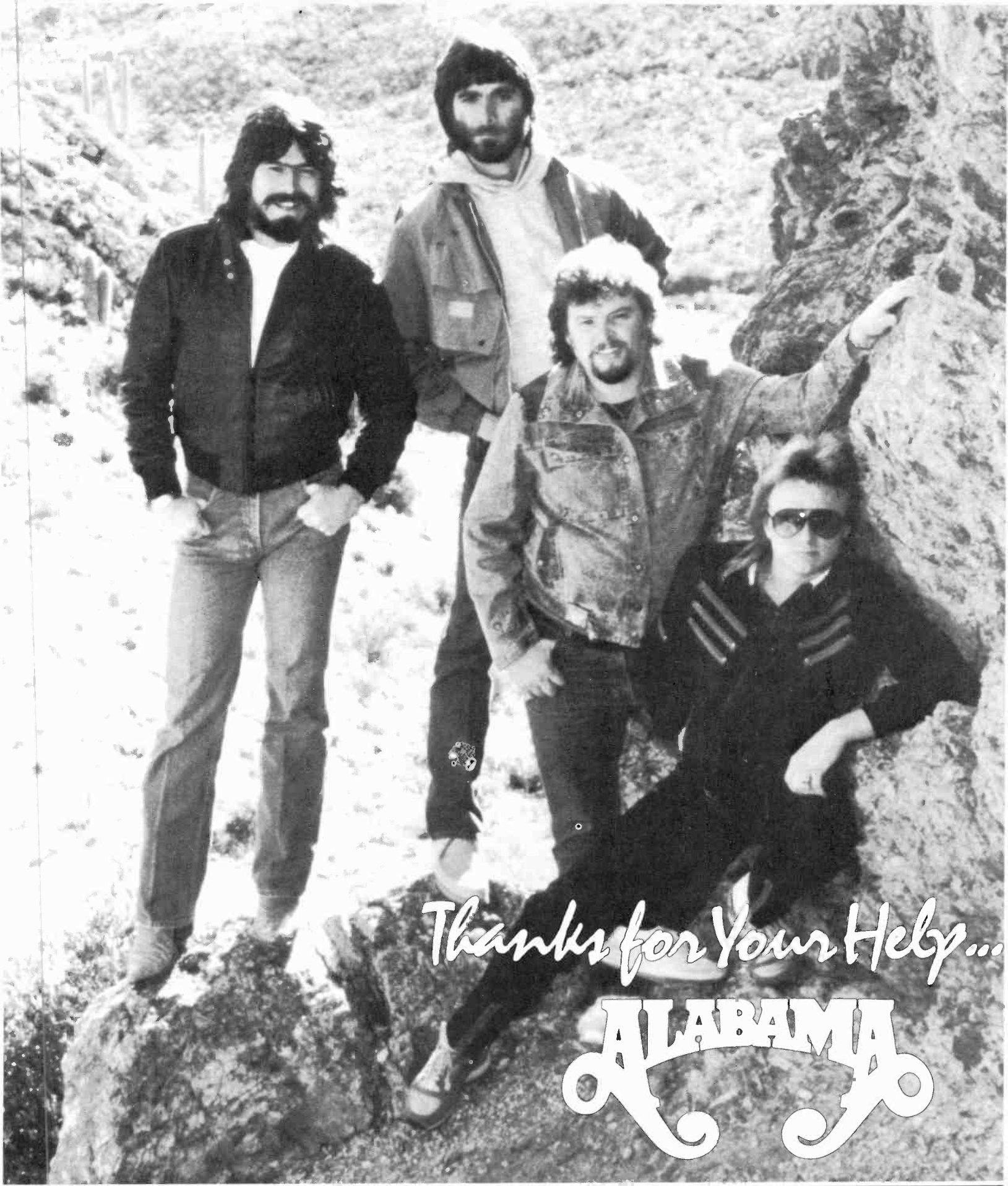


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OUR SCHOLARSHIP PROGRAM Investing In The Future

The Country Radio Broadcasters, Inc., the presenters of the annual Country Radio Seminar, believes in investing in the future of the broadcasting industry. Its intent is to help those who will be involved in that future. Accordingly, the CRB places a tremendous amount of emphasis and resources in helping deserving students in two ways: awarding grants through a scholarship fund, and offering college credit to students attending the Country Radio Seminar.

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

The Country Radio Seminar has awarded more than \$20,000 to deserving students over the past eight years. Grants have been awarded to students enrolled in the communications departments of accredited schools such as Texas Tech, Seton-Hall University, Middle Tennessee State University, the University of Nebraska, Marshall University, the University of Kansas, and Northwestern State University.

Like other scholarship programs, the Country Radio Seminar program has sometimes enabled students to continue their education when, without it, they might have been forced to leave school. It's through this scholarship fund, that broadcast students can see the support of people in the industry and their concern

with formal training and education.

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

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

If anyone attending the seminar is interested in having a CRB scholarship awarded to a college or university in your area, an information table with questionnaires will be set up during each luncheon at the seminar. As much information as possible about the institution and its broadcasting, or communications department will be needed.



SCHOLARSHIP PHOTO: 1983 Recipients — Northwestern State University in Natchitoches, LA
(left - right) - Ray Carney (Director of External Affairs/Northwestern State University), Bob Burk (General Manager/KDBH-FM, Natchitoches, LA), Lucy Brandt (recipient), Tom Phifer (Scholarship Chairperson/Country Radio Broadcasters, Inc./KRMD, Shreveport, LA), Martha Parent (recipient).

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

Albany/Troy	WGNA	Lexington	WVLK FM
Altoona	WVAM	Lubbock	KFYO
Amarillo	KBUY/KDJW	Milwaukee	WBCS FM
Bangor	WBGW	Monterey	KWST
Baton Rouge	WYNK A/F	Norwich-New London	WCTY
Beaumont	KLVI/KYKR	Oklahoma City	KEBC
Biloxi/Pascagoula	WPMO/WPMP	Omaha	WOW A/F
Binghamton	WKOP	Orlando	WHOO A/F
Chattanooga	WDOD A/F	Pueblo	KIDN
Cheyenne	KUUY	Reading	WHUM
Colorado Springs	KKCS	Rochester, N.Y.	WRTK
Columbus, Ga.	WVOC	Salisbury	WICO A/F
Denver	KBRQ A/F	Savannah	WCHY
Duluth	WDSM	Scranton	WGBI
Evansville	WROZ	Shreveport	KWKH
Flint	WTAC	Springfield, Mo.	KTTS A/F
Florence	WXOR	St. Louis	KSD AM
Grand Junction	KQIL	Tampa/St. Petersburg	WQYK
Harrisburg	WCMB	Topeka	KSKX
Houston	KIKK A/F	Traverse City	WTCM
Huntington-Ashland	WGNT	Tuscaloosa	WJRD
Indianapolis	WFMS	Waco	WACO
Jackson, Mich.	WXCM	Wichita	KFDI A/F
Jamestown	KSJB	Yuma	KTTI FM
Las Vegas	KRAM		

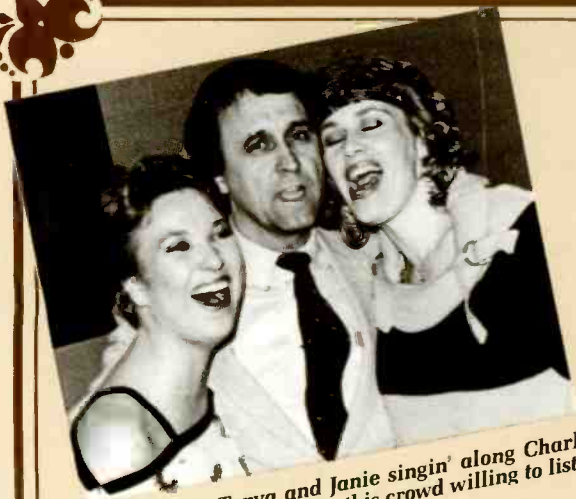
We do more because you deserve more!



Torbet Radio

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

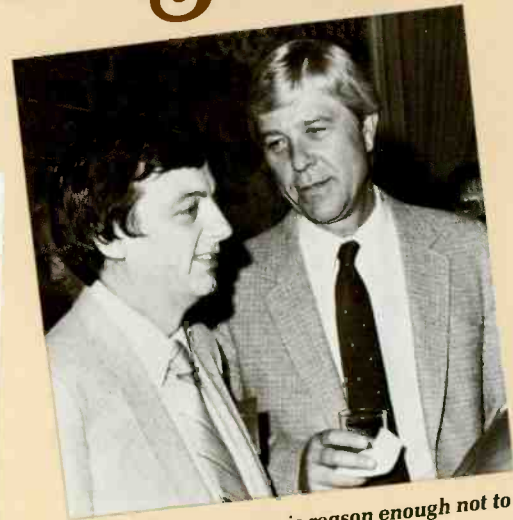
Artist &



Even with Tanya and Janie singin' along Charlie couldn't find anyone in this crowd willing to listen



Even if you are from "Lower Alabama" we have all we need in our group.



One look at these two is reason enough not to buy a used car in Memphis.



How . . . I'm Big Chief,
Gary Morris.



Spellbinding Reba leaves Charlie speechless.



Joe Stampley, Jeff Cook and Brenda Lee all found a drink and a camera too.



I've got it Charlie . . . If no one else will laugh at us, let's just laugh at each other.



Hi . . . I'm Sylvia.

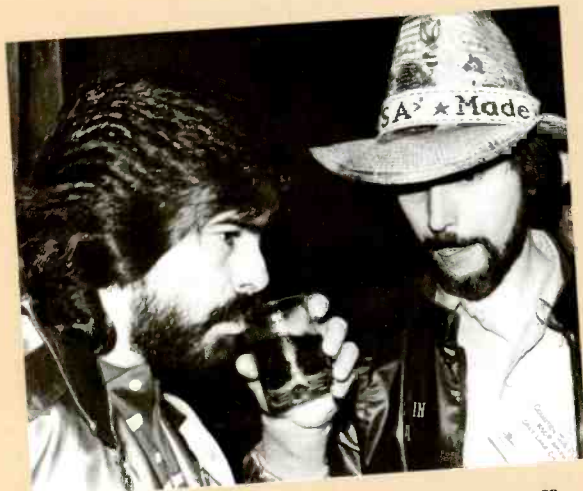
Attendee Reception



Out of all this talent . . . Ole' Waylon is the only one who knows where the camera is.



Chip Peay, Gary Petty and a recent graduate of our New Faces Show, Ricky Skaggs.



Are you sure they drink this in Salt Lake, Joe??



Don Tolle, Merlin Littlefield, Laura Rogers, Jim Glaser and Hal Oven.



Pat Higdon, Carol Chase and Rusty Jones.



*Are Charlie and Bill really brothers?
(or)
One is a legend in his mind . . .
The other a legend in his time.*



We'd have brought our little brother and sister if we'd known you were serving "Hawaiian Punch."

COUNTRY LISTENERS . . .

WHO IS OUT THERE LISTENING TO WHICH NOT WHAT!

For the past several years this article has focused upon the Country listener and how they use radio. The first was written at a time when Country radio was primarily AM but now maturity has set in and Country is strong on both the AM and FM bands. consequently, the question "which" and not "what."

In order to understand "which," we have to know more about the people who use radio, who uses AM and who uses FM.

About 50% of all radio listeners listen to both the AM and FM band. 19% listen to AM exclusively and 32% listen to FM exclusively. But demographically, the largest group reached among those who use both radio bands is the adult 35 - 64 age group.

We have just looked at how people use both AM and FM. But now let's look at the users of AM and the users of FM as two separate populations. Populations which have distinct identities and characteristics which are important to radio station management, salesperson of radio time and radio station programmers. We will look at AM and then FM listeners, but first some definitions.

Let's define a *loyal listener* as being a person who spends more than two-thirds of listening time with a particular radio band. The loyal listener, of course, will include the exclusive listeners, those who listen to one band only. A *frequent listener* will spend between one-third to two-thirds of their radio time with a single radio band. The *occasional listeners* will spend less than one-third of their time with a single band and therefore are probably loyal listeners to the opposite band. I have purposely not labeled AM or FM in this discussion because if you put AM in first you have to say the same things about FM and to make them as equal as possible I will let you make your own insertions of the appropriate AM or FM band. But remember, the same statements are true for each band.

Now we will focus on only the AM listener. Among all AM listeners, 19% are exclusive to AM while 47% are loyal. This means that 47% of all AM listeners spend more than two-thirds of their listening time with AM radio, 20% are frequent and 33% are occasional. The volume of exclusive AM listeners increases by the age of the listener and that is true for both men and women. The volume of loyal AM listeners also increases with the age of the listener (Fig. 1). This again is true of both men and women. AM radio reaches almost three-quarters of the 35 + population. Adding this information to target audience delivered, may help you position your station as a front runner in the delivery of AM Country music.

We cannot look at AM listening without saying something about when and where the listening takes place. AM at-home listening is very strong peak and reaches the most listeners at about 7:30 a.m. Monday through Friday. The peak on Saturday is about 9:15 a.m. and on Sunday about 10:15. The largest Saturday audience occurs at about 9:15 a.m. and on Sunday about 10:15 a.m. Saturday daytime listening is usually greater than Monday through Friday daytime audience for AM at-home listening.

AM in-car listening has two Monday through Friday peak audience periods which do not occur on Saturday and Sunday. The peak is 7:30 a.m. and about 5:15 p.m. Monday through Friday.

FM has its own story to tell about FM listeners. About 68% of the FM listeners are loyal with about 32% being exclusive. Frequent and occasional listening are both at the 16% level. At least 90% of the men and women under the age of 34 can be reached by FM radio (Fig. 2). Almost three-quarters of the persons under 50 can be reached by FM radio. It is therefore quite evident that each of the radio bands have distinct listener demographics but with considerable overlap.

FM's peak at-home listening audience for the week occurs on Saturday not Monday through Friday. Monday through Friday does peak at 7:00 a.m. but on Saturday, the 10:30 a.m. to 11:00 a.m. peak is higher than that of Monday through Friday. FM has strong at-home audience on both Saturday and Sunday from 9:00 a.m. to 5:00 p.m.

FM in-car listening audience Monday through Friday has a peak at 7:30 a.m. and a peak at about 5:15 p.m.. The FM in-car listening on Saturday, however, is higher from 10:00 a.m. to 3:00 p.m. than the level achieved Monday through Friday. Sunday FM in-car listening reaches the same level as Monday through Friday in-car listening from 10:00 a.m. to 3:00 p.m.

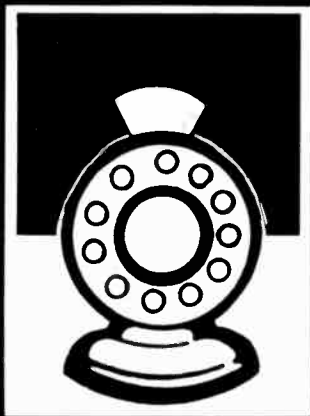
Away-from-home-other-place, which can be interpreted as at work, has a strong FM audience from 9:00 a.m. to 4:00 p.m. and significantly higher than both Saturday and Sunday.

From the fore-going, it is evident that radio is a very dynamic medium. It varies by AM and FM and by male and female. It varies by age-group and it varies by when and where the listening takes place. You cannot generalize radio listening and build a firm foundation for sales and programming decisions without knowing about your audience, how they use radio and how, when and where they listen to your station.

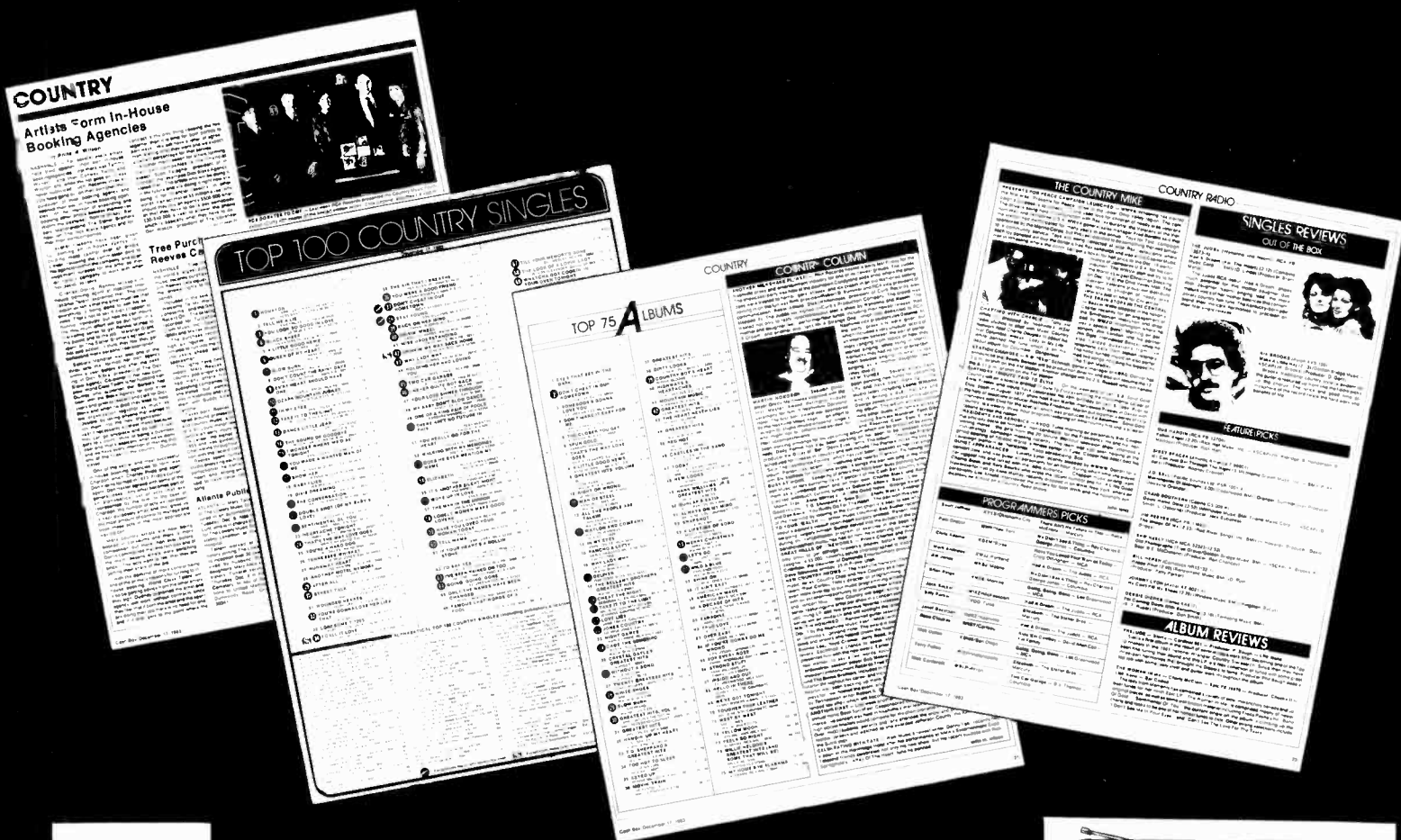
(Continued on page 71)



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COUNTRY RADIO AND BROADCAST RESEARCH: SOME STRAIGHT TALK

by Rob Balon, President
Balon and Associates, Inc., Austin, Texas

You may remember our presentation at one of the previous Country Radio Seminars where we introduced "Bubba and Burette." They were the prototypical characters in our research-based discussion of lifestyles. Since then I've heard an awful lot of people in radio talking about research as a "buzzword" and that really disturbs me. I'll bet it would disturb Bubba also.

I've heard people say, again and again, that all the research in the world isn't worth one "good" ear. I've seen people paint pictures of professional researchers swooning down to prey on defenseless stations, making the pronouncements that are little more than regurgitations of what they thought the client wanted them to say, and charging through the nose for it anyway. I've seen and heard research commissioned for every reason imaginable, most of them wrong! And ultimately, the line I've probably heard more than any other: "Research? Well, call me once the book comes out. Then I'll know whether I need it or not . . . and whether I can afford it."

The fact that research is called a buzzword indicates how far behind the times our industry is. The retail industry has used research both in terms of market evaluation/segmentation and in product development and positioning for fifty years. They recognize research for precisely what it is: a tool that lets you learn more about your product and its target audience. And they understand the role that research plays in the entire marketing process. Each new cereal you see on the market is usually the byproduct of exhaustive product testing and consumer field research.

Every time a new car model rolls off the assembly line, it has a carefully defined target audience, a fully elaborated market plan, and is researched right down to the product name. In fact, name a retail industry and you'll find that there's a carefully developed marketing research plan that's integrated into the overall marketing scheme of the company and its product(s). Can the radio, TV, or record companies make a similar claim? No, they can't. And that's why so many of their products and releases fly so far off their intended mark. It's unfortunate that research is a "buzzword" in the communications industry. Because that means it hasn't really been fully understood yet.

Media types are not the only ones who've felt threatened by research. But other industries have learned to deal with it and work around those problems. There has long been a healthy struggle in most ad agencies between creative people and marketing people. One camp values the aesthetic while the other side leans toward the research perspective. They work it out though, because they realize that each side needs the other. Progressive

facilities in the communications industry learn how to blend gut-level judgement with detailed market research. And the result is an even stronger frontal attack on the competition.

The radio industry has long valued those rare people with "ears." And they do exist. But the plain truth is, lacking auditory precognition and genius for picking hits, most of us need all the help we can get just to know what our listeners like to hear the most. Enter callout research. Callout is a relatively easy-to-execute tool which can be one good source of programming feedback for the PD. And yet I've heard programmers actually boast to their peers that they don't do any research. What's the point? Why fight something that can help you? It's one of the few barometers of product satisfaction that you can inexpensively get.

Other industries are continually performing the equivalent of callout research on their products. Yet in radio this notion of the PD as resident genius continues to persist at far too many stations. While programming may be half art, it's also half science. And science is abetted by good research.

Broadcasters and record company executives who charge that researchers only tell them what they already knew have only themselves — and terminal tunnel vision — to blame. It is true that research occasionally seems to confirm the obvious. But in the course of confirming the obvious, something not always so obvious is usually unearthed. And in many instances, the obvious is not confirmed at all. That communications executives should not be disturbed by a confirmation of the obvious is a Catch-22 that has long plagued our industry.

Too often, research is commissioned to prove somebody wrong, to prove somebody else right, or to confirm the judgments which predicated the direction of a large project which has already been set in motion. If the research confirms those judgments, fine. If not, the research is put into the drawer. Too often, there's far too much emotion attached to the entire process.

Research is not a panacea. It won't automatically propel you to the top. One has to do it for the right reasons: 1) To get a better look at your audience and the audiences of your competitors; 2) To find out how you can program more effectively by isolating preferences and attitudes; 3) To learn who is vulnerable to what sorts of programming and competition; 4) To find a way to evaluate the overall acceptance of your product — and to make it better; and 5) To see answers to those questions which can affect the day-to-day and long-term operation of your company. Questions involving effectiveness of marketing and advertising, positioning, and

(Continued on page 73)



THE RIGHT STUFF



RCA AND RADIO
HAVE ALWAYS HAD THE RIGHT STUFF
TO TAKE COUNTRY MUSIC
WHERE IT'S NEVER BEEN BEFORE

RCA
Records and Cassettes

TRIANGULAR MANAGEMENT

Several years ago, California program consultant, John Lund, addressed an N.A.B. Management Workshop. He discussed the need for better communication and understanding between the general manager, program director and sales manager. We discussed his copyrighted concept of "Triangular Management" with him at his Millbrae, California, consulting offices.

"Imagine a three-legged stool," begins Lund. "When one leg is shortened or taken away, we are left with instability and imbalance. Associate this three-legged stool to the management of your radio station. The three legs relate to the three key managers: the general manager, the program director, and the sales manager. Functioning together, they present a balanced, communicating, and effective radio management team. The result is a strong, steady, well-managed radio station. Accomplishing this goal is no easy task though. The general manager and his two key department heads must each have a clear understanding of the other two corners of the management triangle. In our Triangular Management workshop seminars, I suggest a mutual understanding of duties as well as goals, along with open and continuous communication. People make Triangular Management successful, and Triangular Management makes the radio station successful."

Lund suggests a close examination of what usually happens in many radio stations and then compares this situation to what would happen if Triangular Management were instituted and working well. "The three radio station managers are like the highly trained specialists in any corporation regardless of its field," adds John Lund. "They each have their own department and unique knowledge of their specialty. They function within their own spheres and limitations. And since programming appears to be the opposite of sales, these two department managers cannot relate to each other, nor can they understand the other's point of view. For the program director, sales is an unnatural act; to the sales manager, programming is simple: Since listeners like commercials, the more spots, the better the programming! And the general manager is caught in the middle, trying to comprehend the differences and referee both sides while managing the other areas of the station."

To emphasize the need of Triangular Management, imagine this typical radio scene which we call "The Fight of the Week!" The P.D. has his "ideals" for the programming; Low commercial load, high music count, and minimal sales promotional involvement. The sales manager then announces that a retail client has dictated a sales promotion for the station which must run or "mega-bucks" will be lost. And since the program director may have forgotten, the S.M. reminds him that the station has just come off of a grim first quarter. The standoff begins.

This is the typical and reoccurring confrontation between two realms of thought, and neither manager understands nor accepts the other's position. They go round and round without compromise until the G.M.

is called in to arbitrate. He learns from the P.D. that the sales promotion does not belong on the air because (a) it is bad for the station and image, and (b) it interferes with his concept of a pure programming sound. The G.M. hears from the sales manager that the P.D. is (a) obstructing sales and revenue, and (b) preventing him from making a living. When faced with the two differing viewpoints, money versus ideology, the outcome is predictable. The G.M. sides with sales because the dollar usually wins. Should we feel sorry for the P.D. when he plays Russian Roulette with a fully loaded gun? Is it always a "no win" situation for him every time, or does the P.D. have a death wish when he positions sales against programming?

Let's rerun this tape and see what happens when the concepts of Triangular Management are put into play. As a first step, the P.D. and the S.M. realize that they are in the same business: marketing. They are in the business of managing information and entertainment, and selling it to the marketplace. They should be working together to develop a dual-marketing plan for the success of both programming and sales.

Getting to specifics, the P.D. sits in on key sales meetings and makes sales calls with the station sales reps. Likewise, the S.M. sits in on key programming meetings and truly likes to sell the station's programming. The program director has started thinking more about revenue in the radio station and the sales manager has been thinking about devising good sales promotions that fit into the programming format. There is a basic understanding of each other's needs, concerns and responsibilities. The result is that both managers become more complete department heads, and they both have the station's goals in mind. We are suggesting that the P.D. become more sales oriented, and the sales manager understand and support the program department philosophies.

Now when the sales manager approaches the P.D. with a sales promotion idea, the program director doesn't immediately shoot it down. Instead, his thoughts center on making it sound good on the air within the format and thus help achieve the sales goal. But if the client's sales promotion has no merit, both the S.M. and the P.D. should reject the idea but work with the client to produce a better concept that satisfies everyone's needs.

Throughout this scenario the general manager acts as a catalyst and helps bring his two key managers together and guide them along. He has to reach a balance between programming and sales, a very difficult task for the G.M.

Is this a change from the way most radio stations are managed? We think so. While we cannot profess that John Lund's vision of Triangular Management will cure all the conflicts between programming and sales, it will uncover the deadly conflicts so the G.M. can steer the station toward resolution and controlled conflict. Managed conflict, like constructive discontent, can be very healthy. It must become competitive and cooperative conflict, rather than destructive conflict.

(Continued on page 44)

1-800-251-9600. Give your listeners this number to call Ronnie Milsap, Charlie Pride, Barbara Mandrell, Alabama, Ricky Skaggs, Conway Twitty, Roy Acuff, Shelly West, Jerry Reed, Merle Haggard, the Oak Ridge Boys, David Frizzel, T.G. Sheppard, Sylvia, Waylon Jennings, Janie Fricke, Lee Greenwood, Dottie West, Willie Nelson, Charlie Daniels, Gary Morris, Eddie Rabbitt and many more Superstars!



Music Country Radio Network puts country music fans on the line with their favorite country stars. It's America's only nighttime two-way variety radio show, hosted by country's most unpredictable D.J., Charlie Douglas.

Between talking to and listening to country newsmakers and hitmakers, your listeners get the latest News, sports and weather, and they hear their favorite artists singing today's top country music.

Put Charlie and his friends on the air at night, and put your listeners on the line.

MCRN proudly welcomes Joe Archer, our new Senior Vice President of Advertising Sales, Music Country Radio Network, (313) 649-3230.

For full information contact Glen Serafin, (202) 955-7214, or Charlie Douglas, (615) 889-6595.



"We're In The Cottonwood Suite — Number 5544"

(Continued from page 42)

How do you make Triangular Management work at your station? It is imperative that there be a mutual understanding of each manager's specialty. The sales manager must have a general knowledge of programming, and the P.D. must be well grounded in sales. The general manager should be well versed in both sales and programming if he is to hold the pivot position between and over the P.D. and S.M. The sales manager and program director can no longer live in vacuums isolated from each other's department. Rather, they must comprehend each other's tasks and responsibilities, whether they be after revenue or ratings. They must relate to each other and talk openly about the radio station's goals, strategies and solutions.

It is the program director's responsibility to maximize ratings and the sales manager's responsibility to maximize revenue. The general manager's task is to maximize return on the investment, or profit. Thus, the G.M. brings the sales and programming sides together to form the three sides of Triangular Management. Once the three triangle sides are brought together, the honesty, concern and dedication of these three key managers will help them find solutions to the station's problems. This is the theory of Triangular Management as created by John Lund.

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John Lund

TOP TEN TRADEMARKS OF A WINNING STATION

Does everyone on your station staff have this winning spirit:

1. There's an air of confidence around the station. It's evident on the air and in the office; even in the way the receptionist answers the phone. Arrange a pre-book staff meeting to announce your major promotion and have a memo prepared for everyone, fully explaining the contest. Try to have artwork from ads and billboards, TV storyboards or demo tapes of the commercial, and media schedules to pass out to the staff.
2. Your music is consistent and well targeted as a result of programming those best tested titles. Carefully selected currents preclude the use of "out of the box" favorites.
3. The public service and promotional announcements reflect the image of the radio station.
4. The DJs are using the call letters frequently. Arbitron recall is based on orientation and the more the calls are spoken, the more chances there are of getting them logged.
5. The DJs are prepared to be on the air and are relating well to the community and to the listening audience.
6. Production is clean. The commercial load is reasonable and there's an obvious absence of clutter.
7. Your audience promotion is carefully planned and targeted to your market and listener's wants and needs.
8. The air personalities provide reason to listen by promoting the music, features, information and prizes coming up.
9. The signal is clean and the audio processing carefully adjusted. (The technical sound has a direct bearing on the sampling and retention of audience.)
10. Your radio station is properly positioned with all the programming elements in perfect balance.

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*Thank you Radio for another
great year!*

Your Friend, Ricky Skaggs

GETTING THE MOST OUT OF YOUR AIR STAFF

by Ed Shane

Good on-the-air performers are made, not born.

Disc jockeys, news readers, reporters, or staff announcers may possess innate talent that led them to radio or that helps them cope with the field as a means to make a living; but the best on-the-air people have their own hard work and the hard work of a program director or talent supervisor to thank for success.

Program management begins with a demand for a clear concept of what each person does at the radio station. Ask your employees to write a job description — a complete outline of the job they perform. Compare their concept of the job to the one you have been working with. If you find a vast difference, I suggest an immediate restatement of the station's goals and expectations.

The lack of a clear communication of goals to staff members is the first breakdown of "control" of the programming department. ("Control" is a word charged with ego and emotion. I recommend something to the right of democracy and to the left of a benevolent dictatorship!)

