#### E: D

#### **NAB Board Rates** Radio Outlook

R&R interviews six NAB Radio Board members on the eve of the NAB convention, and finds mixed feelings about radio's present and future.

#### **UPI** Customizes For Radio News Needs

Tired of wading through wire copy? UPI's new CustomCast system allows radio stations to be selective in culling their news items, as Brad Woodward explains.

#### **WOJO Wins Important Renewal**

In a precedent-setting case, a good service record won WOJO/Chicago a license renewal against a challenger with superior qualifications in some areas. Plus - NRBA calls for a joint all-radio convention combining NAB, NRBA, and RAB. Page 6

#### First Winter **Arbitron Results**

Los Angeles: KIIS, KROQ-FM Dominate Contemporaries

Detroit: WABX, WCZY, WDRQ, WNIC-FM, WRIF The Winners

San Diego: XTRA-FM Roars Into AOR Page 24

#### People In The **News This Week**

- John Conomikes Hearst Broadcasting
- Jose Menendez Exec. VP at RCA, Don Ellis VP/USA, Larry Gallagher VP/
- James Lack Mariner President, BIII McCarthy WMRE GM
- Jim Snowden PD at KMJQ
- Chris Witting VP at WOWO
- Charley Lake WHFM PD
- Drew Bentley Ops. Mgr. at WHIO Page 3, 32

#### Radio Sales: **Room For Improvement**

"Devaluation by national reps has a much larger effect on radio's integrity than an overzealous local rep in Peoria trying to cut a better deal." KAAM & KAFM GM Bill Steding throws down the gauntlet to reps, and he's not the only industry notable making controversial statements in Jonathan Hall's provocative look at the national sales picture this Page 38

#### Formulating New Formats For The Future

Are you ready for all-Beatles radio? How about the "Killer B's?" And John Sebastian's new format? We can't tell you what it is, but we can tell you it's not Urban Contemporary. All this intrigue and more in Street Talk this week. Page 34



**DOUBLEDAY TAKES OVER** 

### Gould Becomes GM At WMET

Doubleday Broadcasting assumed control of WMET/Chicago from Metromedia this week (4-4), and immediately promoted General Sales Manager Bob Gould to GM. Gary Brandt, who had been serving as GM on an interim basis until the takeover, returns to his Operations Director position at Metromedia's KRLD/Dallas.

Gould told R&R, "I'm just delighted, not only to be a GM in a major market, but to be the GM of a Doubleday station. They'll

ABC, CBS, and NBC. All three

will make a major push at the

NAB Convention to persuade af-

filiates to sign up for satellite

"Everybody was scream-

ing," said one VP. "We gave

them a cold, hard, firm no."

ABC VP/Planning, Finance &

Satellite Development Bill Batt-

ison told R&R, "We intend to

make sure that our supplier,

RCA, sticks to the contract."

Another network official com-

plained, "We don't know any-

thing about this satellite's de-

sign, power, or footprint." He

said the change would "trade

one set of problems for

earth stations.

provide the support we're looking for to win big here." The new position marks Gould's first GM post; he had been GSM since September 1981 after serving as Director of Sales for the Enterprise Radio network.

Gould added that Kevin Driscoll will join WMET as GSM from crosstown WMAQ, and former KWK-AM & FM/St. Louis MD John McCrae will be WMET's new Music Director. No PD replacement has been named for Trip Reeb, who left to return to WCMF/Rochester as PD (R&R 3-25), but Doubleday consultant Bob Hattrik will be based at the station until the position is filled.

#### Morgan Set To Program WKOX

WOMC/Detroit PD Chuck Morgan has been named to succeed Randy Lane as Program Manager of WKQX/Chicago. Last week (R&R 4-1) Lane announced his resignation at the NBC station to join WABB-AM & FM/Mobile as VP/GM.

Commenting on Morgan's hiring, WKQX VP/GM Jim Smith told R&R, "Even though Chuck's current station is A/C, we fully intend to stay with our hybrid-CHR format. He has a full understanding of what we are doing, and that was one of the reasons he got the job. His track record shows a string of hits in Tampa, New York, and now Detroit. In each place he has bettered the station's performance.

WOMC VP/GM Elaine Baker commented on Chuck's departure. "Chuck and I had some MORGAN/See Page 32

# **Networks Foil Attempted** Satellite Switch By RCA

Strong resistance by RKO, ABC, CBS, and NBC forced from a plan unveiled last week another satellite fails. to bump the nets from Satcom I-R to Satcom II-R later this year. "The flap has subsided for now," an RCA spokesman con-

Apparently the dispute arose (ADDS) they are sharing. And from confusion over whether the timing unnerved officials of RCA Americom to back away Satcom I-R is a backup in case

The plan infuriated network officials, who are confident their contracts guarantee them space on I-R for the audio firmed. "They will be on I-R." digital distribution system

### **WQSR Sues Arbitron Over Ascription**

WQSR/Baltimore, has filed a \$2.1 million lawsuit against Arbitron over "carelessness, negligence, and omissions" that allegedly hurt the station's standing in the fall '82 sweep. According to Carl Brenner, Executive VP of the corporation, Arbitron mishandled slogan entries through the use of its ascription process, which credits stations with non-call letter diary entries. In question are entries that involved two station identifiers, "FM 105" and 'Super Q.'

Brenner told R&R that when WQSR changed calls last year

#### Backstreet Moves Barbis Up To VP

Dino Barbis has been promoted to Vice President at Backstreet Records as part of an expansion drive by the label. Barbis joined the company last summer as Promotion Direc-



tor, and will continue to head that department. However, Backstreet President Danny Bramson told R&R that Barbis will take on an expanded role in all label activities.

BARBIS/See Page 32

Key Broadcasting, licensee of (from WKTK), "We thought that the geographic proximity of Washington and Baltimore might lead to confusion between ourselves and Washington stations Q107 (WRQX) and FM105 (WAVA). Last August we wrote to the powers at Arbitron, including (VP/Station Relations) Mike Membrado in New York and (policies and procedures use Satcom I. Under the RCA executive) Lynn Turner in WQSR/See Page 32

another." The several dozen stations already on the ADDS system now contract, they'll switch to I-R in

#### SATELLITE/See Page 32 **Drops Country Format**

Hamilton Now Operations Manager; Scarry New PD

nials that it would do so, KHJ/ can't say yet. I can say that statement, telling R&R, "It's Los Angeles dropped its Coun- KHJ's new sound will be unique try format Friday (4-1), returning to a contemporary sound. As part of the change, KRTH/ Los Angeles PD Bob Hamilton was named Operations Manager for both KHJ & KRTH, and KRTH Production Director Rick Scarry became KHJ's new PD. Former KHJ PD Lon Helton and Assistant PD/MD Gary Greenberg exited the station.

#### "The Boss Is Back?"

Using the promotional slogan "The Boss Is Back," KHJ abruptly began playing Top 40 oldies out of the noon newscast on April Fool's Day, leading many listeners to believe the Country station was playing a joke. However, it was no joke, although Oldies is apparently not the format to which KHJ will eventually convert. Hamilton explained: "It won't be Oldies, but it will be contemporary . . . just which specific direction

After months of repeated de- in the contemporary area, I

both to the market and the country. We should have it ready to go in 4-6 weeks."

Scarry echoed Hamilton's KHJ/See Page 32



NEW FACES AT KHJ - KHJ's format shift away from Country involved (I-r) new moming man "Sweet" Dick Whittington, PD Rick Scarry, VP/GM Allan Chlowitz, and Operations Manager Bob Hamilton

#### McGinley Shifts To Cap Cities' WKHX

of sister Cap Cities station the two having previous WKHX/Atlanta Monday (4-11). ed together at WKBW. McGinley replaces Ted Stecker, who is opening his own consult- ways nice to have ; ancy (R&R 3-25). McGinley's

Former WKBW/Buffalo PD move to Atlanta reunites him Neil McGinley will become PD with WKHX GM Norm & Secutt. Schrutt told R&R,







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The 1983 R&R



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#### Hearst Ups Conomikes To VP/GM

Longtime Hearst Broadcasting executive John Conomikes has been promoted from GM/TV Operations to GM/Broadcasting Group. Conomikes was also elected VP of the Hearst Corporation.

#### Long Adds VP Stripes At WJR

James Long adds the title of Vice President to his Station Manager & Director of Sales position at WJR/Detroit, a post he's held for the past three years. Long is a 19-year veteran at WJR.

Commenting on his promotion, Long told R&R. "It's rather dull copy. I'm not one who has scooted around the country, working here and there. I've been with the station since 1964; always in sales. However, I am very pleased and excited to take on the additional responsibilities." Long also said he foresaw no immediate changes at WJR.

Conomikes, who succeeds 15-year Broadcasting GM Franklin Snyder, will now supervise Hearst's seven radio properties as well as its five TV stations. Snyder will continue as a corporate VP through the end of this year, when he will retire from active management.

Conomikes joined Hearst in 1959 as an account executive at WTAE-TV/Pittsburgh, and has been GM of the Group's TV operations and Snyder's deputy since 1981. He told R&R, "I'm very happy to assume the new responsibilities. After 25 years here, this represents the normal progression within Hearst, and I will be working directly with (President/CEO) Frank Bennack Jr. This certainly fits in with my personal long-range goals." Conomikes added that he does not plan to appoint a new TV operations GM or Broadcast Group deputy in the immediate future.

#### McCARTHY NEW WMRE GM

#### **Lack Mariner's New President**

Mariner Broadcasting has established a new corporate structure, headed by new President James Lack, and has relocated from Cincinnati to Boston. The moves come as a result of the impending sales of three of Mariner's four radio stations. KBEQ/Kansas City; WSKS/Hamilton, OH; and former flagship WLW/Cincinnati.

In addition to the appointment of Lack, a former mutual fund executive and financial consultant to radio groups, Mariner announced a new GM for its last radio holding, WMRE/Boston (formerly WITS). WMRE Operations Manager/PD Bill Mc-Carthy has been promoted to the GM position, replacing the exiting Frank Tenore.

Lack commented, "My first priority is to help make WMRE a highly profitable

#### **Snowden Promoted** To PD At KMIQ

Jim Snowden, morning man at KMJQ/ Houston, has been appointed to the longvacant PD position at the Urban Contemporary station. Snowden will continue his morning shift as well as programming the

station.



Monte Lang, President of the Amaturo Group's Radio Division, commented, 'Jim is a unique creative talent. He has made significant contributions to KMJQ's

Jim Snowden continued growth over the past two years. I am confident that under his leadership we will achieve all of our programming goals. I take personal joy in promoting Jim to this important position

Snowden previously programmed WHFM/ Rochester, and worked as an air personality at WKBW/Buffalo, WBBF/Rochester, and WBLZ & WCIN/Cincinnati, among

operation and to create a financial structure that will permit the company to take advantage of future acquisition opportunities." McCarthy added, "I believe that with appropriate on-air and operational refinements, WMRE can become one of Boston's finest radio properties. My commitment is to see that WMRE reaches its full potential."

#### Lake Makes Radio Return At WHFM

Radio veteran Charley Lake, a former National Promotion Director for Warner Brothers Records, has returned to broadcasting as Program Director for Rust Communications' WHFM/Rochester. He will replace Kelly McCann. PD for the last two years.

Lake, who had most recently been involved in a number of promotion enterprises, told R&R, "There's no way to ex-

press in just a few words what this opportunity means to me at this particular time. Although I wouldn't trade my four years' experience in the music business for anything, I'm returning to my first love, radio. I'm truly excited



Charley Lake

about this chance to work at such a great station, and I forecast continued growth for

WHFM VP/GM Larry Conti commented, "Kelly has done a fine job for us, and under the circumstances, I'm sorry to see him go. Charley has an excellent background in programming and in the music business, so I'm looking forward to working with him. I'm sure Charley will be able to continue our upward growth." Mc-Cann will stay on through the transition, which will occur around May 1.

During Lake's programming career, he served as National PD for Charter Broadcasting and PD at WPEZ/Pittsburgh, among other notable positions.

### RCA Installs New Management Team

Menendez Exec. VP; Ellis New Domestic VP; **Gallagher Heads Sales** 

RCA Records restructured its senior management organization last week, with Jose Menendez moving to the new position of Division Exec. VP/Operations and Don Ellis returning to the U.S. as Division VP/RCA Records, USA & Canada. Menendez transferred to RCA Records in January 1982 as VP/Staff Operations & Finance after several years in key executive positions with RCA's Hertz and CIT divisions. In his new position, he will oversee all domestic and international

#### **Bentley Named Operations Manager** At WHIO

Drew Bentley, who resigned last week as PD of KFMW & KWLO/Waterloo, has been named to the newly-created position of Operations Manager at A/C-formatted WHIO/Dayton.

WHIO-AM & FM VP/GM Ron Kempff told R&R. "Drew will be responsible for the sound of the station from the technical aspects, through programming, music, and news. I talked with a lot of people, and Drew stood out among the crowd as the most energetic, knowledgeable programmer/businessman I could find. We're delighted to have him." PD Judy Kelly will stay on and report to Bentley.

Concerning his new position, Bentley said, "While this is a bit different than BENTLEY/See Page 32 operations functions, and he is additionally taking on an acting VP/International title. Ellis, who had been RCA UK Managing Director for 21/2 years, replaces Jack

Craigo, who left to join Chrysalis as Presi-



Don Ellis

Jose Menendez dent (R&R 3-18). He will supervise A&R, marketing, and promotion, but Craigo's former sales responsibilities go to newlypromoted Division VP/Sales Larry Gallagher, who had been VP/Branch Marketing. Ellis and Galla-

gher report to Larry Gallagher Menendez, as do VP/Operations Services John Mangini, VP/Strategic Planning Tom McIntyre, and VP/Direct Marketing Robert Gordon.

RCA Records President Bob Summer, to RCA/See Page 32

#### Witting Elevated To VP At WOWO

WOWO/Ft. Wayne Program Manager Chris Witting Jr. has been promoted to VP/Station Operations. Witting will retain his programming responsibilities while he takes on operations management and promotional duties.

WOWO Executive VP/GM Bill Latz stated, "Chris Witting's new title reflects the additional responsibilities he now has

at WOWO in the areas of programming, promotion, daily station operations, and his role within (station owner) Price Communications as we continue to grow and expand. Chris is an exceptional individual with multiple tal-



ents. In his first year at WOWO, he achieved tremendous ratings success, and he has been responsible for major promotional

and programming efforts."

Before joining WOWO in 1981, Witting worked at WBZ/Boston as Executive Producer and Production Director. He told R&R, "I'm very happy to receive this new appointment, as Price Communications is really an exciting company to be part of. I truly enjoy working with Bill Latz and (President) Bob Price, and I appreciate this new challenge."

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# Washington Report

# NRBA Asks RAB, NAB For Unified Radio Convention

NRBA President Sis Kaplan sent a letter this week to NAB President Eddie Fritts and RAB President Miles David suggesting that the three groups get together to discuss "a single, all-industry radio meeting." Kaplan said her suggestion was prompted by reports that the other two groups are discussing a merger of NAB's summer programming conference and RAB's winter sales meeting.

Said Kaplan, "NRBA is willing to enter into a discussion to explore the practicality of establishing a single NAB-RAB-NRBA annual radio meeting." Even though all three associations sponsor successful events each year, said Kaplan, "there might be some merit to the radio industry in one combined meeting." She offered to meet with Fritts and David to discuss the idea "at any time and place that is mutually acceptable."

And, lest her remarks be misinterpreted, Kaplan added, "This is in no way to be construed as a suggestion for a merger of the organizations."

#### Three Groups Seek Reversal Of KHQ Contempt Citation

Three national associations have come to the aid of KHQ/Spokane, which was found in contempt of court and fined \$2000 last year for airing tapes used as evidence in a sensational trial. The tapes, supplied to KHQ by the prosecutor, had been played in open court and were widely reported in local publications.

The NAB, RTNDA, and the Reporters Committee for Freedom of the Press have asked the Washington State Supreme Court to overturn the citation. They claim the lower court's action amounts to improper prior restraint.

In its filing, NAB pointed out that the U.S. Supreme Court has always held it to be unconstitutional to impose criminal penalties for the publication of lawfully obtained materials

#### Clear Channels To Get More Daytimers

Last week the FCC affirmed its 1982 decision to resume assigning new daytime-only stations to the 25 Class I-A clear channels. The decision had been challenged on procedural grounds.

No daytimers were placed on clears for several years because the Commission didn't want to cause problems for potential new fulltime stations on those same channels. But now, since fulltimers can only be located outside the I-A station's nighttime skywave contour, the FCC believes it can safely assign daytimers much closer to the primary outlet without creating problems.

#### NBN Shut Out As Six Nets Elected To NAB Radio Board

NAB's radio members have chosen CBS, NBC, ABC, RKO, Mutual, and Sheridan for the six network seats on the association's Radio Board. For the first time this year, there were more networks than seats available. The National Black Network, which came in last in the balloting, failed to win a seat. The winners will serve two-year terms beginning in June.

#### Radio Left Out As FCC Okays Lotteries

As expected, the FCC last week excluded radio when it adopted rules for awarding new licenses by lottery. The Commission regards radio as a mature service that doesn't need lotteries to speed processing. Primarily, the FCC hopes lotteries will help clear out a backlog of thousands of low-power TV (LPTV) applications by ending the need for lengthy and costly comparative hearings.

Minority-controlled firms will get a twoto-one preference in lotteries, as will those who control no other mass media outlets. A smaller preference of 1½-to-one goes to those who control three or fewer mass media outlets. Applicants may qualify for both types of preferences.

Petitions to deny will only be permitted after the lotteries, and only against the winners. If possible, such cases will be resolved with "paper hearings" rather than oral testimony. If a winner is found unqualified, a new licensee will be chosen from the original pool of applicants.

#### **Other Key Developments:**

• The FCC this week planned to vote on a proposal that would throw FM subcarriers open to a wide array of new uses, and allow each station to use a second subcarrier.

• Inside word at the FCC is that a vote on FM drop-ins (Docket 80-90) could come as early as April 14, but most likely no later than early May.

#### WKAT FIGHTS WSAI

# Public Service Programming Pays Off In Renewal For WOJO

Praising WOJO/Evanston, IL for "a pronounced and abiding public spirited commitment," the FCC Review Board this week renewed the Chicago market station's license, throwing out a challenge by Genesis Broadcasting.

WOJO's victory shows clearly how incumbent broadcasters now enjoy more security since a federal court ruled last year (Cowles Broadcasting, Inc.) that stations with superior past programming deserve "renewal expectancy" in comparative renewals.

The Review Board was impressed that WOJO had devoted 21% of its airtime to non-entertainment programming, including Spanish language shows, PSAs, news, public affairs, and high school sports. The board gave WOJO additional credit for having a Spanish format that serves the public interest better than the rock and jazz proposed by Genesis.

On a comparative basis, Genesis was found better qualified in two areas. It proposed 100% integration of its owners in management, and has no other media interests. Only 55.6% of WOJO's owners are involved in management, and they owned an AM in Evanston when Genesis first filed its challenge.

But the Review Board made WOJO the winner, saying the Cowles court decision requires that "a substantial record, sound, favorable, and substantially above a level of mediocre service which might just minimally warrant renewal, gives rise to a renewal expectancy which in turn warrants a preference in comparative renewal proceedings."

Under those conditions the board concluded that the integration and ownership diversity credits given to Genesis "are not

sufficient to outweigh WOJO's preferences for past and proposed programming service."

#### WIOO Fights Back

In another comparative renewal case, the Commission voted in a closed session last week to instruct its staff to draw up a draft decision renewing the license of WIOO/Carlisle, PA.

In 1979 WIOO won a law judge's initial decision, only to see the victory overturned by the full Commission last July. At the time, WIOO's renewal was denied and the license awarded to Carlisle Broadcasting. The Commission said WIOO wasn't qualified to remain a licensee because owner Harold Swidler used improper tactics to thwart an FM competitor a decade ago, and failed to conduct ascertainment interviews in person.

But last November the Commission changed its mind, finding WIOO fit to hold a license. That once again pitted the station against Carlisle Broadcasting in a comparative battle. Last week's decision settled that contest in WIOO's favor — but the Commission reserved the right to change its mind before finalizing the action.

"We're very happy," said WIOO Operations Director Ben Barber, who hopes the matter is now resolved. Barber said negative local publicity about the dispute has been "very damaging" in terms of staff recruitment and maintaining advertiser confidence.

### Government Silence Irks Cuban Task Force

The All-Industry Cuban Interference Task Force last week expressed irritation that neither the State Department nor the FCC has yet responded to an options paper it submitted more than three months ago.

The paper concluded that only a negotiated agreement between the U.S. and Cuba can resolve mounting AM interference problems. To bring Cuba to the bargaining table, the task force suggested letting American stations broadcast into Cuba with unlimited power.

Voicing frustration at the lack of response last week, task force Chairman Cullie Tarleton, Jefferson Pilot Executive VP/Radio, said, "We've done what was asked of us by our government." Meetings with State Department and FCC officials late last

The paper concluded that only a week raised hopes that responses of some egotiated agreement between the U.S. and kind would be forthcoming soon.

#### **Cuba Adds 45 Stations**

Recent monitoring indicates Cuba now has 135 AMs on the air, up from 80 to 90 two years ago. Task force member Matt Liebowitz, counsel to the South Florida Broadcasters Association, speculated Cuba may be building towards a previously stated goal of 188 stations.

In addition to Tarleton and Liebowitz, task force members include attorney Vince Pepper, Pepper & Corazzini; Herb Levin, WSUA/Miami Beach; John Dille, Federated Media, Elkhart, IN; James Champlin, WBLI/Patchoque, NY; Jim Eddens, VP/GM, WOW/Omaha; and NRBA Executive VP Abe Voron.

#### Channel Neighbor Says 'No' To WKAT

Meanwhile, the Cuban interference problem has created a conflict between WKAT/Miami Beach and WSAI/Cincinnati, which both broadcast on 1360 kHz. Plagued by signals from a 10kw Cuban station, WKAT has asked the FCC for permission to boost nighttime power from 1kw to 2.3kw, even though it would cause interference to WSAI.

WSAI has refused to accept the interference voluntarily, and the FCC staff has twice turned down WKAT's application because of the conflict. This week WKAT appealed its case to the full Commission.

WKAT attorney Bob Healy of the Washington firm Gordon & Healy told R&R, "An individual licensee shouldn't have to be a jamming device. This should be addressed as a national problem."

But WSAI told the Commission it would lose 1150 square miles of nighttime coverage, and claims WKAT's plea is based soley "on its naked, private economic interests." It added, "WKAT has not shown why the area and population that would receive its service at night, as a result of its power increase, is more in need of that service than the residents of the extensive area that would lose service from WSAI."

WSAI has also alleged that rules against "ex parte" contacts in restricted proceedings may have been violated when a Florida Congressman contacted FCC Chairman Mark Fowler's office on WKAT's behalf

# Mutual Creating National FM Subcarrier Network

Mutual announced this week that it intends to lease FM subcarriers all over the country and connect them with its satellite system, forming a national private communications network. Mutual will begin soliciting options on specific subcarriers at next week's NAB Convention, with preference going to Mutual affiliates, which are already equipped with satellite earth stations.

The first user of the new system is expected to be Mutual's parent corporation, Amway, which could use the subcarriers to communicate with its far-flung sales force. Mutual, claiming a significant revenue potential, says other uses will be private voice or data networks for various clients. Mutual President/CEO Marty Rubenstein said, "Mutual expects to generate half of its revenue from non-broadcast sources by 1990."

A key to Mutual's plan is this week's expected FCC approval of a plan authorizing the use of FM subcarriers for virtually any purpose. They are now restricted to "broadcast-like" programming, such as background music services. The proposal would let each station use a second subcarrier, permit noncommercial FMs for the first time to lease their subcarriers for profit, and permit stations to begin using subcarriers without advance FCC permission.

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excitement. Give it to them with King
excitement. Give it to the King
excit

### NAB Board Outlines Radio Concerns

s thousands of NAB members gather in Las Vegas for the association's annual convention, R&R presents interviews with a half dozen members of the 31-member Radio Board of Directors. We spoke with those who hold leadership positions, as well as those who don't. And we sought the views of a pair of newly-elected directors, who won't actually assume office until June.

What emerges is a picture of unified support for basic NAB goals, such as achieving radio deregulation and full First Amendment rights. There's also satisfaction with - even admiration for - the leadership of new NAB President Eddie Fritts.

But there seems to be a more divided view on the impact of competition and new technologies. Undoubtedly reflecting a split in the industry as a whole, some board members fear increasing competition for advertising dollars, while others view new technologies as opportunities for broadcasters, rather than threats.

#### Bill Stakelin, Executive VP. **Bluegrass Broadcasting**

Chairman Gives Fritts High Marks

Bill Stakelin, who steps down as Joint Board Chairman of NAB in June, asserts the association is "as healthy, vibrant, and aggressive as it has ever been." But he tacks on the warning that NAB "is only as strong as its most vital asset, which is its membership. Too often people sit back and think the paid staff or that thing called NAB up in Washington should be doing the job for

And he volunteers, "I take it personally sometimes when I hear criticisms that NAB

is run by the big networks, operators, and chains, and is dominated by television. I find that to be absolutely untrue. And there's no validity at all to the charge that radio takes a back seat at NAB, which is a bullet that's often been thrown at us by some people."



Bill Stakelin

Assessing NAB President Eddie Fritts's first six months in office, Stakelin says, "I'm very impressed, not only with the way he's handled himself, but what he's been able to accomplish, the doors he's been able to open, the circles he's been able to travel in during the very short time he's been on the job.'

NAB's top radio priority is getting Congress to approve deregulation, in the Chairman's view. At this "crucial" time, he says, "The question is no longer whether to deregulate but at what price."

Stakelin is convinced broadcasters fiercely oppose spectrum fees, which he says could total \$160 million a year. And he gives a veiled warning to NRBA, which supports a modest fee in return for total deregulation and longterm license leases: "I would urge anyone who's involved in that process to use intelligent caution and not throw the baby out with the bathwater."

Staklin seems less concerned about new technologies than some NAB board members. "It doesn't worry me," he admits. "Our interest is that we don't get shut out. I think the good operators are looking at cable and other things to find ways to use them to their advantage. I think they're

looking at it as opportunities, not as something that's scaring them to death."

#### Tom Young, President, KVON & KVYN/Napa, CA

Signal Glut Hurting Public Service

Tom Young, just elected to represent broadcasters in Northern California and Alaska, joins the NAB Radio Board for the first time in June. Asked to identify the radio industry's most pressing concern today, Young replies, "There's no question but that it's the proliferation of signals."

Recently, Young relates, "I realized when I went into radio in 1950 there were some 2700 radio stations and now there are 9000 - three times as many. At the same time there are only about 1776 daily newspapers in the United States. Somewhere you kind of wonder if there's a saturation point.'

Young acknowledges the Reagan administration pro-competition stance and confesses, "I'm sure every guy who runs a restaurant or a gas station on the corner would like to legislate against having more gas stations and more restau-



Tom Young rants." But he fears too much competition will hurt, rather than help, listeners.

As audiences and ad revenues are spread thinner among more stations, Young predicts news and community affairs programming will get cut, especially "if you're just fighting to make the payroll."

He adds, "I don't think the advertising dollars are going to keep on stretching. Somebody's going to suffer and I'm afraid it's the public. In my market you can go across your radio dial and pick up 55 very nice radio signals. Is there really a need for 56, 57 or 58?"

Charlie Jones. VP/GM. WSRZ/ Sarasota, FI



Charlie Jones

A message for "dehydrating" AM stations . **HELP** is on its way!

AM FUTURES "will help improve your ratings and YOUR PROFITS! For a preview presentation, call toll-free: 1-800-528-6082.



Todd Wallace

#### **NAB's First Radio VP Returns**

After a five-year absence, Charlie Jones is returning to NAB. Before leaving in 1978, Jones served for six years as NAB's first Radio Vice President. Then he briefly headed up O'Connor Creative Services (where he produced Ronald Reagan's radio program) before joining Cosmos Broadcasting, for whom he bought and now runs WSRZ.

"Now that we have this station in such fine shape. I have the time to begin contributing to the industry," Jones says in explaining his NAB comeback. "I have a lot to offer the industry, I think, because of my experience and background. I think we all have to put back in; we can't just take out. And it's really that simple. There isn't any complicated motive other than that."

By mid-June, Jones says he'll decide whether to seek the Radio Board Vice Chairmanship, as several board members are urging him to do. "I'm considering it, but I don't think I'm going to," says Jones, who has sent a letter to all board members seeking their "input and advice."

And he adds, "Apparently the current board members and those who are newly elected are a group of very deep-thinking, serious broadcasters, and the frivolity that sometimes used to domiante the NAB Board has been replaced by seriousness, which is good for the industry. The board needed that."

While identifying Radio Marti and deregulation as key issues, Jones says he won't have a better handle on current NAB concerns "until I've had a chance to meet with the board and see what they're up

#### Marty Beck, President, Beck-Ross Communications

**Competition Overkill Worries Radio Chairman** 

"When 35 to 40% of the guys who own radio stations didn't make any money last year - and some of them lost pretty badly we don't need more stations," says NAB Radio Board Chairman Marty Beck.

Beck opposes Docket 80-90, which would create hundreds of FM drop-ins, and is irritated by the FCC's lack of concern for the industry's bottom line. "Dammit, it is their business," he insists. "It'll be their business when 40% of



the radio frequencies Marty Beck in the United States go begging." He favors opening up more stations for minority ownership, "but not at the cost of everybody losing money.1

So far unopposed in his bid for Radio Chairman in June's board elections, Beck also worries about new technologies. "Lowpower television is a tremendous stab to radio. It's like everybody says cable and radio aren't the least bit competitive. But I own a lot of radio stations and the cable boys are out there selling my clients at rates that are lower than mine!

Top NAB priorities must be First Amendment freedoms and legislative deregulation, Beck believes. "Chairman Fowler is a wonderful guy and he's been very good for us, but he's fixed on obtaining a spectrum fee. And we're dead against it. I see no reason at all for us to underwrite the cost of public radio and television."

Beck seems satisfied with NAB's leadership on the issues that concern him. "I think NAB has never been healthier. We've had a truly remarkable takeover by Eddie Fritts.

All the concern and the so-called politicizing everyone was accused of has long disappeared. And he has endeared himself to our industry very quickly."

#### Ted Snider, President, KARN/Little Rock

News/Talk Owner Seeks Vice Chairmanship

Ted Snider has just been reelected to the Radio Board, and is waging an active campaign to become Vice Chairman, Like Bill Stakelin and Marty Beck, Snider speaks highly of NAB's new President.

"I think Eddie Fritts is a very capable person. He's a broadcaster who has come up through the trenches. He knows almost intuitively what's important to broadcasters, how they feel. I think it's important to have a broadcaster as head of the organization.



Ted Snider

Asked to identify his priorities, Snider responds, "Getting full First Amendment rights, I think, is probably right at the top. Other than that, getting a deregulation bill through the House is crucial. We've gotten a lot of deregulation out of the FCC, but it hasn't been codified; it can be taken away."

Radio has been hurt by the recession, according to Snider. "But it's strong enough to survive. I think we're not as bad off as a lot of other industries."

And he predicts a mixed impact from new technologies. "In some cases it will hurt. But radio is resilient. I've seen it go through a lot of threats. I remember when television came along and people started referring to AM as OM - obsolete medium. And it found another niche.

"I think along with the problems there are also increased opportunities. And innovative broadcasters, being the creative group they are, will find ways to use that technology to their advantage. Most broadcasters I know are optimistic about the new opportunities. They're looking at such things as cable radio, increased use of subcarriers - AM and FM - and even associated industries like cellular radio and lowpower TV."

#### Bev Brown, Owner, KGAS/Carthage, TX

Bev Brown earned the seat he'll assume this summer on NAB's Radio Board by defeating incumbent Dick Osburn, coowner of the Osburn/Reynolds Group. He won, Brown believes, due to his high visibility last year as President of the Texas Association of Broadcasters, and the contrast of his status as a station manager with Osburn's rule as an absentee group owner.

Lobbying Is Daytimer's Top Concern

"I think the number one priority of NAB is lobbying and Congressional and FCC relations," Brown explains. "If we're going to turn into a member service organization and let lobbying go, we're going to be back into problems on the Hill. There's nobody else to do the lobbying for us."

A daytimer operator himself, Brown is eager to see operating hours extended. "Virtually every segment of the industry, except daytimers and clear channels, have been able to upgrade their facilities since I've been in the in-



dustry these 27 years. Bey Brown The clear channel people haven't needed to, and daytimers haven't been allowed to. I think most broadcasters want the daytimers to get a better break, but not at the expense of a fulltimer."

EASTMAN RADIO

Pudly announces
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What will give your station the capacity to receive full 15kHz stereo programming from all radio networks? A Scientific-Atlanta earth of the programming from all radio networks? What will give your station the capacity to receive full 15kHz stereo programming from all radio networks? A Scientific-Atlanta earth station, that's what And who's holding a contest to give one away? The radio network who was the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will soon be the first to transmit via satallite in stars and will satallite in sta

And who shoulding a contest to give one away? The radio network who was the first to transmit via satellite in stereo and will soon be the first to distribute nationally on sateon. That's who pure that is not a sate of the first to distribute nationally on sateon. distribute nationally on Satcom I, that's who. RKO. that's what.

Even if you don't win the contest, you can still get an earth station.

Recause only BKO's providing and installing dishes cost from the station. Even If you don't win the contest, you can still get an earth station.

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300 BKO ONE and BKO TMO affiliates If you're not already an affiliate, the NAB will be a good place to learn more about these two full service name and demographic information. Tyou remotaireauy an anniate, the IVAD will be a good place to learn more about these two full-service news and demographic information more about these two full-service hower long format weaking a particular properties. Because Unity Piros providing and instead and RKO TWO affiliates.

more about mese two run-service news and demographic montain networks. And about RKO Radioshows, long format weekly countnetworks. And about Fix O Fractiosnows long tomat weekly count downs, music specials, rock concerts, live oldie call-ins and live all sighters So drop by RKO's suite. At most, you'll win an earth station for your radio station. At the very least, you if win an earth station for your rad station. At the very least, you'll find out why RKO is one radio network

nighters. company you can't afford to pass up.





# HITS

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KFI add KMJK on K104 add WKEE add WSSX 7-6

KZFM 20-18 WDCG add WOKI 38-30 KITY 33-26 WSEZ add WKDD 30-23 WZZR deb 38

WJXQ 19-17 WVIC 15-14 Z104 deb 29 K107 add 39 KBBK add WOMP-FM 40-34 WZYQ deb 39

KQIZ-FM add WFLB add WYKS deb 30 WBWB add KCDQ 40-37





# LOU RAWLS "Wind Beneath My Wings"

#### CHR NEW & ACTIVE

WXKS-FM add WCAU-FM 38-33 Y100 on KAMZ 24-20 94TYX deb 38

KFI on KIQQ on

WLAN-FM add WHFM add WCSC add WGCL on WHYT on WJDX 25-20 Y103 21-18

KRGV 23-19 WTIX 33-28 KITY 38-30 KTFM 28 KROK 25 KIIK add 22 KGGI 25

WTSN add WKHI add WQLT deb 36 WBWB 35-27 KTRS add KKAZ add 29 KBIM deb 36



### EDDY GRANT "Electric Avenue"

#### CHR SIGNIFICANT ACTION

KMJK 7-1 WCAU-FM deb 40 WLOL-FM add WFLY add K104 add KITE 29-25

WDOQ 30-27 WNVZ 39-26 KSKD add KYYX 38-23 WGUY add OK100 add

WJBQ add WKFM KCBN 37-31 WKRZ-FM WXKS-FM KENI WPHD KCDQ CKGM

WABX





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KBOI

KRDO

WHHY

WSRZ

Y103

KCDQ

**KFSB** WTNY **KFQD** WSKY WCKQ KTWO KRLC WCHV KRNO WDEF WGSV KRKK **KRSB** KRLB KISN WLVA WORG KVSF KSRO **WJBC** KCRG KALE

One Of The MOST ADDED





#### **Baby Boom Years Bogus?**

Popular belief has the baby boom falling between the end of World War II and the late '50s. But William Wells of Needham, Harper & Steers told the Wall Street Journal that it isn't necessarily so. There's no question that birth rates did increase during that time span. However, the actual height

Kool Can Covers

Wrap Up Station Image

It's time to get out from under all the snow and rain of the past few weeks

and look ahead to summer sun and fun. "Keep 'Em Kool Can Wraps" are

made of insulated polyester in assorted colors with Velcro fasteners. Your

station calls or logo may be imprinted through embroidery, flock transfer,

sublimation, direct screen printing, or AdverTogs' exclusive "Puff-Print"

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#### of the boom occurred in the 11 years between 1954 and 1964, when yearly births averaged four million, with a 4.4 million peak in 1957. Bona fide baby boomers, Wells says, range from 19 to 29 years, number 46 million, and make up 30% of the adult population.

# **Guide Promotes** Successful

Radio Ad

**Volume Vaults** 

National spot radio ad volume passed \$1 billion in 1982, thanks to \$153.3 million in food products (the largest single ad category) and a 22.5% increase in alrline spending, \$100.8 million. According to Radio Expenditure Reports, this is the first time ad volume has surpassed the billion mark, up 4.5%

over 1981. Fourth quarter volume rose 12.5% over the year

In related activity, the Radio

Network Association reports a

13.7% advertiser investment hike

In network radio for January '83, as

compared to the same time a year

ago. This revenue increase equals

the 14% growth network radio

reached in the last half of 1982.

previous

**Billion Mark** 

There's more to a successful radio promotion or contest than just having the 20th caller win the cash equivalent of the station frequency. Dan O'Day's "Great Radio Promotions & Contests" provides a helpful guideline.

round image-building prizes. These vary from potholders (which O'Day cautions are the real things) to kazoos. Bumper stickers and dumb promotions promotional ideas tied into obvious calendar events like the forthcoming Academy Awards or the not-so-obvious Popcorn Poppin' Month of October. Additional contest ideas/executions from actual station experiences round out the book.

"Great Radio Promotions & Contests" is available for \$19.95, including postage and handling. Another edition is in the planning stage; those with promotional experiences they'd like to share are welcome to write O'Day at 838 Fifth St., Suite 6, Santa Monica, CA 90025. Phone orders, call (213) 395-1120.

# Radio Contests

Starting with an opening list of dos and don'ts, O'Day segues to 30 yearare also given the onceover, along with



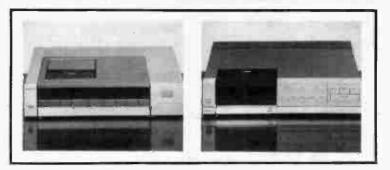
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Finally, a cost-efficient SOLUTION to the problem of what to do with a dying AM. For a preview presentation, call toll-free 1-800-528-6082.

**Todd Wallace** 

#### MAGNAVOX APRIL PREVIEW SET

#### Record, Audio Firms Group For CD's Domestic Debut



Model FD2000SL Slim-Line, Front-loading FD3000SL: two of three Magnavox players featured in nationwide preview

As the push behind the compact disk's domestic debut intensifies, two dozen record companies and audio hardware firms have banded together to form the Compact Disk Group (CDG). Supported by both RIAA and NARM, the group plans to promote the new technology through several projects, one of which is a quarterly CD catalog that will provide all available disk titles, the names and addresses of CDG-affiliated companies, and a consumer education section. The publication will premiere at the summer CES in Chicago.

Record labels participating in recent organizational meetings included A&M, Capitol, CBS, Chrysalis, Motown, PolyGram, and WEA. On the hardware side were Hitachi, Kenwood, Sony, Sharp, Sansui, and Magnavox, among others. Depending on the size of the company, group fees will run up to \$2500.

Magnavox, in fact, is embarking on a nationwide preview campaign in conjunction with PolyGram this month. Demonstrations in key markets across the country will spotlight Magnavox's three player models, which retail for \$800 and \$900. Coupled with this inaugural launch, 35 PolyGram software titles will be

#### Postal Service Stamps Out Music Ban

Following a four-month ban, postal employees have been given the stamp of approval on the use of radio and tape player headsets. Although the sets may be worn where previously authorized, the U.S. Postal Service made one stipulation - workers must not be plugged in while walking or driving on their appointed rounds.

The ban, imposed in late November, had enveloped many of the service's 600,000 employees. who primarily used the headsets to escape the drone of machinery noise. Officials stated then that such equipment drew "concentration away from potentially hazard-



ous situations." Now that a compromise has been reached, maybe it will induce postal workers to lick the slow mail problem - Please,

#### RIVERSIDE, CA TOPS LIST

# **Fastest Growing** Cities Ranked

Based on current population/employment trends, Chase Econometrics ranks the ten fastest growing cities in the next five years. They are Riverside, CA; Houston; Miami; Phoenix; Dallas-Ft. Worth; Denver; Sacramento; San Diego; Atlanta; and Seattle. Affected by high unemployment and slower salary growth, Buffalo, Pittsburgh, Cleveland, Philadelphia, and New York are expected to lose population.



# **Networks/Program Suppliers**

### **MUSIC FEATURES**

#### Clayton Webster

#### Country Calendar:

Shelly West (April 25) Dottie West (April 26) Anne Murray (April 27) John Anderson (April 28) Danny Davis (April 29) Willie Nelson (April 30) Sonny James (May 1)

#### Rarities:

Talking Heads (April 25) Kiss (April 26) Molly Hatchet (April 27) Robert Plant (April 28) Moody Blues (April 29)

Billy Squier/Dave Edmunds (April 25)

#### **Continuum Broadcasting**

#### On Bleecker Street:

RadioFree Bleecker Special (April 22-24) Danny & the Juniors/Joey Dee/Chubby Checker (April 29-May 2)

#### Country Sessions, Inc.

#### **Country Sessions USA:**

Vern Gosdin (April 23) Mel Tillis (April 30)

#### **Creative Factor**

Fleetwood Mac (April 23-24) Ronnie Milsap (April 23-24) Waylon Jennings (May 21-22)

#### Concert Magazine:

Santana/The B'zz/The Jam live (April 30-May 1)

#### **Creative Radio Shows:**

Judy Garland: Rainbow of Song (April) Glenn Miller/Army Air Force Band Salute (April)

#### **NBC**

Jim Capaldi/Steve Winwood special (April 22-24)

"Mayday: Live Metal At Its Best" w/Ozzy Osbourne, Ted Nugent, and others (April 29-May 1)

#### **RKO Networks**

Solid Gold Saturday Night (Dick Bartley):

The Hollies (April 23) Diana Ross & Supremes (April 30)

#### **Rolling Stone Magazine Productions**

Guest DJ:

Culture Club's Boy George (April 25) Pat Simmons (May 2)

#### **United Stations** Dick Clark's Rock

Roll And Remember:

Lesley Gore (April 22-24) Lovin' Spoonful (April 30-May 1)

#### The Great Sounds:

Bob Crosby & the Bob Cats (April 22-24) Helen O'Connell (April 30-May 1)

#### Weekly Country Music Countdown: Don Williams (April 22-24)

Michael Murphey (April 30-May 1)

#### Watermark

Wanda Richert/Barbara Streisand/Anything Goes (April 23-24)

#### Soundtrack of the '60s.

Darlene Love/Actor Al Lewis/Zombies (April 23-24)

#### Weedeck Radio

"Willie Nelson, Superstar!" (May 14)

#### **Westwood One**

**Budweiser Concert Hour:** 

Atlantic Starr (April 29-May 1)

#### The Countdown:

Kashif/Dazz Band (April 22-24)

#### Dr. Demento:

Remember the Smothers Bros. (April 22-24)

#### In Concert:

Greg Kihn (April 29-May 1)

#### Off The Record Specials:

Steve Winwood (April 22-24) Pete Townshend (April 29-May 1)

#### **Pop Concerts:**

Jacksons (April 22-24)

#### Rock Album Countdown:

Def Leppard/Journey (April 22-24)

#### **Rock Chronicles:**

Lights, Lasers & Rock 'n' Roll (April 22-24) Artists As Producers (April 29-May 1)

#### Special Edition:

Smokey Robinson/Pt. I (April 22-24) Smokey Robinson/Pt. II (April 29-May 1)

#### Star Trak Profile:

Stevie Nicks (April 29-May 1)

#### ABC

Contemporary Net/ Spotlight Special (Watermark):

#### Toto (May 22)

Entertainment Net/ Silver Engle (DIR):

> Beliamy Brothers (April 23) Razzy Bailey (April 30)

#### Rock Net/Continuous History of Rock & Roll (Rolling Stone):

Producer Profile w/Felix Pappalardi and Jimmy lovine (April 24)

#### Rock Net/King Biscuit (DIR):

Golden Earring/8'zz (April 24)

#### Rock Net/Supergroups (DIR):

Jefferson Starship (May 7)

### **NEWS & INFORMATION FEATURES**

#### ABC

#### **Direction Net:**

"Let's Cope" w/Dr. Laura Schlessinger discusse failing, winning, evil, and bad proble (April 11-15)

#### Information Net:

Buying your own phone on "John Stossel Consumer Lookout" (April 16-17)

Boston Marathon preview (April 11-15)

Clapton's career (April 11-17)

CBS Masters Golf Tournament (April 7-10)

#### RedioRadio:

"Kris Erik Stevens - In Touch" talks with Marsha Mason, Lee Curreri of "Fame," Irene Cara, and Dennie Quaid, and looks at taxes and Eric

#### Clayton Webster

#### Jack Carney's Comedy Show: The Old West with Bob & Ray, Smothers Brothers,

Jonathan Winters (April 25)

#### Mutual

Taxes 1983" (Now through April 16) Masters Tournament (April 6-10)

#### Narwood

#### Minding Your Business:

Tax tips/Pt. III (April 8) Trimming insurance costs (April 11)

Paperwork wars (April 13) New books for business (April 14) NBC

#### Source:

"Coping With" examines color and your image; thin is "in" (Week of April 11)

Formento highlights Eddle Van Halen's marriage and Billy Joel's accident (Week of April 11)

#### **Progressive Radio Network**

#### Laugh Machine:

Rodney Dangerfield/Filip Wilson/Rich Little (Week of

#### **News Blimp:**

Pac-Man good for the eyes/Rock 'n' roll vacations/Marathon running and anorexia link (Week of April 11)

#### Sound Advice:

Open-reel tape decks/Picking a cassette deck/Dolby vs. DBX (Week of April 11)

#### **RKO Radio Networks**

RKO One's "Money, Money, Money" offers tax tips (Now through April 15)

#### **Strand Broadcast Services** Movie CloseUps:

Movie News (April 11)

'Baby It's You' review (April 12)

"Max Dugan Returns" (April 13) "Man, Woman & Child" (April 14)

#### Something You Should Know:

Stretching and exercise (April 11) Self-criticism (April 12-13)

#### TV's influence (April 14) Westwood One

#### Earth News:

Monty Python's "Meaning of Life," Scandal Stephen Bishop (Week of April 11)

#### Spaces & Places:

A look at comedy (April 15-17)

#### PEOPLE

Sylvia Westerman has been appointed VP/Special Projects for UPI. Prior to this appointment, Westerman served as VP and executive assistant to the



president of NBC Sylvia Westerman News. Her background also includes a VP stint with CBS News. In other related activity, two new staffers have joined UPI's radio network: Vicki Barker, weekend/feature editor, and Bonnie Erbe, general assignment reporter. They both work out of the net's Washington Bureau.

• Jim Vleck has been named VP/Director of Marketing for Radio Free America. RFA syndicates Music - The Alternative 10.'



SHARING THE WELCH - While taping his new LP, Bob Welch took time out to tape a "Guest DJ" segment for Rolling Stone Magazine Productions. Welch (I) is pictured above with Rolling Stone's Mike Weiss.

 KARN/Little Rock GM Larry Wilson takes on additional responsibilities as GM of the Arkansas Radio Network. Prior to joining KARN last year, Wilson was GM/co-owner of WDSM & KZIO/Duluth, MN. Chuck Martin, Operations Manager of KARN, expands his duties to include the programming and operations aspects of the ARN.

 KLAC/Los Angeles Program Director Charlie Cook is set to host three Mutual country music specials this year. He will emcee specials slated to run Memorial Day weekend. Fourth of July, and Labor Day.

 Jack Stokes becomes Deputy Broadcast Editor of AP, moving inhouse from his previous night supervisor position. He succeeds Sue Cunneff, newly-appointed General Broadcast Editor for the wire service.

 David Kragskow joins Clayton Webster's radio promotion department. He moves over from a Midwest promotion rep post with MCA Rec-

•Sportscasters set for CBS coverage of 11 NCAA Basketball Tournament games are Marty Glickman, Joe Tait, Curt Gowdy, Jim Kelly, Phil Schaefer, Cawood Ledford and Ed Ingles. Brent Musburger will handle play-by-play action for coverage of the All Star Baseball Game on July 7, And Jack Buck will perform play-by-play duties for network's live coverage of the '83 World Series in October.

● The five-part "Alcohol — Fuel of the Future?" series which ran on RadioRadio recently won first place in the National Society of Professional Engineers' Electronic Media Awards competition. Two CBS Radio Network shows. "The Information Explosion" and "Home Computers," were awarded honorable mentions in the contest, which recognizes programs that make the complex world of engineering and technology more understandable to the lay person.

 Dan Perry promoted to VP/Western Sales Manager for ABC Radio Networks, moving up from Midwest Sales Manager. John Lyons named London Bureau Chief for ABC News, Radio, upped from editor/producer and space reporter. In other network activity, "General Hospital's" Jacklyn Zeman is set to host "Soap Talk," a daily feature program airing on the ABC FM **Network** beginning May 2.

TM is sponsoring a "Winners Circle Breakfast" to honor all client stations that reached first place in Arbit-Keynote speaker is WEAM/Washington GM Stan Karas. The continental breakfast will be held Tuesday, April 12 in Ballroom G, Las Vegas Hilton at 7am.

• Eileen Seidowitz appointed Director/Research, Radio Stations, NBC. She was most recently Administrator/Research and Sales Development, NBC Radio Stations.



Eileen Seidowitz

 Congratulations to Carol Strauss Klenfner and her husband Michael on the birth of Bryn Victoria. Carol serves as VP/Public Relations and Advertising for DIR Broadcasting.

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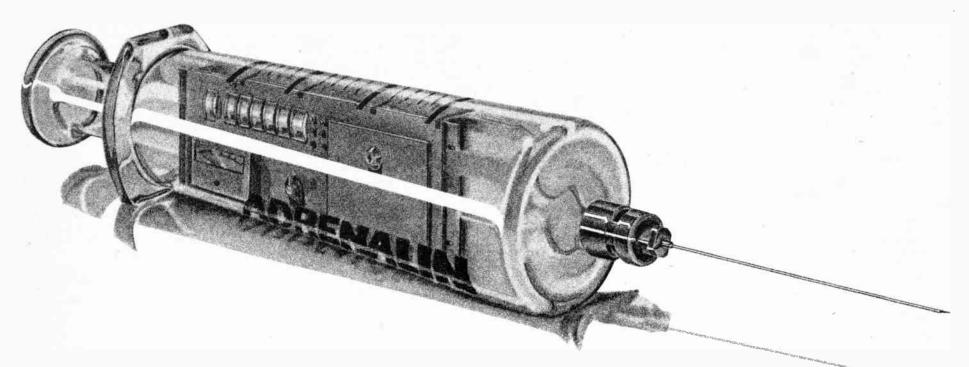
our Suite number Carson City, Nevada 89702 • 702-885-8455 • P.O. Box 1121

**Todd Wallace** 

. It doesn't surprise me one bit that when AM radio needed something new, TODD WALLACE would be the guy to come along with it . . ."

AM FUTURES". . a POSITIVE course-of-action for dying AM stations . . .\*\* For a preview presentation, call toll-free: 1-800-528-6082.

- Gary Stevens, President, Doubleday Broadcasting



# The New Optimod-AM. A shot in the arm.

Cheesy AM radios with no highs are driving more and more of your audience to FM. With that handicap, it's hard to win.

FREFIRM ONE PAR

It doesn't have to be that way. The new OPTIMOD-AM Model 9100A can inject your listeners' radios with a sound so close to FM that it's hard to tell the difference! By boosting the highs at the transmitter, OPTIMOD-AM compensates for the dullness of most radios. It then applies some *very* sophisticated, patented processing to make sure that the high-end boost doesn't cause problems. There's never any hole-punching, de-essing, pumping, or loudness loss. In fact, loudness is *highly competitive* with the strident, clipped processing that used to be necessary to get loudness.

OK, you say. The older OPTIMOD-AM boosted highs too. How's the new one better?

Simple. Some major design breakthroughs took all fast wideband compression out of the signal path. The new OPTIMOD is fully multiband where it counts—including the clippers! That means not only FM-like frequency response, but also FM-like openness, definition, and clarity. A silky high end. No pumping of midrange by strong bass. In short, radically improved sound quality.

The sound is punchy and unsquashed, so it feels *great* when your listeners turn up their radios to hear that special song. And, played loud or soft, this is one AM processor that keeps on sounding like music—a strikingly unfatiguing sound that can hold an audience quarter-hour after quarter-hour.

The 9100A is available in mono or stereo. Stereo was designed-in—not added on. So it's done *right*. Plus, all mono units are easily convertible to stereo at your station, regardless of the system you choose.

Most everyone is bottom-line oriented these days. So it's important to know that with OPTIMOD, you'll receive the kind of documentation, quality construction, customer service, and long-term reliability that protects your investment.

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orban processing keeps you competitive

# There May Be Bad News For Beautiful Music, But The

by John E. Patton, Chairman & Chief Executive Officer, Bonneville Broadcasting System

#### First The Bad News

Everybody says that the Beautiful Music format is dead. Stop and think for a minute when you last (before this) read something positive about this beleaguered format. And to be honest, we must admit that gross share of audience has declined over the past few years and as a result more and more station operators are defecting.

In defense we can point to the fact that almost all radio audiences have been fragmenting over the past few years. And we can point to other poor souls like us who now seem to be in trouble. Just go through your back issues of the trade press, cross out Beautiful Music and insert A.O.R. for all those negative stories and you'll be on top of the "format doom" news for the next year.

Worse news than the decline of total audience has been the increasing disaffection of our core listeners — women 25-54 — in the midday. This trend (which has just been reversed by many of our stations in the Fall Arbitron) is not related to vagaries of the research, but to the programming.

Because of the programming problems, Beautiful Music or Easy Listening (as we prefer to

call it) has also suffered from terrible sales and image problems. The competitors of Easy Listening radio stations in every market tell the



same story about John E. Patton us over and over again. They claim that Easy Listening is "background music," that the audience is ancient and that in any event, they don't hear the commercials. The net result is that the format has become a decidedly difficult sell. Instead of fighting back, those of us in the business seem to have developed a group inferiority complex.

In market after market, the weak Easy Listening stations are being phased out of the format. This seemingly bad news is in fact good news. Operators who are not committed, who don't want to spend money to promote the product and who don't want to pioneer new ways to sell it are changing to Adult Contemporary or Country or "other" in droves.

The latest ratings lead us to believe that we have identified the causes and are well on the way to correcting them. A massive amount of research has been conducted over the past few years by Bonneville International Corporation for Bonneville Broadcasting System and our company owned radio stations in New York, Los Angeles, San Francisco, Seattle and Kansas City. A common plea from the respondents was, "Please, please, do something! I can't take any more strings!"

#### So Where's The Good News

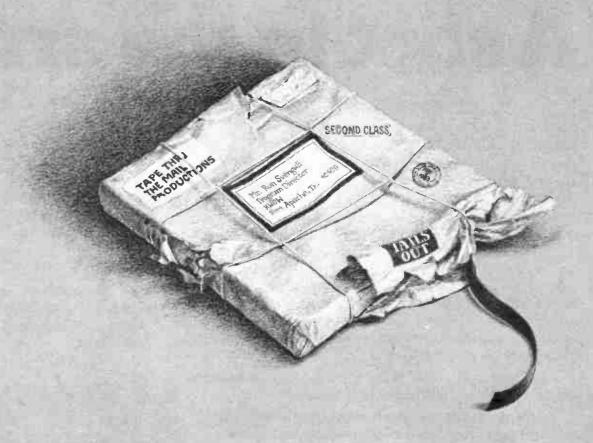
We're coming now to some very good news for our clients that we expect will also be very good for us in the future. To address the programming problems, we literally created an orchestra... the Bonneville Million Dollar Sound... and we hired Lex De-Azevedo, a veteran Hollywood

A&R executive and arranger, to put together for us a stable of top flight arrangers and artists. Lex and the musicians interface with our programmers to create and record arrangements of today's most popular tunes that are both more foreground and more modern. Our new recordings feature exciting contemporary in-

strumentation, fewer "stringy" instrumentals and far more interesting arrangements. Yet they are designed to maintain their utility for both the active and the environmental listener.

Even with the new music in hand we were still faced with the problem of delivering it in a time sensitive way to the radio stations.

(The more contemporary the music, the more time critical it is.) To do this we invented a revolutionary Individual Selection Satellite Delivery System that allows us to program the new instrumental material combined with the best contemporary solo vocal tunes on a "real time" cut by cut basis totally different everyday.



Their system.

# News Is Good For Easy Listening Radio

The Good Business News

The system also makes it possible for a station to reduce its operating overhead while achieving the higest technical quality available in the format. A station can have, if it likes, a turn-key operation. The very same system in the hands of experienced Easy Listening broadcasters, like our flagship stations KBIG and KOIT,

can be operated with heavy local input and live personnel . . . non-automated, simply substituting the satellite feed for the taped music segments. Our programming staff headed by Jeff Mathieu has truly designed an ingenious system that is full of options for the station and extremely "user friendly" from the largest to the smallest market situation.

In addition to potential cost savings, the new system may help produce more revenue. Our format has always been hampered by the lack of commercial inventory. Bonneville has recommended a limit of eight commercials per hour for a number of years. But recently we have shown, in controlled situations, that as many as 10 may be tolerated.

Is There Really Good News For Easy Listening Radio?

In spite of the genuine problems the format faces (and I think I've hit most), those who address them squarely and bring to the table a businesslike approach to problemsolving and a longterm financial commitment will reap longterm benefits. What you need at the station is simply a strong longterm ADVERTISEMENT business plan and the resources to execute it.

But your plan must include a source of the programming material.

So if you choose to be the long-term player in Easy Listening Radio in your market, now is the time to start planning. Just as there are going to be fewer stations programming the format in the months ahead, there are bound to be fewer programming options. Who knows? We may even be in each other's longterm plan!

(Following the article above, Mr. Patton was asked to comment on the 10 most-often-asked questions about the Bonneville Satellite Delivery System. Here are his answers...)

1. Do I have to switch from my current Bonneville tape service?

No. We'll continue to produce our tape services. But, satellite is far superior in terms of quality, speed of delivery, and ease of use, either live or automated.

- I'd consider going satellite, but do I have to give up a spot? No.
- 3. With satellite, don't I lose local control?

No. In fact, most stations sound more locally-oriented with satellite than they did on tape. Because of our unique format, the satellite service accommodates a wide range of local options for spot loads and information elements.

4. What about "dayparting"?
The Ronneyille Satellite Service

The Bonneville Satellite Service is very lightly dayparted. It is carefully designed to be appropriate across all time zones.

5. Just how contemporary is the new Satellite Service?

Very. Instrumental versions of the tunes 25-54-year-olds tell us are their favorites are mixed with popular solo vocals. It contains very few choral covers, and even these will be phased out after an initial transition period.

6. Will it be as contemporary as WLAK?

No. Because of the unique competitive conditions in Chicago, WLAK today is where the Bonneville Satellite Service will be some years down the road. David Verdery has tested the hardware and computer software at WLAK, but the actual Satellite Service is highly compatible with the sound of our most successful tape stations.

7. How much of a longterm contract do I have to sign?

You decide. Anywhere from 90-days to five years is fine with us.

8. How much will it cost?

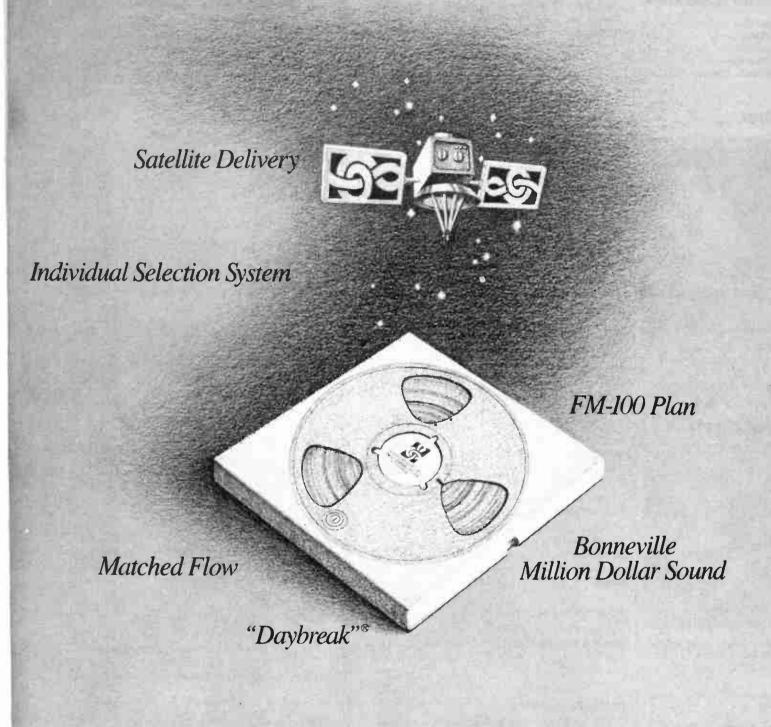
In many cases, less than you're paying now. But, in all cases, the costs will be competitive with other high-quality programming services.

9. How do I get the signal?

You can purchase a receiving dish, installed, for usually less than \$10,000. Or, you can arrange to have the signal brought in by your local cable company. Or, Bonneville will help you arrange a leasing plan that will cost between \$200 and \$300 per month.

10. What guarantees do I have that a switch to the Bonneville Satellite Service will work for me, and improve my station's ratings?

The guarantee is in your hands. You can go back to tape whenever you want. But, so far, nobody who's turned the Satellite Service on has turned it off.



Our System.



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More of what you come to Bonneville for.

#### Columbia Welcomes Iglesias



Columbia's Julio Iglesias played four nights at New York's Radio City Music Hall, and was greeted by top CBS executives. Pictured at the opening night reception are (I-r) Columbia Sr. VP/GM Al Teller, CBS Inc. President Tom Wyman, Iglesias, CBS International President Allen Davis, CBS Records Group President Walter Yetnikoff, and CBS Records Division President Dick Asher.

#### PolyGram Summer

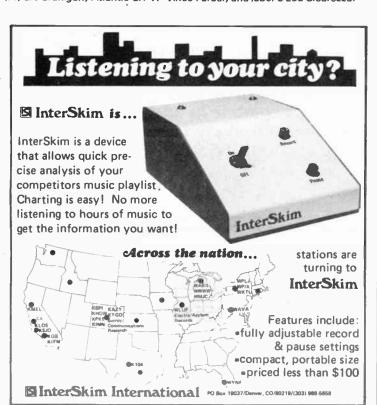


As first disclosed in R&R, Donna Summer's next album will appear on Mercury/PolyGram in the U.S. and Phonogram around the world, following the settlement of a longstanding legal wrangle. Pictured in the studio are (I-r) Summer's manager Susan Munao, Phonogram International President Aart Dalhuisen, Summer, and producer Michael Omartian.

#### Atlantic Salutes Branigan Again



Following the release of Laura Branigan's second album, appropriately titled "Branigan 2," the artist and Atlantic executives celebrated. Pictured (I-r) are Branigan, Atlantic Sr. VP Vince Faraci, and label's Lou Sicurezza.



## **Pro:Motions**

#### Dombrowski To KWFM GM

Lee Dombrowski has been promoted to General Manager of KWFM/Tucson, upped from the station's General Sales Manager post. He succeeds Jim Hardy, who moves to KNUS & KBPI/Denver as GM. Both appointments are effective June 1.

#### Vogel Elected RIAA Chairman

Sheldon Vogel, Atlantic Records Vice Chairman, has been elected RIAA Board Chairman. He will serve a two-year term, succeeding Chrysalis Co-Chairman Terry Ellis. Newly-appointed Chrysalis President Jack Craigo has also been elected a Director, while Executive Director Stephen Traiman was given the additional title of VP.

#### **WINZ Ups Williams**

Tim Williams becomes National Sales Manager of WINZ-AM & FM/Miami. He moves up from Local Sales Manager at WINZ-FM, a post he'd held since 1980. His background also includes a stint with Katz Television

#### **RCA Taps Marshall**

Basil Marshall has been appointed Director/Product Management, Black Music at RCA Records. He first joined the label in 1973 as a sales rep, moving up through the ranks to his most recent position as Manager/Black Music Product Management.



Basil Marshall

#### **American Data Transmission Debuts**

American Data Transmission, Inc. is a newlycreated firm involved with digital technology and FM SCAs (Subsidiary Communications Authorizations). Company principals are President Robert Richer and Exec. VP Richard Sequerra, an electronics specialist. Richer counts 25 years of broadcast experience: founding the country's first FM-only national sales rep, managing WNCN/New York, and most recently serving as a VP and division manager for Group W/Westinghouse Broadcasting and Cable, Inc.

#### **Popeil Records Born**

Chicago-based Popell Records has been established with Paul Gallis as National Promotion Director and Sol Greenberg as National Sales and Distribution Director. The label's first release is the debut LP by Lisa Popeil, featuring the single "Primo Man."

#### **Scott Joins Norman Winter**

Ron Scott has been named a VP of the public relations firm Norman Winter and Associates. During the past ten years Scott directed his own public relations company

#### **Hayes Forms Firm**

Hayes McKay Communications is a new company involved in the ownership and management of West Coast broadcast properties. Company principals are veteran California and Nevada broadcaster/consultant Jack Hayes and Nevada Attorney General Brian McKay. The firm may be reached at (702) 885-8455.

#### **Arrival Records Debuts**

Arrival Records is a newly-created label of K-tel International, Inc., specializing in contemporary Christian music. Fax Unlimited's Donald Lomangino and Jack Sims will direct and consult the label. Arrival's first release is a compilation of 14 contemporary Christian artists titled "From The Heart."