Clear communication comes in many forms. Memos seem to be the most popular form of business communication, but they have to be backed up by honest and regular one-on-one communication. Communication by memoranda alone conjures the image of a huge, cold conglomerate. Radio stations are small and personal. So should the communication be.

I hate meetings, but that does not stop me from holding meetings. Such sessions get the message across and allow the staff to remind the boss of details that might have been lost in conceptualization. Regular staff meetings help to communicate goals and help the manager act as "cheerleader" for the staff.

Personal meetings are most important. In the one-on-one setting, you can ask a staff member to assure you that he understands. "Tell me this plan in your own words," you can say; or, "Give me the four basic points of the contest we just went over." It will show you whether the ideas were understood. If not, the staffer will have the benefit of an additional explanation.

One-on-one meetings let you pay attention to details of concept and execution. As a program director, you should develop three levels of "attention" to your on-air staff. First, while they're on the air; second, in a personal meeting you control; third, in a personal meeting the staff member controls.

Even the worst member of your staff does something right on occasion. When he or she does, call and say so. "That sounded great!" could be better than a raise. "Good set," "Nice touch," "Good liner," "Great promo" are all ways to pay attention to your staff. Use them, even if you have to force yourself.

Once you've discussed an on-air problem with a staff member in the office, call the problem to his attention while he's on the air. For instance, you've been trying to rid your midday jock of a crutch word he uses without knowing it. Tell him you're going to call him when you hear it, and then do so. Even if

he's not aware that he said "killer cut" for the twelfth time, you'll catch him while he's in the frame of mind that made him say it. You'll identify the atmosphere for the problem and help work toward a solution.

As a rule, minor infractions should not be handled in the control room or on the hotline, unless the ground rules have been established beforehand, like the attempt to stop the use of crutch phrases. Harrassing an announcer during an airshift can make matters worse than they are. On the other hand, when the air talent commits a major lapse of format consciousness, you've got to stop it fast. A rampaging entry into the control room or a terse call on the hotline are definitely in order.

Generally, I recommend the reinforcement of positives rather than overreaction to negatives.

Problems of execution should be addressed in one-on-one meetings controlled by the program director. These are typical "air-check" sessions. As program director, make sure you know what it is you're trying to accomplish with the session. For example, I had a talk show host who became so redundant in his opening remarks that I edited two week's worth of "Good mornings" together and played it for him. He's paid attention to his introduction ever since. A disc jockey used the same phrase in every break for his entire four hour shift. Again, I edited the whole voice track into one repetitive tape and helped the jock identify his crutch. These tactics are heavy-handed and embarrassing. They must be balanced with positive attention.

Talent should regularly be invited to bring in their own tapes, and "run the meeting." Ask for the best recent tape, and let the staff member have your chair and the controls of the tape machine. Ask for feelings about the product that was produced that day. Don't lead, just pay attention. Talk, but realize you're there to listen.

Learn to pay attention to your staff. Rotate the three types of attention I mentioned. Even if you have to write staff members' names on your calendar, put some sort of order to what you're doing and keep it going all the time.

A friend of mine who operated a Public Relations company in Atlanta used to tell me, "Pretend that each member of your staff is wearing a badge that says M.M.F.I. — Make Me Feel Important." If you mentally see that badge on your air staff, you'll help to make them good talent. You'll also help to make yourself a good people manager.

"Ed Shane is a programming consultant with Shane Media Services in Houston and Program Director of KTRH-AM, Houston's 50kw news and talk station. This article from *Broadcast Communications* will be included in a book of Shane's writings on radio programming, to be published later this year by Globecom Publishing Limited."

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Thanks You!!!

MANAGING TALENT: HAVE YOU HUGGED YOUR D.J. TODAY?

by Joel Raab

Your morning man has just announced that his newsman cheats on his wife. Listeners call in on the air, suggesting that the newsman sounds *terrible* anyway, and should be fired. It's time for the 7:00 news. Your morning man does not allow the newsman on the air. Instead, he rips wire copy himself, and reads the news himself. You are lying in bed, initially wondering if this bad dream will end before deciding on a course of action. Do you:

1. Hotline the talent, and ask him to get "normal"
2. Call the G.M. and ask *him* to call the talent
3. Get to the station ASAP, relieving the talent
4. All of the above
5. Fire the newsman.

The dam has erupted, but what lead to this bizarre behavior? Anyone who goes bonkers to this extreme has some loose screws to begin with, but the program director in this case shares the responsibility.

Ratings were acceptable, and the P.D. took his morning man for granted. This talent appeared self motivated, in need of little guidance. The P.D. would occasionally clip out an article, and suggest that the :05 Liner be read with more feeling and regularity. What he did *not* do caused the problem.

In this extreme case, the morning man tried to get attention. His marriage failed. He owed thousands, the roof was caving in. The P.D. took no interest in how this talent ticked, never asking how his life was, especially on mornings when the on-air performance was sub-par. His cries for help went unheard.

While this example is unusual, know that your announcers will intentionally screw up just to see if you're listening! . . . to see if you care. If they do it enough, and you fail to respond before that bi-annual aircheck session, you're *both* in trouble! No matter how much they protest during, before and after the critique, they *want* your feedback, *desperately*. But . . . how do you dish out that feedback? Does this scene sound familiar?

P.D. (and you're mad): Did you see the memo two months ago on how to do the weather?

Talent: Uh, yea, sure . . . why did I . . .

P.D.: Did you understand it?

Talent: Well, I thought . . .

P.D.: Why aren't you saying KKKK *Satellite* weather three times per hour?

Talent: I thought that was only during overnights?

P.D.: You'll be doing overnights if you don't read the memos . . . and by the way . . . your show sounded great last Thursday . . . and it's so important to sound good on Thursdays. Be sure to sound good next Thursday too.

Insincere compliments followed by personal attacks on a talent's intelligence are worse than no compliment at all. We learned early how to time records. Finding the right time, atmosphere and tact

to give feedback requires thought and sensitivity.

Compliment with specifics. A talent intelligent enough to run the board is bright enough to spot your insincerity. When was the last time you told him how good the football bit sounded, and how well he handed off (no pun intended) to the newsman all morning? You know how good you feel when the G.M. calls you in to his office and says "your contest sounds great!" It's especially effective when you point out improvement in a problem area.

Here are some tips for hugging your D.J.:

1. Demonstrate sincere interest in what's going on in your talent's lives. Understanding what makes them tick outside the office aids you in understanding them inside the station. That doesn't mean you have to become over-involved in solving personal problems, but you should be concerned.
2. Hold an aircheck session at least *once per week*, and have talents tape themselves all the time with a skimmer. Make it their responsibility. Let your talent choose the *day* and *time* for the critique. There's nothing more important. Let *him* choose the aircheck. If there's something specific you want to point out, have a tape ready and listen to that together after hearing the tape he's brought in. Also, find a good segment to play back last, so the talent feels good walking out of the office. Before he leaves, go over each point discussed, including areas in need of improvement.
3. During the critique, understand that when a talent makes an obvious error, he knows it, and you don't have to rub it in. Raising an eyebrow is enough to let him know you know.
4. When a talent does something less obviously wrong in your ears, there's a great chance he didn't like it either. Play back the segment and ask what he thinks of it. Let him realize it on his own, then offer your suggestion on how to make it better.
5. Before pointing out a problem, ask yourself if you thoroughly communicated just what it was that you wanted done, and the way to execute it. How many times have you decided that the talent has butchered your great new contest? Little did you realize that the butchering began in your office when you failed to make sure everyone understood *exactly* what was to be done.
6. Set goals. Don't expect to hear improvement in five or six problem areas all at once. You and the talent should decide on one or two improvements you want to hear the next time you have a critique session. Most talents freeze up on the air if you load them down with too

(Continued on page 72)



Billboard Brings the Country to the World

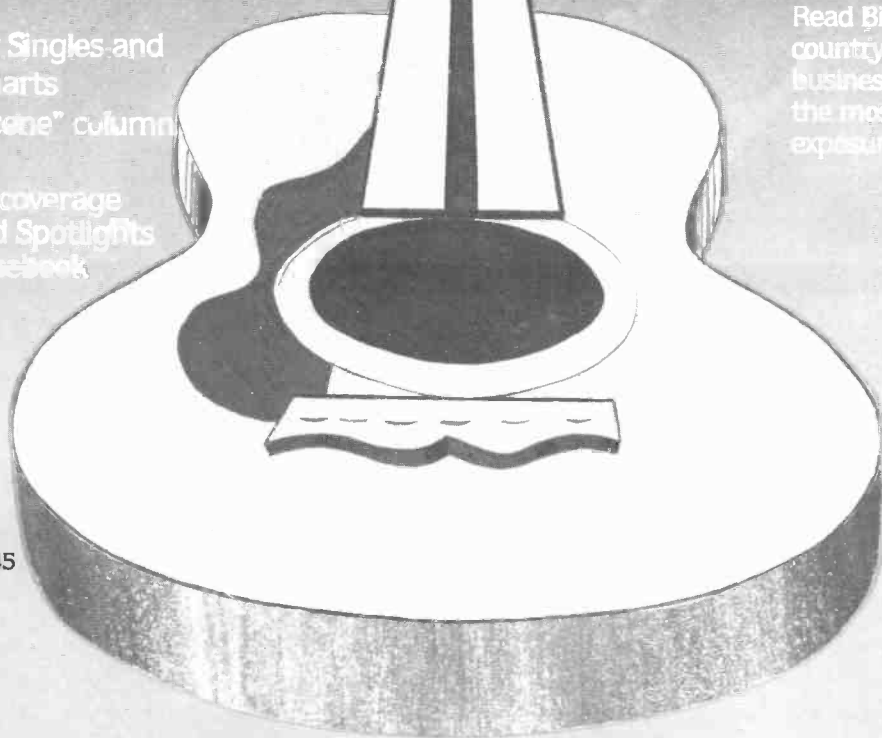
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EXHIBIT HALL DIRECTORY

This is the first year we have been able to provide an *Exhibit Hall* for the various equipment manufacturers and program syndicators and other broadcast suppliers during the *Country Radio Seminar*. Our *Exhibit Hall* is relatively small and should give you ample access to each booth during exhibit hours which are scheduled as follows: **Thursday:** 2:00 p.m.-to-7:00 p.m., **Friday:** 2:00 p.m.-to-10:00 p.m., **Saturday:** 2:00 p.m.-to-7:00 p.m. As with all *Country Radio Seminar* functions you **MUST** wear your badge for entry into the *Exhibit Hall* which is located in the *Memphis Ballroom*.

COMPANY

Allied Broadcast Equipment
4405 Mall Blvd., Suite 314
Peachtree City, GA 30291
(404) 964-1464

American Image Consultants
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Memphis, TN 38103
(901) 529-4308

Broadcasters Promotion Association
CBS Radio Room 1782
New York, NY 10019
(212) 975-3205

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

Creative Radio Shows
7136 Haskell Ave., No. 216
Van Nuys, CA 91406
(213) 787-0410

CSI Electronics, Inc.
18248 East Rogers Circle
Boca Raton, FL 33431
(305) 994-6511

Film House, Inc.
700 18th Ave. S.
Nashville, TN 37203
(615) 255-4171

Hammond Signal
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Greer, SC 29651
(803) 244-8507

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

Media General Broadcast Services, Inc.
2714 Union Ave. Extd.
Memphis, TN 38112
(901) 320-4340

Motorola C & E Inc.
Two Maryland Farms, No. 300
Brentwood, TN 37027
(615) 373-0800

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

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

The Music Director Programming Service
P.O. Box 103
Indian Orchard, MA 01151
(413) 783-4626

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

IN ATTENDANCE — PROVIDING

Mark Drummond, John Timm — Factory reps demonstrating Otari Tape Machines. LPB consoles - and other equipment of interest to the progressive broadcaster.

Dick Fain, George Layle, Jerry Williams — TV promotional campaigns including the newest "Feels Like Coming Home," with audio ID series. Audio station image campaign. Five sales/production libraries.

Tom Dawson — BPA member services, monthly newsletter, library of on-air, print, outdoor material. Annual seminar information. Tom Dawson, Advertising and Marketing Consultant.

Ed Benson, Helen Farmer, Cathy Gurley, Rebecca Holderness, Jo Walker-Meador, Rob Parrish — The professional trade association for the country music industry.

Darwin Lamm — Country Music's Radio Magazine, The Country Special of the Month and the largest sound supermarket of syndicated, quality Country Shows. Register to win FREE remote broadcast of the Fifth Annual Willie Nelson Picnic.

Saul Gelman, William Moats — Exhibiting a CSI 3 KW FM transmitter and information on the comple CSI line of broadcast equipment.

Jan Belcher, Curt Hahn, Laura Joyce, Peter Natalie, Mike Watson — We will be showing the TV spots we produced for Ratio Stations. Having produced over 500 TV commercials to promote radio stations, including the extraordinarily successful "Sing-A-Long" series, Film House is rapidly becoming the industry's number 1 supplier of TV spots. Whether you're looking for existing product or want to talk about custom production, stop by our booth and take in our reel.

Dave Hammond — Exhibiting its newly developed "Radio Sales Support System" — microcomputer based software that produces 4 wide variety of sales support materials. Rating Analysis. Reach Frequency Analysis. Reach Frequency Optimization. Graphics. Designed to operate on the IBM Personal Computer (PC, Jr., or XT and compatible devices).

Bill Bryant, Kathryn Schumacher — "AutoSelect," a computerized music inventory and scheduling system, operating on the IBM personal computer. Also "BreakOut" ratings. Analysis system utilizing some computer hardware.

Scott Blake, Bob Blow, Mitch Creig, Dannie Hill, David Tyler — Radio and TV Station ID's. Production and sales libraries. Syndicated music formats.

Bob Bruce, Steve Hughes, Brett Kitchens, Jerry Kosten, Mark Walker — Two way radio communications for the broadcasters featuring portable units, mobiles and 800 Mhz trunked interconnected systems.

Dick Harasek, Steve Krazitz — Motorola, Inc. will be demonstrating their C-Quam® AM Stereo System. Also, equipment in the booth that will be displayed, Modified AM Stereo Receivers, and Motorola Decoder IC.

Bobbie Gorman, Lydia Dixon-Hardin, Neil Pond, Lee Rector, Liz Walls, Shawn Williams — Come by and pick up your FREE copy of Music City News - the world's oldest Country Music Publication.

Brenda Clain, Laurie Clain, Carl Drake — Looking for COUNTRY OLDIES? Come to our booth for full information on the COUNTRY GOLD OLDIES LIBRARY. 44 REELS - containing over 1,350 country hits from 1950 thru 1983. Come talk to Carl Drake in our booth. He's the author of the most authoritative guide to country oldies ever developed - The Country Music Guide To Vintage Hits/1950-1980. Ask Carl questions and get a chance to look at his book - on sale in our booth.

Skeeter Dodd, Ralph Emery, Jeff Miller, Bill Robinson — RADIO SYNDICATION: Full Time programming. Three Country formats; Alive Country (4 personalities available, Bill Robinson, Gary Havens, Lee Shannon, Biff Collie), Country "80" (contemporary country music), Casual Country (easy listening, announced and unannounced). THE RALPH EMERY SHOW . . . THE JIM REEVES RADIO SPECIAL.



EXHIBIT HALL DIRECTORY

Nashville Express Travel
40 Music Square E.
Nashville, TN 37203
(800) 824-1457

Am Lontos, Inc.
P.O. Box 741387
Dallas, TX 75374-1387
(214) 341-1670

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

Scot-Tee's, A Division of
Scott Sales Co. Inc.
P.O. Box 100905
Nashville, TN 37201
(615) 256-8293

Top Billing
P.O. Box 121089
Nashville, TN 37212
(615) 327-1133

Tune-In Publications
2000 N. Loop West, Suite 100
Houston, TX 77018
(800) 231-6492

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

U.S. Tape & Label Corp.
1561 Fairview Ave.
St. Louis, MO 63132
(314) 423-4411

Video Country Network
20 Gaywinds
Mt. Juliet, TN 37122
(615) 754-5696

Sandy Davis, David Kenny, Joe Pinter — Incentive package tour programs for listeners, local radio advertising clients, and radio sales reps. Customized Nashville and worldwide tours for listeners and groups.

Chuck Cason, Sam Cooper, Pam Lontos, Nick Raka — Sales training course (on video) or in person seminars and sales consulting to double, triple and quadruple your station's billing. (Management stop by and discover how to triple your paycheck!)

Nick Barr, Jerry Irvine, Nancy McFerron, Sarah Wortman — Radio documentaries that treat a wide variety of spiritual and human issues facing adults and families today.

Ray Ellis, Don Scott, James Scott, Bill Taft, Hubert Woodard — Exclusive, competitive priced line of imprinted sportswear, T-Shirts, Caps and Satin Jackets for the broadcast and music industry. For the highest visibility with listeners and music fans, plan your next promotion with us.

Paul Bryant, Dan Goodman, Tandy Rice, Jack Sublett — We represent some of the country's major stars and acts. Come discuss with us the possibilities of using live shows to increase your station's ratings and billing.

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

Janie Autz, Mike Bear — TM's newest TV Spot "I Love My Country" campaign and the current crop of ID packages.

Byron J. Crecelius — U.S. Tape & Label Corp. manufacturers bumper strips and/or window labels for the Broadcasting Industry.

Jim O'Dea — "Video Country" - A TV show of country video's offered for sale to radio stations. Stop by for details on how to have your own country music video (PM type) show in your market.

THANKS!

"AFTER ALL"

what more can a **COWBOY** say?



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*Thanks for another
Great Year!
Tammy*

AGENDA

THURSDAY, MARCH 1, 1984

11:00 a.m.-9:00 p.m.
Presidential Lobby

REGISTRATION DESK,
OPRYLAND HOTEL

2:00 p.m.
Memphis Room

EXHIBIT HALL OPENS

2:00-3:00 p.m.
Adams "A" Room

(MIPS SESSIONS)
THE ARTIST DEVELOPMENT
TEAM: Making A Star In The 80's
Moderator:
Joe Galante-RCA Records,
Nashville TN
Panelists:
Lee Greenwood-MCA Records,
Nashville, TN
Rick Hall-Fame Muscle Shoals, AL
Stan Moress-Scotti Bros., Moress
& Nanas Santa Monica, CA
Sylvia-RCA Records, Nashville, TN

3:00-4:00 p.m.
Adams "A" Room

16th AND MADISON AVENUES — A
MAJOR INTERSECTION: Examining
The Growing Ties Between Country
Music And The Advertising
Business.
Moderator:
Ron Kaatz-J. Walter Thompson,
Los Angeles, CA
Panelists:
George Rogers-D'Arcy McManus
Masius, Bloomfield Hills, MI
Larry Spiegel-Tracy-Locke, BBDO,
Dallas, TX
Michael White-Needham, Harper &
Steers, Chicago, IL

4:00-5:00 p.m.
Adams "A" Room

TUBE CITY: New Video
Technologies & Their Impact On
Radio & The Music Industry
Moderator:
Tom Griscom-The Nashville Network,
Nashville, TN
Panelists:
Wes Dubin-Needham, Harper &
Steers, Chicago, IL
Hartford Gunn-COMSAT,
Washington, D.C.
Jim Stewart-VIACOM,
Nashville, TN

7:00 p.m.

EXHIBIT HALL CLOSES

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

ARTIST-ATTENDEE WELCOME
RECEPTION
Sponsored by SALEM CONCERT
SERIES

FRIDAY, MARCH 2, 1984

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

CONCURRENT SESSIONS
YOU & AGRIBUSINESS . . .
Outstanding In Your Field
Moderators:
Beverlee Bleisch-KJYY, Des Moines, IA
Tim Wilson-WAXX, Eau Claire, WI
Panelists:
Glen Kummerow-KATZ Radio,
Chicago, IL
Charles Might-National Association
of Farm Broadcasters, Racine, WI

Session B
7:45-8:45 a.m.
Adams "A" Room

IT'S 7:45 A.M. . . DO YOU KNOW
WHERE YOUR ENGINEER IS?
Engineers Are Creative People Too.
Moderators:
Gregg Lindahl-WSM, Nashville, TN
Cat Sloan-KFMR, Stockton, CA
Panelists:
Dave Obergoenner-KSD,
St. Louis, MO
Mike Rau-National Association of
Broadcasters, Washington, D.C.

9:00-10:00 a.m.
Jefferson Room

DON'T TELL ME IT'S IMPOSSIBLE
UNTIL AFTER I'VE DONE IT
Introduction by:
Charlie Cook-Country News,
Los Angeles, CA
Presentation by:
Pam Lontos-Pam Lontos, Inc.,
Dallas, TX

10:00-11:15 a.m.
Jefferson Room

THE DAYS OF "COUNTRY vs
COUNTRY" MAY BE OVER . . .
STAND BY FOR COUNTRY
AGAINST THE WORLD . . . How To
Win The War From The Strategy
Room To The Trenches.
Moderators:
Paul O'Brien-WUBE, Cincinnati, OH
Norm Schrutt-WKHX, Atlanta, GA
Panelists:
E. Alvin Davis-E. Alvin Davis &
Associates, Cincinnati, OH
Randy Michaels-WLW,
Cincinnati, OH

Session A
11:15 a.m.-12:30 p.m.
Jefferson Room

CONCURRENT SESSIONS
MANAGEMENT . . . DID YOU DO
YOUR HOMEWORK? . . . Hands On
Workshop Designed To Give Basic
Situations On How To Win At Your
Station.
Moderator:
Erica Farber-INTEREP, New York, NY
Panelists:
Michael Bader-Haley, Bader & Potts,
Washington, D.C.
Harry Cole-Federal Communications
Commission, Washington, D.C.
Holly Leiser-WUBE, Cincinnati, OH
Madeline McGuire-WCAO
Baltimore, MD
Lee Masters-WAVG, Louisville, KY
Ray Sasser-WTQR,
Winston-Salem, NC
Beth Sheahan-WPLO, Atlanta, GA
Tim Wilson-WAXX, Eau Claire, WI

Session B
11:15 a.m.-12:30 p.m.
Adams "A" Room

(MIPS SESSION)
THE CREATIVE PROCESS FROM A-
TO-Z: Will Radio Play It . . . Will
Listeners Buy It?
Moderator:
Kip Kirby-Billboard, Nashville, TN
Panelists:
Bobby Braddock-Tree Publishing
Company, Nashville, TN
Becky Hobbs-Artist/Liberty Records,
Nashville, TN
Dennis Morgan-Tom Collins
Productions, Nashville, TN
Keith Stegall-Blackwood Music/CBS
Songs, Nashville, TN
Norro Wilson-RCA Records,
Nashville, TN



AGENDA

12:30-1:00 p.m.
Jefferson Room

LUNCHEON PRESENTATION
Sponsored by:
The Country Music Association

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

LUNCH - Courtesy of
The Country Music Association

2:00 p.m.
Memphis Room

EXHIBIT HALL OPENS

Session A
2:00-3:00 p.m.
Jefferson Room

CONCURRENT SESSIONS
OUTSIDE PROGRAMMING: THE
LONG & SHORT OF IT . . . Why You
Want It — How To Sell It
Moderator:
Johnny Biggs-ABC/Watermark,
Hollywood, CA
Panelists:
Jay Albright-Drake-Chenault,
Canoga Park, CA
Tom Rounds-ABC/Watermark,
Hollywood, CA
Ed Salamon- The United Stations,
New York, NY
Joe Somerset-Washington Depot. CT

Session B
2:00-3:00 p.m.
Adams "A" Room

PRICING YOUR STATION FOR
PROFIT . . . Structuring Your Rate
Card To Maximize Sales & Profit
Moderator:
Bob Backman-KWEN, Tulsa, OK
Panelists:
Larry Campbell-The Research Group,
Seattle, WA
Bill Fortenbaugh-KATZ Radio,
New York, NY

Session A
3:00-4:30 p.m.
Jefferson Room

CONCURRENT SESSIONS
INSIDE PROMOTION . . . For
Outside Results
Moderators:
Gary Havens-Composite
Communications, Indianapolis, IN
Dale Roberts-WBZI, Xenia, OH
Panelists:
Steve Bridges-KFMH, Muscatine, IA
Jack McCoy-Unidyne Direct Mail,
San Diego, CA
Dale Pon-LPG/PON, New York, NY

Session B
3:00-4:30 p.m.
Adams "A" Room

REP RAP . . . An Annual Forum
Focusing On The Relationship
Between Stations & Reps
Moderators:
Jerdan Bullard-WZZK,
Birmingham, AL
Bob McDonald-KOKE, Austin, TX
Panelists:
John Boden-Blair, New York, NY
Bill Burton-Eastman Radio, Inc.,
New York, NY
Barbara Crooks-SELCOM, Dallas, TX
Bob Lion-McGavren
Guild/INTERNET, New York, NY
Peter Moore-Torbet Radio,
New York, NY
Ken Swetz-KATZ Radio,
New York, NY

4:30-6:00 p.m.
Jefferson Room

RECORDS '84: SHOOT OUT ON
MUSIC ROW . . . When Does
Promotion End & Undue Pressure
Begin?
Moderators:
Debbie Pipia-KILT, Houston, TX
J.D. Spangler-KSAN, Oakland, CA
Panelists:
Bruce Adelman-Warner Brothers
Records, Nashville, TN
Ron Fell-The Gavin Report,
San Francisco, CA
Lon Helton-Radio & Records,
Los Angeles, CA
Don Kameron-Billboard Magazine,
Beverly Hills, CA
Ron Norwood-KMPS, Seattle, WA
Carolyn Parks-Carolyn Parks
Promotions, Nashville, TN
Jim Sharp-Cash Box, Nashville, TN
Jim Tice-WCOS, Columbia, SC

10:00 p.m.

EXHIBIT HALL CLOSES

SATURDAY, MARCH 3, 1984

8:00-9:30 a.m.
Jefferson Room

HOW TO TALK TO THE PRESS
WHILE KEEPING YOUR FOOT OUT
OF YOUR MOUTH . . . Getting The
Most Of Publicity & Making The
Most Of Interviews.
Moderator:
Lon Helton-Radio & Records,
Los Angeles, CA
Panelists:
Rollye Bornstein-Billboard Magazine,
Los Angeles, CA
Susan Hackney-Susan Hackney
Associates, Nashville, TN
Susan Storms-WHN, New York, NY

Session A
9:30-11:00 a.m.
Jefferson Room

CONCURRENT SESSIONS
SMILE . . . YOU'RE ON CANDID
FOCUS GROUP . . . Video
Presentation & Analysis Of Actual
Focus Groups
Moderators:
Lon Helton-Radio & Records,
Los Angeles, CA
Tom Miller-WWVA, Wheeling, WV
Panelists:
Jay Albright-Drake-Chenault,
Canoga Park, CA
Jhan Hiber-Hiber, Hart & Patrick,
Pebble Beach, CA

Session B
9:30-11:00 a.m.
Adams "A" Room

(MIPS SESSION)
SELLING IT THROUGH: Guiding
Your Record Down The
Merchandising Stream
Moderator:
Frank Jones-PolyGram Records,
Nashville, TN
Panelists:
Nick Hunter-Warner Brothers
Records, Nashville, TN
Don Langford-KRAK, Sacramento,
CA
David Lieberman-Lieberman
Enterprises, Minneapolis, MN
John Marmaduke-Western
Merchandisers, Amarillo, TX
Dave Wheeler-RCA Records,
Nashville, TN



AGENDA

Session A
11:00-12:30 p.m.
Jefferson Room

STRATEGIES FOR SUCCESSFUL
PEOPLE MANAGEMENT . . .
Yourself Included
Moderators:
Gregg Lindahl-WSM, Nashville, TN
Paul O'Brien-WUBE, Cincinnati, OH
Panelists:
Bill Bower-Bill Bower Associates,
Vienna, VA
Charles E. Reilly, Jr.-In-Person
Communications, New York, NY

Session B
11:00 a.m.-12:30 p.m.
Adams "A" Room

(MIPS SESSION)
THE VIDEO OPPORTUNITY: Taking
Advantage Of The Music Video
Moderator:
Jerry Flowers-The Jim Halsey Co.,
Nashville, TN
Panelists:
David Carroll-WDEF-TV,
Chattanooga, TN
C. Paul Corbin-The Nashville
Network, Nashville, TN
Jim Foglesong-MCA Records,
Nashville, TN
Bill Golden-Oak Ridge Boys
Nashville, TN
Barry Kent-HI 99/WTHI-FM,
Terre Haute, IN
Lisa Tumbleson-HBO, New York, NY
Tim Wilson-WAXX, Eau Claire, WI

12:30-1:00 p.m.
Jefferson Room

POCKET BIG BUCKS WITH
WRANGLER CO-OPportunity . . .
Everybody Wins With Wrangler
Country Showdown
Presented by:
Wrangler and Chris Collier of KFDI,
Wichita, KA

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

LUNCH
Courtesy of:
Wrangler Country Showdown
sponsored by Dodge

2:00 p.m.
Memphis Room

EXHIBIT HALL OPENS

Session A
2:00-3:00 p.m.
Jefferson Room

CONCURRENT SESSIONS
SHE & HE . . . A Management
Workshop On Men And Women
Working Together
Moderator:
Beverlee Bleisch-KJJY,
Des Moines, IA
Panelists:
Jeri Lynn Burgdorf-Media Images,
Nashville, TN
Joe Calloway-Media Images,
Nashville, TN
Susan Carson-KFMR, Stockton, CA
Bob Cole-WMZQ, Washington, DC

Session B
2:00-3:00 p.m.
Adams "A" Room

SMALL MARKETS/BIG BUCKS . . .
Success Stories
Moderator:
Rusty Reynolds-KYKX, Longview, TX
Panelists:
Jack Bell-KDET/KLCR, Center, TX
Kurt Farmer-Farmer Communications,
Dayton, OH
John Fletcher-KCLE/KJNE,
Cleburne, TX

Session A
3:00-4:30 p.m.
Jefferson Room

MAKING A SPECTACLE OF
YOURSELF . . . Outside Promotion
Moderators:
Barry Mardit-WWWW, Detroit, MI
Susan Storms-WHN, New York, NY
Panelists:
Gerry Cagle-KFRC, San Francisco, CA
Jim Vail-The Vail Group, Inc.,
Los Angeles, CA
Bob Wals-Scarsdale Marketing
Company, Scarsdale, NY

Session B
3:00-4:30 p.m.
Adams "A" Room

FCC/LEGAL . . . Up To The Minute
Discussion On Issues Relating To All
Size Market Issues
Moderators:
Charlie Cook-Country News,
Los Angeles, CA
Debbie Pipia-KILT, Houston, TX
Panelists:
Jim Weitzman-Shrinsky, Weitzman &
Eisen, P.C., Washington, DC
Michael Zinser-King, Ballou & Little,
Nashville, TN

Session A
4:30-5:30 p.m.
Jefferson Room

THE PROGRAMMING JUNGLE . . . A
Lively Q & A Session — Your Last
Chance To Take Home Answers To
Your Questions
Moderators:
Gary Havens-Composite
Communications, Indianapolis, IN
J.D. Spangler-KSAN, Oakland, CA

Session B
4:30-5:30 p.m.
Adams "A"

THE RADIO SALES DOCTOR . . .
You Bring The Questions — We'll
Have The Answers
Moderators:
Bob McDonald-KOKE, Austin, TX
Norm Schruett-WKHX, Atlanta, GA
Panelists:
John Barger-KAJA/WOAI,
San Antonio, TX
Victor Sansone-WKHX, Atlanta, GA
Bob Woodman-KCWM/KVIC,
Victoria, TX

5:30 p.m.
Jefferson Room

CLOSING REMARKS -
JERRY CLOWER

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

COCKTAIL RECEPTION

7:00 p.m.