#### MCA Appoints Grady, Sullivan





Kathy Sullivan

MCA Records has named two new Regional Promotion Managers. John Grady, most recently with Pickwick International, will oversee the Minneapolis area, while Kathy Sullivan, formerly with MCA Distributing Corp., will handle the St. Louis/Kansas City district.

#### **KHJ & KRTH Promote Wish**

Sheri Wish has been upped to National Sales Manager of KHJ & KRTH/Los Angeles. During the last three and a half years she worked as an account executive with KRTH.

#### **Merritt Heads Welk London Office**

John Merritt will head the recently-established Welk Music Group office in London. Merritt was formerly with Sunbury Music and also administered Sugarhill Records' publishing catalog.

#### **Matthews New WGSO GSM**

Doug Matthews becomes General Sales Manager at WGSO/New Orleans, moving over from the VP/GM post at KBRG/San Francisco. He also held a similar position at WFIR & WPVR/Roanoke.

#### **WEZW Promotes Lewin**

Robert Lewin has been named Local Sales Manager at WEZW/Milwaukee. He's been with the station's sales department since 1978. Before that he served as FM Manager of WIZW-AM & FM/LaCrosse, WI.

#### Fernandez To KJQY GSM

Lou Fernandez has been promoted to General Sales Manager at KJQY (K-JOY)/San Diego. He's worked with the station for the past two and a half years, most recently as Sales Manager.

#### **Outwater New ABAC President**

Donna Raley Outwater has been appointed President of the Atlanta Broadcast and Advertising Club (ABAC). She's currently an account executive for WGST/Atlanta and the Georgia Radio News Service.

#### **Price Board Names Felton**

J. Ross Felton has been named to Price Broadcasting Company's Board of Directors. Felton is VP/GM of Price outlets WWVA & WCPI/Wheeling.

#### **Beantown Music Bows**

Erik Nuri is the VP/GM of Beantown Music Ltd... an independent record/video production and publishing firm founded by Lyman Underwood. Initial product releases include the single "Cash Play" by Yvette Cason. The company may be contacted at (617) 262-5660.

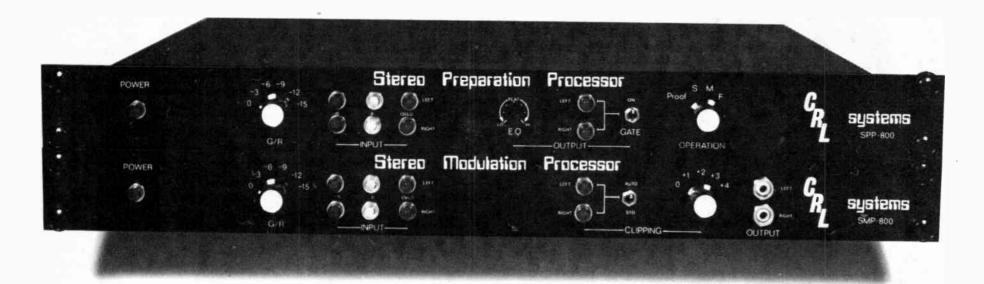
### Live Reports From The US Festival '83

This Memorial Day Weekend your audience can share in the sound, color and excitement of the biggest rock event of the year. Our reports will enhance whatever promotion you're planning for the holiday weekend. You'll receive:

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# With The FM-2 Stereo Processor

The CRL FM system will improve the fidelity and coverage of your station, regardless of which equipment you are now using. You get the competitive edge you need to improve your ratings. Programming will love it... Sales will love it, and the boss will love it. So YOU become a hero.

#### **SOME COMMENTS FROM OUR USERS**

"We're only 18.1 watts, but the apparent loudness is unbelievable. In the last rating we made an impressive showing, which I'm sure is a credit to CRL technology."

- Thomas Pless, WSPH-FM, Baltimore

"This is not a boast, but the fact is there is no other station in Arkansas that I am aware of that has a sound anywhere near the clarity and fidelity that we have."

- Norm Lawrence, KLAZ-FM, Little Rock

"Material sounds unprocessed; yet offers attention-getting sound without the fatigue factor."

- Milford Smith, WPGC-FM, Washington D.C.

The FM-2 splits the audio at 400Hz and processes the highs and lows separately to eliminate pumping and hole-punching. It is factory calibrated and ready to plug into your stereo generator. CRL circuits eliminate internal alignment completely.

#### **SPP-800 PREPARATION PROCESSOR**

You get patented automatic level correction that is gated to prevent noise pull-ups, PLUS dynamic equalization with special transient limiters to control excess sibilance. Includes built-in pink noise generator.

#### **SMP-800 MODULATION PROCESSOR/LIMITER**

Features include optional input AGC, multiband pre-emphasis, and patented low pass filters with NO overshoot. That means absolute control of peaks with full bass and transparent highs.

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In one-minute; daily Monday-Friday shows, popular host Ron Hendren previews nightly TV fare. It's timely. Witty. Fast-paced. And it covers the world of television like nothing else on radio. TV TONITE with Ron Hendren. It's the best way to offer TV audiences—at radio prices.

And that will make your sponsors listen!

# T.V. Tonite

### with RON HENDREN

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#### MCA To Distribute Rocshire

MCA Distributing Corporation has agreed to distribute Rocshire Records. The pact also covers Rocshire's two licensed labels, X and High Velocity Records. Current label product features albums by Tony Carey, Suzy Andrews, and Yellow Power. Newly-signed artists include Chad Stuart and Jeremy Clyde, better known in the '60s as Chad & Jeremy.

#### **Nod Alert**

You're driving across the country to your next radio gig. As the towns get fewer and farther between, white-line fever creeps up on you. Some station is playing Asleep At The Wheel and not even your snappy patter is enough to keep you awake. Safex, Inc.'s "Drive Alert" fits behind the ear, much like a hearing aid, and steers motorists away from drowsing behind the wheel. When battery-powered Drive Alert senses a sleepy driver's head nodding forward, a buzzer is sounded. Hartford-based Safex (203-643-1242) offers these quick buzzes at \$30 apiece.



COUNTING DOWN THE HITS — RadioRadio, in association with Osmond Entertainment's Broadcast International, will present a weekly three-hour adult contemporary countdown show, debuting in July. The series will be produced in flexiformat, which allows local DJs to host the show themselves. Shown following the signing of the three and a half-year agreement are (I-r) RadioRadio VP/GM Robert Kipperman, Broadcast International President Gerard Ferri, Osmond Entertainment's Merrill Osmond, and RadioRadio Director/Programming Leslie Corn.



FAMOUS LAST WORDS — A&M recording group Supertramp were the center of attention recently during a live news conference broadcast on the ABC Rock Radio Network from KLOS/Los Angeles. Group members discussed their upcoming tour (the group's first in almost four years) and their future: at the end of this tour Roger Hodgson will exit to pursue a solo career, with the group continuing under the leadership of Rick Davies. Pictured here are (I-r) KLOS anchor Steve Downes, Hodgson, Davies, and John Helliwell.



SILVER EAGLE LANDS WYNETTE — A recent installment of DIR's "Silver Eagle" series featured veteran Country artist Tammy Wynette. Flanking Wynette are her manager George Richey (I) and program producer Bob Kaminsky (r).



If you need talent...you need us!

#### WE OFFER ONE-OF-A-KIND TRAINING

There are all kinds of schools of broadcasting: the correspondence type and the collegiate kind. But there's only one broadcasting workshop — where today's talented beginners learn by doing the real thing live, on-the-air... working alongside the nation's top DJs, newscasters, announcers in professional AM/FM studios. Radio/TV stations aren't interested in potential — they want tested talent. That's what the Workshop delivers.

# RIGHT FROM THE START — WE'RE SELECTIVE

Breaking into the Workshop is a privilege — not a right. Last year over 10,000 people interested in a broadcasting career contacted the Workshop. But only 350 were accepted and graduated. That's only 3½ percent! Those were the best readers, most talented, and those who had the most DESIRE to succeed in broadcasting.

#### THEN THE TOUGH PART STARTS

Workshop members enter our demanding three phase program that requires hours upon hours of vocal coaching, on-air work, newscasting, production and lectures from the industries top professionals. Broadcasters like Bob Hamilton (K-EARTH/RKO), Jhani Kay (KOST), Paul Freeman (KIIS-FM), Rollye Bornstein (BILLBOARD), Lyle Kilgore (10-year KHJ news veteran) to name just a few. They know the standards that radio management looks for in prospective employees.

#### THE WORKSHOP IS TIME TESTED AND PROVEN

We're not new. The Workshop is now in it's 7th year of training with a success rate second to none. Our placement rate is a strong 82%. That's why we call it a WORKshop.

#### WHAT WE CAN DO FOR YOU

The Workshop employs a fulltime placement director who's specialty is finding the right talent for your radio/TV station. Whether you need someone yesterday or if you're searching for tomorrow's new talent, he and the Workshop will be happy to help. Just call us... collect if you wish. Literature will be mailed to your radio/TV station.

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JHAN HIBER

# Ted Dorf Speaks Out

The new Chairman of the Arbitron Radio Advisory Council is Ted Dorf, a highly respected broadcast veteran who serves as VP/GM of WGAY-AM & FM/Washington, DC. Ted and the new members of the Council were recently given a tour of the Arbitron facility in Beltsville, and ARAC's first meeting with Arbitron will be coming up in May. Therefore, I thought it might be a good time to interview Dorf on what he sees ahead for the Council as it attempts to speak to Arbitron on behalf of over 1100 station subscribers.

#### Accomplishments

R&R: Ted, you've been on the Council for one year and will head the panel this year. What do you think you learned in your first year on the body and how will that help you be a better Chairman?

TD: Well, it's been an enlightening experience, to say the least. Generally I've found the Council perceived as a rubber stamp, and I have learned that this is not the case. The dialogue in the meetings is both strong and candid.

However, I feel that in my first year I sensed that the general station operator, by and large, forgot or didn't realize that our group is an advisory council, set up by Arbitron. As a private company they are free to make the final decisions regarding our recommendations. Because they may not always go along with our thoughts, some people lose sight of the progress that has been made. I hope to continue progress in several key areas.

R&R: What items do you feel have been successfully dealt with by the Council?

**TD**: Probably the top item last year had to do with a new diary they were pressing ahead with. After council members saw examples of the new diary in your column, we developed some serious concerns over some of the wording. When we expressed alarm over how the diary might adversely affect stations, they (Arbitron) got on the phone and stopped the presses right there. They were printing the new diaries and stopped the presses to make changes we suggested!

R&R: Were there other achievements last year you felt were noteworthy?

TD: I don't think many realize how much has happened, especially last year under then-Chairman George Green (VP/GM of KABC/Los Angeles). Among our accomplishments were:

• Elimination of the monthly reports, reports that Arbitron wanted to then know your course of action. expand but which we were able to put an end to. Now, with the use of the microcomputer that will be available to stations, broadcasters can generate rolling monthly data, an improvement over the previous monthlies.

 Continuation of the option of a five-year contract. Arbitron wanted just one and three-year options for sta-

tions, but we were able to preserve the choice for the station to sign for five years, as a way to put a cap on escalating costs.

• The elimination of the Highest Open Minute Rate (HOMR) basis for pricing Arbitron contracts. Whether or not you like the coverage approach to pricing, most everyone seems to be pleased that the HOMR method is no longer in use.

• Having Arbitron take a further look at Differential Survey Treatment (DST). They are now doing a follow-up study to investigate ethnic versus nonethnic return in five markets, as well as look into the impact of lower premiums than the \$5 currently used in some households. They didn't want to do all this but we pressed for it.

These are just some of the matters that we were able to get Arbitron to move on. **Frustrations** 

R&R: What have been some of the biggest frustrations you've had to cope with as a member of the Advisory Council?

TD: It's damn perplexing, and maybe it's a communications problem, but I get the feeling that many broadcasters just don't pay attention to what we're doing. That's certainly one major frustration.

R&R: That may relate to one of the findings in the ARAC survey sent to stations last fall. The data showed that almost 40% of those returning questionnaires were unable to name their representative on the Council. That might indicate the apathy you are implying. What other frustrations do you face in dealing with Arbitron?

TD: Nothing gets done overnight, and that's frustrating because there's a lot of things I'd like to see done. Things seem to drag on, and I think the system has to be sped up so at least you get an answer more quickly - whether it's a positive or negative reply — so you can

Another problem is that we rarely hear from our constituents. Before every meeting we send letters to the stations we each represent asking if they have any issues for us to bring before Arbitron. Maybe once the industry realizes there are conscientious, hard-working people championing their causes with Arbitron they'll be

### Week In Review

**Birch Survey Security Questioned** 

Phoenix station KNIX-AM & FM has raised the question of whether the Birch Radio surveys are subject to security problems owing to media infiltration. According to the station (in a letter to Tom Birch), the wife of KNIX's chief engineer was called and surveyed without any query regarding whether she might be related to someone in the media. Birch replied by stating that his firm used to have such a security screening question but discontinued it at the end of 1981. He also stated that the impact of potential sabotage would be lessened since just one person per home is interviewed.

Grudman Joins RAB

Jaquie Grudman, who was with WABC/New York for approximately 10 years - most recently as Director of Research and Sales Development - has joined the staff of the Radio Advertising Bureau. Grudman will serve as Manager, Research for the organization and will have as one of her priorities acting as liaison with the RAB GOALS Committee.

#### Keane Cuts Up

Who says researchers never have any fun? Pictured here is Ed Keane, Eastern Regional Manager for Birch Radio, dancing his annual Irish jig at the New England Broadcasters Association St. Patrick's Day bash recently. There are unconfirmed rumors that Keane also displays his Irish sentiments in other ways — such as a display of a good luck piece on a posterior portion of his

more responsive - and maybe even remember the name of their Council representative.

Stations should remember also that even if the Council brings up an issue which Arbitron doesn't resolve in the desired way, there is still another source of relief. The Electronic Media Rating Council (EMRC) has a mediation process which to date has been only used once (by KBIG/Los Angeles). If we on the Council aren't able to win agreement from Arbitron on a station issue, we are not the court of last resort — the EMRC process is still available.

#### Goals

R&R: Given the past accomplishments and frustrations you've noted, what do you see ahead as priorities for the Dorf administration of the Advisory Council?

TD: It's going to be an interesting year, to say the least. However, I think my first concern will be to try to reduce the cost of Arbitron's service.

R&R: Do you think that's realistic? TD: In certain areas I believe there are steps that could be taken. For example, Arbitron is starting to market their microcomputers and currently offer stations the choice of buying hardware, software, and ratings data all together — or not buving any of these items. Buying the total package could lead to costs getting wild. What I'd like to see is not the all-or-nothing choice currently available but for stations to be able to choose from the menu, a la carte so to speak. Why should a station that already has in-house hardware and software have to buy Arbitron's offerings in order to access the ratings?

R&R: What other goals do you have for the Council?

TD: I'd like to see the following matters addressed:

• A further examination of DST we'd like to see the results of the rollout study now underway before we come to final conclusions as to whether or not DST is real-world.

• There needs to be a review of the

edit procedures. The entire manual needs to be looked at based on some problems that have cropped up.

R&R: Such as?

TD: Well, for example, slogan editing. The way the rules of the game are now, if you wanted to be unscrupulous you could duplicate the slogan of a very successful radio station, use the slogan occasionally, and through the use of the ascription process wind up with credit that perhaps you didn't deserve. There are also changes needed in how network entries are credited and in what happens to demographics when a diarykeeper enters "mid-50s" (or whatever decade) in the back of their diary. As it currently stands, Arbitron credits the diaries to either age 54 or 55 (for the example above), alternating between the two years as such diaries are received. That doesn't seem like very good research, and it doesn't seem fair to the stations.

In addition to these goals I'd like to see more relevant reissue criteria the current 12+ impact criterion doesn't deal with the real world of sales impact in smaller demos and dayparts. Also, I'll push to see further development of the four-week cume study and the closed-end diary. Finally, I want to see Arbitron get more involved in the sales end — not in selling to stations, but in selling the medium to generate more revenues for radio. They could make presentations to organizations such as the Retail Drygoods Association, trying to sell an industry on the use of radio. They have been starting to move in this direction and I'll try to stimulate that effort.

Ted Dorf has outlined an ambitious agenda. Whether or not he and the other members of the Arbitron Radio Advisory Council are able to make headway to some extent depends on you. Let your Council rep know how you feel, and if you don't know who to contact on the Council, give Ted a ring at WGAY - (301) 587-4900.

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# ARBITRON RADIO

#### Los Angeles

Advance unconfirmed winter '83 quarterly.

KABC, KBIG, KIIS Remain 1-2-3; KROQ-FM Widens AOR Lead; KRTH, KOST, KRLA Up; KZLA-FM **Tops Country** 

KABC (Talk) continued its role as market leader with an improved 5.6-6.2 showing. Perennial runner-up KBIG (Easy) was stronger also, 5-1.5.3 garnering its best share in recent sweeps, and KIIS (CHR) rose again, 4.4-4.7. In the competitive AOR battle, KROQ-FM established itself the clear 12+ leader with a 3.9-4.6 jump while KLOS went 3.7-4.0 and KMET tumbled 3.7-3.0. News stations were stable, KFWB posting a 4.2-4.3 score and KNX garnering a level 3.7. Rebounds were notched by KRTH (CHR), which surged 2.6-3.5, and KRLA (Gold) 1.5-2.5, while KOST went 2.4-2.8 in its first full A/C book. On the Country front there was a new leader as KZLA-FM rose

2.1-2.3 while KLAC slipped, 2.4-2.1.

Others apparently earning at least a one share included KACE (Blk) 1.4-1.6, KALI (Span) 1.9-1.3, KDAY (Blk) level at 1.0, KFAC-FM (Clas) .8-1.0, KFI (CHR) 2.3-1.6, KGFJ (Blk) 2.1-1.5, KHJ (in its last Country book) 1.4-1.2, KHTZ (AC) 2.9-2.7, KIEV (Talk) .7-1.0, KIQQ (CHR) 3.1-2.6, KJLH (Blk) 1.3-1.7, KJOI (BM) 3.8-3.4, KKGO (Jazz) 1.3-1.5, KLVE (Span) 1.4-1.9, KMGG (CHR) 1.3-1.9, KMPC (Easy) 2.8-2.6, KNOB (Easy) 1.2-1.1, KNX-FM (AOR) 2.5-1.4, KPRZ (BBnd) 2.0-2.1, KTNQ (Span) 2.2-2.0, KUTE (Urbn) 1.4-1.6, KWKW (Span) 1.7-1.6, and XTRA (CHR) 1.8-1.2.

#### Detroit

Advance unconfirmed winter '83 quarterly.

WJR Stable On Top; WJOI Slips; WDRQ Up; WNIC-FM Rebounds; **WRIF Widens AOR** Margin: WABX **Debuts Nicely** 

WJR (Misc) continues to hold onto the Motor City lead with a 9.3-9.1 showing, good enough to lead by three. WJOI (BM) slipped 6.6-6.1, while WNIC-FM (AC) rebounded into a tie for second with a 4.8-6.1 boost. WRIF enlarged its lead in the AOR race by rising 5.4-5.9 while WLLZ slipped 4.3-3.9. WABX debuted its CHR format with a 3.5, WDRQ (Urbn) rebounded 5.1-5.9, and WHYT (CHR) was softer, 4.9-4.0. CKLW (CHR) dropped 2.9-2.0, while WCZY (AC) jumped 2.8-4.0. Information source WWJ (News) had a stable 5.5 score.

Others with at least a one share reportedly included WCXI (Ctry) 2.3-2.9, WCXI-FM (Ctry) 2.2-1.3, WGPR (Blk) 1.8-1.3, WJLB (Blk) 4.7-4.0, WJZZ (Jazz) 1.7-2.2, WLBS (Blk) 1.9-1.8, WMJC (AC) 3.9-4.3, WMUZ (Rel) .8-1.0, WOMC (AC) steady at 3.5, **WQRS** (Clas) 1.4-1.8, WWWW (Ctry) 4.0-3.4, WXYZ (Talk) 5.6-4.4, WHND (Gold) 1.6-1.7, and CKJY (BBnd) 1.8-2.4.

#### San Diego

Advance unconfirmed winter '83 quarterly.

**KJQY Widens Lead**; XTRA-FM Adds Three, Takes Second; KCBQ-AM & FM Take Country Crown; **XHRM Drops** 

Group W's KJQY (BM) stretched its lead with a 9.2-9.8 rise, while XTRA-FM (AOR) bolted into second, surging 3.5-6.2 with its "new music" approach. The other top AORs slipped - KGB moved 6.6-5.4 and KPRI went 5.1-4.6. KFMB (AC) rebounded with a 4.7-5.5 gain; also improving was KSDO (N/T) with a 4.8-5.4 movement. FM A/C stations did well -KFMB-FM going 4.2-4.6, KYXY up 3.7-4.5, KBZT scoring a 3.2-4.0 advance, and KSDO-FM moving 2.8-3.4. XHRM (Blk), which had three up books in a

row, dropped notably this sweep, 5.7-3.3. In the Country arena KCBQ-FM was the new pacesetter, 2.2-3.6, while KCBQ also rose 3.0-3.5.

Additional stations that apparently won at least a one share included KCNN (N/T) 1.2-1.5, KFSD (Clas) 3.3-2.4, KIFM (AOR) 3.1-1.6, KJFM (BM) 1.8-1.5, KMLO (BBnd) 5.2-3.6, KOGO (AC) 3.4-3.0, KSON (Ctry) 2.4-1.9, KSON-FM (Ctry) 3.1-2.4, KNX (News) 2.5-2.6, and XTRA (CHR) 4.2-3.5.

#### Format Legend

A/C-Adult/Contemporary, AOR-Album-Oriented Rock, BBnd-Big Band, Blik/Urbn-Black/Urban, BM/Easy-Beautiful Music, Easy Listening, CHR-Contemporary Hit Redio, Clas-Classical, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, News-News, Rel-Religious, Span-Spanish, Talk—Talk.

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Morgan & Crunch









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**GANNETT RADIO** 



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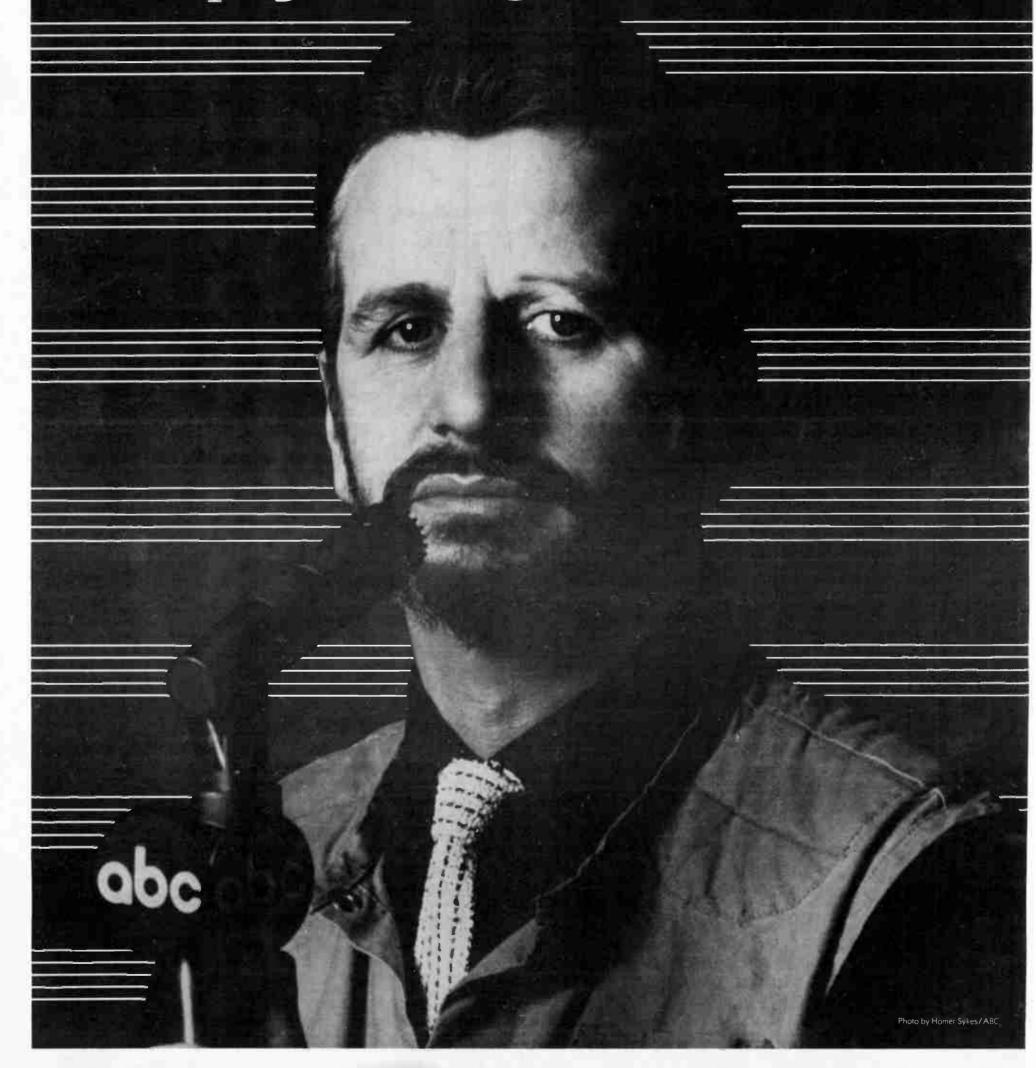
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# Ringols Hellow Sulmaning)

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**ABC FM RADIO NETWORK** 





_	ew Ha		n	MET	RO RANK	<b>81</b> L
W	'. Hav	'еп				
POI	2(00): 37	5 6				
	are Trend		Persons	12+	Mon-8v	n 6AM-Mic
	Fal	1 '81	Sprin	g '82	Fall '82	
1	WEL I -AM	14.6	WEL I -AM	15.5	WEL I - AM	13.8 (AC)
2	WKCI-FM	10.9	WKCI-FM	8.6	WKCI-FM	9.6 (CHIR
3	WAVZ-AM	8.6	WPLR-FM		WAVZ-AM	
	WNBC - AM		WAVZ-AM		WNHC - AM	
	WPLR-FM					
	WNHC - AM					
	WEZN-FM					4 . 6 (Non
_	WKSS-FM		WHCN-FM			4.5 (AC) 4.0 (BM)
-	WC BS - AM WWYZ - FM		WWYZ-FM WK5S-FM		WHCN-FM	
	Adul	te 16-3	i4		Adulta 26	5-54
	Mon-Su	n 6AM	-Mid	Mo	n-Sun 6A	M-Mid
	RANK	STAT	ION	R A	NK STA	TION
	====	====	===	==	== ===	====
	1	WKCI	-FM		1 WEL	I - AM
	2	WNHC	-AM		2 WKC	I-FM
	_	WPLR			3 WWY	Z-FM
	_	WWYZ			4 WAV	Z - AM
		WYBC			5 WNH	C-AM

M	lobile	-		MET	RO RANK	<b>83</b> —
POI	P(00): 37	1 2				
Sh	are Trend	8	Persons	12 +	Mon-Sur	6AM-Mid
	Fall '	81	Spri	ng '82	Fal	1 '82
1	WKSJ-FM	19.3	WKSJ-FM	18.7	WBLX-FM	17.8 (000)
2	WABB-FM	13.7	WB L X - FM	18.6	WKSJ-FM	17.2 (Ciry)
3	WB L X - FM	12.0	WKRG-FM	12.1	WKRG-FM	
4	WKRG-FM				WGOK - AM	
	WKRG-AM		WABB-FM		WABB-FM	
6	WGOK -AM				WKRG-AM	
	WLPR-FM					5,3 (100)
-	WUN I - AM		WUN I - AM		WUN I - AM	
	WKSJ-AM		WLLF-AM		WMOO-AM	
	WM-OOMW				WJQY-FM	
11	WABB-AM	2.1	MARR-AM	1.8	WLLF-AM	1.9
	Adul	ts 16-	34		Adults 25	-54
	Mon-Su	n 6Al	4-Mid	M	on-Sun 6A	M Mid
	RANK	STA	TION	R	ANK STA	TION
	====		====	=		====
	1					J-FM
	2	WARE	3-FM		2 MR F	X-FM
	3	WK S	J-FM		3 WGO	K-AM
	4	WKRO	G-FM		4 WKR	G-FM
	5	WCO	K-AM		5 WAB	B-FM

Johnso	n (	ity -	MET	PRO RANK	<b>82</b> _
POP(00): 37					
Share Trend	8	Persons	12+	Mon-Sun	6AM-Mid
Fall 1	61	Sprin	g '82	Fal	1 '82
1 WXBQ-FM	14.2	WQUT-FM	18.3	WQUT - FM	19.2 (CHF)
2 WJCW-AM		WXBQ-FM		WXBQ-FM	
3 WQUT-FM				WTFM-FM	
4 WKPT-FM		W J CW - AM		W J CW - AM WF HG - AM	
5 WFHG-AM 6 WETH-AM		WFHG-AM WZXY-FM		WRGS-AM	
7 WISU-AM		WETB-AM		WIDD-FM	
8 WGOC - AM		WIVK-FM		WIMZ-FM	
9 WIDD-FM		WKIN-AM		WZXY-FM	
U WZAP-AM	2.9	WGOC - AM	2.9	WETB-AM	2.6 (CHFI)
Adul	ts 16-3	4		Adults 25	-64
Mon-8u	n 6AM	-Mid	M	on-Sun 6Al	
RANK		TION		NK STAT	
====		===	==		
1	-	T-FM		1 WXBQ	
2	WXBC	•		2 WQUT	
3	WIMZ			3 WTFM	
4	WZXY			4 WJ CW	
5	WIDL			5 W I DD	- FM
<i>Charle</i>	eta	n SI	METI	RO BANK	84
OP(00): 36		., 0			•
Share Trends	3	Persons	12 +	Mon-Sun	6AM-Mid
Fall '8	31	Sprin	g '82	Fall	'82
I WSSX-FM	12.7	NWWZ - FM	15.8	WEZL-FM	13,2 (Ciry)
		WPAL-AM		WPAL-AM	12.6 (884)
WEZL-FM		WEZL-FM	12.3		11.6 (Urbn)
WEZL-FM WXTC-FM	11.5 1			WSSX-FM	11.5 (CHR)
WXTC-FM WCSC-AM	10.8	WX TC - FM	10.1		
WXTC-FM WCSC-AM WWWZ-FM	9.0	WSSX-FM	9.7	WXTC-FM	11.2 (000)
WXTC-FM WCSC-AM WWWZ-FM WQTZ-AM	10.8 9.0 8.1	WSSX-FM MCSC-AM	9.7 6.9	WXTC-FM WCSC-AM	11.2 (MA) 7.2 (AC)
WXTC-FM WCSC-AM WWWZ-FM WQ1Z-AM WPAL-AM	10.8 9.0 8.1 7.1	NSSX-FM NCSC-AM NKTM-FM	9.7 6.9 5.5	WXTC-FM WCSC-AM WQIZ-AM	11.2 (MM) 7.2 (AC) 6.3 (CHR)
	10.8 9.0 8.1 7.1 5.4	WSSX-FM MCSC-AM	9.7 6.9 5.5 5.4	WXTC-FM WCSC-AM	11.2 (MA) 7.2 (AC)

Adults 25-54 Mon-Sun 6AM Mid

RANK STATION

\_\_\_\_ 1 WEZL-FM

2 WPAL-AM

WX TC -FM

WWWZ -FM

WCSC-AM

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It wasn't that we had some deep, dark secret. Or that we broke out in hives when faced with a microphone or a reporter's pad.

Quite the opposite.

We're proud of the way we do things here. And to put it simply, we thought that was all that mattered

So we kept our silence.

Then we looked at the other side of the coin. And saw that others were genuinely interested in what we were doing. And how we were doing it.

Adults 16-34

Mon Sun 6AM-Mid

RANK STATION

WSSX-FM

WWWZ-FM

WPAL-AM

WEZL-FM

WKTM-FM

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# **ARBITRON RADIO**

Chattan	ooga –	MET	RO RANK	<b>85</b>
Share Trends	Persons	12+	Mon-Sun	6AM-Mid
Fall '81	Sprin	g '82	Fall	'82
2 WDEF-FM 11 3 WDUD-FM 4 WDEF-AM 5 WDUD-AM 6 WGOW-AM 7 WKXC-FM 8 WNUD-AM 9 WDXB-AM	5.5 WSKZ-FM WDEF-AM 9.2 WIDUJ-FM 6.2 WIDEF-FM 6.2 WDEF-FM 2.7 WCOW-AM 2.7 WIDUJ-AM 2.7 WIDUJ-AM 1.7 WQLS-FM	11.6 10.9 10.8 9.3 6.9 5.5 4.8 4.7	WJTT-FM WDEF-FM WDEF-AM WDOD-AM	9.5 (AC) 6.5 (Ctry) 6.5 (BN) 4.8 (AC) 4.5 (Ref)
Adulta Mon-Sun	16-34	'	Adults 25- on-Sun 6A1	
1 V 2 V 3 V 4 V	STATION  STATION  VSKZ-FM  VJTT-FM  VDOD-FM  VOWE-FM  VQLS-FM		ANK STAT === = ===  1	- FM - FM - FM
0-1	- 60	METR	O RANK	00

Qh.	P(UU): 35 <b>are Tren</b> d		Danser - 1			
OII	ma tiand	3	Persons	12 +	Mon-Sun	6AM-Mid
	Fall '	81	Sprin	g '82	Fal	1 '82
1	WNOK-FM	20.0	WNUK-FM	18.2	WCOS-FM	16 . U (Ctry)
2	WCUS-FM	15.7	WCUS-FM	14.2	WNOK-FM	14.6 (CHR
3	WIS -AM	12.0	WO1C-AM	13.8	WIS -AM	11.5 (AC)
4	WOIC-AM		WWDM-FM		WOIC-AM	
-	WZLD-FM		WZ LU-FM		WZ LD-FM	
-			WIS -AM			
			WXRY-FM		WXRY-FM	
	WSCQ-FM		WSCQ-FM		WUPN-FM	
	WQX L - AM		WLFF-AM		WSCQ-FM	
10	WNOK-AM	1.2	WNOK-AM	2.2	WLFF-AM	2 . 2 (BBn
	Adul	ts 16-3	34		Adulta 25-	64
	Mon-Su	n 6AM	-Mid	Mo	n-Sun 6Al	4 Mid
	RANK	STAT	TION	R.A	NK STAT	ION
	====	====	===	==	=====	===
	1	WNOR	(-FM		1 WCOS	- FM
		WZLL			2 WNOK	
	_	WCOS			3 WIS	



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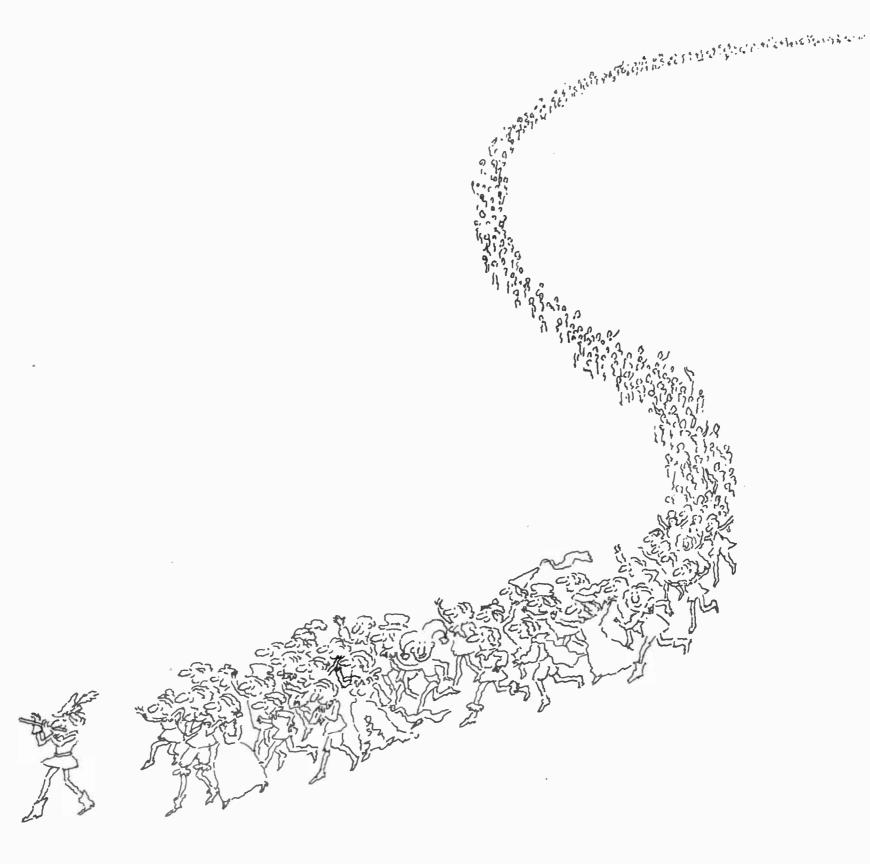
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Bridgep	ort —	ME	TRO RANK	<b>87</b> \_
POP(00): 353	7			
Share Trends	12+	Mon-Sun	6AM-Mid	
Fati '8:	1 Sprin	g '82	Fall '	82
2 WICC-AM 1 3 WNAB-AM 4 WNBC-AM 5 WKCI-FM 6 WDJZ-AM 7 WCBS-AM 8 WPLR-FM 9 WRKI-FM 10 WBLS-FM	5.9 WEZN-FM 3.9 WICC-AM 7.5 WNAB-AM 7.2 WNBC-AM 4.9 WKKI-FM 4.3 WPLR-FM 4.1 WCBS-AM 3.2 WDJZ-AM 2.5 WKKS-FM 2.5 WKKS-FM	15.4 6.4 6.1 5.9 5.0 4.4 4.3 3.6 3.1	WICC-AM WKCI-FM	5 . 4 (CHR) 3 . 1 (AOR) 3 . 1 (Chry) 2 . 9 (AOR) 2 . 5 (AOR) 2 . 3 (Urbn)
	1.9 WADS-AM	2 . 2	WDJ Z - AM	
	s 18-34		Adults 25	
RANK S	STATION	R	ON-SUN 6A	TION
	VKCI-FM	=		==== N-FM
_	WICC-AM			C - AM
4 V	VNBC - AM	-		I - FM 2 - AM
5 4	VPLR-FM		5 WNA	3-AM

	akers		• • • • • • • • • • • • • • • • • • • •			-90 -
Sì	are Trend	8	Persons	12 +	Mon-Su	n 6AM-Mid
	Fall	'81	Spring	'82	Fall	'82
1	KU Z Z - AM	14.1	KUZZ -AM	14.9	KUZZ-AM	12.3 (Ctry)
	KKXX-FM	10.5	KKXX-FM	14.6	KKXX-FM	10.8 (CHR)
3	KWAC-AM	9.6	KG EO-AM	8.5	KWAC -AM	6.8 (Apar
	KX EM - AM	5.9	KERN-AM	6.6	KL YD - AM	6.5 (CHR)
5	KEKN-AM		KWAC -AM	5.9	KG FM - FM	6.3 (BM)
	KG FM-FM	5.2			KG EO - AM	5.6 (Gold
7	KGEO-AM		KXEM-AM			5.5 (AOR
-	KLYD-FM		KTKR-AM		KERN-AM	
	KAFY-AM		KMCN - FM			3 . 1 (Span
	KLOS-FM		KAFY-AM			2.2 (Ctry)
11	KLUA-AM	2.6	K PMC -AM	2.3	KPMC -AM	2 . 2 (Essy)
	Adult	s 18-3	4		Adults 25	-64
	Mon-Sur	BAM	Mid	Mo	n-Sun 6A	M Mid
	RANK	STAT	LION	R	ANK STA	TION
			===	=:		
	1	KKXX	- FM		1 KUZ	Z -AM
	ż	KOXR	-FM		2 KKX	X - FM
	3	KLYL				M-FM
	4	KGEC			_	C - AM
	5	KUZZ				O-AM

14/: . L.:		VC	ME	TRO BANK	00
Wichit	a, i	и <b>э</b> —			<b>66</b> –
POP(00): 3	148				
Share Trend	8	Persons	12+	Mon-Sun	6AM-Mid
Fall	Fall '81 Spring '82			Fall	182
1 KEYN-FM	15.5		15.3		15.9 (CHR)
2 KFH -AM	13.0		10.5	KAKZ-AM	10.9 (AC)
3 KFDI-AM 4 KICT-FM	11.5	KAKZ-AM KICT-FM	10.3	KFH -AM	9.8 (Ctry) 9.4 (Ctry)
5 KAKZ-AM	7.8		9.6		8.3 (AOR)
6 KKRD-FM	7.2		8.2		7 . 6 (MM)
7 KBRA-FM	6.6		7.4		7.2 (AC)
8 KFDI-FM	5.2		7.2		7 . U (Ctry)
9 KQAM-AM 10 KWKN-AM	5.2 4.3		5.5 4.0		5,2 (AC) 3,7 (AC)
11 KGCS-FM	4.1		1.5		3 , 7 (Ctry)
Adı	ults 18	-34		Adults 2	5.64
	un 6A		Y	Ion-Sun 6/	
RANI		TION	H	ANK STA	TION
===:		====			====
1		N-FM		,	N-FM
2		T-FM			Z-FM
3		D-FM			- AM
4		A-FM			1-AM
5	KQA	M - AM		5 KFC	I - FM
Cantor	<b>1</b> —		MET	ROBANK	91 \
POP(QU): 3	363				_
Share Trend	8	Persons	12 +	Mon-Sur	6AM-Mid
	'81	Sprin	g '82	Fall	182
Fall			g '82		'82
	16.4	WHBC -AM	15.1	WHBC - AM	16.8 (AC)
Fall		WHBC -AM	_	WHBC - FM	
Fall  WHBC-AM WHBC-FM WDJQ-FM WMMS-FM	16.4 11.6 9.4 7.5	WHBC -AM WHBC -FM WMM S-FM WDJ Q-FM	15.1 14.8 11.0 7.2	WHBC - AM WHBC - FM WMM S - FM WDJ Q - FM	16.8 (AC) 11.2 (MM) 9.6 (AOR) 8.2 (CHR)
Fall  WHBC-AM WHBC-FM WDJQ-FM WMMS-FM WOOS-FM	16.4 11.6 9.4 7.5 5.4	WHBC -AM WHBC -FM WMM S-FM WDJ Q-FM WOOS-FM	15.1 14.8 11.0 7.2 5.4	WHBC - AM WHBC - FM WMM S - FM WDJ Q - FM WKDD - FM	16.8 (AC) 11.2 (MN) 9.6 (AOR) 8.2 (CHR) 5.5 (CHR)
Fall  WHBC-AM WHBC-FM WDJQ-FM WMMS-FM WOOS-FM WGAR-AM	16.4 11.6 9.4 7.5 5.4 5.0	WHBC -AM WHBC -FM WMM S-FM WDJ Q-FM WOOS-FM WGAR -AM	15.1 14.8 11.0 7.2 5.4 4.9	WHBC - AM WHBC - FM WMM S - FM WDJ Q - FM WKDD - FM WOOS - FM	16.8 (AC) 11.2 (MM) 9.6 (AOR) 8.2 (CHR) 5.5 (CHR) 5.3 (CHR)
Fall  WHBC-AM WHBC-FM WDJQ-FM WMMS-FM WOOS-FM WGAR-AM	16.4 11.6 9.4 7.5 5.4	WHBC -AM WHBC -FM WMM S - FM WDJ Q - FM WOOS -FM WGAR -AM WKDD - FM	15.1 14.8 11.0 7.2 5.4 4.9 4.5	WHBC -AM WHBC -FM WMM S - FM WDJ Q - FM WKDD - FM WOOS - FM WSL K - AM	16.8 (AC) 11.2 (MM) 9.6 (AOR) 8.2 (CHR) 5.5 (CHR) 5.3 (CHR) 4.8 (Ciry)
Fall  WHBC-AM  WHBC-FM  WDJQ-FM  WMMS-FM  WOOS-FM  WGAR-AM  WXK-FM  WXK-FM  WYXK-FM  WOBN-FM	16.4 11.6 9.4 7.5 5.4 5.0 3.9	WHBC -AM WHBC -FM WMM S - FM WDJ Q - FM WOOS -FM WGAR -AM WKDD - FM	15.1 14.8 11.0 7.2 5.4 4.9	WHBC -AM WHBC -FM WMM S - FM WDJ Q - FM WKDD - FM WOOS - FM WSL R - AM WQX K - FM	16.8 (AC) 11.2 (MM) 9.6 (AOR) 8.2 (CHR) 5.5 (CHR) 5.3 (CHR)
Fall  1 WHBC-AM  2 WHBC-FM  3 WDJQ-FM  4 WMM5-FM  5 WOOS-FM  6 WGAK-AM  7 WQXK-FM  8 W5LR-AM	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.9	WHBC -AM WHBC -FM WMM S-FM WDJ Q-FM WOOS -FM WGAR -AM WKDD-FM WQX K-FM WSL R-AM	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9	WHBC -AM WHBC -FM WMM S - FM WDJ Q - FM WKDD - FM WOOS - FM WSL R - AM WQX K - FM	16.8 (AC) 11.2 (MM) 9.6 (AOR) 8.2 (CHR) 5.5 (CHR) 5.3 (CHR) 4.8 (Ciry) 4.1 (Ciry)
Fall  WHBC-AM WHBC-FM WMBC-FM WMMS-FM WOOS-FM WOGAK-AM WSLR-AM WSLR-AM WGUN-FM WGCL-FM	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.9 3.5 2.3	WHBC -AM WHBC -FM WMM S-FM WDI Q-FM WOUS-FM WGAR-AM WKDD-FM WSLR-AM WFAH-AM	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC - AM WHBC - FM WMM S - FM WDJQ - FM WKDD - FM WCDS - FM WSL K - AM WQX K - FM WGAR - AM WDBN - FM	16 . 8 (AC) 11 . 2 (Bill) 9 . 6 (AOR) 8 . 2 (CHR) 5 . 3 (CHR) 5 . 3 (CHR) 4 . 8 (Ciry) 4 . 1 (Ciry) 3 . 5 (AC) 3 . U (Bill)
Fall  WHBC-AM WHBC-FM WHBC-FM WMMS-FM WOOS-FM WOGAK-AM WGAK-AM WOBN-FM WGEL-FM MODN-FM	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.5 2.3 lts 18	WHBC -AM WHBC -FM WMM S-FM WDI Q-FM WOUS -FM WGAR -AM WKDD-FM WSL R-AM WFAH-AM	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC - AM WHBC - FM WMM S - FM WDJQ - FM WKDD - FM WSL K - AM WGK - FM WGAR - AM WUBN - FM Adults 25 on Sun 6A	16 . 8 (AC) 11.2 (Bill) 9.6 (AOR) 8.2 (CHR) 5.3 (CHR) 5.3 (CHR) 4.8 (Ciry) 4.1 (Chry) 3.5 (AC) 3.U (Bill)
Fall  WHBC-AM WHBC-FM WHBC-FM WOMS-FM WOOS-FM WGAR-AM WGAR-AM WSLR-AM WOHN-FM UWGCL-FM Adu Mon-St RANK	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.5 2.3 lts 18- in 6Al	WHBC -AM WHBC -FM WWM S-FM WDJ Q-FM WOUS -FM WGAR -AM WKDD - FM WGX K-FM WSL R-AM WFAH-AM  34 1-Mid TION	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC -AM WHBC -FM WMM S-FM WOJQ-FM WCDD-FM WCDD-FM WCDC-FM WGAR-AM WCAK-FM WGAR-AM WCBN-FM  Adults 25 DD Sûn 6A ANK STA	16 - 8 (AC) 11 - 2 (BB) 9 - 6 (AOR) 8 - 2 (CHR) 8 - 2 (CHR) 5 - 5 (CHR) 4 - 8 (CHR) 4 - 1 (Chr) 3 - 5 (AC) 3 - U (BB) 6 4 M M 1d T I ON
Fall  WHBC-AM WHBC-FM WHBC-FM WMMS-FM WOOS-FM WGAR-AM	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.5 2.3 lts 18 STA	WHBC -AM WHBC -FM WMM S-FM WMDJ Q-FM WOOS -FM WGAR-AM WKDD-FM WGAR-AM WKLR-AM WFAH-AM  34 MId TION	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC -AM WHBC -FM WMM S-FM WDJ Q-FM WDJ Q-FM WCDD-FM WCOS-FM WGCR-AM WCAR-AM WUBN-FM  Adults 25 on Sûn 6A ANK STA	16 . 8 (AC) 11 . 2 (Min) 9. 6 (AON) 8. 2 (CHN) 5. 5 (CHN) 5. 3 (CHN) 4. 8 (Chry) 4. 1 (Chry) 3. 5 (AC) 3. U (Min)  -54 M M Id T I ON
Fall  1 WHBC-AM  2 WHBC-FM  3 WDJQ-FM  4 WMMS-FM  5 WOOS-FM  6 WGAK-AM  9 WOBN-FM  10 WGCL-FM  Adu  Mon-8t  RANK  ====	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.5 2.3 lts 18- In 6Al	WHBC -AM WHBC -FM WMM S-FM WMM S-FM WOUS-FM WGAR -AM WKDD -FM WQX K-FM WSL R-AM WFAH-AM  34 Mid TION ==== S-FM	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC -AM WHBC -FM WMM S-FM WMM S-FM WDJ Q-FM WDJ Q-FM WCOS-FM WCOS-FM WGAR-AM WUSN-FM Adults 25 DD Sûn 6A ANK STA ====================================	16 . 8 (AC) 11 . 2 (min) 9 . 6 (AON) 8 . 2 (CMN) 5 . 5 (CMN) 5 . 3 (CMN) 4 . 1 (Ciry) 4 . 1 (Ciry) 3 . 5 (AC) 3 . U (min)  -54 M M Id TION
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Fall  1 WHBC-AM  3 WDJQ-FM  4 WMMS-FM  5 WOOS-FM  6 WGAK-AM  7 WQXK-FM  8 WSLR-AM  9 WOBN-FM  10 WGCL-FM  Adu  Mon-8t  RANK  ====  1  2 3	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.5 2.3 Its 18- In 6Ah WDJ- WOO	WHBC -AM WHBC -FM WMM S-FM WMM S-FM WDJ Q-FM WGAR -AM WKDD-FM WGAR -AM WKLD-FM WYX K-FM WFAH-AM  34 MId TION ===== S-FM Q-FM S-FM	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC - AM WHBC - FM WMM S - FM WMM S - FM WDJQ - FM WCOS - FM WCOS - FM WCOS - FM WCAR - AM WCMR - FM Adults 25 On Sûn 6A ANK STA ANK STA ====================================	16 . 8 (AC) 11 . 2 (Min) 9 . 6 (AOR) 8 . 2 (CMR) 5 . 5 (CMR) 5 . 3 (CMR) 4 . 8 (Ciry) 4 . 1 (Ciry) 3 . 5 (AC) 3 . U (Min)  5 4 M M Id T I ON C - AM C - F M S - F M
Fall  1 WHBC-AM  2 WHBC-FM  3 WDJQ-FM  4 WMMS-FM  5 WOOS-FM  6 WGAR-AM  7 WQXK-FM  8 WSLR-AM  9 WOBN-FM  10 WGCL-FM  Adu  Mon-St  RANK  ===  1  2	16.4 11.6 9.4 7.5 5.4 5.0 3.9 3.9 3.5 2.3 lts 18 STA === WMM WDJ: WOO WKD	WHBC -AM WHBC -FM WMM S-FM WMM S-FM WDJ Q-FM WGAR -AM WKDD -FM WGAR -AM WKLR - FM WSLR - AM WFAH - AM  TION S-FM Q-FM	15.1 14.8 11.0 7.2 5.4 4.9 4.5 3.8 2.9 2.0	WHBC -AM WHBC -FM WMM S-FM WMD Q-FM WKDD-FM WKDD-FM WGDS-FM WGKK-AM WGAR-AM WGAR-AM WDBN-FM  Adults 25 on Sun 6A ANK STA === ##################################	16 . 8 (AC) 11 . 2 (Bini) 9 . 6 (AOR) 8 . 2 (CMR) 5 . 5 (CMR) 5 . 3 (CMR) 4 . 1 (Ciry) 4 . 1 (Ciry) 3 . 5 (AC) 3 . U (Bini)  -5 4 M Mid Tion

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Wichit	a.	KS-	ME	TRO RANK	88
POP(00): 34	-				
Share Trend		Densey	10.		
DIETA LIAIIO		Persons	12+	Mon-Sun	6AM-Mid
Fall	81	Sprin	g '82	Fall	182
1 KEYN-FM		KEYN-FM	15.3		15.9 (CHR)
2 KFH -AM 3 KFDI-AM		KBRA-FM KAKZ-AM		KAKZ-AM KFH -AM	10.9 (AC) 9.8 (Ctry)
4 KICT-FM		KICT-FM		KFUI-AM	
5 KAKZ-AM		KFH -AM		KICT-FM	
6 KKRD-FM		KFDI-FM	8.2	KOEZ-FM	7.6 (MM)
7 KBRA-FM		KKRD-FM		KKRD-FM	
8 KFDI-FM		KFDI - AM		KFUI-FM	
9 KQAM-AM U KWKN-AM		KQAM - AM KGCS - FM		KBRA-FM KQAM-AM	
1 KGCS - FM				KGCS-FM	
r kacs - r		N SGE 744		, KGC5	307 10
Adı	ilts 18	-34		Adults 25	5-64
Mon-S	un 6A	M-Mid	Y	Ion-Sun 6A	
PANI	STA			ANK STA	
		====		=== ===	
1		N-FM			==== N-FM
2 KICT-FM				,	Z-FM
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5		M -AM			I - FM
Contor			METI	ROBANK	01
Canton	_				91 _
POP ( 00 ) : 33	663				
Share Trend	8	Persons	12 +	Mon-Sun	6AM-Mid
Fall	'81	Sprin	a '82	Fall	'82
1 WHBC-AM	16.4	WHBC -AM			16.8 (AC)
2 WHBC-FM		WHBC -FM		WHBC - AM	11.2 (800)
3 WDJQ-FM		WMM S-FM		WMM S - FM	
4 WMM S - FM		WDJ Q-FM	7.2	WDJ Q-FM	8.2 (CHR)
5 WOOS-FM		WOOS-FM		WKDD-FM	5.5 (CHR)
6 WGAR-AM 7 WQXK-FM	5.0	WGAR -AM WKDD-FM		WOOS-FM	
8 WSLR-AM		WKDD-FM WQXK-FM		WSLK-AM WQXK-FM	
9 WOBN-FM	3.5			WGAR-FM	
U WGCL-FM		WFAH-AM		WUBN-FM	
		'	'		
	lts 18-			Adults 25	-64
Mon-Su	n 6Al	M:M	М	Adults 25 on Sûn 6Al	
Mon-Su RANK	IN 6AN	M-Mid TION		on-Sùn 6A	
Mon-Su RANK	ST A	M:M	R	on Sún 6A	M Mid TION

# **ARBITRON RADIO**

Little Rock -METRO BANK 92 POP(00): 3347 Share Trends Persons 12+ Mon-Sun 6AM-Mid Fall '81 Spring '82 1 KSSN-FM 17.7 KSSN-FM 18.0 KKYK-FM 14.5 (CHIN) 2 KEZQ-FM 3 KUKY-AM 12.9 KOKY-AM 11.7 KKYK-FM 15 . 1 KSSN-FM 10 . 7 KLAZ-FM 13.9 (Ciry) 11.1 (Ciry) 9.8 KEZQ-FM 7.9 KARN-AM 7.7 KLPQ-FM 9.3 KARN-AM 7.6 KMJX-FM 4 KKYK-FM 9.3 (CHR) 8.6 (Urbn) 7.1 (Easy) 6 KMJX-FM 7.0 KOKY-AM 6.5 KLRA-AM 5.6 KLAZ-FM 4.8 KMJX-FM 4.6 KAAY-AM 7 KLRA-AM 8 KLPQ-FM 6.2 KEZQ-FM 5 . 2 (AC) 5 . 2 (Ctry) 5.0 KAAY-AM 4.5 KL RA - AM 4.5 KL PQ - FM 9 KLAZ-FM 10 KAAY-AM 3.9 (Ctry) Adults 18-34 Adults 26-64 Mon-Sun 6AM-Mid Mon Sun 6AM Mid RANK STATION RANK STATION 1 KKYK-FM 1 KSSN-FM KMIX-FM KKYK-FM KLAZ-FM KLAZ-FM KSSN-FM KOKY-AM KAAY-AM METRO RANK 93 York

POP(00): 3300 Share Trends Persons 12 + Mon-Sun 6AM-Mid Fall '81 Spring '82 Fall '82 1 WSBA-AM 10.8 WSBA-AM 13.7 WSBA-AM 11.8 (AC) 2 WQXA-FM 10.6 WYCR-FM 11.2 WRKZ-FM 11.4 (Cm) 3 WRKZ-FM 10.1 WQXA-FM 4 WYCK-FM 9.3 WRKZ-FM 9.6 WQXA-FM 10.8 (CHR) 9.0 WSBA-FM 7.2 (AC) 7.3 WSBA-FM 6.5 WTPA-FM 7.8 WYCR-FM 5.5 WNCE-FM 5 WSBA-FM 6 WNUW-AM 6.8 (MMf) 6.8 (MMf) 5.4 (Chry) 7 WNCE-FM 5.1 WTPA-FM 3.9 WNOW-AM 3.9 WPOC-FM 5.4 WNCE-FM 8 WTPA-FM 5.0 WOYK-AM 4.1 WNOW-AM 2.4 WHVR-AM 9 WRHY-FM 10 WHVR-AM 3.2 WHP -FM Adults 18-34 Adults 25-64 Mon-Sun 6AM Mid Mon-Sun 6AM-Mid RANK STATION RANK STATION ---- -----WQXA-FM WRKZ-FM WTPA-FM WOXA-FM WSBA-AM WRKZ-FM 3 WYCK-FM WSBA-FM WSBA-FM WNOW-AM



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# Clean up with Soap Talk.

Build a big new audience with Soap Talk—Radio's sizzling soap opera news show.

Jacklyn Zeman, provocative star of ABC TV's top-rated General Hospital, hosts Soap Talk, a new 60 second radio program that features the *inside news* on all daytime dramas. With Soap Talk you can build important audiences of working women, college students and other loyal soap opera followers that will help boost your ratings. On Soap Talk, Jacklyn will provide behind-the-scenes gossip and visits with the personalities.

Patricia, solution

Broadcast twice each weekday—in morning and afternoon drive time—Soap Talk is sure to catch fans away from their TVs and tuned-in to your station.

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#### Pittman Promoted To WASEC Exec. VP

Former radio programmer Bob Pittman has been promoted to Executive VP/Chief Operating Officer at Warner Amex Satellite Entertainment Co. Pittman had been Senior VP for the WCI/ American Express cable joint venture, which owns MTV, the Movie Channel, and the Nickelodeon children's cable service, and may soon include a part-interest in the Showtime cable operation.

In Pittman's new position, regarded as the number two post in the WASEC organization, he will supervise advertising, cable sales, creative services, research, and program development. He joined WASEC in 1980 as Director/Pay TV Programming, and was instrumental in structuring the MTV operation. Before coming to WASEC, Pittman programmed WNBC/New York and WMAQ/ Chicago.

#### **Satellite**

Continued from Page 1

a few months, requiring only a slight redirecting of receiving dishes. But a shift to II-R would necessitate pointing dishes in the opposite direction, a major operation that in many cases could be complicated by buildings and other obstructions. ABC's Battison put the pricetag for redirecting his affiliates' dishes at several million dollars.

As an incentive to get affiliates to sign up for dishes. meanwhile, the networks are beginning to announce firm dates for disconnecting land lines. On August 29 ABC will discontinue phone line feeds to 300 affiliates, with another cutoff September 30.

#### RCA Continued from Page 3

whom Menendez will report, commented, "This organization enhances my opportunity to devote more time to the creative growth of the company. We have entered the age of the multi-media artist, a new era in which the requirements of artist selection and career development take on a complexity - and potential - heretofore unknown in this industry."

Reporting to Summer, along with Menendez, are VP/Communications Robbin Ahrold, VP/Business Affairs Paul Altman, VP/Finance David Campbell, and VP/Industrial Relations Daniel Sassi.

#### **Bentley** Continued from Page 3

what I did at CHR-formatted KFMW, this is very similar to my duties at KWLO. WHIO is an excellent station, and I'm here to maintain and improve its market share. My staff is very solid and extremely knowledgeable about the market, so things will remain status quo in the programming department."



#### **WQSR**

Continued from Page 1

Laurel. We met with Turner. who said he'd take the necessary safeguards to assure proper handling of the potential problem."

At a post-survey diary review by the station, according to Brenner, "We found there was carelessness, negligence, and omissions - if this situation was flagged for special attention, it sure didn't help." Brenner said he talked to Turner about the diary crediting and was given the explanation, "Our computer doesn't like you."

Brenner told R&R that ascription, which he termed "second rate at best," was "far from accurate in three counties. In fact, in some cases we got just one-quarter of the entries we were entitled to, while in another county (Harford) their clerks completely omitted us."

Besides suing over the issues of problems in the fall Baltimore book, WQSR is also asking that Arbitron be charged with breach of contract, as well as with antitrust violations involving Arbitron's pricing policy.

Arbitron General Counsel Tony Kelsey was not available for comment on the lawsuit. Membrado told R&R that he vaguely remembered the WQSR correspondence last fall, and would look more closely into the matter now.

WQSR, which spent "lots of money" promoting its new identity in the fall sweep, went 1.2-1.0 in the book. At the same time WRQX and WAVA both notched their best showings ever in the Baltimore numbers, each beating WQSR's share total.

#### Barbis

Continued from Page 1

Bramson stated, "In the short time Dino and I have worked together, I've found him to be one of the most respected and creative people in this business. I look forward to his contributions to the ever-expanding executive team at Backstreet."

Barbis told R&R, "This is an incredible opportunity, because we've got nowhere to go but up. We have a lot of exciting new artists on the roster that we'll be announcing soon. Being associated with Danny Bramson is a real charge, and I'm very grateful for the chance."

Barbis added that Robin Huff, a seven-year veteran of Elektra-Asylum's promotion and A&R departments, would become Promotion Coordinator for the label.

**UPS ANTE IN PITTSBURGH PAYOFFS** 

#### **3WS Offers \$1 Million Bounty**

giveaways at several competing stations, 3WS/Pittsburgh has initiated what it hopes will be the biggest bonus of the book: a \$1 million opportunity for one lucky listener.

Called the "Million Dollar Decision," the promotion invites participants to mail in a postcard with any three songs they hear on 3WS, regardless of when or in what order the songs are played. A single card will be drawn in mid-May, giving the winner a choice of either a guaranteed \$100,000 or a chance to scoop up as much cash as possible in 95 seconds from the floor of a local bank vault.

**3WS Program Coordinator Herb** Crowe, who assisted station President/GM Mike Harvey in conceiving the idea, acknowledged that area banks were less than enthusiastic about permitting \$1 million in cash to be strewn about their high-security vault areas. He said that play money would be used for the actual 95-second spree, which afterwards would be exchanged for legal tender. "It was impossible to get a bank to do it with real cash," he explained. "They were very nervous about the security. The bank we're doing the contest with has even asked to remain anonymous until the event happens."

Crowe documented the abundance of money giveaways by competing stations and expressed concern that confusion would be the end result. He told R&R, "Besides WTAE on the AM band, four FMs side by side on the dial - **B94**, 3WS (95), WHTX (96), and WHYW (Y97) - are each doing some kind of cash giveaway. Confusion may well occur, and the winner's going to be the one who stands out in the crowd. It should be very interesting, because now everyone's got going what they

WKHX from Page 1 ready working for us take advantage of the opportunity for growth. We strive very much to achieve that. I think Neil will do an absolute super job for me down here. He's great with people and understands the format. Ted will still be here for another week to break Neil in, so it'll be a very smooth transition."

McGinley commented, "I'm really looking forward to it because Atlanta's a great town. This is a tremendous company ... I have nothing but good things to say about them. WKHX is a great radio station, and it's done phenomenally, so I don't anticipate any changes. When it's not broken, you don't

Spurred by large cash feel is a major promotion. Everybody feels they're giving their best shot." Crowe observed, "Pittsburgh hasn't been this cashconscious since the 13Q days. This has become a very expensive town to play radio in because the entry fee is so high. It's either ante up or fold."

#### KHJ

Continued from Page 1 not an Oldies radio station, and it's not 'Boss Radio.' That's just a promotional hook we're using, quite honestly, to get some press."

KHJ & KRTH VP/GM Allan Chlowitz said, "We're bringing back that million-dollar sound . . . the excitement and energy that made KHJ a legend. We all didn't grow up to be cowboys . . . but all of us who grew up in Southern California grew up listening to 93/KHJ . . . '

Helton's vacated morning shift was filled by longtime L.A. personality "Sweet" Dick Whittington. Scarry indicated the rest of the current KHJ airstaff would remain in place. As of Tuesday (4-5), the station continued playing 100% oldies, claiming in promos, "You're listening to a sneak preview of the new KHJ to come."

#### Morgan

Continued from Page 1 goals when he joined us last summer, and many of those have been accomplished. This gives us an opportunity to move into phase two. It's always hard to bring someone from a consultancy back into a local programming situation (Morgan had worked with Todd Wallace), so we had our eyes wide open to the longevity of his stay. Chuck did a fine job for us and I think we're in a better position today from a ratings point of view than we were when he took over. I wish him luck in Chicago. While I have no replacement for Chuck yet, I expect to make that announcement next week."

Morgan, who takes over his new duties at WKQX April 25. told R&R, "I've had a chance to really learn some important things while at WOMC, and will miss everyone. Randy Lane and I are old friends and share very similar philosophies. I'm thankful to be getting the chance to work for NBC and WKQX."

Morgan's programming background includes: WYNF/Tampa, Director of Consultation Todd Wallace Radio Index, and WPIX/New York.



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WROR/BOSTON WTIC-FM/HARTFORD KGW/PORTLAND KICKS-104/NASHVILLE **B-97/NEW ORLEANS** ZZ-99/KANSAS CITY KWOD/SACRAMENTO

**B-94/PITTSBURGH WBUF/BUFFALO** 79-Q/HOUSTON I-95/MIAMI WRAL/RALEIGH WFBG/ALTOONA KPLZ/SEATTLE

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# SAMMY HAGAR "Never Give Up

SAMMY HAGAR THREE LOCK BOX

From the Geffen LP **THREE LOCK BOX** 

GHS 2021

Produced by Keith Olsen, for Pogo Logo, Inc.



WLOL-FM 36-33

KFI 37-36

KMJK 30-27

WKEE deb 40

WKFM 38-32

K 104 30-27

**WPST** add

**WRCK 29-27** 

WSSX 28-18

**WOKI 39-36** 

WTIX deb 39

KZZB deb 36

99KG deb 40 KDVV deb 33 WCAU-FM 37-34 KITY 34-28 WBBM-FM 40-34 WSEZ 35-30 KCDQ 32-28 WKDD deb 29 KTRS deb 28 KGHO add KMGK 40-32 **KOZE 20-14 WJXQ 13-9** KDZA add K 107 add 38 WOMP-FM 32-26 KCBN 28-22 **B104** WERZ deb 28 OK 100 33-27 **WPHD WKHI 38-35** KAFM 95XIL 25-18 KEGL WLS-FM **WJBQ 33-30 WYKS 29-21** WHYT KFMZ add 19 KIQQ KNBQ KKXL-FM add 34 KYTN 38-27

# Why Me?", 29705

From the Geffen LP PLANET-P

**Produced by Peter Hauke** for Rockoko Productions Inc.



**WXKS-FM** add 790 add **KMJK 34-31 WYCR** add **WRCK** add WSSX deb 30 WABB-FM add WZZR add WZPL add WJXQ 26-23 **KBBK** add KKFM add KQMQ add

KSKD add

**KQIZ-FM** add

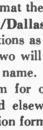
WCGO add WBWB deb 40 KFMZ 15-12 KYTN add WPHD WCAU-FM KEGL WTRY WKFM WQID WCSC KITE KSET-FM WANS-FM WOKI KTFM WSEZ

WKDD WIGY WCIR WERZ WZYQ **WJBQ** WISE WJAD KISR WHSL KGHO KSLY











# STREET TALK

rouble at the Satellite Music Network? Look for SMN President Ivan Braiker to exit the company following a dispute with VP/principal John Tyler.

Todd Wallace has announced a new service called "AM Futures," which he describes as "a collection of formats dedicated to the challenge of improving the ratings and profits of AM stations." The first format revealed this week is "BeatleRadio," all Beatles music, which Todd claims is "the first serious approach to AM narrowcasting for the under-45 audience target. It won't pull a 10 share 12+, but for the dying AM station with under a 2 share, it can give the 18-44 audience a specific new reason to go out of their way to listen to AM radio . . . . If you're thinking it's just too specialized, Todd says, "If television is ready for MTV and a 24-hour Weather Channel, then I submit that radio is ready for a steady diet of Beatles."

This may be the season for new formats . . . researcher Rob Balon and consultant Lee Bayley plan a "major announcement" at next week's NAB convention regarding a new 25+ music format they've perfected. Now on the air at KIXK/Dallas, the format will be offered to other stations as a complete consultancy package the two will market under the Killer B's company name.

Room for one more? Despite what you have read elsewhere, John Sebastian's new consultation format will not be Urban Contemporary. Quoting John, "The report is totally inaccurate, without any basis in reality.'

In the Motor City CJOM-FM/Windsor has switched formats from A/C-Oldies to CHR in an apparent attempt to beat CKLW to the punch. You'll recall that CKLW has petitioned the CRTC for permission to move its contemporary format to FM sister CKJY. The strangest thing about CJOM-FM's move is that it was done without the approval of the CRTC, but the station does have an application filed for a "modification of license," presumably to request the format change. We called the station, but GM George Ferguson and PD Ian Davies were unavailable for comment. Just how much of a problem this will cause at the Canadian equivalent of our FCC is yet to be determined. In Canada the CRTC must sanction all radio format changes. We'll keep you posted.

KABC/Los Angeles has completed its talent search for a female sports commentator by selecting Merrie Rich as the winner. Merrie, currently a resident of New York, comes from a long family line of sports writers. Her uncle is the retired New York Post writer Ike Gellis, and her late cousin was the nationally syndicated sports writer Milton Gross.

Here's a question for you: Does Doubleday know that one of its stations' regular callout research respondents is the Music Director of its AOR competition? Ouch!

The two radio reporters arrested last week in El Salvador (R&R 4-1) have been freed unharmed, although AP Radio stringer T.J. Western is still under investigation for suspected contacts with leftist rebels.

When Arista's Mike Bone takes over E/A's National AOR promotion job April 15 (is E/A ever going to announce this officially?), we hear Bone's successor will vacate a National AOR gig on the West Coast to join Arista in New York.

WRJZ/Knoxville switched from Country to Oldies Tuesday (4-5), with station co-owner Bert Sherwood handling the management duties, replacing exiting GM "Doc" Fiddler. Why the switch? Bert said, "There are five Country stations in the market, which is at least one too many." PD/MD Bob Ziegler will remain with the station.

Bill Newman joins KMOD/Tulsa as GM, replacing Bob Brooks, who vacated the post in February. Newman comes to KMOD from the GSM's slot at KCMO/Kansas City.

Berry Burks is the new PD at KYTE/ Portland, shifting from an airshift position at Country competitor KWJJ. Berry takes over from Jim Linger, who had been KYTE's PD.

If you get a chance to see Saga's video "Wind Him Up," check the "actor" playing the "pit boss" role . . . it's Epic VP/Promotion Frank Dileo!

Stephen Dean has been named General Manager of KTOM & KWYT/Salinas-Monterey. A Vice President of Community Pacific Broadcasting, Dean was GM of KGA & KDRK/Spokane.

As of last Friday (4-1), KLOS/Los Angeles and WPLJ/New York stopped using NABET board operators for station DI shifts. In other words, the jocks at both ABC-owned FM AORs are now running their own shows. Apparently ABC came to an agreement with NABET allowing AFTRA members to take over certain NABET duties. Will WABC/New York and KABC/Los Angeles follow suit? It's not likely in light of Talkradio's technical complexities.

The vacancy left at WROK & WZOK/ Rockford when Charlie Quinn headed west to program KZZP-AM & FM/Phoenix has been filled by WLS/Chicago programming assistant Tom Graye. Tom, who's been in Chicago radio for seven years, takes over his first programming gig on April 19.

Our condolences to the family and friends of Anne Keough, MD at WSEN/Syracuse. Anne was killed in an auto accident Easter morning. The 26-year-old had just been promoted to Music Director at the station.

Jack Weston, PD at KMEZ/Dallas (formerly KBOX), is the new Southwest Regional Manager for RCA Records, replacing Wayne Edwards. Jack will begin his new job in mid-April.

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FIRST with weekly in-house ratings tracking FIRST with "apparently live" Custom Syndication

FIRST American consultant to open a foreign office

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Todd Wallace

# CHR IS GOING ON AND GROWING ON THESE THREE SMASHES



**KDZA** 

**KCBN** 

**KBIM** 

**KSLY** 

Land Thomas

**WBEN-FM 37-34 WNYS** add WPHD deb 27 WCAU-FM on **CHUM add** Z93 add **79Q** add Q 105 31-30 WBBM-FM 32-30 WHYT add Q103 add KFI on

KMJK on

KARL HIGH HENDSHIP

+

KNBQ on WKEE deb 37 WKFM deb 40 WRCK deb 29 WKRZ-FM 38-34 **WBBQ** add **KZZB 37-30** WQID deb 29 WCSC deb 32 WSSX 30-26 WNOK-FM deb 32 KITE 27-20 **WANS-FM add** 

**WOKI 35-23 KBFM 30-24 KX 104 add** WTIX add **KITY 37-29** KTFM 37-35 KTSA add WSEZ deb 34 92X add KMGK deb 37 **WZZR** add **WJXQ 21-19** Z 104 add

K 107 40-35 **KBBK 34-29** KQMQ add **WERZ DEB 31** OK 100 deb 38 WKHI add **WJBQ 34-29** WSQV add **KQIZ-FM 28-18** WISE deb 36 WJAD add **WFLB 38-35** Q 104 28-18

**KVOL 39-35** FM99 add **WGLF** add **KKQV 28-25** WBWB deb 36 KFMZ deb 17 **KYTN** add **KDVV 28-20** KCDQ 39-33 KGHO add **KBIM 30-20** 



Produced by Bill Ham

WRCK WXKS-FM KITY WERZ WQID **WPHD KBBK WJBQ** WCAU-FM **WDCG** KHOP WFLB Y 100 **KSKD** WANS-FM KILE KIMN WOKI KHYT **KVOL G 100 KMJK WFBG** WHSL **KNBQ KRGV** WGUY KENI WIGY KCDQ WKFM WSFL

Produced by Gerard McMahon and Michael Ostin

WISE **WXKS-FM 11-10** WFLB add WHTT WCSC KILE WCAU-FM deb 19 WHSL 29-27 WLOL-FM add **WBWB** add **KZFM** WGLF KCDQ WKRZ-FM 31-25 KFMZ 23-16 KITY **KCBN 31-25** KSET-FM 16-11 WSEZ **WZZR 29-25** Z 104 KEGL **KHYT WGUY add 25** 79Q WZYQ WSQV 26-22 195 **KQIZ-FM** add **KMJK WJBQ** 





Produced and Engineered by Hugh Jones

# News/Talk



**BRAD WOODWARD** 

# UPI's CustomCast Cuts Broadcast Wire Overload

What broadcast innovation may let morning news people sack in an extra 15 minutes each morning, and at the same time cut trash collection bills? The answer is UPI's new CustomCast broadcast wire service. It should sharply cut into the amount of wire copy to be "cleared" (and hauled away) by letting each station program its own wire, setting only the kind of stories the news director wants, and only when they're needed.

CustomCast is just being introduced in UPI's Southwest and Central regions, and will be available in the rest of the country by mid-summer. UPI, which now has 3700 broadcast wire clients, is counting on CustomCast to help boost its total to 5000 stations — much closer to AP's claimed 6000 clients.

#### **Diverse Industry Needs Many Wires**

To learn more about the philosophy behind CustomCast and how the service works, I spoke with the man who originated the concept, UPI VP/Executive Editor Bill Ferguson. "I don't think there's any doubt

that UPI's biggest problem serving broadcasters is the fact that we try to serve a very diverse industry with one single newswire," Ferguson explained. "We've had to serve stations with a wide variance of geographical and demogra-



phical and demographic needs with a single wire. Therefore,
we've not been able to serve any of them
very well, as far as we're concerned."

Although Ferguson began pushing his idea in the mid-1970s, he says "the old UPI" just didn't have the money or the satellite technology to pull it off. When Media News bought UPI last year, Ferguson pitched his idea to the new owners: "They recognized one of our real potential expansions would be in broadcasting. I came in with all the rationale for it, and they felt UPI could serve a much larger share of the broadcast industry than it does now, and better serve them. So they got behind it enthusiastically."

#### On the Move

After two years away, host Jeff Brooks has returned to WPLP/Tampa in the 2-6pm slot. Meanwhile, the station has lost evening host Valerie Gelier to KPPL & KLAK/Denver . . . Eric Tracy, once co-host of RKO's cancelled "America Overnight," has been signed by KABC/Los Angeles to host three baseball shows. Moving over to KABC from KGIL is Michael Durnerin, as Direct Response Marketing Consuling KFWB/Los Angeles as account execs are Dwight Wallace of crosstown KJLH, Andrea Cohen of the Daily News, Joey Aines of Metro Network . . . Washington Redskins placelicker Mark Mosely takes on air, sales, advertising, promotion and community affairs duties at WRC/Washington . . . WCBM/Baltimore's newest salesman is realtor James Lomenick . . . Mike Siegel takes over evening talk at WGBS/Miami, which hires assignment editor/producers Jim Merriam from WNWS/Miami and Kay Barone from WPLG-TV/Miami.

#### **Coding Out Clutter**

Here's how CustomCast operates. Each time a story or regular UPI feature is written, an editor assigns one or more computerized codes based largely on subject matter. When copy arrives at a CustomCast client, a microprocessor scans the codes and only lets through items whose codes have been pre-selected by the station.

Because many stories fall into more than one category, most go out with from one to ten codes assigned. Ferguson also points out that many items don't require constant coding decisions: "A lot of this stuff with UPI is set shows. A certain world news roundup moves at a certain time and it'll have a select code."

"In my entire career I've never needed to know a frozen pork belly price."

—Lee Hall

CustomCast operates on high-speed, 1200-word-per-minute printers and is entirely satellite-delivered. Affiliates of the UPI Radio Network receive CustomCast on the same three-meter dish that pulls in their audio from Westar 3. Others will get either a phone loop to another earth station in town, or their own two-foot dish (which isn't sensitive enough for audio) that works from Westar 4. UPI picks up the installation tab, whichever option is used. The wire service also claims cutting out costly phone lines makes CustomCast a bit cheaper for stations than its standard broadcast wire.

#### 600-Item Menu

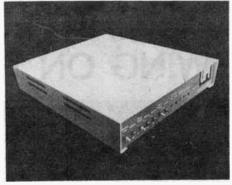
According to Ferguson, news directors get to choose from 600 individual codes. "What they do is order from a UPI shopping list of news and information available on CustomCast. We tell them what it is, what time of day it's delivered, and they check whether they want it."

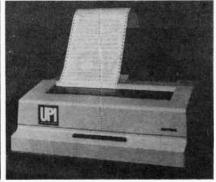
Programming the codes into the microprocesser is done via satellite by UPI, which can send commands to each station's "addressable" unit using yet another special code. After signing up for Custom-Cast, stations are allowed one free reprogramming to finetune their selections.

But that doesn't mean they're stuck with their first choices. For a small fee, probably around \$25 each time, stations can reprogram as often and as extensively as they want. Although Ferguson expects most stations to request changes by letter, he adds, "If it's something essential and a guy called up here, we could probably do a reprogram for him in 15 minutes."

More Ag, Sports & Business News

Perhaps as important as CustomCast's weeding-out function is the fact that UPI





The key to UPI's new CustomCast service is this microprocessor (left), which attaches to the high-speed, 1200-word-per-minute printer (right). After news directors choose from among 600 individual wire features and news categories, the microprocesser is programmed accordingly via satellite by UPI.

will now be able to deliver far more information in each category of news. "We didn't lack the ability to get this news before," Ferguson told me. "We just lacked the ability to get it to the client. In Illinois, for example, if we used all the Chicago area news that was available to us, we'd use the whole wire and our downstate clients would be out of luck.

"We are going to be able to expand our financial offering to broadcasters somewhere between 300% and 400%. We'll also be able to offer about three or four times as much agriculture news and markets. We will be able to expand our entertainment information — record charts, entertainment calendars, music shows. We are, I think, going to have a significant expansion in sports."

Ferguson also predicts more national, state and local news for stations that want it. For example, he says, "Stations in the bigger cities will see a lot more urban area news than they ever did before. We now have room to put it on there."

CustomCast could be especially useful in radio stations with large news departments. A big newsroom could get three printers, and then program one only for hard news, one for sports and another just for financial news — giving each department its own wire.

#### **WFLA Signs First**

The first radio station to contract for CustomCast was Blair Radio's WFLA/Tampa. Although News Director Lee Hall won't actually get the service until June, he's enthusiastic.

Hall told me, "Based on what I've seen, heard, and been told, it sounds like the greatest thing since the teletype. Probably 70% of the stuff that clears the wire you'll never use. It winds up in the trash can. If you don't have news on the weekend, your guy comes in Monday morning and he's got to wade through just tons of useless copy.

"The idea behind CustomCast is to allow us to program out the frozen pork belly prices and the temperatures in Omaha.

"We don't think there are many machines that are smart enough to edit news copy in lieu of humans."

—Jim Hood

We'll be able to concentrate on issues and the stories we feel are important to our listeners. And it should save us a lot of time and effort. In my entire career I've never needed to know a frozen pork belly price. And as long as I've been in Florida, nobody's ever called us for an ice hockey score "

Hall says he'll be cautious about selecting his CustomCast codes. "My plan is to go at it very conservatively. I'm not going to cut out a lot, except for things I absolutely know I'll never need. I don't want to cut into the meat. I just want to get rid of the fat. We're

exercising our wire, making it tough and lean. We're not going to be overwhelmed with a bunch of junk we know we're not going to use."

"We didn't lack the ability to get this news before. We just lacked the ability to get it to the client."

-BIII Ferguson

#### Over Machine At AP

Jim Hood, AP Deputy Director/Broad-cast Services, says AP has no immediate plans to copy CustomCast, although it already has some selectorized printers on its highspeed APTV wire. "We just don't think there are many machines that are smart enough to edit news copy in lieu of humans," Hood explained. "We think they're overdesigning the system."

Hood believes news people spot important stories as they scan the wire, but will miss those items on CustomCast because they won't necessarily have pre-selected the right codes. "We get complaints from people that we're giving them a lot more than they need and wasting paper, and that's probably true. But we'd rather give them more than they need and waste paper, at our expense, than give them a lot less than they need," Hood reasons.

And, although he's not ready to give details, Hood promises, "We plan some exciting new services for broadcasters that will reduce reliance on teleprinters."

Asked to comment on Hood's reservations, Ferguson chuckles and says, "I hope they continue to think that way. I'd be very delighted."

#### News/Talk Notes

UPI Audio, adopting a more apt handle, becomes the UPI Radio Network . . . KMFO/Santa Cruz, CA has dropped CNN Radio . . . KOA/Denver's Alan Berg did his show from Israel in late March as part of a tour funded by the American Zionist Federation . . . RTNDA snags CBS newsman Bill Moyers for its Las Vegas Convention in September. News writing tips will be given by CBS Radio Net's Charles Osgood, Rob Sundae of WCBS/New York and Av Westin, ABC News... Up and out of the basement, WRC/ Washington moves into new million-dollar, 10,000 square foot quarters . . . WGST/Atlanta locates a missing heir (who inherits \$34,000 from London) and forces a local judge to resign by revealing a conflict . . . CBS promotes its all-News AM stations with Roper polls of working journalists, e.g., 54% of 201 reporters in Chicago listen to WBBM...1932 Achievement Awards from Society of Professional Journalists go to WEEI/Boston (reporting), WBBM/Chicago's Susan Nixon (editorials), WRAL/Raieigh (public service) and WXYZ/Detroit (honorable mention) ... KSDO/San Diego and KYXI/Portland offer free ad time to businesses creating new jobs.

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\*Source: NBC Estimate for measurable stations, based on Arbitron Ratings/Radio, Fall, 1982 vs. Fall, 1981, AQH, Persons 12 + . Time periods various.

# Sales



JONATHAN HALL

NETS. REPS & AGENCIES OFFER VIEWS

# National Business And Radio's Role

t's been almost a year since the Ogilvy & Mather ad agency suggested that radio's survival may be linked to radio networks. At the time, there was considerable antagonism from broadcasters to the giant agency's scenario, based on growing fragmentation and market segmentation for the future of radio sales.

The O&M commentary, prepared by Sr. VP Jack Deitchman and VP John Hunt, noted, "In this decade of high CPMs, network radio will be an effective and efficient medium for an increasing number of national advertisers."

The two advertising agency executives also stated, "The coming fight for local advertising dollars could be a further incentive for the growth of network affiliations in general." But with some network affiliates reluctant to install satellite receiving equipment, there has been a reexamination on

"Our goal is to take business away from TV, not spot."

-Lou Severine

the part of many broadcasters as to the value of their affiliations.

#### **Networks & Syndicators:** Cheap Radio?

Furthermore, the nets are under fire from their new competitors - reps with their unwired networks. However, that competition has come in for some of the same criticism from radio operators fearing that the unwired nets will produce less revenue from national business. The concern is that reps, like networks, will sell their stations for less than what can be earned from selling a commercial locally.

But most rep executives are disdainful of that claim. And in their replies, they are putting the blame for lower rates on the networks. For example, in a memo to all Christal client stations dated March 4, 1983, Executive VP/COO Charlie Columbo claims that syndicators and networks are siphoning off dollars that historically were spent in spot radio.

One example of that phenomenon is that Detroit - traditionally dominated by spot advertising - discovered network radio in

1982. As a result, the following happened last year:

General Motors: Spot -8%; Network up + 25%

Chrysler: Spot -34%; Network +170% Ford: Spot almost -30%; Network (Source: RAB)

Citing Ford as an example, Charlie warned, "With the proliferation of network and syndicated programs has come an increase in (their) avails. And with the increase in competition, the rates go down, thus making it more enticing for the national advertiser to get cheap radio."

#### The Role Of A Network

What are the benefits of being a network affiliate? "Stations have more at stake with networks than they realize," according to RAB VP/Director of National Sales Bill Cummings. "We've seen over and over again big brands trying network and later on spot increases.

ABC VP/Director of Sales Lou Severine stated, "Affiliate support is a major factor for us. When a station gets Paul Harvey, we

never get complaints. The rates they get in adjacencies more than make up for any difference."

Stations don't understand network pricing structures, Lou contends, because they are misled by the reps. "Every-

thing stations hear is Lou Severine from the rep, who doesn't know either. It's not their fault; reps are service companies. Rarely do they make client calls. Spot is usually prompted from the agency side," Lou claims

"The easiest thing they can say is that the nets have taken stations' money. The truth is that it is not cost-efficient to buy every market. Reps are mostly regional buys covering the top 20 to 50 markets. In reality, we recommend that advertisers overlay

ARE REPS LOSING TOUCH?

# "Take A Look In The Mirror"

Following my recent columns on rep concerns and national radio business, I received a strongly-worded letter from KAAN & KAFM/Dallas GM Bill Steding, responding from an entirely different perspective:

Dear R&R:

The time has come to clear the air about allegations made by whining radio rep CEOs trying to put the finger on waning national rep commissions and billings. It is apparent that those speak ing out feel compelled to blame their clients (the station) for their own folly. It is also apparent that these same CEOs have lost touch with the things that once made the national rep business a meaningful station service: 1) Performance; 2) Service; and 3) Commitment to station objec-

We should not be surprised, however, at this flurry of finger-pointing and vacant rhetoric by national radio rep CEOs. The American automobile industry behaved the same way several years ago when they blamed the Japanese, Germans and, finally, the American public for their declining sales and profits. Fortunately for the American automobile industry, they have realized that cus-

tomers and competitors were not going to solve the problem for them. They finally pointed the finger in the mirror and are presently returning to the basics of building a better product; serving the needs of their customers; and becoming aggressively competitive with foreign pro-

The idea of developing a national direct sales force is becoming appealing, however, as national rep performance worsens and the contribution to national sales problem-solving becomes non-existent from national rep management.

Reps concerned about the integrity and crediblity of their business, cite station rate-cutting, etc., as the problem. Never in my experience has the average local unit rate been lower than the average national unit rate. In addition, It is not the explicit practice of station management to "take it all

direct." We've got enough local sales concerns to handle, thank you!

I think it is more meaningful to look at the national rep industry's latest "innovation," called "unwired networks," and assess the impact of the "value of radio time" of this form of cheaper rates. All unwired networks have achieved for stations is a serious devaluation of their inventory and the migration of more profitable spot dollars into the network area. This devaluation by national reps has a much larger effect on radio's integrity than an overzealous local rep in Peoria, trying to cut a better deal.

Beyond the allegations of rate-cutting, direct business, etc., what is even more appalling about all this rhetoric is the fact that if these gentlemen are so dissatisfied with their stations, why don't they get rid of them? If the relationship is costing them so much, why don't they walk away

It is crucial that rep executives take a "personal" look at the real problem affecting their growth and subsistence. Take a look in the mirror, guys, the "culprit" is staring you right in the

> **Bill Steding** General Manager
> KAAM & KAFM/Dallas

Bill Steding

their network buys with spot," he explains.

#### **Developing Radio Reach**

"Our goal is to take business away from TV, not spot. Our salespeople spend 40 to 50% of their time developing new business," Lou continued. As an example, he cited a presentation to Procter & Gamble suggesting that P&G take money from daytime TV and use radio to reach working

"The name of the game is reach, anyway," Lou contends. "There has to be 50 to

"Syndicators and networks are siphoning off dollars that historically were spent in spot -Charlie Columbo

60% reach in a demo before product people will really listen. We have the potential of hitting that kind of reach using all the radio networks by selling in clusters."

Networks having the clout to see the right people among brand advertising executives have other benefits, too, For one, Lou says that his salespeople often find out about coop and are able to alert stations.

#### **National Dollars: Biggest Window Of Opportunity**

Another benefit networks bring to radio is often increasing the pie (total ad dollars). RAB's Cummings says national business is the single biggest growth area for radio. "When you take a look at the volume of dollars spent by national advertisers compared to the present volume radio enjoys vis-a-vis TV and print, and look at national

advertisers multiplying costs for those two media, it's easy to see that the radio industry's biggest window of opportunity is with national advertisers."

As examples, Bill says the movie, automobile, and airline industries are advertisers with big budgets that must function better in these tight economic times. Additionally, large radio advertisers such an Anheuser-Busch, which spends \$40 million in radio – are also prime targets for spending more in radio. For example, Bill has used new research at several beer distributor conventions that documents beer drinkers spending more time with radio than TV.

In addition to the efforts of radio net-works in targeting and pitching new business, RAB salespeople are calling on accounts directly. Asked to comment on RAB's role, ABC's Severine says that his sales force often follows RAB into a brand's media department.

One example of new business skimming from a network/program supplier has been the "Wall Street Journal Report." Director

"The radio industry's biggest window of opportunity is with national advertisers."

-Bill Cummings

Bob Rush notes that several accounts in the financial services area, including Shearson-American Express, are using radio to reach upscale, on-the-go executives who don't watch a lot of TV

Continued on Page 40





NYMRAD, New York City's radio association, held its eighth annual "Big Apple Radio Awards" luncheon at the Sheraton Centre Imperial Ballroom. McGavren Guild was the host, the first rep firm to do the honors, and the top radio commercials were recognized. Pictured in front of a display of vintage radios courtesy of McGavren Guild President Ralph Guild are (I-r) NYMRAD Exec. Director Maurie Webster, MC Patrick O'Neal, NYMRAD Chairman Jack Thayer (VP/GM of WNEW), and Guild.

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#### National Business And Radio's Role

Continued from Page 38

ABC maintains one of the biggest commitments to attracting new advertisers by calling on them directly. The sales department consists of 26 people each concentrating on specific categories of business. Adding to the overall effort is ABC Director for Sales/Marketing Presentations Carmen Willix, a former Gray media planner. Carmen's department tracks advertising expenditures for all media. This data is then plugged into presentations often aimed at new accounts to demonstrate how radio can be added to a media mix to meet marketing objectives.

#### "Falling Down On The Job"

How are the networks' efforts rated overall? Ogilvy & Mather Broadcast Buying Supervisor Art Catalanello answers, "Adver-

tisers' confidence is high for network radio as evidenced by the growth in the number of networks." But some agency executives think radio is too laid-back.



One is N.W. Ayer VP Beth Gordon, whose criticisms span

past and present. Art Catalanello Looking at her appointment book, she noted that it was entirely filled with meetings with representatives from print and cable.

"I don't know whose job it is to get to people like myself, but they aren't doing it."

-Beth Gordon

Recalling a time two years' ago when she pitched radio so strongly to a client she was accused of working for the RAB, Beth told me that with rare exception she received little support from the networks or RAB. She remembers, "Had we called them in to vie for a plan, they would have all been there. But we weren't there yet. We wanted to create a presence for our client and had the backing of our creative department, but the radio industry didn't support us.

"So often we are berated for lack of responsiveness," Beth offered, "but it's not true. I don't know whose job it is to get to people like myself, but they aren't doing it. Radio is falling down on the job and very few radio salesmen sell radio."

#### **Problems With Radio**

Beth goes on to explain why it's often hard to justify using radio. "The big problem is in follow-up research. Often people will identify TV as the medium used, even if a commercial was never aired on TV," she explains. "The tendency, even if radio is used correctly, is to visualize the product."

When asked to analyze existing radio research, Beth, in common with numerous industry observers, raves about RADAR, the networks' ratings service. But she adds there isn't enough research on syndicated programming. "There is just not enough to document its usefulness." Mentioning one prominent concert show, she says, "All their research was done five years ago."

Ogilvy & Mather Sr. VP Jack Deitchman describes the difference between radio and other media. "TV is considered a more powerful media because of all the elements — sight, motion and sound. Whereas radio is often considered a background medium, and in many cases the 'hook' of a commercial is a visual demonstration of the product

"Radio tends to be the last media added to a media plan. The feeling," Jack explains, "is that TV is a primary medium with the most impact in terms of ability to generate reach. If something has to go, it usually is radio first."

#### Networks Of the '80s: A Big Change

In the final analysis, it will be programming that makes or breaks networks and syndicators. ABC's Severine notes that it's programming and satellites that will sell the networks to affiliates and advertisers.

"Programming has come into play more and more," Lou says. Selling local commercials and adjacencies in good programs at higher rates than could be garnered normally seems to be his battle cry. For example, he says ABC's Talkradio net is 52% ahead of budget for the year, and adds, "This hasn't affected KABC or KGO," two of the ABC O&O's carrying the programming.

"The future of networks will change with satellites," Lou predicts. "As a result, networks may only sell on the basis of programming. We may need a whole other form of research in order to block out and document markets. This will allow for more versatility and clarity because of the better signal."

And will all this be good for local stations? Won't the networks then be selling regionally against stations? Lou responds with a question of his own: "Do you know what would happen if we took \$150,000 from local stations on Coke? We'd go out of business."

I hope the above observations and those in my other recent columns will open up discussion on the relationship of national

"Radio tends to be the last media added to a media plan. If something has to go, it usually is radio first."

—Jack Deitchman

and local business. For radio to survive the rest of this decade, we will all need to be in sync and to formulate a sales blueprint that will allow for innovations in programming to be supported. "After all," every GM in the country must have uttered at least once, "this is a business."

### CBS-FM Unleashes Male Middays Study

For a number of years, the radio industry has targeted daytime as a key opportunity for advertisers to reach women. CBS-FM National Sales, however, feels men are a pretty good buy during midday too, and is taking a presentation on the road to regional ad agencies.

Dubbed the "Midday Myth Exploded," the presentation's thesis is that male listeners can be reached as effectively during middays as in drivetimes, and more cost-effectively. The research, conducted by Maggie Hauck, Manager of Marketing and Research, concludes:

1) The male portion of the midday audience is the fastest growing of all.

- 2) A great percentage of midday listening occurs out of home. And 75% of the target males note midday listening out of home.
- 3) The midday male listeners are upscale
- One out of four men now listen to the radio while at work.

In summary, CBS-FM National Sales VP Eli Kaufman noted, "Major demographic changes in the 10am-3pm daypart, due primarily to new work styles, additions to the overall work force, and the development of exurban communities, have resulted in a swelling of upscale, professional/managerial men—and women—now listening to radio during midday in their cars, at work, and at home."

### RKO Radio Sales Celebrates 21st

RKO Radio Sales celebrated its 21st anniversary as a rep firm with a daylong meeting for its owned and non-owned repped stations, featuring sessions from the company's VPs and managers and a guest speech on positioning and "marketing warfare" by Trout & Reis agency President Jack Trout. The day was topped off with an anniversary dinner at New York's 21 restaurant.



Clustered around the RKO anniversary cake are (I-r) RKO Radio President Bob Williamson, RKO Radio Sales President Bill Hogan, VP/Chicago Linda Packer-Spitz, VP/Sales Jerry Kelly, RKO General Vice Chalrman/COO Hubert DeLynn, and Dallas Manager Christi Taylor.



Shane O'Neil (second from right), RKO General Exec. VP, addresses the anniversary dinner gathering at 21, while (I-r) RKO Radio Sales account executive Bob Bellin, RKO Radio Networks President Tom Burchill, and WRKO/Boston VP/GM Bob Fish look on.



RKO Radio Sales President Bill Hogan chats with Infinity Radio President Mel Karmazin.



Guest speaker Jack Trout opens the 21st anniversary sales sessions



RKO Radio Sales executives celebrated around the cake; pictured (I-r) are New York Manager Don Garvey, Los Angeles Manager Jim Bell, VP/Director of Research Debbie Tassone, President Bill Hogan, VP/Chicago Linda Packer-Spitz, San Francisco Manager Sonny Mitchell, VP/Director of Sales Jerry Kelly, Atlanta Manager LinaJean Trosper, Detroit Manager Terry Grimme, and Dallas Manager Christi Taylor.

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79Q 20-19	KTFM add	WXKS-FM
<b>195 deb 26</b>	KQMQ 36-28	K104
KFRC add	KHYT 27-22	WKRZ-FM
WKFM add	WFBG add 40	WJXQ
WQID add	WERZ add	WACZ
KITE add 27	WJBQ add	OK100
KZFM add	KVOL add	95XIL
KSET-FM 30-25	WCIL-FM 24-15	99KG

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As seen on MTV





# CALENDAR



**BRAD MESSER** 

# Station Maintenance:

### The "How Great We Are" Memo

Having exactly no clinical research to back this statement, I believe the most pervasive cause of low staff morale is lack of skillful communications from management to troops, and conversely the reason some stations bubble with enthusiasm is management paying careful attention to spreading around what good news there is and taking time to pat a few individual backs.

"The biggest nation in the world is imagination," I've heard, and staffers left to imagine what's going on behind closed doors will conjure monsters where none exist. A rumor mill works best with no factual input.

Top brass spends a lot of effort telling outsiders why the station is wonderful, then frequently forgets to communicate the same bright picture to the staff. One department accomplished something but the other departments don't know about it. The station makes big changes and the staff finds out by reading the trades. Lack of communication.

Pessimists may argue that stations are too small and underfinanced to have monthly company magazines like really big businesses have, and I can't argue the point, but that's insufficient reason for leaving the creation of an organized Best Foot Forward image to the whims of fate. When you're talking staff morale, ignorance is not bliss.

The no-cost solution is a simple one-sheet memo once or twice a month. It can be amazingly effective in pulling a staff together and generating positive feelings. Just a few lines will do it, briefly outlining the station's successes by pointing out individual and departmental triumphs and always, repeat Always, reporting on current station promotions and outside campaigns.

Some sort of monthly How Great We Are memo builds overall staff morale, no question about it.

Then of course down on a one-on-one basis at any given time there's probably someone in the station having a Down Day, and despite his best efforts he just can't get Up. That situation can separate the One Eig Happy Family stations from the rest. In a happy station there's always some cheerful support from management and co-workers for the person who happens to be temporarily up to his ears in the quicksand of the emotional pit.

The few minutes used to spread around some sunshine may turn out to have been the most productive minutes of the day.

#### It Wasn't Invented By Guillotine

MONDAY, APRIL 11 — French authorities used to execute criminals by torture, stretching the victims apart on racks and wheels, but human rights became a major French Revolution issue and a new method of execution was needed.

Joseph Guillotine suggested reviving the beheading machine called the louisette. On this date in 1792 the fast and efficient falling blade became the official means of execution. Although he didn't invent it, people began calling the beheading machine the guillotine, and during the final twenty years of his life Joseph Guillotine protested and pleaded, but it did him no good: two centuries later people still call it the guillotine.

Academy Award winner Joel Grey is 51. Ethel Kennedy is 55. Fashion designer Oleg Cassini is 70.

#### Shake, Rattle and Roll

TUESDAY, APRIL 12 — What some people consider the breakthrough rock 'n' roll song, "Shake, Rattle & Roll," was recorded 29 years ago in 1954 by Bill Haley & the Comets. William Nolan, Director of the Rhythm & Blues and Rock 'n' Roll Society (New Haven, CT), says until the time of his death last year, Haley "was doing revival shows, and his popularity never decreased overseas. He and other rock performers are still a sensation in European countries whereas this country has sought out new sounds. Overseas they still praise our music as rock 'n' roll. They don't call it oldies, they just call it American rock 'n' roll."

The first shots of the Civil War were fired in 1861 when Rebels began shelling the Yankee Fort Sumter in Charleston, SC. In 34 hours of fighting no one was killed, but in the Confederate victory celebration afterward a cannon exploded and a Rebel private became the war's first fatality.

Former "Partridge Family" teenybopper idol David Cassidy is 32. Herbie Hancock is 43. Late-sixties media flash-in-the-pan Tiny Tim is 51. Jane Withers is 57 and Ann Miller hits 60 today.

#### Unlucky Thirteens

WEDNESDAY, APRIL 13 — Thirteen years ago today on April 13 there was an explosion aboard the Apollo 13 spaceship on its way to the moon. Short of oxygen and flying a crippled ship, the Apollo 13 crew aborted the moon landing and returned to Earth under emergency conditions.

Sidney Poitier became the first black actor to win a major Academy Award when he picked up the Best Actor Oscar for "Lilies of the Field" 19 years ago today.

Fidel Castro is 57. Atheist movement activist Madalyn Murray O'Hair, who brought about the Supreme Court school prayer decision, is 64.

#### Unsinkable Ship Wasn't

THURSDAY, APRIL 14 — Seventy-one years ago tonight the world's largest passenger ship "Titanic" struck an iceberg and began sinking, but because it had been publicized as "unsinkable," some people refused to abandon ship and some of the lifeboats departed only partially filled. The radio operator had been sending the traditional distress signal C-Q-D, when a fellow crewman grimly joked that he should send the new signal S-O-S because "it might be your last chance to use it." He did, and it was. Rescue ships picked up 706 survivors, while 1517 went down with the Titanic at 2:20 the following morning.

Pete Rose and Julie Christie turn 42 today. Frank Serpico is 47. Loretta Lynn is 48 and Rod Steiger is 58.

#### Lincoln's Last Words

FRIDAY, APRIL 15 — President Abe Lincoln died 118 years ago this morning from wounds suffered the previous evening when John Booth shot him at Ford's Theater in Washington. Ruth Cook of the Lincoln Library (Ft. Wayne, IN) says, "He and Mary Todd Lincoln were holding hands in the theater box, and Mary Todd leaned over to him and coyly asked what others in the box would think of this holding hands, and Lincoln replied, "They won't think anything about this!", and at that moment John Wilkes Booth came in behind him and fired the pistol. Lincoln never regained consciousness and those were his last words."

Elizabeth Montgomery is 50, and so's country star Roy Clark. Tomorrow (4-16) Kareem Abdul-Jabbar will be 36, Bobby Vinton 48, Edie Adams 54, and Peter Ustinov 62. Sunday (4-17) Harry Reasoner will be 60.

WQSR BALTIMORE·WHTT BOSTON·WBBM/FM CHICAGO
WSKS CINCINNATI·WCXI AM/FM DETROIT·KMGX FRESNO
WWYZ/WATR HARTFORD/NEW HAVEN/WATERBURY
WENS INDIANAPOLIS·KKCI FM/AM KANSAS CITY
KNX/FM LOS ANGELES·WRKR MILWAUKEE·WCBS/FM NEW YORK
WWDE/WPEX NORFOLK·WCAU/FM PHILADELPHIA
WCMF ROCHESTER·KHTR ST. LOUIS·KPOP SACRAMENTO
KLRB/KIDD SALINAS/MONTEREY·KAJA SAN ANTONIO
KEZL/KUDE SAN DIEGO·KRQR SAN FRANCISCO
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# Contemporary Hit Radio



JOEL DENVER

THE "ARMCHAIR" PD - FRIEND OR FOE?

# Programmers Discuss The PD Role

If you were to ask "What's it like to be a PD?," I'd say the answer to that is simple . . . try it and find out for yourself. But short of that, I thought it would be interesting to hear from some PDs about their own impressions and conceptions about the job. Each programmer will also discuss what it's like to have a staff full of "armchair PDs" who can either make life miserable or be a help. We'll also hear from one PD who's returning to the ranks of air talent about his year or so as a PD.

#### Q107/Washington PD Alan Burns

Of the PDs interviewed for this column, Alan Burns has the most experience as a programmer. He's been at Q107/Washing-

ton for the past three and a half years, and has also served as MD at WLS/Chicago and was a jock at WDIA (now WLS-FM) and WBBM-FM. In addition, he also worked for a time with Frank Magid & Associates.



Because of Alan's Alan Burns experience, he isn't as flustered by having an "armchair" PD or two around the station. "I've got a staff full of armchair PDs, since most of them were PDs or MDs at one time. Sometimes when you get a jock who's being an armchair PD, he'll come in on the wrong day to do it, and it can really be a pain. But taking the time to talk with them shows you care. When they come to you, it shows they care, too," he noted — a good point to remember for a young PD who might get intimidated by one of the jocks offering too many suggestions.

Alan went on to explain where the armchair PD syndrome starts. "I think a lot of air talent get the impression that many decisions are made around them. If you are not party to the decision-making process, very frequently the decision itself can appear strange. Then your afternoon man comes and asks, 'Why are we saying Coca-Cola five times an hour all of a sudden?' Well, they don't know that the Coke people have given us cars, and trips, and other nice things just for saying Coca-Cola.

"As a result, it's important that a PD explain the reasons for things like this to the staff. It keeps the jocks from being alienated from the situation, and when you explain it, you let them know you've made a hell of a decision. This helps to build confidence in your decisions. They'll also feel better about the promotion."

Probably one of the biggest topics of jock lounge conversation is the music. Sometimes it even emanates from the MD, trying to be big man on campus in front of the other jocks. Alan explained, "Occasionally we'll get some comments about records we do or don't play, but unless that person has all the access to your research and the trades, then there will always be an area the person won't understand."

And there is a side benefit to having inquisitive jocks. "One of the things I like about my situation is that I've got people who won't always question things, but will offer additional support to a particular problem. There really is an art to getting

your airstaff to do what you want them to do. I only wish I was better with the brush and palette. It takes a lot of time and attention." He also offered this example of how not to work with a staff: "I used to have a PD who played golf every afternoon at about 3, and I used to wonder how he did that."

#### Not The White Knight

We continued the conversation by touching on how a PD functions . . . especially when it comes to getting things done. According to Alan, time is of the essence. "I spend a lot of time talking to the GM. To everyone's surprise, the PD is not the 'white knight' who walks in and gets everything he wants. Many times you spend some hard negotiating sessions with the GM and/or sales manager to hammer out the best deal for the station. Then from time to time your head snaps back and you realize you've spent more time with one department than you should. This means you may have been neglecting another department or you are having problems in the one you're spending a lot of time working with."

And speaking of time, there isn't a PD I know that doesn't hate the paperwork. "There is a perception that ABC PDs have to deal with a lot of 'corporate bullshit,' "Alan says, "but in reality this company is very free of paperwork. It does come and go at times, especially when it comes to planning budgets, but you don't have to be at a network station to have those problems.

"The one area I've gotten better about is being a businessman. It's too easy to come up with ways to spend money, but it's tough to find ways to do it effectively. Before going to the GM, I would advise that you take a few sober moments to really lay it all out and ask yourself the questions you think he'll want the answers to. If you can honestly answer them easily and intelligently, then go for it."

#### **Early PD Training**

It's hard enough just to get your first job in radio. but how about getting your first shot at PD? I've never seen a course offered so I asked Alan about it. "If a jock wants to become a PD, then I'd say get involved with your radio station. Don't just be an armchair PD doing your airshift and wondering why four records are being played instead of your favorites. Get involved in the music research. If you need these answers then get involved. All too often those with the most criticism are the least involved. It's too easy to say, 'Let's recart all 700 of our records.' There is a fine line between being an armchair PD and being helpful.

"PDs are managers and they have to learn to delegate responsibility. The first rule of delegation of duties is getting the right people. I recently was able to go out of town on vacation for two weeks and return to find everything in order. It made me very

# From Jock To PD To Jock Again

Randy Stewart has left the PD chair at KZZP/Phoenix after a year to join KALL-FM/Salt Lake City as an air talent. He has some interesting thoughts about why he's making the move, what it's like to be a PD, and why jocks become armchair PDs.

"I think there are some fallacies about PDs being all-powerful or being a 'Wizard Of Oz' character. Yes, you are behind the curtain, and it appears like you're pulling all the strings, but you're not. There are a lot of hidden things to deal with that as a jock you don't see."

Randy recalled his own thoughts as an armchair PD. "Some of the things I thought about before being a PD were taking shots on more records out of the box, having great communication with everyone, team spirit, the staff partying together, and spectacular promotions. In general, we'll always go out and kick butt. Unfortunately, I've found the best intentions often get eaten up by a lack of time to accomplish all of them.

"There are so many elements of the PD job. You've really got to wear about 10 different hats. Throughout the day so many things interfere and take away from your ability to be creative. The biggest area of concern should be taking time with your people. No matter what the problem, you've got to show them you care. I had never fully understood the concept of egos until I sat in this chair. The very thing that makes people successful on the air creates problems that take a lot of time to deal with."

Attention all armchair PDs. Randy has some timely suggestions for you. "If you as a jock are finding yourself being overcritical of the PD, then I would go in and talk to him about the reasons for doing things. If the reasoning is sound, then you have no problems. If the PD has no reasons for doing things, then there is a problem. Obviously, management puts pressure on the PD to make things go in a certain direction. A majority of the time the recommendations are sound, but the reasoning is not readily apparent. If you are in a station doing well 18-24, but you're supposed to get 25+ numbers, then that's something you've got to do.

"Many times you've got to accept a sales promotion you don't want to do that nonetheless makes sense for the station, especially if it means landing a large buy," he explained. "Sometimes I've had to make budgetary adjustments. These are things you don't want to do but they have tremendous benefit for the station. Today's PD must have a good idea about the bottom line and keeping the sales department's interests in the foreground."

"On reflection, I know I've made some mistakes, but nothing that I'd really want to do over again with possibly one exception. As a jock being promoted to PD, I should have come in with a heavier hammer than I did. It would have been a kill-or-cure type thing. Being promoted from the jock staff is a variable that a lot of folks don't think about. I'm not sure whether I'd do it that way again, or recommend it to anybody for that reason. I'm not saying that you can't pull it off, but it makes it harder. A lot depends on the station, the staff, and what they are like. I didn't have too much trouble in this area, but it would have been better to have had none at all."

Randy also has some ideas for current PDs based on his own experiences. "As a former PD, I've learned to empathize with the positions and viewpoints of a jock.... a lot more. It's important that they respect your position. Jocks often feel the PD has the ultimate say, but often you have to ask them for their trust and understanding. While you try and explain everything, some things they won't understand, and others are not for their ears. Being open is important, but keeping the family secrets is also important.

"I would consider being a PD again, but right now my main area of concentration is being the best on-air person I can be. This has been a great learning experience for me to do this PD job, but this new job is also the first time I've ever had the chance to concentrate on my show and see how good I can be. I will probably shy away from wearing too many hats in the future."

proud, and the staff was proud too." He explained how he pulled off this modern-day PD miracle. "I spent time going over everyone's duties, and they were carried out. It's hard to walk away and tell your folks to make their own choices. But it forces your people to be stronger and make their own decisions."

Finally, I asked Alan to outline the most important areas of responsibility of a PD.

- The welfare of your people: how are they doing, are they motivated, have family problems?
- Air performance: are you doing it right,
  and do you know what right really is?
  Music: is it well researched and valid
- for your audience?
   Promotion and advertising: working with the GM and sales department to do the
- most for the least.

   License responsibility: seeing that all on-air content is in keeping with good standards and isn't misleading, especially in the
- areas of promotions.Financial responsibility: maintaining the guidelines of your budget.
- Sales, engineering, and traffic: have a good working relationship with these important departments.

#### KMJK/Portland PD Jon Barry

A recipe for success: take a great jock and former armchair PD who's worked at WXLK/Roanoke, WRVQ/Richmond, and WRBQ/Tampa, and has been in radio since 1967 but never wanted to be a PD; put him

in the right PD situation; stir well; steam at high pressure for the past year; and you've got Jon Barry. Let's take a look at a confirmed jock and arnchair PD turned fulltime PD.

Jon begins by explaining his impressions of the PD job



Jon Barry

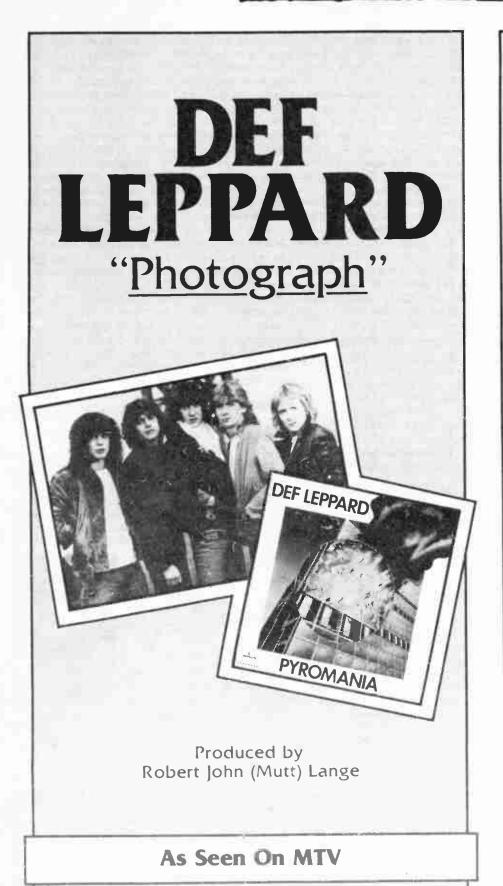
when he was a jock. "When I first got in radio I thought 90% of the job was having an ear for playing the right records on the radio, doing promotions, dayparting, etc. All the stuff that we've grown up with and heard the big stations do . . . the things like the right rotations.

"Everyone is motivated by different things. Personally, I had no interest in being a PD, and I've been in radio for 15 years. I wanted to come into the station, do my gig, and go home. The four hours I spent on the air I wanted to be perfect, so they required a lot of concentration. All of a sudden, I woke up one day and my priorities were different. I wasn't getting everything I wanted out of radio and felt I needed more pressure and more of a challenge. The first thing I was able to do was oversee the Churchill automated programming they had here at KMJK for a while.

"I had limited control over the situation, and that actually increased the pressure. As a jock, I took no credit for what went right and none for what went wrong. With a

Continued on Page 46

# TWO MORE POLYGRAM BREAKERS





# IRENE CARA

"Flashdance . . . What A Feeling"



Produced by Giorgio Moroder

The original soundtrack album on Casablanca releases April 14th .

The Paramount movie

'Flashdance'
opens nationwide April 15th.



A Release

# Already Broken...

# **JARREAU** "MORNIN"



Produced by Jay Graydon Associate Producer: Tom Canning

### ...and Extremely Breakable

# THE BELLE **STARS** SIGN OF THE TIMES"

KIQQ add KMJK add WKFM add WKRZ-FM add WERZ add

KBBK add KHOP add

Q101 add KQMQ add KCDQ add KOZE add

**Produced by Pete Collins** for Loose End Productions





# Programmers Discuss The PD Role

Continued from Page 44

syndicated format you've got none of the weapons that you need to take the hill. Now as a PD with a live staff and an active CHR format, I'm the first to take credit for the things that go right and for those that go

Jon continued, "Now I know you've got to be pretty strong internally to be a PD, but you've got to be able to deal with people. You've got to have a lot of confidence in your abilities and talents. You've got to be willing to take criticism. Management is not for those who have a will of iron that would make them afraid to look to all sides. You can't have tunnel vision in a PD situation. As a jock, you've only got an idea of about 10% of what goes on for a PD. That's why so many jocks become armchair PDs.

"I find some of my jocks armchair-quarterback my decisions. I feel that anyone worth his salt will have their own ideas. I think now that I've been a programmer, I'd make a much better employee. Also, I think my relationship with a PD would be better since I've seen the other side of things. Everyone in the market, including your listeners, thinks they can program the station better than you can."

Once again, Jon stressed an important point about being a PD and dealing with armchair PDs. "You have to be able to take the criticism. If you know you're doing the job, then outside comments should be welcomed. I even get recommendations from jocks who want to work for me. As time goes on and I've progressed in my job, I've found that 90% of it is people. If I've got the right people in the right positions and they are doing what they are susposed to do, then I don't have to worry about 90% of my job."

#### Following The Same PD Pattern

Part of the fun of being an armchair PD is to map out what you would or wouldn't do when you become a PD. I asked Jon if he's been able to stay away from some of the things other PDs did he found bothersome as a jock. "Most of what I used to think concerning the PD's job doesn't hold true. I have ended up doing a lot of the things that other PDs did that annoyed me as a jock, simply because my mind is on so many things. When you become a PD, your priorities change.

#### Motion

Brian Kirkland returns to CK101/Cocoa Beach as afternoon driver from KRBE/Houston... WFLY/Albany MD Jack Lawrence moves from middays to afternoons, and parttimer Tom Casey is upped to middays . . . KROKI Shreveport hires Peter Stewart as PD from KHFI/Austin, and Aubrey Hayden joins the station as afternoon driver from WKJJ/Louisville ... 79Q/Houston's John Garcia leaves all-nights to do PM drive at KONO/San Antonio . . . KHBQ/Amarillo has hired former KQIZ-FM PD Steve Stucker to replace outgoing PD Tony Mathls.

WDOQ/Daytona Beach grabs Eddle Coyle for mornings from WYYS/Cincinnati to replace Dave Deppish . . . Scott Brodie is named MD at WZPL/Indianapolis . . . XTRA/San Diego promotes midday man Steve Sande to MD. WMEE/Ft. Wayne names Kelth Greer MD from a similar slot at KROK/Shreveport. He'll take calls from 1 to 3pm daily KilK/Davenport hires Bill Hickok for afternoons from FM100/Memphis.

Drew Bentley is out at KFMW/Waterloo as PD and can be reached at (319) 232-0311 . . . Nancy Jay has been appointed News and Public Affairs Director at KAFM/Dallas . . . Christy Springfield joins WCAU-FM/Philadelphia for allnights from WAYV-FM/Atlantic City... Nell Harrison is now MD at KZZB/Beaumont from WHHY-FM/Montgomery ... K96/Provo-Salt Lake City welcomes Chrystal Collins from KUDO-FM/Las Vegas...John Miller exits KDZA/Pueblo for KJ97/San Antonio... Marilyn Butler is the new MD at WEBC/Duluth.

KFYR/Blamarck PD Dan Brannan taps Sid Hardt as MD... Lou Simon joins KZZP/Phoenix as a jock from Q107/WashIngton . . . KYST/Houston is now broadcasting in AM stereo using the Harrls system . . . WRVQ/Richmond morning man/PD Jeff Morgan hires Corey D team up for a "Q-Zoo" show from WOHO/Toledo . . . Kevin King joins WANS-FM/Greenville from overnights at WAAK/ Dallas, NC...WNFY/Daytona Beach has named Brian Logan MD.

#### For The Record

Ron White is no longer consulting WGRD/Grand Rapids, and WKDQ/Evansville's Spring-Fall '82 12+ share trend was 17.3 to 15.9, not 17.3 to 12.9 as reported last week.

"When I was a jock I felt a PD hired me away from another station to do four hours on his station at an increase in salary because he liked what I did on the air. When I got in there, he started tweaking and changing my act. I thought that was sacred ground. I used to think if I have a particular sound that you hired me for, then leave me alone. I still subscribe to that theory to a degree, but for practical purposes I've discovered that you can't give everyone their head or they'll be off in their own directions, much like the old days when jocks brought in their own records."

Jon echoed Alan's thoughts on finding people that can work well together. "The hardest part to this is finding the right people. It's a hit-or-miss situation," he explained. "When you hire somebody or promote someone into a new level of responsibility, you try to be as accurate as you can with your analysis of their potential, talents, and interests to put them in the right position. That's not really an exact science. Some folks really shine when you give them the ball. and you'd never know it because they've been sitting on the bench for so long. The opposite is true of folks who are the most vocal armchair PDs begging for the chance to perform. When given the chance, the only thing they are good at is promoting themselves.

After being in the real PD's chair for a while, Jon had some favorable thoughts about his position. "I'm in heaven doing this. I really enjoyed being a jock, and now I'm enjoying being in management. I've got aspirations of eventually becoming a GM or a station owner. I'd even become a jock again in the right situation, but right now I want to stay in management. Two years ago, I'd never have felt this way, but despite the pain of the job, I really love it. If you never compete in a major sport, then you don't know the thrill of winning in a major sport. The buzz is a lot stronger than in a minor sport, that's for sure."

#### KBFM/McAllen-Brownsville PD Bob Mitchell

After many years as an MD or Assistant PD, Bob Mitchell was recently given his first PD job at KBFM/McAllen-Brownsville. His last job was as Assistant PD at WICC/Bridgeport when it was CHR. I asked him his thoughts on being a PD at this early stage of the job.

"The job of being a PD so far has turned out to be much more than I ever imagined it would be. It is very timeconsuming. Some PDs are music-oriented and some are business-oriented, but I'm a combination of both, so it doubles my time spent at the station. In particular, I not only have to deal with the jocks and the music, but sales and client



**Bob Mitchell** 

follow-through, which easily adds up to a 70-hour week. If you're going to do the job right, then be totally prepared to devote that kind of time."

I asked him to recall his days as an armchair PD, and how he views jocks that assume that role. "When I worked for Gary Peters at WICC, I would secondguess him at times, but I was also given the flexibility to be a part of the decision-making process. I was fortunate to be in this type of situation.

"It's always nice to have someone to rely on as a backup to run ideas by. Most armchair PDs have the time to devote to the idealistic attitudes of how it should be, because they have nothing else that interferes with that process. Often, these people look to change things just for the sake of changing them, just to do it their own way. As an Assistant PD, I would end up executing the responsibilities given me by the

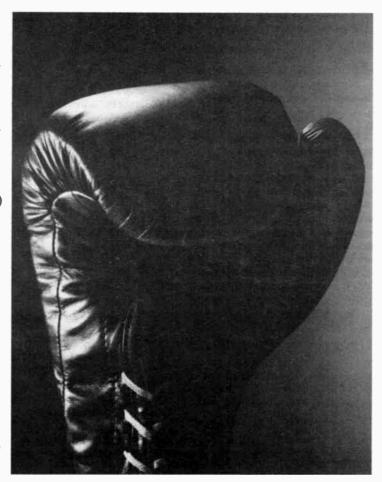
"Being PD is a much more in-depth position. I don't have the luxury of an Assistant PD, but I do rely on my Music Director for a lot of these tasks." But Bob admits he wasn't without his own armchair PD ideas either. "When I was Assistant PD I set some goals and ideals that so far I've been able to adhere to. Before I was PD, I used to think about how I would handle certain situations, seeing myself as often being tougher than the PD himself was. I've now found out it doesn't work that way because you have to deal with everyone a little differently. No two jocks are the same. An old pro doesn't need some of the basics you might have to work on with a parttimer."

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JEFF GELB

#### PROGRAMMERS AT CAREER CROSSROADS

# What's Next?

Whether you're programming in Oshkosh or Los Angeles, no doubt you've had moments when you've wondered what's next in your career. Are we an industry of future thinkers or are we more concerned with life through the next ratings sweep? This week, I spoke with AOR programmers from markets of all sizes nationwide, who shared some intimate (and sometimes surprising) dreams about personal goals for the future.

#### **Syndication**

### WYER/Mt. Carmel PD Scott Allen

"I have two jobs here; one is programming the FM and the other is Sports Director of the AM. To be honest with you, much as I like AOR, sports is really my first love. I'd love to develop some syndicated regional sports programming."

#### Management

### WBLM/Lewiston-Portland PD Mike Bushey:

"I have no great desire to change jobs anytime soon, because I still love being a programmer and doing an occasional airshift. I'm 31 years old now and I want to stay in radio, but I'm not sure if at 41 I'd be a good AOR programmer. So, at that point, I'd like to be GM of my own radio station. This is a small market, so I get to wear several hats. I have some account exec

"I've always had a dream of buying a radio station in a market like Poughkeepsie, and getting out of the rat race." —Larry Berger

duties that supplement my income (the average PD in this market makes between \$15,000 and \$20,000, and sales allows me to do better than that). This experience will pay off for me down the line."

### WPLJ/New York PD Larry Berger

"I'm interested in either exploring other formats or possibly moving into management in a smaller market. I've always had a dream of buying a radio station in a market like Poughkeepsie, and getting out of the rat race."

### Management Of A Different Kind

#### WLUP/Chicago MD Sky Daniels:

"I'm thinking about production and management of artists. I feel that, with my ears, I have a producer's instincts (of course, I'd need more technical studio training). Craig Lambert, Dave Lancao, and I have talked about the possibility of forming a production-management company here in Chicago, to tap the heartland. We think we could provide a good link to both coasts for new hards."

#### **Looking For Clues**

#### WRIF/Detroit PD Fred Jacobs:

"I don't have a clue! They'll have to drag me out of here feet first!" "I have thought . . . about going back on the air, in a really big market . . ."

—Denton Marr

#### Back On The Chain Gang

### WEBN/Cincinnati PD Denton Marr:

"I'd love to learn to paint, and retire to the South Seas like Gauguin. I have thought, from time to time, about going back on the air, in a really big market, doing a really good job for a long time at one of those heavy hitter stations. When you're on the air (dependent on the station), you have a better opportunity for creative self-expression. Gary Owens, for example, is so good and powerful that he can do almost whatever he wants, so his imagination is totally freed up. Whether or not you like what he comes up with, it's certainly totally crazed. I'd love to do something like that."

#### KBPI/Denver PD Phil Strider:

"There are times when I think about going back on the air. Sometimes I think it would be nice not having a PD's pressures, but then again, I'd probably get bored faster than I realize.

"I think my next step will be managing a station — or perhaps I could be the 350th consultant in the field. The markets that really need consultants are the ones that can least afford them, at least the way they're priced right now. But I don't want to try to compete against Jeff Pollack or Lee Abrams. I have a little background in sales and want more. Sandusky's posture for the future is not necessarily sales-oriented for their GMs; they'd match a strong programmer as GM with a strong sales-oriented Sales Manager.

#### **Busting Butt**

#### KIDQ/Boise PD Dave Freeman:

"I want to stay in the business, especially with our parent company, Sundance, because we're on the bottom rung, and can't do anything but go up. Programming is still kind of new to me; my feet aren't totally wet yet, so I'd like to stay with that for awhile. As a programmer, I just want to be able to continue to adjust to the changes, and stay on top of them. I just want to keep busting my butt and see what happens."

#### The Rustic Route

#### KGB/San Diego PD Larry Bruce:

"I have two alternatives, one in media and one outside. Outside of the media, I have the abiding desire to open a bookstore in Durango, Colorado. I'd spend my winters skiing, my summers hiking, and the rest of the time reading on the front porch.

"In the media, I'm happy as a clam where I am. But after KGB, I would like to

### What's Next For Record Reps?

Five years ago, had I written a "What's Next" column, chances are many PDs would have responded that they looked forward to seguing into the record industry, particularly in promotion positions. Interestingly, not a one of the programmers I spoke with this week expressed that goal. That made me wonder what goes on in the minds of AOR record promotion reps about their future, and their responses were fascinating.

EMI America's Ken Benson: "I've always had two fantasies of where I'd go from here. The first would be building an eight-track recording studio at my house, so I could go out there and play when I get insomnia. It would strictly be for therapeutic value. And the other dream is running a used bookstore. But the big problem there is that I'd buy books from people and probably never sell them, because I love books."

Geffen's Johnny Barbls: "Right now, I'm real happy doing what I'm doing. I'm learning so much from the people who work here; it's like going to grad school. This is the best education I could get to eventually move into an executive position at a record company. And would I love to own a label someday? Of course!"

Warner Bros.' Kenny Puvogel: "I would like to further my career in the record business, make a lot of money, move to Maui, open up a bar, have a sailboat, and just relax for the rest of my life."

Columbia's Jim McKeon: "On the practical side of things, I share the most common goals that most people in the industry have, of either owning a successful major market station, or running Columbia Records. Those are real goals of mine.

"On the other hand, if I ever received a phone call to co-host NPR's great evening news program, 'All Things Considered,' I would jump in a second, and would probably pay them for it.

"On the fantasy side of things, in a seaside college town, I see myself and George Chaltas owning an all-under-one-roof full-service bookstore, expresso and wine bar in an art gallery seting, plus a pipe and tobacco shop, and music store. Upstairs, Paul Rappaport and I would operate a small independent record label called Red Canoe records, catering to our own tastes exclusively. Behind the front door would be my golf clubs and his surfboard."

Capitol's Ray Tusken: "I love my job. My next move would have to take advantage of my experience and enthusiasm, and allow me more responsibility, authority, and personal flexibility. A part of this would involve much more travel than I've done in the past; I'd like to get closer to 'the street' and the business on a global scale. Somehow, I'd also like to have the time for regular vacations in exotic warm places, with coral reefs and sailboats.

"In my fantasy world, I'd love to get involved with the film world, either as a screenwriter, editor, cinematographer, and/or director."

"In my serious world, I'd like to find a way to influence the powerful individual leaders of international politics, multinational business, and the media to read, understand, believe in and act on **Buckminster Fuller**'s 'Critical Path.' Then, we all might aim toward artistic statements that will have not only lasting value, but a real future."

expand my consultancy or look at a group PD post for a major radio corporation."

#### **Worm Farming**

#### KTXQ/Dallas PD Tom Owens:

"I knew a fellow who once programmed a station in Memphis, moved into sales for another station in town, and seemed perfectly groomed for a GM position down the line. We went out to lunch one time and he told me, in all seriousness, that he often thought of starting a business of his own, like worm farming. He ended up selling produce.

"I want to do this for another few years, and then probably go into station management. I pick up as much sales information as I can every day along the way. If I had the chance to become a GM, I'd first do some sales training, and probably start in a smaller market.

"A national PD post doesn't really turn me on; nor does the consultant thing, particularly all the traveling involved."

"Never in a million years would I want to be a consultant."

-Charlle Kendall

# Music On Television WMMR/Philadelphia PD Charlie Kendall:

"Never in a million years would I want to be a consultant. I would like to spend the next five years programming. I really enjoy it, and just to have the privilege of continuing to do it is reward in and of itself.

"After that, I would like to program rock and roll for television. My concept of what would work on TV is entirely different from MTV's; it would be a completely different kind of format, and I think it should be done locally, not nationally. In five years, I think the technology will be available to do so."