EXHIBIT HALL CLOSES

8:00 p.m.
Washington/Adams
Rooms

BANQUET & "NEW FACES SHOW"

AGENDA CREDITS

AGENDA CHAIRMAN Charlie Cook-Country News
Los Angeles, CA
SEMINAR HOST Biff Collie-Winner Productions
Nashville, TN

STAGE MANAGERS
Mike Allen - WTVR-FM Richmond, VA
Tom Phifer - KRMD Shreveport, LA
Joel Raab - WHN New York, NY

EXHIBIT HALL COORDINATOR Dave Donahue - CRB Office
Nashville, TN
AIRCHECK CASSETTE Barry Mardit - WWWW
Detroit MI

MUSIC INDUSTRY PROFESSIONAL SEMINAR HOSTS
Bill Anderson Brenda Lee Richard Sterban

SOUND & LIGHTS Larry Hart-Audio Rentals
Nashville, TN
VIDEO SPOTS PRESENTATION Erica Farber - INTEREP
New York, NY



EXHIBITOR SUITE DIRECTORY

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

COMPANY

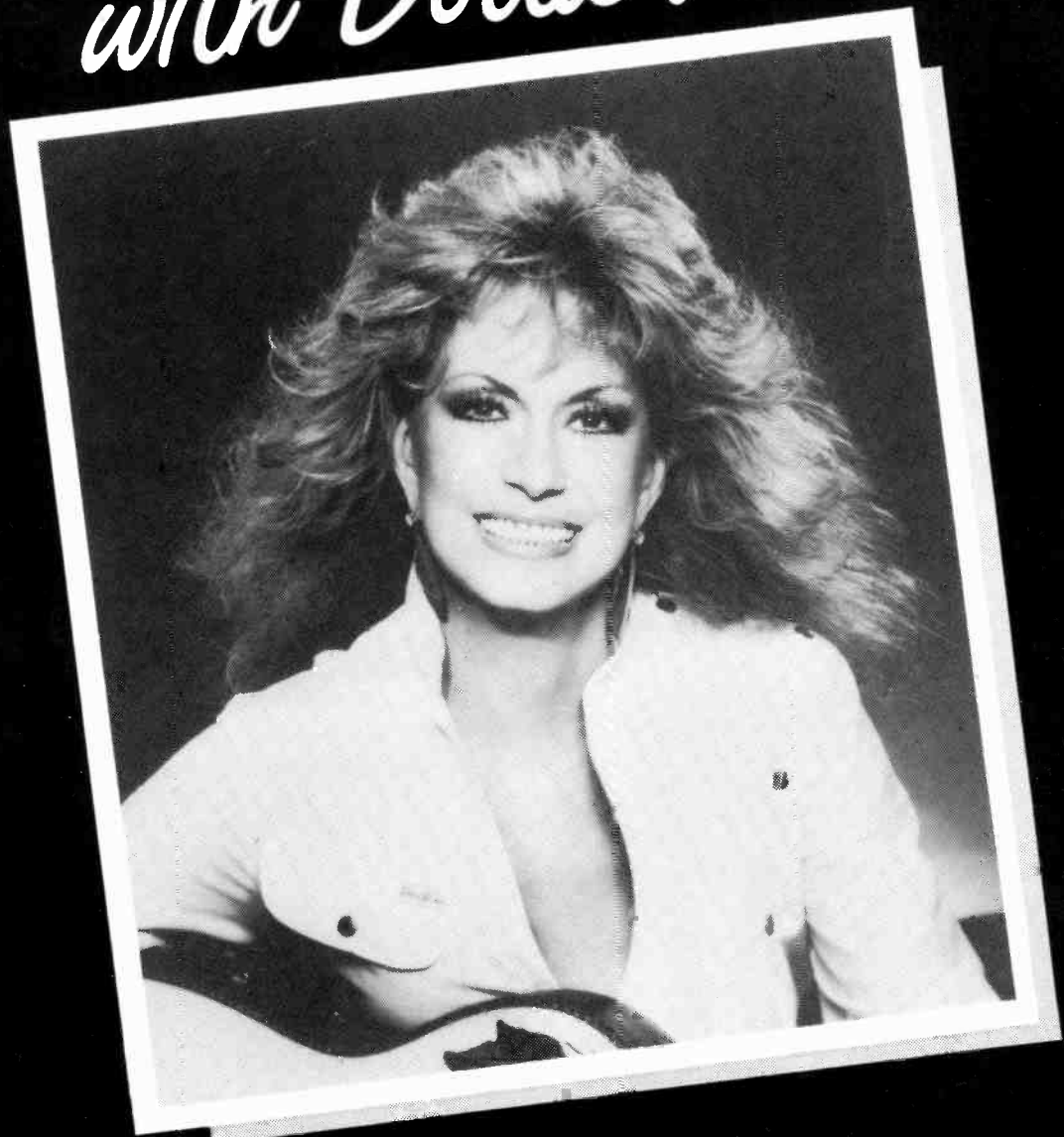
IN ATTENDANCE — PROVIDING

- American Image Consultants Suite 2330-P Dick Fain, George Layle, Jerry Williams — TV promotional campaigns including the newest "Feels Like Coming Home," with audio ID series. Audio station image campaign. Five sales/production libraries.
- BPI Suite 3144 Bob English, Bill Wolkey — Syndicated music formats both announced and unannounced, and consulting services in multiple formats.
- Chapman Associates Suite 3344 Ernie Pierce, Bob Thorburn — A specialist in brokering, appraising and financing of radio stations for 30 years.
- Country Music Association Suite 2130-P Ed Benson, Helen Farmer, Cathy Gurley, Rebecca Holderness, Jo Walker-Meador, Rob Parrish — The professional trade association for the country music industry.
- DIR Broadcasting Suite 1116 Bob Kaminsky, Melenda McIlwain, Robert B Meyrowytz — DIR provides syndication for Country-Rock-AC and Talk Radio formats. Contributing producers to HBO/Cinemax "Albumflash" including the recent broadcast starring Alabama, producer of Silver Eagle - CrossCountry Music Show via the ABC Entertainment Network. Debuting in April '84 "Country Cuts" a bartered daily music feature hosted by Roy Clark for Radio.
- FairWest Suite 3427 Jim West — FairWest is currently representing a broad range of format consultancies including "Music Of Your Life," adult contemporary and country. Producer of custom and syndicated country ID's.
- The Jim Halsey Co., Inc. Suite 1230-P Terry Cline, Sherman Halsey, Jerry Flowers, Bob Smith, Pat Johnson — Representation for country music's greatest artists! Come by and discuss with our agents ways in which these acts can boost your station with your listeners.
- McGavren Guild Radio Suite 2029-P Erica Farber, Martha Harrington, Ellen Hulleberg, Eddie Leeds, Tony Maisano, Kay White — National Radio Representative
- Media General Suite 3327 Scott Blake, Bob Blow, Mitch Creig, Dianne Hill, David Tyler — Radio and TV station ID's. Production and Sales libraries. Syndicated Music.
- Music Country Radio Network/Associated Press Suite 5544 Bill Berlin, Kyle Cantrell, Tom Cassetty, Bill Cook, Malinda Donegan, Charlie Douglas, Jim Driver, Jerry Jackson, Lou Meux, Bob Meyer, Tracey Pigue, Benny Ray, Glen Serafin — Music Country Radio Network supplies eight hours programming nightly via Associated Press through Weststar 3 satellite. Program features live interviews with country music stars, up tempo music programming with hosts Charlie Douglas, Bill Berlin, Benny Ray, and Kyle Cantrell. Supplied on a barter basis by Associated Press.
- Mutual Radio Suite 4101-P Lee Arnold, Ben Avery, George Barber, Dick Carr — Full service network broadcast by satellite featuring "Lee Arnold On A Country Road" and a live concert from Billy Bob's every weekend; four country specials Easter, July Fourth, Thanksgiving and New Year's.
- Salem Concert Series (R.J. Reynolds Tobacco Co.) Suite 2230-P Wayne Robertson, John Sullivan — Salem concerts featuring Alabama with Juice Newton.
- TM Companies Suite 3227 Michael Baer, Steve Penny, Doyle Peterson, Buddy Scott — TV Commercials, programming services "TM Country" - Station ID's, Sales and Production Libraries - Program Special.
- Transtar Radio Networks Suite 1130-P Ivan Braiker, Tom Casey, Larry Shipp — Satellite 24 hour Country Format. Weekly Special - "This Week In Country Music With Dottie West."
- Tune In Publications Suite 3151 Katy Bee, Kirt Daniels, Jonathan Fricke, Frank Kratch — A custom country music and human interest magazine personalized with the Radio Station's logo, stories, promotions and advertisers. "Tune In" is designed as a station profit making and strategic image marketing tool for the exclusive use of one station per market.
- Weedeck Corporation Suite 3244 Debbie Conner, Ron Martin — Country Report - ten 2-3 minute news and interview shows per week. Country Report Countdown - 4 hour magazine type countdown featuring Ron Martin, Debbie Conner and Hugh Cherry.
- Wrangler Country Showdown Suite 4301-P Patsy Bruce, Rosie Gillotti, Susan Hackney, Marge Hildebrandt, Jerry Moore, Dean Unkefer, Craig Veazey — Promotional materials and details on Wrangler Country Showdown and how it and co-op dollars can work successfully in your market.
- The United Stations Suite 5500 Abbe Harris, Frank J. Murphy, Lori Pinkerton, Ruth Presslaff, Tom Rowland, Ed Salamon — Join with the United Stations Network executives and some of your favorite recording artists to celebrate the success of America's most listened to Country Music Program. The Weekly Country Music Countdown also welcomes the first weekly network show to profile our past solid Gold Country both series produced by Ed Salamon.

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

Come by the Transtar Suite and meet Dottie . . . and find out about the new Transtar Country 24-hour satellite format!

This Week in Country Music... with Dottie West!



THERE HAS NEVER BEEN ANYTHING IN COUNTRY MUSIC LIKE IT!

This unique weekly special features four hours of superstar interviews and artist features . . . behind-the-scenes Country music news, and a countdown of the week's top country hits . . . hosted by Country Superstar Dottie West.



For more information and market availability, call us toll-free at 1-800-654-3904. Available on a barter basis in most markets.

AWARD WINNING SALES PROMOTIONS

★ IDEAS FOR IMPROVING THE PROFIT PICTURE

Large Market — First Place **WCAO/Baltimore, MD** **Win A Colt-Colt —**

A sales promotion yielding greater visibility and increased sales to all participants . . . About 75 Special Edition Dodge Colt Cars were on display at participating Dodge Dealers and various special events for a two month period. Chances to win daily and weekly prizes, as well as the Grand Prize Dodge Colt, were promoted on-air, TV, newspapers and at participating dealers.

For more information contact:

Mr. Jack Devlin
General Sales Manager
WCAO Radio
8001 Park Heights Ave.
Baltimore, MD 21208
(301) 653-2200

Large Market — Second Place **WZZK/Birmingham, AL** **Parking Ticket Promotion —**

A sales promotion to promote and reward key clients, and to maintain listener awareness . . . Three hundred parking tickets, monthly, are placed on those vehicles displaying station bumper stickers. These can be redeemed at the station for good quality T-shirt and gift from the participating advertiser.

For more information contact:

Mr. Edward O'Connor
Sales Manager
WZZK Radio
530 Beacon Pkwy.
W. Birmingham, AL 35309
(205) 942-7800

Large Market — Third Place **WHN/New York, NY** **The Jovan/Kenny Rogers '83 Tour —**

An audience and sales promotion — bringing new listeners, increased sales for all participating advertisers, increased traffic for participating retailers . . . Prizes were awarded through on-air contests and in-store promotions. WHN personalities made public appearances and hosted both Kenny Rogers' Concerts.

For more information contact:

Ms. Susan Storms
Director of Creative Services
WHN Radio
400 Park Ave.
New York, NY 10022
(212) 688-1000

Medium Market — First Place **WCMB/Harrisburg, PA** **Wheel Of Fortune —**

A sales promotion for the new advertiser, easy to execute, good public relations vehicle, and great profit generator . . . For every advertising package purchased during first quarter, advertiser receives two invitations to a cocktail party hosted by WCMB. Each has chances to try their luck at the "Wheel of Fortune" with prizes ranging from cassette players, to weekend getaways, to a \$2,500 Giant Screen TV. Prizes were obtained from advertisers at time of sale by adding bonus spots to schedule to cover retail cost of prizes. Income generated: \$25,000.

For more information contact:

Ms. Christine Hillar
General Sales Manager
WCMB Radio
P.O. Box 3433
Harrisburg, PA 17105
(717) 763-7020

Medium Market — Second Place **WTCR/Huntington, WV** **Home Of Your Dreams —**

A direct mail tabloid featuring ads and coupons used to promote major fourth quarter station promotion . . . 50,000 pieces were mailed in the market with ads and coupons from participating advertisers who purchased four months of radio advertising. The paper also heavily promoted the fall listener contest in which a fully furnished mobile home was given away. Generated income: \$87,000.

For more information contact:

Mr. Mark Jesse
Sales Manager
WTCR Radio
3570 Skyview Dr.
Huntington, WV
(304) 529-2558

Medium Market — Third Place **WTKC/Lexington, KY** **WTKC Kentucky Country Ram Van —**

A promotion designed for listener awareness, increased advertiser visibility, increased consumer traffic and increased station sales . . . The WTKC Kentucky Ram Van toured Lexington seeking automobiles sporting WTKC/Pepsi bumper stickers. Prizes were awarded daily on-air, the Grand Prize — the customized van. The consumer picked up bumper stickers with entry blanks attached at participating advertisers. Revenue Generated: \$60,000.

For more information contact:

Brandy Leinenback
WTKC Radio
614 W. Main St.
P.O. Box 12678
Lexington, KY 40587
(606) 233-1515



*O*n Behalf Of Our
Entire Staff

And Our Fine Roster
Of Artists...

Thank You

Country Radio

For Your Help And Support.

® MCA RECORDS

**Small Market — First Place
WPVA/Petersburg, VA
Miss 9.5 . . . Nobody's Perfect —**

A sales promotion which generated much publicity and excitement for both advertisers and the radio station . . . Listeners were invited to enter contest at the radio station. Preliminary and final judgments were held at participating advertiser locations. Advertisers were given the opportunity of sponsoring the ten finalists. "Miss 9.5" represents the radio station for one year. Income Generated: \$20,000.

For more information contact:

Ms. Lois Bryant
Sales Coordinator
WPVA Radio
P.O. Box 87
1024 East Washington
Petersburg, VA 23804
(804) 748-9242

**Small Market — Second Place
WLWI/Montgomery, AL
The WLWI/Kowaliga Ski Show —**

A promotion in which you dominate your market for one weekend, increasing sponsor and listener awareness . . . The WLWI/Kowaliga Ski Show is a three day promotion held on Memorial Day and Labor Day Weekends. The Show is promoted with live remotes, country disco parties, and a beauty contest. Over 10,000 people have attended this promotion in one day.

For more information contact:

Ms. Debbie Turner
Local Sales Manager
WLWI Radio
671 South Perry
P.O. Box 4999
Montgomery, AL 36195
(205) 264-7392

**Small Market — Third Place
WPVA/Petersburg, VA
The First Annual WPVA Road Rally—**

A three hour promotion that gives many advertisers a special opportunity . . . The Annual WPVA Road Rally is a competition to determine the most accurate team in following instructions. Participants register at participating advertiser locations. To win, entrants must correctly answer questions on the instruction form and win at poker hands drawn at each check point.

For more information contact:

Ms. Lois Bryant
Sales Coordinator
WPVA Radio
P.O. Box 87
1024 East Washington
Petersburg, VA 23804
(804) 748-9242

Bob English presenting some of 1983's awards.



KEBC-FM accepted by Al Hamilton



WOWW accepted by Jim Colley



WYTL accepted by Tim Morrissey



**VIDEO
SALES
TRAINING**

What Would You Give to Double or Triple Your Station's Sales? (At 2/3 Trade on First 100 Orders) And What's It Worth To You?

Pam is an exciting, dynamic speaker whose Video Course on Sales Training, Motivation, Self-Development & Goal Setting is helping Radio and Television Stations all across America, Australia and South Africa. Her humorous approach to training inspires and teaches while she shares her proven techniques getting sales results.

Pam's Video Sales Training Course "The Basics of Broadcast Selling" includes 30 training sessions to be used with individuals or group sales meetings. The methods Pam shares are resulting in video viewers improving their sales results and increasing their **INCOMES AND YOUR STATION'S PROFITS.**

- Would You Like To Reduce Your Sales Personnel Turnover? It Costs A Station About \$10,000 Plus Lost Customers For Each Turnover!
- Would You Like To Have A More "Professionally Trained Staff"? The Best Trained Salespeople Get The Most Positive & Profitable Sales Results!
- Would You Like To Increase Your Sales Up To 500%? Other Stations Have Already Had These Results & You Can Too!
- Would You Like America's Top Broadcast Sales Trainer To Speak In Each Of Your Sales Meetings? It Would Be Too Expensive In Person, But Is Very Practical Thru Video!
- With Competition For Advertising So Strong, Don't You Need All The Help You Can Get? Pam Lontos Video Sales Course Can & Will Help Your Sales Increase!



Pam Lontos
America's Broadcast
Sales Trainer

Guaranteed Results are Inevitable . . . With Pam's Training!

- As Sales Manager & Sales Trainer "Doubled Sales" at KMGC-Dallas In First Month
- Increased Sales 500% First Year
- Increased Sales From \$50,000 Per Month To \$272,000 Per Month in 12 Months
- Increased Another Company's Sales From \$10,000 Per Month to Over \$200,000 Per Month In Two Years
- Corp. Director of Sales Responsible For 7 Radio & TV Stations & World's Largest Media Production Co.
- Conducted Broadcast Sales Clinics In 18 Cities For Radio Advertising Bureau
- Featured Speaker On 5 N.A.B. RAB & NRBA Conventions
- Author Of "The Basics of Broadcast Sales" "Tune Into Success In Broadcast Sales" "Cash In On Your Dreams" "Think Thin To Be THIN"
- Has Appeared Or Trained On Programs With Paul Harvey, Art Linkletter, Zig Ziglar, Dr. Denis Waitley, David Cooper, Douglas Edwards, Barry Goldwater, Tom Landry, Burt Reynolds, Bob Hcpe, etc. . . .
- Featured As Motivational Speaker & Sales Trainer On Phil Donahue Show, P.M. Magazine, Burt Reynolds Theater, CBS Live at Five, and Hour Magazine
- Is Scheduled Or Has Spoken To Almost Every State Broadcast Association's Annual Convention
- Receives \$2,500.00 Per Hour Consulting Fee

COMMENTS From Around The Country . . . To Pam

- "Your Seminar Was Interesting and Enlightening. You Are Terrific!" David Copperfield, Magician
- "Your Sales Forum At The NAB was Superb! It Will Make Our Whole Business Of Radio Better For Years To Come! You Were The Star Of The Program!" Miles David, President Radio Advertising Bureau, Inc.
- "You Are A Winner & Your Sales Techniques Work!" Zig Ziglar, Motivational Speaker
- "You Are A Perfectionist When It Comes To Techniques Which Teach Salespeople To Increase Billing Rapidly & Create New Accounts!" James V. Zdanck, G.M. WSAH FM100
- "It Was The Best! May We Return To The Well Of Your Talents For Future N.A.E. Meetings?" Wayne Cornils, Radio V.P. National Association of Broadcasters
- "I Feel Your Expertise Will Prove Invaluable To Us!" H. Stegman, G.M. KLOE-TV
- "You Created Immediate Results! Our Sales Staff Listened & Learned! We Have Decided You Are The 'Rabbi Of Radio!'" Herbert Scott, G.M. 11 Station Chain
- "I Owe You All The Credit For Our Station 'Tripling Its Billing!'" Trudy Collard, G.M. KFAM S.L.C. Utah
- "Your Program Was Magnificent! Your Techniques Work For TV As Well As Radio." Dave Sankovich KXAS-TV
- "Pam Is Easy To Recommend! She Is Dedicated & Makes A Difference!" Cora Deloise, Movie Star
- "Many Of Our Stars Such As Martin Sheen, Burt Reynolds, Julie Harris, Carol Burnett, Charles Dunning, etc. Have Given Inspiration To Our Audiences And Our Staff and Now Having Watched You and What I Might Call a 'ONE WOMAN SHOW' Have Touched Us All As Well." Dudley Remus, Executive Producer, Burt Reynolds Theater

The BASICS Of Broadcast Selling - 30 Video Sessions Include:

- Positive Thinking
- Goal Setting
- Proper Planning
- Prospecting Getting Appointments
- Telephone Techniques That Work
- How To Sell Yourself
- How Emotion Sells
- Asking Questions - Consultant Selling
- Assumptive Attitude
- Eliminate Objections
- Trial Closes
- Different Kinds Of Buyers
- How To Serve For Higher Billing

Spaced Repetition Can Perform Miracles!

Video Cassette Sales Training is the New Wave of the future! It can work magic with your Sales Force. We know school is never out for the pro! You cannot train yourself once, put it into a bottle, & put it on a shelf. There is no "Saturation Point".

The best way to learn anything especially "Professional Selling Skills", is to look at & listen to a message over and over until it becomes part of our sub-conscious minds.

Through our Video Sales & Management Training Programs you will have "In House" the best sales trainers in America. You will have your own "Private Tutors" for your sales organization.

**For Additional Information Contact
Pam Lontos, Inc.**

Box: 741387, Dallas Texas 75374
Telephone 214-341-1670

HOW TO GET THE BEST FROM YOUR REP

Times have changed and so has the way a radio station must work to get the best from its rep.

Like everything else in radio, the rep-firm relationships are changing. National business has been a declining component for many stations. Economic hard times of late have affected many advertisers. The proliferation of networks has siphoned off an increasing portion of what's left. Regional buying, too, has cut into what used to be exclusively the national pie.

But the radio rep firms aren't ready for tag days just yet, thank you. How many large market stations can you name which do not have a national rep? The births and deaths and mergers of recent years may attest to the volatility in the business. Yet with all the problems, the major reps are clearly neither down nor out.

Understandably, rep firms are just as interested as ever in pleasing their clients. "The rep has to have in mind who the customer is," says Blair's John Boden. "His customer is the station. What's good for the station is the important thing — not what's good for the rep — because then it comes back to the rep." Roy Lindau at Major Market sees client stations as their "partners in the national selling process, working hand-in-hand with the rep to maximize business."

Jerry Schubert encourages Eastman stations to "talk about their national rep as being an extension of their local sales arm." Aside from simple psychology, what this frame of reference dictates is the necessity of communication with the rep just as with the in-house sales force. Selcom's Lou Faust is fond of a similar cliché, "You know it . . . does your rep know it?" Each knowing it, implicitly, should be equivalent and simultaneous.

"The station that communicates the most," insists Phil Newmark of HNWH, "is the one that generally gets a higher unit rate for his radio station than he strictly-by-the-numbers might deserve." Particularly given the long-list nature of most firms, he says, "the station that's going to get the most attention is the one that's in the forefront all the time. You can do that by telephone calls, or by sending pictures of your billboard, or by a newsletter."

The newsletter, in fact, is perhaps the most frequently mentioned technique for periodic communication from the station to the rep firm. "The ideal way," offers Jerry Schubert, "is regular, monthly, so that it's something that they have to think of on a regular basis." Ken Swetz of Katz differs, however, citing the irrelevant fill which may go into a monthly newsletter. Don't wait for the newsletter, he argues. "If something happens, let me know now. If somebody changed format in the marketplace and it appears in a newspaper article, send me a copy of that article. Send me anything that you think might be helpful" The accumulation of such items, he notes,

can also provide a subsequent springboard for ideas.

Christal's Charlie Colombo also relies on more frequent contact so as "to be the fountain of knowledge at our agencies, and not be caught flat-footed. Brief, one-page letters that maybe just address one or two subjects" are best, he feels, "and then, maybe once every six months or so, a rundown on the whole market. Four lines on each station to give our people and the buyers an understanding of the market as objectively as possible."

One way or another, reps need to know "what is going on at the station," says Phil Newmark. "What is going on with the competitors, what is going on in the market." Schubert echoes, "The local sales staff has such a tremendous advantage in that they're right there on the scene and aware of the changes in the marketplace on a day-to-day basis. We ask our stations to give us the same type of regular and in-depth communication."

Constant communication is so obviously important that one might think it could be taken for granted. Just as obviously, the stress placed on its value by so many reps serves to underscore the carelessness of so many stations. John Boden notes, "The relationship works better when it's a two-way street. That's when you really maximize the dollars." Perhaps the rep, not the communicating, is often taken for granted.

Ken Swetz' analogy is that of a new local AE. "You wouldn't just give me a rate card and point me out the front door and say, "There's Main Street; go ahead and do it." You'd orient me into the station, indoctrinate me, establish the objectives and goals, and tell me basically how you want the station to be positioned and sold and priced.

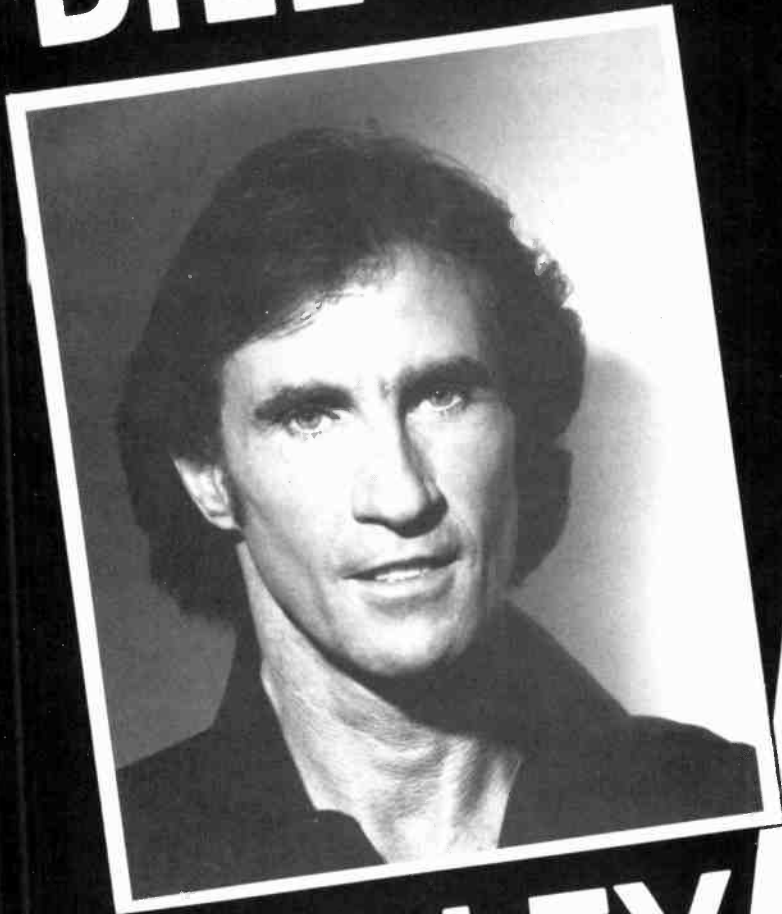
The same goes, of course, for the national rep and can pay off accordingly. As Phil Newmark reiterates, "If you keep your rep in total communication, so he's not embarrassed when a buyer says, "Hey, I hear you changed your dial position," the rep salesman is naturally going to work much harder." Vice versa, of course. "We try to make radio station management aware of all trends that affect their business, both the selling and competitive media, anything that might relate."

Similarly, "MMR management conducts one-day sales seminars at client stations for the local sales execs," says Roy Lindau, "to give them a national overview as to as how people are positioning and selling their format in other markets." Group W's Roy Shapiro sees special advantage in their short list of stations, allowing them even more frequent contact and two-way communication. The broader perspective of the rep can put the local situation in focus, just as the local feedback is essential for the national sell.

(Continued on page 66)



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The flow of other paper parallels the reps' need for newsletters or similar communication. Michael Bellantoni of Torbet looks for all locally produced sales materials to be distributed to the rep as well. Lou Faust suggests sending copies of strong local sales presentations, positioning or perceptual research, and the market-share figures pooled through an accounting firm.

The flow of people is also advantageous. Rep visits to client stations can give insight, and client visits to rep offices can yield even more. When travel budgets allow it, sending the GSM, national sales manager, or GM to make calls on national clients along with the rep can be helpful on several levels: greater presence for the station, implicit support for the rep, and fine tuning the positioning of the station nationally by integrating the home-office pitch with that of the rep.

One specific area requiring communication is pricing. "What happens," cautions one rep chief, "is stations frequently get their prices caught in a whipsaw when the rep is quoting one price and they're quoting another. Price should not be determined by who makes the presentation." McGavren-Guild's Ralph Guild claims, "The biggest thing stations should do right now is to confer with their reps on pricing strategy and pricing tactics."

Mike Bellantoni speaks of "several programs within our computer which we constantly review in terms of average unit cost, how the inventory is distributed, whether we're selling too many morningdrives or not enough, and then we can make adjustments in terms of our rate card and positioning of the station in the marketplace."

The overall working relationship between the two parties is, no surprise, of paramount importance. Ken Swetz looks for the national sales manager to establish the tone of that relationship with the rep. "Get to know each other," he urges, "to motivate the rep. You can't motivate someone until you know them. You have to know what button to push. In the long run the squeaky wheel doesn't always get the grease. But if I owned a station today, I would take several steps to assure that my rep gave me a fair portion of his or her time and energy, earning sales commissions for my station."

Phil Newmark has something similar in mind. "You don't have to scream and holler and threaten, but you do have to manage your sales force nationally just like you manage your sales force locally." Charlie Colombo is also looking for the station sales manager to be "aggressive, knowledgeable, enthusiastic . . . and available. In this day and age if you can't get him in 24 hours, you lose the buy. We hear about a buy today, they want the buy done tomorrow. You gotta have answers from the station quickly."

"National sales," Lou Faust maintains, "is image building. Even though statistics play an important part, you have to build in the buyer's mind the way your station fits into the market and the part it plays

in the trade of the market." "That's what a rep salesman's main function is," agrees Mike Bellantoni, "providing that service to our clients, the radio stations, by overcoming objections at the agencies that buyers may have in their minds about the image of certain clients."

Charlie Colombo looks to the support of that station image in print pieces. The buyer can't hear the stations, he reasons, "so they are what they print, they are what their promotion pieces say they are. Other than that it's just Arbitron and rate, so we look for intelligent, professional-looking pieces."

It is image also which sets the tone for the future of selling radio. For as fractionalization moves more and more stations to equivalent share levels, summarizes John Boden, "the difference has to be the other things you sell on a radio station: how much a station means to its community, or why one station has eight newsmen and another has none. One station has to get a higher rate than the other; the winners are the guys who get the high rates."

By James A. Smith, Chicago-based research and programming consultant.
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The Country Leader

LISTENING: MORE THAN JUST HEARING

By Gary Kaplan

We're all very good talkers. Especially those of us connected with the radio industry: after all, we're in the communications business. Yet most of us are guilty of not doing just that — communicating. Why? Because few of us are very good listeners.

Listening is an important part of communication. According to various research, of the waking hours spent communicating (80%), at least 45% are devoted to listening. Executives spend most of their work time in discussions (meetings, face-to-face conversations, on the phone); 40 - 60% of their business day consists of listening.

The listening efficiency of working people, however, measures less than 50%. Translated, that means only half of the oral messages delivered during a typical workday are thoroughly understood. Traditional education centers on reading, writing, and speaking, but virtually ignores listening. Unfortunately, this neglect has been carried over into our business and personal lives. As a result, many people perceive hearing and listening as synonymous. They aren't. And that's one of the first steps toward improving listening skills: there's more to it than just hearing.