"My ultimate pipedream is to produce records." —Redbeard

#### WZXR/Memphis PD Redbeard:

"My short-term goal is to remain with Summit Communications, hopefully moving into a national programming coordinator position for our chain of stations.

"In the long run, two areas interest me. One is special long-form radio production, and the other is the marriage of video and radio in a simulcast situation. MTV is heavily slanted video, whereas what I'd like to see is something that wouldn't be on cable, but instead, something you could actually listen to in a mobile environment. Then, when you were in a fixed position, you could see an audio-visual combination.

"But my ultimate pipedream is to produce records. I've been blessed with a set of ears, and I don't take any credit for them. But I've always liked music, and after working in AOR for the past 12 years, it seems logical to work with musicans to help them make hits."

#### **The Consultant Carrot**

### WMMS/Cleveland PD John Gorman:

"I've been doing a great deal of soulsearching on this subject. The past ten years at WMMS and with Malrite Broadcasting have been my most rewarding. Over the decade, my departmental responsibilities have increased dramatically. That, plus the continual changes and evolutions in music and lifestyle, keep me on my toes; I've yet to have a dull day here.

"But, there comes a time when you have to move on to your next adventure. What we have created at WMMS, especially in the past four or five months, is a hybrid AORrock and roll station with heavy emphasis in certain dayparts on the 25+ demo. Birch, and our own in-house research, are showing great gains. We are proving that A/C

Continued on Page 50



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Greg Kihn Band on 3/27

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EVOLUTION

WHMD/Hammond switches to CHR from AOR... Dave Krusenklaus is upped to PD at WKQQ/Lexington, as Gary Dickson exits

for WBAG/Burlington. Curt Mathies is up-

ped to WKQQ's MD post while Bob Rosel joins from KFMQ/Lincoln for mornings...

Russ Bradley steps down as PD of

WKQB/Charleston, while Rich Piombino

joins as PD and Dave Gariano signs on as

consultant for the station . . . Rick Lambert

exits as MD of KSRR/Houston, where John Roberts joins from WLUP/Chicago as MD

.. Lex Staley is named MD at

WFYV/Jacksonville . . . Dave Nichols exits

as MD of WRNO/New Orleans while Wayne

Watkins joins as MD from WFMF/Baton

Rouge . . . Rebecca Davis is named Asst.

MD of WTKX/Pensacola . . . Jack Randall

## What's Next?

Continued from Page 48

shouldn't have to be the only guaranteed successful 25+ format.

"Contractually, I'm committed to WMMS and Malrite through June. Beyond that, who knows? I want, of course, to examine the opportunities for advancement in the Malrite broadcasting group. It's a fastgrowing, unique, no-nonsense organization, of which WMMS is the flagship station (I haven't spent the last ten years of my life here for nothing!). My other option would be to 'go independent' with my own consultant firm. I certainly have more than enough qualifications, and perhaps an unequalled track record. I attribute much of that success to the ability to surround myself with highly talented and creative people.

"Being married and over 30, I enjoy the security of my present position. If I choose to start my own business, I can guarantee you I will be successful."

#### KDKB/Phoenix PD Jeff Sattler:

"I'm a student of radio, so I'd enjoy working with other markets, seeing what stations are doing elsewhere. So consulting may be in the offing, not only to help the stations, but because it'd be such a learning experience for me.

"I can also see myself managing a radio station, because I enjoy dealing with people. Ultimately, I'd like to be president of a broadcast group somewhere. You have to set your goals high or you may never achieve them."

#### **WQMF/Louisville PD Tom Owens:**

"The management of WQMF has made it real difficult for me to think of life after this station. But I'd have to say that I'm intrigued by the concept of being involved in a variety of competitive situations as a consultant.

"If that doesn't work out, there's always the pro golf tour. Or being a contestant on 'Jeopardy.' "

## Is There Life After Consultation?

#### Jeff Pollack:

"Obviously, I love radio, and that will continue to be my primary interest. Our company is very excited about working with radio stations in other countries, such as Australia, New Zealand, and Canada. I'm also interested in television because, with the amount of competition and fragmentation now occurring, it provides an opportunity for a lot of new programming concepts to be developed. But my most important goal in the future is to do a great job for our clients."

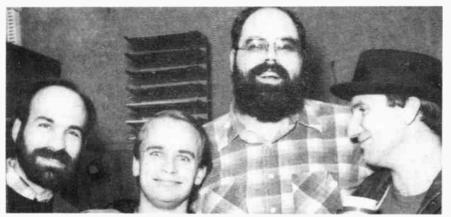
#### Lee Michaels:

"I've always wanted to get involved in the film industry. I have the urge to do some acting, but I don't have any training. But, at the same time, all of us in this business have to act a bit to get the job done, so I do have street experience! I've also got a lot of story ideas and I'd like to collaborate with people to write film scripts. I've got tons of bits, scenes and scenarios in my head, and I'd love to see them put in some order on paper. They wouldn't be rock and roll or radio-related; they'd just be based on true-life experiences."

COMING NEXT WEEK: Imports — suddenly, they're all the rage with AOR radio. Why are programmers hopping on songs by acts like A Flock Of Seagulls, Human League, and Men At Work when listeners can't buy those records? And how do the record companies feel about import airplay? We'll look at imports fever from both ends of the industry spectrum next week.



WEREWOLF IN MURPHYSBORO — Asylum's Warren Zevon was interviewed by WTAO airstaffers prior to a Murphysboro concert date recently. Pictured (I-r) are station's Tracy Brenneman and Jay Michaels, Zevon, station's Diana Clarno, Program coordinator Greg Saddler, and account exec Steve Hatter.



**DOING BUSINESS AS USUAL AT WKLS** — While touring through the area, Columbia's Men at Work made an interview stop at WKLS/Atlanta. Pictured (I-r) are Columbia rep Alan Oreman, band's Greg Ham, WKLS DJ Bearman, and band's Colin Hay.



PLEDGING ALLEGIANCE TO KNAC — KNAC asked listeners to show support for the station's alternative programming as KNAC celebrated its fourth anniversary, and was immediately deluged with a shower of affectionate messages accompanying everything from tennis shoes to surfboards. Pictured are PD Jimmy Christopher (left) and MD Mary Jo Godges (right) with some of the mail.



ANT INVASION — WIQB/Ann Arbor held an Adam Ant lookalike contest whose winners received Adam Ant catalogs, cash, and tickets to the performer's local show. Picturing fronting some of the entrants are WIQB MD Mike Belanger (left) and PD Randy Z (right).



PRACTICING VOODOO — After IRS/A&M's Wall Of Voodoo played El Paso, KLAQ hosted the band in an on-air interview. Pictured (i-r) are the band's Bill Noland, KLAQ PD Arin Michaels, and the group's Stanard Ridgeway.

### UPDATE

This guy will do anything for attention: WUWU/Buffalo's Gary Storm got married on the air recently, amidst heavy local TV coverage . . . Speaking of blessed events, congratulations to WTKX/Pensacola PD Mark Sawyer and wife Cathy on the birth of son David . . . KQDS/Duluth is giving 3-D movies competition by incorporating the Carver holographic generator into its sound system, in conjunction with airplay of halfspeed master discs, for what the station describes as true three-dimensional sound . . . Let's do the time warp: KKDJ/Fresno celebrated April Fool's day with 12 hours of simulated '50s and '60s Top 40 radio programming, complete with fictitious spots . WIMZ/Knoxville helped the city raise \$100,000 in a walkathon for St. Jude's . . . In conjunction with a local appearance of Sammy Hagar, KSQY/Rapid City gave away a "Red Rocker" Kawasaki motorcycle in an on-air treasure hunt . . . CHEZ-FM/Ottawa celebrated its sixth AOR anniversary with a free dance party for 200 listeners, complete with live music and door prizes . . . CITI-FM/Winnipeg did the same for its fifth birthday, corraling Harlequin, Streetheart, and Kilowatt to play live . . KQAK/San Francisco began an annual tradition with its first St. Patrick's Day Comedy Celebration at the Old Waldorf, featuring the station's Tim Bedore with

CONCERTS&CONVERSATIONS

**CONVERSATIONS: Lene Lovich, Paul Barrere** on WPDH/Poughkeepsie... Night Ranger, Marshall Tucker Band on KIDQ/Bolse . . . Sammy Hagar, Saga, Little Steven, Red Rider, Alvin Lee on KKCI/Kansas City . . . REO Speedwagon WLVQ/Columbus ... Michael Bolton WPLR/New Haven . . . Paul Barrere on WAMX/ Huntington . . . . Triumph on WILS/Lansing . . . Thompson Twins, Stray Cats on WIOT/Toledo .. B'zz on KILO/Colorado Springs ... Plasmatics, Kiss on KLAQ/El Paso...Busboys on WLPX/Milwaukee . . . Tubes on KQAK/San Francisco INXS on KTYD/Santa Barbara . . . Alex Call, Tom Johnston on KVRE/Santa Rose ... Robert Ellis Orrall, Paul Barrere on WEZXI Scranton ... Poco, Sammy Hagar on KSQY/ Rapid City . . . Alvin Lee, Huey Lewis on KFMG/ is appointed Asst. MD at WILS/Lansing . . . Jeff Johnson joins WFBQ/Indianapolis as Promotion Director . . . Russ T. Nailz (Russell Stolnack, Jr.) joins 91X/San Diego for mornings . . . Tom Cale exits KROY/Sacramento for competing KZAP . . . KZAM/Seattle hires Karyl Levinson for afternoon news from WYNZ/Portland, ME.

PROGRAMMING PERSUASION — Practicing the Wisited Rullet Theory' or PC101/Washington WR

PROGRAMMING PERSUASION — Practicing the "Single Bullet Theory" on DC101/Washington VP of Programming Don Davis (center) is Epic's Gerry Thompson (right) and the band's drummer Dennis Madigan (left), in hopes of convincing Don to program Single Bullet Theory's debut LP.

guest stars Bruce "Baby Man" Baum and Robin Williams . . . "Kattworld '83," a free lifestyle fair sponsored by KATT/Oklahoma City, drew 80,000 people . . . 91X/San Diego has debuted a weekly four-hour potpourri program, airing Sunday nights at 9, called "Paradise on the Rocks." Host Paul Sansone plays a wide variety of music, from jazz to reggae to oldies, often inviting record collectors to join him on the show with their choicest musical tidbits . . . The Wynn Jackson Organization has moved, to PO Box 70128, Marietta, GA 30067-0128. Their new phone number is (404) 977-3037.

#### AOR Reporter Profile

KQAK/San Francisco
1311 Sutter St.
San Francisco, CA 94109
(415) 474-9100
OWNER: U.S. Broadcasting
GM: Les Elias
STATION MANAGER: Bob Heymann
ASST. PD: Belle Nolan
REP: Bernard Howard
98.9
4300 watts

"In this most competitive of markets, positioning an AOR station may be as difficult as winning back-to-back NCAA championships. The Quake is targeted primarily 18-34 men, and secondarily 18-34 adults. One element we rely on to differentiate ourselves from the dozens of other AORs here is our personalities. Alex Bennett in the morning is perhaps one of only a handful of radio personalities in the country who can not only beat the other AOR competition, but be competitive in the entire market, in what has historically been AOR radio's weakest daypart. However, the Quake's personality doesn't end at 10am; Belle Nolan, Tim Bedore, Oz, and Lobster round out what has been called the most talented AOR airstaff in the country.

"Musically, the Quake tries not only to reflect (through callout research) the musical tastes of our target, but to be on the forefront of those tastes. We generally play about 40 current albums (not including recurrents), and are not afraid to play 'modern music' when applicable. We are also very aware of the rich tradition of Bay Area music; this has great impact on the music we play. Not only from an oldies standpoint, but also in our support of new, local Bay Area bands." —Bob Heymann

# Thank you Rocker Ilive Red Rocker Ilive Red great In Start on God House In the Concept of The Co

Also a big thank you to Geffen Records, Ed Leffler, and Starfleet Blair Inc.

#### Sammy Hagar April Tour Dates:

4/2 Spokane, WA

4/5 Fresno, CA

4/8-9 San Francisco, CA

4/14 San Bernardino, CA

4/16 Los Angeles, CA

4/19 Bakersfield, CA

4/21 Reno, NV

4/23 Orlando, FL

4/24 Miami. FL

4/26 Grand Forks, ND

4/27 Bismarck, ND

4/29 Duluth, MN

4/30 Minneapolis, MN



NBC Radio's Young Adult Network

# Adult/ Contemporary



JEFF GREEN

# Panning For Real Gold

ith all the thousands of records released over the years, how are programmers deciding on the best oldies to stock in their gold libraries? This week, GR55/Buffalo MD Jerry Reo and RKO "Solid Gold Saturday Night" host (and WFYR/Chicago midday personality) Dick Bartley discuss methods for sifting out the prime gold nuggets.

**R&R:** What's your philosophy for selecting oldies?

JR: Generally, we look for songs that reached Top 10-15 which fit our format. With the top artists, such as the Beatles, Beach Boys, and Elvis Presley, you can't go

wrong by playing almost anything, regardless of how high the records actually went. For other artists, it depends on the actual song. If your station plays oldies from the '50s, you'll find that the Echoes' "Baby Blue" or Barrett Strong's "Money"



Jerry Reo

didn't go top ten but are still really good records. We wouldn't play songs like these every day, but they'd be useful on weekends or for special countdowns.

DB: You can't just go back and look at the chart history of a song, because that simply will not give you an accurate report of how a song will stand up today. When checking out songs from the early '50s, before "Rock Around The Clock" and the mass commercialization of rock music with Elvis, you have to be very selective. A lot of the old R&B tunes are considered classics, and you must uncover them by yourself

# **Progress**

Onetime WGAR/Cleveland newsman Bob Becker joins Paul Taple for afternoons Former WTIC/Hartford jock Rick Donahue is now midday man at WRKA/Louisville . . . KACY/Oxnard-Ventura PD Denny Lueil has resigned to do mornings at KBZT/San Diego . . Former WICC/Bridgeport PD Gary Peters takes afternoons at WNAB crosstown . . . R&R sends its condolences to friends and family of KTWO/ Casper announcer James D. Baker, who died recently of natural causes. Baker, who was 62, worked at KTWO for over 25 years . . . WVBF/ Boston MD Dave Neufeld departs to handle overnights and assist in programming at crosstown WBOS...Steve Monroe moves up from parttime to middays at WGBB/Long Island . . The Houston chapter of the American Women in Radio & TV selected KRBE-FM/Houston morning man Weaver Morrow as its radio personality of the year . . . PD Denny

St. John is KWAV/Monterey's new morning man ... Market veteran Scott Fischer returns to KPPL/Denver for afternoons ... Dave Lawrence and Charlie Carson join KFMB/San Diego for weekends. They're from competitors KS103 and KBZT, respectively ... Congrats to WDJX/Dayton's Joe Dawson and wife Tonya on the birth of their son Joseph Michael Jr. ... Former WCCC/Hartford talent Sandy Kelley joins WWYZ across town for evenings ... Ken Medek moves from mornings at WRAN/Randolph, NJ to evenings at WCHV/Charlottesville

... New evening man at WBOW/Terre Haute is Dan Michaels from WMIX/Mt. Vernon, IL, while former WHK/Cleveland talent Dan Robbins is now handling afternoons.

because they just didn't chart in the trades. Remember, don't just play everything; play that which made rock and roll what it is today.

R&R: How far back should your oldies reach?

JR: 1957-72 is our station's prime gold library. If you're targeting 25-44, I wouldn't go any farther back than 1956.

GR55

DB: I agree a song should generally be at least ten years old to be considered as an oldie, with a '60s core and 1954/1972 as the fringe areas. Be very careful choosing records pre-'56 and post-'69. Why? The nature of American pop music was very much in flux around those times.

If you go back and look at a Top 100 list from 1956, it's the most schizophrenic thing you'll ever see! It's a mix of MOR, Teresa Brewer, and Little Richard. It's crazy. Around 1958, the "Top 100" became a "Pop Top 100," and through 1969 it was very comfortably a top 40 pop/rock & roll/R&B list.

Now in 1970, the singer/songwriter era began, bringing us artists like Carole King, James Taylor, Bread, Cat Stevens, etc. A lot of records by these artists have become standards. I don't know if they'll ever qualify as oldies because they don't sound like oldies. "Bridge Over Troubled Water" is an immortal record. You can't compare it with "I Fought The Law" by Bobby Fuller. James Taylor's "Fire & Rain" and "Hitchin' A Ride" by Vanity Fare are both from the same era, but one is definitely an oldie.



R&R: Recognizing these timeless records as being different from conventional oldies, are you suggesting that they be programmed differently?

DB: Yes. They are more contemporary than their age would indicate, and some deserve to be rotated more heavily in the power gold category. Which ones are appropriate depends on your market, of course.

R&R: Is this 10-year rule of thumb absolute?

DB: No. Just because a record is ten years old doesn't automatically make it an oldies. It's got to sound like one. Conversely, just because a song is not ten years old doesn't mean it can't be an oldie. Billy Swan's "I Can Help" is a good example. The year of a record's release shouldn't be your sole criteria for categorizing your gold.

R&R: Are oldies a critical factor to your ratings?



JUST AS GOOD AS THE REAL THING — KHTZ/Los Angeles cosponsored a Tom Selleck lookalike contest coinciding with the release of WB's new film "High Road To China," starring Mr. Selleck. The winner, 23-year-old sales manager Doug Simpson, is shown cuddled by five of the judges. From left, KHTZ staffer Nancy Bernstein, Playboy Club entertainer Jennifer Ryan, Miss Tarzana/San Fernando Valley Pam Butler, Simpson, Cassandra Gava, co-star of "High Road," and KHTZ Promotion Director Keri Fretty. KHTZ morning man Charlie Tuna emceed the contest.

JR: Overall, oldies have a good deal to do with our ratings success, probably as much or more than our currents. Regardless of the formats they're classified as, there are many stations playing basically the same list of currents. The real edge we would have on another station is the oldies we play and the way in which we present them.

Specifically, we program a daily "Golden Graffiti Countdown" feature, during which we play hits of that date, say, 17 years ago. The next day it might be songs from 12 years back, and so on. Another special way we use oldies is on our weekend programming. Every weekend is a "Million Dollar Weekend," which includes the syndicated Wolfman Jack and "Soundtrack Of The Sixties" programs. Finally, we categorize the oldies not just in one or two groups, but in numerous different gold rotations.

R&R: What about regional factors?

DB: Oldies can be very regional in nature. For example, in Chicago we have a very rich musical history based in both R&B and rock 'n' roll. Artists such as Chicago, the Buckinghams, Cryan Shames, American Breed, New Colony 6, Impressions, and Jerry Butler recorded many songs that never became hits nationally but were enormous here, and so they're important to include in our programming. For the national show, however, I have to be very careful. Obviously, I can't go ten deep on the Buckinghams catalog as I could here on WFYR.

JR: There are examples of that here in Buffalo, too. One would be Bobby Sherman's "Little Woman." That song started in Buffalo, and although we wouldn't play it during key dayparts, it fits on the weekends when we use a lot of oldies.

R&R: What's the best way to trace your own market's musical history?

DB: You've got to find out what the big records were and see if they hold up today. You can start by using the Joel Whitburn books for the national charts. Next, try to



find someone with a complete collection of the local CHR station surveys from the '60s. Between 1957-1972, nearly every market had one or two dominant CHR stations. Here they were WLS and WCFL, and I've found those old playlists to be very valuable.

Dick Bartley

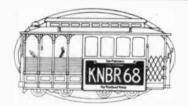
R&R: How should one calculate turnover time for oldies?

DB: This varies from market to market. Consider not only how many oldies your station and your competitors are playing, but also which oldies are being used. Also, understand the varying values of different oldies. Let's take a ridiculous example: Playing "They're Coming To Take Me Away, Ha Ha" by Napoleon XIV once a year may be too often! But to only play "Good Vibrations" or "Proud Mary" once a month would be wasting them. They're strong enough to handle heavier airplay.

JR: Right. I don't think you'd want to hear "Get Off My Cloud" on an A/C station 2-3 times a week. But if it comes up once every 3 weeks, it has a lot of value. People exclaim, "Oh, wow! I haven't heard that in awhile." However, oldies can burn out if they're overplayed. Knowing A/C radio's gold emphasis is 50% or even higher, you do have to be careful, especially if there are other stations in your market with similar programming.

DB: Besides all of these rotational and competitive factors, gut feel is also important. Now, I'm not playing down the factor of research at all. Indeed research is absolutely critical — not only to tell you what songs you might be overlooking, but also to warn you about records so crispy that there's danger in programming them. Remember, research alone can't make up your playlist for you. That's why it's people that make radio."

### Station Profile



KNBR/San Francisco "Goodtimes 88" 1700 Montgomery St. San Francisco, CA 94111 (415) 951-7000

Owner: NBC Rep: McGavren Guild VP/GM: William Dwyer PD: Ron Reynolds MD: Larry Finkel

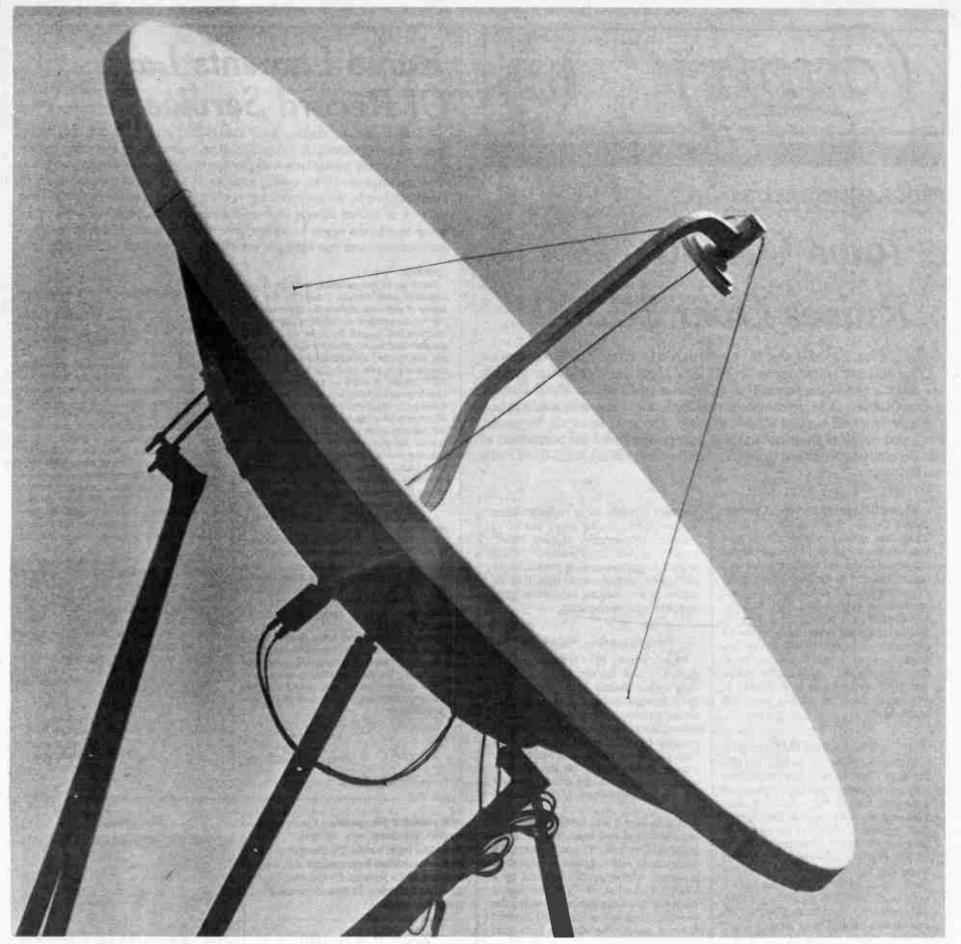
> 880 kHz 50 kw

"Once upon a time, there was a radio station that believed in the 'goodtimes' and in sharing them with its listeners. It was called KNBR 66 and to its thousands of listeners, it symbolized 'goodtimes' in every sense of the

"There was Frank Dill and Mike Cleary in the morning, and they made everyone laugh. There was Ron Lyons and there was Carter B. Smith, and they made people laugh and feel good, too. And Tom Brown, the man about town . . . and Ken Dito, the man about sports. And C.J. Bronson and Christine Ray, who kept everyone company at nights and on weekends. And Stan Dunn who had breakfast with them every Sunday morning.

"There were the Giants and Warriors, and all kinds of contests to give away wonderful things like trips to Hawaii, or even \$1000 bills. But most of all, KNBR 68 was the story of people who cared and shared with this special radio station they call 'Family.' And just look at what they've done. Together, they've managed to have some wonderful goodtimes, and raise over \$100,000 a year for charities for several years, while also helping hospitals, zoos, public TV, and of course, the cable cars.

"KNBR 68. Person to person radio. Real people laughing, talking, keeping company and spending the day with real people. And more and more real people are 'taking a bite of the goodtimes' and living happily ever after."



# This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

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the mix. Completely. So you can compose a unique blend of news and features, a blend that's most compatible with your own format.

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Associated Press. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

PROGRAMMING NOTES

# Town Of 600 Raises Over \$3200

lot of big stations in large markets have raised enormous amounts of money to benefit local charities, citizens, or groups. It's one of the things that radio does best. This is about a small station (KHOG) in a tiny community (Elkins, AR — pop. 600) which raised a relatively small amount of money (\$3200) for one of its locals. However, when you consider that that amount is over five times the population of this rural area, you begin to realize just how influential small-town radio can be!

When KHOG heard that one of its own. James Combs, was in need of a liver transplant operation which cost over \$100,000, the station and some concerned citizens of Elkins got together to put on a benefit concert in the high school gym. Five area bands donated their services, local stores contributed food, and the KHOG staff gave of their time. Over 800 people turned out (more than the town's population!) to contribute to the fundraising effort, which in the end benefitted not only Mr. Combs but the station and the community as well. Thanks to PD Ray Randall for sending along this inspiring story.

#### The Littlest DJ?

Although a lot of people in this business claim to have been in it since they were merely "children," when Jeff Edwards makes that claim in later years, no one will be able to dispute him. Jeff, you see, already has his own radio program on WSCG (Country 93)/Corinth, NY, and he's only ten years old! And being the Music Director's son in this case was more of a hindrance than a help in getting Jeff's career started. Although Jeff's been hanging around the station with his dad, Stan, since he was a toddler, when young Mr. Edwards decided he'd like to go on the air with a weekly show of his own creation, "Country's For Kids Too," his father was dead set against it. However, after Jeff did some audition tapes to prove he was man enough for the job, all opposition was removed and the aspiring air personality was given his own show. I wonder who decides which records Jeff gets to play?

#### Thanks To Hank

Hank Williams Jr., as well as his famous daddy, are both favorites of Country radio. As an example, two stations recently did special promotions in conjunction with Hank Jr., WRNL/Richmond spliced together a collection of Hank Jr.'s greatest hits (a la Albert Coleman's "Hooked On Country") which it called "Hooked On Hank," or for those real Hank fans, "The Best of Bocepheus." Station PD Mike Anderson reports audience response was terrific.

KRKT/Albany, OR tied in with Dell Books of New York and Warner Brothers Records for a Hank Williams Jr. weekend, giving away copies of Hank's autobiography "Living Proof" as well as his latest album "Strong Stuff." It was strong stuff indeed, as the audience response was so good that the station is now looking for similar print and phonographic projects.

#### Programming Potpourri

WGNA/Albany PD Chris Warren has started a new feature on his midday show called "Salute To A Songwriter." Each Monday he spotlights another of country music's corps of talented writers both past and present. Chris requests biographies and discographies from publishing houses and record companies, particularly on those songwriters who are not also artists and may not be as well-known to the general public.

Also in New York, WNYR/Rochester has instituted two new programming features. The first, "Crime Stoppers," a community-wide crime prevention program, was originally initiated by a local TV station. WNYR and sister station WEZO have now begun airing the one-minute programs as well several times a week. The stations have also brought theater of the mind back to Rochester in the form of "Docu-Drama," a monthly half-hour radio play depicting social concerns in the community. Produced by Public Affairs Director Gwenn Flynn, the "Docu-Drama" scripts are written and performed by local writers and actors. Following each dramatization, community experts will discuss that evening's specific topic, an approach the stations feel will make public affairs programming much more palatable to their audience

The United States Football League has certainly found a willing participant in Country radio. WPLO/Atlanta has added the Atlanta franchise to its sports programming, while WFIL/Philadelphia has picked up the rights to broadcast all of the Stars' games in addition to its coverage of the basketball "76ers.

KFMR/Stockton, CA, in conjunction with the local Chamber of Commerce, is sponsoring a new feature on the air called "Job Alert" in an effort to connect unemployed members of the community

# Radio Laments Lack Of Record Service

Stations in smaller markets have always had a problem obtaining record service from the labels. In these difficult economic times, both record companies and radio stations are really feeling the pinch, as more and more stations are eliminated from mailing lists. As an example of the bind this puts these stations in, we are reprinting two letters received recently lamenting the lack of record service to small-market stations. Next week we'll give equal time to the labels to explain why they feel these cutback measures are necessary and how radio can combat the lack of product coming its way.

Door R&R

Once again the recording industry is cutting their own throats. I refer to the new policy of requiring stations to "subscribe" or pay for the postage or freight to mail albums. I'm sure that I speak for many small market program and music directors when I say that we simply can't afford the \$75 or \$85 per company per year to ensure the delivery of each album. It used to be Country radio almost never used albums. But now it is more common to have album previews and feature album cuts on a regular basis. KOHI, for one, will not pay to receive promotional albums, and so feetures will cease, and new album cuts will only be played when we receive a copy gratis. An album was also a good backup to play a single hit if we didn't receive the single. I've noticed a marked decrease in the servicing of singles, too.

I realize the industry is experiencing severe culbacks in budgets, and the reps are pressed to cover all the stations, but all I ask is that instead of sending the medium and major markets several copies of each release, they could send a small market station at least one. Record company reps could also adopt a more friendly attitude on the phone — we do perform a service for

I see country album sales declining as a result of this policy, as smaller stations, experiencing their own budget cuts, will forego purchasing the albums. What a shame, too, when country albums are attaining higher quality content, and volume purchasing from the audience.

Respectfully, Debra Clay PD/MD/Sales KOHISt. Helens, OR Dear R&R,

This is an open letter to record representatives:

Since being dropped as a Radio & Records reporter in September, I have noticed some things as a Music Director that are, in my view, wrong.

Within a month, I lost contact with nearly half of the reps I talked to for nearly four years as an R&R reporter. While I lost contact with these reps, we, KIDN, noticed a sharp drop in record service as well.

I am quite aware of the economic pinch on some record labels, but I find it hard to believe that I can't get a single "charted" record from some labels at times. As a radio station, we too are feeling the economic pinch. We can't afford to go out and buy records that often. I don't think that many stations can. Fortunately, here in Pueblo we have good cooperation between the two Country stations when it comes to trading records, etc.

I realize that record reps have enough to do contacting the reporting stations. However, just because we no longer report to a publication does not mean we went off the air. Pueblo has a population of 100,000+, and I feel all listeners, including ours, deserve to hear the best that country music has to offer. Sometimes this is impossible.

Please, I don't necessarily need to talk to you personally; I just need to hear your records on our station, and so do our listeners.

Sincerely,
Al Scott
Music Director
KIDN/Pueblo

with available job openings. Community support has been very favorable, with even the local cable TV company offering the station free commercial time to promote the feature. By the way, happy third birthday to this community-oriented station!

#### KFMR FM 100 & Greater Stockton

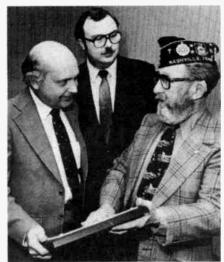
Greater Stockton
Chamber of Commerce
Invite you to join
"JOB ALERT"

Beginning February 1, 1988, JOB OPENINGS will be announced 12 times daily on KFMR. It come you nothing to list a job opening... and if you have someone that stays on the job at least 80 days, you'll receive an advertising package PREE on KFMR worth up to \$400.00!

To advertise your job opening(s) free or for more information call 957-KFMR

Gerry Paxson is host of locallyproduced "The Miami Valley Country Countdown," airing weekly on WBZI/ Xenia, OH. Each week's countdown will spotlight a feature artist of the week, as well as counting down the top records of the week based on local record sales and requests.

#### **News Notes**



In honor of WSIX-AM & FM/Nash-ville's 21-year cosponsorship of the "Parade Of Pennies," the stations were recently awarded an American Legion Certificate of Appreciation. This first-of-its-kind award was presented to WSIX for its annual money-raising drive to fund a giant Christmas party for Nash-ville's needy children. Last year WSIX collected over \$42,000, which enabled over 3000 children to have a happier Christmas. Pictured at the presentation are (l-r) Station GM Cecil Thomas and Asst. PD Wayne Campbell with American Legion Post #5 Commander R.W. Ricker.

Continued on Page 55

# Nashville This Week



#### SHARON ALLEN

The Academy of Country Music mailed final ballots to more than 2400 voting members on Friday, April 1. The winners will be announced on Monday, May 9 during presentation ceremonies at Knott's Berry Farm, aired "live" on NBC TV. Final nominations for the 18th annual "Hat" awards poll are as follows:

ENTERTAINER OF THE YEAR: Alabama, Barbara Mandrell, Willie Nelson, Kenny Rogers, Ricky Skaggs. TOP FEMALE VOCALIST: Rosanne Cash, Janie Fricke, Barbara Mandrell, Sylvia, Dottie West. TOP MALE VOCALIST: Merle Haggard, Ronnie Milsap, Willie Nelson, Ricky Skaggs, Hank Williams, Jr. TOP VOCAL GROUP: Alabama, Larry Gatlin & the Gatlin Brothers, Oak Ridge Boys, Statler Brothers, the Whites. TOP **VOCAL DUET:** (there are six due to a tie) Bellamy Brothers, Dean Dillon & Gary Stewart, David Frizzell & Shelly West, Merle Haggard & George Jones, Waylon Jennings & Willie Nelson, Eddie Rabbitt & Crystal Gayle. TOP NEW FEMALE VOCALIST: Deborah Allen, Karen Brooks, Cindy Hurt, Sue Powell, Amy Wooley. TOP NEW MALE VOCALIST: Kieran Kane, Gary Morris, Michael Murphey, George Strait, Gary Wolf. "TEX RITTER AWARD" (Country Motion Picture of the Year): "Barbarosa," "The Best Little Whorehouse In Texas," "Country Gold," "Honkytonk Man," "Six Pack."

SINGLE RECORD OF THE YEAR:
"Always On My Mind," "Crying My Heart
Out Over You," "I'm Gonna Hire A Wino To
Decorate Our Home," "Love Will Turn You
Around," "Nobody." SONG OF THE
YEAR: "Are The Good Times Really
Over," "I'm Gonna Hire A Wino To Decorate Our Home," "Nobody," "Ring On
Her Finger, Time On Her Hands," "She Got
The Goldmine (I Got The Shaft)." ALBUM
OF THE YEAR: "Always On My Mind,"
"Listen To the Radio," "Love Will Turn
You Around," "Mountain Music," "Waitin'
For The Sun To Shine."

In order to be eligible, all final ballots must be returned to the Van Nuys, CA accounting firm of Call and Trapani by Friday, April 22.

BITS & PIECES: George Jones receives a lot of publicity for his "no show" routine, but since September he has made more than 80 shows in a row trying to prove his commitment to his career. This week, however, Jones's doctor will have to take the rap for cancelled dates. Dr. G.L. Burton of Woodville, TX advised the entertainer to cease all work and touring for at least two and a half weeks due to severe stress and fatigue. Jones is recuperating at his home in Lafayette, LA... The readers of Playboy magazine selected Alabama as their favorite Country & Western Group. I'm sure you'll want to flip through the April issue to see for yourself the results of the Readers' Music Poll! . . . Larry, Steve, and Rudy Gatlin will perform on the CBStelevised "Miss U.S.A. Pageant" which will air live May 12 from the Civic Center in Knoxville, TN...You may remember Jerry Reed's daughter Sedina from her appearance on the special "Jerry Reed & Friends" last year. Well, guys, your fantasies will have to come to a screeching halt! The beautiful Sedina married David Rorick, a local musician, last Saturday . . . Tammy Wynette's granddaughter made her debut appearance, so to speak, on March 20, in Nashville. The 8lb. 1oz. baby girl named Sophia Andonitsa is the first child of Jackie Paule (Tammy's daughter) and husband John (Tammy's manager) . . . Most entertainers can keep you laughing with stories about strange experiences on the road. The real troupers usually take it all in stride and go "on with the show." That's exactly how Earl Thomas Conley decided to handle the situation during a performance in an Alabama club this week. You see . . . there was this huge oak tree (about 20-25 feet high) in the middle of the dance floor directly in front of the stage. Whadda ya do? Earl performed for the tree and anyone else who could see him through the limbs! . . . Loretta Lynn filmed another Crisco commercial with the help of husband Mooney, Cissie (the fourth of the six Lynn children), and Nashville songwriter Steve Pippin. The new Crisco spot was taped at the Tennessee Performing Arts Center rather than the star's Hurricane Mills ranch where all previous commercials were filmed. Loretta says she actually does a lot of baking when she's home and declares, "... I do use Crisco. Just like I say on the TV commercial . . . "Wouldn't it be something if she sent lemon chiffon pie with her next single! . . . If you've seen Mac Davis in concert or on television lately and noticed a twinkle in his eyes you might attribute his happiness to Lize Garard. The couple plans to be married within the next two months . . . Ronnie Milsap recently signed with a new talent agency, Headline International Talent. The agency is headed by Charles Dorris, formerly of Dick Blake International . . . Please note the following new address for Jack Pride Promotions 50 Music Square West, Suite 305, Nashville, TN 37203, (616) 320-0878.



RCA artist Earl Thomas Conley recently appeared on "Nashville Now," a live music program offered by The Nashville Network, where he performed his latest single.

# The same of the sa

# Country News This Week's Guests: GENE WATSON & GAIL DAVIES

Call Pete Howard or John Peterson (213)392-8743 228 Main St., Suite R Venice, CA. 90291

#### PROGRAMMING NOTES

Continued from Page 54

#### **Marty Robbins Special Available**

KCKC/San Bernardino PD Bob Mitchell is now a producer as well, offering a four-hour radio special, "Marty Robbins. . . In His Own Words," to radioland. The program, which features interviews with both Marty and his daughter Janet, is now available on an exclusive market basis through Bill Jones of Trailer Communication Technologists, (714) 886-8519.

WMAQ/Chicago's newsteam has scored another coup, winning first place in three out of six categories in the radio division of the 1982 Illinois UPI Broadcast Awards competition. The station also copped "Station Of The Year" honors at the presentation.

In a similar awards presentation for the state of Michigan, WCXI/Detroit was named "Station Of The Year" for the second year running. The station also picked up awards for "Best Newscast," "Best Sports Feature," and "Best Public Service Program."

This year's guest speaker at KFDI/Wichita's annual "Salute To National Agriculture Day" was former Agriculture Secretary Earl Butz. Besides the keynote address, the event also featured a dinner and music show sponsored by the Kansas Pork Producers Council.



Following his appearance at the Nashville Area Chamber of Commerce annual dinner Ronnie Milsap was presented a Certificate of Appreciation from the Nashville Music Association (NMA). Pictured at the presentation are (I-r) NMA Board Chairman Jimmy Bowen, NMA President Roger Sovine, Milsap, and Nashville Area Chamber of Commerce Music Industry Relations Committee Chairman Connie Bradley.

# Station Profile

COUNTRY 1280

KKAL/Arroyo Grande 129 N. Halcyon Road Arroyo Grande, CA 93420 (805) 489-1280

Owner: Kal Koast Radio Corp. GM: Gary Owens PD: Doug Vincent MD: David Wheeler

1280 kHz 5000 watts day/2500 watts nights

"KKAL has been Country about 12 years now, serving California's central coast from a little south of Santa Maria all the way north to Paso Robles. We're a traditional Country station and play a lot of oldies going back to Hank Williams and the Sons Of The Ploneers, although we don't emphasize it too much. We play about 60% currents and try to keep it as uptempo and modern as possible without backing away from the old songs which appeal to the backbone of our audience... the traditional country listener.

"For research we do callout sheets, and every week I call the local record stores to check 45 sales. Also, we've got a deal going at the 7-Eleven stores based in Santa Barbara where we and several other area stations send them our playlists each week and they put the records listed on sale in their stores.

"Our personalities are definitely up but concise. If we don't have anything to say, we

let the music be the star. The station is very promotion-minded, and in the past few years has given away a lot of trips and a couple of cars, but we don't forget the little promotions either. We also sponsor dances in this area for various local charities and nonprofit organizations.

"As long as people know you're out there and know you're concerned about what's happening in your area, they're going to tune you in just to keep up on things."

— David Wheeler



KKAL STAFF — Pictured (i-r) are Bill Curtis (mornings), Doug Vincent (PD & afternoons), David Wheeler (MD & middays), and Tom McKay (overnights). Not pictured is night jock Myke Kross.

# Black Radio



WALTLOVE

# KJZZ — Putting Promotions In Motion

ince I requested input from readers on what they wanted to see covered in this column, a number of subjects have surfaced as items of particular interest. The topic of promotions seems to be a top request item from a number of you out there. After checking around the country for an individual and a station whose promotions have had good results, I convinced KJZZ/Seattle PD Jeff Hanley to share his formula for success.

As I'm sure you're aware, a number of radio stations don't do promotions for several different reasons, money being the most prevalent! In other cases, management may just not believe in station promotions.

Jazz stations traditionally do a few promotions of the traditional sort - highenergy sells, money or ticket giveaways, trips for two, etc. So in talking to Jeff, I aimed at finding out not only how to plan and execute a successful promotion in

work with its format.



Jeff Hanley general, but how KJZZ makes promotions

First I asked Jeff why KJZZ was so promotion-minded. "We are one of the few Jazz stations to come on the air in the country with a 24-hour jazz format," he told me. "We're the first and only Jazz station here in the Seattle market. Knowing all this up front, we wanted to come into the marketplace with a big bang - thus, our 'promotionally-minded attitude' was born. We knew we needed exposure to the city to let them know we were here and what we had to offer them as listeners.'

#### **Promotions In The Station's Best Interests**

I wanted to know Jeff's overall philosophy on promotions. "First of all, we don't do sales-oriented promotions where it's an extra added incentive for a client to buy a schedule on the station. All our promotions are oriented in the best interests of our radio station, not a particular client. Now that doesn't mean we don't get involved with client/station promotions; we do, but the promotion is a station idea and it is controlled by us. The way we get clients involved is through co-sponsorship. What that means here at KJZZ is we begin all phases of the promotion on the programming side of the radio station.

'After we have conceived the basic idea, we then get involved with other station personnel in the decision-making process. At this point we can take a look at who might ght as a co-gnonsor for a narticular

"It's very important to allot enough station promos to properly expose the event. Without total exposure, you'll certainly ensure its demise."

1540AM event. It's very important that the cosponsor's image is right for the promotion. Often people representing all different

types of organizations will approach us with specific ideas for benefits. For example, the local March of Dimes and the United Negro College Fund have approached us about doing fundraisers for their respective organiza-

"I might add that when we are 'thinktanking' our promotional ideas, we are also targeting our audience. Our audience consists of males and females between the ages of 18-54 who like jazz, who work, and who also buy products. I think a jazz audience is more active than any other, because jazz listeners have always been very vocal. If they don't like something you do as an announcer, they'll call you and tell you. If the station does something they disagree with, they call or write and tell you. Likewise, if they like you and/or agree with you, they also let you know."

#### Costs And Exposure

Jeff then elaborated on the execution of a promotion. "We start off by making sure the promotion is right for us, that it's on target for our audience, and that it also fits our image. One of the most important things about a successful promotion is its execution. We start by figuring out what is needed to successfully execute the promotion in terms of manpower; i.e., how many hours of staff time it will take to pull it all together. That is, how many people are needed to make it work smoothly and how long of a commitment is necessary in lead time to really build a particular promotion to an exciting level by the time it should peak

"We also take into consideration the amount of air-time that's necessary in station promos as support. It's very important to allot enough station promos to properly expose the event. Without total exposure, you'll certainly ensure its demise. Most of our promotions have 4-6 weeks of lead time.

"After the above considerations, we get into how much it all will cost. If we plan to do a live broadcast, we would need phone lines, for instance. We also get into whether or not we'll need entry blanks, and how those entry blanks would be distributed. Other things we discuss are the need for display materials, posters, flyers, etc. Finally, we look into whether or not we need giveaway items to go along with our main promotion. Let's face it, things like record giveaways and tickets are enticing

Jeff also mentioned that JAZ' has several levels of station promotions. "We have some promotions that are always on the station. For example, we have a regular Monday night event that takes place at a leading jazz club here which spotlights local talent. The name of the event is 'Jammin' In The Alley with KJZZ.' Another ongoing promotion is our 'Co-Welcome Concert.' When a group comes to town, we do a 'Co-Welcome Concert' with the concert promoter. We have a standard approach to these promotions, which are tied in with the act, the promoter, and our station. Anything connected with jazz in this town involves KJZZ. This part of our positive image has come about through things like our promotions."

#### **Good Listener Reaction**

I wanted to know how the traditional jazz listener has accepted this active promotional approach. "We always seem to get a great response from our promotions. I think it's because we target our promotions strictly to our audience. Our listeners are always intelligent, sophisticated, and independent thinkers; consequently, our promotions are never childish like most of the pop stations. We only give away three things on the air: record product that's good jazz, concert or theatre tickets, and trips abroad. We use these things as incentives for our listeners to get involved with the radio station. They're also a vehicle for our research methodology. Whenever anyone enters one of our contests, we ask a lot of pertinent information about them: age, profession, what part of town they live in, income, etc. - so you can see we use the in-

". . . we have projected the proper image for ourselves from the very beginning. We will never turn our radio station into an amusement park like a number of pop stations do."

formation to help ourselves do a better job knowing our audience.

"One of our first promotions was telling our listeners who owned businesses that if they had a KJZZ poster prominently displayed on their premises, they would win \$50 cash if one of our staffers came into the place of business, heard the station, and saw the poster. We got listener involvement from burger places, law firms, delicatessens, gas stations, and more. One corporate executive (president of a company in Seattle) called and wrote in for a poster because he wanted to frame it for his office.

"I think we get this good response from our promotions because we have projected the proper image for ourselves from the very beginning. However, we will never turn our radio station into an amusement park like a number of pop stations do."

Jeff's final comment was, "I think the most important thing for any radio stations considering a promotion is making sure they've got the right promotion targeted to the correct audience they want

# New Orleans Update— WYLD-FM On Top

New Orleans is a city I've written about previously because of the intense ratings battle going on between two Black/Urban-oriented radio stations - WAIL-FM and WYLD-FM. This consistent "bumping of heads" has become a classic contest for those of us on the outside looking in. Here's how the situation looked at the end of the fall '82 Arbitron sweep:

	Spring '82	Fall '82
WYLD-FM	6.4	12.9
WAIL-FM	12.9	8.8
WEZB (CHR)	8.6	8.6

I asked WYLD-FM PD Brute Bailey how he accounts for this dramatic reversal in market shares. "It was a very calculated effort on our part," he said. "We've never made a gangbusters attempt to be number one in this city. Coming into the city as new

owners from out of town, we felt the need to get into the community first. However, this is no excuse; WAIL-FM just flat beat us before because we were in an embryonic stage. WYLD-FM has always been a community-based



**Brute Bailey** station. So when we saw what WAIL-FM did, that told us, 'What are you waiting for?' At that time we decided to flex our muscles and take our shot at being the number one station in New Orelans.

"What we did was alter our format to some degree. We started playing more mainstream music and increased our adult appeal. These things, plus our positive attitude about winning, have turned it all around for us."

Brute talked some more about WYLD-FM's music shift. "We still play more jazz than any other New Orleans radio station, but the more commercial hit music we play the stronger we get. Our entire presentation

has broadened, and that in itself has helped make us a full-service radio station.'

I asked Brute what he envisions for the future. "I see a continuation of us maintaining our top position in town. We've got a good solid community foundation, so I don't think we have to buy our listeners. I think they'll stay with us. We are the number one adult radio station in this market. We have only about 14% of our audience in teens, and we're number one in every demographic. WYLD-FM is very proud of that -I guess we needed that little jolt from our competitors to get it going!"

Brute ended with this thought: "Radio is a very serious business, and I would like to encourage anyone in the industry anywhere to develop a keen awareness of the community and its needs. Work diligently towards that goal, because it's important in all aspects to the radio station, the community itself, and the people of the community. A full-service radio station can give all the people of a community almost all of the things it wants and needs. If you can do that, then success is in the bag."

The spring book is underway, and we'll be keeping an eye on New Orleans again! Next

# he Music Section

**Black Radio's Most Accurate** Music Information

> Adds & Hots... See Page 65 New & Active . . . See Page 80



It began with thousands but it shall end with only one.
The Big Budweiser Showdown musical talent search is drawing to a close with five finalists who will show their stuff in the national finals competition April 8 at the Hollywood Palladium.

Congratulations to all the local winners and best wishes to the final five.

Special thanks to all the radio stations and program directors who participated in this search for America's next musical superstar!

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STATION WBLS/New York	PROGRAM DIRECTOR Frankie Crocker	ARTIST Tyrone Davis/ Glen Stewart
WOL/Washington, D.C.	Robyn Holden	Jade
WVOL/Nashville	Fred Harvey	Lisa & Company
WGIV/Charlotte	Hal Harrill	Onyx
KJLH/Los Angeles	J. B. Stone	Sugahh

LOCAL WINNERS						
STATION WJLD/Birmingham WQDW/Greenville WILD/Boston WEAL/Greensboro	PROGRAM DIRECTOR Eric Chase Jim Kelso Elroy Smith Bobby Knight	ARTIST Centaura Crystal T Deborah Dancy Cynthia Dewberry	STATION WLBS/Detroit WJAX/Jacksonville WDIA/Memphis WDUR/Durham	PROGRAM DIRECTORS Francis Tinsley Steve Fox Bobby O Jay Alvin Stowe	ARTIST Magic Mr. Filmore Arletta Nightingale One Real Band	
WYLD/New Orleans  WVON-WGCI/Chicago WXYV/Baltimore WRDW/Augusta KMJM/St. Louis WORL/Orlando WTKL/Baton Rouge	Brute Bailey E. Rodney Jones Richard Pegue Tim Watts Teddy Black Quincy McCoy Nathan Hemphill Tony Gray	Elmore Images of Life Fabulous Friends Howard Bros. Carole Jackson Rick B. Jones Kim	WGOK/Mobile XHRM/San Diego KDKS/Shreveport WOIC/Columbia WPAL/Charleston KDIA/San Francisco WRBD/Miami WIGO/Atlanta	Charles Merritt Vince Mickens Steve Scott Mickey Arnold Don Kendrick Jeff Harrison Joe Fisher Mike Roberts	Prasz Sessions Showcase Suttana Ike Thompson Together Nester Torres Haywood Tucker	

FOR ALL YOU DO, THIS BUD'S FOR YOU."

# EASY LISTENING



**GAIL MITCHELL** 

FORMAT SPICED WITH COUNTRY

# WINX Heads For The Stars

ig Band and Nostalgia formats have pumped new life into what some broadcasters term the "dying" AM band. One AM station adopting the nostalgic approach is WINX/Rockville, MD, a United Broadcasting outlet that now goes by the moniker "Station of the Stars." Along the way, WINX has eliminated clutter, focused on entertainment and, in an effort to forestall burnout, added a different twist—contemporary Country artists.

Prior to its Easy Listening conversion, WINX programmed solid Gold, working with a cumbersome 1800-record library and no real format definition. That's the first

thing National PD John Moen and VP/GM Pierre Eaton set out to change. "We were looking at some kind of new direction for the station," Moen explains. "Considering that this station's only 1000 watts during the day, 250 at night, and licensed in Rock-



John Moen

ville, there was only a small portion of the entire Washington metro that we could actually serve. The encouraging factor was that it does cover Montgomery County, which is usually the second or third highest county sampled according to Arbitron.

"I was intrigued by Al Ham's format and we did consider something similar. The only reservations I had was that most of his audience was offscale, which means that the bulk of their audience is 55+. To take advantage of some of the ad dollars and become a more efficient buy, we needed an entertainment vehicle specifically designed to attract the 35+ audience and give them something that's not available in the Washington market."

#### **Consistent Classics**

That something was the classic artists of the late '50s and '60s, a time frame that embraces Frank Sinatra, Tony Bennett, Vikki

#### Flow

Mike Burnette, Operations Manager of Group W's KJQY/San Diego, adds a similar title for the company's FM group, which also includes KOSII Denver, KOAX/Dallas, KODA/Houston, and WPNT/Pittsburgh. He told me, "I'm real excited about where the format is going. It's where a lot of the excitement and format development is going to be in a couple of years" . . . Bob White named Assistant PD/AM personality at WNAV-FM/ Annapolls, MD, moving from WBEY/Grasonville, MD... Bruce Testory joins on-air staff of WLAK/Chicago following stints with Watermark and inner-View . . . WPNT/Pittsburgh welcomes Ted Sohler to its airstaff and Ilene Shepman as co-op advertising coordinator . . . Joining WYOR Miami is Ned Powers as morning host . . . Bob Rowe is set to host the phone-in talk program "Angel Talk" on KMPC/Los Angeles.

Carr, Barbra Streisand, the Lettermen, and the Vogues. These, of course, were being played by stations, but not in what Moen feels was a "consistent type of presentation." He adds, "What I wanted to do was get back to your classic Easy Listening artists. They may have had some pop crossover, which is great. But primarily what we wanted was an adult entertainer."

Studies of that era's top album sales and music attitudinal research generated about 400 songs. Describing itself as a passive station, WINX's main emphasis is on the '60s, shying away from novelty or rock-oriented songs. So it wasn't difficult to determine burnout would become a problem, something WINX was quite aware of with its solid gold past. The trick was to maintain both the 35+ audience and the classic Easy Listening parameters.

Referring to the music attitudinal studies, Moen discovered the target audience was most compatible with contemporary country music. He elaborates, "A lot of the people who once listened to Top 40 or the AM institutional Adult/Contemporary radio stations now listen to Country. When I say Country, I'm talking contemporary: some Ronnie Milsap, Crystal Gayle, Kenny Rogers and "Lady." I wanted to know why, and most said there aren't a lot of interruptions or clutter. It was a very

#### Promotions In Motion

One Down, Two To Go: Remember those three intrepid adventurers attempting to outlast each other on the billboard ledge (R&R 2-18) for an \$18,000 mobile home? Now one of the three participating in the WSAN/Allentown-sponsored promotion was arrested on drug charges and taken from the ledge. According to PD Gene Werley, the two remaining contestants are sitting it out, although one stated he planned to abdicate at noon, April Fool's Day. He must have been joking — as of presstime, the two were still perched on the ledge. But it won't be a joke to the winner — ledge-living since September 20 is no laughing matter.

On April 15 KMPC/Los Angeles presents "Your Hit Parade" show featuring original cast members and big band dancing, while crosstown rival KPRZ recently offered up a "Salute to the Dorsey Brothers" ... WNCN/New York has on loan a compact digital disc player from Denon, conducting a series of on-air tests ...



A CLASSIC HOOK — Conductor/arranger Louis Clark recently visited Toronto area radio stations on behalf of the RCA LPs "Hooked On Classics" and "Hooked On Classics II." During a stop at CFRB, Clark (left) and the station's Bob Bratina discussed the growing classics phenomenon.



HAM LOVERS UNITE — Dallas was the site of a recent Music of Your Life format gathering, topped off by the appearance of creator AI Ham. Hamming it up for the cameras are WERU/Madison owner Nancy McMahon and AI himself.



BIG BAND SALUTE — Pottstown, PA celebrated "WPEN Night" by presenting a plaque to VP/GM Larry Wexler for his endeavors in popularizing Big Band music within the Philadelphia area. Flanking Wexler are bandleader Les Brown (left) and Pottstown ballroom owner Ray Hartenstein (right).

clean-sounding format, hence very appealing to the adult tastes of an easy listener."

#### Stop and Go

So, besides expanding the musical scope, the station also added an uncluttered approach. To facilitate that transition, Moen eliminated the game of "stop and go," the play one song, then talk, play another song, then break for commercial routine. Similar elements were grouped together: spots clustered in specific stop sets and news, information, weather, and traffic mostly positioned in the morning. Personality, however, is downplayed outside of AM drive. "The morning man is the person who ties everything together, the entertainment/information image of the radio station," Moen states. "The rest of the day I view our entertainers as salespersons. What they're doing is selling the product, reemphasizing the definition of our product, the 'Station of the Stars,' '

Since its debut several months ago, the "Station of the Stars" specifically targets the 45-54 demo, followed by 35-44, and 55+. As far as promotions are concerned, contests are held to a minimum, in deference to the uncluttered stance. Instead, the station concentrates on direct mail and also advertises on a Washington News/Talk station,

#### Where Do We Go From Here?

At this point it's still a matter of finetuning and structuring the format to fit audience needs. What's next on the horizon for WINX and Easy Listening? Moen summarizes, "It's a matter now of keeping the momentum of this format, which is usually the hardest to do. It's a very fine line now with Easy Listening. You've got to be careful that you're not getting into a crossfire with the FM A/C's by being too sensitive to the new or recent music. You just won't win. Then you've got to be careful of

the FM Beautiful Music stations and Al

"I give Ham a lot of credit because that's the type of creativity this business needs. Most of the formats I've heard are either Al Ham or Al Ham types. I think a lot has been lost by the lack of any real creativity or indepth research. I would hope this type of concept would generate other thinking, perhaps like what we're doing. There is an entertainment alternative, rather than an information necessity, for AM."

### Format Updates

WGLD/Greensboro/Winston-Salem/High Point switches from Bonneville to Schulke Radio Productions' Beautiful Music/Easy Listening format. Also converting to SRP: WEAZ/Philadelphia and WQRC/Hyannis, MA...WYOR/ Mlami takes on the Churchill Beautiful Music format . . . TM has redesigned its Beautiful Music format, giving stations the option of a more contemporary sound. "Accent Vocals" includes soft adult contemporary and MOR music from the past 20 years . . . Al Ham Productions and Bob Banner Associates have entered a joint venture agreement centered around the production of Music Of Your Life-related video projects; the first project under this pact is a regular TV series to highlight pop music and its artists of the last four decades

KSEA/Seattle, in conjunction with Bonneville, recently completed its shift to a satellite-delivered Easy Listening format, known as the "Individual Selection System." The ISS allows for music mix changes within 12 hours, varied percentages of original artist vocals, and customized sound. KSEA now joins KOIT/San Francisco and KBIG/Los Angeles in using the system . . . WNEW-AM/New York picks up United Stations' "The Great Sounds . . . KKNU/Fresno moves to Kalamusic.

# This Week In Music History

**DAN FORMENTO** 

#### Dylan's First Gig

MONDAY, APRIL 11 — 19-year-old Robert Zimmerman had been using the name "Bob Dylan" exclusively for more than a year by the winter of 1961, when the aspiring young folk singer came to New York City determined to follow in the footsteps of his idol, Woody Guthrie. After four months of rejections (he was underaged and without a union card), Mike Porco, owner of Gerde's Folk City in Greenwich Village, gave Bob his break . . . he'd open for John Lee Hooker on April 11. "In the beginning he really didn't strike no bells with me that he was a great performer or anything," Porco recalled. "John Lee Hooker had a better following and got a better response. It would be a whole lot different now."

#### **Dead Man's Curve**

TUESDAY, APRIL 12 — Jan Berry, half of the original California surfer duo Jan & Dean, was involved in a terrible highway mishap on April 12, 1966, when he crashed his Corvette on a Los Angeles roadway, leaving him comatose and near death for nearly a year. Jan lives to tell the tale. "In the morning I went to med school and I took a break because I had a letter that said I was drafted. So I jumped in my car and I came to a truck which was parked. But I didn't see it." Although the accident left Jan permanently brain-damaged, his spirits survived intact, and Jan & Dean reformed for a short concert tour in 1980.

#### **One Man Band**

WEDNESDAY, APRIL 13 — Setting aside his fears that a solo LP might sound too much like the Who, singer Roger Daltrey released "Daltrey," his first solo album, on April 13, 1973. Produced by Adam Faith, "Daltrey" yielded a British Top 5 single, "Giving It All Away," one of eight tunes penned by then-unknown pal Leo Sayer. "He turned around to me one day and said 'Hey, I really like your songs. I want to do a solo album and why don't you write me some songs?" So everybody knew about me before my first album came out because of the Roger Daltrey album." — Leo Sayer

#### First Rock Video

THURSDAY, APRIL 14 — Sony's recent introduction of rock video singles is the latest extension of an idea that began on April 14, 1980, when the first rock video cassette went on sale. The offering was a concert performance by British new music artist Gary Numan. Within months, Blondie took the idea a step further by issuing an entire album on videocassette, "Eat To The Beat." Although it remains to be seen as to whether video rock may someday replace records altogether, the success of music television has many investors optimistic.

EXTRA FACTS: Happy Birthday Ritchie Blackmore, 1945 . . . and Loretta Lynn, 1935.

#### **Dave Edmunds Birthday**

FRIDAY, APRIL 15 — When rockabilly rules, Dave Edmunds will reign. Born in Cardiff, Wales on April 15, 1944, Dave first came to public notice as guitarist in the group Love Sculpture, which had a 1968 British #1 single "Sabre Dance." Most Americans first knew Dave from his 1970 hit single "I Hear You Knocking." He's continued to chalk up chart entries in the U.K., but his appeal to American audiences has been less broad-based although "I Knew The Bride," "Girls Talk," and "Crawling From The Wreckage" did get some U.S. airplay. Dave continues to record and to produce others' music as well, his latest find being the Stray Cats.



- BOB SUMMER NAMED PRESIDENT OF RCA RECORDS
- ARTIE MOGULL, JERRY RUBINSTEIN TAKE OVER
   UA — Fledgling Xeti label to be absorbed.
- MIKE STAFFORD APPOINTED VP/GM AT KCBQ/SAN DIEGO
- NUMBER ONE FIVE
   YEARS AGO: "Night
   Fever" Bee Gees (RSO)
   (5th week)
- NUMBER ONE A/C: "Can't Smile Without You" — Barry Manilow (Arista) (4th week)
- NUMBER ONE COUNTRY:
   "Someone Loves You Honey" — Charley Pride (RCA)
- NUMBER ONE LP: "Earth"
   Jefferson Starship
   (Grunt/RCA) (3rd week)

# Music On TV

Bryan Adams, Phil Collins, Janie Fricke, KC & Teri De-Sario, the Greg Kihn Band, and O'Bryan are on "Solid Gold" the week of April 8 . . Musical Youth make their network TV debut on "Saturday Night Live" April 9 ... Stephen Bishop and Oxo appear on "American Bandstand" April 9 . . . Red Rider, Sparks with Jane Wiedlin, and a jam featuring Jeff Baxter are set for "Rock 'n' Roll Tonite" the weekend of April 9-10 . . . Joe Jackson and Loretta Lynn star in a repeat segment of NBC kids' show "Hot Hero Sandwich" April 12 . . . The first "Beach Music Awards" telecast has been completed and will be offered for syndication. The 90-minute show was taped in Myrtle Beach, SC, headquarters for the difficultto-define beach music cult, which celebrates danceable R&B from the '50s to the present. Performers on the special



LES PAUL HELPS KICK OFF "ROCK 'N' ROLL TONITE" — Guitar innovator Les Paul was chosen by host Billy Squier as a guest for the premiere of "Rock 'N' Roll Tonite," the late-night rock series which debuted in most markets the week of March 21. Pictured (I-r) are producer Neal Marshall, executive producer Bob Emmer, and Paul.

included James Brown, the Clovers, the Drifters, the Tams, and Maurice Williams; producer/director was Bob Levinson, whose International Home Entertainment company will market the show.



# He's two places at once...with Harris MICRO MAC, the console with DJ Assist

Until now, extended walkaway time from routine board duty was just an unrealized dream. Today there's new freedom for air talent.

With the "Walkaway" feature on the Harris MICRO MAC audio console, there's no need for constant operator attention. "Walkaway" provides two new modes of operation: Semi-automatic live assist; and fully unattended operation for up to 99 events. From a three minute commercial break to six hours of overnight operation, your walkaway options are limited only by your format requirements.

The live assist mode eliminates frustrations and mistakes in compressed time periods such as top of the hour or busy drive times. The unattended mode increases staff mobility and productivity during all parts of the broadcast day.

Now Harris has cut the cord between your talent and the audio board. With the "Walkaway" option, your operator can be two places at once...accomplishing twice as much.

Get all the facts on MICRO MAC. The new walkaway freedom. The superb audio quality. The unparalleled control flexibility. And the microprocessor design that opens the door to many new user benefits.