FOUR—STAGE PROCESS

Hearing, in fact, is one of our stages comprising the entire listening process. Known also as sensing, it's simply the physical awareness that a message (sound waves) is being received. In other words, your ears are in working condition. The second phase is interpretation, which in turn leads to understanding or misunderstanding. Next up is evaluation. In this step the information is reflected upon, and a judgment is made as to how that information will be used. The final stage, responding, is a combination of the first three listening levels. At this point, the listener provides the speaker with a verbal or visual reaction to acknowledge that the message has, indeed, been received.

Being aware that listening constitutes four different stages is a move in the right direction. But don't assume that this knowledge alone will automatically bring about better listening results. Listening is an active, rather than passive, effort. And it's more than just wanting to listen. Consider these facts from an Executive Skills article:

- Once a person finishes speaking, the listener remembers only about half of what was said
- Within eight hours of learning something, one-third to one-half is forgotten
- Two months after listening to a talk or speech, only one-fourth of what is said is remembered.

With that in mind, you must make a concerted effort to tune out any external/internal interferences, which could impede effective listening.

BLOCKING OUT DISTRACTIONS

External distractions are the easiest to handle. It's simply a matter of shutting a door or window, moving out of the hearing range of other people, or holding telephone calls. Internal interferences are more difficult because they spring from natural human feelings.

Foremost in this particular category is a dilemma we're all born with — the ability to think faster than someone can speak. Since the thought process is nearly four times faster than the average rate of 125 words per minute, our minds tend to wander and we get lost in our own thoughts. Rather than following what's being said, we anticipate what's going to be said and jump to conclusions.

Internal listening blocks also take other forms:

Prejudgment — The speaker appears nervous and disorganized, rifling through his notes; you don't like the speaker's appearance or mannerisms or the speaker gets off to a slow, vague start. In either situation you assume the speech will also be disorganized and boring; that you won't learn anything from the message being given.

Stereotypes — Closely allied with prejudgments, this distraction relates to the habit of putting people in certain categories rather than seeing the person as an individual; i.e., the manager who dismisses women as having no sense of business and unconsciously ignores or pays little attention to what his female managers have to say.

Personal Emotions — The speaker begins his talk with an off-color joke or a subordinate says something that offends you. You become angry and figure you don't have to listen to that. But to be an effective manager, you must learn to control your feelings so you can keep listening and make level, accurate evaluations.

Other Bad Habits — Sometimes you try too hard at paying attention, concentrating on details, instead of major ideas. Then the intended message is overlooked. Maybe you tune out once the subject matter becomes too complex or it's something you don't want to hear because it doesn't fit in with your point of view. Or you let your mind dwell on office/home problems that are completely unrelated to what's taking place at the moment.

WORKING TOWARD IMPROVEMENT

A good place to practice and refine your listening skills is during a meeting or speech. Since the major barrier to effective listening is your quick-moving mind, the key to curbing that natural tendency lies in keeping your mind busy and involved with the subject at hand. First on the agenda is evaluating the general organization of the speaker's comments. Bear in mind which part you're listening to (introduction of thesis, supporting evidence, summary) by asking



(Continued on page 70)



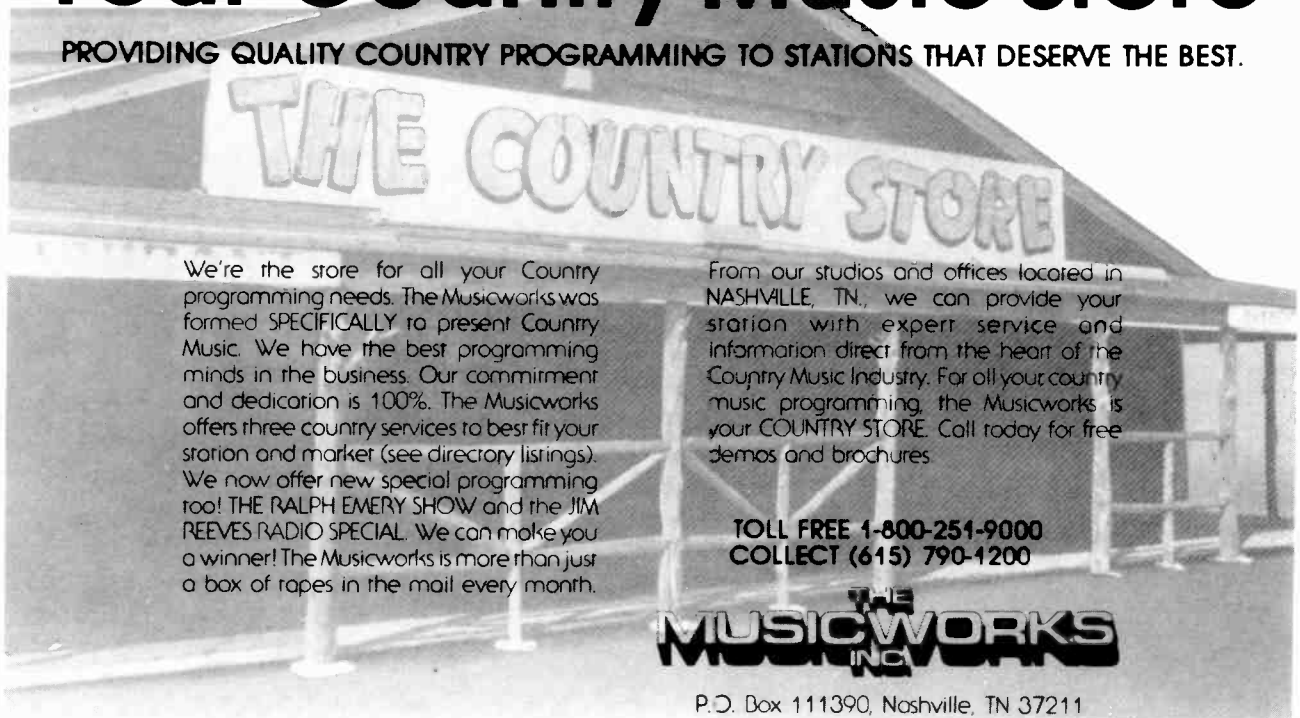
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yourself what the speaker is doing throughout the talk. You can listen ahead; see if you can figure out the speaker's next statement or what evidence will be offered. Is the evidence factual and does it support the argument? Instead of tuning out when the information becomes complex, exercise your mind and stretch your capacities. Tackling "difficult" material makes you learn, discover, and broaden your scope.

Constant review and questioning helps you determine whether you're following the talk's logic, as well as what it means to you and/or your company. Plus, as you mentally summarize and analyze what's being said, listen critically for possible elements of propaganda or illogical arguments. Notetaking may also help, as long as you jot down a few words about each principle point that will later jog your memory. Otherwise, trying to write down everything that's said is impossible — most times you can't write as quickly as someone else talks.

Remember, too, that what's not being said is just as important as what's being said. Nonverbal communication surfaces as facial expressions, posture, movement, gestures, pauses, and hesitations. So listeners must learn to use their eyes to observe and interpret these signals. It could be something as simple as the speaker passing a finger under his nostrils, which sometimes indicates hedging or withholding information. However, you shouldn't be too strict in your interpretations. What your eyes see is meant to complement what your ears are telling you. Body language is also a two-way street; through your own responses and movement, let the speaker know you are hearing the words and understanding the message being communicated between the lines.

NEW "EARS" RESOLUTION

Listening is an essential function. It's the primary reason for things getting done, from the executive level on down. It influences morale, which positively affects productivity. If not practiced, instructions are misunderstood or your key people leave because management didn't listen. Either situation represents a waste of time and money, something no business can afford. The same holds true in personal relationships. Listening comprehensively gives you the satisfaction of really communicating. Start now. It's never too late to make a new "ears" resolution.

Gary Kaplan presently serves as Managing VP/Partner of search firm *Korn/Ferry International*. Based in the Los Angeles corporate offices, he also heads the company's international entertainment specialty practice.

TEN KEYS TO EFFECTIVE LISTENING

More and more, companies are recognizing the link between listening and business/personal success. One of the leaders in this field is the *Sperry Corporation*. What began as a creative sales campaign has since been adapted as part of the corporation's business philosophy. Dr. *Elliott Ross*, *Sperry's* Director,

Management and Organization Development, explains, "We believe that listening is a very important communication skill that has been badly maligned. Not only will it make you more powerful, by giving you information needed to make good work and life decisions, but it will build relationships. People want to be listened to, and the people who listen to them are the people they like best."

In addition to conducting numerous listening seminars for *Sperry* employees, Dr. Ross has led workshops for many of the firm's customers. At each of these sessions he drives home ten key effective listening techniques:

- Listen for ideas, not facts.
- Judge content, not delivery
- Listen optimistically
- Don't jump to conclusions
- Adjust your notetaking to the speaker
- Concentrate
- Capitalize on the fact that thought is faster than speech
- Work at listening
- Keep your mind open, hold emotions in check
- Exercise your mind

When practiced regularly, Dr. Ross emphasizes, these guidelines can lead the way toward better listening and understanding.

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(Continued from page 38)

In a previous article I demonstrated how several Country radio stations could attract different kinds of audiences as a result of the music, information and services they were offering. This can be demonstrated time and time again. It is still true and probably even greater now that we can isolate the differences between in-car, "that captive audience," and the away-from-home-other-place audience which we can fairly safely assume to be at-work. In terms of the away-from-at-home listener there is some evidence which indicates the attraction of a given format may change by age group and time of day. This is particularly true of the more contemporary formats. Country is, however, remarkably stable in its appeal for both before-noon and afternoon listening by the away-from-home-other-place listener.

Information is somewhat confounding. The more you know — the better job you can do. The more you know — the more difficult it is to know all the decision areas. But, the more you know — the better chance you have of making the right decision to do a better job. Information is valuable and only has to be applied to make money and to increase your audiences. In a radio station both of these factors are extremely important. The sales force can really succeed when the audience is delivered. The programmer provides the music that delivers the audience which can then be sold. If the programmer does not do his job then salesperson cannot sell the time and neither the salesperson or the programmer get paid. If, however, the programmer is able to produce great audiences, management may raise the rates when the audiences are worth it then the salesperson has to sell. The combination of the programmer, salesperson and management is the thing that makes the radio station work. One, by itself, will not make a profitable property. Audience information is used to establish advertising rates, music rotations and selection, and the rationales why an advertiser should use the station. Understanding the way people use radio, and who those people are, attempts to make all the jobs involved with radio easier, and when it's easier, it's also a lot more fun.

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As program directors, we are charged with the responsibility of getting numbers for the sales department to make money for the radio station. Pure and simple. In unrated markets, you generate numbers of listeners to get response for clients. There is *nothing* more important in your day than managing that airstaff by keeping them informed, and eager to execute the format the way you want it.

There's no limit to the success you can attain for the station, and yourself when you take the time to "hug your D.J."



We sometimes lose our heads trying to decide which promotional items to display from the many submitted.



Erica Farber



Professor Robert F. Schwarz



Bob "Emperor" Hudson



(Continued from page 40)

evaluation of personnel. These are the right ways to use research. Let's hope we see an end to "confirmation" analysis!

Finally, particularly for radio broadcasters, there is the "let's-wait-until-the-book-comes-out-syndrome." The best time to do any research is while you're doing well in "the book" — not after you've had a disaster.

And yet, I can almost correlate to within 90% the days when the advances are out to the days when the phone rings most frequently at our office. There is a prevailing notion in circulation that if you've got a good "book" there's no point in messing around with what got you there, or, as we Texans say, "if it ain't broke, don't fix it." This seems especially true for research. But the key fallacy of that thinking is: how do you know precisely what got you there and how do you know it will keep you there? The fact that you went from a 3.4 to a 5.6 and are viewed as "hot" doesn't really tell you much in an analytical sense. Sure, you can order up a mechanical and a post diary analysis, all of which are quite useful. But they still don't answer, at least in all but the most obvious cases, the question "why?."

The second fallacy is one of finance. It's the old: ". . . if I get a good book I can afford to raise my rates and sell enough time to pay for this research." Qualitative research is difficult to work into a budget . . . because the results and the benefits are not immediately visible. It's a kind of grey area — fraught with intangibles and potential ambiguities. But it needs to be budgeted just like any other programming or engineering or personnel item if a station means to compete on a total basis. Waiting until the book comes out is just another example of poor planning — and poor use of research.

It's often been said that the communications industry is one that emphasizes reacting instead of acting. Proper use of research can be one way to turn the former into the latter. But a proper understanding of research is also imperative. Again, I emphasize, research is another valuable tool in the broadcast executive's arsenal — nothing more and nothing less. By understanding research, a programmer can add another valuable weapon to his competitive arsenal. In this era of narrowcasting, lifestyle changes, MTV, market segmentation and the aging of the "baby boomers," we need all the help we can get.

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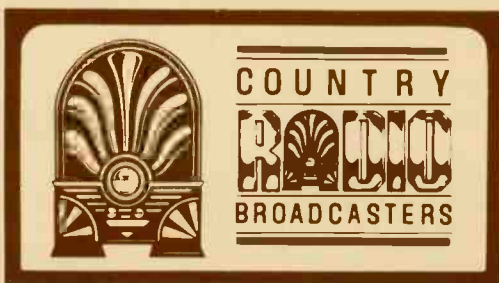
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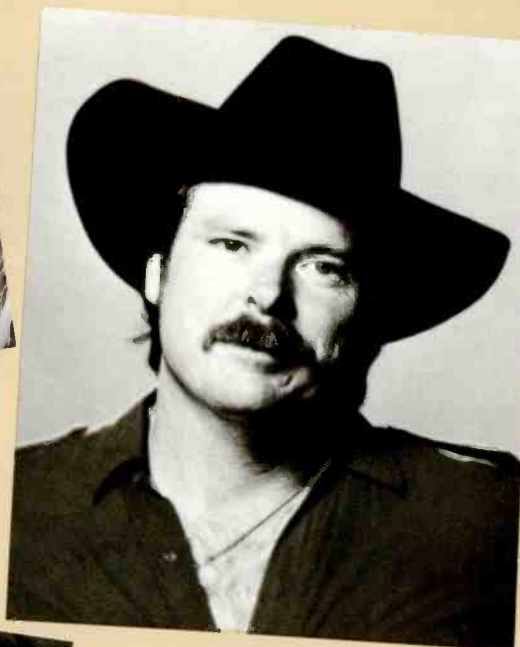
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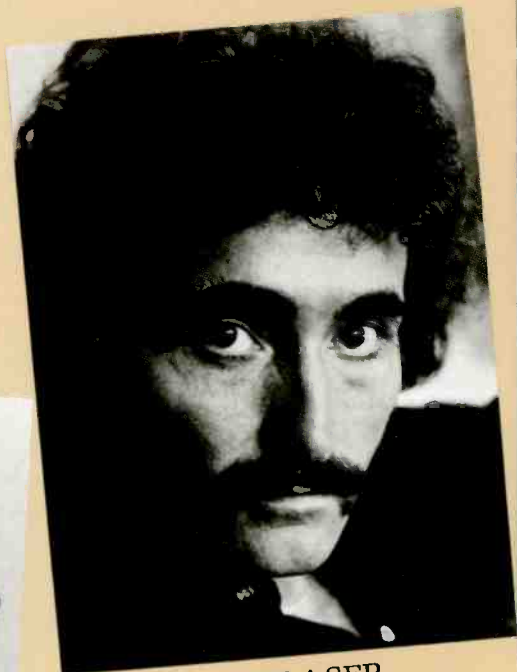
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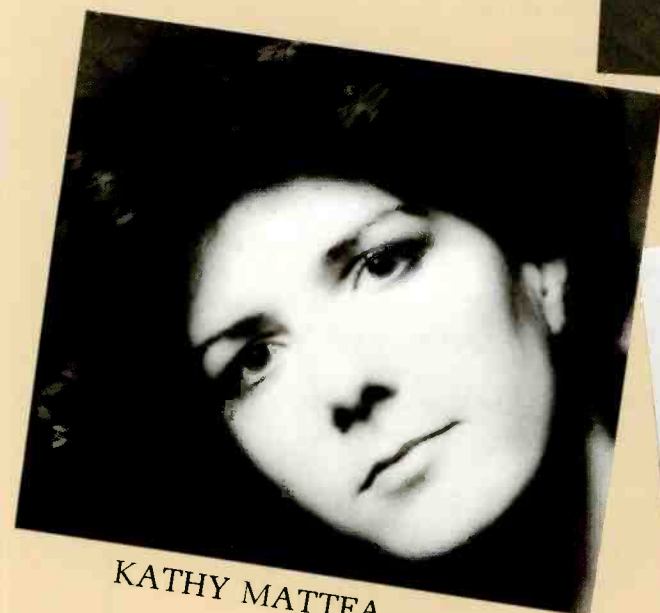
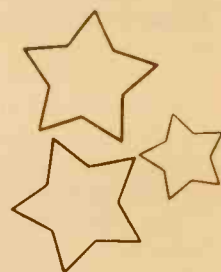
LANE BRODY



DAN SEALS



JIM GLASER



KATHY MATTEA



EXILE

FACES SHOW



BANDANA



GUS HARDIN



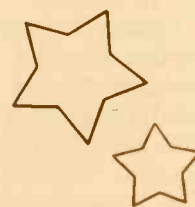
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RICK and JANIS CARNES



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Atlanta is the latest discovery of MDJ Records founder and president Larry McBride. The nine member band hit immediately with its first single release “Atlanta Burned Again Last Night,” which landed in the top ten. The group also caught the attention of MCA Records, who promptly established a distribution agreement for MJD Records.

Atlanta is Alan David, guitar and vocals; Dick Stevens, vocals; Brad Griffis, bass guitar and vocals; Bill Davidson, guitar and vocals; Jeff Baker, harmonica and bass vocals; Bill Packard, keyboards, guitar and vocals; Allen Collay, keyboards, guitar, banjo and vocals; Tony Ingram, drums, percussion, fiddle and vocals; and John Holder, drums, percussion and vocals.

With their second single, “Dixie Dreaming,” Atlanta proved that they were no flash in the pan. Their debut MDJ/MCA single “Sweet Country Music” is enjoying similar success.

From their white tuxedos to their tight vocal harmonies, Atlanta is one of the most exciting groups to emerge in country music in many years.

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BANDANA

Bandana is a five member group that writes and records its own material, co-produces and plays on its records, features five lead vocalists, two drummers, and has the ability to play in any musical idiom.

Signed to Warner Bros. Records in 1982, their first single, “Guilty Eyes,” scored quickly with radio programmers and disc jockies. Their most recent single was titled “Outside Lookin’ In.”

The nucleus of the group is Lon Wilson, Jerry Fox and Joe Van Dyke. As things began to cook for the three, the search for two additional members to round out the band ended when Jerry Ray Johnston and Tim Menzies were asked to join.

Bandana’s musical influences range from country to pop to jazz, although the main emphasis is on, naturally enough, country music. Each band member began playing while in high school, and while their education sometimes interrupted their musical goals, each was destined to play music professionally.

Manager: EDDIE RHINES (615) 386-8700
Agency: TOP BILLING (615) 327-1133

LANE BRODY

Liberty’s Lane Brody is a songwriter and a performer. She is currently putting the finishing touches on her debut album with Chips Moman producing. As a recording artist, Lane has been on the charts four times. She has had hits with her self-penned “He’s Taken,” “More Nights,” and “Over You,” the latter taken from the soundtrack from the critically acclaimed film *Tender Mercies* starring Robert Duvall. Her fourth chart hit was a duet with Thom Bresh, “When It Comes To Love.”

Lane’s own songs have been recorded by Anne Murray, T.G. Sheppard, and Paul Anka. She and Johnny Lee have teamed up to sing the theme song for the NBC-TV series *Yellow Rose* (which is now a single) and she is co-star with Mel McDaniel of a new Thorn-EMI video production called *Country Ways*.

Additionally, Lane Brody sang “Just A Little More Love” from the CBS-TV movie *Gift Of Life* and recorded songs for another CBS-TV movie *Country Gold* which starred Loni Anderson and Linda Hamilton.

Manager: STEVE WAX (213) 954-2778

RICK and JANIS CARNES

They began as a duo, working clubs in the Memphis area. They would work nights and make demos of their songs during the day. But it wasn’t until they moved to Nashville that Rick and Janis Carnes began to click as hit songwriters.

Prior to making their own records, Rick and Janis wrote hits for Reba McEntire (she’s recorded three of their songs), The Whites (their first two singles: “You Put The Blue In Me” and “Hangin’ Around”), Loretta Lynn, The Kendalls, Conway Twitty, Richard Leigh, T.G. Sheppard, Johnny Rodriguez, Ronnie McDowell, Larry Willoughby, Dean Martin and Charly McClain.

As recording artists, Rick and Janis’ first single “Have You Heard” was released on Elektra Records. Following the Nashville merger of Elektra and Warner Bros., the second single, “Poor Girl,” was issued by Warners. However, their third single, “Does He Ever Mention My Name” is the one that has established Rick and Janis Carnes as major recording artists. They credit The Whites (who appeared on last year’s *New Faces Show*) for the encouragement needed to begin recording their own songs.

Manager: CHIP HARDY (615) 297-1012

EXILE

Exile is J.P. Pennington (lead vocals, guitar); Les Taylor (lead vocals, guitar); Marlon Hargis (keyboards, vocals; Sonny Lemaire (bass, vocals) and Steve Goetzman (drums). The group grew up in the music industry as a pop music group and scored a Number 1 pop hit in 1978 with “Kiss You All Over.” However, the various members of the band have had Nashville connections for a number of years.

Group members of Exile have written songs that have been recorded by major country artists: “Take Me Down” and “The Closer You Get” were both recorded by Alabama; Kenny Rogers recorded “Take This Heart” and Janie Fricke cut “It Ain’t Easy.”

Several years ago, Exile stopped recording and touring and “began a musical transition where we started tightening up as a band and working on new material.”

The band hooked up with Buddy Killen, who brought them to the attention of Epic Records. Their





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debut country single, released in early 1983, was titled "High Cost Of Leaving." Following the success of the single, Epic released the group's first album, titled simply, "Exile," and a second single, "Woke Up In Love," garnered even more radio success. Each of the 10 songs on the Exile album bears member credits, and the album also marks Buddy Killen's first production of a self-contained group.

Manager: JIM MOREY (213) 4210
Agency: WILLIAM MORRIS AGENCY (615) 385-0310

JIM GLASER

Jim Glaser is best known as one third of the Glaser Brothers. Discovered by Marty Robbins, the Glaser Brothers enjoyed success as a recording and touring act until their dissolution in 1973.

Following the breakup of the brothers, Jim Glaser toured as a solo artist for two years then turned his attention to music publishing and writing in the mid-'70s. Some of his compositions include "Woman, Woman," "What Does It Take," "Thanks A Lot For Trying," and "All Night Cafe."

During the summer of 1979, Jim met Dan Tolle, a regional promotion director for A & M Records, who was looking for an artist to produce, and who was also looking to start his own independent label. By October, 1982, Noble Vision Records was established and Jim Glaser's debut single "When You're Not A Lady" was released. To date, Noble Vision has released four singles from Jim's debut album "Man In The Mirror," and all have been successful.

Both Don Tolle and Jim Glaser decided early on that "our first commitment was to the music," explains Jim. "We not only wanted to make hit records, we wanted to make great music."

Agency: JOE TAYLOR AGENCY (615) 385-0035

JAN GRAY

Jan Gray has been entertaining people for most of her life. Last year, she scored one of her biggest recording successes with "No Fair Falling In Love" on the independent Jamex label. She has also been successful with "Cry A Little Bit," a duet with Frank Sinatra, Jr., as well as "No Love At All," "Have You Hugged Your Kids Today," "Gospel Truth," "There I Go Dreamin' Again," and "Before We Knew It."

At age four, Jan became a regular performer on WPFB Radio's Smokey Ward Show in Middletown, Ohio. She has appeared on The Grand Ole Opry, and in concert with such performers as Mickey Gilley, Ray Price, Hank Thompson, Conway Twitty and many others.

She has appeared on numerous television shows and even had a hand in scripting the first two "Music City News Cover Awards" shows, and Barbi Benton's Christmas special.

Manager: BOB WHITE (615) 242-2548
Agency: JOE TAYLOR AGENCY (615) 385-0035

GUS HARDIN

A girl named "Gus" isn't likely to fit the stereotype of a female country singer. A native of Tulsa, Gus has spent time working with Leon Russell and Denny Cordell during the Shelter Record days, cutting an album that was never released.

A tape of more recent Gus Hardin demos reached RCA Nashville executive Joe Galante, who signed her to the label immediately, and paired her with famed Muscle Shoals producer Rick Hall. Hall recorded a six-song mini-album titled simply, "Gus Hardin," which promptly knocked out everyone who heard it.

Three successful singles were released on the mini-album, "After The Last Goodbye," "If I Didn't Love You" (co-written by label-mate Deborah Allen) and "Loving You Hurts." Gus' first full length album, "Fallen Angel" has just shipped as well as the title track as a single.

Manager: FRED WILLIAMS (918) 585-2323
Agency: SHORTY LAVENDER AGENCY (615) 327-9595

KATHY MATTEA

Kathy Mattea is a true Music City success story. She came to Nashville five years ago from West Virginia to "make it" in the music business. Back home in West Virginia, Kathy joined a bluegrass group, and when the group's principle songwriter decided to try Nashville, Kathy came along, too. After a year, her partner returned home, and Kathy was determined to stick it out.

She took a succession of odd jobs — as a tour guide at the Country Music Hall of Fame and Museum, as a waitress and as a secretary. In her off hours, she was dedicated at making her voice known to the denizens of music row. Her first break came singing on demos for major publishing companies: Combine, Cedarwood, ATV, Chappell and Welk. A tape of some of her demos reached Frank Jones at PolyGram Records, and he signed her.

Kathy's debut single, "Street Talk," released in late '83, scored well with radio and the charts, and an album for PolyGram is in the works.

Manager: BOB TITLEY (615) 255-1326

DAN SEALS

Dan Seals is most famous as half of the successful pop duo England Dan and John Ford Coley. He grew up listening to and playing country music in Texas with his father and brother Jim (of Seals and Crofts). Dan met John Coley in high school, and they worked in various bands together. In 1976, the duo was signed to Big Tree Records (now a part of Atlantic Records) and released five very successful albums as well as a plethora of hit singles including "I'd Really Love To See You Tonight," "Nights Are Forever," "It's Sad To Belong," and "Love Is The Answer."

Kyle Lehning, who produced England Dan and John Ford Coley, is again at the controls of Dan Seals' solo recordings for Liberty Records. His initial single "Everybody's Dream Girl" was followed with "After You" and "You Really Go For The Heart," all from his debut album "Rebel Heart." A new single from the album, "God Must Be A Cowboy," has just shipped.

Manager: TONY GOTTLIEB (615) 824-0440
Agency: SHORTY LAVENDER AGENCY (615) 327-9595





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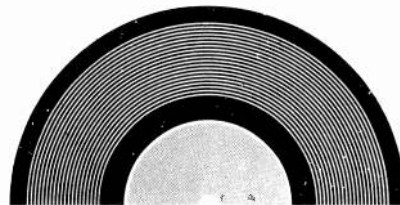
James & Michael Younger flank Buck White and Cindy Hurt during their rehearsal for a toothpaste commercial.

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The Younger Brothers and "the boys in the band" are hard at it during rehearsal.

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THE NEW FACES SHOW . . . THROUGH THE PAST RAPIDLY

For the past 14 years, the Country Radio Seminar's New Faces showcase has grown to become one of the most prestigious gigs in all of Country music. The number of today's major Country stars who have appeared on the New Faces showcase is staggering, and the Country Radio Seminar has always presented the best new talent at its showcases.

ITEM: The first New Faces showcase, held at the Sheraton Hotel in downtown Nashville in 1970 featured now-famous record producer Norro Wilson.

ITEM: The New Faces show of 1971 brought the industry Crystal Gayle and Little David Wilkins from the ballroom of the Holiday Inn Vanderbilt.

ITEM: Charlie McCoy, Dicky Lee, Jeanne Pruett and Mel Street were the success stories of the 1972 showcase at the King Of The Road Hotel.

ITEM: Also from the King Of The Road for 1973 were Johnny Rodriguez, Leona Williams, Johnny Russell and O.B. McClinton.

ITEM: For the next four years, the New Faces show was held at the Hilton Airport Inn, and for the 1974 show, seven artists appeared on the show which included four major success stories: Larry Gatlin, Lefty Frizzell, Dick Feller and Eddy Raven.

ITEM: The show for 1975 was expanded to 10 artists (where it has remained) with Elektra's Eddie Rabbitt being the most successful graduate of the New Faces show of '75.

ITEM: Rex Allen, Jr., Ed Bruce, Earl Thomas Conley, Dotsy and Linda Hargrove appeared in the 1976 showcase.

ITEM: In 1977, Charly McClain, Mel McDaniel and Margo Smith became the three famous names that year.

ITEM: Beginning in 1978, the New Faces show helped to break numerous artists for each of the successive years. Appearing in '78: Janie Fricke, Vern

Gosdin, Con Hunley, Don King, Zella Lehr, Ronnie McDowell and Gene Watson.

ITEM: One of the most successful New Faces showcases, this year from the Hyatt Regency Hotel, was 1979's which featured John Anderson, Razy Bailey, John Conlee, Gail Davis, Christy Lane and Susie Allanson.

ITEM: The new decade brought the industry a plethora of new talent which featured Alabama, Lacy J. Dalton, Big Al Downing, Reba McEntire, Juice Newton and Sylvia.

ITEM: 1981 was also a successful year for new talent, with the spotlight on new faces Deborah Allen, Sonny Curtis, Frizzell & West, Terri Gibbs, Gary Morris and Steve Wariner.

ITEM: The 1982 show, which moved to its present location at the Opryland Hotel, continued the successful ways of the '80s with Rodney Crowell, Kieran Kane, Ronnie Rogers, Ricky Skaggs, George Strait and the Tennessee Express.

ITEM: Last year's show (1983) brought us Karen Brooks, Chantilly, Karen Taylor-Good, Keith Stegall, The Whites, and the Younger Brothers.

Next year, as we look back on the New Faces of 1984, it will be most interesting to see how the success ratio of artists appearing on the showcase increases.

Suggestions for New Faces come from various sources — record labels, producers, talent agencies and managers. Accordingly, the New Faces Show selection committee keeps the politics out of the selection process. Equal attention and consideration is given to both major labels and small, independent record companies.

Enjoy the New Faces Show for 1984. There is no better way to conclude the 15th Annual Country Radio Seminar than with the music that makes it all possible.



One last look at all The New Faces for 1983 . . .



Yes, it was a good year for "spandex" stock too.