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# A WORLD CLASS ACT



WXKS-FM	<b>WZYP</b>	WKHI	WHSL
KEGL	KITY	WISE	<b>KFMZ</b>
<b>WLOL-FM</b>	WKDD	WJAD	<b>KYTN</b>
<b>KMJK</b>	<b>WNAM</b>	WFLB	<b>KRNA</b>
KYUU	<b>WZZR</b>	WYKS	WRKR
WSPK	WJXQ	<b>KVOL</b>	<b>KCDQ</b>
WKFM	KQMQ	Q101	KGHÒ
WRCK	<b>KSKD</b>	<b>WPFM</b>	<b>KCBN</b>
WKRZ-FM	<b>KYYX</b>	FM99	<b>KBIM</b>
<b>KZFM</b>	<b>KHYT</b>	WGLF	
KSET-FM	WACZ	KKQV	

# "REAP THE

the sensational new single from the album

QUARTET

As seen on MTV



Produced by George, Martin

# ULTRAVOX The Music Section

## **National Music Formats Added This Week**

#### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

PATTI AUSTIN "Every Home Should Have One" EDDIE RABBITT "You Can't Run From Love" MEN AT WORK "Overkill" LIONEL RICHIE "My Love"

#### Country Coast-To-Coast

GAIL DAVIES "Singing The Blues" TOM JONES "Touch Me **BOBBY BARE & LACY J. DALTON** "It's A Dirty Job" EDDIE RABBITT "You Can't Run From Love" MICKEY GILLEY "Fool For Your Love"

### **Tanner Musical Spectrum**

Kenny Bosek (901) 320-4433

#### **Bright Blue A/C**

MEN AT WORK "Overkill" LIONEL RICHIE "My Love" FLEETWOOD MAC "Oh Diane" BERTIE HIGGINS "Tokyo Joe" MAUREEN McDONALD "Twice Upon A Time" ALABAMA "Dixieland Delight"

#### Tanner Country

CRYSTAL GAYLE "Our Love Is On The Faultline" MICHAEL MURPHEY "Love Affairs" EDDIE RABBITT "You Can't Run From Love" MICKEY GILLEY "Fool For Your Love" RONNIE MILSAP "Stranger In My House"

#### Red Satin Rock

**DURAN DURAN "Rio"** MEN AT WORK "Overkill" THOMAS DOLBY "She Blinded Me With Science" RONNIE MILSAP "Stranger In My House" JARREAU "Mornin" **NAKED EYES** "Always Something There To Remind Me" LIONEL RICHIE "My Love"

#### Drake-Chenault

Bob Laurence (213) 883-7400 XT-40

MEN AT WORK "Overkill" LIONEL RICHIE "My Love" ROBERT ELLIS ORRALL W/CARLENE CARTER "I Couldn't Say No" WALTER EGAN "Fool Moon Fire"

THOMAS DOLBY "She Blinded Me With Science" TUBES "She's A Beauty"

#### Contempo 300

LIONEL RICHIE "My Love" MEN AT WORK "Overkill"

#### **Great American Country**

CRYSTAL GAYLE "Our Love Is On The Faultline" **MEL TILLIS** "In The Middle Of The Night" TOM JONES "Touch Me

### **Century 21**

Greg Stephens (214) 934-2121

#### The Z Format

MEN AT WORK "Overkill" WALTER EGAN "Fool Moon Fire" CHAMPAIGN "Try Again" LINDA RONSTADT "Easy For You To Say" FLEETWOOD MAC "Oh Diane" LIONEL RICHIE "My Love"

#### The A/C Format

MEN AT WORK "Overkill" LIONEL RICHIE "My Love" CARL WILSON "What You Do To Me" SERGIO MENDES "Never Gonna Let You Go" EDDIE RABBITT "You Can't Run From Love"

#### Super-Country

JIM GLASER "You Got Me Running" LEE GREENWOOD "I.O.U." MEL McDANIEL "Old Man River . DON WILLIAMS "Love Is On A Roll"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

JOHNNY RODRIGUEZ "Foolin" BOBBY BARE & LACY J. DALTON "It's A Dirty Job" GARY MORRIS "The Love She Found In Me"

#### The Great Ones

PETER ALLEN

"You Haven't Heard The Last Of Me" NEIL DIAMOND "Front Page Story" GARY PORTNOY "Theme From 'Cheers' . . ." JIM CAPALDI "That's Love"

### **Concept Productions**

Dick Wagner (916) 782-7754

#### Adult Rock

MEN AT WORK "Overkill" LIONEL RICHIE "My Love" **CULTURE CLUB** "Time (Clock Of The Heart)" WALTER EGAN "Fool Moon Fire TUBES "She's A Beauty"

#### Radio Arts

John Benedict (213) 841-0225

#### Country's Best

CHARLY McCLAIN "Fly Into Love" DON WILLIAMS "Love Is On A Roll" LEE GREENWOOD "I.O.U. T.G. SHEPPARD "Without You"

#### The Entertainers

SERGIO MENDES "Never Gonna Let You Go" LIONEL RICHIE "My Love" BERTIE HIGGINS "Tokyo Joe" HENRY MANCINI "The Thorn Birds Theme"

#### Sound 10

CARL WILSON "What You Do To Me" LIONEL RICHIE "My Love" SERGIO MENDES "Never Gonna Let You Go" CULTURE CLUB "Time (Clock Of The Heart)"

#### Transtar

Chick Watkins (303) 578-0700 LINDA RONSTADT "Easy For You To Say"



IN PROMOTION!

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# THE PICTURE PAGE

#### MCA Drives Detroit Automatix



The Detroit Automatix visited MCA's Los Angeles headquarters in conjunction with the release of their first album, "Night Rider." Pictured in a motivation session aimed at shifting product are (I-r rear) MCA VP Vince Cosgrave, MCA Distributing VP JOhn Burns, MCA's Sam Passamano Jr., MCA Dist. President Al Bergamo, manager Lindy Gcetz, and MCA VP Joe Wissert; (I-r front seat) group's Jerry Q. Jones, MCA Records President Bob Siner, and group's Bruce Nazarian.

#### Mercury Signs Stevens



Ray Stevens has been signed to Mercury/PolyGram, with his first recordings for the label due in April. Pictured in the artist's Nashville studio are (I-r) PolyGram's Frank Leffel, Sr. VP Frank Jones, label's Joe Polidor, VP Jerry Kennedy, and Stevens.

#### Berlin Airlift Beguiles Geils Band



New England-based band Berlin Airlift, despite the closedown of their record label Handshake, have been soldiering on with personal appearances, including a gig opening for fellow New Englanders the J. Geils Band. Pictured after the show are (I-r) Berlin Airlift's Steven Perry, Chet Cahill, and Rick Berlin, Geils Band's Peter Wolf, Berlin Airlift's Joe Pet, manager Billie Best, and Berlin Airlift's Jane Balmond.

#### Quintuple Platinum For Hot Chocolate



EMI America's Hot Chocolate received plaques representing quintuple platinum-level sales (250,000) in Australia during their first tour there. The album responsible for the sales avalanche was a "Hottest Hits" retrospective. Pictured (I-r) are group's Patrick Olive, Harvey Hinsley, and Larry Ferguson, EMI Australia's Russell Thomas, group's Errol Brown, EMI Australia GM Brian Harris, and group's Tony Connors.

#### Midler Meets Ertegun



After Bette Midler's seven-night engagement at Radio City Music Hall in New York, she was congratulated by Atlantic Chairman Ahmet Ertegun. The duo are pictured at a post-concert party.

#### Martell Campaign Kickoff



At a kickoff luncheon for the 1983 T.J. Martell Foundation for Leukemia & Cancer Research campaign, 1983 Honoree Scott Muni, Operations Director of WNEW-FM/New York, was the special guest. Pictured (I-r) are 1979 Honoree Gil Friesen, A&M President; Muni; 1982 Honoree Terry Ellis, Chrysalis Co-Chairman; Dr. James Holland, Scientific Director of the T.J. Martell Foundation Laboratories; and 1977 Honoree Bruce Lundvall, President of Elektra/Asylum.

#### PolyGram Greets McGarrigles



Polydor/PolyGram artists the McGarrigles played Carnegie Hall in New York recently. Pictured backstage after the show are (I-r) Kate McGarrigle, manager Jane McGarrigle, PolyGram President Guenter Hensler, and Anna McGarrigle.

#### **UK Silver For King**



RCA's Evelyn King received a silver record award for British sales of her "Love Come Down" single. Pictured (I-r rear) RCA UK's Paul Williams, Chris Stone, and Roger Semon, and manager Bob Schwaid; (I-r seated) RCA VP Don Ellis and King.

# Marketplace

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1974 60 MINUTES: \$5.00. WRITE FOR FREE CATALOGUE: RICK KAPLAN, 208 WEST FIRST STREET. BLOOMSBURG, PA. 17815. I WILL CUSTOMIZE FOR NO ADDITIONAL CHARGE.



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THE CLEAN



# Opportunities

#### **Openings**

#### EAST

desting has immediate opening for bros referred. Box 1350 Prin license, hands on experience NJ 08540. EOE M/F (4-8)

#### "Number Two" sports person needed to fill holes in expanding large market A/C sports operation. Football expertise, personality, hustle. Eventual promotion to Sports Director. Very high profile necessary. T&R to: Radio & Records, 1930 Century Park West, #469,

#### \_\_\_\_\_

Los Angeles, CA 90067.

WCHS Newsradio 58 continues search for fulltime reporters. Apply: ND, WCHS Newsradio, 1111 Virginia St. East, Charleston, WV 25301. Minorities encouraged. (4-8)

#### **Openings**

Looking for natural-sounding human beings for new aggressive A/C station in Portland, ME. T&R: Hank Dole, PD, WCLZ-FM, Box 900, Brunswick, ME 04011. EOE M/F (4-1)

96 Rock looking for late night talent. Experience with Abrams format preferred. No calls. Brian Kryaz, Box 717, Ocean City, MD 21842. EOE M/F (4-1)

FULLTIME PRODUCTION PERSON: Stable solid operation is looking for clever creative type with a commercial flair to create and produce commercials for specific clients. We have brand new state-of-the-art production studio & all the tools and a reputation for award-winning commercials. Send resume, availability and tape of production work to: Eric Michaels, Program Manager, WVMT Radio, Box 620, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

#### **Openings**

Sales Exec./Manager extensive syndication sales experience to structure/sell syndicated NYC-based feature. Must be aggressive/polished. Potential \$50,000 + . Resume: Box 1122, Flushing, NY 11354. EOE M/F (4-1)

WETT looking to replace morning drive/assistant PD. A/C T&R: Brian Krysz, Box 717, Ocean City, MD 21842. EOE M/F

WTIC-FM/Hartford, #1 FM looking for midday talent, one on one communicator, showmanship. T&R: Steve Goldstein, WTIC-FM 1 Financial Plaza, Hartford, CT 08103. EOE M/F (4-1)

A Suburban Washington D.C. A/C station seeking experienced air personality with good production skil Box 1460, Manassas, VA 22110. (4-1)

merteiner ASAP, T&R: Kemosabi Joe. WZYQ 6633, Mt. Phillip Rd., Frederick, MD 21701. EOE M/F (4-1)

WAAF needs half rock & roll morning team to relay and enter-tain, T&R: Rob Barnett, WAAF, Worcester, MA 01608. (4-1)

#### **Openings**

WAVE-100/Portland-Lewiston seeks an experienced jock who's ready for that first programming position. We're a growing 50KW, automated, Easy Listening station with state-of-the-art facilities. New Englanders preferred. Gary Bruce, WWAV/WLAM, Box 929, Lewiston, ME 04240.

#### SOUTH

WKQB, 8C's hottest AOR needs air talent and production talent. T&R: Russ Bradley, WKQB, Box 903. St. George, SC 29477. (4-8)

Bleir Broadcasting's WFLA/Tampa seeks humorous 35+ sternoon communicator. Good dollers/right pro. Also middey opening. T&R: Bill Garcia, 801 Jackson, Tampa, FL 33601. No calls. EOE M/F (4-8)

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# Opportunities

#### Openings

94TYX/Jackson's #1 CHR has opening for morning entertainer. T&R: Jim Chick, Box 9446, Jackson, MS 39206, EOE M/F (4-8)

New South Texas nightclub similar to CONFETTI seeks talented CHR DJ, Salary dependent on talent. Rick (512) 575-6361. (4-8)

Experienced ND needed yesterday. Must be aggressive, knowledgeable & local-oriented. Great company, facilities, C8S. Joe Benson, KKIK/KWKI-FM, Box 750, 8ig Springs, TX

Modern Country AM/FM in Central Virginia looking for talented air people (especially females). Opening for announcer or announcer/sales. Experienced only, great production a must. Send tape, resume to: Joe Beail, WPED, Box 8, Crozet, VA 22932. EOE (4-8)

Need an aggressive reporter/anchor. Experience required. Good pay, excellent facilities. Minorities encouraged. T&R: Dick Cullom, WISE, 90 Lookout Rd., Asheville, NC 28804 or (704) 253-5381. (4-1)

Coastal Carolina Country daytimer seeks midday personality with minimum 1 year country experience. T&R: Mark Robertson, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (4-1)

Cantral FL s #1 compo needed newsperson yesterday. 1 dn. Bob Nickell, WONN/WPCV, Box 2038, Lakeland, FL 33806. Call 10 - 1 (813) 682-8184. EOE M/F (4-1)

KMHT Country AM-A/C FM seeks air talent with top production skills. T&R: Jim Kelso, Box AA, Marshall, TX 75870. EOE M/F (4-1)

WVMI South MS #1 Country station for years. 2 immediate openings for air talent, production a must. T&R: Jim Tabor, Box 4806 8iloxi, MS 39531. No calls. EOE M/F (4-1)

Powerful FM A/C in medium growth market seeks morning WPEZ, Box 900, Macon, GA 31202. EOE M/F (4-1)

KLLS "Class FM," 7-midnight, midnight-5:30 openings. Conversational A/C, experienced only, T&R and salary require ments: KLLS, 8401 Datapoint, San Antonio, TX 78229. EOE

CK101/Cocoa Beach looking for PM drive announcer and morning news/sports anchor. T&R: Michael Lowe, 210 Center St., Cape Canaveral, FL 32920. EOE M/F (4-1)

100KW-FM looking for morning news anchor/reporter. Send T&R: Garet Clancy, WIZD, 2000 Palm Beach Lekes Blvd., Suite 610, West Palm Beach, FL 33409. (4-1)

Helpful to eat, drink, sleep news. T&R: Kris Kelly, WXQR, Box 760, Jacksonville, NC 28540. EOE M/F (4-1)

#### Openings

Drivetime eir telent needed now. Good A/C full service station that develops your skills. Production, team spirit a plus. T&R: WKVL, 80x 973, Clarksville, TN 370410973. EOE M/F (4-1)

Seeking professional news organizer for News/Talk KARN/Little Rock, Contact: Chuck Martin (501) 661-7521.

Morning personality for medium market A/C, PBP. Opportunities available. WRMT/Rocky Mountain, NC. Contact: Phil Valentine, (919) 442-8091. EOE M/F (3-25)

MOYL, future, #1 AM-medium market. T&R: Paul Lombardo, KQSA, 115 W. 1st St., San Angelo, TX 76903 or phone (915) 653-3389. (3-25)

News/sports person needed now. Excellent opportunity at AM & FM with great facilities. T&R: Jamie Wallace, WH88, 80x 1055, Selma, AL 36701, EOE M/F (3-25)

WJMI, Mississippi's #1 Black Urban station has fulltime opening, Females encouraged. Tape, resume and production sample: Carl Haynes, Box 3320, Jackson, MS 39207. No calls. EOE M/F (3-25)

#### MIDWEST

KRIB/Mason City looking for personality-oriented mornin ntertainer. A/C format, immediate opening. Minimum two sars experience. T&R: Bob Wittnebel, Box 1568, Meson City, IA 50401. EOE M/F (4-8)

#### **Future Program** Mgmt. Candidates

Young, aggressive, fast-growing group will soon be building a new 100,000 watt FM station. Now accept-ing applications from dedicated broadcasters who have strong natural delivery, maturity and great production Career-oriented professionals interested in contributing toward the design of an ultra-successful operation may send T&R to Don Hoberg, KTYN, Box 637, Minot, ND 58702 or call (701) 852-0301. EOE

KQWB-FM/Fargo; Talent for AM drive news and 2 hour board shift at top-rated AOR hybrid. T&R immediately: Jay Bouley, Box 2903, Fargo, ND 58108. EOE M/F (4-8)

#### **Openings**

Immediate opening for fulltime ennouncer with MD possibility. Production a *must*. T&R prontol — Tom Barker, KFMQ, Terminal Building, 10th & O Sts., Lincoln, NE 68508. EOE

KCOW(AM)/Alliance, NE seeks Sports Director. Must have one year experience. Will handle all P8P and board shift. Format: A/C. Immediate opening. T&R: Jim Alexander, PD, PO 8ox 600, Alliance, NE 69301. (308) 762-1400. (4-8)

Cleveland's top Country music station K8100-FM is looking for parttime and future fulltime talent. T&R: Mike Scott, WKSW, 1 Playhouse Square Cleveland, OH 44115. EOE M/F

KODY-AM has rare ND position available immediately. Need someone to continue award winning tradition. T&R: Steve King, KODY, 308 W. 4th, N. Platte, NE 69101. EOE M/F (4-1)

Central IA 100,000 watt A/C looking for experienced morning man. T&R: Jamie Grout, Prod. Mgr., KXJX, Box 45, Pella, IA 50219. EOE M/F (4-1)

Looking for 2 exceptional Country personalities, also an MD/ personality. Great company. No drifters. T&R: Chuck Urban, 615 N. 90th, Omeha, NE 68114. EOE M/F (4-1)

WQUA/Qued Cities wents meture, intelligent communicator to join morning team. T&R: J.J. Scott, 1801 6th Ave., Moline, IL 61265. EOE.M/F (4-1)

Tired of "LARGER" Market? Ready to express your talents in "SMAL-LER" markets? Professional Broadcast Group needs an experienced Program Manager. Responsible for programming and staffing its seven stations. Excellent opportunity and benefits. Resumes and references to: Jack Hackman, GOETZ Broadcasting Corp., Box 630, Marshfield, WI 54449. EOE

KSAL looking for a ND. Rere opportunity with top station. T&Rs with writing samples to Tom Mulligan, Box 180, Salina, KS 67401, (913) 828-3701. EOE M/F (4-1)

Ohlo looking for mature announcer. Creative production and ability to relate in adult-oriented format. Need you today. Cell, Eindlay Kert Radel, (419) 422-4545. EOE (4-1)

#### Openings

Afternoon drive/Assistant ND for modern Country station St. Louis. ADI looking for goal-oriented individual. No starters T&R: Steve Beeny, KWRE, Box 220, Warranton, MO 63383. EOE M/F (4-1)

WZPL/Indianapolis' #1 CHR seeking weekender and 2 full time (fun/entertaining) jocks. Also, highly self-motivated promotion wiz. T&R: Gary Hoffmann, WZPL, 1440 N. Meridian, Indianapolis, IN 46202. EOE M/F (4-1)

Program Director/Operations Manager for toprated medium market FM. Promotion organization, knowledge of rock music, and ability to work with consultant a must! Exceptional opportunity for advancement with growing chain. T&R to: Radio & Records, 1930 Century Park West, #468, Los Angeles, CA 90067

Country WJEZ-FM/Chicago needs T&R's for possible weekends and vacation relief. John Charleston, PD, WJEZ, 180 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-25)

#### WEST

talent. Must have at least 5 yrs. major market experience. Women encouraged. (213) 486-3381. (4-8)

KGHL/KIDX needs experienced OM to breathe life into our production and promotion. 24K starting. T&R & philosophy: Dick Elliott, Box 30198, Billings, MT 59107. EOE M/F (4-8)

No Network has rare opportunity for an adult personality. Major market sound a must. Rush T&R: Chick Watkins, Box 966, Colorado Springs, CO 80901. EOE M/F

KHOB/Hobbs, NM is looking for a beginner. Not big dollars nity to grow. T&R: Box 40, Hobbs, NM but a good opportunity 88240, EOE M/F (4-8)

KZOZ/Sen Luis Obieno needs fulltime sir talent. T&R: Joe Colins, KZOZ, 129 N. Helcyon, Arroyo Grande, CA 93420. Minorities encouraged, (4-8)

Personality-oriented newsperson/public service director needed. Females encouraged. T&R/picture: Sherman Cohen, KHYT, Box 26040, Tucson, AZ 85726 or (602) 623-7501.

Looking for parttime production help in beautiful Palm Springs. Experience helpful. T&R: Mike Bennett, KPLM, 1276 N. Palm Canyon Dr., Suite 106, Palm Springs, CA 92262. EOE M/F (4-8)

# Opportunities

#### **Openings**

Suburban Albuquerque, Country airahift with music, news and sports responsibilities possible. T&R: KARS, Box 860, Belen, NM 87002. EOE M/F (4-8)

Need AOR pro. Exciting, unique, but tight-lipped for expen ding growth-oriented company. T&R: Dennis Newhall, KROY, Box 2424, Sacramento, CA 95811. EOE M/F (4-8)

KPRL-KDDB/Paso Robles, looking for parttime and vacation relief annoucers. Send T&R: John Campbell, KPRL-KDDB, Box 7, Paso Robles, CA 93446, (4-8)

62KGW/Portland, OR is expanding air staff. T&R: John Williams, 1501 S.W. Jefferson, Portland, OR 97201. No calls. EOE M/F (4-1)

North San Diego County community-minded Adult station looking for morning air talent/production. T&R: North Coast Media. 2521 1/2 S. Vista Way, #201, Carlsbad, CA 92008.

KIST/Santa Barbara has immediate opening for newspersor at CHR personality station. Heavily involved local news dept. T&R: KIST, Box 1169, Santa Barbere, CA 93101. (4-1)

News reporter/Talk show host needed. Experienced & willing to work hard. Call Timothy Tomastik at KUHL, Box 166, San ta Maria, CA 93456. (805) 922-7727. EOE M/F (4-1)

KMET-FM Technical maintenance engineer. Career opportunity with top AOR station. General FCC license & Major market experience. Call (213) 462-7111, ext. 1481. EOE M/F

Afternoon drive pro wanted. NO SCHTICK. T&R: KHOW/Metromedia, 8975 E. Kenyon, Denver, CO 80212, attn: PD. EOE M/F (4-1)

ARIZONA, NEW FM near Tucson needs three personalities for Country format. If you're not a programming expert, rus T&R to KAVV, Box 42977, Tucson, AZ 85733. EOE M(4-1)

KBLF-KALF/Red Bluff has future air telent opening. Send T&R: Dave Schneider, Box 1010, Red Bluff, CA 96080. EOE

Morning newsperson/ND needed for A/C Rocky Mountain station. Cell Maxine, (303) 633-3999. EQE M/F (4-1

MORNINGS. Now, Pike's Peak in your backyard and major market bucks, Rush T&R: Chuck Finney, KKFM 225 S. Academy Blvd., Colorado Springs, CO 80910. EOE M/F (4-1)

KIST/Santa Barbara le looking for a personality CHR jock with production, 3 yrs, experience, No calls, T&R; Scotty Johnson, KIST, Box 1169, Santa Barbara, CA 93101. EOE M/F (4-

24-hour Spenish-speaking KPOP-AM is looking for fulltime announcers. T&R: Angel Rodriguez, Box 1110, Roseville, CA

Looking for bonafide wacko. Must hate daylight, T&R: KHOW/Metromedia, 8975 E. Kenyon, Denver, CO 80212.

#### **Positions Sought**

Sports reporter/PSP. Have led station to state award. Kno value of local coverage. Degree, 6 yrs. exprience. Will relocate, (703) 433-2093. (4-8)

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British DJ, five yrs. exprience. Great production. Seeks CHR, AOR or A/C position. Availability immediate. Call DON (405)

Excellent voice, 10 yrs. experience medium and major markets. Country or other formats. MIGHTY MARK STEPHENS (714) 888-7974. (4-8)

Does your station need pizazz? Experienced DJ, stunning redhead. Wholesome but sexy sound. Excellent talent. Call LIN DA (312) 642-5663. (4-8)

#### 

Bobby Christian, 8 years as PD/OM at WXKX (WHTX), WMET, KXKX (KPKE), KUPD, 16 years in radio, 8 as PD or OM. 10 years experience in audience/market research. Excellent track record. Top references. (412) 795-8296.

Good boss wented. If you qualify, call PHOEBE (201) 773-3492 for T&R and writing samples. Try me, you'll like me. Sales and promotions, too. (4-8)

Morning personality. DENNIS CANNON is looking. Formerly WKSW/Cleveland, WINN/Louisville. Majors only. (502)

Major market morning personality available. Over 80 character voices. Would also consider team situation. Formerly from PRO-FM, WPTR, and WKSW/Cleveland. WOODY (218) 521-5178. (4-8)

Not sold in any store. 3 yrs. experience. Looking for good small to medium market opportunity, Call RICK (814) 765-3040 before 11am EST, (4-8)

Energetic personality with record of success in variety of for-mets. Seeking new challenge. Available now. All markets considered. CHARLIE GREER (315) 493-1636, (4-8)

#### **Positions Sought**

**BOB GILBERT seeks news position at West Coast station** Qualifications: B.A. in journalism and 5 yrs. experience. Solid interviewer. Call todayl (213) 993-1909. (4-8)

Black format, 8 yrs. experience with Black and CHR format. MR. LANCE HAYES (212) 560-2260 days, (212) 993-0276

Bright, enthusiastic personality looking for jock position. 4½ yrs. and a big voice. Available immediately. Cell J.D. (913) 827-7021. (4-8)

I'm like a coke — the "real thing" — in CHR, A/C. If you have the time and the dime, please call RICK LEE (714) 527-3539, 7-noon. (4-8)

HL I'm KYLE MAY, I want position in top 50. I'm educated, experienced, with consistant delivery. Good production. relocate. Formerly WXEZ/Toledo. (419) 691-3165. (4-8)

Jacksonville, FL programmers! DENNIS ROSS wants to o home. Can perform news/will work any airshift. Black with Oreo sound, honest. Since 1976. (303) 457-4468. (4-8) Attention Lirban & CHR stational Experienced air personality

(619) 327-7652. (4-8)

SEAN McARTHUR, 6 yrs. Currently KYCK. Formerly KFJM, KNOX & WTSA. (218) 456-2377. (4-8) Experienced Sports Director seeks college football and basketball PBP position in medium-major market. Contact:

PAT FOSS (912) 537-9716. (4-8) asent female announcer with 3 yrs, experience in R&B.

(904) 371-0562. (4-8) CHRIS LARKO former PD, MD, Production Director, Pro tion Director available. CHR Hot Trecks top 100 markets only

all market ND for 3 yrs. seeks move up. All sports PBP Call SCOTT (717) 867-5056, Mid-Atlantic preferred, (4-8)

Nationally respected references, multi-talented hard worker. Great attitude, good production. Seeks CHR or A/C P2 air or P3 programming in East. ALAN (203) 347-7445. (4-8)

Programming pro 11 yrs. R&B experience seeking neichallenges with class organization. Available now. Ca JERRY (904) 371-0562. (4-8)

Available now. 9 yrs. experience in programming, pro automation, & jocking. Currently PD in ADI 114. Cell PAUL (512) 851-2511 or (512) 643-1387. (4-8)

PETE MICHAELS, air talent/MD, WCAU-FM Hot Hits in Philly. ready for immediate employment. (215) 285-8140. (4-8)

Pro news/talk-show host searching for position, not other gig. Formerly KNUS, WSGN, WAPE. Strong production. All medium-major considered. JOHN COLLINS (904) 786-6147.

Top 5 market AOR jock. 6 yrs. experience covers programm ing, music. Top references. Open to all reasonable situations. Home ph. (313) 474-1919. (4-8)

ed newscaster needs a break. 5 yrs. experience; 2 as ND. Solid reporter, writer, anchor. Prefer an market in Midwest. JEFF (815) 663-9173. (4-8)

GONZO is ready to rock, are you? Black rock jock with 3 yrs. superstar experience. Great in evenings or overnights. (404) 798-3135, (404) 733-7474. (4-8)

Professional, organized PD ready to work and win for you. 8 yrs. medium-majors, AOR, CHR, A/C, Country experience. Excitement plus! TOM GRIER (515) 266-6115. (4-8)

Thoroughly experienced major market pro. Big voice, heavy personality, good production. Loves steady employment. Call anytime. BOB (616) 968-8125. (4-8)

One alightly used MD available. Ears in good working order. Presently Corporate MD for Sebastian, Casey & Associates. Best offer. JIM PETERSON (602) 957-2452/966-3797. (4-8)

4-yr. pre. Employed. Looking to move up. Great production, team spirit. Dedicated, ambitious with no ego trips. Relocate anywhere. Cell STEVE (702) 825-3631. (4-8) Degreed, FCC licensed (general), broadcast school graseeks initial on-air position at community involved AC/AOR station. Production and writing skills. PATRICK (916)

all market superstar MD/PD seeks medium market po in Tennessee but will consider all offers. Country. Cell BILL (901) 386-4131. (4-8)

News never stops - when it comes to news, nothing stops me. Resourceful 3 yr. pro wants challenge from news-minded station. Call KARL (304) 599-3083. (4-8)

10 yrs, exprience, small & medium markets, Programming, news, DJ, production. Stable. Prefer Rocky Mountain or ad-

ing for work anywhere, any format. Will relocate immediately. ASHLEY SCHARGE (212) 229-2094. (4-8)

Engineer. Great attitude, studio transmitter maintenance, construction. Good ears. Knows processing. Budget conscious. Looking for career move. 1340 Decatur St., Camden, NJ 08104, (609) 541-0974, (4-8)

Strong Adult on-eir due. Morning or afternoon drive. Spontaneous personalities. Creativity builds ratings and we have it. Call (414) 539-2670, afternoons or evenings. (4-8)

#### **Positions Sought**

ty for AOR/CHR format. Experienced medium market MD, Creative production, Proven performer. Now at WMAD/Madison, MIKE HAZE (608) 256-6697, (4-8)

Newscaster, 10 yrs. experience seeks work in smell market. Local News, Excellent references, BRIAN M. JOHNSON (619)

Experienced DJ & newernan. Good board work! Willing to relocate. For T&R call: (312) 849-0742, (312) 389-7045.

28-year-old married jock seeks PD position and midday air shift in small rural market. At last position for 2 yrs. MIKE

nced DJ, AOR, Jazz, CHR; production, promotions, broadcast management degree. Seeks real job anywhere, Call KEITH (619) 454-4176, (4-8) Overnights only. Working announcer looking for A/C or CHR

format in Central/Southern MN or Western WI. BILL ENGELMANN (607) 387-6982. (4-8)

The steedy rocker files et night! Extensive music knowledge. Light experience in AOR, Country, Top 40. Will relocate. TOM WILLIAMS (201) 939-0993. (4-8) Damn-good newsman available. Legitimate reason for desir

ing a change. Reasonable salary demands. Prefer sunbelt. CHET PEERCE, Box 1451, Elyria, OH 44036, (4-8) DJ/programmer seeks position in Los Angeles. 10 yr. BBC & many more. Radio awards. credits, references available. Any format, any time. (213) 992-1872. (4-8)

CHRIS KNIGHT: Team-oriented, fun/action pro in S.F. Bay area, MD/Assist, PD, Production, Prefer CHR, A/C, (707)

Five years experience top 40 Country, Production Manager, PSP, news, sports, Assist, to PD and MD, Call BILL: (602)

7 yrs. experience. Worked all formats/jobs including 100K Arbitron rated station. Looking for sports, PBP, programming or airshift, S.E. RANDY (404) 648-2235. (4-1)

SEAN McARTHUR, 6 yrs. Currently KYCK, formerly KNOX, KFJM, WTSA. 29 yrs. old. (218) 456-2377. (4-1)

Male Christian announcer with 4 ½ yrs, experience of Secular radio including sales and news, seeking a Christian station in Southern CA. Call JOEL: (714) 653-2883. (4-1)

AOR-CHR-A/C experience. One-to-one friendly personality, looking for fair, secure work. Good production. A/C and/or Christian Station preferred. CHRIS: (307) 266-5618. (4-1)

#### Veteran. Research-Oriented Programmer!

Experience in A/C, Hit Radio & Country. WLEE, WCOL, WSBA. PD at WAMS, WKWK & WKJJ/WCII. If you think a hard working, experienced OM or PD could make a dif ference for you, call JACK ARMSTRONG, at (502) 898-1164 or (502) 589-4800, or write: 613 Royer Court Louisville, KY 40206.

DAVE MATTHEWS, WHFM, KAAY, WDOQ. 15 yrs. pro. or market. Prefer South, Seeking morning drive in medium-major morning drive in medium-major morning rounding morning m

WNOK-FM, WORG. ZACH SADKIN pleced out of work by automation. CHR, A/C experience. Midwest preferred. (312)

Album rockers only need reply. Presently partitimer at Easy Listener, also at campus rocker. Seeking fulltime work anywhere. Broadcasting degree. DAVE (815) 885-5900.

Have coffee cup, will travel. Young, ambitious Country jock seeks career move to good Country station. Ask for JIMMY (715) 842-9431, (4-1)

Good team player looking, A/C-AOR medium-major market experience. Take this and call DR, DON in the morning (312)

A radio station is a terrible thing to waste. Philly vet seeks stable, respected fecility with AOR/CHR format. ALAN SWAN (215) 477-6292. (4-1)

Spring fever has hit young, enthusiastic DJ looking for work. Any format, will relocate anywhere! Call ASHLEY SCHARGE (212) 229-2094, (4-1)

Top 5 market AOR jock. Experience, references. Open to all markets and situations, especially Western states, (313)

Back from Tahiti and ready to work. TIM ROBERTS, 8 yr. pro. KZZP, KOPA, KMJK, KRIZ. (602) 829-9233. (4-1)

Hello, I'm a young man who is tired of moving and wishes to settle down at a successful station located in a nice city. My 5½ yrs, of experience includes the following positions: air personality, MD, production, and sales. A/C, CHR and C&W are the formats I feel most comfortable with. If your station appreciates quality work and has a place for a personable, enthusiastic, knowledgeable employee, write: PO Box 793, Greenville, KY 42345 for T&R. (4-1)

#### **Positions Sought**

Established pro with major market success record. A/C, CHR, MOR experience. Available now! All markets considered. CHARLIE GREER, (315) 493-1636. (4-1)

Well trained female announcer, seeking first professional job. Prefer IL, will relocate. For your chance to strum golden vocal chords, call ALI McGLOWN: (312) 491-0883, (312) 328-1487, (4-1)

#### Changes

#### RADIO

James Lomenick joins WCBM/Baltimore, MD as Ac-

Frances Jackson named Account Representative for WEZW/Wauwatosa, WI formerly represented WSWT/Peoria,

Marsha Anderson appointed Account Executive at WSRF/Ft. Lauderdale, FL.

Robert Grimm joins WINZ(AM)/Miami, FL as Senior Account Executive, formerly with WQAM/Miami, FL.

Donald Kelly named Account Executive at WBAL(AM)/ Baltimore, MD, formerly owned/operated WKRT & WNOZ/Cortland-Ithaca, NY.

Sue Scallon joins WLS/Chicago, IL as Account Executive

Bob McDaniel joins KJQY-FM/San Diego, CA as account executive, formerly with KCST-TV/San Diego, CA.

#### RECORDS

Andrea Bick joins Aria Records as Director of Public Rela

Jim Griffith appointed Corporate Director of Personnel at

#### INDUSTRY

Annette Abercrombie promoted to Manager, Traffic &

Ann Glascock joins Everlasting Enterprises as Booking

#### Miscellaneous

KPGE/Page, AZ needs country music services from all lab Send to: Steve Paranto, Box CC, Page, AZ 86040. (4-8)

The brand new FM 93.5 KXAZ/Page, AZ needs Top 40 music from all labels! Send to: Steve Paranto (owner), Box CC, Page, AZ 86040. (4-8)

KPRL-KDDB needs record service from all labels, Mostly A/C and Country. John Campbell, Box 7, Paso Robles, CA 93446.

Dates appearing at the end of each listing signify first week listed.

#### **R&R Opportunities** Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

Frequency Rates\*

1 Week \$12.00 2 Weeks \$20.00

3 Weeks \$25.00

#### Payable in Advance

Orders must be typewritten or printed and must be accompanied by check

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling, \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

# Black Radio Regionalized Adds & Hots

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E INTE

WOIC/Columbia 
Mickey Arnold

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FIRST
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K104-FM/Dalles Torri Avery

MAILES FARLANT WILT N ELL R I INDIE TAYLOR GLATYS KNIGHT LAME

GREC KIHN BAND LUTTER VANDROSS WARADA M. WALDEN AL JAPREAU

Stations are listed by region. Hots are listed in order of their airplay activity.

#### EAST

WXYV/Battimore Tim Watte

TIANE 1 HAR. TTY ALT POI T 51 MELLAA MALE I LM M LAFT MICHA: ACE KA HIF CHAMPAIGN HALL & GATE

WILD/Bostor Elroy R.C. Smith WILLIAM BELL INDEEP DAVID JOSEPH

BRYAN

WKND/Hartford ia Jordan/McLean

CHAKA KHAN LEVEL 42 Hottest: ANGELA BOFILL KASHIF WHISPERS FONZI THORNTON MICHAEL JACKSO

LIONEL RICHIE ERGIO MENDES INDEEP
BRASS CONSTRUCTIO
CULTURE CLUB
MCFADDEN & WHITEH MCFADDEN & WHI HOTTEST: DEBARGE JANET JACKSON ANGELA BOPILL ATTITUDE NEW EDITION

ROCKET BRASS CONSTRUCTIO LENNY WHITE STARGAZE STARGAZE
HOTTEST:
LIONEL RICHIE
MICHAEL JACKSON
NEW EDITION
HALL & OATES
SMUKEY ROBINSON

**MIDWEST** 

GWEN GUTHRIE

TYRONE DAVIS
INDEEP
LIONEL RICHIE
SHAKATAK
LENNY WHITE
AL JARREAU
JOSE FELICIANO
SERGIO MENDES
HOTCHEST:
GEORGE CLINTON
JUICY

STEVE ARRINGTON'S O'BRYAN

WBMX/Chicago Lee Michaels

RONE DAVIS

OZONE CHAKA KHAN OLIVER CHEATHAN AURBA

AURRA Hottest: KASHIP CHERI ONE WAY BETTY WRIGHT ROY AYERS

WDAS/Philadelphia Joe Tamburro I LEEF

AME
MAPLENA CHAW
MA: PARFI
CAVIC H WI
GEORG H WARL
WILLIAM RCBIN
FAIN
FAIN
GEORGE LLIAT
FAINTF
FATH

WAMO/Pittsburgh John Anthony

RENEE & ANGELA PATRICK SIMMONS LIONEL HICHIE HOTLEST: KASHIP PRINCE GEORGE CLINTON ANGELA BOFIII WHISPERS

WKYS/Washington, DC Donnie Simpson

EW&F GREG KIHN BAND PPINCE CULTI RE CLUB DEBARGE HONEL RICHIE
HOSTUBAT:
MUSICAL BOFILL
MUSICAL YOUTH
DEBARGE
MICHAEL JACKSUN
CHAMPAIGN

WOOK/Washington, DC

Chris Gardner HOTE BE: CHAMPAIGN CULTURE CLUB ANGELA BOFILL AL JARREAU STEVE ARRINGTON S

WHUR/Washington, OC Oscar Fields

GIRLS CAN'T HELP BRASS CONSTRUCTION MADONNA CLASS ACTION SERGIO MENDES SERGIO MENDES CHARLES EARLANS CHARLES EARLAND
HOTTEST:
ANGELA BOFILL
KASHIF
DEBARGE
STEVE ARRINGTON'S
WHISPERS

EW&F TEMPTATIONS DAVID BOWIE

FATBACK
HOTTEST:
MICHAEL JACKSON
DEBARGE
GREG KIHN BAND
GEORGE CLINTON
ANDRE CYMONE

COURAWLS
GEORGE HOWARD
GROVER WASHINGTO
RENE & ANGELA
AURRA
MARY JANE GIRLS
DAVID JOSEPH
EARL KLUCH
GENE SCOTT
HOTEPSE:

#### SOUTH

MICARI IA E UN

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LARLIT SIMMINS
LITTUR I. FWAF

VERY STREET STREET

LITTUR I. FWAF

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LICHEL RICHIE

CAVI BOWLE

MEN AT WORK

WISFFE

VARBROGGN, PEOPLES

SHOCK

SHOCK GRO ER WASHINGTON RHE TA HUGEES BONA H WERY TYP NE LA' IS VALPIE GORE TRAIN GAGABRAIN INDEEP DEBANGE WILTON FFLIEN

CHI-LITES LAKESIDE

KNOW/Austin Selby Edwards

NEW EDITION BAR-KAYS ATTITUDE EWAF GLADYS KNIGHT LIONEL PICHIE IMAGINATION O'BRYAN INSTANT FUNK PRINCE KASHIF

93FM/Cleveland Lynn Tolliver

DAZZ BAND RUN D.M.C. LIGNEL RICHIE DAVID BOWIE CHANGE YARBROUGH/PEOPLES CHAKA KHAN GEORGE HOWARD HOTTEST: MICHAEL JACKSON HTUME ISLEY BROS CHAMPAIGN NEW EDITION

CHI-LITES CHAKA KHAN MELBA MOORE HELBA HOURE HOTTOBE CHAMPAIGN HTUME AL JARREAU GREG NIHN BAND HICHAEL JACKSON

HOTTEST: BETTY WRIGHT CHAMPAIGN LANIER & CO DIANE RICHARDS

none Hottest: GEORGE CLINTON CHAMPAIGN MARVIN GAYE TAVARES DIONNE WARWICK

PERMIT

WENN/Birmingham Gene Wise

er es Principal

ENGS RA SARFER TR ERC! MENTE!

WPEG/Charlotte Les Norman

EETTY WRIGHT ECRG: LINE (Z E MT: M EL BPICE EBCNIE WEBB LU-HEP VANDROSS CA-F HOTTEST: GEORGE CLINTON CHAMPAIGN KASHIF INCEEP THELMA HOUSTON HICE TO CECRCE CLINTCH ANGELA BEFILL SYSTEM KASHI MICHAEL JACESCN

WGPR/Detroit

ALICIA MYERS VEE ALLEN CURTIS ANDERSON TERRY BURRUS SENGIO MENDES

none Hottest; CHAMPAIGN DEBARGE GEORGE CLINTON O'BRYAN MICHAEL JACKSON

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Joe Spencer

WDRQ/Detroit

CAMEG JUNZUN CREW NUNA HENDRYX DAVID BOWIE GEORGE DUKE GEORGE DUME Hottest: EW&F GEORGE CLINTON HALL & OATES MICHAEL JACKSON MICHAEL JACKSON

ISLEY BROS TEMPTATIONS EVELYN KING WOLF BAR-KAYS CHANGE LIONEL RICHIE HOTLERI: GEORGE CLINTON GROVER WASHINGT MICHAEL JACKSON WHISPERS HALL & QATES

ZZ HILL LAWSON & ELGGS KMJQ/Houston

**Greg Mack** GLARYS FNI F BRCTHER JCH NOVA HOERYX

WKWM/Grand Rapids

HICHAEL JACKSON O'BRYAN

MICHAEL HENDERSON LICHEL RICHIE EWAF

ALICIA MYERS

CHAMPAIGN ATTITUDE CON FUNK SHUN WHISPERS

WLUM/Milwaukee Jack Randall

LYNN & CHANDLER FATBACK

FATBACK
AURRA
CHI-LITES
LENNY WHITE
CARL CARLTON
SHOCK
HOTCEST
CON FUNK SHUN
TEMPTATIONS
MTUME
BROTHERS JOHN
AL JARREAU

ROCKET Hottest: WINDJAMM

MTUME LYNN WHITE SYSTEM

WKXI/Jackson Tommy Marshall

MPE = EXLECT

Carl Haynes TIT LE MILT NEWAR

WJAX/Jacksonvills is

Steve Fox

ISLEY BROS

BEDY GRANT
HIGH IMERCY
PHILLIPPE WYNNE

EERRA HURI
FOWZ! THONNON
LANIER & CO
LITHER VANDROSS

EARL KLUGH
HOT SEG!
FALCO
CEMPGE CINT N

STEVE ARRINGTON'S
HAPPAIGN
MICHAEL JACKSON

WWWS/Saginaw Kermit Crockett

WJMUJackson

KOKY/Little Rock

CAME
ISLEY BRY:
DEBARGE YARBROUGH PELFLES
LIONEL ICHIE
TEMPTATI BO
BRENIA RUSSELL
BAR-KAYS
CHERI

PEABO BRYSON VISUAL GLADYS KNIGHT BAR-KAYS

RAY PARKER JR FATBACK Hottest: NEW EDITION GEORGE CLINTON CHERI ISLEY BROS MICHAEL JACKSON

KMJM/St. Louis

WZEN-FM/St. Louis Ajay Kemp

NEW EDITION KIDDO VEF ALLEN MELLAA LENNY WHITE GLADYS KNIGHT GLADYS KNIGHT FALCO L.V. JOHNSON EDDY GRANT LIONEL RICHIE EWAF RAY PARKER JR. BRASS CONSTRUCTI YARBROUGH/PEOPLE SHAKATAK GROVER WASHINGTO HOTCEST HOTTEST: GEORGE CLINTON WHISPERS KASHIF

BAR-KAYS MICHAEL JACKSON

WVOI/Toledo in Maxx Myrick Mark Myrick
EWAF
LUTHER VANDROSS
DAVID BOWIE
SPECIAL REQUEST
FONZI THORNTON
MIKKI
HOTTOR
HOTT Marc Little

KJCB/Lafayette Beatrice Evens

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WHRK/Memphis | Jimmy Smith

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FONZI THORNTON TROUBLE FUNA CAROL WILLIAMS FUN D.M.C. ALI'IA MYERS GEORGE CLINTYN INSTANT FUNK ELLIS HALL JR BETTY WRIGHT STEPHANIE MILLS

(J) indicates Black reporters

also contributing to Jazz Chart

ALFRA MICHAEL HENDERSCH MICHAEL HENDERSO F NZI THORNTON MADONNA Hettest: MICHAEL JACKSON MELBA MOORE BAR-KAYS

WAIL-FM/New Orleans Barry Richards MASS PRI CTI II ANEAL TRAIN FW61
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MEN AT W.RK
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NFW FILTICN
CHAMPAIGN

R SNEY FRANKLIN

WYLD-FM/New Brute Balley

GWES GUTHRIE EWAF NUMONICS HC teat: MICHAEL JACKSON 'BRYAN CHAMPAIGN KASHIF LEBARGE

JLADYS KNIGHT PATRICK SIMMONS IMAGINATION HOLLEST: ANGELA BOFILL HALL & OATES

H LATE MILE

Janice Baycott

LENNY WHITE WARP 9
TEPRY BURRLS
!LEY GRANT
SWEN !THRIE
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CHARLES EARIAND
HOITEAT:
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NEW EDITION
BAR-FAYS JUHNNIE TAYL I CHARLES WRIGH! AL JARREA' AL JARPEA H tte '. MICHAEL A STEVE ARPIN ANGELA B FILL () BRYAN WHISPERS

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MUSICAL YOUTH MICHAEL JACKSO
JOE SAMPLE
WILTON FELLER
CAMEO
MELBA MOCRE
NEW EDITION
AL JARREAL HOTLEST: MICHAEL JACKSON GEORGE CLINTON DEBARGE ANGELA BOFILL GLENN JONES AL JARKEAL HOTTER: SOUL SONIC FORCE O'RRYAN KASHIF GEORGE CLINTON THOMPS N THINS

WTMP/Tampa Jim Rhinehari

Homest: GSE RAR-KAYS ANDRE CYMONE RAY PARKER JR. TREACHEROUS THREE

WAAA/Winston-Salem Jae Jackson

none Hottmat: ANGELA BOFILL KASHIF MICHAEL JACKSON GEORGE CLINTON EWAE

WEST

AME M HAEL PEN'S SEN TIS N ICE T HAMPAION FASIIF LE ROLLICKE HILCE 10 - 110

KACE/Los Angeles

KASHIF

EWAF

Miller/Wiggins

KDIA/Oakland

IPENE CARA YAZ
EDTY CRANT
CARI (ARLTON
MEN AT WOF)
MICHEL BFRGER
ZONE
IMAGINATION
NAKEL EYES
RONNIE MISAP
HOTT AL: HOLTEST: MICHAEL JACKSON STYX FAIGN

KUKQ/Phoenix Steve Smith

HE LUB

KPOP-FM/Sacramento

Duff Lindsey

NEW EDITION

KSOL/San Mateo Bernie Moody

THE CELATE MILK LIANE FICHAPES MARY JANE GIFTS "A HENERYX FATTI AUSTI LEBARCE LIGNNE WAR AL JARREAU

# JAZZRADIO NATIONAL AIRPLAY/30®

**April 8, 1983** 

GROVER WASHINGTON JR./The Best Is Yet To Come (Elektra)

JOE SAMPLE/The Hunter (MCA) GEORGE HOWARD/Asphalt Gardens (Palo Alto)

DAVE GRUSIN/The NY/LA Dream Band (GRP)

TANIA MARIA/Come With Me (Concord/Picante) KILIMANJARO/Two (Philo) 5

LONNIE LISTON SMITH/Dreams Of Tomorrow (Doctor Jazz) 12

PHIL UPCHURCH/Revelations (JAM) RARE SILK/New Weave (Polydor/PolyGram) 14

ALLEN VIZZUTTI/Red Metal (Bainbridge) SHAKATAK/Invitations (Polydor/PolyGram) 15

EARL KLUGH & BOB JAMES/Two Of A Kind (Capitol)

13 HERBIE HANCOCK/Quartet (Columbia) 9 JIMMY McGRIFF/The Groover (JAM)

(Arista) 20

PATRICK WILLIAMS/Dreams And Themes (PCM) 13 HANK CRAWFORD/Midnight Ramble (Milestone) DEBUT AZYMUTH/Cascades (Milestone)

> JESSICA WILLIAMS/Update (Clean Cut) CHARLES EARLAND/Street Themes (Columbia)

JOHN KAIZAN NEPTUNE/West Of Somewhere (Milestone) DEBUT

22 BLUE WISP BIG BAND/Butterfly (Mopro) 23 STANLEY TURRENTINE/Home Again (Elektra)

23 24 SPYRO GYRA/Incognito (MCA)

17 26 CHICK COREA/Again And Again (Musician/Elektra)

24 28 JOHN KLEMMER/Finesse (Musician/Elektra)

28 29 JON HENDRICKS/Cloudburst (Enja/PG Classics) 16 30 RODNEY FRANKLIN/Learning To Love (Columbia)

JAZZ REPORTING STATIONS: WYBC/New Haven, Art Russell; KSAX/Dellas-Ft. Worth, Bob Stawart, WDBS/Durham, Rob Gringle; WMGI/Gainesville, Ft., Albert Jiles; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Tim Hodges; WJZZ/Detroit, John Hill; KTWN/Minneapolis, Tom Pelissero; WXFM/Chicago, Jim Walsh; KKGO/Los Angeles, Ca Milner; KJAZ/San Francisco, Dick Conte; KJZZ/Settle, Jeff Hanley.

### THANK YOU JAZZ RADIO!

MARCH 18 MARCH 25

APRIL 8



New & Active ... See Page 80

ALLEN VIZZUTTI'S METAL R E D

> RECORDS BAINBRIDGE



BT/BTC 6246

half-speed mastered



BAINBRIDGE RECORDS P.O. BOX 8248, VAN NUYS 91409 (213) 476-0631



# Regional Adds & Hots

MOST ADDED Don Williams (MCA) EAST

Alabama (RCA)

Oak Ridge Boys (MCA)

MOST ADDED Don Williams (MCA)

WONE Dayton, OH

WCXFAM/FM Detroit, MI

GAIL WAYES
GARY MUNES
CHARLY MC CLAIR
DUN MILLIAMS
MOTERS!
ROGERS & EASTON
WHILLY MIST
KAMEN BROUKS
CHARLEY PRIDE
LOUISE MANDRELL

GARY MURRES DUM MILLIAM STATLER BEDINERS KIP ATTAMAY BAND

KYGO-FM Denver, CO

KLZ Denver, CQ

VERN GOODIN
WILLIE & BREND
PUMP BOYS & UI
HAIT ROBEINS
EDDIE RABBITT
HAIARD
LEE GREENHOOD
STEWART & DILLEY
BOICAR MILLEY
FARMY CHAPARRD
HOLKEY GILLEY
BOICAR MILLEY
HOLKEY

KMAK Freeno, CA

LEE GREENDOU CHARLY NC CLAI CHARLY NC CLAI LYNN ANDERSON STEMART & DILLIE MCGMFFLY LANG ODN MILLIAMS NOTCEST ALABAMA HOGERS & EASTO GEUNGE STRAIT JOHNAY LEE SHELLY WEST

**MIDWEST** Oak Ridge Boys (MCA)

HOTTEST

WBCS-FM Milwsukee, Wi

WDGY Minnespolis, MN

HILLIE & BRENDA CONNAY THIFFY GENE WATSON DON WILLIAMS LEE GREENWOOD BOXCAR WILLIE

MOTTEST BELLAMY BRUTHERS JAMIE FRICKE

KOMA Oklahoma City, OK

DON WILLIAMS
HOTTEST
HOTTEST
OAK RIGHE EGYS
ALABANA
MENLE & WILLIE
JUHNNY LEE
B J THUMAS

LEE GREENHOUD GARY MURRIS 20% WILLIAMS STATIER BROTHEL LYNN ANDERSON MARLOW TACKETT VERN GOSDIN MOTERS!

DOS WILLIAMS STATLER BROTHERS

KTOM Salinas, CA

GARY MORRIS ODB WILLIAMS STATLER BROTH LEE GREENWOOD MEL MC DANIEL

EDDIE RABBITT MICHAEL MURPHEY MOTTEST. GUS MARDIN KAREN BROOKS B.J. THOMAS BARE & DALTON CRYSTAL GAYLE

KEEN Sen Jose, CA

KAREN BROOKS

SOUTH MOST ADDED Don Williams (MCA) Statler Brothers (Mercury/PG)

Alabama (RCA) Shelly West (WB/Viva)

HOTTEST

MOST ADDED Don Williams (MCA) Gary Morris (WB)

WCOS-AM/FM Columbia, SC

T.G. SHEPPARD
HOTLEST:
ALABAMA
OAK RIDGE BDYS
EARL THOMAS CONLEY
JOHNNY LEE
8.J. THUMAS

FRIZZELL & WEST LLUYO DAVIO FOSTER

**WEST** 

HOTTEST Alabama (RCA)

**EAST** 

MICREY GILLTY
DAYID WILL!
DAYID ALLAN COE
T.G. SHIPPARD
JIM GLASER
MOTERS & EASTON
HARK WILLIAMS JR
JOHANY LEE
ED BRUCE
DAN RIDGE BOYS EUDIE RABBITI
MEL M. DANIEL
LEE GHEEMHOUD
NAMMEL FELTS
SIERMA
LYNN ANDERSON
MANIEU TACKETT
NOTICES
LEUN EVERETTE
EMMYLOU MARKISGS
GAIL DANIES
CONMAY TWITTY

WXKW Allentown, PA HOTTEST: RUGERS & EASTON ALABAMA

MICKEY GILLEY 1.6. SHEPPARD JIM GLASER STATLEN BROTHERS HOLLEST

JIM GLASER FRIZZELL & MEST DOW MILLIAMS MEL MC DAWIEL CONMAY TWITTY

LEE GREENWING. WE
LEE GREENWING
DOB WILLIAMS
CHARLY ML CLAIM
STATLER BWOTHERS
MEL MC DABIEL
MOTEST:
ALABANA
SWELLY WEST
MERLE HAGGARD
VERN GOSDIN
MILLIE MELSON

WEEP Pittsburgh, PA

WPOR-FM Portland, ME

DUM WILLIAMS
PORTER WALDINGR
LUAVID ALLAN LUE
ROTTEST:
R.J. THUMAS
JOHN COMLEE
LUUISE MANDHILL
TUM JUNES
SCHOONER FARE

RAY GAIFF
BATHY BAUER
BATHY BAUER
BOBSY VINITUAL
BOBSY VINITUAL
BOBSY VINITUAL
BOART OF CARLY
BOART OF CARLY
BOART MORRIS
DON MILLIAM
BOTH MORRIS
JOHNNIN HODGE
RICHAT
GERLE MAGGAD
RICHAEL BARRET
FORTON HORS
FRIEZELLE BARST
FRIEZELL B MEST

DAVID ALLAN COE ED BRUCE MOTTEST:
GEURGE JONES
ALABAMA
JOHNBY LEE
OAK RIDGE BOYS
WILLIE NELSBA

WBGW-FM Bangor, ME

DON WILLIAMS
JOHNAY RODRIGUE
KAREN BROOKS
HOTTEST:
BLEN CAMPBELL
JERRY REED
DAK RIDGE BOYS
B. J. THUMAS
GEORGE STRAIT WCAW Charlest

WOKQ DUN WILLIAMS STATLER BRUTHER MAKEUM TACKETT TAKEUM TACKET LYAN ANDERSON MOTTEST

WRKZ-FM Horshoy, PA

KIX106 Washington, DC

LEON EVERETTE
LOA MILITAMS
EMMYLOU HARRIS
MICHAEL HURPHEV
SMELLY MESTE
LEE GREENWODD
MOTURE
B. J. THOMA
ROSANNE CASH
DAVID ALLAN COE
RUNNIE MILSAP WMZQ-FM Washington, DC

Washington, DC
EUDIE HABBITT
BENE HATSUN
MATLON JENNING
EDDIE RABBISTT
DUN MILLIAMI
GARY HORR RIS
STATLER BROTHERS
CHARLY MC ELAIM
HOLTEST
ALABAMA
ORA RIDGE BOYS
CRISTAL GAYLE
ROWED ALLWN COE

WHITEHERS
THANST BROTHERS
THANSTER BROTHERS
THATCH BRUTHERS
TAPTER BRANGON
AND HELFELTS
RAY CHARLES
MALOD TACKETT
HOTEST
ALABAMA
OAR RIDGE BOTS
JOHN COMLE
MELTILIS
GENE MATSON

WEST

KRST-FM Albuquerque, NM

Hottest: EARL THOMAS CONLEY ED BRUCE GEORGE STRAIT SHELLY WEST

KIK-FM Ansheim, CA

DAVID ALLAN GOE
CHARLY NG CLAIM
MANTY ROBSINS
DAME & DALTON
MICKEY GILLEY
MOTERST
TH AMBURSUM
DAMAY TWITTY
JUL ANY LEE
MEATER MILLOWELE
GREN LAW SELL

**MIDWEST** 

JIM GLASER

JIM GLASER

STATLER BROTHERS

DON WILLIAMS

BOXCAR WILLIE

BILLY PARKER

HAZARD

GARY MOOREIS

KIPPI BRANNOR

HOTEST

ALABADAN

JOHNNY LEE

SHELLY WEST

WMAO Chicago, IL

HOTTEST:
ROGERS & EASTON
JOHNNY LEE
ROWNIE MC DOWELL
DAX RIUGE BOYS
EARL THOMAS COMLEY

DAVID ALLAN COE MICHAEL HURPHEY MICKEY GILLEY EDDIE RABBITT AUNNIE MILSAP

GENT WATSHIN
MIDREY GILLEY
MICHAEL MURPHEY
MICHAEL MURPHEY
DAYID ALLAN COE
MUE BANDY
HOTTEST.
B.J. THOMAS
DAR HIDGE BOYS
GEORGE JOHE'S
RONNIE MC DOWELL
EARL THUMAS CONLEY

WWWE Cleveland, OH JIM GLASER
LEE GHEEMHUOD
CHARLY MC CLAIM
MEL MC DANIEL
HOTTEST
BELLAMY BROTHENS
UBNN AGDERSON
ALABAMA
UAK RIDGE BOYS
KAKEN BROOKS

KUZZ Bakersfield, CA

MANLOW TACKETT
GARY MORRIS
WAYNE CARSUM
STATLER BROTHERS
WILLIE & BRENUA
SUMEP GRIT COMBO
HOTTEST
ALABAMA

ALABAMA LLOYD DAVID FOSTER TOM JUMES BAME & DALTON DAVID ALLAN COE

KGEM/KJOT Bolse, ID

LEE GREENHOUD CHARLY MC CLAIN MEL MC DANIEL STEWART & DILLO DON WILLIAMS

KYOC Casper, WY

CAYSTAL GAYLE
RUSANNE CASH
MOTIOST
BELLAMY BADTHERS
JANIE FRICKE
ALABAMA

ED BRUCE MERLE & WILLIE

WAXX Eau Claire, WI

WKMF Flint, MI

LEE GREENWOOD
MILLIE & BREND
CHARLY NC CLAIP
MEL NC DANIEL
BURCAR WILLIE
MCGUFFEY LAME
HOSTEST
JA: MIDDLE BOYS
L HOLE

WCUZ-AM/FM Grand Rapide.

KRWQ-FM Gold HIII, OR

EDDIE RABBITT
CHARLY MC CLNIN
LEE GMEENHOOD
T'G SNEPAMO
STEMART & DILLON
MOTEST
HANK MILLIAMS JR
ROGENS & EASTON
ALABANA
SMELLY MEST

DUR WILLIAM

MOTTEST: RUGERS & EASTON ALABAMA JOHNNY LEE B J. THUMAS DAK HIDGE BDYS

HOTTEST EARL THUMAS CONLEY ALABAMA PLOGERS & EASTON DAN RIDGE BDYS SHELLY MEST

WFMS-FM Indianapolis, IN CONMAY TWITTY MARTY NUBBINS LEE GREENHUGU MCGUFFEY LANG GAIL UAVIES MOTTOS

HOLLEST
DAR RIDGE BOY:
JOHN ANDERSON
ALABAMA
SHELLY MEST
JOHN CONLEE WITL-FM Laneing, Mi

Hott ( Houses & Easton 'Ahas Fell Fs GA: Hill WE BOYS 'Hemolh KECK Lincoln, NB

KEBC-FM Ohiehoma City, OK ORIGINAMIA CRY, ON STATLER BAOTHES DIDN MILLIAMS GARY MOURTS BOACAR MILLIE FRIZZELL & VEST RAY CHARRES JIM (GASER THRASHER BROTHERS MOTTHERS MOTTHERS MOTTHERS MOTTHERS CAN'ED ALLEMANA CAN'ED ALLEMANA CAN'ED ALLAN COE MICKEY GILLEY T. 6. SMEPPARD

EDDIE HABBITT HOTTEST: ROGERS & EASTDH ALABAMA JOHNEY LEE OAR RIDGE BUYS HAME WILLIAMS JR

MOTTEST
GAR RIDGE BDYS
SHELLY WEST
REBA MC ENTIRE
LOUISE MANOREL
ROSANNE CASH

KNIX-FM Phoenix, AZ

DON WILLIAMS STATLER BROTH GARY MORRIS LYNN ANDERSON Mottest

KWJJ Portland, OR

KCCY-FM Pueblo, CO

KYNN-AM/FM Dmaha, NS

KTPK-FM Topesa, KS

KVOO Tuisa, OK

KFDI-FM Wichita, KS

JIM GLASER
7 6. SHEPPARD
STEMART & DILLDN
WILLIE & BRENDA
AMVEL FELTS
MEL MC DANIEL
LEE GREE-MOUD
LYNN ANDERSUN
RONNIE MILSAP
EDDIE RABBITT
LLDYD GAVID FOSTER

CHARLY MC CLAIM TUMMY IT JUMM COMMAY TWITTY GARY MORRI DOW WILLIAMS RAY MARLE

ULL STAMPLEY KAMEN TANLOR GAIL DAVIES DAVID ALLAN CUE MOTEST: ROLERS & EASTON JUANNY LEE ON RIDGE BUYS ED BRUCE HANK WILLIAMS JR MARTY ROBBINS
MCGUFFEY LAME
JIM GLASER
LIYSTAL GAYLE
HUNNIE MILSAP
MAYNE CAMSO
EDUIE HABBITT
HOTLESE:

DON WILLIAMS MEGUFFEY LAME MARTY HOBBINS GARY MURRIS STATLER BROTHERS BAKE & DALTON HOTEPST.

KFH Wichita, KS T.G. SMEPPARD MOE BANDY JIM GLASER LEE GREENWOOD MOTERST: SMELLY MEST EMPYLOU MARRIS CRYSTAL GATLE LEUN EMENTITE EDUIE RABBITT

TATLEN BROTNERS
STEMART & DILLON
BDACAR WILLIE
LYNN ANNERSON
RENNEDY & JEGLUM
LET RESSER
HOTLES &
ALABAMA
OAK RIOGE BDYS
SMELLE MEST
JOHN COMICE
RERLE HAGGARD

KCKC Sen Bernardino, CA

HOTERSE: ROGERS & EASTDN ROWNIE MC DOWELL B J. THOMAS DAN FOGELBERG YERN GOSDIN DON WILLIAMS

UNLAR WILLIE
MARLOW TACKETT
CURHARY TWITTY
GACY PURRIS
STATLER BROTHERS
HAZARD
JERRY MAX LAME rood, TX LEE GREENWOUD DUN WILLIAMS STATLER BROTHERS MOTTEST. ALABAMA ROGERS & EASTON OMERIOGE BOYS SHELLY WEST CRYSTAL GAYLE

SL Anthony, BD

GANT MORRIS

DON MILLIAMS

KIPPI BRANNON

RANTE, FELTS

LINDA NAIL

LINDA NAIL

CLAIRE

BOBBY GOODNA

NOTENS

ROCENS & EASTUN

GAK RIDGE BOYS

SHELLY WEST

LOUISE MANDRELL

CRYSTAL GATLE WEZL#M CHAPTER BRDTHERS
STATLER BRDTHERS
STILLIE & BRCRDA
RAY CHARLES
GARY MORRIS
STEMARY & DILLON
HOTLEST:
ROMNIE MC DOWELL
ALABANA
SMELLY MEST
YERN GOSDIN
DAYID ALLAN COE

STATLER BROTHERS
T G SHEPPARD
GANT HORRIS
DON WILLIAMS
HOTTER
HARK WILLIAMS JR
OAR RIDGE BOYS
SHELLY WEST
JOHN COMLEE WSOC-FM Charlotte, NC CHANLY MC CLAIN
DON WILLIAMS
RAY CHARLES
WILLIE & BRENDA
RAREN TAYLOR
HOTERS:
EARL THOMAS COMLEY
ALABAMA
HAMK WILLIAMS JR
SHELEY MEST
DAYID ALLAN COE

KBBQ Venture, CA

SOUTH

WPLO Atlanta, GA GARY MORRIS
DDN WILLIAMS
HOTTEST
KOWNIE MILSAP
WILLIE & BHEND
BAKE & DALTON
JIM GLASER
LEE GREENWOOD

KASE Austin, TX DUR WILLIAMS
MEL MC DANIEL
GAIL MAYES
STATLER BROTHERS
CARY MOCRES
CHARLEY MC CLAIM
HOLEST.
B. J. THIMMAS
SHELLY WEST
JOHN CONLEE
ROSANNE CASH
MAYLON JERNINGS

Baton Rouge, La

UDN WILLIAMS
STATLER BROTHERS
FRIZZELL & MEST
RAY CHANKES
MARLOW TACKETT
MARLOW TACKETT
MARLOW TACKETT
MARLOW TACKETT
MARKOW TACKETT
MARKOW TACKETT
MARKOW MILLIAMT
MARKOW MILLIAMT
MARKOW MILLIAMT
MARKOW MALLIAMT
MARKOW MARKOW MALLIAMT
MARKOW MALLIAMT
MARKOW MA

WZZK-FM Birmingham, AL

VERN GOSDIN GENE WATSON HOTTEST ALABAMA MANE WILLIAM

WXBQ-FM Bristol, VA

MARK WILLIAM JE OAK RIDGE BUYS RUANIE MC DOWELL SHELLY WEST

PAYMITOHING, ME.

BILLY PARKER
DON MILLIAMS
FRIZZELL & WEST
JIM GLASER
STATLER BROTHERS
MOTEST!
DAK RIDGE BOYS
LOUISE MANDRELL
JOHN COMES
JOHN CHARLY MC CLAIN T G. SHEPPARD HOTTEST: ED BRUCE MANY LEE REBA MC ENTIRE RUNNIE MC DOWELL MICKEY GILLEY

> WEAP FL Worth, TX JOHNAY RODRIGUEZ
> MOE BANDY
> NEL TILLIS
> LLDYD DAVID FOSTER
> CRYSTAL GAYLE
> MICKEY GILLEY
> NOTESTS
> B J. THOMAS
> JUHN CONLEE
> GUS FARDIN

ROSANNE CASH JOE STAMPLEY WGVM Greenville, MS

DAVID ALLAN COE CRYSTAL GATLE GENE MATSON LLOYD DAVID FOSTER ROSANNE CASH LEON EYERETTE MICKEY GILLEY SMYLO

WESC-AM/FM Greenville, SC STATLER BROTHERS
MATHE CARSON
PEL NET DARIEL
RAY CHARLES
DON HILLIAMS
GAMY MACL
LEE GREENWOOD
NECAUD
NECOUT & HICKS
NOTESSE:
KOMNIE MC DOWELL
ROBER MAGGARD
PORTER MAGGARD
PORTER MAGGARD
DAVID ALLAN COE
COMMAY THITTY

KILT-FM Houston, TX GUS MARDIN MOTTEST: JOHNNT LEE SHELLY WEST JOHN CONLEE CHARLEY PRIOE ROWNIE MC DOWE CHARLY MC CLAIN DAVID ALLAN COE

DAVID ALLAN COE EDDIE RABBITT YOUNGER BROTHERS MCGUFFEY LANE KAREN TAYLOR MAYNE CARSON

KPLX-FM Dallas/Ft, Worth, TX MOTTEST SEUNGE JONES ALABAMA BELLAMY BHUTHERS RUGERS & EASTON EARL THOMAS CONLEY

MILLIE MELSON MICKEY GILLEY KENNY ROGERS CRYSTAL GAYLE MOTLEST: SHELLY MEST LLOYD DAYLD FOSTER KAREN BROOKS DAYLD ALLAN COE ROMNIE MILSAP

TOM JOHES
MICHAEL MURPHEY
GAIL DAYIES
CUMBAY THITTY
ROBBIE MILSAP
MOTESS:
ALABANA
OAK RIDGE BOY
SHELLY MEST
RUMBIE MIC DOWELL
DAYID ALLAN COE ATHE CAMSON
JIP GLASE
CODWAT THITTY
LET GREWROLD
MARTH ROBBINS
WILLE & BREWROLD
MARTH ROBBINS
WILLE & BREWROLD
GANT MORRIS
ALAME
RENNED TS & DEGLINS
GANT MORRIS
ALAMBRA
ALAMBRA
ALAMBRA
GANT THOMAS
B.J. THOMAS
B.J. THOMAS
B.J. THOMAS
B.J. THOMAS
PORTER MAGDMEN

WWOD/WKZZ Lynchburg, VA

VERN GOSOIN
GARY MONRIS
ODN WILLIAMS
MEL MC DANTEL
MARTY ROBBINS
MOTEST:
GEORGE STRAIT
B J THOMAS
SMELLY WEST
BARE & DALTON
DAVIO ALLAN C( KYXX Odesse, TX

DON WILLIAMS
GARY MORRIS
DAVID ALLAN COE
MOTTEST:
ALABAMA
ROGERS & EASTON
DAK RIGGE BOYS
EARL THOMAS COILEY
PRUETY & ROBBINS

MICHAEL MURPHE MICKEY SILLEY MARTY ROBBINS EDDIE RABBITT BARE & DALTON GAIL DAVIES JIN GLASSER MOTLEST: B. J. THOMAS JOHNNY LEE OAK RIDGE BDYS SMELLY MEST JOHN CONLEE

Maleigh-Durham

CAYSTAL GAYE

EDDIE RABETT

ROMNIE MILSAP

TIG. SHEPARD

NICHAEL MUMPHEY

GENE MATSON

JOE STAMPLEY

MICKEY GILLEY

HOTEST:

ALABAMA

JAMIE FRICKE

BELLAMY BROTHERS

BANE MILLIAMS JR

MANE MILLIAMS JR

OON WILLIAMS ROMAIE MILSAP GARY MORRIS KATHY BAUER STATLES BROTHERS HOLLES

EDDIE RABBITT MICHAEL MURPHEY GAIL DAYIES LLDVD DAYID FOSTER Y.G. SAEPPARD STATLER BRDTHERS SUPER GRIT COMBOY MOTTESS

KKYX Sen Antonio, TX STATLER BROTHERS MOTEST: GEORGE STRAIT MICHAEL MURPHEY EDDIE RABBITT MICKEY GILLEY HOTTEST: EARL THOMAS CONLEY

KRMD-AM/FM Shreveport, LA GENE MATSON GAÎL DAVIES EDDY ARMOLD RAY CHARLES LEE GREENWOOD KAREN TAYLOR

WQYK-FM Tempe/St. Pete, FL WCMS-FM Norfolk, VA

T.G. SHEPPAHD
GUS HARDIN
STATLER BROTHER
GARY MORELS
LYNN ANDERSON
NARVEL FELTS
HEL MC GANIEL
HOTLEST:
MERLE & WILLIE
ALABANA
REBA MC ENTIRE
VERN GOSDIN
ROSANNE CASH STATLEN BRUTHERS WILLIE & ENDA STEWART & DILLON GARY MONEYS HAZARU LTHN ANDERSON LEE GREENWOOD RAY PENNINGTON

WUSQ-FM Winshaster, VA

GENE WATSON
LEON EWERETTE
DAVID WILLS
MCGUFFEY LANE
MICHAEL MURPHET
GAIL DAVIES
HOTTOSE
JOHN ANDERSON
MERLE & MILLIE
JOHN COMLEE
LOUISE MANDRELL
WILLIE NELSON

WTQR-FM Winston-Selem, NC STATLER BRDTHERS T.G. SHEPPARD CHARLY MC CLAIM SHEER GRIT COMBDY HARTY ROBEINS MOLEST:

144 Current Reports

WHOO Orlando, FL CHARLY MC CLAIN LEE GREENWOOD HOTTEST: RUGERS & EASTON ALABAMA

The following station did not report this week: KSSN/Little Rock

For The Record: WQIK-FM/Jacksonville is now on TM syndication, but not automated as previously reported.

#### **Hottest Tracks:**

"The Closer You Get" (RCA) **ALABAMA** 

### **COUNTRY ALBUMS**

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - The Closer You Get - (RCA) "The Closer You Get" ver" "Very Special Love" "Alabama Sky" "Lovin' Man" "Lady Down On 'Dixle Boy" "She Put The Sad In All His Songs" "What In The Name Of LEE GREENWOOD - Somebody's Gonna Love You -

(MCA) "Someone Who Remembers" "Somebody's Gonna Love You" "Love Won't Let Us Say Goodbye" "The Wind Beneath My Wings"

MERLE HAGGARD & WILLIE NELSON - Poncho And Lefty (Epic) "Poncho And Lefty" "It's My Lazy Day" "Helf A Men" "All The Soft

WAYLON JENNINGS - It's Only Rock & Roll - (RCA) "Living ds (A Dvin' Breed)" "It's Only Rock & Roll" WILLIE NELSON - Tougher Than Leather - (Columbia)

OAK RIDGE BOYS - American Made - (MCA) "Heart On The "Love Song" "You're The One" CHARLEY PRIDE - Country Classics - (RCA) "Radio Heroes" 'Tennessee Saturday Night" "That's How Much I Love You" "Wondering"

KENNY ROGERS — We've Got Tonight — (Liberty) "Scarlet Fever" "Farther I Go" "No Dreams" "What I Learned From Loving You" "Bad RICKY SKAGGS - Highways & Heartaches - (Epic) "High-"Don't Think I'll Cry" B.J. THOMAS - New Looks - (Cleve, Int./Columbia) "I'm Saving All The Good Times For You" "The Wind Beneath My Wings" "Memory Machine"

SHELLY WEST - West By West - (WB/Viva) "Flight 309 To e" "Me On The One Side" "When He Kisses Me" "Sexy Song HANK WILLIAMS JR. - Strong Stuff - (Elektra/Curb) "A

#### **Most Requested:**

SHELLY WEST "Jose Cuervo" (WB/Viva) ALABAMA "Dixieland Delight" (RCA) OAK RIDGE BOYS "American Made" (MCA)
JOHN ANDERSON "Swingin" (WB) DAVID ALLAN COE "The Ride" (Columbia)

National Airplay/50 . . . See Page 79

# Regional Adds & Hots

#### EAST Parallel One

CULTURE CLUB
ROBERT ELLIS ORRA
HOTCHST
HICHAEL JACKSON
HALL & OATES
STRAY CATS
LAURA BRANIGAM
LOU RAMLS

#### WV9F/Boston

ALAN PARSONS BOttoat: ROGERS & EASTON STEPHEN BISHOP DAN POGELBENG CHRIS CROSS AL JARREAU

DEXYS MIDNIGHT RU BOB SEGER BOTTOST HOTEL RICHIE CULTURE CLUB HALL & OATES BOGERS & EASTON RABBITT & GAYLE

#### WTAE/Pittsburgh Don Berna

ALAN PARSONS
LAURA BRANIGAN
B.J. THOMAS
HOTLEST:
MICHAEL JACKSON
MALL & OATES
DETYS MIDNIGHT RU
TOTO
GREG KIHN BAND

WPRO/Providence Tom Cuddy

PETER ALLEN PATTI AUSTIM SERGIO MENDES BARRY HAMILON

#### WLTT/Weshington, D.C. Balaban/Cummings

ROMNIE MILSAP LIONEL RICHIE ROBBIE PATTON LOU RAWLS HOTTOERI TOTO TOTO
HALL & OATES
HICHAEL JACKSON
AL JARREAU
STFPMEN BISHOP

#### WASH/Washington, D.C.

GREG KIHN BAND BARRY MANILOW CHAMPAIGN PHIL EVERLY HOTTOST MICHAEL JACKSON CHRIS CROSS AL JARREAU STEPHEN BISHOP ERIC CLAPTON

#### Parallel Two

### KENNY LOGGINS

TOTO PETER ALLEN HALL & OATES KC & SUNSHINE AL JARREAU

#### WICC/Bridgeport Lee Roberts

MEN AT WORK SERGIO MEMDES CULTURE CLUB LIONEL RICHIE Hottest: HALL & OATES DAN POGELBER ERIC CLAPTON AL JARREAU

#### WBEN/Buttelo Roger Christia

GARY PORTMOY PETER ALLEM PATTI AUSTIN tt st: JARREA LL & CATES FREE BING BARRY HANTLOW

#### V100/Charleston, WV

PIII ALLEY PAII AL

B.J T. MA CIO E WARWICK

#### WSFM/Harrisburg Bob Pairs

JOM Petre

JIM CAPALDI
CHEI GARY POBTNOY
HOCCOST
HOCCO

LAURA BRANIGAN PETER ALLEN CULTURE CLUB LIONEL RICHIE HOTTEST MICHAEL JACKSON ERIC CLAPTON TOTO BARRY MANILON MAC HCAMALLY

#### WPIX/New York Alan Anderson

LIONEL RICHIE LOU RAWLS RENBY LOGGINS PETER ALLEN JIM CAPALDI STEPHEN BISHOP AL JARREAU DIONNE WARWICK TOTO FOUR TOPS DAN FOGELBERG

#### WWSHIP hitadelphie Acuff/Tiller

SERGIO MENDES CULTURE CLUB MEN AT WORK EDDIE RABBITT HOTTOGET! HALL & OATES TOTO TOTO BARRY MANILOW DIONNE WARWICK ROGERS & EASTON

#### Y87/Pittaburgh Jay Creeswell

MEN AT WORK
CULTURE CLUB
ROWNIE MILSAP
LAURA BRANIGAN
EDDIE RABBITT
LIONEE RICKIE
HOELOST
ROCERS & EASTON
HALL & OATES
LIOWEL RICKIE
CHRIB CROSS

#### WWSW (3W5)/Pit Herb Crowe

CULTURE CLUB
LIONEL RICHIE
HOTEST;
MICHAEL JACKSON
STEPHEN BISHOP
HALL & OATES
DAN FOGELBERG
DEXYS MIDNIGHT RU

#### WVOR/Roch Gary Smith

TOTO
AL JARREAU
HOTCEST
HALL & OATES
STEPHEN BISHOP
DAN FOGELBERG
ROGERS & EASTON
CHRIS CROSS

#### WOY/Schen-Walter Fritz

CULTURE CLUB LIONEL RICHIE MEN AT WORK Hottest: TOTO TOTO LOU RAWLS RONNIE MILSAP B.J. THOMAS JOHN ANDERSON

#### WHEN/Syracuse Karen Gallagher

MEN AT WORK
KC & SUBSHIME BAN
BARRY MANILOW
DIONNE WARWICK
HOTTEST
MICHAEL JACKSON
DAN FOGELBERG
ERIC CLAPTON
TOTO

#### STEPHEN BISHOP Parallel Three

WAYV/Atlantic City John Bareb

none
Hottest;
HICHAEL JACKSON
SHERIFF
DURAN DURAN
ROGERS & EASTON
HALL & OATES

Parallel One

WEST

KHOW/Denver

L Hetest

LINIA RC TAI MEN AT WORK LIONEL RICHIE H ttest, DAN TEGLIBE G ERIC CLAPTOS BARRY HANILOW DIONNE WARWICK AL JARREAU

KFMB/Sen Diego Mark tarson

CHRIS CROSS HOTTESTI DAN FOGELBERG STEPHEN BISHOP AL JARREAU RC & SUNSHINE BAN TOTO

CARL MILSON
SERGIO MENDES
LIONEL RICHIE
CULTURE CLUB
JIN CAPALDI
BILLY JOEL
JULIO IGLESIAS
HOTE
LOU RAMES
EDDIE RABBITT
PATTI AUSTIN
RONNIE MILSAP

#### WKZE-FM/Cape Cod

Hottest: ERIC CLAPTON TOTO TOTO AL JARREAU KENNY LOGGINS LINDA RONSTADO

#### WEIMFHchburg Raymond/Barror

#### WKNE/Keene, NH Howard Cordey

JEFFREY OFBORNE

#### WCPI/Wheeling, WV Dan McGrath

#### MIDWEST Parallel One

Raymond/Barron
CULTURE CLUB
LIONEL BICHIE
JULIO IGLESIAS
SENGIO HENDES
DENIECE WILLIAMS
RICK SPRINGPIELD
FLEETWOND HAC
HOTOSEL
DAN FOCKLBERG
BARRY MANILOM
ERIC CLAPPON
LOU RAMLS
KENNY LOGGINS

MARTY BALIN
FOUR TOPS
LIGNEL RICHIE
HOTESTEPHEN BISHOP
BARRY MANILON
DAN FOGELBERG
KC & SUNSHINE BAN
LINDA RONSTADT

CARL WILSON LIONEL RICHIE SERGIO MENDES CULTURE CLUB HOTTOBET DAN POGELBERG MELISSA MANCHESTE BARRY MANILOW

#### WFYR/Chicago John Wetherbee

CARL MILSON
JIM CAPALDI
GARY PORTMOY
HEN AT MORK
CULTURE CLUB
HOTESELS
LOU RAWLS
DIONNE WARWICK
KC & SUNSHIME BAN
JEFFREY OSBORNE
LINDA RONSTADT

Gery Duncan

EDDIE RABBITT
BRYAN ADAMS
THOMAS DOLBY
DURAN DURAN
MOTEBET
HALL & OATES
BARRY MANILOW
GREG KIMN BAND
DAN FOGELBERG
DEXYS MIDNIGHT RU

#### WCTC/New Brunawick, NJ Jay Meyers

DAN MEGGER MEN AT WORK LIGHEL RICHIE CULTURE CLUB HOTCESTI DAN FOGELBERG MICHAEL JACKSON HALL & OATES ERIC CLAPTON DIONNE WARMICK

SERGIO MENDES CULTURE CLUS DEXYS MIDNIGHT CARL WILSON

PATTI AU TI AL AINEA F'' 'est IA A A' I I IS A "A ILI

KEZR/Son Jose Wagr = Well stal

tt ore cl

Parallel Two

LIONEL, RICHIE
CARL WILSON
CULTURE CLUB
JULIO IGLESIAS
HOTTEST:
DAN POGELBERG
DIONNE WARNICK
STEPHEN BISHOP
TOTO

TOTO ERIC CLAPTON

WCLR/Chicago Gary Price EDDIE RABBITT Hottest:

# TOTO STEPHEN BISHOP ERIC CLAPTON HALL & OATES LIONEL RICHIE

JOURNEY LIONEL RICHIE IREME CARA Hottest: TOTO

KENNY LOGGINS GREG KINN BAND Hottest: CHRIS CROSS STEPHEN BISHOS DAN FOGELBERG LIONEL RICHIE NEIL DIAMOND WARM98/Cincin Walker/Zerhuser

RONNIE MILSAP MEN AT WORK PATTI AUSTIN NEIL DIAMOND

MELISSA MANCHESTE MAC MCANALLY HOTTGET STEPHEN BISHOP DAN FOGELBERG ERIC CLAPTON SUPERTRAMP JOE JACKSON

#### WZZP/Cieveland Bob McKay

RONNIE MILSAP Hottest: LIONEL RICHIE ERIC CLAPTON DAN POGELBERG HALL & OATES TOTO

none Hottest: EC & SUMSHINE BAN STEPHEN BISHOP DIOMNE WARNICK ERIC CLAPTON

CAPE WILSON MEN AT WORK LIONEL BICHIE HOTEGET TOTO BARRY MANILOW B.J. THOMAS ERIC CLAPTON AL JARREAU

KRDO/Colorado Springs

Wynn Bradley

DAMIE MILIA OLTURE CLUB CARL WILSON DIANA FOR

KUGWEugene, OR Paul Thorne

AND DESIGNATION

Filipa Himne

KUDG/Las Veges Randy Hart

AMED BYES
LIDNEL RICHIE
ROBERT ELLIS ON
BOB SEGER
HOTLEST:
KENNY LOGGINS
LINDA RONSTADT
MEN AT WORK
TOTO
ALAM PARSONS

MEM AT WORK Hottest: DAN FOGELBERG STEPHEM BISHOP ERIC CLAPTON DIONNE WARWICK BARRY MANILOW

# K594/St. Louis Morgan/Watermann

#### Parallel Two

WHBY/Appleton Shannon/O'Hallore LIONEL RICHIE CHRIS CROSS CARL WILSON CRYSTAL GAYLE Hottest: AL JARREAU DIONNE WARWICH DAN POGELBERG

#### HALL & OATES EDDIE RABBITT WHBC/Canton Mike Dorn

LEE GREENWOOD CHRISTIAN LEE DAN SEALS HOTTEST DAN FOGELBERG BARRY MANILOW AL JARREAU LOU RAWLS TOTO

#### 610TVN/Columbi FitzGerald/Jones

KENNY LOGGINS WING/Dayton Joe Demma

### LINDA RONSTADT B.J. THOMAS EDDIE RABBITT DAN POGELBERG HALL 6 OATES STEPHEN BISHOP BOBBY WILSON KC 4 SUNSHINE BAN

KRNT/Des Moines

### WTRX/Flint Burke/Wright

PATTI AUSTIN LIONEL RICHIE SILLY JOEL ROBBIE PATTON GARY PORTNOY HALL & OATES CHRIS CROSS LIONEL RICHIE TOTO ERIC CLAPTON

WOWO/Ft. Wayne

AL JARRHAU MEN AT WORK LAURA BRANIGAM HOTEGET HICHARL JACKSON DENYS MIDNIGHT RU HALL & OATES DAN FOGELBERG STEPHEN BISHOP

TBA

# LOU RAWLS EDDIE RABBITT PRETENDERS CULTURE CLUB GARY PORTNOY Hottest: HALL & OATES STEPHEN BISHO DAN FOGELBERG ERIC CLAPTON

RONNIE MILSAP NEIL DIAMOND PLEETWOOD HAC GARY PORTNOY JIH CAPALDI Hottest: DAN POGELBERG STEPHEN BISHOP ERIC CLAPTON HICHAEL JACKSON HALL & OATES

#### KUDL/Kensas City Elaine Taylor

ROBBIE PATTON
CARL WILSON
SERGID MEMDES
LIONEL RICHIE
GARY PORTNOY
HOTCOST
LIONEL RICHIE
CHRIS CROSS
HALL & OATES
STEPHEN BISHOI
DAN FOGELBERG

#### WFMK/Lansing Jay Richards

LIONEL RICHIE SERGIO MENDES JOHN ANDERSON JOHN ANDERSON SHERIPF Hottest: MICHAEL JACKSON TOTO RONNIE MILSAP EDDIE RABBITT

#### WISM-FM/Madisor Bill Vancil

IRENE CARA
CULTURE CLUB
SERGIO MENDES
B.J. THOMAS
JIM CAPALDI
BELL 6 WHITLOCK
RONNIE MILSAP
HOTCOSTI
ROBBIE PATTON
AL JARREAU
MAC MCANALLY

#### WZUU/Mitwaukee Steve Schram KENNY LOGGINS

HOTTOGS STEPHEN BISHOP BARRY MANILOW HALL & OATES LIONEL RICHIE MICHAEL JACKSON KLTE/Oklahoma City Tony Stone

### ATF NEIL DIAMOND JEFFREY OSBORNE AL JARREAU HOTTOST DAN FOGELBERG HALL & OATES JOE JACKSON STEPHEN BISHOI FRIDA

EDDIE RABBITT LINDA RONSTADT

KOIL/Omaha Mason/Irwin Mason/nwh

CULTURE CLUB
RONNIE MILSAP
HAC HCANALLY
BRYAN ADAMS
ROBBIE PATTON
HOTCOSI:
STEPHEN BISHOP
ERIC CLAPTON
AL JABREAU
DEXYS MIDDIGHT RU
DAM FOGELBERG

#### WQUA/Qued Cities. IL J.J. Scott

AL JARREAU
MEN AT WORK
MARTY BALIN
CULTURE CLUB
HOTESEL
DAN FOCELBERG
HALL & CATES
ETEPHEN BISHOI
ERIC CLAPTON
BARRY MANILOW

ALAN PARSONS LAURA BRANIGAN EDDIE RABBITT HOTTEST JOURNEY HALL & OATES GREG KIHN BAND PRIDA JOE JACKSON

IRENE CARA SERGIO MENDES MEN AT WORK PETER ALLEN HOTTOST AL JARREAU KENNY LOGGINS

EDDIE RABBITT
MEN AT WORK
GREG KINN BAND
LIONEL RICHIE
CULTURE CLUB
CARL WILSON
HOTTOST
STEPHEN BISHOP
DAN FOGELBERG

#### Parallel Three

PATTI AUSTIN CARL WILSON SERGIO MENDES JULIO IGLESIAS HOTTORIO

#### TOTO BARRY MANILOW B.J. THOMAS EDDIE RABBITT RONNIE MILSAP KCRG/Ceder Rapids, IA Cerl Mann

Joey Evans

LIONEL RICHIE DEXYS MIDNIGHT RU PATTI AUSTIN LIONEL RICHIE CULTURE CLUB GARY PORTNOY RONNIE MILSAP KVOX/Fergo-Moorhead

# ROBBIE PATTON PETER ALLEN GARLAND JEFFPEYS FLEETWOOD HAC DREAMGIRLS HOTLES LALAN PARSONS LOU RAMLS LINDA RONSTADT EDDIE RABEITT RONNIE MILSAP

CULTURE CLUB
NEIL DIAMOND
GARLAND JEFFREYS
IRENE CARA
MARTY BALIN
JULIO IGLESIAS
HOttest:

#### KYKY/St. Louis Andrew/Torcesse

AZ STEPHEN BISHOP

#### KKRD/Wichita, KS Nancy Johnson

Cathy Blytha

JIM CAPALDI RONNIE MILSAP LIONEL RICHIE JOHN ANDERSON CULTURE CLUB HOCTEST L HALL 4 OATES DAN FOGELBERG MAC MCANALLY DIONNE WARWICK TOTO

WBT/Charlotte Dave Bishop

## EDDIE RABBITT RONNIE MILSAP SERGIO MENDES CULTURE CLUB

HOTTERSTIN HOTTERSTIN STEPHEN BISHOP MEN AT WORK

WLTA/Atlenta Allen Saunders

NEIL DIAMOND CULTURE CLUB ROBBIE PATTON BELL 6 WHITLOCK DOBIE GRAY LIONEL RICHIE HOLLEST LIONEL RICHIE HOTCEST: DAN POGELBERG AL JARREAU RONNIE MILSAP STEPHEN BISHOF LOU RAWLS

WSB/Atlanta Greg Picciano

CULTURE CLUB SERGIO MENDES SERGIO MENDES HOLLEST: AL JARREAU STEPHEN BISHOP JOE JACKSON TOTO MAC MCANALLY

#### KFOR/Lincoln, NE

RONNIE MILSAP CULTURE CLUB LEE GREENMOOD HOTTEST: STEPHEN BISHOP DIONNE WARWICK BARRY MANILOW AL JARREAU MAC HCANALLY

#### KWEB/Rochester, Mi Al Axelson

TOTO BARRY MANILOW

#### KMGC/Dailes-Ft. Worth Larry James

CULTURE CLUB PATTI AUSTIN

### TOTO BARRY MANILOW DIONNE WARWICK

LIONEL RICHIE
PATTI AUSTIN
LOU RAMLS
MEN AT WORK
HOTEBAT:
STEPHEN BISHOF
DAN POGELBERG
AL JARREAU
TOTO
HALL 6 CATES

#### WVLK/Lexington Kelly/Richards

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STEPHEN BISHOP RENNY LOGGINS AL JARREAU ROBERT ELLIS ORRA LIONEL RICHIE MICHAEL JACKSON LIONEL RICHIE ROCERS & EASTON HALL & OATES TOTO

#### WAXY/Ft Lauderdak Shaw/Lee

LIONEL RICHIE MEN AT WORK MEN AT WORK
Hottest:
MICHAEL JACKSON
HALL & OATES
JOE JACKSON
RABBITT & GAYLE
DEXYS MIDNIGHT RI

# LIONEL RICHIE CULTURE CLUB MEN AT MORK Hotteet: MICHAEL JACKSON ROGERS & EASTON DEBARGE

SERGIO MENDES CULTURE CLUB CARL WILSON LAURA BRANIGAN LEE GREENWOOD Hottest: DAN FOGELBERG ALABAMA TOTO

#### Parallel Two

# HOTTOST: LIONEL RICHIE HALL & OATES DAN FOGELBERG STEPHEN BISHOP ROGERS & EASTO

WHLY (Y-106)/Orla Kaplowe/Charles

EW&P BOB SEGER

WEZS/Richmone Church/Stevens

PATTI AUSTIN SERGIO MENDES

# Hottest: Lionel Richie Hall & Oates JOE Jackson ERIC CLAPTON DAN FOGELBERG

WRVA/Richmond Pat Wilson RONNIE MILSAP LIMDA RONSTAD PATTI AUSTIN Hottest: ERIC CLAPTON AL JARREAU LIONEL RICHIE

PLEETWOOD MAG MICHAEL JACKSON ERIC CLAPTON AL JARREAU ALAN PARSONS

LIONEL RICHIE
MEN AT WORK
CARL WILSON
SERGIO MEMDES
LOU RAWLS
JULIO IGLESIAS
HOTCEBEI
DAN FOGELBERG
HALL & OATES
STEPHEN BISHOULD
LIONEL RICHIE

LIONEL RICHIE PATTI AUSTIN CULTURE CLUB Hottest: HALL 6 OATES EDDIE RABBITT KENNY LOGGINS RONNIE MILSAP

#### WQUE/New Orleans Chris Bryan

WGSV/Guntersville Jackson/Bell NEIL DIAMOND MARTY BALIN CULTURE CLUB CHRIS CROSS DOBIE GRAY DAN FOGELBERG

## AL JARREAU EDDIE RABBITT MAC H ANALLY

Hottest: BARRY MANILOW ERIC CLAPTON DIONNE WARWICK AL JARREAU WLVA/Lynchburg, VA Mett McCall

# Met MCCAI JULIO IGLESIAS LIONEL RICHTE JIM CAPALDI CARL WILSON MARTY BALIN CULTURE CLUB HOTESS! DAM POGELBERG DIOMEE WARNICK B.J. THOMAS KENNY LOGGINS PETER ALLEN

LIONEL RICHIE
CARL WILSON
MEN AT WORK
SERGIO MENDES
HOTTEST
HOTTEST
BRIC CLAPTON
DIONNE WARNICK
BARRY MANILOW
MAC MCANALLY
TOTO

Hottest: STEPHEN BISHOP DAN FOGELBERG AL JARREAU KENNY LOGGINS ROBBIE PATTON Parallel Three WVBS/Wilmington, NC WSKY/Ashaville Brookshire/Lee JDURNEY CULTURE CLUB JIM CAPALDI NAKED EYES HOTTEST DAN FOGELBERG STEPHEN BISHOP ERIC CLAPTON DIONNE WARWICK TOTO

#### 137 Current Reports

The following stations reported frozen playlists this week:

Note: R&R welcomes

NEIL DIAMOND ALABAMA SERGIO MENDES MARTY BALIN BELL & WHITLOCK HOTCOST DAN FOCELBERG DIONNE WARWICK KENBY LOGGINS TOTO DEBARGE

WCHV/Charlottesville, VA Thomas H. Twine LIONEL RICHIE
MEN AT WORK
CULTURE CLUB
MARTY BALIN
JIM CAPALDI
CARL WILSON
SERGIO MEMTES
ROBERT ELLIS ORRA

#### AL JARREAU

Ben Legie

ANY KANTER
CAIN/RED PARROTFRANK SINATRA
NEIL DIANONELL
BARBARA MANDRELL
BERGIA WEBDES
BERGIA WEBDES
DOBLE GOV
NOTE BENDES
STEPHEN BIEHOP
PETER ALLEM
JULIO IGLEBIAS
GOGERS & RASTON
HENRY MANCINI

KRLB/Lubbock Holly/Roberts RONNIE HILSA

**Bob Wright** LIONEL RICHIE
MEN AT WORK
SERGIO MENDES
BRYAB ADAMS
CULTURE CLUB
HOTLOST
HALL & OATES
HICHAEL JACKBO
MELISSA MANCHE
BARRY MANILON
RENNY LOOGINE

The following stations did not

as a new reporter.

report this week and therefore their playlists were frozen: **KRNT/Des Moines** 

WAXY/Ft. Lauderdale

WCCO/Minneapolis KRLC/Lewiston, ID

WAYV/Atlantic City

#### A/C New & Active . . . See Page 82

# MICHALL JA "MUCN MAIL 6 "ATES LI 6 A ... II EL RICKI

LICEL ITHIE CULTUI CLU GA Y P T ... LAUTA BRANIJAN IIH CAPAL : D' WB .

KOST/Los Angeles Jhani Kaye

SERGIO MENDES CULTURE CLUB

## KEX/Portland Bob w son

TAN I L.
LICY EL RICHI
BELL HAM THE
BARBARA HANDRELL
CULTURE CLUB
NOTICEL
DAN FOCELBERG
STEPHEN BISHOP
JOHNNY LEE
MICHEL BEFER
DIONNE WARWICK

#### KS-103/San Dlugo Parks/Button TONEL SICHE

AFLA EF

# KCEE/Tuceon

Parallel Three

# MEN AT WORK TULTER CLU JUL IGLESIAS 1 19 GRAY 110 EL 2CHI 1 ttest1 ./INDE WAP 1CH

A. TARREAL KODUGreat Falls, MT Rick Alden Roll M ND C

### KRKK/Rock Springs, WY Chuck Martin

Out 18 EAS 1. .....

## CULTINE CLIB MAPTY BALIN LIPSEL HICHIE RITA '9 LIDGE ORS / ROBERT ELL 3 ORRA

WJON/St. Cloud, MN Cal Stout

# KISN/Self Lake City

Parallel One

ALAN PARBONS LIONEL RICHIE HOTTOBE HALL & CATES DIONNE WARWICK BARRY MANILOW AL JARREAU LOU RAWLS

KEY103/Austin B.J. Adams MAC MCANALLY EDDIE RABBITT KENNY LOGGINS AL JARREAU HOTTUST: ERIC CLAPTON MICHAEL JACKSON DIONNE WARWICK KC & SUNSHINE BAN PRETENDERS

WSGN/Birmingher Sendre Chandler

EDDIE RABBITT LIONEL RICHIE RONNIE MILSAP LOU RAWLS HOttest: DAN FOGELBERG STEPHEN BISHOP HALL & OATES ERIC CLAPTON DIONNE WARWICK

# B.T. H MAD ('LL. T. LEEFG E. LAPT JC. WARMI | WARMI | WARMI |

1.0

ATDA

ILSRO Santa Rosa

### WAFB/Baton Ros Adams/Dantels PATTI AUSTIN LIONEL RICHIE HOELBEI DAN POGELBERG HALL & OATES DIONNE WARWICK

HOTTORY
STEPHEN BIEHOF
DAN POGELBERG
HALL & OATES
LIONEL RICHIE
ERIC CLAPTON KFIM/EI Paso Johnny Thompso

# LCU RAWLS LIONEI RICHIE BUNNIE MILSAP HOTTEST DAN FOOELBERG STEPHEN BISHOP DONNA SUMMER POCO

BARRY MANILOW

#### EDDIE RABBITT CULTURE CLUB

TOTO EDDIE RABBITT WSRZ/Seresots Huntington/Tello CULTURE CLUB FLEETWOOD HAC RONNIE HILSAP

# EGIONAL



PETE TOWNSHERD
ULTRAMON
SPRINDAU BALLET
ALBERT LEE
JOH BUTCHER AXIS
TUBES
TOWNSHERS
OF COMEON
APTRICE SHELLEY
MARTHA EMEFIES
PETE SHELLEY
RAMRIS PARILEY
RAMRIS PETER
RAMRIS PETER
PETER SHELLEY
RAMRIS PARILEY
RAMRIS SAME

RAMONES DOUG & THE SLUGS a REM a RED ROCKERS a BLASTERS a MALTER EGAN Added

Added
PETER GODWIN
NEW ORDER
SPARKS
STOMPERS
ROUGH TRADE

WZZO/Allentowr (215) 894-0511

PD: TOM KELLY MD: BRUCE BOND

Mottest DEF LEPPARD THOMAS DOLBY

UZ
BERTIN EMGLISH
MODERN EMGLISH
MODERN EMGLISH
MODERN EMGLISH
MODERN EMGLISH
MODERN EMGLISH
PINE FLOYO
MIS DEVELOP
FLOYO
MET AND MODERN
MET AN MODER
FLOYO
MET AND MODERN

WDHA/North Je

(201) 328-1055

GM BUN LINDER PD. MARK CHERNOF

HOLLEST

OFF LEPPAID

UZ (M)

OUTAN DIMAN

DIMAN DIMAN

OUTAN DIMAN

OUTAN DIMAN

OUTAN DIMAN

OUTAN DIMAN

OUTAN DIMAN

OUTAN DIMAN

TONY CARE

Added CARLOS SANTANA RED ROUNERS EDDY GRANT UFO HICA SPRINGFIELD JOAN RIVERS

(717) 961-1842

PO SHAWN WATER, (FROZEN Hottest DEF LEPPARE, N) ATF

ATF WHAN SURAN UZ (M) UB SEGE

BUB SEGE
CA 1
HOWER AN END ISH
22 TOP (M)
MEN AT HURK
THOMAL UDLBY
PINK FLOYD
MEN STAN
DURAN DURAN
TOMY LAREY
DEXY MIDNIGHT
NIGHT RANGER
STYX
CMETS DE URGH
JUNGY
JUNGY

# THE STATE OF THE S

BRYAN ADAMS PLANET P UL TRAVOX JOURNEY

TOM PETTY & M.B.S TOM PETTY (LIVE)

WHCN/Hartford

PD: DANIEL F. HAYDEN ASST. PD: 808 BITTENS

(203) 247-1060

#### EAST

#### **MOST ADDED** \*

Carlos Santana Red Rockers Patrick Simmons

(11)(10)(10)

(39)

(35)

(33)

(31)

(29)

#### HOTTEST

**Def Leppard** U2 Men At Work Journey Pink Floyd Thomas Dolby

Parallel One

(401) 438-6110

PD. TED UTZ PD. JEFF HICCID

ZEBRA DAVID BOWLE

WCOZ/Boston (617) 267-9090

PO: FRANK MOLLER MD: PAUL LEMIEUX

MOTTEST
MICHAEL JACKSON
RIC OCASER
BOB SEEER
DEF LEPPARD
BHYAN ADAMS
JOURNEY
ROBERT ELLIS DRRAL
JOHN BUTCHER AXIS
5173

UZ DURAN DURAN GREG KIMM BAND THAS CALL PLANET P THOMAS DOLBY PINN FLOYD MEN AT MORK ATF

PATRICK SIMMON
CALL
SIMPLE MINDS
FRANK ZAPPA
PRETENDERS
STRAY CATS
ULTRAYON
DELYS MIDNIGHT
DIVINYLS
NICK LOWE
TOTAL COELD
PLANET P
TOTE JAKKESON

(29) PETE TOWNSHEAD
FRIDA
ERIC CLAPTON
BOLDER EARRING
HALL & GATES
TOWN PETTY & H.B.S
BERLIN
FELONY
Added
JOAN RIVENS

WPLJ/New York

Mottest
DEF LEPPARD
TOM PETTY (LIVE)
HIGHT RANGER
PHIL COLLINS
JON BUTCHER AXIS
JOURNEY
MODERN ENGLISH
BYAN ADAMS (212) 867-7777 PD: LARRY BERGER MD: LISA TONACCI TO CEAN LUMACE!

NOTES HOUSE

THE AT HOUSE HRIS DeBURGE "HRIS DEBURGH INK PINK FLOYD MEN AT WORK MICHAEL BOLTON PLANET P CREG KIMB BAND STYX Medium EMGLISH BEAT ZZ TOP

LEGISTON THE STATE OF THE STATE JOURNEY

INDS

STYR

FIRE

JOE JACKSON

ROBERT PLANT

MEIL YOUNG

GOLDEN EARRING

SCANDAL

BILLY IDOL

12

BILLY TOOL
UP
ZEERA
PLAMET P
a 27 TOP
a 27 TOP
TUBES
JON BUTCHER AXIS
FRIDA
LAMED C 1/15
PP INCE
TRIUMPH
REO RIDER
PSYCHEDELIC FURS
YANDE MEEG DE 1X
MIDHIGHT.

WUWU/Buffalo (716)827-7000 PO JIM SANTELLA MO- GARY STORM

UZ STRAN DUBAN DEFANDO STRAN DUBAN DEFANDO SENTAN DUBAN DUBAN DUBAN DUBAN DEFANDO SENTAN DEFANDO SENTAN DESANDO SENTAN DESANDO SENTAN DESANDO SENTAN DUBAN D

NEN AT WORK

ATT

Med Sur

Med WBCN/Boston (617) 266-1111 WYDD/Pittsburgh

PD: DEDIPUS MD MARC HILLER (412) 362-2144 PD: DAN KELLEY MD: GEORGE ANTHONY Hottest U2
DEF LEPPARD
PINA FLUYD
JOB BUTCHER AXIS
MICHAEL JACKSUN
JOURNEY
MEN AT HORK
ATF

Mottest
DAYID BOWIE
MICHAEL JACKSON
DURAN DURAN
BERLIN
PRINCE
CULTURE CLUB
GREG RISH BAND
THOMPSON TWINS
ULTRAVOX
Q-FEEL
MAKED EYES
THUMAS DOC BY UMAS DOLBY

MEN AT JORK
ATP
MEN AT JORK
ATP
ATVICES SIMMINES
FALCO
FOOT GRAINT

ABE STYX JAM CURE MADNESS Added STOMMERS ROBERT ELLIS ORRAL MARTMA & MUFFINS

WIYY/Baltimore (301) 889-0098

PD CHUCK DUCOTY OM: TY FORD Mottest
JOURNEY
OFF LEPPARD
GREG KIMM BAND
ATF
AFALCD
THOMAS DOLBY
BERLIN
MEN AT WORK
U

BILLY IDOL

STYX
ZZ TOP
Medium
DAVID BOWIE
ULTRAVOX
MARTIN BRILEY
DURAN DURAN
DIVINYLS DIVINUS
CALL
INAS
CALL
INAS
PATRICK SIMPONES
PATRICK SIMPONES
PITCAGL
MICHAEL
MICHAEL
MODERA ENGLISH
BORDER
BORDER
BORDER
BORDER
TONT CAREY
TONT CAREY
TONT CARE
JON BUTCHER ALS
STRANGE ADVANCE
ALE CALL
GART MODRE
a ZERRA

- CHOM-FM/Montreal (514) 935-2425 PD: ROB SMAIDE MD: BENDIT DUFRESME

Hottest ADAM ANT MALL OF YOODOO 6 ILLY 100. Med sum BRYAN ADAMS BERLIN MARTHA & MAFFIRS A FLOCK OF SEAGULL TENANTS.

> WDVE/Pittsburgh (412) 562-5900

PD HOWIE CASTLE Mottest DEF LEPPARD UZ THOMAS DOLBY BRYAN ADAMS JOURNÉY ROBERT HAZARD STYX ATF

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WGRQ/Buffalo (716) 881-4555 PD PAUL HEIRE MO BILL WEST N

Hottest BUB SEGER PINA FLOYU DEF LEPPAHL STYX TUBES JUNINEY Mottest DEF LEPPARD THOMAS DOLBY PINA FLOYD DAYID BOWIE JOURNEY ZZ TOP STYX MEN AT MORK ATE ZZ TO-ROBERT HI ROBLITT ART
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WBAB/Long Island (518) 587-1023 PO. BUB BUCHMARN ND: RALPH TORTORA

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Added
MALTER EGAN
FALCO
ROUGH TRADE
MARTHM & MUFFINS
CARLOS SANTAMA
ZEBRA
FASTMAY
FASTMAY WAVA/Washington (703) 534-0320

PD JOHN LARSON MD GARY CHASE HOTEST CHASE
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MOVING PICTURES
Added
BLANKET OF SECRECY
MICHAEL JACKSON
PATRICK SIMMONS THE LIBERT THE MACRO SERVICE OF THE METON TO MET

CHUM-FM/Toronto (416) 925-6686

PD ROSS DAVIES MD WAYNE WEBSTER (FROZEN) THE CONTROL OF STAGE

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WAPP/New York

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ZEBRA
YANDENBERG
SAGA
JON BUTCHER AXIS
PETE TOWNSHEND
HEN AT WORK
Added

Added BLANKET OF SECRECY PATRICK SIMMONS MICHAEL JACKSON

WYSP/Philadelpi (215) 668-9460

PD: MICHAEL PICOZZI MD: STEVE FEINSTEIN

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WZIR/Buffalo (716) 773-0098

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MER WITHOUT HATS MARTHA & MUFFINS CHILLIMACE DOUG & THE SLUES

WNEW-FM/New York

(212) 986-7000 PO: RICHARD MEER
MD: JIM MOMAGHAN
(FROZEN)
MOTEST
PINK FLOYD
ERIC CLAPTON
PRINCE
PETE TOWNSHEN
MEAVEN 17
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WMMR/Philadelphia (215) 561-0933

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THOMAS DOLBY (M)
BILLY IDOL
GOLDEN EARRING
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BOB SEGER

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ROXY MUSIC
BRUEE COCKBURN
TENANTS (M)
MARTHA & MUFFINS
MEN WITHOUT HATS
DUUG & THE SLUGS
BRYAN ADAMS (M)
KED RIDER (M)
RUSH

WMJQ/Rochester (718) 232-7550 (718) 232-7550
ASST. PD: MICHAEL ISOBELLA
(FROZEA)
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WPDH/Poughkeeps (914) 471-1500

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WTPA/Harrisburg (717) 238-1402 WOUR/Utica (315) 797-0803 PI MALE EDWARD

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WCCC/Hartford (203) 233-4426 PD - BILL NUSAL

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DUKE JUPITER
DAYID BOWIE

ZEBHA
FRANK ZAPPA
PATRICK SIMMORS CALL
RED RIDER
SIMPLE MINDS
MINDERN ENGLISH

(203) 777-6617

MD. MIKE KIRVER

Mottest DEF LEPPARD JOURNEY GREG KIHN BAND

UZ PLANET P TUMES INKS MEN AT WORK ZZ TOP PIDDERN ENGLISH

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HARTIN BRILEY
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OFF EARTING
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Added

Added UAVID BOWLE RROXUS DIVINYLS

WSCY/Syracuse 315-699-8200

PD BERNIE KIMBLE MD CHIP KNIGHT

DELTY TOUR
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CAVID BUHF (A)
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TRIUM
DURAN DURAN
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PATRICK SIMMONS
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TRIUM ---WPLR/New Have CHEZ-FM/Ottawa

(813) 563-1919 PD: STEVE COLWILL MD: GREG TORRINGTON Hottest RED RIDER STRANGE ADVANCE STRAMOE ADVANCE
LUBA
BRYAN ALANS
THOMAS DOLBY
HANTHA E HERFINS
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WAQX/Syracuse (315) 682-9538

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DURAN GODEN
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FRANK ZA

WCMF/Rochester

(716) 288-3200 PD: TRIP REEB MD: DAVE KANE MOTTEST
DEF LEPPARD
PHIL COLLINS
TRIUMPH
BILLY SQUIER
BRYAN ADAMS
MODERN ENGLISH
TONY CAREY
GREG KIHM BAND
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WPYX/Albany

(518) 785-9800 MO. 808 WELCH

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GID UTO RED ROCKERS ZEBRA PATRICK SIMMING

WAAL/Binghamton (607) 772-8850

PD: JOHN CARTER

DUNALD FAGEN PETE TOWNSHERD

WOAY/Beckley-Oak Hill (304) 877-2424

MOSTEST MONTE MANAGEMENT OF THE PROPERTY OF TH

Hottest Old ( ) A THE MA N

WBLM/Lewiston-Port (207) 783-2065 MO: JUSE DIAZ PD: MIKE BUSHEY

PD: MIRE BUSNEY

POLITIES

JOURNEY

BOB SIGER

PHILL COLLINS

SCANDAL

BOB SIGER

PHILL COLLINS

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STRANGE ADVANCE
ART IN AMERICA
PRETENDERS
JEFFERSON STARSHIP
DAN FOGELBERG
MEN AT MORK
PATRICK SIMMONS
DAYID BOWIE
JOE JACKSON
J. GEILS BAND
Added Added GARY MOORE NICK LOWE KING OF COMEDY CAKLDS SANTANA

WGIR/Manchester (603) 625-6915

PD: BOB COX MD: KAREN ANDERSON NOTES A MARKE ROSE PARTIES (M) NOTES (M) PRETENDED (M) NOTES (M) STYR (M) AT MORK REN AT M

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WERI/Westerly (401) 596-7728 PO: STEVE FELDMAN

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PD. CHARLIE JENNINGS MD: TIM PARKER

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WRKI/Danbury (203) 579-9995 P UI AU AL



MER AT WORK BILLY IDOL DAVID BOWIE PRINEE PINK FLOYD (A) TUBES (A)

CALL
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UL THOM IN THE QUIET RIOT PETER GOWNIN ZEBRA JOARNEY
BLANKET OF SECRECY
SIMPLE MINOS Added FRAME ZAPPA SPANDAU BALLET ROCKATS ROUGH TRADE

WECM/Claremont (603) 542-7735

PO ZIP ZIPFEL MD. BILL BOGLE Mottest HALL & DATES (M) DILLT MANDER TON THE T

SOUTH

#### MOST ADDED &

(14)**Patrick Simmons** (11)Carlos Santana Rick Springfield (8) (6)Strange Advance **Duran Duran** (6) Krokus (6)

#### HOTTEST

**Def Leppard** Styx Men At Work Journey U2

#### Parallel One

KLOL/Hous

(713) 526-4591 PD CHRIS MILLER MD: BLAKE LAWRENCE

Hottest TRILMPH GREG KIHN BAND THOMAS DOLBY MODE ON EMILESH

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RIC OCASEK

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BORET HAGAR
GARY MODRE
FARTICE STEMPORTS
GARY MODRE
PATRICE STEMPORTS
DAVID BONIS Added ART IN AMERICA

WSHE/Miami (305) 581-1580

PO: DAVE LANGE Hottest THOMAS DOLBY PINK FLOYO STYX

CHRIS DeBURGH KTXQ/Dellas (214) 528-5500

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KSRR/Houston (713) 797-0097 TO ANDY BLAUBIEN

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MINTHIL & MIFFIN NICE E MUS Added KINKS HUMAN LEAGUE WYNF/Tampa (813) 876-0455 PD: CAREY CURELOS

Hottest JOURNEY DEF LEPPARB BRYAN ABAMS RED RIDER SAMMY HAGAR PHIL COLLINS TRIUMPH GREG AIMW BAND TUBES FIXX STYX ATF

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• WROQ/Charlotte (704) 392-6181

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. KZEW/Dalles (214) 748-9898

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WCKO/Miami (305) 731-4800

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BO SEGU
DAVIO BOMIE
FALCI
HIGHAEL GLTUN
THUM JOH TMINS
LIE STRAITS
KRUNUS

KZOM/Beaumont (713) 727-0229

PD GARY SHAW MD. RICA RD88IRS NOTICE TO THE MODEL OF T

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WCKN/Greenville Spartensburg (803) 226-1511 PER A PACE Hottest JU = T Fit! A -TY2 XY H[vhlGH<sup>T</sup> ATF

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MARTIN BRILEY
SPARKS

WNOR/Norfolk (804) 823-9687

PO RON REGER Hottest MEN AT WORK BOB SEGER JOURNEY STYR DEF LEPPARD U2 WE LEMPARD UZ
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BRYAM ADAMS
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WDIZ/Orland (305) 845-1802 PU 8 1 1 1 1 1 Hottest Journey LF LE FOR

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MICHAEL 80, TON
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FRAME ZAPPA
FOLIET RIOT
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WQDR/Raleigh (919) 832-8311

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WKZL/Winston-Salem (919) 767-3705

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PATRICK SIMMONS

MIDWEST

**MOST ADDED** (19)Patrick Simmons

Rick Springfield HOTTEST

**Def Leppard** Journey **Bryan Adams** Styx Men At Work

Carlos Santana

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KDWB/Minnea (612) 739-4000

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WMMS/Cleveland (216) 781-9667

PD: JOHN GORMAN ND: KID LEO

MOS RID LLD

MOTEST (M)

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WLUP/Chicago (312) 440-5270

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KQRS/Minneapolis (812) 545-5601 PD. DOUG SORENSON MD. LYNN WELLS

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WLLZ/Detrol (313) 863-1800 MD: DOUG PODELL

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SAMPHY HAGAR
BILLY SQUIER
BATRICK SIMPURS

KKCl/Kansas City (816)531-3400

PD: DAVE POPOVICH ND: MIKE WHITE MULTIME MATTE

DEF LEPPARD

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HIGHT RANGER

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Added DUKE JUPITER UFO PATRICK SIMMONS

WQFM/Milwaukee (414) 276-2040 PD: LEE ARMOLD ASST. PD: MIKE WOLF

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SCHOM & HAMMER
PRICK SIMMOMS

PO: FRED JACOBS MD: MICHAEL MAYER

Mottest
DEF LEPPARD (H)
BOB SEGER
JURNACY (H)
GURLAR DURAN
HEN AT MORK
SCANDAL (H)
TOM PETTY & H.B.S
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TONY CAREY
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WLPX/Milwaukee (414) 342-1111 PO: RICK MARRIS MD: SUSIE AUSTIN

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MARTIN BRILEY

WXRT/Chicago (312) 777-1700 PD: NORH WINER ND: JOHA MR VOS

MD. JOHN MEYOS

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a MICHAEL JACKSON
a PATRICK SIMMONS
A MODERN ENGLISH
TENANTS
KROKUS
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G DESERTERS

WXLP/Davenport (319) 326-2541

TERRY DUL (FROZEN) Mottest PINK FLOYO (M) DEF LEPPARO (M) STYK (M) TUBES ATF PD: GABE BAPTISTE MD: TERRY DUGAN (FROZEN)

ZZ TOP (M) BRYAN ADAMS (M)

KGGO/Des Moines (515) 265-6181

PO. LARRY HUFFITT
PO. JACK PERSON
(FROZES)

ROUTES

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WWCK/Filnt (313) 744-1570

PPO: MARK MILLER (FROZES) HOSTEST (FROZES) HOSTEST (FROZES) CELL EPPARD OF LEFT (FROZES) CELL EPPARD OF

PD- GREG GILLISPIE MD JUE BLOOM

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DATE
BILLY IDD
Medium
STRANCE ADVANCE
CHRIS DEBURGH
MARTIN BRILEY
HICHAEL BOLTON
BAYAM ADAMS
ULTRAVOX
CALL
TRADE

(616) 456-5461

PD. TONY GATES MD: MIKE SIRIANNI

Mottest MARTIN BRILEY GARY MODRE

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(317) 257-7565

PO JOHN BOGART HD CAREY CARLSON

Hottest BOB SEGER TRIUMPH (M) VANDENSENG DEF LEPPARD (M) JOURNEY (M) SCANDAL

PD: RICK PETERSON MD: JEFF MLRPHY

MOD. JEFF WLAPPHY

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ROBERT HAGAR
CARLOS SANTANA
MALTER EGAN
STRANGE ADVANCE
DURAN DURAN
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V95/Rockford (815) 877-3075 PD: BRENT ALBERTS ASST. PD: DOC BALLS

HOTTEST
MICHAEL JACKSON
PINK FLOYD
DEF LEPPARD (M)
THOMAS DOLBY
PRINCE
U2 (M)
ATF

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KMOO/Tuisa (916) 664-2810 PD: JEREMY WHITWORTH MD: TIM JOHES

Mottest
JOURNEY [M]
HEN AT MORK
SCANDAL,
HODORN ENGLISH
ENGLISH BEAT
BRYAN ADAMS
PWIL COLLINS
SAGA
CHEPPAD
CHRIS DEBLEGH
STYX
RIC OCASEK
UZ BIC DECASE K
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MICHAEL BOLTON
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a RROKU a PATRICK SIMMONS a HICK SPRINGFIELD KICT/Wichita (316) 722-5600 PD: BENIS PRIOR

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HARYIN BRILEY
MICHAEL BOLTON
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A ICK LONE
CHRIS DEBURGH
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MOLLY HATCHET
GARY MODRE
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PD: STEVE YOUNG MD: ANDY FROST

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ABOVAN ADMS (M)

BRETE BORES

WHO THE MONTH TO THE MONTH **KATT/Oklahoma City** (405) 631-8881 PD: GAVE BREWER NO: WARREN WILLIAM

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DEF LEPPARD

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RENNY LOGGINS

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HICK LOWE
ALER CALL
GARY MODRE
BRICE STREET
CALL
KNOWLS
JOH BUTCHER AXIS
ZEBRA
A EICK SPRINGTELD

WTUE/Dayton (513) 224-1501 PD: DAVE LUCZAN MG: BOB CLARKE HOTTEST TOUS CLARKE

JOURNEY
JOEF LEPPARD (M)
ERIC CLAPTON (M)
FLARET P (M)
HEN AT MUNK
BRYAN ADMANS (M)
TUBES
22 TOP (M)
PINK FLOYD (M)
ROLLY HAYCHET (M)
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MEMBERS
BOB SEGER
PETE TOWNSHEND
GARY MODRE
STYR
ANDENBERG
JON BUTCHER AXIS
BERLIN
MODERN ENGLISM

ATF
MICHAEL BOLTOM
ULYRAYOX
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MARTIN BRILEY
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PD: MAYNE SHAYNE HD: MARK COULTER Mottest
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Plak FLOYD
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DEF LEPPARD
BRYAN ALAMS
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THOMAS DOLBY
PLANET P
GREG KINN BANN
MOLLY HATCHET

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WMAD/Madison PD: DEBBIE DALTON MO: DALE MOLTER

PINK FLOYD THOMAS DULBY

Added DAN STEGEL

 KQDS/Duluth (218) 728-6421 PO- BRUCE MCGREGO MO BRIAN TAYLOR

Hottest JOURNEY (M) STYX (M) BOB SEGER (M) DEF LEPPARD (M) DURAN DURAN NIGHT RANGER GREG KIHN BAND (M) 122 (M) GREG KIHM BAND (M)
U2 (M)
MELL YOUNG
BETAN ADMS (M)
TOM PETTY B. H.B. S.
SAMPN HAGEN
ERIC CLAPTON
PHIM FLOTO
ZZ TOP (M)
DAVID BONIE
CULTURE CLUB (M)
MER AT HORK
DETYS HIDHIGHT...
RICHAEL JACKSON
ATF

HICHMEL JACKSON
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REAL Added RICK SPRINGFIELD CARLOS SANTANA ROXY MUSIC STOMPERS BILLY IDOL RED ROCKERS

WXKE/Ft Wayne (219) 484-0580 PD. RICK WEST MD. HAL BRANDT

MOTTEST
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CHUDE FRANC DUR
REG RIGHE
THOMAS DOLBY
PLAME TP
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SAMMY MAGAR
FRANK MARIND
PAT BENATAR
VANUENBERG
TOM PETTY & M.O.S.
NIGHT RANGER
ADDIES

WILS/Lansing (517) 393-1320 PD. LES COOK MD: DOUG BURTON

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· WIBA/Madison (608) 274-5450 Mottest ATF MEN AT WORK JOURNEY GREG KIMN BAND MEF LEPPARD BRYAN ADAMS

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PD: PAT STILL ND: TIN SMITH 

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A FLOCK OF SEAGULL
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Parallel Three

KLYV/Dubuque PD: ROBERT MELCH MD: TIM JANSEN

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Added MALTER EGAN PATRICK SIMMONS CARLOS SANTANA UFO RED ROCKERS DAN STEGEL KFRX/Lincoln (402)475-6001 PO: TRACY JUH UZ MEN AT HORK BRYAN ADAMS STYK FRIDA FRIDA
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> KFMQ/Lincoln (402) 476-8565 PD: TOM BARKER MD: 808 ROSEL

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PROOF TO BE STATE OF THE STYX ARE JACKSON LIAYID BONIE GOLOEN EARRING PINK FLOYD MARTY BALIN DIVINYLS MICHAEL BOLTON PATRICK SIMMONI CALL PATRICK SIMMONI
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MATTIN BRILEY
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PRINCE

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WDEK/DeKalb (815) 756-9250 PD: WARD HOLMES MD: JOANI WILLIAM

MOTTEST KING OF CONEDY REMAISSANCE MICK LOWE ULTRAVOX

ALCE, COME

LICANOMIC SERVINE BAND

THOMAS DOLBY

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T MARTHA & MEFFINS INES MAREANNE FAITHFULL MAC MCAHALLY STRANGE ADVANCE Added

Added LOUDON MAINMRIGHT EDDY GRANT BILLY COBHAM'S ... DAN SIEGEL KQWB/Fargo (218) 236-7900 PD: JAY BOULEY

WEST

MOST ADDED

HOTTEST

Patrick Simmons

Carlos Santana

Rick Springfield

**Red Rockers** 

Martin Briley

**Def Leppard** 

Men At Work

**Brvan Adams** 

Journey

Parallel One

KEZY/Anahe (714) 776-3696

PD: DAYE FORMAN MD: LARRY RETSMAN

Mottest STYX JOURNEY MEN AT WORK GREG KIMN BAND PINK FLOYD ERIC CLAPTON BRYAN ADAMS PLANET P 808 SEEER TUBES DAYID BOWIE

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(303) 936-2313

PD: PHIL STRIDER MD: KAREN ALLEN

HOTTEST GREG KIMM BAND JOURNEY BRYAN ADAMS

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618-262-5111

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WCPZ/Sandusky (419) 825-1010

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PD: SCOTT ALLEK MD: DREXEL DEFOR

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PATRICK SIMMONS MALTER EGAN STRANGE ADVANCE JIM CAPALDI RED ROCKERS TEMANTS

KLOS/Los Angeles (213) 557-7250

Mottest UZ SCANDAL DEF LEPPARD RED RIDER RIC OCASEK ART IN AMERICA 

TUBES
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MICHAEL BOLTON
MARTIN BRILEY
MALTER EGAN
KROKUS
GERARD McMAHUN
GARY MOORE
QUIET RIOT
KLOS TRIUMPH

a MOLLY HATCHET

a DAVID BOWIE

a PETER GOOWIN

, KAZY/Denver (303) 759-5600

PD: RICH MEYER ASST, PD: BRUCE WHEELER Hottest JOURNEY BRYAN ADAMS TUBES PLANET P

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K-97/Edmontor (403) 428-8597 PD: MEIL EDWARDS MD: BRUCE KENYON

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KDKB/Phoenix (602) 897-9300 (602) 897-8300
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STYLE COUNCIL MARTHA & MUFFIRS

(819) 292-1380

Hottest DEF LEPPAPD PIN FLOYD STYX ZZ TOP JOURNEY BOB SEGER UZ

KG8-FM/San Diego

PO. LAHRY BRUCE ASST PD: TED EDWARD

THE WELL'S HATTHEE PAT BE MAINE 
KROQ/Pasadena (213) 578-0830

PO FRED TE SMAKEST THE

DAVID BOWLE
TUBES
JEFFERSON STARSHIP
PINK FLOYD
BOO SEER
HICHAEL BOLLOH
PHIL COLLINS
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PETE TOMESKEN
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KVRE/Santa Rosa (707) 544-5873 PD: CINDY PAULOS

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HANTIN BRILEY
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JON BUTCHER AXIS
GARY MOORE
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DEF LEPPAND
KRONUS
ROXY MUSIC
Added
BILLY IDOL

KOZZ/Reno (702) 329-9261

Mottest DEF LEPPARD U2

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FHARE ZAPPA

KTMS/Santa Barbara

Hottest DEF LEPPARU

PD DANIEL COOK MD: BRUCE VAN DYKE

KWHL/Anchorage (907)349-6551

PD: RANDY ROBBINS MD: CARTER B. BRADLEY MOTION TO MOTION CALL CHRIS DEBURGH FIXX PIMK FLDYD TUBES

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TONY CAREY
KARRUS
JON BUTCHER AXIS
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ROBERT HAZARD
QUIET RIOT

KZOZ/San Luis Obispo (805) 544-5093

(805) 544-5093
PD JOB COLLINS
(FROZEN)
HOSSER'S
HOLARGT P
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DEF LEPPARD
GREG R IMM BAND
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IN IS
THUMAS DOLB P
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PETE TOWNSHERD

CALL
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WE NEED REG

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KTYD/Santa Barbara

(805) 963-1601 PD JAME LUIL MD RICK WILLIAM Hottest DERNLY UB SEGEN MICHAEL JA KEUN GAYI UN'IE RED RIOLN UI

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PD LEE DUNCAN MD TOM CAREY

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# CHR PARALLEL ONE PLAYLISTS

EAST



Buffalo

PD: Ray St. James MD: P.J. Fox



PD: Rob Brai

H 1 1 MICHAEL MACESON/8:11 is Jeen

H 2 2 INDEFFLOR IN 1997: N D.J. Se Mith S

H 2 2 INDEFFLOR IN 1997: N D.J. Se Mith S

J MANAGER GIBLS/11\* Raining Pen

H 10 5 DURAN COMMANNAMPLY Lite The unit

S 5 TORIES S LASTONIE Very Get Tonight

15 8 STYL/Fe. Reboto

19 80 Ref C 1108 BAND/Josepardy

J 1 LIUM/Fempty Lite The unit

S 17 FORCES LASTONIE VERY GET TONIGHT

11 10 PROTECTION LITE S S TOUT

12 10 TORIES S LASTONIE VERY GET TONIGHT

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37, 38
LANDA BRANIGAN/Solitaire
LOUISE TUCKER/Highight Blue
DETROIT AUTOMATIX/Ahen The Feeling Is
DURAN DURAN/Rio
UNYAN ADMRS/Straight From The Mea

IN TAN AGENCY AND THE ASSET OF FIRST AND AGENCY AND THE ASSET AS A COMMITTEE OF FIRST AND AGENCY AGENCY AND AGENCY MAL JMREAU/Mornin' MDUGH TAADE/Shaking The Foundatio MATIONAL YOUTH/Saturdays In Silesia

WKBW Buffalo

PD: Sandy Beach

MD: Jon Summers

27, 28, 29, 30
FRIDAY! Know There's Someth





Washington, D.C. PD: Alan Burns

MD: Mary Taten

| 1 | J. GOUGHEY/Superate Vary | Impring
| 2 | 2 | FRIDDY | Some There's | Sourch
| 2 | 2 | FRIDDY | Some There's | Sourch
| 3 | 0 | Erry | FRIDD | SOT AUCHON | Deliver | Deliver
| 4 | 10 | DELIVER | AUCKSDIR | SITE | Deliver
| 5 | STOLER | AUCKSDIR | SITE | Deliver
| 6 | 10 | Erry | AUCKSDIR | SITE | Deliver
| 7 | ATT/Der Some Size | Deliver | Deliver
9	STRIN	SIRE/BERCHA	She Don't	Love				
10	SCANDA	FROM	FRIDD	Deliver	Deliver			
10	SCANDA	FROM	FRIDD	Deliver	Deliver			
10	SCANDA	FRIDD	Deliver	Deliver	Deliver			
10	ERROR	DELIVER	Deliver	Deliver	Deliver			
11	Deliver	Deliver	Deliver	Deliver				
12	ERROR	Deliver	Deliver	Deliver				
13	Deliver	Deliver	Deliver	Deliver				
14	Telephone	Deliver	Deliver	Deliver				
15	ERROR	Deliver	Deliver	Deliver				
16	Telephone	Deliver	Deliver	Deliver				
17	ERROR	AUCKSTR	Deliver	Deliver				
18	Deliver	Deliver	Deliver	Deliver				
19	Deliver	Deliver	Deliver	Deliver				
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16	Deliver	Deliver	Deliver	Deliver	Deliver	Deliver	Deliver	Deliver
17	Deliver	Deliver	Deliver	Deliver	Deliver	Deliver	Deliver	Deliver

ADDS BRYAN ADAMS/Straight From The Hea IRENE CARA/Flashdance...What A F

B104 WBSB Baltimore

PD: Jan Jeffries Music Coord: Amy Kronthal

A005 CULTURE CLUB/Time{Clock Of The Hea RICK SPRINGFIELD/Affair Of The Heart

IREME CANAL/FI SINDANCE... what A F NOBERT ELLIS ORRA/I Couldn't Say No SAMOY NAGAR/Never Give Up SIRGIO MEROS/Never Gonna Let You G MAG (MCAMALLY/Ministra) Love TON PETITY/Change Of Neart ROMBLE MILSAP/Stranger In My Mouse



Buffalo

PD: Harv Moore MD: John Piccillo

GREG KIMM BAND/Jeopardy STYR/Pr. Roboto DESYS MEDICANT RU/Come On Eileen 1 I GREE h. I'm me Ton Come On Eileen
2 STYLP, MINISTER COME ON Eileen
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20, 29
RICK SPRIMEFIELD/Affair Of The Heart
BOX MOD MOD/Do You Mamma Nold No?
MULTER EGAM/Fool Hoon Fire
SPARES/FOOD Places
ALEX CALL/Just Amother Saturday
Comits DEMESHOUS Hon Fer you The
SHELTER/The May I Fee!