“FIFTEEN YEARS OF NEW FACES”

1970

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

1971

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

1972

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

1973

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

1974

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

1975

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

1976

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

1977

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

1978

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

1979

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

1980

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

1981

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

1982

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

1983

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

1984

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



CRB UPDATE DIRECTORY

Country Radio Stations and Personnel

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
ALABAMA								
WKYD	Andalusia, AL 36420	P. O. Box 8	(205) 222-1144			5kw	920	24
	Bill Smith	Bill Smith	Chuck Eiland	Chuck Eiland	Randal Mikel			
WKAC	Athens, AL 35611	P. O. Box 1083	(205) 232-6827			5kw	1080	18
	Keith A. Casey	Keith A. Casey	Kirk Harvey	Steve King	Kenneth Casey			
WZZK-FM*	Birmingham, AL 35209	530 Beacon Pky. W.	(205) 942-7800			100kw	104.7	24
	Jerdan Bullard	Edward O'Connor	Jay Michaels	Tony Kidd	John Bridges			
WEIS	Centre, AL 35960	P. O. Box 297	(205) 927-5152			250w	990	9½
	Marie Owen	Marie Owen	Boyd Parsons	Tony Wilkie	Jim Davis			
WWWF	Fayette, AL 35555	733 Columbus East	(205) 932-3318			1000w	990	10
	Jack Black	Eloise Thomley	Eloise Thomley	Tony Gayle	L. Edmonson			
WAAX	Gadsden, AL 35901	P. O. Box 570	(205) 543-9229			5kw	570	24
	Jim Dobbs	Jim Dobbs	Bill Buckner	Bill Buckner	Gil Brothers			
WGEA	Geneva, AL 36340	P. O. Box 339	(205) 684-2271			1kw	1150	12
	Joan Helms	Joan Helms	Jimmy Owen	Jimmy Owen	Cullen Whisnant			
WBHP	Huntsville, AL 35801	P. O. Box 547	(205) 534-3521			1kw	1230	24
	W.H. "Buster" Pollard	Ron Bailey	Bill Murray	Bill Murray	Bill Wilkes			
WWWB-FM*	Jasper, AL 35501	P. O. Box 622	(205) 384-3461			39kw	102	19
	William Edgemon	Linda Grimes	Johnny Elmore	Johnny Elmore	Richard Spavens			
WLVN	Laverne, AL	P. O. Box 72	†	†	†	500w	1080	18
	Lew Banks	Joyce Pacheco	Ted Pacheco					
WLWI-FM*	Montgomery, AL 36195	P. O. Box 4999	(205) 264-7392			100kw	92.3	24
	Don Mark Well	Sammy George	Sam Faulk	Rhubarb Jones	Larry Wilkins			
WJRD	Tuscaloosa, AL 35402	P. O. Drawer 4	(205) 339-3700			5kw	1150	24
	Jim Smith	Dan Tidwell	Dave Lawrence	Teddy Katz	David Baughn			
WAOA	Opelika, AL	P. O. Box 2329	(205) 745-4656			5kw	1520	12
	Chris Hicks	Chris Hicks	Rebecca Mackey	Deborah Rowilson	Terry Harper			
WAYD	Ozark, AL 36361	P. O. Box 1259	(205) 774-3000			1kw	1240	12
	Rick Brown	Rick Grantham	Matt Douglas	Matt Douglas	Leon Strickland			
WMLS-FM*	Sylacauga, AL 35150	P. O. Box 629	(205) 245-4354			3kw	98.3	18
	Joe Windsor	Rick Jones	Mike Cannon	F. Stevens	S. Smith			
WEYY	Talladega, AL 35160	P. O. Box E	(205) 362-9401			2500w	1580	18
	Jimmy Woodard	Bryan Townsend	Chuck Woodard	Chuck Woodard	Hugh O'Neal			
WIGL	Tuscaloosa, AL 35401	P. O. Box 2000	(205) 758-5523			1000/250	1230	24
	George O'Rear	Susan Richards	Mark Lindow	†	Skip Reynolds			
ALASKA								
KYAK	Anchorage, AK 99507	2800 E. Dowling	(907) 563-3311			50kw	650	24
	Gary Donovan	Gary Donovan	Jim Robbins	Bill Friday	Clyde Plunkett			
ARIZONA								
KQEZ-FM*	Coolidge, AZ 85228	P. O. Box 1437	(602) 723-5435			3khz	103.9	19
	Gary Linscott	Gary Linscott	Dave McClay	Dave McClay	†			
KNOT	Prescott, AZ 86301	P. O. Box 151	(602) 445-6880			1kw	1450	24
	William F. Payne	David Hunter	John Hesterman	Darrel Wilson	Bill Kafka			
KNIX	Tempe, AZ 85281	P. O. Box 3174	(602) 966-6236			50kw	1580	24
	Michael Owens	Robert Podolsky	Larry Daniels	Doug Brannan	Elliott Klein			
KCUB	Tucson, AZ 85703	P. O. Box 50006	(602) 887-1000			1000w	1290	24
	Jay Price	Jay Price	Tim Tyler	Tim Tyler	Wendell McGehee			
KUUK	Wickenburg, AZ 85358	Drawer 4	(602) 684-7804			1kw	1250	18
	Dick Fairbanks	Dick Fairbanks	Ralph Graham, Jr.	Ralph Graham, Jr.	Dennis Gilliam			
ARKANSAS								
KVRC	Arkadelphia, AR 71923	P. O. Box 40	(501) 246-4561			1kw	1240	17
	John Riggle	†	†	†	†			
KBTA	Batesville, AR 72503	P. O. Box 2077	(501) 793-3861			1kw	1340	19
	Joe Beird	Talmadge Harbison	Michael Steele	Jeff Bell	Dick Treat			

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
ARKANSAS (continued)								
KTHS	Berryville, AR 72616 Tom Earls	P. O. Box 191 Carroll Avtry	(501) 423-2147 Jim Earls	Jim Earls	Ken Ecklund	5kw	1480	12
KBOT	Cabot, AR 72023 Raymond Loeg	P. O. Box 724 Raymond Loeg	(501) 843-5661 †	†	†	2500w	1350	12
KAKA	Dermott, AR 71638 Ron Sherman	P. O. Box 247 Gregg Little	(501) 538-3201 Larry Dean	Larry Dean	Lynn Rothenbauch	10kw	1110	14
KAYZ-FM*	El Dorado, AR 71730 Bob Parks	2525 N. W. Avenue Paul Starr	(501) 862-1031 Jim Lewis	Dave Sehon	John Brown	3kw	103.1	24
KDMS	El Dorado, AR 71730 Jeff Murphree	P. O. Box 1552 Paul Swint	(501) 863-5121 Ben Robinson	Ben Robinson	Lonnie Hutto	5kw	1290	24
KWBO*	Hot Springs, AR 71902 Donald C. Harbour	P. O. Box Q †	(501) 623-1340 Charlie Faax	Tracy Allen	Bill Sutton	36kw	97.5	18
KNEA	Jonesboro, AR 72401 Dennis Rogers	218 W. Washington Dennis Rogers	(501) 932-8381 Dennis Rogers	Dennis Rogers	Kelly Boswell	1kw	970	11
KLRA*	Little Rock, AR 72201 Pat Walsh, Jr.	1 Union Plaza Nick Markel	(501) 945-7113 Don Cook	Don Cook	Felix McDonald	10kw	1010	24
KTLO	Mtn. Home, AR 72653 Monte Manchester	Box C Danny Ward	(501) 425-3101 Monte Manchester	Monte Manchester	Ken Wilking	1kw	1240	24
KOSE	Osceola, AR 72370 Don Whitney	P. O. Box 249 Don Whitney	(501) 563-2641 Mary Jo Gibson	Mary Jo Gibson	Don Whitney	1kw	860	12
KZRK-FM*	Ozark, AR 72949 Chuck Bushong	P. O. Box 1086 Joy Wilson	(501) 667-2967 Marty Houston	Marty Houston	Kevin McKee	1,600w	96.7	24
KSAR-FM*	Salem, AR 72576 Mel Coleman	P. O. Box 456 Ron Gordon	(501) 895-2666 Mel Coleman	†	†	3kw	95.9	13
KWCK	Searcy, AR 72143 Tim Scott	100 Arch Wayne Wright	(501) 268-7123 Danny Boyles	Danny Boyles	Kenny Simmons	1000w	1300	12
KMSL-FM*	Stamps, AR 71860 John Johnson	P. O. Box 99 †	(501) 234-6789 Dave Denton	Mike Perry	†	3kw	100.1	19
CALIFORNIA								
KKAL	Arroyo Granda, CA Gary S. Owens	P. O. Box 220 Gary S. Owens	(805) 489-1280 Bill Curtis	Bill Curtis	Steve Urbani	5kw	1280	24
KAFY	Bakersfield, CA 93301 Steve McGavern	1527 19th St. Gary Woodruff	† T.D. Gennings	T.D. Gennings	Terry Geiser	1000w	550	24
KUZZ*	Bakersfield, CA 93308 Mel Owens	1209 N. Chester Ave. Richard Trejo	(805) 393-1500 Buddy Owens	K.C. Adams	Lloyd Legace	1000w	970	24
KROP	Brawley, CA 92227 Jack Stodelle	P. O. Box 238 Steve Stodelle	(619) 344-1300 Adrienne Richardson	A. Richardson	Brian Arnott	1000/500	1300	24
KHSL	Chico, CA 95926 Dino Corbin	P. O. Box 489 †	(916) 893-8926 Gary Avey	Rory Miller	Russ Pope	5kw	1290	24
KICO	El Centro, CA 92244 Willard Gleeson	P. O. Box 861 †	(619) 357-1490 †	†	Richard Sampson	1000w	1490	7
KFRE*	Fresno, Ca 93728 Tal Jonz	999 N. Van Ness Robert E. Walker	† Nick Ryan	Bob Mitchell	Hal Torosian	50kw	940	24
KLAC	L.A., CA 90028 †	5746 Sunset Blvd. Bob Werner	(213) 462-5522 †	Catherine Hahn	Bill Fuhrer	5kw	570	24
KNEW	Oakland, CA 94607 Steve Edwards	P. O. Box 910 Joel Schwartz	(415) 836-0910 Bob Guerra	Larue Sayres	George Craig	5kw	910	24
KSAN-FM*	Oakland, CA 94607 Steve Edwards	66 Jack London Sq. Joel Swartz	(415) 836-0910 J.D. Spangler	Laurie Sayres	George Craig	20kw	94.9	24
KPAK	Redding, CA 96099 Bernard Clark	P. O. Box 1917 Bob Koroluck	(916) 243-0343 Billy Pilgrim	Billy Pilgrim	Mike Johnson	1kw	1230	24
KRAK	Sacramento, CA 95860 John Winkel	P. O. Box 6-11-40 Diane Williamson	(916) 482-7100 Don Langford	Rick Stewart	Jay Lemmons	50k	1140	24
KCBQ	San Diego, CA 92112 Peter Moore	P. O. Box 1629 Jim Donahoe	† Bob McKay	Bob McKay	Bill Lipis	50kw	1170	24
KSON	San Diego, CA 92115 Don Nelson	P. O. Box 066 Dex Allen	(619) 286-1240 Mike Shepard	Mike Brady	Rick Sietsema	1kw	1240	24
KFMR-FM*	Stockton, CA 95207 Susan Carson	555 W Benjamin Holt Valerie Hubbard	(209) 957-5367 Cat Sloan	Cat Sloan	†	3kw	100.1	24
KIAH-FM*	Ukiah, CA 95482 Bill Garrard	1400 KUKI Lane Bill Garrard	(707) 462-4771 Peter Block	Mike Taylor	Bill Rett	19.5k	103	24

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
CALIFORNIA (continued)								
KCIN	Victorville, CA 92392 Sidney King	P. O. Box 1428 †	(619) 245-8635 †	†	†	500	1590	11
KUBA	Yuba City, CA 95991 Robert R. Harlan	P. O. Box 309 Suzanne Morgan	(916) 673-1600 Randy Blount	Moe Howard	Dan Vitale	5kw	1600	24
COLORADO								
KSSS	Colo. Spgs., CO 80904 Randy Roberts	P. O. Box 740 Ed Whitrock	(303) 596-5000 Dick Chase	Steve Sauder	Fred Periquet	1kw	740	24
KRAI	Craig, CO 81625 Jim Scopae	P. O. Box 65 Dan Wethal	(303) 824-6574 Dave Bear	Andy Pennock	Scott Jones	5kw	550	19
KLZ*	Denver, CO 80222 Bob Hasson	2149 S. Holly St. Chris Beck	(303) 759-5600 Bill Bradley	Bill Bradley	Ron Stephens	5kw	560	24
KYGO-FM*	Denver, CO 80214 Steve Keeney	5350 W. 20th St. Cathy Meloy	(303) 234-9500 Bob Call	Rick Jackson	Chuck Waltman	100kw	98.5	24
KIIX	Ft. Collins, CO 80524 John Shideler	1608 Riverside Dr. Mike Cahalan	(303) 484-5449 Lindsey English	Mike St. James	Dave Julian	5kw	600	12
KYOU	Greeley, CO 80632 Don O'Malley	P. O. Box 1607 Dale E. Sparks	(303) 356-1450 Marc McLean	Mary Jo Rogers	Larry Selzle	1kw	1450	19
KCCY-FM*	Pueblo, CO 81002 Michael L. John	P. O. Box 5010 Danielle Whitmore	(303) 545-2080 J. Ralph Carter	Michael Daniels	Danny Thomas	100kw	97.9	24
KIDN*	Pueblo, CO 81002 Henry Reyes	P. O. Box 293 N/A	(303) 542-5570 Bob Campbell	Al Scott	Dick Willard	5kw	1350	24
DELEWARE								
WAFM-FM*	Milford, DE 19963 Charlie Timmons	P. O. Box 324 Charlie Timmons	(302) 422-7575 Dennis Hazzard	Dan Jensen	Ernie McGhee	3kw	97.7	19½
WAMS*	Wilmington, DE 19807 Steve Courtin	P. O. Box 3677 Hyman Farbman	(302) 654-8881 Ken Brown	Chris Michaels	Bob Lenio	5kw	1380	24
FLORIDA								
WAPG	Arcadia, FL 33821 Dixie Dakes	P. O. Box 794 Dixie Dakes	(813) 494-2525 Karl August	Karl August	Murray Benton	1kw	1480	20
WBRD	Bradenton, FL 33506 Robert W. Nelson	P. O. Box 1038 David K. Jahn	(813) 746-2183 Bob Barnes	Bob Barnes	R.W. Nelson	2.5kw	1420	24
WELE-FM	Deland, FL 32720 Bill Stipsits	P. O. Drawer F Vance Tyler	(904) 775-4611 Larry Edwards	Larry Edwards	G. Quesinberry	100kw	105.9	24
WTRS	Dunnellen, FL 32630 Dennis Miller	Rt. 1, Box 7 Dottie Tueton	(904) 489-2800 Richard Johnson	Rick Parrish	Clyde Moeller	500w	920	12
WEUS	Eustis, FL 32726 Don Connelly	P. O. Box 1905 Frank Faine	(904) 357-1240 Gary Goode	Gary Goode	Don Connelly	1kw	1240	18
WDVH	Gainesville, FL 32602 Larry Edwards	P. O. Box 1068 Bill Tilghman	(904) 372-2528 Jim Grand	Keith Conway	George Fogle	5kw	980	12
WCRJ	Jacksonville, FL 32205 Michael M. Cohen	5900 Pickettville Rd. Linda Byrd	(904) 781-0107 Mike Roberts	Mike Roberts	Don Fleming	50kw	1530	12
WVFK-FM*	Key West, FL 33040 Bob Connally	7 MacDonald Ave. Marjarie Miliken	(305) 296-7575 James Carter	James Carter	Clifford Brown	100kw	95.5	24
WVHE-FM*	LaBelle, FL 33935 Lee J. Granims	P. O. Box 398 Lee J. Granims	(813) 675-1881 Gary Carr	Phil Bradly	R. Castellanus	3k	92.1	18
WPCK	Lake Worth, FL 33463 James L. Barnette	P. O. Box 15768 Steve Berger	(305) 965-9211 Terry Lee	Terry Slane	John Sitone	5k	1290	24
WNER	Live Oak, FL 32060 George R. Day, Jr.	P. O. Box 130 Jack Hall	(904) 362-1250 Bill Savtiz	Pete Gray	Mark Smucker	1000w	1250	3
WBKF-FM	MacClenny, FL 32063 Charley White	701 Short Putt Dr. Charley White	(904) 259-2292 Melody Combs	†	†	3kw	92.1	19
WYRL-FM	Melbourne, FL 32901 Fay Stevenson	2221 Front St. Jerry Huddleston	(305) 723-1240 John Edwards	John Edwards	Kurt	3900	102.3	22
WFIV	Orlando, FL 32855 E. C. Allmon	P. O. Box 5519 †	†	†	L. S. Campbell	10kw	1080	13
WWKA-FM	Orlando, FL 32804 Bob Longwell	58 S. Ivanhoe Blvd. Bob Green	(305) 843-9236 Steve Holbrook	Kevin Ray	Tom Bohannon	100kw	92	24
WWWQ*	Panama City, FL 32407 Jim Broaddus	P. O. Box 1430 Mike Buenhawt	(904) 234-6592 †	†	Charley Wooten	5kw	1430	24
WOWW-FM*	Pensacola, FL 32513 Jim Colley	P. O. Box 2788 Barbara Currie	(904) 434-7388 Chris Hampton	Kris O'Kelly	Bob Stroupe	100kw	107.3	24

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
FLORIDA (continued)								
WAOC	St. Augustine, FL 32084	P. O. Box 1420	(904) 797-4444			1kw	1420	24
	Wayne Sims	Richard Harnage	Andy Nance	Wayne Sims	†			
WQYK-FM	St. P'burg, FL 33702	P. O. Box 20087	(813) 576-6055			100kw	99.5	24
	Rod Brosig	Dave Hutchenson	Bill Jenkins	Bill Pyne	Jim Johan			
WSUN	St. P'burg, FL 33731	P. O. Box 761	(813) 821-6262			10kw	620	24
	Don Hibbitts	Rick Snowdon	Bill Gamble	Kevin Murphy	Ed Gorman			
WPCK*	Lake Worth, FL 33463	P. O. Box 15768	(305) 965-9211			5kw	1290	24
	James L. Barnette	Steve Berger	Simon Train	Terry Slane	John Sitone			
GEORGIA								
WJAZ	Albany, GA 31702	P. O. Box 505	(912) 432-9181			5kw	960	18
	Fred Finney	Ed Star	Jaxon Riley	Jaxon Riley	Buddy Green			
WKHY-FM*	Atlanta, GA 30339	360 Interstate N.	(404) 955-0101			100kw	101.5	24
	Norm Schrutt	Victor Sansone	Neil McGinley	Neil McGinley	Peter Burk			
WPLO*	Atlanta, GA 30365	120 R. McGill Blvd.	(404) 898-8900			5kw	590	24
	C.B. "Rik" Rogers	Bob Jackson	Jim Clemens	Johnny Gray	George Pass			
WBBK	Blakely, GA 31723	P. O. Box 568	(912) 723-4311			1000w	1260	12
	Wayne Foster	Jack Singer	Norman Tanner	Norman Tanner	Wayne Foster			
WYXC	Cartersville, GA 30102	Rt. 6, N. Tenn. Rd.	†			550w	1270	12
	Julia N. Frew	John P. Frew	Julie N. Frew	Julie N. Frew	John P. Frew			
WCLA	Claxton, GA 30417	P. O. Box 427	(912) 739-3035			1kw	1470	12
	W. Don Sports	†	Joyce Dixon	Darin McCoy	W. Don Sports			
WDAK	Columbus, GA 31994	P. O. Box 1640	(404) 322-5447			5kw	540	24
	Allen Woodall	Jim Martin	Jessica James	Doc Holiday	Sam Dudas			
WWRK-FM*	Elberton, GA 30635	P. O. Box 638	(404) 283-1400			3kw	92.1	18
	Mickey Palmer	Mel Stovall	Jackie Coogler	Brent Johnson	Mickey Palmer			
WCEH	Hawkinsville, GA 31036	P. O. Box 698	(912) 892-9061			500w	610	18
	Jim Popwell, Sr.	Charlie Hill	Jim Ball	Jim Ball	Jim Popwell, Jr.			
WLOP	Jesup, GA 31545	P. O. Box 647	(912) 427-3711			5kw	1370	18
	Dale Van Cantfort	Bill Houchins	Jerry Rogers	Jerry Rogers	Dean Webster			
WDEN-FM*	Macon, GA 31202	P. O. Box 46	(912) 745-3384			100kw	105.3	24
	Thom Smith	Patty Peters	Lee Durant	Lee Durant	Herb Shappard			
WQCW*	Waycross, GA 31501	P. O. Box 1989	(912) 283-1230			100kw	102.5	24
	Jim Jennings	Jim Jennings	Mike McKay	Mike McKay	Hubert Williams			
WGSR	Millen, GA 30442	P. O. Box 869	(912) 982-4142			1kw	1570	12
	Jack Lo Prestic	Julian Walraven	Bill Kent	Bill Kent	Jim Slawson			
IDAHO								
KKIC*	Boise, ID 83711	P. O. Box 4489	(208) 888-9595			5kw	950	18
	Steve Sumner	Gary Daniel	Jo Brittain	Jon Jaxson	Rocky Smith			
KORT	Grangeville, ID 83530	P. O. Box 72	(208) 983-1230			1000w	1230	19
	Ray Crabtree	Ray Crabtree	Jeff Jones	Jim Cravens	David Forsman			
KART	Jerome, ID 83338	P. O. Box 1276	(208) 324-8181			1000w	1400	24
	Al Lee	Donna Peterson	Larry Hunter	Larry Hunter	Al Lee			
KJCY	Mtn. Home, ID 83647	P. O. Box 704	(208) 587-8424			1kw	1240	18
	Jack H. Jensen	Cleon May	Harv Twite	John Shuck	Chuck Pickering, III			
KWAI	Waisei, ID 83672	P. O. Box 791	(208) 549-0886			1kw	1260	12
	Douglas Perry	Douglas Perry	Don Allen	Doug Donoho	Ed Miller			
ILLINOIS								
WIBV	Belleville, IL 62221	P. O. Box A	(618) 233-5000			5kw	1260	24
	Terry True	Douglas Bridges	Terry True	Terry True	Pete C.			
WJEZ-FM	Chicago, IL 60601	180 N. Michigan Ave.	†			18kw	104.3	24
	George Dubinetz	Ron Jamieson	John Charleston	John Charleston	John Hurni			
WMAQ*	Chicago, IL 60654	Merchandise Mart	(312) 861-5555			50kw	670	24
	Tom Hoyt	Jim Kezios	Ted Cramer	Jay Phillips	Mike Bock			
WUSN-FM*	Chicago, IL 60611	875 N. Michigan	(312) 649-0099			6kw	99.5	24
	Drew Horowitz	†	Lee Logan	Nikki Courtney	Bob Larson			
WDZQ-FM*	Decatur, IL 62523	337 N. Water	(217) 429-9595			50kw	95.1	24
	Jim Putbrese	Jim Putbrese	B. J. Thomas	B. J. Thomas	Fred Moore			
WIXN-FM*	Dixon, IL 61021	1460 S. College	(815) 288-3341			3kw	101.7	17
	David J. Fish	Al Knickrehm	Steve Marco	Mark Baker	Mark Baker			
WAAG-FM*	Galesburg, IL 61401	P. O. Box 1227	(309) 342-5131			50kw	94.9	24
	Don Sharp	Bob Simmons	Jon Raymond	Lonnie Strauss	Steve Ellis			

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	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
ILLINOIS (continued)								
WEBQ	Harrisburg, IL 62946 Dave Bard	Rt. 45 South Dave Bard	(618) 253-7812 Cathy Ohse	Cathy Ohse	Bob Romonosky	1kw	1240	24
WKAI	Macomb, IL 61455 Bob Wille	P. O. Box 250 Mary Reed	(309) 833-5561 Ray Bayne	Ray Bayne	Bob Wille	1000	1510	10
WDDD-FM*	Marion, IL 62959 Dennis Doelitzseh	1 Broadcast Center Jerry Crouse	(618) 997-8123 Bruce Walker	†	Dennis Doelitzseh	20kw	107.3	24
WMOK	Metropolis, IL 62960 Gary Kidd	P. O. Box 720 Jim Young	(618) 524-9209 Norma Smith	Paul Schamburg	Forrest Richardson	1kw	920	18
WKXK-FM*	Pana, IL 62557 Sharon Alpi	P. O. Box 327 Sharon Alpi	(217) 562-2161 Jim Keegan	Nancy Schmitz	Larry Craig	3kw	100.9	17
WPRS	Paris, IL 61944 William J. Brown	P. O. Box 398 †	(217) 465-6336 Adlai C. Ferguson	†	Adlai Ferguson	1000	1440	3
WXCL	Peoria, IL 61604 Dick Lewis	3641 Meadowbrook Jerry Barr	(309) 685-5975 Paul Jackson	Paul Jackson	Jerry Yacuzzi	1000	1350	24
WTRX-FM*	Peoria, IL 61604 Bill Bro	2606 N. Knoxville Cathy Patterson	(309) 274-2161 Kathy Griffin	Larry Watts	†	3000w	94.3	24
WLUV	Rockford, IL 61103 Joe Salvi	2272 Elmwood Rd. Joe Salvi	(815) 877-6037 Joe Salvi	John Lee	Mark Anderson	500w	1520	12
WHBF	Rock Island, IL 61201 Jack Bennett	231 18th St. Jerry Sanders	(309) 786-5441 Dick Stuart	Lee Lawrick	Frank White	5kw	1270	24
WMAY	Spaulding, IL 62561 Tom Kushak	P. O. Box 460 Tom Koser	(217) 629-7077 Rob Baxter	Susanne Carns	Rob Baxter	1kw	970	24
WFMB-FM*	Springfield, IL 62703 Geoffrey Neuhoff	P. O. Box 2989 Jim Palmer	(217) 528-3033 Greg Thomas	T. J. Hart	Steve Delay	43k	105	24
INDIANA								
WIFF	Auburn, IN 46706 Wayne Paradise	5446 CR 29 Ed Waters	† "B. D." Pickering	†	Wayne Paradise	500	1570	12
WIFE	Connersville, IN 47331 John R. Dotas	P. O. Box 619 David A. Riggs	(317) 825-6411 Mike Peacock	Randy Klemme	John R. Dotas	250w	1580	17
WCMR	Elkhart, IN 46515 Edwin Moore	P. O. Box 307 Ken Woodcox	(219) 875-5166 Rick Carson	Rick Carson	Don Baad	5kw	1270	24
WROZ	Evansville, IN 47736 Charles Blake	P. O. Box 139 Lynn Mautz	(812) 422-4171 Tiny Hughes	Cheryl White	Jerry Kissinger	1000w	1400	24
WYNG-FM	Evansville, IN 47710 John E. Reiplinger	P. O. Box 6506 John Reiplinger	(812) 425-4226 Sam Cornette	Smokey King	Smokey King	50kw	105.3	24
WBDC-FM*	Huntingburg, IN 47542 Paul Knies	P. O. Box 191 Terry Seitz	(812) 683-4144 Bill Potter	Kathy Rahman	Dave Ferguson	3kw	100.9	24
WFMS-FM	Indianapolis, IN 46250 Kevin Aufrann	P. O. Box 50420 Jay Reynolds	(317) 842-9550 Herb Allen	J. D. Cannon	Norm Philips	50kw	95.5	24
WASK-FM*	Lafayette, IN 47903 Hal Youart	P. O. Box 7880 John Trent	(317) 447-2186 †	†	George Williamson	50kw	105.3	24
WMDH-FM*	Muncie, IN 47305 Jon R. Ulz	P. O. Box 906 Jackie Fischer	† Steve Brown	Herb Hobbs	Lee McCoy	50kw	102.5	24
WMPI-FM*	Scottsburg, IN 47170 Chuck Patyk	P. O. Box 270 Mary Miller	(812) 752-3688 Dan Robinson	Dan Robinson	John Smith	3kw	100.9	16
WNDU	South Bend, IN 46634 Bob Nowicki	P. O. Box 1616 Bob Nowicki	(219) 239-1616 Steve Delaney	J. K. Dearing	Russ Summerville	1000	1490	22
WTHI-FM*	Terre Haute, IN 47808 David Liston	918 Ohio St. Ted Kraley	(812) 232-9481 Barry Kent	Steve Hall	Mark Morrow	50kw	99.9	24
WWCM	Terre Haute, IN 47803 Brian Thomas	Rt. 31, Box 130-G Bob Travis	(812) 877-9792 Kent Walls	Kent Walls	Ken Meyers	500	1130	12
WAOV	Vincennes, IN 47591 Phil Smith	P. O. Box 2000 Dan Ravellette	(812) 882-6060 Joe Dilley	Todd Edwards	Jim Evans	1000w	1450	24
IOWA								
KIEH	Anamosa, IA 52205 Frank Schultz	P. O. Box 73 †	(319) 462-4384 Ken Albrecht	Ken Albrecht	Jim Davies	500	1290	24
KCPS	Burlington, IA 52601 James H. Honaker	408 North Main James H. Honaker	(319) 754-7565 Darrell Michelson	Darrell Michelson	Neil Zachmayer	500w	1150	12
KHAK	Cedar Rapids, IA 52401 Mary Quass	100 1st Ave. NE #9 Kerry Murray	(319) 365-9431 Jay Allan	Jay Allan	George Nicholas	1000	1360	12
WLLR-FM	Davenport, IA 52807 Larry Rosmilso	1910 E. Kimberly Rd. Frank Pagano	(319) 355-5331 Ray Massie	B. Van Arsdale	Dick Wholley	50kw	101.3	24