PSYCHEDELIC FURS/Love My May SAMOY MABME/Never 61ve Up SCAMDDA /Love's Got A Line On CDNY GBART/Flectric Amenue TRIUMPH/A Norle OF Fantesy FIZZ/Med Sales PLAMET P/May NoT EERAND DECHMONIC/Count On Me might RAMOBER/Sing Me Away

CFTR680

Toronto PD: Sandy Sanderson MD: Bob Saint

ADDS NONE
OR GREG K1) GREC KING BAND/Joppardy
KENNY LONG INS/Malcrome To Meart light
KENNY LONG INS/Malcrome To Meart light
STPPME BISINDF/IN Project See Two (Thomas
JISME MANULCK/Take The Shert May Me
TRUMPWA NEW LOOF FALL THE MANULCK
READY
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SPOOMS/Soiling In Minter

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PD: Scott Walker MD: Glenn Kalina

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Pittsburgh
PD: Cary Pall
WHTX MD: Keith Abrams

D: Keith Abrams

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3 | OUTYS MIDNIGHT MUCCOME ON Ellower
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5 | FRIENDA'I Ellower There's Someth
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7 | FRIENDA'I Ellower The Third Convector
7 | FRIENDA'I Ellower The Third Convector
7 | FRIENDA'I Ellower Third Thir

A005 33, 34, 35, 36

MD: Brad Jones

MD: Brad Jones

1 1 HICHGEL JACKSONPHILE Jaam
2 2 SITEL/W. Robota
3 2 DISTEL/W. Robota
3 2 DISTEL/W. Robota
4 2 DISTEL/W. Robota
5 PRETENSIANCE ON the Death.
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8 PRETENSIANCE ON THE DEATH OF

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Providence

Operations Manager: Tom Cuddy

ations Manager: Tom Cuiddy

1 DEXYS MIDNIGHT MUCCINE On Eitgern

2 AFF/Obe Aumitisar

3 JUNIONE Syspension Mysyl Nor-les

5 HIGHEL SOUTES/Men On the

6 HIGHEL SOUTES/Men On the

7 TOTO/ I MONTE MIDNIGHT MYSYL MYSYL

8 HIGHEL SOUTES/Men On the

8 TOTO/ I MONTE MIDNIGHT MYSYL MYSYL

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PATRICK SIMPONS/So brong IREME CAUL/Flashdance...bhat A F MAKED FES/Always Something Ther LIOMEL RICHIE/My Love JOURNEY/Factor/ully SERGIO HENDES/Never Gonna Let You G

PATTI AUSTIN/Every Home Should Hav AL JARREAU/Hormin' HEN AT WORK/Be Good Johnny JOHN ANDERSON/Swingtn'

Buffalo PD: Bob Wood MD: Roger Christian

MD: Roger Christiau

1 I NICHAEL JACLSON/81116 Jean

2 2 STYLPY Roboto

3 AT/Ore Country Roboto

4 A AT/Ore Country Roboto

5 A A AL JAREAL/Profile Journe

5 A AL JAREAL/Profile

6 A AL JAREAL/Profile

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38, 39, 60 MALTER EGAN/Fool Moon Fire CARL MILSON/What You Do To Ma RICK SPRINGFIELD/Affair Of The Meant

Boston Kind

Music Coord: Geni Donaghey

TOTAL COELOY Est Connibals
NEW AT MOURE/Overhill
NEW AT MOURE/Overhill
NEW CAMPA J Bandance...what A F
IETHER CAMPA J Bandance...what A F
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SOUTH

Atlanta

PD: Sonny Joe White

WBEN-FM



PSYCHEDELIC FURS/Love My Way ROBERT HAZARD/Escatator Of Life

MD: Patty Hamilton

1 1 John Audreson Systems 1 1 John Audreson Systems 1 2 1 1 John Audreson Systems 1 1 2 1 1 John Audreson Systems 1 1 2 1 1 John Audreson Systems 1 1 John Audreson Systems 1 1 John Audreson Systems 1 John Anderson States 1 John Addition States 1 John Addition States 1 John Addition States 1 John Anny States 1 John Addition States 1 John Addition States 1 John Addition States 1 John Addition States 1 John Addition States 1 John Addition States 1 John Addition States 1 John Addition Stat

PD: Keith Isley WINZ-FM

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I MICHAEL JACKSON/Best 11

2 STRING, Bobots

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DIVIDIO CONT MD: Mark Shands

DEBRA HURC/Mag Me, Squeeze Me JOURNEY/Faithfully PSYCHEDELIC FURS/Love My May MODERT MAZAMO/Escaletor Of Life HODERN EMBLISH/I Melt With You TOM PETTY/Change Of Meart WALL OF MODOMO/Mexican Andio

C 105 Tampa

PD: Scott Shannon

MD: Pat McKay

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Ft. Worth-

Dallas



PD: Randy R. Brown

MD: Joe Folger

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1 11 1 FLOW The For Am I CLASS IN GRAF IN A CALL/The Halls Cane Down
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HER AT MORK/Dr. Necky11/Mr. Jive
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HICHAEL BOLTOM/Fools Game

ADVIS NOTE NOME

ONLYD BOILE/Lat's Gomes

WE AR' WORK/Ower's11

SIMPLE RIMED/Your stood from A Mirse!

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MD: Frank Amadeo

Houston

PD: John Lander

**MD: Patty Hamilton** 

Miami PD: Robert W. Walker

### FERNIK AFRAGEO

# 1 1 MICHAEL ARCESOURS 17te Jann
2 2 LORGE RECHEFOR 17te
8 3 MICHAEL SECRETOR 17te
8 4 MARSHITT & GANKETOWN for the
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Ectar LOGIS/Network Submit Let You be Ectar LOGIS/Network Deveath My Mings SAF BAMS/Duts talk More to SAF BAMS/Duts talk More to RC & SUBS/MS BAM/Don't Ban(Come Back My)INTER SISTERS/If You Marine Bet Back PALCO Dev Kommissan (The Com JOHN ANDERSON/Serings) in 1997.

Z-93 ATLANTA'S RADIO STATION

Atlanta

PD: John Young **MD: Chris Thomas** 

CULTURE CLUB/Time(Clock Of The Mea JOURNEY/Feithfully AICK SPRINGFIELD/Affair Of The Meart ZZ TOP/Gimme All Your Lovin DEF LEPPARD/Photograph LIOWEL RICHIE/My Love MEH AT MORK/Overkill THOMAS DOLBY/She Blinded Me With S ROBERT ELLIS DRRA/I Couldn't Say No

Dallas/



Ops Mgr: John Shomby Asst. PD/MD; Pete Thomson

JOURNEY/Faithfully AICK SPRINGFEELD/Affair Of The Heart HIGHT RANGEA/Sing He Away PHIL COLLINS/| Connot Believe It's

**MIDWEST** 

र्माएड र्मिनार्थिक St. Louis

PD/MD: Ed Scarborough

H 1 NICHAEL JACKSON/Billie Jean
H 2 DEF LEPHARD/PROLOGRAM
H 3 2 DEF LEPHARD/PROLOGRAM
H 3 2 DEF LEPHARD/PROLOGRAM
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EMES/The One Thing
FELOMY/The Fanatic
ADDERT ELLIS DMEM/I Couldn't Say No
PATHICK SIMPONES/So brong
PSYCHEDELIC FURS/Love My Way

ADDS 30 TUBES/She's A Deauty



# 1 1 NICHARL JACKSCAP/Beet 1t
# 3 2 517/FW - Rebots
# 4 3 DOUBLET / Super ste Magniture 1s
# 1 2 Fill Fill / Super ste Magniture 1s
# 1 2 5 Fill Fill / Super ste Magniture 1s
# 1 2 5 Fill Fill / Super ste Magniture 1s
# 1 2 5 Fill Fill / Super ste Magniture 1s
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RICK SPRINGFIELD/AFFair OF The Heart DURAN DURAN/Rto JOURNET/Faithfully CHAMPAIGN/Try Again



TOTAL COLUMN TELECTRY AVENUE
TOTAL COLUMN TELECTRY AVENUE
BICK SPRINGFIELD/AIR OF The Meart
JOURNEY/FASTAN (1)
MRISPESS/Tonight
CULTURE CLUB/Time(Clock Of The mea
GERAND RIGHTMON/Count on Ne
DEBARGE/AII This Love

HITTE AND CO

1050 chum Toronto PD: Jim Waters

ADDS 29, 30 22 TOP/Gimme All Your Lovin BHYAH ADAMS/Straight From The Mea

WNBC New York Radio 66

PD: Kevin Metheny Music Coord: Babette Stirland MICHAEL JACKSOM/BRIlle Jean BERTS WIDHIGHT BU/Come On Edicen JOURNEY/Seperate Mary Morlds MPAL & OATS/OHO On One DURAN DURAN/Nampry Like The PRIDD/I Know There's Sameth STRIM'. Robots

(94-Q) PD: Jim Morrison MD: Jeff McCartney

H 1 1 HICHAEL JACKSON/8911s Jran 3 2 ATF Our Komel star 4 3 DETS\* HIDHIGHT BU/Come On Ellern 6 4 HICHAEL JACKSON/Beat It 5 5 GRES (1) BRAND JACOPPEY 2 6 JOHN ANDERSON/SWINGER 10 7 BOD SEEDE/Even Blow 19 8 DAYID BONIF/Let's Owner 8 9 JOHNER/FY/Spear at baysy (bor los

PATRICK SIMMONS/So Wrong TREME CARA/Flashdance...What A F



WKQX Chicago

PD: Randy Lane

MD: Lorna Ozmon

HILDME J. MCCSSO/BILLY DE DE DE LE STEPPE LE SEPTEMBRE DE LE S

20, 22, 23 LINDA ROKSTABT/Easy for You To Say LIONEL RICHIE/My Love



Kansas City Ops Manager: Todd Chase

ADDS 30, 39, 40 STEPHER BISHOP/It PHyPt Be Tou[Thome

FELORY/The Fanatic GARY PORTHOT/Where Everybody Knows



PD: Jim Fox MD: Tony Galluzzo

MD: Tony Galluzzo

H 4 1 BEG KINB BARD/Jeoperdy
H 2 2 GD, GE LEAR JEG/Tel 1 (ptf. Zone)
H 3 2 GD, GE LEAR JEG/Tel 1 (ptf. Zone)
H 4 1 BEG KINB BARD/Jeoperdy
H 5 5 FE JOL/I Robe There's Someth
5 5 FE JOL/I Robe There's Someth
10 6 THE MEAN JEG THE SOMETH STATES
H 10 ATT/JOER LOUNTSIAF JEG THE JEG THE SOMETH
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30

# WIDISSIEM

PD: Tac Hammer St. Paul MD: Gregg Swedberg

JUMBET / SWEATONETS

JUMBET / STORE of Mary Now 165

PRINTER / 19 Dark of Mary Now 165

PRINTER / 19 Dark of Mary Now 165

PRINTER / 19 Dark of Mary Now 165

PRINTER / 19 Dark of Mary Now 165

PRINTER / 19 Dark of Mary Now 165

BOS SCEER / 19 Care from Poor 9

DOWN MARY / 19 Care from Poor 9

DOWN MARY / 19 Care from Poor 9

DOWN MARY / 19 Care from Poor 9

DOWN SUPPRINTER / 19 Care from Poor 10 Now 17 Care from Poor 10 Now 18 Care from Poor 10 Now 18 Care from Poor 18 Care from Poor 19 Care f

PMIL COLLINS/I Comnot believe It's TYDOMS DOLEN'S mellinded me into S FLIBTS/Amerbes/Don't Put Amor Probasis Dolen's put Amor Put Amor Part I Mari Filterery home Showle New Model Filterery home Showle New Model Filterery home Showle New Model Filterery M

37, 38
CLATURE CLUB/Time/Clock Of The Hea
PATRICE SIMMONS/So wrong
MALTER EGAN/Fool Moor Fire
IREM CARA/Flashance what A F
MOOR N. ENGL ISW/I half att to to
EDDY GRANT/Electric Avenue

#OBSIE PATTON/Smilind [slands #DOWNIE MILSAP/Stranger In My Mouse #IGAT #AMEER/Sing We Away MEE AT WORK/DY, Meetyll/My Jive #GOLDER EARRING/Twilight Zone

(H) indicates one of the five "hottest" records on each Parallel One

## WGCL98 Cleveland

PD: Bob Travis MD: Tom Jeffries

IRENE CARA/Flashdance, .mhat A F RICK SPRINGFIELD/AFFair Of The Heart ROMNIE HILSAP/Stranger In My House CULTURE CLUB/FIme(Clock Of The Hea

HAC HCANALLY/Minimum Love LOU RANLS/Wind Beneath My Wings



PD: Buddy Scott MD: Dave Robbins

37, 38, 39, 40



Detroit

PD: Lee Malcolm MD: Bob Ransom

NICHAEL JACKSON/Next It

NICHAEL JACKSON/Next It

NICHAEL JACKSON/Next It

NICHAEL JACKSON/SHITE

DURAN DURAN/Newpry Like The No17

BOUL OR 16 feld 19/6 feld 19/6 feld

DURAN DURAN/Newpry Like The No17

DURAN DURAN/Newpry Like The No17

STY/NP- ROMES LAND Feld 19/6 feld

FIT/NP- KOMES LAND

FIT/NP- KOMES

38
IRENE CARA/Floshdance...uhat A F
SMRIFF/Mhen I'm with You
HMSS/The One Thing
22 TOP/Simme All Your Lovin
LIONEL RICHIE/Ny Love

LIOME RICHIEPP LOVE
LAMAR BARBAGAN SOITSITOR
ROBERT MAJAMOFES and are recommended to the recommendation of the robust of the rob



PD: Richard Lippincott MD: Steve Perun

A005 11

# WKT Milwaukee

PD: Dallas Cole

MD: Danny Clayton

anny Clayton

an

ADDS RICK SPRINGFIELD/Affair Of The Heart LIONEL RICHIEFMY Love JOURNEY/Faithfully



MD: Steve Perun

2 ? 5171/PP Roboto 2 ... The Common of Ellern RD/Common On Ellern RD/Common On Ellern RD/Common On Ellern RD/Common On Ellern RD/Common 
ABDS 11, 28 SAGA/Mind Him Up

SAMMY HAGAR/Never Give Up

#### WEST



PD: Mike Novak MD: Steve Behm

IREME CARA/Flashdance...what A F CALTURE CLUB/Time(Clock Of The Mea JOURNEY/Faithfully MEIL DIAMOND/Front Page Story ADDS

PATTI AUSTIN/Every Home Should Hav CARL WILSOR/What You Do To Mr



**KMJK** Portland

AD: Jon Barry

1 EBW GALAT/Electric Aremous
2 GBES 2100 BARRY-Deported by
3 CBES COLORY Fine 8 THE AREA
2 GBES 2100 BARRY-Deported by
3 THOMAS COLORY Fine 9 THE AREA
3 THOMAS COLORY Fine 9 THE AREA
3 THOMAS CALL THE AREA
4 JOHN STREET BARRY-DEPORTED
5 PRINCE/LITTLE BARRY-DEPORTED
6 JOHN STREET BARRY-DEPORTED
6 JOHN STREET BARRY-DEPORTED
6 JOHN STREET BARRY-DEPORTED
7 CALL TRANSPORTED
7 DEPORTED
ADDS | IRENE CARA/Flashdance...iMat A F | BELLE STARS/Sign Of The Times

IRLLE STAMASSIGN OF The Times
ALL ADMITTANT CARE THE PARTY AND ALL ADMITTANT CARE THE PARTY ALL ADMITTANT CARE THE PARTY ALL ADMITTANT CARE THE PARTY AND ALL ADMITTA



Tacoma-Seattle PD/MD: Gary Bryan

John D. Gary Bryan

1 J. John W. V. Saparate Vary (Nor 14s
2 STYLP, "Babeto 
2 STYLP, "Babeto 
3 J. Stylp, "Babeto 
4 STYLP, "Babeto 
5 J. Stylp, "Babeto 
6 Let's "Italian Stylp, "Babeto 
7 J. H. J. Stylp, "Babeto 
7 J. H. J. Stylp, "Babeto 
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RICK SPRINGFIELD/Affair Of The Heart CULTURE CLUB/Y-Hme(Clock Of The Hear JOURNEY/Faithfully HALYER EGAN/Fool Moon Fire

THOMAS DOLBY/She Blinded Ne With S HERE CARA/Flashdance ... what A F GERADD HORMONI/Count On Ne HOREST ELLIS ORRA/I Couldn't Say No 27 DP/61mme All Your Lovin SAMRY HARAF/Never Sive Up

# 64KFI

Los Angeles

PD: Tom Bigby MD: Steve LaBeau

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33
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CUATURE CLUM/Tune/Clot Of The New
REIL DIANGMONFRONT Page Story
PHIL GARLANGYOU Are The One
DEBANGE/All This Love

DE BAMEZ/All This Love

RESECTION This Love

ROUNTE SISTENS/IT You Manne Set lac

ROUNTE SISTENS/IT You Manne Set lac

ROUNTE BILLS SURRA/I Coulen't Say in

OUR JAMES/SING Beneath Ny Wines

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MALTER ESAN/FOOI Bhon Fire

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Portland



PD: Richard Harker MD: Trevlyn Holdridge

MD: Trevlyn Holdridge

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AUDS AL JARREAU/Mornin' LAURA BRANIGAN/Solitaire

BRYAN ADAMS/Straight From The Hea ROMNIE HILSAP/Stranger In My House

#### Q103FM KOAQ RADIO Denuer

PD: Jack Regan MD: Alan Sledge

RICK SPRINGFIELD/AFFET OF The Heart NOBERT ELLIS DRHAVI Couldn't Say No TUBES/She's A Brauty 27 TOP/Stome All Your Lavin MALTER EGAR/Fool Moon Fire ADD5

THOMAS DOLBY/She Blinded Re WITH S PATTI AUSTI B/Every Heam Should Hav IREME CABALFI sub-dance... think A F MORED EVEX-House South Hing Ther MORED EVEX-House South Hing Ther HOUSE E PATTON/Smilling Islands LIDIEL BECKET



Seattle PD: Charlie Brown MD: Tom Hutyler

INCOME. JULYSON THITTS As an INCOME. JULYSON THE STATE OF

ADDS PATRICK SIMMONS/So brown CAURA BRANIGAR/Solitaire THOMAS DOUBT/She Blinded Re Mith S DUBBA DUBBA/Fin

KIISFM

102.7 Los Angeles PD: Gerry De Francesco MD: Mike Schaefer

D: Mike Schaefer

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XTRA San Diego

PD: Jim Richards MD: Steve Sande

PMD: Steve Sande

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RICK SPRINGFIELD/Affair Of The Heart JOURNEY/Faithfully TUBES/She's A Beauty CULTURE CLUB/Time(Clock Of The Hea

DEF LEPPARD/Photograph MALTER EGAN/Fool Moon Fire IREME CANA/Flashdance.,,What A F GAP BAHD/Outstanding

#### 610 % KFRC

San Francisco PD: Gerry Cagle MD: Sandy Loule

ADDS 36, 40 10TAL COELO/I Eat Commibals IREME CARA/Flashdance...Mhat A F PATRICK SIMMONS/So brong LAURA BRANIGAN/Solitaire FELONY/The Fanatic TEMPTATIONS/Love On My Mind Tonig Los Angeles

PD: Paula Matthous

MD: Robert Moorhead

Robert Moorhead

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PD: Randy Stewart MD: Steve Goddard

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PRINCE/Little Mod Corvette
MEM AT MODRE/Devenill
IMEME CANDA/Fleshdence...what A F
LAMIRA MUMBHIGHAY/Solitaire
MALL & GATES/Family Men
CUMAN DUMAN/Flo
MODERT ELLIS ORNA/I Couldn't Say No 

Denver

MD: Gloria Avila

1 1 WICHAEL JACESON/BITTLE Jean
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PD: Doug Erikson

GERARD HCHANDR/Count On Me NAKED EYES/Always Something Ther ROBERT ELLIS ORRA/1 Couldn't Say No THOMAS DOLBY/She Blinded Me With S BRYAM ADARSY/Stratght From The Nea AL JAMER AJMORNAM I DOMBIE MILSAP/Stranger In My Mouse DEF LEPPAD/Photograph WALTER EGAN/Fool Moon Fire

TO FM Los Angeles

PD: Bob Hamilton MD: David Grossman

I MICHAEL JACKSDW/Mest IC PICOMAC, JACKSDW/Blit by Jacks DOMES JACKSDW/Blit by Jacks DOMES JACKSDW/Blit by Gall Toneight S DOMES DURAN/Namery Lise The bold OAVID BOALT (14% 'U conce OAVID BOALT (14% 'U conce OAVID BOALT (14% 'U conce O MODES DOMES (14% 'U conce O MODES TO LISE (14% 'U conce O MODES TO LISE (14% 'U conce O MODES TO LISE (14% 'U conce CE (I CLADATOW) '' or Got A Mocks N' So DEBARRY LY SET

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15 FER AT VOILE/Be Good Johnny
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ADDS

30 RICK SPRINGFIELD/Adfair Of The Heart CALTURE CLUB/Y+me(Clock Of The Hea JOURNEY/Faithfully SERGIO MENDES/Never Bonna Let You 6

MAC MCANALLY/Rinimum Love

#### **EAST** Most Added .. Hottest

Rick Springfield M. Jackson "Beat" Culture Club "Time" Greg Kihn Band Journey

# **CHR ADDS & HOT**

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

#### SOUTH **Most Added** • Hottest

Rick Springfield M. Jackson "Beat" Culture Club "Time" Greg Kihn Band After The Fire Journey Styx

#### EAST PARALLEL TWO

#### WFLY/Albany, NY

OXO LIONEL RICHIE DEF LEPPARD CULTURE CLUB WALTER EGAN EDDY GRANT EDDY GRANT
HOTTBETT
HALL & OATES 1-1
JOURNEY 3-2
GREG KIHN BAND 6-4
STYX 13-8
MICHAEL JACKSON 14-9

#### WTRY/Albeny, NY

BIH CahiH MEN AT WORK AL JARREAU RICE SPRINGFIELD IREME CARA DEP LEPPARD TUBBS CULTURE CLUB

#### STYR 1-1 DERYS MIDNIGHT RU 2-2 ATP 12-6 THOMAS DOLBY 19-12

WHTT/Boston, MA Peters/Dana AL JARREAU IRENE CARA CULTURE CLUB

CULTURE CLUB JOURNEY Bottest: MICBAEL JACKSON 7-1 GREG EIHN BAND 1-2 DELTS MIDNIGHT RU 3 STYX 4-4 JOURNEY 9-5 WROR/Boston, MA Gary Berkowitz

PRINCE
HARED EYES
LAURA BRANIGAN
CULTURE CLUB
SERGIO MENDES
JULIO IGLESIAS
EWAF
BOTTOST EWAF
HOTEBET;
MICHAEL JACKSON 1-1
GREG EXEM BAND 6-2
JOEN ANDERSON 17-11
THOMAS DOLBY 20-14
DAVID BOWIE 21-15

## K104/Erin, PA

Bill Shann RICE SPRINGFIELD TUBES SAGA SAGA
ALEX CALL
EDDY GRAHT
GOLDEN EARRING (dp)
RITA COOLIDGE
ANY IN AMERICA
BOCKESE'
JOURNEY 1-1
TOTO 10-6
PRINCE 13-6
EZLLY GROUCUTT 15-0
DEBARGE 17-9

#### WYCR/Hanover York, PA

RICK SPRINGFIELD INXS NAKED EYES CULTURE CLUB JOURNEY PLANET P (dp) BOTTEST!
GREG KIRN BAND 2-1
JOURNEY 1-2
DEEYS MIDNIGHT RU 7-:
MICHAEL JACKSON 3-6
ATF 23-13

#### WTIC:FM/Hartford, CT Mike West

DURAN DURAN BENNY LOGGINS LIONEL RICHIE ROBERT ELLIS ORRA Hottest: GREG RIBN BAND 4-1 ATF 6-3 DAVID BONIE 20-12 THOMAS DOLBY 19-13 MEN AT WORK 29-18

#### WKEE/Huntington, WV

RICE SPRINGPIELD (dp) SAGA (dp) WALTER EGAN EOTTEST STYN 2-1 CREG RIEN BAND 4-2 TOM PETTY 5-3 ABC 6-4 MICHAEL JACKSON 10-6

#### WLAN-FM/Lancaster, PA

MEN AT MORE TUBES JOURNEY NIGHT RANGER LOW RAMES LOW RAMLS
BOTTOST:
JOURNEY 1-1
BALL & OATES 2-2
MICBAEL JACKSON 7-7
ATF 10-10
ROBERT BAIARD 14-14

# WBLI/Long Island, NY

PRINCE MEN AT WORK HALL & OATES 6-4 JOBRNEY 5-4
DELYS MIDNIGHT RU 10-6 POINTER SISTERS 10-7
STYE 9-7
GREG EINN BAND 15-12 WIGY/Bath, ME

# KC101/New Haven, CT

Danny Lyons NAKED EYES NARED ETES
CULTURE CLUB
RICK SPRINGFIELD
ROBBLE PATTON
CHAMPAIGN
HOttoset
JOURNEY 2-1
DETYS MIDNIGHT RU 3-3
MIGHAEL JACKSON 7-6
DEBARGE 16-9
MEN AT MORE 30-13

#### WSPK/Pough

RICE SPRINGFIELD
DURAN DURAN
CULTURE CLUB
JOURNEY
JIN CAPALDI
DOBIE GRAY
ROTESET:
RICEARL JACESON 3-2
DIONNE MARMICE 6-3 DIONNE MARWICK 6-KENNY LOGGINS 7-4 BARRY MANILOW 6-5

# WMFMiRochester, NY Kally McCann

Kair McCann
TROMPSON TWINS
RICE SPRINGPIELD
INAS
LIONEL RICKIE
LOURANT SCAN
LOURANT SCAN
DEINS HIDNICHT RU 1-1
GREG KIRN BAND 9-3
ATP 12-5
HICHAEL JACKSON 20-8
BRYAN ADAMS 22-13

#### WKFM/Syracuse, NY John Carucci

TOTAL COELO BELLE STARS SPARES & WIEDLIN PHIL GARLAND SMELTER SUBLIFIER
HOTTORIC
STYR 1-1
PATRICE SIMMONS 16-11 TOTO 17-12 THOMAS DOLBY 25-15 DURAN DURAN 35-26

#### WPST/Trenton, NJ Jim Sebastian

TOM Taylor

RICK SPRINGFIELD
LIONEL RICHIE
CULTORE CLUB
JOURNEY
SAMNY HAGAR
HOTESEL
GREG RIMN BAND 3-1
HICHARL JACKSON 4-3
THOMAS DOLBY 12-5
DURAN DORAN 23-15
STEPHEN BISHOP 33-24 WRCK/Utica, NY

RICE SPRINGFIELD NAMED EYES PLANET P PLAMET P
ALEX CALL
GOLDEN EARRING
SCANDAL
HOTTOSTY 1-1
GREG KINN BAND 3-2
ATP 9-4 ATP 9-4 DEP LEPPARD 10-5 THOMAS DOLBY 27-17

#### WKRZ-FM/Wilkes-Barre Jim Rising

RICK SPRINGPIELD JOURNEY CHRIS DEBURGH BELLE STARS ROTTEST: GREG EINN BAND 3-1 MICHAEL JACKSON 6-3 PRINCE 8-7 DEF LEPPARD 9-8 THOMAS DOLBY 11-9

#### Q106/York, PA Oan Steele

ROBBIE PATTO ROBBIE PATTON
LIONEL RICHE
WALTER ECAN
SERGIO MENDES
HOCCEST
DEXYS MIDNIGHT RU 2-1
STYN 3-3
MICEREL JACKSON 6-6
REG RIEN BAND 8-5
KENNY LOGGINS 19-9

#### PARALLEL THREE

# WFBG/Altoons, PA

Tony Booth
JOURNEY
RICK SPRINGFIELD
CULTURE CLUB TOTAL COELO
TONY CAREY
GOLDEN EARRING
CHRIS DEBURGH (dp)
SCANDAL
DOBIE GRAY (dp) DOBLE GRAY (dp) Hottest: GREG RIBN BAND 1-1 ATF 10-4 DIONNE WARMICK 11-6 STEPREN BISHOP 14-12 MEN AT MORK 28-19

#### WACZ/Bangor, ME

Michael O'Hara ROBERT ELLIS ORRA (dp TUBBS CULTURE CLUB JIM CAPALDI CALL CALL Hottest: STYN 3-1 GREG RIHN BAND 7-6 MICHAEL JACKSON 1 DEP LEPPARD 24-20 BRYAN ADAMS 33-27

# WGUY/Bangor, ME Jim Randell

ROBERT ELLIS ORRA
CULTURE CLUB
EDDY GRANT
SPARES & WIEDLIN
JULIO IGLESIAS
ROTCOST:
GREG KIHN BAND 2-1
STYR 3-2
HICRAEL JACKSON 4-3
JOURNEY 5-4

#### Scott Robbins

HEN AT WORK JOURNEY RICE SPRINGPIELD CHRIS DEBURGE CULTURE CLUB CULTURE CLUB
ALEX CALL
MEIL DIAMOND
STEVE MILLER BAND
HOTESE:
STYX 4-1
GREG KIBN BAND 6-3
MICEBAEL JACKSON 8-4
DERYS MIDWIGHT RU 10-5
ATF 12-7

#### WCIR/Backley, WV

Jim Mertin Jim Meron
JOURNEY
RICK SPRINGPIELD (dp)
RICK SPRINGPIELD
LIOWEL RICKLE
COLUTURE CLUB
HALTER ECAN
HOCESEL JOEN ANDERSON 6-1
MICEREL JACESON 2-2
STYX 3-3
ATF 6-5
ALABAHA 8-6

#### WOMP FM/Ballaire, OH McKenzie

AL JARREAU (dp) RICE SPRINGPIELD NAKED BYES U2 RITA COOLIDGE MUSICAL YOUTH MUSICAL YOUTH
ROTTOSTY 2-1
LAURA BRANIGAN 22-15
RONNIZ MILSAP 27-20
ROBERT BAZARD 28-23
INXE 30-24

#### WIKZ/Chembersburg, PA Williams/Scott

JOURNBY RICK SPRINGFIELD INES LIONEL RICHIE ROBERT ELLIS ORRA CULTURE CLUB CULTURE CLUB
Hottest:
STYX 2-1
PRINCE 14-7
MICHAEL JACKSON 13ATF 19-10
TOTO 23-17

#### WT\$N/Dover, NH

AL JARREAU AL JARREAU
IRENE CARA
DUBAN DUBAN
CULTURE CLUB
LOU BANES
MEIL DIAMOND
BOTTABET
JOURNEY 4-1
DAN POORLBENG 12-8
MICHAEL JACSON 16
LAURA BRANIGAN 20-15

#### WERZ/Exeter, NH Scott MacKay

CULTURE CLUB
TOTAL COELO
JOURNET
ALEX CALL
NEIL DIAMOND (dp)
BELLE STARS
SPARKS & WIEDLIN
STEVE MILLER BAND
MUSICAL YOUTE MUSICAL YOUTS
BOCCOST:
JOURNEY 1-1
HEN AT MORE 12-8
DEF LEPPARD 13-9
BRYAN ADAMS 21-16
DURAN DURAN 25-19

#### WZYQ/Frederick: ND

Kamosabi Joe RICK SPRINGFIELD
CULTURE CLUB
JOUANEY
GOLDEN EARRING
EIX
HOCKEST
MICHAEL JACKSON 2-1
GREC EINN BAND 13-6
ATF 15-0
DEF LEPPARD 16-10
TOTO 22-15

#### DK100/Ithaca, NY Denny Alexander

SHARIN' STEVENS RICK SPRINGPIELD RICK SPRINGPIEL
TUBES
MALTER EGAN
ALEX CALL
EDDY GRANT
GOLDEN BARRING
REX SMITH
Hottest:
BOB SEGER 2-1

#### 13FEA/Manchester, NH

PRINCE LIONEL RICHIE DURAN DURAN MAC MCANALLY PETER ALLEN
NEIL DIAMOND
EDDIE RABBITT
Hottest:
DEXYS MIDNIGET HOTTOSTS MIDNIGHT RU 3-I MICHAEL JACKSON 6-3 ATF 16-4 BARRY MANILOW 21-14 MEM AT MORK 28-17

RICK SPRINGFIELD CULTURE CLUB JOURNEY GARY PORTNOY Hottest: JOHENEY 1-1 DEXYS MIDMIGHT RU 5-4 TOTO 14-9 REMNY LOGGINS 22-12 PRINCE 19-13

#### Paul DeMille

RICK SPRINGFIELD TUBES DON HENLEY ALEX CALL RITA COOLIDGE ART IN AMERICA HOTCEST DEXTS MIDNIGHT RU 3-1 PRIDA 7-3 HALL & OATES 22-11 DONNIE IRIS 24-12 MEN AT WORE 33-19

#### WJBQ/Portland, ME

John Willis TOTAL COELO
AL JARREAU
MEN AT WORK
RICE SPRINGFIELD
CULTURE CLUB SPARKS & WIEDLEN STRVE MILLER BAND MUBICAL YOUTH JELIO IGLESIAS Hottest: HOTTEST:
DEXYS MIDNIGHT RU
MICBAEL JACKSON 3JOHN ANDERSON 12-8
STYX 11-9
ATF 14-11

## WHE8/Ports

HEN AT WORK
IREME CARA
DDRAN DURAN
HOTTEST
DEXYS HIDNIGHT RU 2-1
GREG EINN BARD 4-2
TOURNEY 5-4 JOURNEY 5-4 MICHAEL JACKSON 0-5 STYX 11-9

#### WSQV/Williamsport, PA

TOTO RICE SPRINGFIELD ZE TOP (dp) WALL
Hottest:
MICHAEL JACKSON 3-1
GREG KINN BAND 4-2
FRIDA 7-5
BOB SEGER 11-8
ONO 13-9

#### PARALLEL TWO WBBQ/Augusta, GA

Bruce Stevens

Volkmen/Garret IRENE CARA
ROMNIE MILSAP
DEF LEPPARD
TUBES
CULTURE CLUB
JOURNEY
JOHN ANDERSON
WALTER EGAN
DON HENLEY
ROCCESTI MICHAEL JACKSON 4-2 ATF 5-4 THOMAS DOLBY 11-5 TOTO 12-8

## WFMF/Baton Rouge, LA

Rice/Watkins RENNY LOGGINS NEIL DIAMOND Hottest: GREG RIHN BAND 8-3 TOTO 12-5 DIONNE WARWICE 13-7 ATF 14-8 BOB SEGER 19-14

#### KZZB/Beaumont, TX

MEN AT WORK RICK SPRINGFIELD INXS WALL OF VOODOO ATF 10-5 OXO 14-7 PRINCE 16-10

## WKHI/Ocean City, MO Jack Gillen

#### Chris Beiley 95XIL/Parkersburg, W\

#### WBCY/Charlotte, NC **Bob Kaghan**

IRENE CARA LIONEL RICHIE TUBES CULTURE CLUB JOURNEY JOURNEY
Hottest:
MICHAEL JACRSOM 8
GREG KIHN BAND 6TROMAS DOLBY 7-4
ATF 12-7
TOTO 14-10 WSKZ/Chattan

# David Carroll

PRINCE THOMAS DOLBY PATRICE SIMMONS RICE SPRINGFIELD LAURA BRANIGAN Hottost: GREG KIHN BAND 4-1 MICHAEL JACKSON 5-3 ATF 9-6 BOB SEGER 10-7 TOTO 17-11 CK101/Cocoe Beech, FL

# none Hottesti MICHAEL JACKSON 1-1

Tom Anderson

WALTER EGAN
Hottest:
JOURNEY 1-1
ONO 14-9
TOTO 22-17
DAVID BOMIE 30-25
DURAN DURAN 34-29

KITE/Corpus Christi, TX

TOTAL COELO
JOURNET
TURES
MUSICAL TOUTH
DEBARGE
ROTTER:
STIX 4-1
JOURNEY 1-2
TEMPTATIONS 19-5
DAVID BOWIE 30-13

KZFM/Corpus Christi, TX

TOTAL COELO
BON WOW WOM
JOURNEY
ROTESTY 1-1
JOURNEY 2-2
DEF LEPPARD 3-3
DURAN DURAN 9-7
MEN AT WORE 25-19

WDOQ/Daytona Seach, FL

WNFY/Daytone Beach, FL

JOHN ANDERSON 1-1 BALL & OATES 3-3 MICHAEL JACESON 5-5 ROGERS & EASTON 6-6 LIONEL RICHIE 15-15

WDCG/Durham Rajelah

INAS
IRENE CARA
LIONEL RICHIE
SAGA
RALTER EGAN
ROTTER
HICHAEL JACKSON 1-1
WEATHER GIRLS 3-2
MICHAEL JACKSON 11-3
ATF 13-5

DAVID BOWIB AL JARREAU INXS

ATF 13-5 STYE 6-6

**Bob West** 

MEN AT WORE CULTURE CLUS NEW EDITION

Hottest:

Cat Simon

KAMZ/EI Paso, TX

MICHAEL JACESON 3-1 LIONEL RICHIE 2-2 HALL & OATES 1-3 MICHAEL JACESON 4-4 GREG EIHM BAND 9-5

KSET-FM/EI Pago, TX

RICE SPRINGFIELD

RICE SPRINGFIELD
INES
NAEED EYES
CULTURE CLUS
CERIS DERURCH
CALL (dp)
SPARES & MEDLIN
HOTERIT GREG RIRN BAND 1-1
HALL & OATRS 8-5
DAVID BOWIE 22-14
THOMAS DOLDY 25-17
PRINCE 29-24

WRQIUGreensborg, NC

MEN AT WORE DURAN DURAN ROBERT ELLIS ORRA EDDIZ RABBITT Hottest:

BOTTOR 1: ERIC CLAPTON 2-1 GREG KIBN BAND 6-3 TOTO 15-9 JOBN ANDERSOM 26-16 MICHAEL JACKSON 25-18

Wee Jones

Jackle Robbins

Rick Knight

Bob Stevens

none Hottest:

Marc Driscoll

Frank Bell

#### SOUTH

Bnice Stevene
RICE SPRINGFIELD
COLTUBE CLUB
JOURNEY
LIT TOP (dp)
Bottest:
JOHN ANDERSON 1-1
STIX 2-2
THOMAS DOLBY 5-3
PRINCE L1-7
GREC KIMN BAND 10-8

#### KHFI/Austin, TX

BERLIN ROBERT ELLIS CRRA TUBES CULTURE CLUB WALTER EGAN JOURNEY 4-3 DEXYS MIDNIGHT RU 5-4 GREG RIBN BAND 10-5

Murphy/Harrison Hottest: STYX 2-1 GREG KIHN BAND 6-2 ATF 10-5

#### WQID/Biloxi, MS

Kirk Client
TOTAL COBLO (dp)
NEW AT WORK
OOBSIE PATTON
PONSIE MILGAP
CULTURE CLUB
MALTER ECAN
HOTEGEL
STYX 2-1
HICRAEL JACKSON 3-2
GREC KIRN BAND 4-3
ATF 15-8
BOB SEGEF 20-11

## KXX106/Birmingham, AL

Steve Davis DOS BEGER
AL JARREAD
ROBERT ELLIS ORRA
CULTORE CLUB
JOURNEY
ROTEON 1-1
JOHN ANDERSON 1-1
70H ADDERSON 1-4
70TO 10-7
GREG ERRA SAND 17-12
PRINCE 24-18

## WCSC Charleston, SC

RICK SPRINGFIELD
CULTURE CLUB
JIM CAPALDI
LOU RAWLS
MALTER EGAM
CALL (dp)
NEIL DIAMOND EW&F DENIECE WILLIAMS MARTY BALIN Hottest: DERYS MIDNIGHT RU 1-1 MICHAEL JACKSON 3-2 STYX 4-3 PRINCE 11-7 BOB SEGER 19-12

# WSSX/Charleston, SC Bill Martin

TUBES NIGHT RANGER ROBERT HAZARD WICHAEL BOLTON Hottest: JOURNEY 1-1 JEFFERSON STARSHI 2-2

#### WANS-FM/Greensville, SC Rod Metta

IRENE CARA LIONEL RICHIE RONNIE MILSAP TUBES CULTURE CLUB 12 TOP WALTER EGAN Hottsst: JOURNEY 1-1 STYX 2-2 GREG KINN BAND 5-3 ATP 9-4 MICHAEL JACKSON 10-6

#### WZYP/Huntaville, AL Scott Mitchell

RICE SPRINGFIELD ULTRAVOX LIONEL RICEIE TUBRS CULTURE CLUB JOURNEY JOURNEY
HOTTEST:
GREG KIHN BAND 2-1
MICHAEL JACKSON 3-2
ATF 7-5
STEPHEN BISHOP 9-6
PRINCE 11-7

WJDX/Jackson, MS MEM AT MORE LIONEL RICHIE EICE SPRINGFIELD CULTURE CLUB HARED EYES HIGHT RANGER (dp) HIGHT RANGER (dp)
HOTTOST
DERYS MIDHIGHT RU
DAM FOGELBERG 4-2
ATF 6-4
STYX 5-5
HAC MCANALLY 11-6 WNOK-FM/Columbia, SC MEN AT WORK
RICK SPRINGFIELD (dp)
ROBBIE PATTOM
TUBES (dp)
HIGHT RANGER (dp)
WALTER EGAN

# 94TYX/Jeckson, MS

Jim Chick RICE SPRINGFIELD LIONEL RICHIE
ROBERT ELLIS ORRA
JOURNEY
CARL MILSON
ROTTOST:
HALL & OATES 2-1
ONO 17-11
TOM PETTY 19-14 TOTO 33-10 RENNY LOGGINS 30-23

Robert John

MEN AT WORK

Rod Hampton

WQUT/Johnson City, TN

THOMAS DOLBY DAVID BOWIE JOURNEY Mottest: LIONEL RICHIE 1-1

WOKHKnoxville, TN Gary Adkins

GERARD MCMAHON
ROBBIE PATTON
LIONEL RICHIE
JUURNEY
JIM CAPALDI
ALEX CALL
CALL
ECANDAL
BERTIE HIGGINS
HOTEGHT

ATF 9-5 MICHAEL JACKSON 13-6 THOMAS DOLBY 17-9 PRINCE 15-10

KKYK/Little Rock, AR

KREM/McAllen

LIONEL RICHIE 1-1 JOURNEY 2-2 MICHAEL JACKSON 9-3 STYX 12-11 GREG RIMM BAND 13-12

#### Kerr/Storie

Y103/Jackeonville: FL IRENE CARA MARTY BALIN Hottest: ERIC CLAPTON 2-1 DIONNE WARNICE 6-2 BARRY MANILOM 7-4 TOTO 11-7 LIDNEL RICEIE 27-16

Bazoo/Lousteeu JOURNEY RICK SPRINGFIELD ROBBIE PATTON LIONEL RICSIE CHAMPAIGN Hottest: MICHAEL JACKSON 1-1 DEBARGE 9-3 PRINCE 19-4 ATF 13-8 TOTO 17-15

## WTIX/New Orleans, LA

Gary Franklin MEN AT MORE
RICE SPRINGFIELD
I MEN CARA
II TOP
CHAMPAIGN
WHISPERS
HOTHER
DEXTS MIDMIGHT RU 1-1
MICHAEL JACKSON 12-5
LAGRA BRANICAN 18-11
TOPO 27-12
DAVID BOMIE 26-13

## WNVZ/Norfolk, VA

TOTO BOB SEGER HOLLOW TO THE TOTAL TO THE TOTAL TO THE TOTAL TO THE TOTAL TO THE TOTAL TO THE TOTAL THE TO Steve Kelly TOBERT ELLIS ORRA
TUBES (dp)
CULTURE CLUB
MALTER ECAN (dp)
Bottest,
MICHAEL JACKSON 1-1
ABC 12-8
DAVID BOMEE 26-17
DUBAN DUBAN 13-25
EDDY GRANT 39-26

BOD MYTCHSI
STEPHEN SISHOP
BRIAN ADAMS
EENHY LOGGIMS
BEICK SPRINGFIELD
LIOBEL RICHIE
MAC MCANALLY
DEF LEPPARD
EOTOSEL
STEE 2-1
TEOMAS DOLBY 14-10
LADBA BRANIGAN 21-13
DAVID BOWNE 18-14
TOTO 27-16 8J105/Orlando, FL Gary Mitchell LIONEL RICHTE
DURAN DURAN
ROWNIE MILSAP (dp)
MAC MCANALLY
DEF LEPPARD (dp) Bottest: Journey 1-1 NICHAEL JACKSON 10-3 FM100/Memp Garry Wall

## ATF 11-7 BOB SEGER 20-12 TOTO 22-13 WRVQ/Richm Jeff Morgan

IRENE CARA
JOURNEY
CULTURE CLUB
RICK SPRINGFIELD
SERGIO MENDES
HOLLEST: BARRY MANILOM ROBBIE PATTON LIONZL RICHIE SCANDAL HOTTESE: HICHAEL JACKSON 3-1 JOURNEY 2-L AL JARREAU 7-3 TOTO 8-5 CHAMPAIGN 13-6 RENNY LOGGINS 16-8 STYR 6-4 GREG RIEN BAND 0-6 OXO 16-9 RENNY LOGGINS 18-12 WABB-FM/Mobile, AL

#### KITY/Sen Antonio, TX

SIGE SPRINGFIELD
INSS
COLTURE CLUB
JOURNEY
PLANET P (dp)
CHRIS DERUNGE
ROTERS
GREG EINE RAND 3-3
HICRAEL JACESON 5-5
ATF 7-6
TROMAS DOLBY 29-26 GREG EINN BANS TOTAL CORLO RICE SPRINGPIELD ULTRAVOX NEIL DIAMOND SPARES & WIEDLIN DOBIE GRAY STEVE MILLER BAND STEVE MILLER BAND HOTTOST: MIGHT RANGER 1-1 JOURNEY 2-2 LIONEL RICHIE 3-3 PRINCE 4-4 DEF LEPPARD D-6

SCOTT GRATTON
ROBERT LILLIS ORRA
LIONEL RICHIE
TUBES
RICE SPRINGPIBLD
INXS
CULTURE CLUB
MALTER ECAN
CHRIS DEBURCH
ENTER LINEARL JACKSON 2-1
DEXYS MIDNICHT RU 3-2
ATF 11-4
PRINCE 12-5
DAVID BOWIE 23-13

#### DEF LEPPARD 19-8 JOHN ANDERSON 21-12 GREG KIHN BAND 27-18 DEMYS MIDNIGHT RU 30 KTSA/San Antonio, TX Frank Waleh

KTFM/Sen Antonio, TX

BRYAN ADAMS RICE SPRINGPIELD PETER ALLEN DEBARGE

Hottest: MICHAEL JACKSON 1-1

None
Hottest:
DAN FOGELBERG 1-1
DENYS MIDNIGHT RU 6-8
BARRY MANILOW 11-11
TEN BAND 12-12

WSEZ/Winston-Salem, NC

Steve Finnegan

MEN AT WORE RICE SPRINGFIELD MALL OF VOODOO ROBBIE PATTON TUBES

TUBES
SAGA
MEIL DIAMOND
HOTLEBE:
GREG EIBN BAND 3-1
MICRAEL JACKSON 12-5
MARED EYES 16-11
RENNY LOGGINS 19-12
BOB SECER 20-16

PARALLEL THREE

KQIZ-FM/Amerillo, TX

RICK SPRINGFIELD MODERN ENGLISH

MARED ETES ROBERT ELLIS ORRA

Hottest: STYX 1-1 HICHAEL JACKSON 7-6

ATP 10-7 DBP LEPPARD 20-14 DAVID BOWIE 25-17

SAGA WALTER EGAN PLANET P

Ron Chese

Joe Neety

BOB SEGER

TOTO TOTAL COELO

Mark St. John ATF BRYAN ADAMS JOURNET 1% TOP (dp) HOTCEST MICHAEL JACKSON 1-1 MICHAEL JACKSON 5-2 JOHN ANDERSON 7-4 CULTURE CLUB 10-6 MERK SL JOHN
RICK SPRINGPIELD
CULTURE CLUB
JOURNEY
MALTER EGAN
HOCKEST,
HICKARL JACKSON 1-1
ERIC CLAPTON 6-6
DEBARGE 10-8
TOTO 14-11
DURAN DURAN 23-16 CULTURE CLUB 10-6 RONNIE MILSAP 20-13

#### KROK/Shreveport, LA KRGV/McAilen E

**Bob Perry** BARRY MANILOW REE SMITH NEIL DIAMOND SYSTEM DEBARGE JOURNEY 6-1 STYE 7-2 MICHAEL JACKSON 10-6 FRIDA 14-7 DIONNE WARWICE 19-12

#### KX104/Neshville, TN Bryan Sargent

RICE SPRINGFIELD LIONEL RICHIE ROBERT ELLIS ORRA CULTURE CLUB COLTURE CLOS

21 TOP
CHAMPAIGN
ENOTESEL JACKSON 2-1
ATP 7-2
BOB SECER 17-10
DAVID BOWIE 22-11
TOTO 27-16

#### WSFUNew Bern, NC

ROBERT ELLIS ORRA TUBES JOURNEY TONY CARRY SERGIO MENDES 

## B97/New Orleans, LA

WISE/Ashville, NC John Stevens RICK SPRINGPIELD INXS
ROBBIE PATTON
LIONEL RICHIE
CULTURE CLUB
JOURNEY
GOLDEN EARRING
ROSSERS: Hottest: GREG KIHN BAND 11-1 MICHAEL JACKSON 12-2 PRINCE 13-10 JOHN ANDERSON 24-19 MAC MCANALLY 25-20

WJAD/Bainbridge, GA LIONEL RICHIE
RICK SPRINGFIELD
CULTURE CLUB
JOURNEY
EX TOP
Bottest: STYX 2-1 DEXYS MIUNIGHT RU 9-5 ATF 16-8 PRINCE 16-10 THOMAS DOLBY 36-30

#### WCGQ/Columbus, GA

BOD Raieigh
RICK SPRINGFIELD
NAKED EYES
LIOWEL RICHIE
ROBERT ELLIS ORRA
CULTURE CLUS P
CHAMPAIGN
HOTCEST:
STYX 1-1
ATF 6-5
DEF LEPPPARD 16-11
DAVID BORLD 28-20
THOMAS DOLBY D-23

#### WFLB/Feyetteville, NC

Larry Cannor JOURNEY RICE SPRINGFIELD ULTRAVOX MODERN ENGLISE SAGA NEIL DIAMOND NEEL DIAMOND
SPARES & MIEDLIM
DEBARGE
HOTEGET
JOHN ANDERSON 4-1
DIONNE MARMICE 11-7
AL JARREAU 23-19
DEF LEPPARD 31-24
LAURA BRANIGAN 36-29

#### WQLT/Florence, AL Ralph Carroll

MEN AT MORE DURAN DURAN (dp) PETER ALLEN EDDIE RABBITT Hottest: HOTTOBEL JACKSON 1-1 JOEN ANDERSON 2-2 MICHAEL JACKSON 7-3 PRIDA 19-14 ATP 25-19

#### KISR/ Ft. Smith, AR Rick Hayes

DURAN DURAN AL JARREAD
RICK SPRINGFIELD
ROBERT ELLIS ORRA
JOURNEY
CHRIS DEBURGH
SPARES & WIEDLIN
HOCLOSEL
STER 92
STEPHEN BISHOP 7-5
MAC MCANALLY 14-7
OXO 16-9

#### Q104/Gadeden, AL

**Gaither/Davis** RICE SPRINGPIELD NARED EYES
ROBBIE PATTON
DEF LEPPARD (dp)
CULTURE CLUB
JOURNEY GREG RIHN BAND 4-3 PRINCE 16-8

#### WFOX/Gainesville, GA Alen Du Priest

THOMAS DOLBY THOMAS DOLBY
NARED ZYES
DURAN DURAN
CULTURE CLUB
JOURNEY
HOttest:
GREC SINN BAND 2-1
DEXYS MIDNIGHT RU 1-2
OIO 6-3
ATF 8-5
LAURA BRANIGAN 23-16

#### WYKS/Gainesville, FL

Lou Patrick MEN AT WORK ROBERT ELLIS ORRA U2 (dp) SCANDAL (dp)
Hotteet:
GREG KIHN BAND 2-1
THOMAS DOLBY 4-2
MICHAEL JACKSOM 7DEF LEPPARD 19-10
DAVID BOWIZ 26-18

#### KILE/Galveston, TX

Scott Taylor SCOT SAYON
RICE SPREMCPIELD
ROBBIE PATTOM
JOURNEY
SCANDAL
SPAREA & MIEDLIN
DOBLE GRAY
BOTES
BOTES
BOTES
JOURNEY 1-1
DEFYS MIDDIGHT RU 5-2
GREC EIRN BAND 9-6
JOHN ANDERSON 17-9
MICHAEL JACESON 15-10

#### KVOL/Lafayette, LA

Phillip Ranki Philip Rankin
HEM AT MORE
TOTAL COBLO
RICE SPRINGFIELD
LIONEL RICHTE
TUBES
ALEX CALL
GOLDY MARRING
BOTTOTO 7-3
MICHAEL JACKSON 8-4
PAT BENATAR 9-5
BARRY MANELON 16-8

## 0101/Meridian, MS

CULTURE CLUB
ALEX CALL
BELLE STARS
STEVE MILLER BAND
MUSICAL YOUTH
DEBARGE
TEMPTATIONS
BOTCHET
BARRY MANILOW 14-8
DIONNE MARMICK 15-9
ATF 16-10
TOWN 24-17

#### KNOE-FM/Monroe, LA

Rhymes/Shea IMES
IRENE CARA
LIONEL RICHIE
NIGHT BANGER
MALTER EGAN
HOTTESE HOT
JOURNEY 1-1
GREG ELHN BAND 7-3
ATF 10-5
TOTO 19-11 TOTO 19-11 BOB SEGER 25-12

#### WPFM/Panama City, FL

JOURNEY RICE SPRINGPIELD RICE SPRINGPIELD
ULTRAVOX (dp)
ROBERT ELLIS ORRA
CULTURE CLUB
HOCTOSET
GREG EIHN BAND 2-1
MICHAEL JACKSON 3-2
PRINCE 5-3
ATP 14-8
ROBBIE PATTON 17-12

#### WXLK/Rosnoks, VA Russ Brown

LIDNEL RICEIE ROBERT ELLIS ORRA DEF LEPPARD (dp) TOBES CULTURE CLUB JOURNEY HOTCHAEL JACKSON 1-1 PRINCE 2-2 BROTHERS JOHNSON 9-6 GREG KIHN BAND 15-9 DAVID BOWIE 22-15

J.D. North MEN AT WORK PATTI AUSTIN IRENE CARA LIONEL RICHIE CULTURE CLUB CULTURE CLUB
JIM CAPALDI
BOTTOM 6-1
BOTTOM 6-1
DEXTS MIDMIGHT RO 4-2
DIONNE MARWICE 12-5
HAC MCAMALLY 16-8
HARED EYES 21-11

#### WSGF/Savannah, GA

J.P. Hunter J.P. MUNIEW
RICE SPRINGPIELD
INES
CULTURE CLUB
JOURNEY
DEBARGE
DENIECE WILLIAMS
HOTCEST
STIX 1-5
TOTO 21-12
TEOMAS DOLUT 22-16
DAVID BOWIE 33-21

#### Z102/Sevanneh, GA

LAURA BRANIGAN LAURA BRANIGAN
TBOMAS DOLBY
IRENE CARA
ROBERT ELLIS ORRA
CULTURE CLUB
Rottsst;
OXO 16-12
CHAMPAIGN 21-14
BOB SEGER 24-16 OXO 16-12 CHAMPAIGN 21-14 BOB SEGER 24-16 DIONNE MARWICE 23-18 MEN AT MORE 34-26

#### FM99/Tallahaseas, FL

RICE SPRINGFIELD IRENE CARA ROBBIE PATTON CULTURE CLUB JOURNEY IS TOP WALTER EGAN WALTER EGAN
HOttest:
JOURNEY 1-1
HICHAEL JACKSON 3-2
GREG KINN BAND 5-3
DEXYS MIDNIGHT RU 4-4
ATF 8-6

WGLF/Tallahasses, FL RICE SPRINGFIELD RICE SPRINGFIELD
TUBES
CULTURE CLUB
22 TOP (dp)
Hottest:
JOURNEY 1-1
STYX 3-2
GREC RIEN BAND 5-3
HICHAEL JACKSON 7-6
PRINCE 10-6

# KKQV/Wichita Falls, SD Chuck Beck

INXS (dp) ROBERT ELLIS ORRA ROBERT ELLIS ORRA
TUBES
Nottest:
MICHAEL JACKSON 1-1
STYX 5-2
TOTO 9-3
ATF 8-6
OXO 10-7

#### WHSL/Wilmington, NC

RICK SPRINGPIELD (dp) JIM CAPALDI CHRIS DEBURGR (dp) PHIL COLLINS PHIL COLLINS
EOCTHORIC
STYX 2-1
THOMAS DOLBY 7-4
OXO 23-19
PATRICE SIMMONS 25-21
TUBES 27-23

228 Reporters 220 Current Reports

The following stations reported

WI AN. FM/L BDCastBr

The following stations did not report this week and therefore their playlists were frozen:

> CFTR/Toronto KEGL/Ft. Worth-Dallas WNFY/Daytons Beach CK101/Cocos Beach KGGI/Riverside

#### **MIDWEST** Most Added - Hottest

Rick Springfield M. Jackson "Beat" **Lionel Richie** Greg Kihn Band Irene Cara Dexys Midnight Runners

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

#### WEST Most Added. Hottest

Rick Springfield M. Jackson "Beat" Culture Club "Time" Greg Kihn Band **Lionel Richie** After The Fire

#### **MIDWEST**

#### PARALLEL TWO

#### WKDD/Akron, OH **Matt Patrick**

RICK SPRINGPIELD DITRAVOX (dp)
DURAW DURAN
JOURNEY
NIGHT RANGER (dp)
HARTY BALIN
OZONE Hottest: GREG RIHN BAND 3-1 GOLDEN EARRING 5-3 TOTO 8-6 EENNY LOGGINS 14-10 COLTURE CLUB 18-13

#### WKAU/Appleton-Oshkosh Ross/Allen

NAKED EYES TUBES (dp)
CULTURE CLUB
NIGHT RANGER (dp)
WALTER EGAN OXO 9-5 BOB SEGER 23-16 TOTO 24-18

## WNAM/Appleton-Oshkosh

Chris Caine RICK SPRINGPIELD LAURA BRANIGAN ROBBIE PATTON LIONEL RICHIE JOURNEY FALCO PALCO
HOLLOST:
DEXYS MIDNIGHT RU 2-1
BRYAN ADAMS 18-11
THOMAS DOLBY 21-16
AL JARREAU 22-17
RONNIE MILSAP 25-19

#### 92X/Columbus, OH **Teri Nutter**

DAVID BOWIE RICK SPRINGFIELD STYX 4-2 MICEAEL JACKSON 6-4 DEXYS MIDNIGHT RU 7-5 FRIDA 12-8

#### KIIK/Davenport, IA Jim O'Hara

LOU RAWLS EDDIE RABBITT BRYAN ADAMS LAURA BRANIGAN MEN AT WORK LINDA RONSTADT PETER ALLEN LIONEL RICHIE Hottest: ERIC CLAPTON 3-1 TOTO 17-7 BOB SEGER 24-16 MICHAEL JACKSON 27-19 EDDIE RABBITT D-23

#### KMGK/Des Moines, IA Jim Roberts

MEN AT WORK LIONEL RICHIE TUBES WALTER EGAN JOURNEY 2-1 GREG KIEN BAND 4-3 ATP 12-6 , LAURA BRANIGAN 23-14

#### WEBC/Duluth, MN Dick Johnson

PRINCE DAVID BOWIE PATRICK SIMMONS MEN AT WORK ROBERT ELLIS ORRA HOTTEST:
JOURNEY 2-1
DEXYS MIDNIGHT RU 3-2
DIONNE WARMICK 14-10
KENNY LOGGINS 18-13
BOB SEGER 21-14

#### WKDQ/Evensville, IN Hobbs/Payne

PRINCE LINDA RONSTADT HOCKEST: STEPHEN BISHOP 1-1 MICHAEL JACKSON 2-2 MAC MCANALLY 12-5 GREG EINN BAND 14-13 TOTO 19-16

#### WMEE/Fort Wayne, IN Tony Richards

TOTO RICK SPRINGFIELD CULTURE CLUB JOURNEY 3-1 STYX 1-2 DEXYS MIDNIGHT RU 4-3 ATF 7-6 FRIDA 13-12

#### WGRD/Grand Rapids, MI

J.J. Duling PRINCE PATRICE SIMMONS STYX 2-1 GREG RIEN BAND 7-3 MICHAEL JACKSON 11-4 BOB SEGER 12-6 MEN AT WORK 22-16

#### WZZR/Grand Rapids, MI Don Schueller

RICK SPRINGFIELD COLTURE CLUB TUBES PLANET P Hottest: JOURNEY 4-1 JEPPERSON STARSHI 15-5 SHERIFF 18-7 ATF 19-8 BOB SEGER 24-14

#### WNAP/Indianapolis, IN Larry Mego

LIONEL RICHIE
HOTTEST:
MICHAEL JACKSON 1-1
HALL 6 OATES 3-2
TOTO 12-8
STEPHEN BISHOP 14-10 KENNY LOGGINS 16-11

#### WZPL/Indianapolis, IN Jey Stevens

DEF LEPPARD TUBES PLANET P GOLDEN EARRING (dp) TONY CAREY Hottest: JOURNEY 1-1 STYX 9-8 DEXYS MIDNIGHT RU 15-11 TOTO 22-15

#### WJXQ/Jeckson, MI Ryan/Cheeks

RICK SPRINGFIELD GOLDEN BARRING ROBBIE PATTON (dp) CALL BOTECST DEF LEPPARD 4-1 BOB SEGER 8-4 U2 12-8 MEN AT WORK 31-10 TNYS 35-24

#### WKFR/Kalamazoo, MI Swert/Chapman

IRENE CARA NAKED EYES (dp) LIONEL RICHIE CULTURE CLUB Bottest: STYX 2-1
DEXYS MIDNIGHT RU 4-2
GREG KIHN BAND 6-4
MICHAEL JACKSON 11-8
BOB SEGER 21-9

#### WVIC/East Lansing, MI Mike Hayes

OXO NAKED BYES TUBES
Hottest:
STYX 1-1
GOLDEN EARRING 3-2
DEXYS MIDNIGHT RU 6-3 HALL & OATES 2-4 DAN FOGELBERG 5-5

#### WZEE/Madison, WI Little/Hudson

RICK SPRINGFIELD
BARRY MANILOW
22 TOP (dp)
WALTER EGAN
BOTHERST 1-1
MICHAEL JACKSON 2-2
MICHAEL JACKSON 4-3
OXO 7-4
GREG KIHN BAND 9-5

#### KOFM/Oklahoma City, OK Dave Duquesne

B.J. TEOMAS RONNIE MILSAP Bottest: DAN FOGELBERG 3-2 KC 6 SUNSHINE BAN 10-4 STEPHEN BISHOP 7-5 BARRY MANILOW 13-6 DIONNE MARWICK 15-10

#### KQKQ/Omaha, NB Taylor/Evans

LIONEL RICHIE
ROBERT ELLIS ORRA
IREME CARA
WALTER EGAN
HOTTEST
HICHARL JACKSON 2-1
PRINCE 6-4
DEF LEPPARD 8-7
TOTO 20-8 TOTO 20-8 BOB SEGER 18-10

#### K793/Peorie II Mark Maloney

PRINCE MEN AT WORK TUBES WALTER EGAN JOURNEY 1-1 HALL & OATES 2-2
DEXYS MIDNIGHT RU 3-3
NIGHT RANGER 4-4
DEF LEPPARD D-8

#### WZOK/Rockford, IL

Tim Fox MEN AT WORK BRYAN ADAMS Hottest: JOURNEY 1-1 ATF 8-5 HICHARL JACKSON 12-8

#### U93/South Bend, IN J.K. Dearing

BOB SEGER
DIONNE WARWICK
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BOTTE MICHAEL JACKSON 19-16

#### KAYI/Tules, OK Phil Williams

LIOWEL RICEIE LIOWEL RICHTE
IRENE CARA
SAMMY HAGAR
SAGA
NIGHT RANGER
HOTCOST
1 JOURNEY 1-1
HALL 6 OATES 2-2
FRIDA 6-3
TOTO 12-6
KENNY LOGGINS 14-9