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	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
IOWA (continued)								
WDSM-FM*	Denison, IA 51442 Wayne Specht	P. O. Box 670 Randy Vonnahme	(712) 263-3141 Cindy Reiser	†	†	3kw	107.1	18½
KJJY-FM*	Des Moines, IA 50313 William Cloutier	1551 NE 66th Jerry Grant	(515) 289-2444 Beverlee Bleisch	Beverlee Bleisch	Eldon Schlenker	3k	106.3	24
KSO*	Des Moines, IA 50317 William V. Wells	3900 NE Broadway Jerry Swanson	(515) 265-6181 Jarrett N. Day	Frank Kennedy	Tim Boots	5kw	1460	24
KLXL-FM	Dubuque, IA 52001 Mike Thatcher	909 Main Street John Cameron	(319) 557-8888 Jim Crowley	†	†	3kw	102.3	24
KFJB-FM*	Marshalltown, IA 50158 Allan Schrock	123 W. Main St. Steve Lang	(515) 753-3361 J. J. Allen	Deb Armstrong	Dick Becvar	27.5kw	101.1	18
KSMN	Mason City, IA 50401 Dale Low	P. O. Box 1446 Dale Low	(515) 423-8634 Dale Low	Myron Grage	Mike Mejia	1kw	1010	12
KWPC	Muscatine, IA 52761 John Flambo	3218 Mulberry Lynn Schneider	(319) 263-2442 Steve Bridges	Mark Lucas	David Metz	250	860	24
KOEL-FM*	Oelwein, IA 50662 Ray Leafstedt	Hwy. 150 S. Ray Leafstedt	(319) 283-1234 Frederick H. Moe		Arnie Zaruba	100kw	92.3	19
KJJC-FM*	Osceola, IA 50213 M.W. Jack Beaman	R.R. #2, Box 275 Kim Holland	(515) 342-6536 Jeff Hansen	Dave Farnes	Bob Pink	3kw	107.1	19
KOAK	Red Oak, IA 51566 Jerry Walston	P. O. Box 371 Jerry Walston	(712) 623-2584 Tim Reglar	Russ Bickle	Steve Loonie	250w	1080	10
KXEL	Waterloo, IA 50704 Fred Hendrickson	P. O. Box 1540 Don Peterson	(319) 233-3371 Jeff Christenson	Nick Thomas	John Bauer	50kw	1540	24
KANSAS								
KNCK	Concordia, KS 66901 W. D. Wilson	P. O. Box 629 †	(913) 243-1414 Kim Mills	Dale Busby	Ed Pick	500	1390	16
KBLT-FM*	Galena, KS 66739 Jack Maxton	R.R. 1, Box 249 Linda Bilkie	(316) 389-2203 Sheryl Miller	Sheryl Miller	Jack Maxton	3kw	107.1	24
KHUT-FM*	Hutchinson, KS 67504 J. Larry James	P. O. Box 1036 Larry Gurley	(316) 662-4486 Larry James	Tom Elam	Randy Metlan	100kw	102.9	20
KJCK	Junction City, KS 66441 Steven D. Roesler	P. O. Box 789 Don Wolf	(913) 762-5525 Mark Ediger	Mark Ediger	Dave Wiese	1000	1420	15
KNOY	Marysville, KS 66508 Herb Haeflicker	R. R. 3 Herb Haeflicker	(913) 562-2361 Ruby Haeflicker	Jeff Jarques	Dennis Mason	250	1570	14
KWLS	Pratt, KS 67124 Chip McCoy	P. O. Box 486 Chip McCoy	(316) 672-5581 Steve Masters	J. J. Jensen	Larry Wagner	5kw	1290	18
KTPK-FM*	Topeka, KS 66603 H. Pat Powers	910 1st National Phil Tysinger	(913) 234-2627 Marlene Adkison	Slim Jim Gibb	Mike Slocum	100kw	106.9	24
WIBW	Topeka, KS 66601 Bill Torbet	P. O. Box 119 Ole Reed	(913) 272-3456 Ed O'Donnell	Ray Marshall	†	5kw	580	12
KFDI	Wichita, KS 67219 Mike Oatman	P. O. Box 1402 Charles Traffas	(316) 638-9141 Chris Collier	Gary Hightower	Orin Friesen	10kw	1070	24
KFH	Wichita, KS 67202 Barry Gaston	104 S. Emporia Linda Metz	(316) 262-4491 Al Jamieson	Al Jamieson	Les Campbell	5kw	1330	24
KENTUCKY								
WANY	Albany, KY 42602 Sid Scott	P. O. Box 400 Sid Scott	(606) 387-5186 Sid Scott	Sid Scott	G. Muhsemann	1kw	1390	16
WKLO	Danville, KY 40202 Johnny Randolph	427 S. 4th Ed Singleton	(606) 236-1116 Johnny Randolph	Fran Couch	Honus Shain	1000	1000	18
WEAK	Eddyville, KY 42038 Gary L. Dauby	P. O. Box 70 Gary L. Dauby	(502) 388-9726 Gary L. Dauby	Mark Ramney	†	250	900	12
WKMO-FM	Elizabethtown, KY F. Alan Jones	P. O. Box L Mike Buchanan	(502) 765-2153 Greg Laha	Bill Michaels	Greg Happel	1000	106.3	18
WKED	Frankfort, KY 40601 Leigh W. Allan	115 Myrtle Ave. Kenneth Mitchell	(502) 875-1130 Kathleen A. Allen	Leigh W. Allen	William Beyer	500	1130	18
WKYW-FM*	Frankfort, KY 40601 Christopher Kuhnen	28 Fountain Place Christopher Kuhnen	(502) 223-8281 Russ Kennedy	Russ Kennedy	Jim Plummer	3kw	104.9	18
WHOP-FM*	Hopkinsville, KY 42240 Roger E. Jeffers	P. O. Box 709 Roger E. Jeffers	(502) 885-5331 Deborah P. Puckett	Drake-Chenault	Leo Wilson	100kw	98.7	24
WVLK-FM	Lexington, KY 40507 Ralph E. Hacker	P. O. Box 1559 Connie Joiner	(606) 253-5900 Lee Sherwood	†	Paul Dunbar	100kw	92.9	24
WVKY	Louisa, KY 41230 Jim Bradley	P. O. Box 890 Richard Cyrus	(606) 638-9491 Jim Bradley	Mike Webb	Dave Jordan	1kw	1270	15

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	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
KENTUCKY (continued)								
WAMZ-FM	Louisville, KY 40201	P. O. Box 1084	(502) 582-7814			100kw	97.5	24
	Michael S. Crusham	Jane L. Vance	Coyote Calhoun	†	Charlie Strickland			
WCII	Louisville, KY 40202	307 W Muhammad Ali	(502) 589-5644			10kw	1080	24
	Edward T. Hardy	†	Doug Lane	Ed Phillips	Bruce Clark			
WFMW	Madisonville, KY 42431	P. O. Box 338	(502) 821-4096			500	730	18
	Bob Simmons	Bob Simmons	Danny Koeber	Danny Koeber	†			
WNGO	Mayfield, KY 42066	P. O. Box 679	(502) 247-5122			1000	1320	12
	Charlie Stratton	Roth Stratton	Jean Richardson	Jerry Snowdan	Earl Abernathy			
WKYQ-FM	Paducah, KY 42001	P. O. Box 2397	(502) 554-0093			89kw	93.3	24
	Buddy Scheerer	Buddy Scheerer	Kent King	Steve Bunyard	Joe Weitlauf			
WRUS	Russellville, KY 42276	P. O. Box 110	(502) 726-2471			2500w	610	18
	Lon Sosh	Hilton Ashby	Nannette Posey	Nannette Posey	Henry Royse			
LOUISIANA								
KRRV-FM	Alexandria, LA 71301	P. O. Box 591	(318) 443-7454			100kw	100.3	24
	Hank Lazarone	Jack Sharp	Perry Steven Jeter	Bea Mitchell	Hank Lazarone			
WYNK	Baton Rouge, LA 70821	P. O. Box 2541	(504) 343-8348			5kw	1380	12
	R. D. McGregor	Bernie Avcoin	Phil Williams	Phil Williams	Richard Petty			
KEUN	Eunice, LA 70535	P. O. Box 1049	(318) 457-3041			1000w	1490	18½
	Karl DeRouen	Tony Beaugh	Jim Cargille	Jim Burke	Paul Siebert			
KJIN	Houma, LA 70361	P. O. Box 2068	(504) 851-1020			1000	1490	24
	Bill Underwood	Bill Underwood	Jan Jackson	Larry Hyatt	Hugh Smith			
KYKZ-FM*	Lake Chas., LA 70602	P. O. Box 999	(318) 439-3300			100kw	96.1	24
	Dick Osburn	Johnette LaBorde	Mike Paul	Bobby Davis	Bob Crocket			
KVVP-FM*	Leesville, LA 71446	Drawer K	(318) 238-0354			3kw	105.5	24
	Doug Stannard	†	Ben Granger	Rick Barnickle	†			
WDDT	Lyons, LA 30436	P. O. Box 392	(912) 526-8122			1000	1040	18
	Roy Woods	Cherly Grangers	Earl Auerett	Earl Auerett	Roy Woods			
KWLW-FM*	Many, LA 71449	P. O. Box 1005	(318) 256-5924			3kw	107.1	18
	Tedd W. Dumas	Brenda Ribers	Heather R. Penn	Heather R. Penn	James Hildebrand			
KNOE*	Monroe, LA 71201	P. O. Box 4067	(318) 322-8155			5kw	540	24
	Richard Wilcox	Tom Deal	Randy Deaton	Brian Ringo	Mark Wilson			
KQKI-FM*	Morgan City, LA 70381	P. O. Box 847	(504) 395-2853			3kw	95.3	24
	Paul Cook	Lila Windmon	Ernest Dean Polk	Ernest Dean Polk	†			
WNOE	New Orleans, LA 70130	529 Bienville St.	(504) 529-1212			50kw	106.0	24
	Eric Anderson	Clark Harvey	Joe Patrick	Susan Duran	Danny Miller			
KWCL	Oak Grove, LA 71263	Drawer K	(318) 428-4253			1000	1280	12
	Keith Baker	Rita Hoglund	Evelyn H. Baker	Evelyn H. Baker	Keith Baker			
KSLO	Opelousas, LA 70570	P. O. Box 1150	(318) 942-2633			1000	1230	19
	Wandell Allegood	Wandell Allegood	†	Steve Cathey	Ronald Mills			
WIBR	Port Allen, LA 70767	P. O. Box 1226	(504) 344-2666			5kw	1300	24
	Steve Earle	Jean Koprowski	Stewart McRae	Stewart McRae	Don Quave			
KXLA*	Rayville, LA 71269	P. O. Box 990	(318) 728-6990			1kw	990	24
	Bob Kidd	Norman Guza	Charlie Collier	Charlie Collier	Ron Davis			
KRMD	Shreveport, LA 71104	P. O. Box 41011	(318) 865-5173			1kw	1340	24
	Smokey Hyde	Jerry Black	Tom Phifer	Tom Phifer	Ray Summerall			
KWKH	Shreveport, LA 71129	P. O. Box 31130	(318) 688-1130			50kw	1130	24
	Gene Dickerson	Jerry Frentress	Russ Mitchell	Pete Brier	Rod Matthews			
KTQQ-FM	Lake Charles, LA 70602	P. O. Box 606	(318) 625-7777			3kw	100.9	24
	Kinnon Thomas	Kinnon Thomas	Mario Cabellano	Dale Mann	Randy Schell			
KBYO-FM	Tallulah, LA 71282	P. O. Box 1112	(318) 574-1500			105	104.9	21
	Chris Kimbell	Dee Copes	Hub Turner	John E. McTyre	Chris Kimbell			
KNEK	Washington, LA 70589	P. O. Box 598	(318) 826-3921			250w	1190	18
	Jim Trahan	†	David Clark	†	J. L. Sylvester			
KVCL	Winnfield, LA 71483	P. O. Box 548	(318) 628-5822			1000	1270	18
	Betty R. Hall	†	†	Brad Lyman	Woody Fryar			
MAINE								
WLKN	Lincoln, ME 04457	P. O. Box 176	(207) 794-3195			1kw	1450	24
	John Shaefer	Gale Keast	Mike Hale	Rick Getchell	John Henery			
WOXO-FM*	Norway, ME 04268	P. O. Box 72	(207) 743-5911			2kw	92.7	18
	Dick Gleason	Dick Gleason	Don Mayberry	Mike Dean	Dick Cushman			
WPOR	Portland, ME 04101	562 Congress St.	(207) 773-8111			1kw	1490	24
	Bob Gold	Bonnie Grant	Tom Hennessey	Hal Knight	Dave DeBree			

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
MAINE (continued)								
WPIG-FM	Saco, ME 04072 H. Bart Bailey	P. O. Box 567 Bart Bailey	(207) 283-1235 Steven Smith	Steven Smith	Bart Bailey	3kw	95.9	24
MARYLAND								
WCAO	Baltimore, MD Bob Abernethy	8001 Park Hgts. Ave. Jack Devlin	(301) 653-2200 Johnny Dark	Johnny Dark	Fred Rathert	5kw	600	24
WPOC-FM*	Baltimore, MD 21211 David C. Fuellhart	711 W. 40th St. Bill Branch	(301) 366-3693 N/A	Todd Grimsted	Mike Fast	50kw	93.1	24
WDMV*	Pocomoke, MD 21851 Jerry Nicholas	P. O. Box 210 Andy Douds	(301) 957-0540 Jerry Nicholas	Roger Dale	Earl McCleary		540	18
WICO	Salisbury, MD 21801 Bill Prettyman	P. O. Box 909 Bill Prettyman	† Carl Briggs	C. R. Hook	Len Healy	1kw	1320	12
WTHU	Thurmont, MD 21788 Patrina Colby	P. O. Box 16 Petrina Colby	(301) 271-7417 Gary Jagow	Gary Jagow	Roy Martin	500w	1450	18
MASSACHUSETTS								
WCAV-FM	Bracton, MA 02403 Sidney A. Tufts	60 Main St. Sidney A. Tufts	(617) 587-2400 Bill Hess	Bill Hess	Mike Valente	3kw	97.7	24
WCMX	Leominster, MA 01453 Donn Parker	P. O. Box 1000 Donn Parker	(617) 537-4141 Mike Casey	Mike Casey	Norm Rivers	1kw	1000	12
WDLW	Waltham, MA 02254 †	P. O. Box 1330 Dick Bailey	(617) 890-1400 Jim Murphy	Nina Ryder	Dave Peabody	5kw	1330	24
MICHIGAN								
WCBY	Cheboygan, MI 49721 Del Reynolds	1356 Mackinaw St. Del Reynolds	(616) 627-2341 Earl Schroeder	Dian Lindke	Del Reynolds	1kw	1240	19
WWWW*	Detroit, MI 48207 Philip C. Lamka	2930 E. Jefferson Ave. Tom O'Brien	(313) 259-4323 Barry D. Mardit	Kevin T. Herring	Ralph J. Hunt	61kw	106.7	24
WKMF	Flint, MI 48501 Boyd Arnold	P. O. Box 1470 Michael Dach	(313) 742-1470 Mark Thomas	Shelley James	Bill Sanderson	5kw	1470	24
WTAC	Flint, MI 48501 Ray H. Nelson	P. O. Box 600 Ray H. Nelson	(313) 694-4146 Jim Kramer	Jim Kramer	Norm Perry	1kw	600	24
WCUZ*	Grand Rapids, MI Ronald J. Aykstra	1 McKay Tower Michael Gordon	(616) 451-2551 Ed Buchanan	John Howard	David Gale	1kw	1230	24
WGRY	Grayling, MI 44738 Bob Harrington	6514 Old Lk. Rd. Bob Harrington	(517) 348-6171 Kevin J. Bailey	Kevin J. Bailey	Bob Stutzman	1kw	1590	12
WKMM-FM	Harrison, MI 48625 David A. Carmine	P. O. Box 549 Ron Christie	(517) 539-7105 Dave Carr	Dave Carr	David A. Carmine	3kw	92.1	17½
WBUK	Kalamazoo, MI 49082 Carol Wehring	9112 S. Westnedge Phil LeMense	(616) 327-7051 Todd Overbeek	†	Vic McNaughton	1kw	1560	12
WITL*	Lansing, MI 48910 Charles D. Mefford	3200 Pine Tree Rd. William M. Pacelli	(517) 393-1010 John Austin	Chuck Drake	Geary Morrill	500w	1010	24
WDEE	Reed City, MI 49677 David A. Carmine	P. O. Box 1500 Tom Sheeran	(616) 832-2266 †	Jeff Grein	David A. Carmine	250w	1500	12
WKCQ-FM*	Saginaw, MI 48605 Ken MacDonald, Jr.	2000 Whittier Mark Whitaker	(517) 752-8161 Tom Samoray	Tom Samoray	Gary Harding	50kw	98.1	24
WMKC-FM	St. Ignace, MI 49781 Rick Stone	334 N. State St. Rick Stone	(906) 643-9494 Tim Ahlborn	Jeff Peterson	Marvin Veurink	100kw	102.9	19½
WSJM	St. Joseph, MI 49085 Gayle Olson	P. O. Box 107 Patrick Moody	(616) 983-3992 †	Spencer Rivers	†	1kw	1400	24
WTCM-FM*	Traverse City, MI 49684 Ross Biederman	314 E. Front St. Ross Biederman	(616) 947-7675 Ryan Dobry	Ryan Dobry	Jim Sofonia	100kw	103.5	24
WPBK	Whitehall, MI 49461 Jay Ronn	P. O. Box 158 †	(616) 894-9523 †	†	Bob Cummings	1kw	1490	24
MINNESOTA								
KAUS-FM*	Austin, MN 55912 Phil Nolan	P. O. Box 159 Ken Soderberg	(507) 437-7666 Duane Germain	Larry Jenkins	Marv Olson	100kw	99.9	24
KVLR-FM*	Detroit Lakes, MN David H. Knutson	P. O. Box 746 Robert D. Spilman	(218) 847-5624 Jay Schmaltz		Richard D. Tyner	3kw	95.3	18
WAVC-FM	Duluth, MN 55805 Charlie Ferguson	1001 E. 9th St. Lucky Grosen	(218) 728-4484 Dick Johnson	Dick Johnson	Mark Peterson	100kw	103.1	24
WDSM	Duluth, MN 55802 Robert Ridder, Jr.	1105 S. Superior St. Patricia McNulty	(218) 788-6406 Tim Michaels	Tim Michaels	Phil Maki	10kw	710	24

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
MINNESOTA (continued)								
WDGY	Minneapolis, MN 55431	1130 N. Country Dr.	(612) 881-2633			50kw	1130	24
	Dale Weber	Dale Weber	Gary Stone	Gary Stone	Doug Thompson			
KVOX-FM*	Moorhead, MN 56560	P. O. Box 97	(218) 233-1522	†		100kw	99.9	24
	Howard Hansen	Jerry Cochran	Ken Donovan		Meryl Valnes			
KLOH	Pipestone, MN 56164	P. O. Box 512	(507) 824-3363			1kw	1050	12
	Wally Christensen	Verlyn Menning	Mylan Ray	Mylan Ray	Clarence Ausham			
KWWK-FM	Rochester, MN 55904	114½ S. Broadway	(507) 288-9500			3kw	96.7	24
	Dick Radke	Dick Radke	Chuck Anderson	Brett Ramthun	Gary Smith			
KEEY-FM*	St. Paul, MN 55104	P. O. Box 4485	(612) 645-7757			100kw	102.1	24
	Gary Swartz	Dave Habisch	David Malmberg	David Malmberg	Scott Christensen			
MISSISSIPPI								
WBLE	Batesville, MS 38606	P. O. Box 73	(601) 563-4664			3kw	95.9	18
	J. Boyd Ingram	Carol Ingram	Bobby Anderson	Bobby Anderson	Sonny Jennings			
WVMI	Biloxi, MS 39531	P. O. Box 4606	(601) 388-2323			5kw	570	24
	Wayne Vowell	Vester Emerson	Jim Tabor	Jim Tabor	Bob Thornton			
WRDC	Boyle, MS 38730	P. O. Box 14	(601) 843-1400			5kw	1410	19
	Kent Buckley	Gerry Hollingsworth	Bob Shane	Carolyn Williams	Karl Rushing			
WCMA*	Corinth, MS 38834	P. O. Box 471	†			1kw	1230	18
	Kenneth L. White	John E. Bell	†	Tom Clifton	Reece Terry			
WGVM	Greenville, MS 38701	P. O. Box 1438	(601) 334-4559			5kw	1260	18
	Joe Ray	Hugh Boswell	Larry King	Larry King	Robert Meador			
WDDT	Greenville, MS 38701	P. O. Box 1814	(601) 332-0526			1kw	900	12
	Lucille Wilson	Steve Wilson	Charlie Ross	Johnny Ross	Bob Meader			
WGCM-FM	Gulfport, MS 39502	P. O. Box 1570	(601) 863-3522			3kw	102.3	24
	F. Max Stevens	Bill Reynolds	Jim Lucas	Jim Lucas	Howard Yund			
WMDC	Hazlehurst, MS 39083	P. O. Box 680	(601) 894-1441			250w	1220	14
	Mal Jones	Mal Jones	Moore Turnbo	Johnny Smith	A. M. Smith			
WKRA	Holly Spgs., MS 38635	P. O. Box 398	(601) 252-1110			1kw	1110	12
	Phil Connor	Phil Connor	Ricky Mize	Ricky Mize	Skip Wilkerson			
WJQS	Jackson, MS 39204	P. O. Box 22604	(601) 948-2401			1kw	1400	20
	Lee Hodges	Morris Currie	David Haley	David Haley	Lee Hodges			
WYN-FM*	Jackson, MS 39205	P. O. Box 222	(601) 371-5000			100kw	96.3	24
	Benny Springer	Phil Harrison	Brock Boulette	Steve Jeffries	James Cameron			
WLSM	Louisville, MS 39339	P. O. Box 111	(601) 773-3481			5kw	1270	12
	Ray Tolar	Ray Tolar	Anne Tolar	Anne Tolar	Barry Walters			
WAKK	McComb, MS 39648	P. O. Box 1143	(601) 684-4116			1kw	1140	12
	Maureen Clark	Robbie Hamilton	Keith Gerald	Keith Gerald	Doug Sanders			
WMIS	Natchez, MS 39120	P. O. Box 1248	(601) 442-2522			1kw	1240	19
	Jim Nutter	Peter Rinaldi	Al Britt	Hugh Matthews	Lannis Lyngle			
WKXC	New Albany, MS 38652	P. O. Box 808	(601) 534-8133			500w	1470	24
	Russell Wilson	Russell Wilson	Mike Ruble	Mike Ruble	Carl Samperie			
WOOR-FM	Oxford, MS 38655	P. O. Drawer 1056	(601) 234-6882			27.5kw	97.5	20
	Mel Chrestman	Rae Ann King	Shirley Braziel	John T. Walker	Dennis White			
WJDR-FM*	Prentiss, MS 39474	P. O. Box 445	(601) 792-2461			3kw	98.3	17
	Keith Bridges	Keith Bridges	Keith Bridges	Keith Bridges	Roger Clark			
WJNS-FM*	Yazoo City, MS 39194	P. O. Box 1048	(601) 746-5921			3kw	92.1	19
	Joel Netherland	Bill Watt	Joel Netherland	Steve Cox	Leon Hill			
MISSOURI								
KAOL	Carrollton, MO 64633	P. O. Box 279	(816) 542-0404			500w	1430	12
	Mike L. Carter	Jim Hilty	Randall Weisemann	R. Weisemann	John Summers			
KFKF	Kansas C., MO 64126	P. O. Box 6394	(913) 321-3200			1kw	1340	24
	Tom Bresnehan	Rick Green	Rusty Walker	Rick Turner	Jim Jett			
WDAF	Kansas City, MO 64108	3030 Summit	(816) 753-4567			5kw	610	24
	Tom Connally	Bob Dennis	†	†	†			
KIRX	Kirksville, MO 63501	P. O. Box 130	(816) 565-3781			1kw	1450	24
	Ms. Vera Burk	Al Holzmeier	Tom Pollard	Tom Pollard	Charlie Porter			
KLRS	Mtn. Grove, MO 65711	9th & Hubbard	(417) 926-4650			1kw	1360	11
	Nancy Horton	Nancy Horton	Jerry Osborn	Jerry Osborn	Lou Wehmer			
KRMS	Osage Beach, MO	P. O. Box 225	(314) 348-2772			1kw	1150	14
	Rod Orr	Rod Orr	Ken Birdsong	Larry Heaberlin	Bill Harrower			

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
MISSOURI (continued)								
KYRO	Potosi, MO 63664 Joe W. Duty	P. O. Box 280 Carla Smith	(314) 438-2136 Joe W. Duty	Joe W. Duty	Vinton Johnson	500	1280	14½
KSD*	St. Louis, MO 63132 Merrell Hansen	10155 Corp. Sq. Jon Gibson	(314) 997-5594 Bill Coffey	Nancy Crocker	D. Obergoenner	5kw	550	24
WIL*	St. Louis, MO 63101 Graig Wager	300 N. Tucker Blvd. Joe Stephenson	(314) 436-1600 Mike Carta	†	Mel Hart	5kw	1430	24
KSIM	Sikeston, MO 63801 Terry L. Jackson	P. O. Box 69 Will Morris	(314) 471-1400 Joe DeLaney	Charles Crismon	†	1kw	1400	14
KTTS*	Springfield, MO 35805 Curt Brown	P. O. Box 1806555 Dan O'Day	(417) 865-6614 Don Paul	Rob Hough	Keith Olsen	1kw	1400	24
KLPW-FM	Union, MO 63084 Cal Harris	P. O. Box 549 Cal Harris	(314) 583-5155 Chris Miller	Chris Miller	Frank Lohmeyer	3kw	101.7	24
KWRE	Warrenton, MO 63383 Steve Beeny	P. O. Box 220 Steve Beeny	(314) 456-3311 Don McCollom	Tim Smith	Chris Sarros	1kw	730	12
MONTANA								
KGHL*	Billings, MT 59107 Richard Elliott	P. O. Box 30198 Grove Thomas	(406) 656-1410 Lee Rogers	Lee Rogers	John Weber	5kw	790	24
KEIN	Gt. Falls, MT 59403 Bill Luzmoor	P. O. Box 1239 Hal Hardy	(406) 761-1310 Skip Walters	Skip Walters	Bob Arnold	5kw	1310	24
KGEZ	Kalispell, MT 59903 Mitch Miller	P. O. Box 169 "Oz" Shock	(406) 752-2600 Bob Dittman	Bart Taylor	Mike Manion	5kw	600	19
KLCB	Libby, MT 59923 Duane J. Williams	P. O. Box 730 †	(406) 293-6234 †	†	†	1kw	1230	7½
KJJR	Whitefish, MT 59937 Jeff Bolstad	P. O. Box 880 Randy Pugh	(406) 862-5565 Joey Thomas	Scott Davis	Don St. John	10kw	880	19½
NEBRASKA								
KRGI-FM*	Grand Is., NE 68801 Jay Vavricek	3205 W. N. Front †	(308) 381-1433 Scott O'Brien	†	Gene Hourning	1kw	96.5	24
KYNN	Omaha, NE 68137 Jim Carter	11128 J. Galt Blvd. Jim Carter	(402) 592-3500 Jim Abens	Jim Abens	John Gaeta	1000/250	1490	20
WOW*	Omaha, NE 68114 Ken Fearnow	615 N. 90th Brian Keith	(402) 390-2056 Chuck Urban	Bill Corey	Steve Conover	5kw	590	24
KXNP-FM*	North Platte, NE 69103 N. Nelkin	P. O. Box 1231 Michael H. Sinnard	(308) 534-6650 Randy Corley	Robert Gambs	Joe Miller	100kw	103.5	24
NEVADA								
KFMS-FM*	Las Vegas, NV 09109 Al Cohen	P. O. Box 15223 Jack Abell	(302) 732-7757 Doug Shane	Johnny Steele	Jim Free	100kw	102	24
NEW MEXICO								
KUUX	Hobbs, NM 88240 Bob R. Wood	P. O. Box 777 Ken Weeks	(505) 393-3137 John Schofield	Scott Alender	Dick Schultz	5kw	1480	24
NEW YORK								
KYRK-FM*	Buffalo, NY 14203 Al Fetch	500 Rand Bldg. N/A	(716) 852-7444 Ken Johnson	Ken Johnson	Paul Prusakowski	50kw	106.5	24
WSCG-FM*	Corinth, NY 12822 Ed Stanley	609A Palmer Ave. John Summers	(518) 654-9058 Tom Marcotte	Stan Edwards	Steve McNamara	3kw	93.5	24
WENE	Endwell, NY 13760 Hank Strong	P. O. Box 151 Jerry Silvanic	(607) 785-3351 Steve Resnick	Rick Perry	Sherman Clapman	5kw	1430	21
WXRL	Lancaster, NY 14086 Lou Schriver	5360 William St. Earl Morgan	(716) 681-1313 Joanie Marshall	Joanie Marshall	Robert Mooney	1kw	1300	18
WLFH	Little Falls, NY 13365 Gary Van Veghten	341 S. 2nd St. †	(315) 823-1230 †	Steph Boucher	†	1kw	1230	19
WHN	New York, NY 10022 Brian Moors	400 Park Ave. Mike Valentino	(212) 688-1000 Joel Raab	Pam Green	Herb Squire	50kw	1050	24
WGNA-FM*	Rensselaer, NY 12144 John Linstra	Red House Farm Sandy Taylor	(518) 283-4900 Chris Warren	Rex Gregory	Gary Koster	50kw	107.7	24
WNYR	Rochester, NY 14604 Len Hart	360 East Ave. Steve Arvan	(716) 325-7260 Jeff Goodridge	N/A	Randy Orbaker	5kw	990	24

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	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
NORTH CAROLINA								
WWWX	Albemarle, NC 28001 Jim Martinson	P. O. Box 608 Jim Martinson	(704) 982-1808 Leon Warren	Leon Warren	Eric Martinson	1kw	1010	11
WWNC	Asheville, NC 28816 Sheldon Summerlin	P. O. Box 6447 Eugene Banks	(704) 253-3835 Wiley C. Carpenter	W. C. Carpenter	Jobie Sprinkle	5kw	570	24
WSOC-FM	Charlotte, NC 28206 Lee Morris	P. O. Box 34665 Roger Matney	(704) 335-4700 Don Bell	Edd Robinson	Bill Hufstetler	100kw	103.7	24
WHPY	Clayton, NC 27520 Bill Kirby	P. O. Box 628 Jim Crawford	(919) 553-6136 Larry Denning	Larry Denning	Bill Kirby	5kw	1590	13
WBXB-FM*	Edenton, NC 27932 Trip Barry	P. O. Box O Kathy Barry	(919) 482-3200 Trip Barry	Al Twine	Trip Barry	3kw	100.1	19
WNCT	Greenville, NC 27834 Joe Mule	P. O. Box 7167 Joe Mule	(919) 757-0011 Jeff Masingill	Jeff Masingill	Jamal El	10kw	1070	24
WLTC	Gastonia, NC 28052 B.C. Morrow	P. O. Box 3927 B.C. Morrow	(704) 865-1280 Jim Beaty	Jim Beaty	Don Voigt	5kw	1370	10
WSPF	Hickory, NC 28603 Willis A. Deal	P. O. Box 1709 Chuck Moseley	(704) 328-1731 Tom McCray	Jim Huggins	Gary Hattaway	5kw	1000	12
WKTE	Winston/Salem, NC Chuck Webster	P. O. Box 4005 Connie Peddie	(919) 983-3111 Chuck Webster	Cindy Taylor	Gene Jones	1kw	1090	18
WDSL	Mocksville, NC 27028 Johnny Roberts	P. O. Box 404 Norm Carlton	(704) 634-2177 Johnny Roberts	George Frye, Jr.	Allen Godwin	5kw	1520	10
WIXE	Monroe, NC 28110 Ray Atkins	P. O. Box 1007 John Griffin	(704) 289-2525 Gary Underwood	John Griffin	John Griffin	1kw	1190	18
WKIX*	Raleigh, NC 27605 Edward L. Weiss	P. O. Box 12526 Richard G. Styles	(919) 851-2711 J. W. Formicola	J. Butler	Gary Cabish	10kw	850	24
WREV	Reidsville, NC 27323 Tony Mullins	P. O. Box 1050 Emalee Mullins	(919) 349-2986 Moon Mullins	Moon Mullins	"Doc" Grogan	1kw	1220	18
WWGP	Sanford, NC 27330 Richard Feindel	Drawer R Pete Saunders	(919) 775-3525 Bill Cameron	Bill Cameron	Toby Johnson	1kw	1050	18
WTNC	Thomasville, NC 27360 Joe Bell	P. O. Box 250 Joe Bell	(919) 476-7701 Leanne Nichols	Tom Evans	Max Parrish	1kw	790	18
WITN	Washington, NC 27889 Robert Frowein	P. O. Box 1707 Sid Snyder	(919) 946-2162 Gregg Alinson	†	John Wilroy	5kw	930	4
WKLM	Wilmington, NC 28401 Betty Russell	118 Princess St. Debora Reeves	(919) 763-4633 Mark Barefoot	Debbie Langston	Charles Lewis	5kw	98	12
WWQQ-FM*	Wilmington, NC 28403 Bev Holt	P. O. Box 5157 Bill Whisenant	(919) 763-9977 Dan Hester	Dan Hester	Howard Bright	3kw	100.9	24
WTQR-FM	Win./Salem, NC 27102 Roger Stockton	P. O. Box 3018 Ray Sasser	(919) 727-8826 Mark Tudor	†	Sam Mooney	100kw	104.1	24
NORTH DAKOTA								
KBMR	Bismarck, ND 58501 Andy L. Anderson	P. O. Box 1233 Roswell Henke	(701) 255-1234 Marv Allen	Ron Scott	Larry Rousier	10kw	1130	12
KBTO-FM*	Bottineau, ND 58318 Alan Henning	P. O. Box 5 †	(701) 228-5151 †	†	†	51.5kw	101.9	19½
KFGO*	Fargo, ND 58108 William D. Hoverson	P. O. Box 2966 Dale Alwin	(701) 237-5346 Wm. D. Hoverson	Don Roberts	Don Hayworth	5kw	790	24
KHND	Harvey, ND 58341 John M. Sellie	718 Lincoln Ave. John M. Sellie	(701) 324-4848 John M. Sellie	Bruce A. Rheault	Bill Spitzer	500w	1540	11
KBMW	Wahpeton, ND 58075 Dean Aamodt	P. O. Box 1101 Dean Aamodt	(701) 642-8747 Brian Downey	Tim Peterson	N/A	1kw	1450	24
OHIO								
WNCO-FM*	Ashland, OH 44805 Walter R. Stampfli	P. O. Box 44805 Martin Larsen	(419) 289-2605 Randy Moore	Matt Appleby	Wayne Fick	50kw	101.3	24
WNUS-FM*	Belpre, OH 45714 John Patten	P. O. Box 428 Ben Bain	(614) 423-8212 Lou Petronio	Marsa Myers	Ralph Matheny	3kw	107.1	24
WQCT	Bryan, OH 43506 Luke Thaman	P. O. Box 603 Luke Thaman	(419) 636-3175 Bill Priest	Bill Priest	Dick Murray	500w	1520	13
WWBE-FM*	Cincinnati, OH 45202 Terry Dean	225 E. 6th St. Todd Leiser	(513) 621-6960 Duke Hamilton	†	John Crawford	11.5kw	105.1	24
WSAI	Cincinnati, OH 45204 Jim Wood	W. 8th @ Matson Pl. Jim Gnau	(513) 251-5700 Ted Stecker	Doris Thompson	Ray Winters	5kw	1360	24
WHK*	Cleveland, OH 44115 Ronald D. Jones	E. 12th @ Euclid Ave. Lonnie Gronek	(216) 781-1420 Bill Stedman	†	†	5kw	1420	24

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
OHIO (continued)								
WKSX-FM*	Cleveland, OH 44115 Bill Enders	1 Playhouse Sq. Mark Bivano	(216) 686-2455 Jon Olson	Chuck Collier	Chuck Lehman	50kw	99.5	24
WMNI	Columbus, OH 43215 Mark E. Jividen	310 S. High St. Thomas R. Simkins	(614) 221-1354 Steve Cantrell	Tim Rowe	†	1kw	920	24
WONE	Dayton, OH 45402 Don G. Schwartz	11 S. Wilkinson St. Jim Meyer	(513) 224-1501 David G. McFarland	Jon Reed	John Baumann	5kw	980	24
WHMQ-FM*	Findlay, OH 45839 Ron Griffin	P. O. Box 1507 Ron Griffin	(419) 422-4545 Dave Glass	Dave Glass	Dennis Rund	20kw	100.5	24
WITO-FM*	Ironton, OH 45638 Ken Auble	P. O. Box 292 Ronnie Bell	(614) 532-1923 Chuck Johnson	Chuck Johnson	Ken Auble	3kw	107.1	18
WHOK-FM*	Lancaster, OH 43130 Stan Robinson	1660 Columbus NW Stan Robinson	(614) 653-4373 Maxwell Raines	Maxwell Raines	†	50kw	95.5	24
WIMT-FM*	Lima, OH 45840 Art Versnick	667 W. Market St. Jack Wheelbarger	(419) 223-2060 Art Versnick	Steve Lewis	James Hartzler	8.8kw	102.1	24
WNIO	Niles, OH 44446 Dom Baragona	P. O. Box 625 Bob Hotchkiss	(216) 652-4443 Gary Zocolo	Fred Woak	Tom Zocolo	500w	1540	11
WYNQ	Nelsonville, OH 45764 Ralph V. Destefano	P. O. Box 118 †	(614) 753-2900 †	James Sain	James Feasel	2500w	1120	10
WQXK-FM*	Salem, OH 44460 Ben Varishone	P. O. Box 530 †	(216) 337-9544 †	†	Wayne Allio	88kw	105.1	24
WTOD	Toledo, OH 43614 Clyde Roberts	322 S. Arlington Ave. Dave Scarfoss	(419) 385-2507 Bill Manders	Bill Manders	Bob Sowers	5kw	1560	11
WBZI-FM*	Xenia, OH 45385 Dick Moran	P. O. Box 99 C. David Richley	(513) 426-2433 C. D. Richley	Dale Roberts	Kurt Farmer	3kw	95.3	24
OKLAHOMA								
WYFM-FM*	Bartlesville, OK 74005 Dave Solmonson	P. O. Box 1100 D. Van Steenbergen	(918) 336-1001 John Brandt	†	Eddie Simone	3kw	100.1	18
KBEL	Idabel, OK 74745 Bryan Clay	P. O. Box 418 Sherry Clay	(405) 286-3092 Russ Riemer	Bob Raley	C. C. Taylor	500w	1240	16½
KLAW-FM	Lawton, OK 73502 Bill Shoemate	P. O. Box 569 Bill Shoemate	(405) 357-2860 †	Al Smith	James Gardner	100kw	101.5	24
KNED	McAlester, OK 74502 Lee Anderson	P. O. Box 1068 Frank Hopkins	(918) 423-1460 †	†	Jim Boggess	1kw	1150	24
KEBC-FM*	Okla. City, OK 73143 Dennis Rainwater	P. O. Box 94580 Skip Stow	(405) 631-7501 Lynn Waggoner	Lynn Waggoner	Randy Mullinax	100kw	94.7	24
KXXY*	Okla. City, OK 73105 William Kirkpatrick	101 NE 28th St. James Tillery	(405) 528-5543 Charlie Marcus	M. Redbeard	Paul Cimmimon	1kw	1340	24
KUPL	Portland, OK 97221 †	6400 SW Canyon Ct. Vicki Knight	(503) 297-3311 Bill Bradley	†	Byron Swanson	5kw	1330	24
KGFF	Shawnee, OK 74801 William A. Weaver	P. O. Box 9 Jerry Ziegler	(405) 273-4390 E. Dennis Ladd	E. Dennis Ladd	Mike Askins	1kw	1450	18
KVOO*	Tulsa, OK 74101 Jack Cresse	P. O. Box 1349 Jack Cresse	(918) 743-7814 Billy Parker	Billy Parker	Larry White	50kw	1170	24
KWEY	Weatherford, 73096 Lynn Wolfgang	P. O. Box 587 Lynn Wolfgang	(405) 772-5939 Ron Conley	Ron Conley	Harry Benson	1kw	1590	18
OREGON								
KCMX	Ashland, OR 97520 Dick Bennink	P. O. Box 128 Don D. Thomson	(503) 482-2211 Jon R. James	Ron Stevens	Jess Ortega	1kw	580	24
KOOS-FM	Coos Bay, OR 97420 Van Sias	P. O. Box 180 Chris Beebe	(503) 267-2121 Dick Besser	J. J. Jensen	Fred Sell	3kw		19
KEED	Eugene, OR 97401 Donald R. Berry	1245 Charnelton Len Stolfo	Dan Williams	Dan Williams	Randy Scott	1kw	1459	24
KRWQ-FM	Gold Hill, OR 97525 Duane Hill	P. O. Box 388 Barney Bauernfeind	(503) 855-1587 Larry Neal	Ben Sheppard	Chuck Amy	30kw	100.3	24
KOHU	Hermiston, OR 97838 Harmon Springer	P. O. Box 145 Steve Bertlson	(503) 567-6500 Warren Smith	Dave Girrard	Dave Hebert	1kw	1360	19
KFLS	Klamath Falls, 97601 Robert Wynne	P. O. Box 1450 Clare Chaffey	(503) 882-4656 Jason McCarter	Jason McCarter	Ken Hunt	1kw	1450	18
KROR	Myrtle Creek, 94457 Coy Baker	P. O. Box FF Coy Baker	(503) 863-6081 †	Coy Baker	Skip Marsden	5kw	1360	18
KWJJ	Portland, OR 97205 Don Shore	531 SW King Ave. Jay Justice	(503) 228-4393 Bobby Sherman	Mark Andrews	Richard Wilson	50kw	1080	24
KGAY*	Salem, OR 97305 Bob Ratter	P. O. Box 1430 Cal Snell	(503) 581-1430 Dick Bond	Eddie Edwards	Cal Applegate	5kw	1430	13

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
PENNSYLVANIA (continued)								
WXKW-FM*	Allentown, PA 18103 Mike Kirtner	P. O. Box 2727 Jeff Frank	(215) 434-4424 Neal Newman	Neal Newman	Dave Van Allen	50kw	104.1	24
WLSP-FM*	Carbondale, PA 18407 Noble V. Blackwell	P. O. Box 516 Paul Oles	(717) 282-2770 George Schmitt	George Schmitt	Bob Grham	330w	94.3	18
WCVI	Connellsville, 15425 Ralph Prinkey	P. O. Box 865 Robert E. Lee	(412) 628-4600 †	Wayne Macri	Andrew Wild	1kw	1340	18
WCMB	Harrisburg, PA 17105 Brian Danzis	P. O. Box 3433 Christine Hillard	(717) 763-7020 Bob Paiva	Bob Paiva	Darren Dunlap	5kw	1460	24
WRKZ-FM*	Hershey, PA 17033 †	P. O. Box Z Paul Holsopple	(717) 357-7700 Mike McGann	†	†	40kw	106.7	24
WIYQ-FM*	Johnstown, PA 15904 Helen L Walker	1240 Scalp Ave. †	(814) 266-3691 Joseph Jesnesky	John Walks	Robert Lynn	5kw	99.1	24
WCNS*	Latrobe, PA 15650 John A. Longo	317 Depot St. John A. Longo	(412) 537-3338 Chuck Campbell	Chuck Campbell	Hugh Rohaly	5kw	1480	12
WVFL	McConnellsburg, PA Arthur Greiner	P. O. Box 1530 Mildred Fix	(717) 485-3117 J. B. Nelson	J. B. Nelson	J. B. Nelson	1kw	1530	10
WWMC-FM	Mifflinburg, PA 17844 Tony Sylvester	333 Chestnut St. Eda Sylvester	(717) 966-1777 Tony Sylvester	Ivor James	Harry Bingaman	3kw	98.3	19
WDSY-FM*	Pittsburgh, PA 15222 Peter Casella	107 6th St. Michael Civiletti	(412) 471-9950 Ron Antill	Mary Jo Kacsan	Cliff Bryson	50kw	107.9	24
WEPP	Pittsburgh, PA 15222 Peter Casella	107 6th St. Paul Kress	(412) 471-9950 Bill White	Bill White	Cliff Bryson	50kw	1080	18
WGMR-FM*	State College, 16801 Cary Simpson	P. O. Box 204 Bill Moses	(814) 238-0717 †	Rich Saupp	Robert Lynn	50kw	101.1	24
WHC*	Towanda, PA 18848 Jack Baker	214 Main St. Jack Baker	(717) 265-2165 Mike Thomas	Mike Thomas	Larry Brown	500w	1550	5
WYTK-FM*	Washington, PA 15301 Michael S. Siegel	98 S. Main St. Grace W. Hopwood	(412) 222-2110 Robert S. Gregg	Leonard C. Laabs	Clifford Bryson	3kw	95.3	24
WILQ-FM	Williamsport, 17701 Robert Cunnion	P. O. Box 1176 Joseph Dalto	(717) 322-4676 Doug Herendeen	Doug Herendeen	John Ellis	3800w	105.1	24
WNOW	York, PA 17405 Alan H. Miller	P. O. Box 2506 Alan H. Miller	(717) 755-1049 †	Joyce McSherry	John Hess	1kw	1250	12
RHODE ISLAND								
WHIM	E. Providence, 02914 Richard Allen	125 Eastern Ave. Richard Allen	(401) 434-2400 Jim O'Brien	Chuck Hinman	Carrol Philbrook	5kw	1110	24
SOUTH CAROLINA								
WDOG	Allendale, SC 29810 Carl Gooding	P. O. Box 442 Carl Gooding	(803) 584-3500 Lisa Gooding	Jim Lowe	Carl Gooding	1kw	1460	17
WBEV	Beaufort, SC 29902 Charles Thompson	3040 Boundary St. Charles Thompson	(803) 524-3050 Mark Robertson	Mark Robertson	Eddie Youmans	1kw	960	12
WCOS	Columbia, SC 29202 Jake Bogan	P. O. Box 748 Jimmy Collins	(803) 256-7348 Jim Tice	Glen Garrett	Milton Holladay	1kw	1400	24
WCAT	Conway, SC 29526 Jack Hawley	P. O. Box 799 Mike Green	(803) 248-9040 Mike Green	Carroll Smiley	Jack Hawley	5kw	1330	18
WESC*	Greenville, SC 29602 John Davenport	P. O. Box 660 Wally Mullinax	(803) 242-4660 Steve Brown	Bob Hooper	Don Gowens	10kw	660	18
WDKD	Kingstree, SC 29556 Don H. LaDuke	P. O. Box 1125 Chalie Walker	(803) 382-2361 Debbie McAllister	Debbie McAllister	Alan Hovermale	5kw	1310	12
WEZL-FM	Mt. Pleasant, 29469 Buddy Barton	P. O. Box Z Lee Miller	(803) 884-2534 Charlie Lindsey	Charlie Lindsey	Willie Bennett	100kw	103.5	24
WKMG	Newberry, SC 29108 Roscoe Bedenbaugh	P. O. Box 70 Roscoe Bedenbaugh	(803) 276-2507 Roscoe Bedenbaugh	R. Bedenbaugh	R. Bedenbaugh	1kw	1520	12
WJMR	Ridgeland, SC 29936 Tex Lowther	P. O. Drawer E Tex Lowther	(803) 726-8116 Tex Lowther	Tex Lowther	John All	1kw	1430	12
WTYC	Rock Hill, SC 29730 Ted Burwell	P. O. Box 1091 Jim Bazemore	(803) 366-4148 Rico Craft	Julie Melton	Ted Burwell	1kw	1150	12
WKDY	Spartanburg, 29303 Beau Sanders	P. O. Box 5035 Beau Sanders	(803) 583-2727 Keith Barrett	Keith Barrett	Danny Taylor	1kw	1400	24
WYAK	Surfside Bch, 29577 R. E. Johnson	P. O. Box A Teresa V. Howell	(803) 651-7936 Steve Mims	†	†	5kw	1270	12
SOUTH DAKOTA								
KTOQ	Rapid City, SD 57709 Tom Kearns	P. O. Box 1680 Bill Goodhope	(605) 343-0888 Mike Johnson	Tom Edwards	Leonard Huncke	1kw	1340	24

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
SOUTH DAKOTA (continued)								
KYKC	Sioux Falls, SD 57103 Randy Holland	1704 S. Cleveland Paul Logan	(605) 335-6500 Jim O'Neill	Don Erickson	Jim Collis	1kw/250w	1230	24
KBHB	Sturgis, SD 57785 Les Kleven	P. O. Box 99 Dana Caldwell	(605) 347-4455 Bill Calloway	N/A	Bob Shevling	25kw	810	12
KKYA-FM*	Yankton, SD 57078 Harold Happe	P. O. Box 625 Russ Bailey	(605) 665-7892 Rick Schramm	Joel Cederholm	Lynn Osborne	100kw	93.1	20
TENNESSEE								
WDOD	Chattanooga, 37405 Fred Webb	P. O. Box 4232 Clara Cooley	(615) 266-5117 Gene Lovin	Gene Lovin	Darks Hall	5kw	1310	24
WUSY-FM*	Chattanooga, 37411 David Coppock	P. O. Box 8799 Bill Pope	(615) 892-3333 Jon Pope	John Hart	Charles Pritchard	100kw	101	24
WDXN	Clarksville, TN 37041 Jack Mayer	P. O. Box 724 Jack Mayer	(615) 645-2411 Chip Hoback	Chip Hoback	J. C. Morrow	1kw	540	11
WCLE	Cleveland, TN 37311 Tom Rowland	1995 Keith St. NW George Wyatt	(615) 472-6511 Ron Gentry	Ron Gentry	Ron Murray	5kw	1570	24
WKOM-FM	Columbia, TN 38401 R. McKay, Jr.	P. O. Box 1377 Jimmy Dugger	(615) 388-0101 Dave Chappell	Jill Jackson	Dave Chappell	3kw	101.7	24
WEKR	Fayetteville, TN 37334 Mike Freeland	P. O. Box M Mike Freeland	(615) 433-3545 Mitch Hughey	Mitch Hughey	George Tucker	1kw	1240	18
WEMB	Erwin, TN 37650 J. E. True, Jr.	P. O. Box 280 †	(615) 743-6123 Chuck Ray	Chuck Ray	†	5kw	1420	14
WVTN-FM*	Gallatinburg, TN 37738 Stan Grams	Rt. 2, Box 990 Matt Magoni	(615) 436-5666 Linda Sommers	Linda Sommers	Keith Tarwater	3kw	105.5	24
WGRV	Greeneville, 37744 Ronnie Metcalfe	P. O. Box 278 Leroy Moon	(615) 638-4147 Charlie Grant	Charlie Grant	Ray Elliott	1kw	1340	19
WDXI	Jackson, TN 38340 Betty Mastick	P. O. Box WDXI Debra Sykes	(901) 424-1310 Ted Charles	Ted Charles	Chris Karb	5kw	1310	18
WKIR-FM*	Jackson, TN 38302 Ralph Thomas	P. O. Box 1119 Ralph Thomas	(901) 427-3316 Steve Little	Steve Little	Carl Martin	100kw	104.1	24
WJCW*	Johnson City, 37601 Ken Maness	P. O. Box W Bobbie Kabool	(615) 477-3127 Dave Hogan	Tom Phillips	Al Sefevere	5kw	910	24
WGOB	Kingsport, TN 37662 Dan Arnold	P. O. Box 1369 Tom Davis	(615) 247-7131 Chris Edwards	Steve Blevins	Mitch Sandidge	1kw	1040	12
WIVK-FM*	Knoxville, TN 37919 Bobby Denton	P. O. Box 10207 Bobby Denton	(615) 588-6511 Michael Hammond	Allen Dick	Milton Jones	100kw	107.7	24
WNOX	Knoxville, TN 37917 Bobby Bohn	4400 Whittle Spgs. Ed Duffy	† Phil Hunt	Jerry Caylor	Ed Martin	10kw	990	24
WLAF	Lafollette, TN 37766 Ron McDonald	P. O. Drawer 1409 Ron McDonald	(615) 562-5764 Frank Epperson	Cathy Patrick	Charles Hutson	1kw	1450	24
WIST-FM	Lobelville, TN 37097 Shirley Ludlow	P. O. Box 4265 †	(615) 593-2294 †	†	†	3kw	94.3	18
WMC	Memphis, TN 38104 Dean Osmundson	1960 Union Ave. Greg Hamilton	(901) 726-0555 Les Acree	Paula Hooper	Mike Schwartz	5kw	790	24
WJRB	Nashville, TN 37203 Mike Smiley	48 Music Sq. E. Jim Ragan	(615) 244-7300 Steve Atkins	Janet Bozeman	Don Keith	5kw	1430	24
WSIX-FM*	Nashville, TN 37210 Cecil Thomas	441 Murfreesboro Rd Beth Murphy	(615) 248-7300 Gerry House	Beau Kent	Matt Harriston	100kw	97.9	24
WYCO-FM*	Shelbyville, TN 37160 J. W. Rinks	P. O. Box 106 Ruth Hicks	(615) 684-1400 Les Gambrel	Les Gambrel	Bill Mayo	100kw	102.9	24
WEPG	S. Pittsburg, TN 37380 Erton Govan, III	P. O. Box 8 Casey Case	(615) 837-7577 Dave Williams	Joel Fitz Gerald	Eaton Govan, Jr.	5kw	910	12
WDEH	Sweetwater, TN 37874 Gene Chrusciel	P. O. Box 330 Gene Chrusciel	(615) 337-5025 Gene Chrusciel	Gene Chrusciel	Lemuel Stephens	1kw	800	15
WBDX	White Bluff, TN 37187 Richard Albright	P. O. Box 489 †	(615) 797-2222 Bob Wicks	Bob Wicks		1kw	1030	18
WCDT	Winchester, TN 37398 Jack Vineyard	P. O. Box 340 Al Tipps	(615) 967-2201 Al Tipps	Leon Pritchard	Tom Wiseman	1kw	1340	12
TEXAS								
KEAN	Abilene, TX 79604 Bourdon Wooten	P. O. Box 3098 Randy Strickland	(915) 676-7711 Bob Shannon	Rudy Fernandez	Bill Roseberry	500w	1280	12
KLIF	Arlington, TX 76011 Dan Halyburton	411 Ryan Plaza Dr. Nancy Uaeth	(817) 461-0995 Jon Rivers	Gary Shannon	Paul Strickland	50kw	1190	24
KALT	Atlanta, TX 75551 David Wommack, Jr.	P. O. Box 858 James Cothren	(214) 796-2817 George Womack	†	†	1kw	900	12

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	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
TEXAS (continued)								
KVET	Austin, TX 78767 Ron Rogers	P. O. Box 380 Otis Dunagan	(512) 495-1300 †	Steve Gary	Wayne Hardin	5kw	1300	24
KAYD-FM*	Beaumont, TX 77704 Jerry Hinricus	3130 Blanchette John Foy	(409) 833-9421 John Marks	John Marks	Alvin Kriegel	50kw	97.5	24
KTON	Belton, TX 76513 James B. Sims	P. O. Box 240 †	(817) 939-3738 Bob Kirby	Kirk McCall	Carl Knelly	1kw	940	12
KBYG	Big Spring, TX 79720 Dick Fields	P. O. Box 1713 Bob Taylor	(915) 263-7326 Ron Jeffries	Jay Darren	Ron Jeffries	1kw	1400	24
KFYN	Bonham, TX 75418 Roy Floyd	P. O. Box 248 Roy Floyd	(214) 583-3151 Bill Bennett	Bill Bennett	Joe Johnson	250w	1420	12
KBBB	Borger, TX 79008 Philip Spivey	P. O. Box 1478 Mike Casey	(806) 273-7575 Billy Shelton	Joe Daniels	†	5kw	1600	12
KTTX	Brenham, TX 77833 Tom Whitehead, Jr.	P. O. Box 1280 Carolyn Warmke	(409) 836-3655 Keith R. Iwig	Keith Kane	L. Schlottmann	1kw	1280	15
KXYL	Brownwood, TX 76804 Mary Nabers	P. O. Box 100 Mary Nabers	(915) 646-3535 John A. Swan	Teresa Gober	Bill Fargo	1000/250	1240	19
KCLE	Cleburne, TX 76031 John Fletcher	P. O. Box 1529 †	(817) 645-6643 †	†	†	250w	1120	12
KCOM	Comanche, TX 76442 J. Parks/Betty Hayes	P. O. Box 9 Jerry Parks	(915) 356-2558 Jerry Parks	Jerry Parks	Jerry Parks	250w	1550	12
KOOV-FM*	Copperos Cone, 76522 Gaylon Christie	P. O. Box 607 Dennis James	(817) 547-8889 James Harrison	Mike Clay	Leroy Franklin	3kw	103.1	24
KPLX-FM*	Dallas, TX 76011 Dan Halyburton	411 Ryan Plaza Dr. Nancy Uaeth	(817) 461-0995 Bobby Kraig	Mike McBride	Paul Strickland	100kw	99.5	24
KHEY*	El Paso, TX 79930 Jim Phillips	2419 N. Piedras Curtis Lee	(915) 566-9301 Doug Bowe	Mike Hinrichs	Herb Rand	10kw	690	24
WBAP	Ft. Worth, TX 76103 Warren Potash	1 Broadcast Hill Joan Kessler	(817) 429-2330 R. T. Simpson	Art Saunders	Bob Moore	50kw	820	24
KCLW	Hamilton, TX 76531 John Hanna	P. O. Box 592 John Hanna	(817) 386-5259 John Hanna	John Hanna	Roland Richter	250w	900	12
KVRP-FM*	Haskell, TX 79521 Gary Barrett	P. O. Box 773 Gary Barrett	(817) 864-8000 Carl Shearer	Carl Shearer	Ken Lane	100kw	95.5	24
KJNE-FM*	Hillsboro, TX 76645 John Fletcher	P. O. Box 321 †	(817) 582-2503 Zack Owen	†	Tom Green	100kw	102.5	24
KILT	Houston, TX 77006 Dickie Rosenfeld	500 Lovett Blvd. Bob Presley	(713) 526-3461 Rick Candea	Debbie Pipia	Dan Woodard	5kw	610	24
KYKX-FM*	Longview, TX 75606 Rusty Reynolds	P. O. Box 2727 Dave Gutcher	(214) 757-2662 Howard Clark	†	Steve Bridges	100kw	105.7	24
KFYO	Lubbock, TX 79423 Robert E. Clark	P. O. Box 64670 Jack Dale	(806) 797-7979 Bud Andrews	Larry Byers	Chuck Kenney	5kw	790	24
KLLL-FM	Lubbock, TX 79407 Jim Thompson	P. O. Box 10327 Buddy Howell	(806) 763-1911 Jon Steele	Chuck Luck	Mark Sedaka	100kw	96.3	24
KRUX-FM*	Lubbock, TX 79413 Jim Arnold	P. O. Box 3548 Mike Jenkins	(806) 793-5900 Brian Morris	Chris Michael	Greg Stone	100kw	102.5	24
KYKS-FM*	Lufkin, TX 75901 Larry Gunter	P. O. Box 2209 Bob Gambill	(409) 639-4455 John Dark	Chris Allan	James McWain	100kw	105.1	24
KMIO-FM*	Merkel, TX 79536 Gene Ditmore	P. O. Box 220 Chuck Loudermilk	(915) 928-4701 Ron McCandless	David Harrison	Bill Miller	3kw	102.3	24
KBAT-FM	Midland, TX 79703 Bob Hicks	3306 Andrews Hwy. Jim Martin	(915) 697-7500 Scott Flury	J. J. Polli	Larry Mitchell	100kw	93.3	24
KYXX	Odessa, TX 79761 Jerry Lovell	P. O. Box 3509 David Price	(915) 332-5791 Darrell W. Ward	Dave Richards	Charlie Debenport	1kw	920	24
KOGT	Orange, TX 77630 Tom Carson	5304 N. Meeks Dr. George Eon	(409) 883-4381 Jim Baker	Beth Rach	Bob Simmons	1kw	1600	24
KEYE	Perryton, TX 79070 John C. Ellzey	P. O. Box 630 Johnny Moore	(806) 435-5458 Johnny Moore	†	John C. Ellzey	1kw	1400	18
KIXC	Quanok, TX 79252 Wayne Robison	P. O. Box 456 †	(817) 663-6137 †	†	†	500w	1150	18
KKYX*	San Antonio, TX 78250 Bill Rohde	8022 Bandera Rd. Dennis Griffin	(512) 684-0068 Paul Morgan	Jerry King	Paul Reynolds	50kw	680	24
KDSX	Sherman, TX 75090 Bill Hooten	Drawer D Bill Hooten	(214) 465-1600 Bill Reed	Bill Reed	Derrill Pitcock	500w	950	24
KDWT	Stanfor, TX 79553 Bob McGarvey	P. O. Box 1205 Weldon Rogers	(915) 773-2771 Bart Rosenquist	B. Rosenquist	Rick Whitworth	1kw	1400	14

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
TEXAS (continued)								
KADO	Texarkana, TX 75501 John Bell	303 W. Broad †	(214) 793-4671 Fabienne Thrash	Fabienne Thrash	John Bell	2500w	940	14
KNFO-FM*	Waco, TX 76710 Jerry Clemmons	1512 Lake Air Dave South	(817) 776-3900 Don Moore	Jef Davies	Dave Fricker	10kw	95.5	24
KDHN	Dimmitt, TX 79027 Scott Allen	P. O. Box 608 Scott Allen	(608) 647-4161 Cindy Caro	Cindy Caro	Scott Allen	500w	1470	12
UTAH								
KSUB-FM*	Cedar City, UT 84720 David Miller	P. O. Box 819 Don McAllister	(801) 856-6547 David Miller	David Miller	David Johnson	41kw	92.5	18
KURA	Moab, UT 84532 Bruce Long	840 Millcreek Dr. Bruce Long	(801) 259-6161 Karen Long	Bruce Long	Ron Dickerson	1000/250	1450	16
KRGO*	Salt Lake City, 84120 Gene Guthrie	5065 W. 2100 S. Andy Anderson	(801) 972-3449 Kim Hall	Kim Hall	Carl Huffman	10kw	1550	24
KBXN*	Tremonton, UT 84337 Glacus Merrill	P. O. Box 155 Glacus Merrill	(801) 257-7407 Randy Anderson	Darla Merrill	Ricky Hughes	5kw	1470	18
VIRGINIA								
WPKX	Alexandria, VA 22314 Bill Sheard	106 Kix Country Bob Woodward	(703) 683-3000 Jason Kane	Jason Kane	John Bisset	5kw	730	12
WODY	Bassett, VA 24055 Arnold Terry	Drawer 231 Arnold Terry	(703) 629-2509 Arnold Terry	Arnold Terry	Troy Spencer	500w	900	12
WXBQ-FM*	Bristol, VA 24203 W. L. Ninninger	P. O. Box 1389 John P. Gush	(703) 669-8112 Steve Taylor	Reggie Neel	†	67kw	96.9	24
WSPC	Castlewood, VA 24224 Lannis Yearn	P. O. Box 250 Lannis Yearn	(703) 762-5595 R. L. Quillen	R. L. Quillen	Lomas McCrackin	1kw	1140	12
WNRG	Grundy, VA 24614 Ron Cole	Drawer V †	(703) 935-2967 †	†	†	5kw	940	11
WKEZ-FM*	Hampton, VA 23666 Robert LaFerme	Tower Box 29 †	(804) 826-9494 Janie Clark	†	Ernie Warriner	50kw	94.1	24
WLRV	Lebanon, VA 24266 Phil Roberts	P. O. Box 1380 Rick Helton	(703) 889-1380 Michael Lowe	Michael Lowe	Mitch Sandidge	1kw	1380	12
WMEV-FM*	Marion, VA 24354 Mike Scott	P. O. Box 968 Harold R. Mitchell	(703) 783-3151 David Noonkester	Ken Heath	Jeff Bryan	3700w	93.9	24
WPUV	Pulaski, VA 24301 R. J. Kirk	P. O. Box 115 Bob W. Mullins	(703) 674-4933 Chuck Hall	Kevin Mason	J. J. Larger	5kw	1580	12
WTVR	Richmond, VA 23230 Steven Newcombe	3314 Cutshaw Ave. Litton Ward	(804) 355-3217 Mike Allen	Mike Allen	Ron Staufer	5kw	1380	24
WJLM	Roanoke, VA 24017 Lloyd Gochenour	P. O. Box 6099 Lloyd Gochenour	† Gary E. Cooper	David Hurst	†	3kw	93.5	24
WTZE	Tazewell, VA 24651 Garland Hess	P. O. Box 69 David Cox	(703) 988-4150 †	Dave Harrison	Fred Cox	5kw	1470	12
WCMS	Va. Beach, VA 23464 Marjorie Crump	900 Commonwealth Michael Bump	(804) 424-1050 Russ Cassidy	Lee Manning	Ray Mills	5kw	1050	24
WUSQ-FM*	Winchester, VA 22601 Gary Kirtley	P. O. Box 2869 Gary Kirtley	(703) 662-5101 Chris Montgomery	Chris Montgomery	Bill Fawcett	50kw	102.5	24
WASHINGTON								
KAYO	Aberdeen, WA 98520 Don Downing	P. O. Box 188 Helen Hegg	(206) 532-1450 Stu Black	†	†	1kw	1450	18
KCLK	Clarkston, WA 99403 Julie Benedictson	P. O. Box 86 Julie Benedictson	(509) 758-3361 Jim Davis	Jon Noel	Dale Bobbit	500w	1430	12
KWYZ	Everett, WA 98201 Martin Hamstra	P. O. Box 1234 Gene Henderson	(206) 252-5123 Hal Murray	Wayne Cordray	Brian Aase	1kw	1230	24
KORD	Pasco, WA 99301 Jeff Ripley	P. O. Box 2485 Ed Miller	(509) 547-9791 Jesse Lee	Jesse Lee	David Forsman	10kw	870	18
KARY	Prosser, WA 99350 Sidney Roach	P. O. Box 1310 Karl Wyckoff	(509) 786-1310 Naomi Burghardt	David Frechin	Sidney Roach	5kw	1310	12
KMPS*	Seattle, WA 98101 James B. McGovern	P. O. Box 24888 Kay Spilker	(206) 622-2312 Ron Norwood	Ron Norwood	Jim Eberhart	5kw	1300	24
KGA	Spokane, WA 99203 Steve Cody	P. O. Box 8348 Bob Hoover	(509) 448-2311 Dennis Bookey	Tom Newman	Jim Stargel	50kw	1510	24
KHIT	Wallawalla, WA 99362 Jack Comfort	P. O. Box 796 Bob Cripe	(509) 525-3190 Pat Smith	Drake Chenault	Dave Pengra	1kw	1320	24
KTEL	Wallawalla, WA 99362 Jack Keating	P. O. Box 948 Sean McKinzie	(509) 525-4103 Terry McConn	Randy Muszynski	Wayne Bowden	1kw	1490	18

* Stereo † Information not available at press time

	City/State	Address	Telephone			Power	Freq.	No. Hrs.
	General Manager	Sales Manager	Program Director	Music Director	Chief Engineer			Country
WASHINGTON (continued)								
KUTI	Yakima, WA 98907 Norm Anglin	P. O. Box 2309 Norm Anglin	(509) 248-2900 Bob Walker	Bob Walker	Dean Heinen	5kw	980	12
WASHINGTON, D.C.								
WMZQ-FM*	Washington, D.C. Brian Bieler	5513 Connecticut Frank Byrne	(202) 362-8330 Bob Cole	Doug McGuire	Jon Banks	50kw	98.7	24
WEST VIRGINIA								
WCAW	Charleston, WV 29364 Paul Howard	P. O. Box 4318 Rick Wookey	(304) 925-4986 †	Bob Edwards	Tim Sawyer	50kw	680	24
WKKW-FM*	Clarksburg, WV 26301 Michael B. Simons	P. O. Box 2696 Mary Lou Carter	(304) 623-6546 Jim Dorsey	Chris Boyles	Dave Anderson	50kw	106.5	24
WKGA	Grafton, WV 26354 John R. Callahan	P. O. Box 2 John R. Callahan	(304) 265-2000 John P. Callahan	Kris Shackett	Rodney Dingle	500w	1260	12
WGNT	Huntington, WV 25713 Rick Wilson	P. O. Box 1150 Toufie Kassab	(304) 523-8401 Tony West	Steve Richards	Gregg Gehringer	5kw	930	24
WTCR-FM*	Huntington, WV 25701 Mike Buxser	3570 Skyview Dr. Mark Jesse	(304) 529-2558 Jim Schneider	Dave McLaine	Eddie Walters	50kw	103.3	24
WTNJ-FM*	Mt. Hope, WV 25880 Tony Gonzalez	P. O. Box 1127 Al Shea	(304) 877-5592 Fred Persinger	Fred Persinger	Randy Kerbway	50kw	105.9	20
WADC	Parkersburg, 26101 John J. Demeter	P. O. Box 1747 John J. Demeter	(304) 485-7354 John J. Demeter	Doug Flint	Mark Mayhugh	5kw	1050	12
WVAR*	Richwood, WV 26261 C. Farrell Johnson	P. O. Box 349 C. Farrell Johnson	(304) 846-2514 Randall Smith	James Covey	C. F. Johnson	1kw	600	12
WISCONSIN								
WRDN	Durand, WI 54736 Marvette Hagivik	P. O. Box 208 Mary Ellen Krier	(715) 672-8984 N/A	N/A	Ray Lark	1kw	1430	17
WAXX-FM*	Eau Claire, WI 54701 Bob Holtan	P. O. Box 47 Marty Green	(715) 832-1530 Tim Wilson	Bert O'Brien	Dick Lasvick	100kw	104.5	24
WJJK	Eau Claire, WI 54720 Wayne Phillips	619 Cameron St. Peter Nelson	(715) 835-5111 Christopher Jay	Christopher Jay	James W. Casey	1kw	1400	18
WFAW	Ft. Atkinson, WI 53538 Vern Falk	P. O. Box 94 Scott Trentadue	(414) 563-6351 C. Michaels	Dave Scott	Clif Groth	500w	940	18
WGEE	Green Bay, WI 54301 John Zucker	111 S. Jefferson St. Dennis Vandeyacht	(414) 435-3771 †	Randy Allen	Steve Konopka	5kw	1360	24
WYNE	Kimberly, WI 54956 Ned Hughes	P. O. Box 1150 Dan Zuleger	(414) 739-1150 Charlie Hartwig	Bill Lindy	Greg Schneider	5kw	1150	24
WGLR	Lancaster, WI 53813 Bert R. Peterson	P. O. Box 587 Richard F. Sanson	(608) 723-7671 Jay Jennings	Jaque DuBois	Karl J. Shipper	500w	1280	24
KTSO	Madison, WI 53708 Roger Russell	P. O. Box 8030 Mike Varney	(608) 274-1070 Andy Witt	Pat Martin	Sherm Stern	10kw	1070	24
WQM-FM*	Madison, WI 53711 James J. Schmitz	P. O. Box 4408 Wm. McTague	(608) 271-6611 Michael Ryan	Dave Preston	Al Skinner		106.3	24
WCUB	Manitowoc, WI 54220 Lee Davis	P. O. Box 98 Bruce Smith	(414) 682-8226 Bob Irish	Bob Irish	Lee Barry	5kw	980	24
WBCS-FM*	Milwaukee, WI 53208 John Dunn	5407 W. McKinley Chuck Zellermyer	(414) 453-4130 Cliff Blake	Brian Jarrett	L. Wolniakowski	50kw	102.9	24
WCCN	Neillsville, WI 54456 Wayne Grap	Wisconsin Pavilion Kevin Grap	(715) 743-3333 Wayne Grap	Dick Deno	Gary Johnson	5kw	1370	19
WYTL	Oshkosh, WI 54903 Phil Robbins	P. O. Box 1490 Rick Trautschold	(414) 426-3239 Tim Morrissey	John Carlson	John Wittenmeir	1kw	1490	24
WCOW	Sparta, WI 54656 John D. Rice	113 W. Oak St. Gene Kuderer	(608) 269-3307 Mike Burns-Gilbert	Robin Jon	George Schaller	5kw	1290	12
WXYQ	Stevens Point, 54481 James P. Schuh	P. O. Box 247 Thomas J. Chapman	(715) 341-1300 Jay Bouley	Gary Polum	Jim Tuszka	1kw	1010	12
WGBM-FM*	Viroqua, WI 54665 David Robinson	Rt. 4 Jim Graham	(608) 637-7200 David Robinson	David Robinson	Mel Wild	3kw	102.3	19
WYOMING								
WSEN	Baldwinsville, 13027 Daniel Deeb	P. O. Box 1050 Malva Crothers	(315) 635-3971 Gary Agnew	Gary Agnew	Al Jenner	1kw	1050	12
KUUY	Cheyenne, WY 82003 Terrell Metheny	P. O. Box 926 Don Welch	(307) 632-0551 Rick Johnson	Fred Imus	Wally Boller	10kw	1530	18
KPCQ-FM*	Powell, WY 82435 Ron Barnhart	1041 Road 12, Rt. 1 Dick Loch	(307) 754-7292 J. Moore	Mike Wood	Bill McManus	100kw	92.5	18

* Stereo † Information not available at press time

CRB UPDATE DIRECTORY

COUNTRY PROGRAM SYNDICATORS AND SUPPLIERS

PROGRAM SYNDICATOR/SUPPLIER

COUNTRY PROGRAMMING/FORMATS/SERVICES OFFERED

ABC - WATERMARK
1345 Avenue of the Americas
New York, NY 10019

MARIA LAPORTA
 Station Relations
 (212) 887-5341

WEEKLY SHOW:

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

WEEKLY SHOW:

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

AMERICAN IMAGE PRODUCTIONS
112 Union Avenue
Memphis, TN 38103

RANDELL WACHPLER or JERRY WILLIAMS
 Marketing Director/Station Contact
 (901) 529-4308 or toll free (800) 251-2058

SPECIALS (Seasonal or Otherwise):

Title: Production Libraries, Custom TV Audio Spots for Country Radio Stations ("Feels Like Coming Home")

CUSTOM SERVICES (Id's and Jingles):

Title: Customized Jingles, Livin' the Music, Nashville Plus, Way of Life, Plays It Country, The Spirit, Don Keith Programming Consulting Services.

TOBY ARNOLD & ASSOCIATES
4255 LBJ, Suite 156
Dallas, TX 75234

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

DAILY SHOWS:

Title: Country Superstars
 Description: Open-ended Interviews with Country Stars
 Price/Barter Terms: Cash

SPECIALS (Seasonal or Otherwise):

Title: 12 Hour Bob Wills Special and Country Kinfolk
 Price/Barter Terms: Cash

CUSTOMER SERVICES (Id's and Jingles):

Title: There's One, Nobody Does It Better and Loves Ya

BONNEVILLE BROADCASTING SYSTEM
800 E. Northwest Highway, Suite 700
Palatine, IL 60067

RAY LOWY
 Marketing Director/Station Contact
 (312) 934-6100

FORMAT MUSIC SERVICE

Title: All Hit Country
 Description: Has 85 hours of Oldies from 1960 to present plus hits updated every three weeks. It follows a random select format.
 Method of Delivery: Reel

BPI
P. O. Box 2027
Bellevue, WA 98009

BILL WOLKEY/BOB ENGLISH
 Marketing Director/Station Contact
 (206) 676-1400 or toll free (800) 426-9082 or (206) 454-5010

FORMAT MUSIC SERVICE

Title: Country Living
 Description: Has a basic Oldie gold library plus top current hits and recurrents. Available in unannounced and announced personality formats up to three personalities.
 Method of Delivery: Reel

CUSTOM SERVICES (Id's and Jingles):

Title: Generic Jingle package with format, can also be customized.

GERT BUNCHEZ & ASSOCIATES, INC.
7730 Carondelet, Suite 130
St. Louis, MO 63105

GERT BUNCHEZ
Station Contact
(314) 862-5250

DAILY SHOWS:

Title:
Profiles In Country Music
Description:
A special combination of music and interviews with the stars in country music.
Length:
5 - 1½ minute shows weekly - 260 annually.
Price/Barter Terms:
Both
Local Avails:
Yes No. 30's or 60's

DAILY SHOWS:

Title:
Country Tracks
Description:
Reviews of the newest and latest releases of Country Albums and singles: hosted by Terry Richmond
Length:
5 - 1½ shows weekly - 260 annually.
Price/Barter Terms:
Both
Local Avails:
Yes No. 30's or 60's

CAVOX STEREO PRODUCTIONS
502 South Isis
Inglewood, CA 90307

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

FORMAT MUSIC SERVICE:

Title:
CaVox Country
Description:
Billboard Country Chart music plus new releases includes a ten year old gold library
Method of Delivery:
Reel

CENTURY 21
4340 Beltwood Parkway
Dallas, TX 57234

RICHIE ALLEN or DAVE SCOTT
(214) 934-2121 or toll free (800) 527-5959 or (800) 528-2100

MUSIC FORMATS:

Modern Super Country, Traditional Super Country, Album Oriented Super Country and Cross Country.
Description:
Available, total automation/live assist or available as a cartridge music service. All available with custom jingles - promos - time announce. Also localized announced.
Century 21 formats now on air in over 350 markets.

CUSTOM SERVICES (Id's and Jingles):

Title:
Custom Jingles for Country Broadcasters

CnB STUDIOS
3415 Beresford Ave.
Belmont, CA 94002

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

FORMAT MUSIC SERVICE:

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

CONCEPT PRODUCTIONS
1224 Coloma Way
Roseville, CA 95678

GARY CARMICHAEL
Station Contact
(916) 782-7754 or toll free (800) 348-4800

FORMAT MUSIC SERVICE

Title:
Concept 4, Country
Description:
Award-winning major market personalities deliver a bright mix of contemporary and classis country. A new show every day. Voice-tracked or music only. Live assist or automated.

OTIS CONNER PRODUCTIONS, INC.
2829 W. Northwest Highway, Suite 940
Dallas, TX 75220

STEVE GUSTAFSON or LARRY CONNER
Marketing Director/Station Contact
(214) 358-5500

SPECIALS (Seasonal or Otherwise):

CUSTOM SERVICES (Id's and Jingles):
Title:
Certified Country (Best Country in the city) - Production Library "Sound System"

COUNTRY CONSULTANTS
1425 E. Orange Grove
Pasadena, CA 91104

BILL TAYLOR
Marketing Director/Station Contact
(818) 791-4836

FORMAT MUSIC SERVICE:

Title:
Country Libraries
Description:
Any type of country including contemporary and crossover
Method of Delivery:
Reel and Cart's

SPECIALS (Seasonal or Otherwise):

Title:
Country Music Bingo
Description:
Sales promotion, listener oriented promotion
Price/Barter Terms:
Cash

COUNTRY CROSSROADS

**6350 W. Freeway
Ft. Worth, TX 76150**

STAN KNOWLES or MARVIS TERRY

Marketing Director/Station Contact
(817) 737-4011

WEEKLY SHOW:

Title:
Country Crossroads
Description:
Syndicated Country radio show co-hosted by Jerry Clower and Bill Mack distributed to 1700 stations nationally and 1400 internationally.

Length:
½ Hour
Price/Barter Terms:
Free

SPECIALS (Seasonal or Otherwise):

Title:
Marty Robbins Special
Method of Delivery:
Reel & Disc.

COUNTRY NEWS

**228 Main Street, Suite R
Venice, CA 90291**

PETE HOWARD

Station Contact
(213) 392-8743

WEEKLY SHOW:

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

Length:
1 hour
Price/Barter Terms:
Free

Spots per Show:
7 (60)

Local Avails:
yes Disco-Stereo

DAILY SHOWS:

Title:
Country News
Description:
A fast paced 3½ minute interview feature currently heard of over 450 stations hosted by Award Winning Charlie Cook.

Price/Barter Terms:
Free
No. Of Shows Per Day:
2

No. Of Shows Per Week:
14

CREATIVE RADIO SHOWS

**7136 Haskell Ave., Suite 216
Van Nuys, CA 91406**

DARWIN LAMM/TOM SHO VAN

Marketing Director/Station Contact
(213) 787-0410 or toll free (800) 392-9999

WEEKLY SHOW:

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

Length:
Two hours

SPECIAL (Seasonal or Otherwise):

Title:
Johnny Cash Special
Length:
Six hours

Title:
The Country Special Of The Month

Description:
Country Star interviews and songs
Length:
Two hours

Title:
A Salute to Country Music
Description:
Artist highlight the past ten years of Country Music and its growth. An indepth look at the entertainer of the year and the number one songs from the past decade.

Length:
Twelve Hours

Title:
Christmas in the Country

Length:
Twelve hours

Title:
Fifth Annual Live Broadcast Remote of the Willie Nelson Fourth of July Picnic

Length:
Three hours

Title:
Labor Day In The Country

Length:
Four Hours/Fantasy Broadcasting

Price/Barter Terms:
Cash/Barter

Local Avails:
Yes

DIR BROADCASTING ... see page 108

DRAKE-CHENAULT ENTERPRISES, INC.

**8399 Topanga Canyon Blvd.
Canoga Park, CA 91304**

JAY ALBRIGHT

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

FORMAT MUSIC SERVICE:

Title:
Great American Country

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

Title:
Playlist Plus

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

Method of Delivery:
Reel

SPECIALS (Seasonal or Otherwise):

Title:
History of Country Music, documentary style.

Description:
The Golden Years of country in 52 segments.

FAIRWEST

2007 North Colling Blvd.

Suite 501

Richardson, TX 75080

(214) 644-7800

SPECIALS (Seasonal or Otherwise):

Title:
Football Fortune, Radio Game & Country Collection

Description:
Sales and audience promotions for radio stations

CUSTOMER SERVICES (Id's and Jingles):

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

Price/Barter Terms:
Cash

GENERAL BROADCASTING

1167 Tower Road

Schaumburg, IL 60195

BOB POTTER

Marketing Director/Station Contact
(312) 882-3313

FORMAT MUSIC SERVICE

Title:
Easy Listening Country (Mono)

Description:
Mostly Oldies and Instrumentals

Method of Delivery:
Reel

MEDIA GENERAL BROADCASTING SERVICES

2714 Union Ave. Ext.

Memphis, Tn 38112

DAVID TYLER

Marketing Director/Station Contact
(901) 320-4340

FORMAT MUSIC SERVICE:

Title:
Your Country

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

SPECIALS (Seasonal or Otherwise):

Title:
Year-end countdown show and Decade of Country, 1970-1979

CUSTOMER SERVICES (Id's and Jingles):

Title:
We Got Your Country Covered, Keep It Country and Your Country

MORE MUSIC PROGRAMMING

4515 Angeles Crest Hwy.

LaCanada, CA 91011

KADI MORAND

Marketing Director/Station Contact
(213) 681-0144

FORMAT MUSIC SERVICE:

Title:
Contemporary Country

Description:
Currents, recurrences, primary gold and secondary gold, live assist and fully announced.

Title:
Great Country

Description:
Contemporary country format with a stronger emphasis of 50's, 60's and early 70's.

Method of Delivery:
Reel

SPECIALS (Seasonal or Otherwise):

Title:
Great Country Countdown

Description:
The Top 75 Country Hits of 1984 hosted by Ron Erwin

Length:
4 1/2 to 5 1/2 Hrs.

Price/Barter Terms:
Cash

Local Avails:
Yes #60's 10 min per hr.

MUSIC COUNTRY NETWORK

P. O. Box 88

Nashville, TN 37202

CHARLIE DOUGLASS

Marketing Director/Station Contact
(615) 889-6595

FORMAT MUSIC SERVICE:

Title:
Music Country Radio Network hosted by Charlie Douglass, Bill Berlin, Bennie Ray, Kyle Cantrell. 9 p.m.-1 a.m., Interviews; 1 a.m.--Up Tempo Shows

Description:
Live 8 hours nightly, 10 p.m. to 6 a.m.
EST - 7 Nights WK

MUSIC DIRECTOR PROGRAMMING SERVICES

**P. O. Box 103
Indian Orchard, MA 01151**

CARL DRAKE or BUDD CLAIN
Marketing Director/Station Contact
(413) 783-4626

FORMAT MUSIC SERVICE:

Title:
Country Gold Oldies Library
Description:
Contains over 1,350 country hits from 1950 thru 1983.

SPECIAL:

The Country Music Guide to Vintage Hits/1950-1980.

THE MUSICWORKS, INC.

**P. O. Box 111390
Nashville, TN 37211**

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

FORMAT MUSIC SERVICE:

Title:
Alive Country
Description:
Cost efficient, personality DJ's Bill Robinson, Lee Shannon, Bill Collie, Gary Havens. (Automated or Live Assist)
Starting Price:
\$315
Method of Delivery:
Reel

Title:
Casual Country
Description:
Easy listening, MOR beautiful country format. Announced or unannounced. Blends the best of contemporary and classic country songs.
Starting Price:
\$220
Method of Delivery:
Reel

Title:
Country 80
Description:
A modern mainstream unannounced country service programmed by award winning Gary Havens. Updated monthly hits every ten days, automated or live assist.
Starting Price:
\$265
Method of Delivery:
Reel

WEEKLY:

Title:
The Ralph Emery Show
Description:
Featuring a different country artist co-hosting.
Length:
Five hours per week
Price/Barter Terms:
Bartered
Method of Delivery:
Disc.

SPECIALS (Seasonal or Otherwise):

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

MUSI-MATION

**135 E. Muller Rd.
East Peoria, IL 61611**

MARTIN MITCHELL

Marketing Director/Station Contact
(309) 699-4000

FORMAT MUSIC SERVICE:

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

**MUTUAL BROADCASTING SYSTEM
1755 South Jefferson Davis Highway
Arlington, VA 22202**

Station Relations Dept.
(703) 685-2050

WEEKLY SHOW:

Title:
Lee Arnold on a Country Road
Description:
Artist interviews, plus concert from Billy Bob's in Ft. Worth
Price/Barter Terms:
Barter
Local Avails:
Disc. or Satellite

SPECIALS (Seasonal or Otherwise):

Title:
New Year's Country Music Countdown '84
Description:
Countdown of Top 30 hits of the year with interviews of the superstars, it's hosted by a country star.
Title:
The Great Entertainers (Thanksgiving)
Description:
Interviews with CMA Entertainers of the Year from beginning to 1984.

NARWOOD PRODUCTIONS

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

AL LEONE

Marketing Director/Station Contact
(212) 755-3320

WEEKLY SHOW:

Title:
Country Closeup
Description:
Weekly series of radio specials highlighting the music of one major artist or group hosted by Radio & Records Country Editor, Lon Helton.
Length:
One Hour
Local Avails:
No. 60's/5
Price/Barter Terms:
Barter

PAT PATRICK PRODUCTION

**P. O. Box 120516
Nashville, TN 37212**

RANDY WACHTLER or PAT PATRICK
(615) 327-0520

CUSTOM SERVICES (Id's and Jingles):

Title:
I Love My Country, Red Hot Country
Description:
Service for client concept jingles - voice tracking to the music industry.

PETERS PRODUCTIONS, INC.

**9590 Chesapeake Drive
San Diego, CA 92123**

STEVE COTOV or DAVID MOORE or GREG SPRAUL
Regional Managers
(619) 565-8511 (Call Collect)

FORMAT MUSIC SERVICE:

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

Title:
All Star Country
Description:
Contemporary Country. No twang in format. Hits and oldies only back to the 1970's.

CUSTOMER SERVICES (Id's and Jingles):
Custom Country Jingles

RADIO ARTS

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

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

FORMAT MUSIC SERVICE:

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

RPM PRODUCTIONS

**25140 Lahser, Suite 232
Southfield, MI 48034**

TOM KRIKORIAN

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

FORMAT MUSIC SERVICE:

Title:
Country 1 Service
Description:
Town and country sound. An oldies library, plus current hits.

SACRED HEART PROGRAM

**3900 Westminster Place
St. Louis, MO 63108**

NANCY McFERRON or NICK BARR or JERRY IRVINE

Marketing Director/Station Contact
(314) 533-0320

WEEKLY SHOWS:

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

SATELLITE MUSIC NETWORK

**12655 North Central Expwy.
Suite 600
Dallas, TX 75243**

BOB BRUTON or JOHN TYLER

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

FORMAT MUSIC SERVICE:

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

THE SOUND SHOP PRODUCTIONS

**1307 Division St.
Nashville, TN 37203**

CRAIG DEITSMANN

Marketing Director/Station Contact
(615) 244-4149

CUSTOMER SERVICES (Id's and Jingles):

Title:
Your Kind of Country, the WSM Package
Description:
Both customized for your station

THE SYNDICATE
1404 Franklin St., Suite 410
Oakland, CA 94612

LESLEE NEWMAN or NORMA BURGOS
(415) 832-5171

FORMAT MUSIC SERVICE:

Title:
Album Country
Description:
Up tempo quick paced mix of country and country rock-
dynamic mix for ages 18 and over.
Demos-custom announcer mix.

Starting Price:
\$500 Basic fee
Method of Delivery:
Reel

WEEKLY SHOW:

Title:
Album Country (Weekender Show)
Description:
Album oriented Country format- upbeat toned for
automation-particularly for weekend playing.
Length:
Two hours
Price/Barter Terms:
Free for three month trial basis
No. of Spots Per Show:
18 Spots

TM COMMUNICATIONS, INC.
1349 Regal Row
Dallas, TX 75247

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

FORMAT MUSIC SERVICE:

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

SPECIALS (Seasonal or Otherwise):

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

CUSTOMER SERVICES (Id's and Jingles):

Title:
TM Custom Jingles For Country Radio Stations plus
TM Video Custom TV Commercials.

TRANSTAR SATELLITE NETWORK
620 Southpoint Court
Suite 190
Colorado Springs, CO 80906

IVAN BRAIKER/LARRY SHIPP
(303) 576-2620 or (800) 654-3904

MUSIC FORMAT:

Title:
Transtar Country

Description:

Radio personalities, Greg Crawford, Beau Weaver, Tom Casey,
Charlie Cook, Chris Lane, and Jeannine Wolf compliment
the new TRANSTAR COUNTRY Satellite network
24 hours a day.

WEEKLY SHOW:

Title:
This Week in Country Music with Dottie West
Price/Barter Terms:
Barter

TUESDAY PRODUCTIONS

4429 Morena Blvd.
San Diego, CA 982117

BO DONAVAN

Marketing Director/Station Contact
(619) 272-7660

SPECIALS (Seasonal or Otherwise):

Title:
Custom Country Radio Jingle Packages

THE UNITED STATIONS

One Time Square
New York, NY 10022

FRANK J. MURPHY III

Marketing Director/Station Contact
(703) 556-9870, Washington, D.C. Office

WEEKLY SHOW:

Title:
The Weekly Country Music Countdown
Description:
Countdown the Top 30 Country Hits from R&R,
show hosted by Chris Charles.

Title:
Solid Gold Country

Description:
Music magazine combining past hits and artist interviews
hosted by Stan Martin.

Length:
Three Hours
Price/Barter Terms:
Free to top 171 rated markets

Local Avails:
No. 60's/6 per hour

UNIVERSAL SOUNDS UNLIMITED, INC.

P. O. Box 18716
Spokane, WA 99208

BARBARA BERGMAN

(509) 328-0766

DAILY SHOWS:

Title:
America's Country Gold
Description:
Five minute programs covering the lives of the stars, their
music, interviews and growth of country music.

Price/Barter Terms:
Cash
Local Avails:
Yes
Total No. of Shows:
100

WESTWOOD ONE
9540 West Washington Blvd.
Culver City, CA 90230

Station Representative
(213) 204-5000

DAILY SHOWS:

Title:
Country Report
Description:
Exclusive news and interviews with country artist
hosted by Ron Martin.
Length:
Three minutes
Price/Barter Terms:
Barter in rated markets.

WEEKLY SHOW:

Title:
Live From Gilley's
Description:
Concert recorded live at Gilley's
Price/Barter Terms:
Barter
Local Avails:
Yes No. 60's/4

SPECIALS (Seasonal or Otherwise):

Title:
Country Christmas
Description:
Favorite Christmas songs with interesting artist
holiday recollections.
Length:
One to Twelve Hours
Price/Barter Terms:
Cash
Local Avails:
Yes

WINNER PRODUCTIONS

P. O. Box 213
Brentwood, TN 37027

BIFF COLLIE

Marketing Director/Station Contact
(615) 373-3448

DAILY SHOWS:

Title:
Inside Nashville
Length:
60 Seconds
No. of Shows Per Week:
15
Title:
Flashbacks, Music City Mail Box
Description:
New features about country music business and stars
Length:
60
No. Of Shows Per Week:
10

WEDECK RADIO NETWORK
1516 Crossroads of the World
Hollywood, CA 90028

CHRIS LANE

Station Contact
(213) 462-5922 or call collect

WEEKLY SHOW:

Title:
Country Report Countdown

Description:
Magazine type- Country Countdown with special features
hosted by Ron Martin: co-hosted by Hugh Cherry
and Debbie Conner
Length:
Four Hours
Price/Barter Terms:
Barter top 25 markets
Local Avails:
Yes 12 per hour.

DIR BROADCASTING
32 East 57th St.
New York, NY 10022

MELEND McILWAIN
(212) 371-6850

DAILY SHOWS:

Title:
Country Cuts
Description:
Concert versions of major country hits hosted by Roy Clark.
Length:
Two per day, Five Days a Week, Five minutes per show.
Price/Barter Terms:
Barter
Local Avails:
Yes
Method of Delivery:
Disc

COUNTRY RADIO BROADCASTERS UPDATE DIRECTORY

COUNTRY RECORD LABEL PROMOTION PERSONNEL

AMI RECORDS

111 Freehill Rd.
Hendersonville, TN 37075
(615) 822-6786
JACK GRAYSON, National
Promotion Director

ARISTA RECORDS

509 Armistead Pl.
Nashville, TN 37215
(615) 269-6412
JOANIE LAWRENCE, National
Country Promotion Director

ATCO RECORDS

75 Rockefeller Plaza
New York, NY 10019
(212) 484-6400
TONY MUZZO

ATLANTIC AMERICA (Inc. Mirage)

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

AUDIOGRAPH RECORDS

20 Music Square West
Nashville, TN 37203
(615) 255-2866

CAPITOL EMI-A/LIBERTY RECORDS

29 Music Square East
Nashville, TN 37203
(615) 244-7770
PAUL LOVELACE, National Country
Promotion Director
GEORGIA MOCK, Assistant to Director
of National Country Promotion
GERRI McDOWELL, Regional
Promotion Manager
2540 Walnut Hill Lane
Suite 184 South
Dallas, TX 75229
(214) 352-1700
STEVE POWELL, Regional
Promotion Manager
3220 Pointe Parkway #1000
Norcross, GA 30092
(404) 447-0940

CBS RECORDS

34 Music Square East
Nashville, TN 37203
JOE CASEY, VP/Promotion
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Extra Special "Thanks" also to Dave Donahue for coordinating the Exhibit Hall and to Erica Farber for preparing the video presentation; Barry Mardit for preparing the aircheck cassette.

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Every year people from Middle Tennessee State University in Murfreesboro, Tennessee, volunteer their tremendous energies and talents! Their continued contribution to the success of the Country Radio Seminar is invaluable. Express your appreciation by sharing some of your time knowledge and industry experience with them. "THANKS" are in order this year to:

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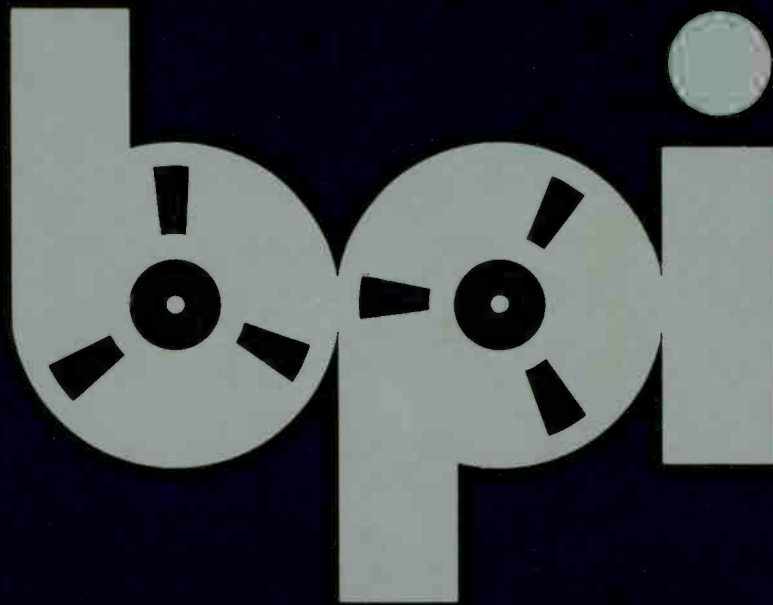
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