#### KRAV/Tulsa, OK Gary Reynolds

MEN AT WORK LAURA BRANIGAN Bottest: MICHAEL JACKSON 1-1 STEPHEN BISHOP 2-2 HALL & OATES 5-4 GREG RIHN BAND 8-6 TOTO 15-12

#### KEYN-FM/Wichita, KS Taylor/Pearman

RICE SPRINGFIELD IRENE CARA LIONEL RICHIE Bottest: GREG KIHN BAND 1-1 DEXYS MIDNIGHT RU 4-2 MICHAEL JACKSON 10-4 ATF 14-7 BARRY MANILOW 21-16

#### WHOT/Youngstown, OH Dick Thompson

MEN AT WORK RONNIE MILSAP TUBES Hottest GREG KIEN BAND 3-1 PRIDA 10-7 ATF 11-8 BOB SEGER 23-17 DAVID BOWIE 28-24

#### WYFM/Youngstown, OH Jeff Tobin

none Hottest: MICHAEL JACKSON 1-1 DEMYS MIDNIGHT RU 8-4 GREG KIHN BAND 10-7 MICHAEL JACKSON 14-8

## PARALLEL THREE

#### KFYR/Bismarck, ND Dan Brannan

HICHAEL JACKSON ROBERT ELLIS ORRA JOURNEY DON HENLEY HICHAEL JACKSON 1-1 JOHN ANDERSON 10-5 ATF 15-8 GREG KIHN BAND 17-9 OXO 19-11

#### WBWB/Bloomington, IN

John Heimann INKS HODERN ENGLISH LINDA RONSTAD LINDA RONSTADT
SAGA (dp)
JIM CAPALDI
TODD RUNDGRE
CHRIS DEBURGH
EOTECH:
PRINCE 14-9
MICHAEL JACKSON 17-10
LAURA BRANTGAN 23-17
PATRICK SIMMONS 25-18
TOTO D-23 TOTO D-23

#### WCIL FM/Carbondale, IL **Tony Waitekus**

THOMAS DOLBY (dp) PRINCE RONNIE MILSAP MAC MCANALLY ART IN AMERICA MADNESS Bottest: MICHABL JACKSON 2-1 MICHABL JACKSON 3-2 DEXYS MIDNIGHT RU 7-3 DEF LEPPARD 15-6 TOTAL COELO 24-15

#### KFMZ/Columbia, MO Steve Graziano

SAMMY HAGAR JON BUTCHER AXIS RICE SPRINGFIELD WALL OF VOODOO NIGHT RANGER Hottest: ATF 2-1 BOB SEGER 8-5 MEN AT WORK 19-10 CALL 22-15 ZZ TOP D-17

#### D93/Dubuque IA

IRENE CARA EDDIE RABBITT Hottest: HALL & OATES 2-1 HICHABL JACKSON 4-2 STYX 8-5 BARRY MANILOW 13-8 DEXYS MIDNIGHT RU 15-9

#### KQWB/Fergo, ND

Craig Roberts ATF BRYAN ADAMS LAURA BRANIGAN
HOLLEST:
HALL 6 OATES 2-1
DEXYS MIDNIGHT RU 5-3 TOTO 10-6 STEPHEN BISHOP 11-9 DIONNE WARWICK 20-10

#### KKXL-FM/Grand Forks, ND Don Nordine

SAMMY HAGAR SAMMY HAGAR
THOMAS DOLBY
RICK SPRINGFIELD
INXS
MAC MCANALLY
CULTURE CLDB
Eottest:
STYX 1-1
MICRAEL JACKSON 2-2
DEXYS MIDDIGET RD 3-3
JOURNEY 4-4
DEF LEPPARD 11-7

#### KYTN/Grand Forks, ND Tom Fricke

RICK SPRINGFIELD LINDA RONSTADT RONNIE MILSAP JOURNEY ZZ TOP PLANET P D2 PALCO FALCO
HOTEOST:
TOTO 7-1
BOB SEGER 26-12
THOMAS DOLBY 28-13
DURAN DURAN 31-16
PRINCE 30-20

#### KRNA/lows City, IA Bart Goynshor

RICE SPRINGFIELD IRENE CARA RONNIE MILSAP CULTURE CLUB COLTORE CLOB
BOttest:
MICHAEL JACKSON 2-1
MICHAEL JACKSON 1-2
DEXYS MIDNIGHT RU 3-3
BALL 6 OATES 6-4
PRINCE 10-5

#### WAZY-FM/Lefayette, IN

IRENE CARA DURAN DURAN (dp) ROBERT ELLIS ORRA DEF LEPPARD (dp) Hottest: JOURNEY 2-1 ATF 4-3 PRIDA 5-4 TOTO 17-11 BOB SEGER 20-14

#### WRKR/Racine, WI

Steve Warren LINDA RONSTADT LIONEL RICHIE DON HEMLEY TODD RUNDGRE HOTLOBE HICHAEL JACKSON 1-1 STYX 2-2 MICERAEL JACKSON 9-7 FRIDA 19-15 JOHN ANDERSON 24-18

#### KKLS/Rapid City, SD

MEN AT WORK IRENE CARA NAKED EYES LIONEL RICHIE Hottest: GREG KIEN BAND 7-3 BOB SEGER 11-6 ATF 18-10

# 99KG/Salina, KS

Denny Collier THOMAS DOLBY AL JARREAU IRENE CARA DURAN DURAN CHRIS DEBURGE Hottest STYX 3-1 JOURNEY 1-2 MICHAEL JACKSON 17-9 PRINCE 23-16 STEPHEN BISHOP 24-20

#### KKRC/Sloux Falls, SD

RICK SPRINGFIELD WALL OF VOODOO Hottest: MICHAEL JACKSON 4-1 DEF LEPPARD 6-2 OXO 8-5 GOLDEN EARRING 16-7 MEN AT WORK 18-13

#### KWTO-FM/Springfield, MO Alexander/Hammond

RICK SPRINGFIELD LIONEL RICHIE ROBERT ELLIS ORRA Hottest: STYX 2-1 GREG KIHN BAND 4-2 DEXYS MIDNIGHT RU 3-3 ATF 12-6 PRINCE 14-7

#### WSPT/Stevens Point, WI Fuhr/Tracy

RICK SPRINGFIELD ROBERT ELLIS ORRI TUBES (dp) CULTURE CLUB NIGHT RANGER (dp) WALTER EGAN HOLLER EGAN HOLLER: STYX 1-1 DEXYS MIDNIGHT RU 2-2 GOLDEN EARRING 3-3 JOHN ANDERSON 4-4 FRIDA 7-6

#### KDVV/Topeka, KN **Tony Stewart**

LIONEL RICHIE Hottesti STYX 2-1 HICHAEL JACKSON 8-2 ATF 6-3 GOLDEN EARRING 9-5 BRYAN ADAMS 22-12

#### KFMW/Waterloo, IA Mark Potter

DAVID BOWIE BOB SEGER COLTURE CLUB ATP 13-6 OXO 20-13 PRINCE 23-16 TOTO 28-18 WALL OF VOODOO 27-21

## WEST

#### PARALLEL TWO KKXX/Bakersfield, CA

# Squires/Marcus

Squires/Marcus

DAVID BOWIE
BRYAN ADAMS
CULTURE CLUB
JIM CAPALDI
STYX
Bottest:
GREG KIHN BAND 1-1
YAZ 5-3
DEP LEPPARD 14-5
LAURA BRANIGAN 23-10 DURAN DURAN D-17

#### KBBK/Boise, ID Bob Lee

LIONEL RICHIE LAURA BRANIGAN RICK SPRINGFIELD ROBBIE PATTON TUBES TUBES
SAGA
PLANET P (dp)
CHRIS DEBURGH (dp)
BELLE STARS
HOTTESTYX 2-1
GREG KINN BAND 4-3
STEPPEN BISHOP 6-6
DEF LEPPARD 15-9
BETNEY 2021A PRINCE 20-14

#### KKFM/Colorado Springs Chuck Finney

TOTO (dp) TOTO (dp)
JOURNEY
PLANET P (dp)
Hottest:
JOURNEY 1-1
MICHAEL JACKSON 2-2
GREG KIHN BAND 4-3
DEXYS MIDMIGHT RU 11-4
BOB SEGER 8-5

#### KYNO-FM/Freeno, CA John Lee Walker

ISLEY BROS EMAF RICK SPRINGFIELD ROBERT ELLIS ORRA PALCO Hottest: CULTURE CLUB 4-1 DEBARGE 6-5 MICHAEL JACKSON 9-6 FRIDA 10-7 PRINCE 11-8 KIKI/Honolulu, HI Kong/Shishido

LIONEL RICHIE

ALIIS SMOKEY ROBINSON PHASE VII Hottest:

STYX 3-1 ATP 6-4 STEPHEN BISHOP 12-6

JOURNEY 17-12 STRAY CATS 19-20

HALL & OATES DURAN DURAN RONNIE MILSAP

#### KΩMΩ/Honolulu, HI Kimo Akana

THOMAS DOLBY RICK SPRINGFIELD INXS WALL OF VOODOO BELLE STARS RABBITT & GAYLE 2-1 STYN 3-2 STEPHEN BISHOP 5-3 MICHAEL JACKSON 6-4 ATF 7-5

#### KLUC/Las Vegas, NV Randy Lunquist

THOMAS DOLBY RICK SPRINGFIELD LIONEL RICHIE DURAN DURAN JOURNEY Hottest: GREG KIHN BAND 2-1 STYX 5-3 TOM PETTY 8-6 ATF 10-8 PATRICK SIMMONS 13-9

#### KO93/Modesto, CA

Ausham/Main SERGIO MENDES JOURNEY TUBES Walter Egan MARTY BALIN Hottest: MICHAEL JACKSON 1-1 MICHAEL JACKSON 6-2 TOTO 14-9 BOB SEGER 18-10 BRYAN ADAMS 23-13

#### KHOP/Modesto-Stockton

David Kraham ROBBIE PATTON ROBERT ELLIS ORRA BELLE STARS Hottest: MICHAEL JACKSON 5-1 ATF 3-2 STEPHEN BISHOP 6-4 BARRY MANILOW 14-8 MEN AT WORK D-23

#### KIDD/Monterey, CA Brown/Carr

MEN AT WORK LIONEL RICHIE IRENE CARA NAKED EYES MICHAEL JACKSON 1-1 GREG KIEN BAND 3-2 DEXYS MIDNIGHT RU 5-3 ATF 12-6 MICHAEL JACKSON 13-8

#### K96/Provo, UT Gentry/McCoy

DURAN DURAN IRENE CARA ROBERT ELLIS ORRA JOURNEY 1-1 GREG KIHN BAND 6-2 STYX 4-3 MICHAEL JACKSON 16-8 BOB SEGER 21-11

#### KGGI/Riverside-S Bern Steve O'Neil

none Rottest: FM102/Sacramento, CA

Manders/Preston PATRICE SIMMONS LIONEL RICEIE RONNIE MILSAP NONTE HILSAP
BOTCHET:
MICHAEL JACKSON 1-1
CULTURE CLUB 4-4
STEPHEN BISHOP 6-6
MICHAEL JACKSON 10-8
AL JARREAU 28-17

#### KSKD/Salem, OR

Len E. Mitchell TOTO
MEN AT WORK
RICK SPRINGFIELD
INSS (dp)
ULTRAVOX
PLAMET P (dp)
ALEX CALL (dp)
EDDY GRANT (dp)
GOLDEN EARRING (dp)
SPARKS & MIEDLIN (d
BOTCEST:
STYX 1-1 TOTO STYX 1-1 THOMAS DOLBY 14-7 DEF LEPPARD 17-9 DURAN DURAN 30-24 BRYAN ADAMS 36-31

#### KRSP/Salt Lake City, UT Carlson/Molt

JOURNEY THOMAS DOLB RONNIE MILSAP CULTURE CLUB Hottest: STYX 2-1 GREG KIHN BAND 6-5 ATF 9-8 TOTO 14-9 MEN AT WORK 25-20

#### KYYX/Seattle, WA Elvin Ichiyama

CULTURE CLUB MINISTRY WIDE BOY AWARE NEW ORDER Hottest: ATF 2-1 THOMAS DOLBY 4-3 ULTRAVOX 6-4 FIXX 13-8 PRINCE 17-10

#### KJRB/Spokane, WA Suda Coleman

THOMAS DOLBY (dp) TOTO
DAVID BOMIE (dp)
IRENE CARA
LAURA BRANIGAN
CULTURE CLUB
Hottest:
JOURNEY 3-1 BARRY MANILOW 9-6 JOHN ANDERSON 13-10 MAC MCANALLY 23-18 RONNIE MILSAP 28-20

## KHYT/Tucson, AZ

PATRICE SIMMONS MEN AT WORK KASBIF RICK SPRINGFIELD SIMPLE MINDS INXS WALL OF VOODOO Bottest: MICHAEL JACESON 1-1 THOMAS DOLBY 9-3 BERLIN 10-4 ATP 12-7 TOTO 11-9

#### KRO/Tucson AZ Zapoleon/Norris

AL JARREAD ROMNIE MILSAP Hottest: MICHAEL JACKSON 2-1 MICHAEL JACKSON 3-3 HALL & OATES 4-4 ERIC CLAPTON 6-5 GREG BIHM BAND 7-6

#### PARALLEL THREE.

#### KENI/Anchorage, AK Vaughn/Kimberty

MEN AT WORK RICK SPRINGFIELD INXS LIONEL RICHIE WALTER PETER ALLEW NEIL DIAMOND Hottest: JOURNEY 3-1 PRIDA 6-4 GREG KIEN BAND 12-5 MICHAEL JACKSON 14-11 ATF 28-18

#### KYYA/Billings, MT

Charlie Fox DURAN DURAN MEN AT WORK AL JARREAU RONNIE MILSAP Hottest: STYX 2-1 GREG RIHN BAND 5-2 DEXYS MIDNIGHT RU 9-5 ATF 14-9 TOTO 24-17

#### KCDQ/Bozeman, MT

Williams St. John RICE SPRINGFIELD INXS
LIONEL RICHIE
CHRIS DEBURGE
PETER ALLEN
NEIL DIAMOND
BELLE STARS
CARL WILSON Hottest: GREG KIHN BAND 6-1 PRIDA 8-5 MICHAEL JACKSON 13-9 TOTO 21-13 LAURA BRANIGAN 24-18

#### KTRS/Casper, WY

Sears/Donovan IRENE CARA IREME CARA
NAKED EYES (dp)
ROBBIE PATTON
LIONEL RICEIE
CULTURE CLUB
LOU RAMLS
EOTEST:
GREG KIEN BAND 4-1
DEXYS MIDNIGHT RU 6-2
TOTO 13-7
EENNY LOGGINS 22-12 BOB SEGER 24-14

#### KKAZ/Cheyenne, WY John Ramsey

LOU RAWLS AL JARREAU MEN AT WORK IRENE CARA LIONEL RICHIE ROBERT ELLIS ORRA JOURNEY Bottest: STYM 6-4 ATF 7-5 ONO 11-8 GREG KIHN BAND 15-11

#### KGHO/Hoquiem, WA Steve Lerson

IRENE CARA LIONEL RICHIE RONNIE MILSAP ZZ TOP SAMMY HAGAR Hottest: MICHAEL JACKSON 2-1 DEF LEPPARD 24-14 PATRICK SIMMONS 23-15 JOHN ANDERSON D-25 TODD RUNDGRE D-29

#### KOZE/Lewiston, ID Jav McCall

RICK SPRINGPIELD INXS JOURNEY RITA COOLIDGE CALL (dp) BELLE STARS Hottest: STW 1-1 MICHAEL JACESON 7-6 ATF 10-6 BRYAN ADAMS 17-10 KENNY LOGGINS 19-13

#### KDZA/Pueblo, CO

Rip Avina RICK SPRINGPIELD RICK SPRINGFIELD
INXS (dp)
MALL OF VOODOO (dp)
DURAN DURAN
EOTERST
JOURNEY 2-1
STYX 3-2
DEXYS MIDNIGHT BM 4-3
GREG KIRN BAND 5-6
MICHAEL JACKSON 9-6

#### KCBN/Reno, NV Jim O'Neal

RICK SPRINGFIELD INXS
DEF LEPPARD
CULTURE CLUB Hottest:
ATF 3-1
MICHAEL JACKSON 5-2
MICHAEL JACKSON 6-3
NAKED EYES 22-15
PRINCE 30-23

#### KBIM/Roswell, NM

Harry Dierks RICE SPRINGFIELD WALL OF WOODOO TUBES U2 ALEX CALL CHRIS DEBURGE GREG KISH BAND 2-1 STYX 3-2 MICHAEL JACKSON 18-3 DIONNE WARWICE 12-6 BOB SEGER 19-9

#### KSLY/San Lule Obispo, CA

J. Michaels MEN AT WORK ROBBIE PATTON LIONEL RICHIE DURAN DURAM (dp) TUBES (dp)
WALTER EGAN
EDDIE RABBITT Hottest: THOMAS DOLBY 3-1 MICHAEL JACKSON 21-13 DEBARGE 20-14 MAC MCARALLY 22-19 DAVID BOWIE 33-22

#### KIST/Santa Barbara, CA Scotty Johnson

PRINCE (dp)
MEN AT MORE
LAURA BRANIGAN
LINDA ROWSTADT
DURAN DURAN (dp) TUBES (dp) JIM CAPALDI JIR CAPADDI BOTCHETI MICHAEL JACKSOM 3-1 FRIDA 9-5 ATF 15-6 DEXYS MIDNIGHT RW 18-11 TOTO 24-13

# ARALIEIC

Parallel I: Selected stations in major m and/or exert a significant national influen

Parallel II: Selected stations in secon dominant and/or exert a significant loca may also contain some major market sta one status.

Parallel III: Selected stations in smaller mand/or exert a significant local influence secondary market stations that do not qui

DENOTES FIRST WEEK IN PA

JOHN "Hit So LP: Hit	ong" (A	nylab	BI) Natio	lene
Regional Reach E 33% M 21% S 56% W 19%	100/25	44%	Summ Up Debuts Same Down Adds	51

#### **EXAMPLE**

100/25 — 100 CHR reporting stations on if this week including 25 new adds
44% — Percentage of this weeks reporters playing if
Regional Reach — Percentage of reporters playing the song within each region

**National Summary** 

Up 31 — Number of stations moving it up on the charts

Debuta 20 — Number of stations debut-ing the song this week.

Same 24 — Number of stations reporting no movement this week. (On no movement this week ( to On, Add to On, 31-31, etc )

Down 0 - Number of stations moving it down on their charts

Adda 25 — Total number of stations adding it this week



BRYAN ADAMS Straight From The (A&M) LP: Cuts Like A Knife						
Regional Reach E 846 S 816 M 860 W 825	89/12	83% National Summary UP 127 DEBUTS 25 BARE 25 DOWN 0 ADDS 12				
EAST  B104 22-18  B72KEPM d-28  B82BPM 21-18  MKN 26-20  MKYS d-27  MPHD 14-12  CRGM 8  MCAUTH 29-27  PRO-PM d-28	WSRE 20-14 CRID1 on MBDR/FM 28-24 WDOG d-30 WDCG d-29 WBETFH ON WRETFH ON WRITH WAS WAMSFM d-27 WZYF 25-20 94TYW 36-28 MJDX 18-12 WGWI 24-18 KDFM a-23 FH100 26-22	MIGY 20-16 MCIR 30-25 MCMPPH 10-17 MIK2 30-22 MTRS 20-22 MTRS 21-16 MEYO 28-26 OKIOO 34-25 13PZA on MTKH 16-21 95XIL 35-26 MSHO 27-22 MHEB 6-29 MSOV 25-23				
PRO-PH d-26 CRUM a Q107 a BOUTH 94G 37-25 233 26-24 KAFM 34-26 KEGL 16-16 MADPHET WBBHFM 27-24 WKGK 22-17 Q102 29-25 MGCL 7-7	G100 20-15 MABBPH 25-20 WHMYPH 25-20 WHMYPH 25-20 WESU 34-31 WTIX 35-31 BJ105 25-20 KFPM 0 KTSA 0 KTSA 0 KTSA 1 MIX 29-27 MEDWINT 29-27 MEDWINT 7-17	ROUTH  KOIEPH 26-24 MISK 30-17 MIAD 30-24 MIGOQ 92-39 WPLB 26-20 MOLT on RIBH 20-14 C104 25-25 WPOX 35-29 WPOX 35-29 MYNG BE-14 KILE 26-19 KVOL 40-25 O101 4-25 KROEFH 29-23				
MHTT 36-34 KBEQ a-39 MKTI 21-17 KHTR 29-23 WLOLFH 33-29 WHET KIHN OR Q103 21-19 KFI 39-39	WKDD 21-17 WKAU 27-24 WHAM 18-11 92N ON KIIK a-24 KHGK 30-24 WEBC d-22 WKDQ 27-19 MMEE 23-21 MGRD 32-27 WEBE 00 WEBC 0	WPFM 18-14 WAEV 30-22 WSGF d-39 X102 33-30 PK99 31-26 WGLF 29-28 RKGV 20-17 WHSL 8-6	L			
X100 35-34 REZP 24-24 RCMR on IONJK 35-30 XTRA 28-24 RYUU 23-20 RUBE d-25 IGEBQ 21-13	MAJXQ 28-25 WKFE 30-26 WVIC 18-16 2104 d-30 KOKO 23-18 KOKO 23-18 WEOK 6-30 K107 28-25 KEYMFH 23-21 WHOT 27-25	KFYR d-19 WhWh 26-22 MCILIPH OB KFW2 21-21 D93 d-25 KOWB a-24 KIXLIPH 33-25 KYTH 10-7 KINA ON MAXYPH 28-26 KKLS d-30 9-9KC d-38				
MFLY 30-28 MFLY 30-28 MITT d-16 KL04 37-29 MFCR 26-21 MFER 25-21 MFFR 25-21 MFFR 20-19 MFFR 20-29 MFR 24-22 MFR 27 MFR 20-29 MFR 24-22 MFR 27 MFR 20-29	KRAXX a KRBK 25-23 KOPQ 23-20 KLUC 26-25 KCP3 23-13 KHOP 19-13 KHOD 26-20 HMS 3U-26 FM102 4-28 KRFL 16-31 KRFP 23-19 KAFB 20-17 KRYT d-25 KRC on	EERC 24-22 FRTCPH 30-24 MEPT ON 22-12 RFHW ON WEST KYM 38-24 RCTU, 36-30 KYM 28-24 RCTU, 36-30 RCM 29-26 RCM 29-26 RCM 29-26 RCM 29-26 RCM 29-26 RCM 29-26 RCM 29-26 RCM 29-26 RCM 29-26				
80UTH	P3	KDMA 29-23 KCBN 33-29 RBIM 20-15 KSLY on				



BOUTH

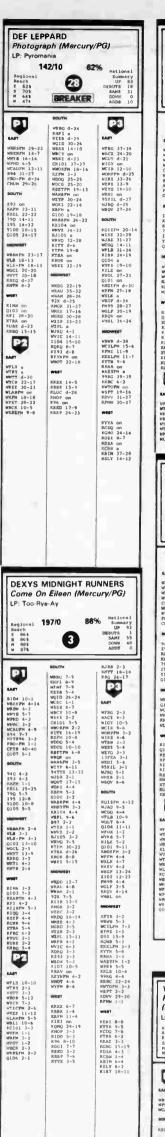
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	LP: Wild A	nd Blue	Rational Summary UP 37
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	LP: Sound	Be You.,. (Natrack "Tootsie"	en Mational
	Regional Reach 708 658 H 548 W 609	18	Summary UP 100 DEBUTS 6 SAME 27 DOWN 14 ADDS 4
	MIGLEPH 18-15 WEARTH 23-17 WESW 9-7 WHYE OR WESW 9-7 WHYE OR WARTH 18-17 SP4 10-76 SP4 10-76 SP4 10-76 SP4 10-76 SP4 10-76 SP5 10-76 SP6 10-76 SP7 17-17 SP6 10-76 SP7 17-17 SP7	MINIO 27-18 MINIO 27-18 MINIO 27-18 MINIO 4-29 MINIO 4-29 MINIO 18-23 MINIO 18	SAMT  SAMT  WIFEC 14-12  WIFEC 13-12  WIFEC 13-13  WIFEC
	WREE 17-11 WLANFR 23-23 WBL! OB KC101 17-15 WHEN 6-10	FN102 6-6 FSKD 19-15 KREP 30-29 KJRB 4-2 KRU 21-18	KYYA 22-19 KTRS 12-17 KKAZ 9-9 KGHE 5-6 KUZE 18-11 REEA 11-9



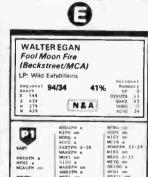


KENI on KSLY 28-14

KYMDPH 6-5 KIR1 11-14 KIDD 11-16







	NIDAPH a	Milbo
P1	. KIPH on	, WGUY or
Late	WDOQ a	WIGY on
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MIDWEST	KROK on	BOOTH
	WEEK d-31	ROISFH a
HIJOLFH &	MBZ2 G-31	WISE d-35
WEST	MACHINEST	WFLB on
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KF1 on	WNAM DO	RILE d-40
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K1040 on

Page 77

MCIR 23-19 MONPPM a MIK2 ON MTSN 22-22 MERZ 34-30 MEYO 29-27 13FEA d-29 MIGHI 27-24 95XIL 17-10

MOLEPA e
MISE 26-24
MISAD 39-35
MICGQ a
MYLE 37-31
MOLT d-40
KISE on
Q104 a
MYCS 30-23
KILE 27-21
KYOL on
KNOEPH on
MOPPH 31-24
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MAEV 21-11
MEGF d-35
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MBMB 38-26 KFMZ 18-14 D93 35-32 KYTM d-39 KRNA on MAZYFM d-30 KKLS a KWTOFM a

KCDQ on KTRS a KGHO a

WIGY on WCIR d-28 WOMPFW d-3 WERS 35-29 WEYO d-40 WJRQ on WROV on

804714

KQIZPM on MISE on WFLB on RISE on FYRE d-25 KILE on FVOL d-39 Q101 on XMOEPM a MOEPM on MXLK on KKQV on WHSL on

MRDWEST

MBMS OR

KPM2 a

KPM2 a

KRNA OR

99KG OR

WSPT a

KDVV 30-21

KPM6 a

KGHO on KOZE 30-28 KCBN 40-38

WEST

BOUTH

KFYR a WBWB d-32 D93 on KYTN on MAZYFM a KWTOFH a WSFT a

KB1H 33-26 KlbT d-22

NERSEM 27-0104 d-30 SOUTH NESO on EXES d-37 EXELOG a

17

MILAU 14-11 MNAM 6-5 KIIK 7-3 ENGK 24-15 WEBC 14-10 MNEZ 14-13 MNAP 15-13 WKPR 23-22 KOFM 15-10 KORU 19-15 MZOK 25-17 U93 a-28 K107 17-12 KEYWFM 20-23 WHOT 24-21

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100/22

NAA

MCSC d-32 MSSX 30-26 MSSX 00 MSSX 00 MMONFM d-32 KITE 27-20 AZFM 00 MANSFM 0 MZYP 00 MORE 15-23 GLOO ON MADEFM 00 MICHO 0 MICH

WKDD on WHAM on 92% a RUGER d-37 WZZR a MJXQ 21-19 WYIC on E104 a RC93 on K107 40-35 KEYNFM on

KBBK 34-29 KGHO a KHOP on KBKD on

WFBG on WACZ on

44% Netion
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UP
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WIGY on WERT d-31 WEYO on CK100 d-38 WKHI a WJBQ 34-29 WSOV a

ROLEM 20-11
HISE d-36
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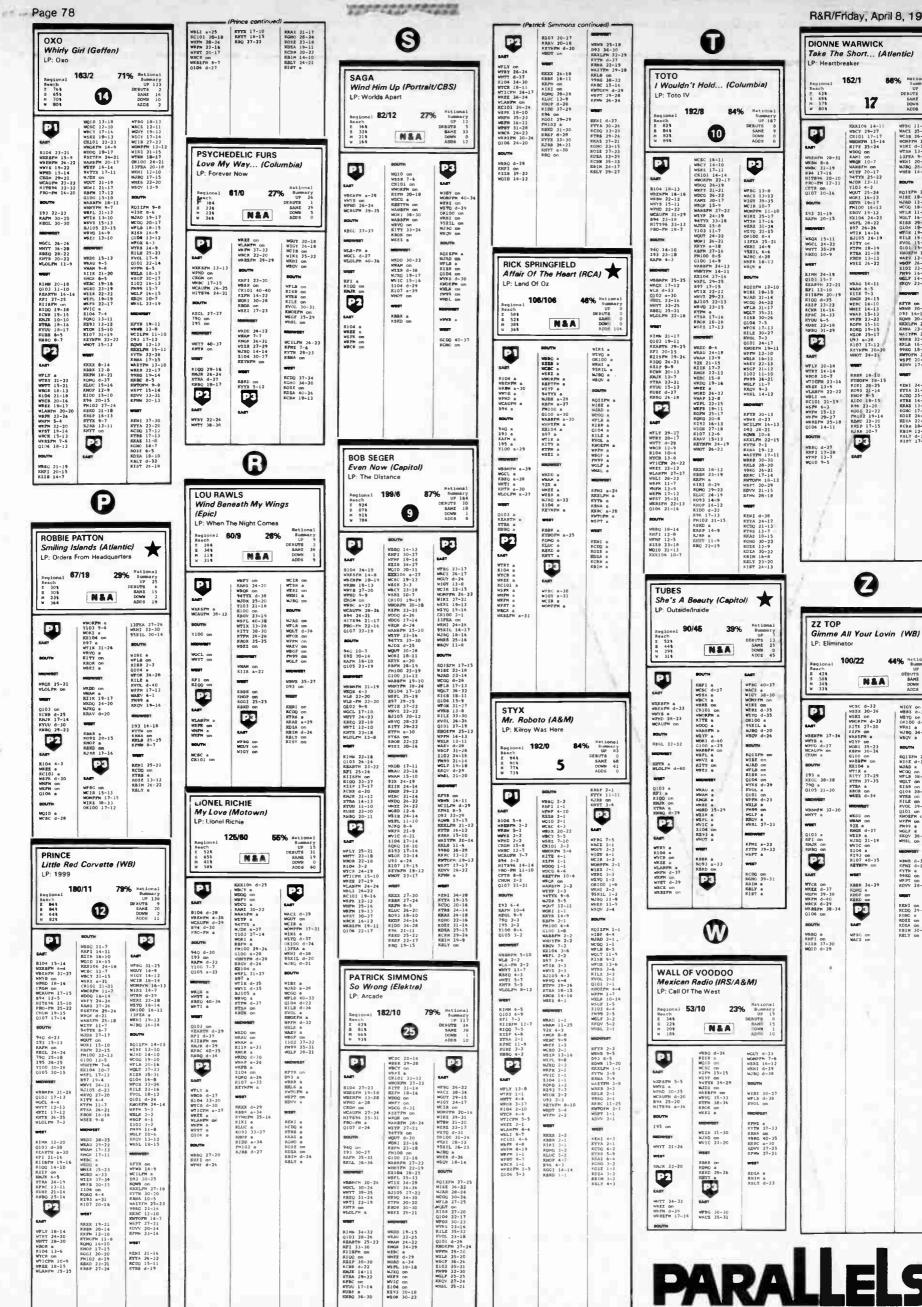
WBWB d-36 KPMX d-17 FYTN a 99KG on WEPT on KDVV 28-20

KENI on KCDQ 39-33 KGMC a KOEE on KDIA on KBIM 30-20 KELY on

KFYR ON MBMB 20-16 D93 14-13 KOWB 20-16 USCLEPW 25-2 KRNA 23-20 MAZYPM 21-1 WBKR 32-2 KKLS 16-9 99KG 18-17 KBYTOFN 23-1 WSPT 20-19 KDVV 17-16

B8% National Summary UP 126 DEBUTS 4 SAME 18 DOWN 3 ADDS 1

152/1



PARALLELS.



# BREAKERS

Breakers" are those newer records that have the greatest level of station activity on any given week.

#### T.G. SHEPPARD

Without You (WB/Curb)

On 68% of reporting stations. National Summary: Up 18, Same 35, Down 0, Debuts 18, Adds 28. A Most Added Record. Debuts at number 46 on the Country Chart.

#### **LLOYD DAVID FOSTER**

**Unfinished Business (MCA)** 

On 61% of reporting stations. National Summary: Up 51, Same 21, Down 0, Debuts 8, Adds 8. Debuts at number 47 on the Country Chart.

## MOST ADDED ®

**DON WILLIAMS (71)** Love is On A Roll (MCA) STATLER BROTHERS (47) Oh Baby Mine (Mercury/PolyGram) **GARY MORRIS (41)** The Love She Found In Me (WB) **LEE GREENWOOD (36)** I.O.U (MCA)

#### HOTTEST

ALABAMA (81)

Dixieland Delight (RCA) **OAK RIDGE BOYS (67)** American Made (MCA) SHELLY WEST (55) Jose Cuervo (WB/Viva) **JOHNNY LEE (38)** Sounds Like Love (Full Moon/Asylum)

100 251 indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25) "Moves" are broken down for each record and indicate how many stations moved the song Up on their charts, held it the Same ion to on-add to on-31-31, etc.) moved it bown on their charts, or Added it this week. I indicated one of this week is most added new songs

LEE GREENWOOD "1.O.U." (MCA) 83/36
National Summary: Up 6, Same 27, Down 0, Debuts 14, Adds 36 including WGNA-FM, WSEN-AM-FM, KIX106, WNOE-AM, KRMD-AM-FM, WIRK-FM, WMAQ, WWWE, WFMS-FM, KFH, KIK-FM, KYGO-FM, KVEG, KCKC, WSIX-FM 15-10. Debuts at number 48 on the Country Chart.

PORTER WAGONER "This Cowboy's Hat" (W8/Viva) 82/2
National Summary: Up 55, Same 20, Down 2, Debuts 3, Adds 2, WPOR-FM, WIXY, WVAM 21-14, WWVA 19-17, KRRV 24-17, WLWI-FM 15-12, WYQK-FM 9-7, KSO 21-18, KEBC-FM 18-13, WXCL 24-19, KTPK-FM 16-10, KFDI-FM 15-12, KYAK 19-14,

JIM GLASER "You Got Me Running" (Noble Vision) 81/24

National Summary: Up 9, Same 35, Down 0, Debuts 13, Adds 24 including WXKW, WAJR, KHEY-AM, WFNC, WKSJ-FM, KYXX, WWWE, WONE, WDAF, WTSO, KEBC-FM, KYNN-AM-FM, KEIN, KVEG, KMPS-AM-FM. Debuts at number 50 on the

CONWAY TWITTY "We Had It All" (MCA) 72/14

National Summary: Up 21, Same 25, Down 0, Debuts 12, Adds 14, WIXL-FM, WFIL, WEEP, KHEY-AM, WAMZ-FM, KWMT, WFMS-FM, KCJB, KYNN-AM-FM, WXCL, KRST-FM, KIK-FM, KEIN, KGA, WYNK-FM 45-35.

DON WILLIAMS "Love Is On A Roll" (MCA) 71/71

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 71 including WHN, WPOR-FM, WMZQ-FM, WPLO, WCOS-AM-FM, WSM, WMAQ, WONE, WCXI-AM-FM, WBCS-FM, KOMA, KLZ, KNIX-FM, KSOP-FM, KMPS-AM-FM.

CHARLY McCLAIN "Fly Into Love" (Epic) 70/28

National Summary: Up 6, Same 22, Down 0, Debuts 14, Adds 28 including WSEN-AM-FM, WMZQ-FM, KASE, WSOC-FM, KIKK-FM, WHOO, WTQR-FM, WWWE, WXCI-AM-FM, WBCS-FM, WXCL, KFDI-FM, KGEM/KJOT, KUUY, KMAK.

KAREN TAYLOR-GOOD "Tenderness Place" (Mesa) 65/9
National Summary: Up 28, Same 20, Down 0, Debuts 8, Adds 9, WCAW, WSEN-AM-FM, WSOC-FM, WRJZ, WNOE-AM, WIRE, WDGY, KLZ, KMPS-AM-FM, WVAM 23-18, WBGW-FM 29-25, WCMS-FM 45-39, WXCL 44-39, WHBF 33-27, KWJJ 45-38.

MARTY ROBBINS "Change Of Heart" (Columbia) 62/15 "
National Summary: Up 25, Same 17, Down 1, Debuts 4, Adds 15, WFIL, WILQ, KHEY-AM, WWOD/WKZZ, WOKK, WTQR-FM, WKMF, WFMS-FM, WDAF, KYNN-AM-FM, WHBF, KIOV-FM, KLZ, KUGN-FM, KSOP-FM.

DAVID FRIZZELL & SHELLY WEST "Cajun Invitation" (WB/Viva) 59/8

National Summary: Up 18, Same 25, Down 0, Debuts 8, Adds 8, WIXL-FM, WSEN-AM-FM, WYNK-FM, WDAK, WFNC, WMNI, KWMT, KEBC-FM, WVAM 50-41, WNOE-AM 37-31, KRMD-AM-FM 41-34, WFMS-FM 34-25, KTTS-AM-FM 42-36, KSOP-FM 40-32, KGA 38-33.

STATLER BROTHERS "Oh Baby Mine" (Mercury/PolyGram) 49/47 National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 47 including WBGW-FM, WMZQ-FM, KASE, WCOS-AM-FM, FM, WCMS-FM, WRNL, WMAQ, WKKQ-AM-FM, KEBC-FM, KLZ, KNIX-FM, KRAK, KSOP-FM, KMPS-AM-FM.

McGUFFEY LANE "Doing It Right" (Atco) 49/10
National Summary: Up 7, Same 24, Down 0, Debuts 8, Adds 10, WYNK-FM, WRJZ, WUSQ-FM, KWMT, WFMS-FM, WHBF, KIOV-FM, KUGN-FM, KMAK, KSOP-FM, WBGW-FM 47-42, WKYG 28-24, WCMS-FM 49-45, WSLR 21-15, KVOO 39-36. WILLIE NELSON & BRENDA LEE "You're Gonna Love Yourself" (Monument) 47/15

National Summary: Up 2, Same 19, Down 0, Debuts 8, Adds 15, WEZL-FM, WSOC-FM, KHEY-AM, WIRK-FM, KWMT, KCJB, KYNN-AM-FM, KTPK-FM, KVOO, KIK-FM, KUZZ, KKCS, KUGN-FM, KTOM, KSON-AM.

GARY MORRIS "The Love She Found In Me" (WB) 45/41

National Summary: Up 2, Same 1, Down 0, Debuts 1, Adds 41 including WBGW-FM WM70-FM WPI 0 KASE KMEY-AM

WESC-AM-FM, WCMS-FM, KRMD-AM-FM, WWWE, WTSO, KTPK-FM, KKL, KVEG, KWJ, KCKC.



# NATIONAL AIRPLAY/50

April 8, 1983

8 6

- ALABAMA/Dixieland Delight (RCA) 4 2 1
- 2 OAK RIDGE BOYS/American Made (MCA) 13 11 5
- JOHNNY LEE/Sounds Like Love (Full Moon/Asylum)
  - ED BRUCE/My First Taste Of Texas (MCA)
- 6 REBA McENTIRE/You're The First Time I've... (Mercury/PolyGram) 15 13 9
- EARL THOMAS CONLEY/I Have Loved You, Girl (RCA) 7 5 3
- HANK WILLIAMS JR./Gonna Go Huntin' Tonight (Elektra/Curb) 11 9 7
- KENNY ROGERS & SHEENA EASTON/We've Got Tonight (Liberty) 6 3 2
- 9 GEORGE STRAIT/Amarillo By Morning (MCA) 18 15 11
- SHELLY WEST/Jose Cuervo (WB/Viva)
- B.J. THOMAS/Whatever Happened To Old... (Cleve. Int./Columbia) 22 17 14
- PRONNIE McDOWELL/Personally (Epic)
- (MCA) 27 20 16
  - LOUISE MANDRELL/Save Me (RCA)
- 15 BELLAMY BROTHERS/When I'm Away From You (Elektra/Curb)
- 16 JANIE FRICKE/You Don't Know Love (Columbia)
- CHARLEY PRIDE/More And More (RCA) 31 26 22
- 18 GUS HARDIN/After The Last Goodbye (RCA)
- 35 31 27 ROSANNE CASH/It Hasn't Happened Yet (Columbia)
- MERLE HAGGARD/You Take Me For Granted (Epic) 41 35 28
- JOE STAMPLEY/Finding You (Epic) 29 27 24 22 WAYLON JENNINGS/Lucille (RCA) 40 36 31
- TOM JONES/Touch Me (I'll Be Your Fool Once More) (Mercury/PolyGram) 32 29 26
- 1 10 18 24 JOHN ANDERSON/Swingin' (WB)
- MOE BANDY/I Still Love You In The Same OI' Way (Columbia) 36 33 29
- 14 14 13 26 JERRY REED/Down On The Corner (RCA) 26 24 21 27 KAREN BROOKS/If That's What You're Thinking (WB)
- JOHNNY RODRIGUEZ/Foolin' (Epic) 34 32 30
- WILLIE NELSON/Little Old Fashioned Karma (Columbia)
- 30 VERN GOSDIN/If You're Gonna Do Me Wrong... (Compleat/PolyGram) 48 43 34
- MEL TILLIS/In The Middle Of The Night (MCA)
- EMMYLOU HARRIS/I'm Movin' On (WB) 44 40 36
- GENE WATSON/You're Out Doing What I'm Here Doing Without (MCA) 49 42 39
- CRYSTAL GAYLE/Our Love Is On The Faultline (WB) 44 41
- BOBBY BARE & LACY J. DALTON/It's A Dirty Job (Columbia)
- 36 MERLE HAGGARD & WILLIE NELSON/Reasons To Quit (Epic)
- 37 GEORGE JONES/Shine On (Shine All Your Sweet Love) (Epic)
- EDDIE RABBITT/You Can't Run From Love (WB) LEON EVERETTE/My Lady Loves Me (Just As I Am) (RCA)
- 45 42 MICKEY GILLEY/Fool For Your Love (Epic)
- GAIL DAVIES/Singing The Blues (WB) 49 46
- 42 MICHAEL MURPHEY/Love Affairs (Liberty)
- DAVID ALLAN COE/The Ride (Columbia)
- RONNIE MILSAP/Stranger In My House (RCA)
- 19 19 25 45 GLEN CAMPBELL/I Love How You Love Me (Atlantic America)
- DEBUT . 45 T.G. SHEPPARD/Without You (WB/Curb) DEBUT 47 LLOYD DAVID FOSTER/Unfinished Business (MCA)
- DEBUT B LEE GREENWOOD/I.O.U. (MCA)
- DEBUT PORTER WAGONER/This Cowboy's Hat (WB/Viva)
- This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement

# SIGNIFICANT ACTION

LYNN ANDERSON "You Can't Lose What You Never Had" (Permian) 32/14

National Summary: Up 2, Same 12, Down 0, Debuts 4, Adds 14, WGNA-FM, WBGW-FM, WSNO, WOKQ, WCMS-FM, WIRK-FM, KSO, KYNN-AM-FM, KTTS-AM-FM, KTPK-FM, KMAK, KNIX-FM, KWJJ, KRSY.

BOXCAR WILLIE "Train Medley" (Main Street) 31/11

National Summary: Up 1, Same 16, Down 0, Debuts 3, Adds 11, WSEN-AM-FM, KBMR, KWMT, WBCS-FM, KCJB, KEBC-FM, KYNN-AM-FM, KTTS-AM-FM, KUGN-FM, KMAK, KGA.

GARY STEWART & DEAN DILLON "Smokin" In The Rockies" (RCA) 30/16
National Summary: Up 0, Same 11, Down 0, Debuts 3, Adds 16 including WKYG, WSEN-AM-FM, WEZL-FM, WIRK-FM, KFGO, KTTS-AM-FM, KFDI-FM, KUGN-FM, KMAK, KVEG.

NARVEL FELTS "Cry Baby" (Compleat/PolyGram) 30/8 National Summary: Up 4, Same 15, Down 0, Debuts 3, Adds 8, WGNA-FM, WBGW-FM, WWVA, WYII, WCMS-FM, KTPK-FM, KFDI-FM, KIGO, WYNK-FM 38-33, WIRK-FM 41-35.

HAZARD "Love Letters" (WB/Viva) 28/7
National Summary: Up 5, Same 14, Down 0, Debuts 2, Adds 7, WYNK-FM, WESC-AM-FM, WIRK-FM, KBMR, KUUY, KUGN-FM, KGA, KYNN-AM-FM 38-32, KTTS-AM-FM 49-43, KUZZ 47-43.

TOMMY ST. JOHN "Where'd Ya Stay Last Night" (RCA) 23/6
National Summary: Up 1, Same 16, Down 0, Debuts 0, Adds 6, WKSJ-FM, KKYX, WXCL, KVEG, KTOM, KSOP-FM, WBGW-FM on, WSEN-AM-FM 50-43, WCMS-FM on, KFDI-FM on.

WAYNE CARSON "1 Year 2 Months 11 Days" (EMH) 21/6

National Summary: Up 6, Same 7, Down 0, Debuts 2, Adds 6, KHEY-AM, WESC-AM-FM, WRJZ, WMNI, WHBF, KUZZ, WVAM 47-43, KYNN-AM-FM 46-37, KTTS AM-FM 34-30, KFDI-FM 49-42,

BILLY PARKER "Who Said Love Was Fair" (Soundwaves) 20/2

National Summary: Up 3, Same 12, Down 0, Debuts 3, Adds 2, WFNC, KBMR, WWVA on, KHEY-AM on, WESC-AM-FM on, KRMD-AM-FM 48-41, KSO on, KEBC-FM 50-44, KFDI-FM d-45, KVEG on. RAY CHARLES "% Time" (Columbia) 16/15

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 15, WBGW-FM, WSNO, WSEN-AM-FM, WYII, KRRV, WYNK-FM, WEZL-FM, WSOC-FM, WESC-AM-FM, WNOE-AM, KKYX, KRMD-AM-FM, KEBC-FM, WXCL, KFDI-FM.

LEE DRESSER "The Hero" (Air International) 15/2
National Summary: Up 5, Same 8, Down 0, Debuts 0, Adds 2, WSNO, KTTS-AM-FM, WGNA-FM on, WSEN-AM-FM on, KHEY-AM 50-42, KRMD-AM-FM 50-42, WIRK-FM 34-31, KFDI-FM 44-39, KMAK on, KEEN on.

# Black Radio

# **BREAKERS**

"Breakers" are those newer records that have the greatest level of station activity on any given week.

#### **NEW EDITION**

Candy Girl (Streetwise)

62% of our reporting stations on it. Rotations: Heavy 16/1, Medium 13/2, Light 15/5, Extra Adds 2, Total Adds 10, WAOK, WZEN-FM, KDAY, XHRM, KNOW, WATV, WVOL, WANT, KDIA, KUKQ. Debuts at number 28 on the Black Radio Chart.

# **NEW & ACTIVE**

RAY PARKER JR. "The People Next Door" (Arista) 43/4
Rotations: Heavy 12/0, Medium 14/1, Light 17/3, Extra Adds 0, Total Adds 4, KMJM, WZEN-FM, WGIV, WNOO. Heavy: WAOK, WJMO, XHRM, KJC8, WVOI, KPOP-FM. Medium: KRLY, WJL8, WKND, KNOW, WTLC.

ISLEY BROTHERS "Between The Sheets" (T-Neck/CBS) 42/8

Rotations: Heavy 9/0, Medium 16/1, Light 16/6, Extra Adds 1, Total Adds 8, WJLB, WJAX, KJCB, KOKY, WJJS, WVOL, WANT, WTOY, Heavy: WHUR, KMJQ, WGCI, WJMI, WLTH. Medium: WTD, KNNB, MCDAT, XHRM, WKXI, WVOI.

YARBROUGH & PEOPLES "Feels So Good" (Total Experience/PGM) 1/10

Rotations: Heavy 2/0, Medium 17/2, Light 21/7, Extra Adds 1, Total Adds 16, WILD, WCE, WEDR, WZAK, WZEN-FM, XHRM, KOKY, WPLZ, WDAO, KUKO. Heavy: WAIL-FM, KPOP-FM. Medium: KMJQ, WGPR, KACE, WGIV, WWDM.

PRINCE "Little Red Corvette" (WB) 40/1
Rotations: Heavy 18/0, Medium 18/1, Light 4/0, Extra Adds 0, Total Adds 1, WKYS, Heavy: WAMO, WDIA, WDMT, XHRM, WNHC, WATV, WVOL, WANM, KUKQ. Medium: WAIL-FM, WGCI, KDAY, WNOO, KOKY, WLTH. Debuts at number 30 on the

EARTH, WIND & FIRE "Side By Side" (Columbia) 38/28
Rotations: Heavy 8/5, Medium 11/6, Light 16/14, Extra Adds 3, Total Adds 28 including WILD, WKYS, WVEE, KRLY WHRK, WZEN-FM, KACE, KNOW, WWDM, KUKQ. Heavy: WGCI, WDRQ, WJLB. Medium: WDAS, WHUR, K104-FM, WWWS.

PEABO BRYSON "Remember When (So Much In Love)" (Capitol) 38/4
Rotations: Heavy 5/1, Medium 16/1, Light 17/2, Extra Adds 0, Total Adds 4, WENN, WLOU, WLTH, KUKQ. Heavy: WAMO, KACE, WGIV, WLUM. Heavy: WYLD-FM, WGPR, KNOW, KJCB, WVOL, WWWS, KPOP-FM.

NONA HENDRYX "Keep It Confidential" (RCA) 37/6
Rotations: Heavy 4/0, Medium 12/1, Light 20/4, Extra Adds 1, Total Adds 6, WVEE, KMJQ, WDRQ, KSOL, WLTH, WWWS. Heavy: WNHC, WWDM, WAAA, KUKQ. Medium: WDAS, WGCI, KDAY, WKND, KNOW, WJAX, KPOP-FM.

NARADA MICHAEL WALDEN "Reach Out" (Atlantic) 37/3

Rotations: Heavy 3/0, Medium 14/0, Light 19/2, Extra Adds 1, Total Adds 3, K104-FM, WLTH, KUKQ. Heavy: WAOK, KRNB, WZEN-FM. Medium: WEDR, WGCI, XHRM, WPEG, KJCB, WVOL, WTOY, WWDM, WLUM.

CHERI "Working Girl" (21/PolyGram) 36/3

Rotations: Heavy 6/0, Medium 15/1, Light 14/1, Extra Adds 1, Total Adds 3, WVEE, WOIC, KOKY. Heavy: WYLD-FM, WBMX, WGCI, KMJM, WZEN-FM, WJMI. Medium: WOOK, WHRK, KSOL, WRDW, WAAA, WWWS.

ATTITUDE "We Got The Juice" (RFC/Atlantic) 36/3
Rotations: Heavy 14/0, Medium 13/1, Light 9/2, Extra Adds 0, Total Adds 3, KNOW, WJJS, WVOL. Heavy: WBLS, WDAS, WEDR, WZEN-FM, KDAY, WNHC, WPEG, WWDM, WTLC. Medium: WDIA, WJMO, KOKY, WDAO, KUKQ.

GEORGE DUKE "Reach Out (Part I)" (Epic) 35/6
Rotations: Heavy 5/0, Medium 16/0, Light 13/5, Extra Adds 1, Total Adds 6, WDRQ, WATV, WPEG, WPLZ, WANM, WLTH. Heavy: WZAK, WNHC, WGIV, KUKQ, KPOP-FM. Medium: WHUR, KRNB, KSOL, KJCB, WLUM.

WZAK, WNHC, WGIV, KUKQ, KPOP-FM. Medium: WHUR, KHNB, KSOL, KJCB, WLUM.

CHAKA KHAN "Tearin' It Up" (W8) 32/5
Rotations: Heavy 6/0, Medium 11/1, Light 14/3, Extra Adds 1, Total Adds 5, WBMX, WDMT, WZAK, WKND, WBLX. Heavy:

WBLS, WRDW, WATV, WGIV, WNOO, KUKQ. Medium: WDAS, WAOK, WJMI, WJAX, WVOL.

LIONEL RICHIE "My Love" (Motown) 30/25
Rotations: Heavy 2/2, Medium 9/8, Light 16/12, Extra Adds 3, Total Adds 25 including WAMO, WVEE, WHRK, WZAK, WZEN-FM, XHRM, WNHC, KNOW, WNOO, WJMI, KJCB, KOKY, WANM, WTLC: Medium: KPOP-FM.

LOU RAWLS "Wind Beneath My Wings" (Epic) 30/3
Rotations: Heavy 4/0, Medium 14/0, Light 11/2, Extra Adds 1, Total Adds 3, WCIN, WPLZ, WANT. Heavy: WYLD-FM, WKXI, WLUM, KUKQ. Medium: WOOK, WDIA, WGPR, XHRM, KOKY, WBLX, WVOL, WWWS, WVOI.

IMAGINATION "Changes" (MCA) 29/4
Rotations: Heavy 1/0, Medium 17/1, Light 10/2, Extra Adds 1, Total Adds 4, WDIA, KNOW, WPLZ, KPOP-FM. Heavy: WBLS. Medium: WHUR, WAOK, WJMO, KACE, XHRM, WGIV, WKXI, KOKY, WWDM, KUKO.

POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 27/1
Rotations: Heavy 6/0, Medium 9/0, Light 11/0, Extra Adds 1, Total Adds 1, WXYV. Heavy: WAOK, WEDR, KSOL, WNHC, WGIV, KDIA, Medium: WILD, WJAX, WPDQ, WVOL, WANT, WANM, WLUM, WWWS.

FONZI THORNTON "Beverly" (RCA) 26/4
Rotations: Heavy 5/0, Medium 7/0, Light 14/4, Extra Adds 0, Total Adds 4, WEDR, WJAX, WVOL, WVOI. Heavy: WVEE, WKND, WATV, WAAA, WWWS. Medium: XHRM, WNHC, WRDW, WENN, WGIV.

EVELYN KING "Get Loose" (RCA) 25/3

Rotations: Heavy 2/0, Medium 12/0, Light 10/2, Extra Adds 1, Total Adds 3, KRNB, WDIA, WJLB. Heavy: WZAK, WAAA. Medium: WAOK, WDRQ, WZEN-FM, XHRM, WNHC, WATV, WENN, WPEG, KJCB, WBLX, WDAO.

WAIL, WERN, WERL, WEER-FM, KHRM, WHIL, WAIV, WENN, WPES, KJLB, WBLX, WDAU.

HIGH INERGY "He's A Pretender" (Gordy/Motown) 25/2

Rotations: Heavy 4/0, Medium 13/8, that 8/2, Extra Adds 0, Total Adds 2, WJAX, WPDQ. Heavy: KACE, KDAY, WATV, WENN.

MEDIUM: "Juicy Fruin (Epich 5/2

Rotations: Heavy 10/0, Medium 12/8, that Adds 0, Total Adds 2, WPEG, WTLC. Heavy: WHUR, WDMT, WZAK, WATV, WENN, WJMI, KJCB, WKWM, WLUM, WWWS. Medium: WBMX, WDRQ, WJLB, XHRM, WNHC, WBLX, WWDM.

ARETHA FRANKLIN "This Is For Real" (Arista) 25/0 Rotations: Heavy 3/0, Medium 10/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WZEN-FM, WGIV, WLTH. Medium: WOOK, K104-FM, WDIA, WDMT, WDRQ, WJLB, WNOO, WOIC, WBLX.

# SIGNIFICANT ACTION

DIANE RICHARDS "Listen To Your Heart" (Zoo York/CBS) 24/5

Rotations: Heavy 2/0, Medium 8/1, Light 11/1, Extra Adds 3, Total Adds 5, WXYV, W8MX, KSOL, WENN, WPLZ. Heavy: WCIN, WJMO. Medium: WGRP, WNHC, WKXI, WVOL, WDAO, WTLC, WLUM.

BLUE MAGIC "Magic #" (Mirage/Atco) 24/1

Rotations: Heavy 0/0, Medium 8/0, Light 16/1, Extra Adds 0, Total Adds 1, KMJM, Medium: WAOK, KRNB: KACE, KOKY, WWDM.

EDDY GRANT "Electric Avenue" (Portrait/CBS) 23/7 Rotations: Heavy 1/0, Medium 10/0, Light 11/6, Extra Adds 1, Total Adds 7, WXYV, WZEN-FM, WJAX, WWDM, WKWM, KUKQ,

KPOP-FM. Heavy: WBLS. Medium: WDAS, WAOK, KACE, WNHC, WRDW, KNOW, WENN, KOKY, WVOL, WDAO

CHOCOLATE MILK "Who's Getting It Now" (RCA) 23/3
Rotations: Heavy 3/0, Medium 9/0, Light 10/2, Extra Adds 1, Total Adds 3, KDAY, KSOL, WANT. Heavy: KRNB, WNHC, KJCB. Medium: WBLS, WDIA, WZEN-FM, XHRM, WRDW, WNOO, KOKY, WWWS, KUKQ.

PHILLIPPE WYNNE "You Ain't Going Anywhere But Gone" (Sugar Hill) 23/1

Rotations: Heavy 5/0, Medium 9/0, Light 9/1, Extra Adds 0, Total Adds 1, WJAX, Heavy: WILD, WJMI, WKXI, WAAA, KPOP-FM. Medium: WAMO, WOOK, WEDR, WJMO, KSOL, WNOO, WPDQ, WLOU, KUKQ.

2 2 1

# NATIONAL AIRPLAY/30

**April 8, 1983** 

27 20 15

1 KASHIF/I Just Gotta Have You... (Arista)

2 WHISPERS/Tonight (Solar/Elektra)

3 CHAMPAIGN/Try Again (Columbia)

JARREAU/Mornin' (WB)

GEORGE CLINTON/Atomic Dog (Capitol)

STEVE ARRINGTON'S HALL OF FAME/Nobody Can Be You (Atlantic)

CLIFF DAWSON & RENEE DIGGS/Never Say I Do... (Boardwalk)

B TEMPTATIONS/Love On My Mind Tonight (Gordy/Motown) MICHAEL JACKSON/Beat It (Epic)

10 TYRONE 8RUNSON/Sticky Situation (Believe In A Dream/CBS)

25 22 11 11 KIDDO/Try My Loving (Gimme Just Enough) (A&M)

@ GLADYS KNIGHT & THE PIPS/Save The Overtime (For Me) (Columbia) MEL8A MOORE/Underlove (Capitol)

30 24 LAKESIDE/Raid (Solar/Elektra)

BAR-KAYS/She Talks To Me With Her Body (Mercury/PolyGram)

17 O'BRYAN/I'm Freaky (Capitol)

30 28 20 (B) FAT8ACK/The Girl Is Fine (So Fine) (Spring/PolyGram)

1 4 7 19 ANGELA BOFILL/Too Tough (Arista)

14 14 16 20 INSTANT FUNK/No Stoppin' That Rockin (Salson) RSA) 19 19 19 21 SYSTEM/You Are In My System (Mirage/Ave

- 30 CHI-LITES/Bottom's Up (Larc)

13 13 14 23 DARYL HALL & JOHN OATES/One On One 7 8 12 24 MICHAEL JACKSON/Billie Jean (Epic)

16 16 22 25 BETTY WRIGHT/She's Older Now (Epic)

18 18 21 26 CON FUNK SHUN/Ms Got-The-Body (Mercury/PolyGram)

DEBUT NEW EDITION/Candy Girl (Streetwise) 17 17 27 29 GLENN JONES/I Am Somebody (RCA)

DEBUT PRINCE/Little Red Corvette (WB)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters

## **MOST ADDED** ®

EARTH, WIND & FIRE (28) **LIONEL RICHIE (25) BRASS CONSTRUCTION (16) GLADYS KNIGHT & THE PIPS (12) CAMEO (11)** 

## HOTTEST

**GEORGE CLINTON (36)** CHAMPAIGN (27) KASHIF (26) WHISPERS (17) ANGELA BOFILL (17)

GEORGE HOWARD "The Preacher" (Palo Alto) 22/5

ns: Heavy 0/0, Medium 6/0, Light 15/4, Extra Adds 1, Total Adds 5, WDAS, WCIN, WZAK, WTLC, KUKQ, Medium: WVEE KNOW, WNOO, KJCB, WKWM, KDIA

GRACE JONES "Cry Now, Laugh Later" (Island/Atco) 22/0
Rotations: Heavy 9/0, Medium 5/0, Light B/0, Extra Adds 0, Total Adds 0, Heavy: WAOK, KMJQ, KRLY, KRNB, WKXI, WPDQ, WANM, WAAA, WDAO. Medium: WHUR, WGPR, KMJM, WZEN-FM, WENN.

LUTHER VANDROSS "Promise Me" (Epic) 21/9
Rotations: Heavy 1/0, Medium 5/1, Light 14/7, Extra Adds 1, Total Adds 9, WKYS, K104-FM, WGPR, WJAX, KJCB, WANT, WTOY, WDAO, WVOI. Heavy: KRLY. Medium: KMJQ, WDIA, KMJM, WGIV.

WTOY, WDAO, WVOI. Heavy: KRLY. Medium: KMJQ, WDIA, KMJM, WGIV.

MARY JANE GIRLS "Candy Man" (Gordy/Motown) 21/4
Rotations: Heavy 2/0, Medium 7/0, Light 11/3, Extra Adds 1, Total Adds 4, WDIA, WCIN, KSOL, WKWM. Heavy: KRNB, WWWS. Medium: WGPR, WZEN-FM, XHRM, KJCB, WWDM, WANM, WTLC.

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 21/3
Rotations: Heavy 7/0, Medium 9/2, Light 4/0, Extra Adds 1, Total Adds 3, WKYS, K104-FM, WVOL. Heavy: WILD, WBLS, WBLZ, WDMT, WPDQ, WTMP. Medium: WDAS, WOOK, WHRK, WZAK, WSAM, KSOL.

BRASS CONSTRUCTION "Walkin" The Line" (Capitol) 20/16
Rotations: Heavy 1/0, Medium 3/2, Light 13/11, Extra Adds 1, Total Adds 5, WKYS, WHUR, KRLY, KRNB, WEDR, WGPR, WZEN-FM, WNHC, WNOO, WOIC, WPDQ, KJCB, WBLX, WKWM, WWWS, KUKQ. Heavy: WAOK.

DAVID BOWIE "Let's Dance" (EMI America) 19/8
Rotations: Heavy 2/0, Medium 7/2, Light 9/5, Extra Adds 1, Total Adds 8, WILD, WDAS, WVEE, WBLZ, WZAK, WDRQ, WPDQ, WVOI. Medium: WXYY, WDMT, XHRM, WANM, KPOP-FM.

JONZUN CREW "Space Cowboy" (Tommy Roy) 19/6

JONZUN CREW "Space Cowboy" (Tommy Boy) 19/6
Rotations: Heavy 0/0, Medium 3/0, Light 15/5, Extra Adds 1, Total Adds 6, WEDR, WDRQ, WENN, WPDQ, WJJS, WANM.
Medium: WILD, XHRM, KPOP-FM.

DEBRA HURD "Hug Me, Squeeze Me" (Geffen) 19/5
Rotations: Heavy 0/0, Medium 4/0, Light 14/4, Exxa Adds 1, Total Adds 5, WGPR, KACE, WJAX, WPDQ, WWDM. Medium: WAOK, WHRK, KOKY, WVOL.

LANIER & CO. "I Just Got To Have You" (Larc) 19/1
Rotations: Heavy 2/0, Medium 7/0, Light 10/1, Extra Adds 0, Total Adds 1, WJAX, Heavy: KRNB, WCIN, Medium: WAOK, WDIA, WHRK, WENN, WPDQ, WAAA, WLUM.

SECRET WEAPON " 'DJ' Man" (Prelude) 19/0

Rotations: Heavy 5/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, KNOW, WNOO, WOIC, WAAA. Medium: WAOK, WDIA, WAIL-FM, WCIN, WJMO, KDAY, WANT, WWDM.

BROTHERS JOHNSON "I'm Giving You All Of My Love" (A&M) 18/1
Rotations: Heavy 2/0, Medium 8/0, Light 7/0, Extra Adds 1, Total Adds 1, KMJQ, Heavy: WLUM, KPOP-FM, Medium: WXYV, WOOK, XHRM, WOIC, WKXI, WANT, WLTH, WTLC.

VISUAL "The Music Got Me" (Prelude) 18/1

Rotations: Heavy 3/1, Medium 3/0, Light 12/0, Extra Adds 0, Total Adds 1, WLOU. Heavy: WBLS, WYLD-FM. Medium: WOOK, WAIL-FM. WNHC.

MARCUS MILLER "Lovin' You" (WB) 18/0

Rotations: Heavy 2/0, Medium 11/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WLOU, WWWS. Medium: WOOK, WHUR, KRNB, XHRM, KNOW, WPEG, KJCB, WPLZ, WWDM, WAAA, KUKQ. PATRICK SIMMONS "So Wrong" (Elektra) 17/3

Rotations: Heavy 3/2, Medium 3/0, Light 11/1, Extra Adds 0, Total Adds 3, WAMO, WVEE, WPLZ. Heavy: KPOP-FM. Medium: OZONE "Strutt My Thang" (Motown) 16/5 Rotations: Heavy 0/0, Medium 4/1, Light 11/3, Extra Adds 1, Total Adds 5, WBMX, XHRM, WPEG, WNOO, KPOP FM. Medium:

JACKIE MOORE "Holding Back" (Catawba) 16/1
Rotations: Heavy 1/0, Medium 7/1, Light 8/0, Extra Adds 0, Total Adds 1, WVEE. Heavy: W8LS. Medium: WOOK, WAOK, WDIA, WJMO, WVOL, WWDM. CULTURE CLUB "Do You Really Want To Hurt Me" (Virgin/Epic) 16/0

Rotations: Heavy 6/0, Medium 7/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WKYS, WOOK, WCIN, WATV, WENN, WPDO. Medium: WBLS, WRKS, WDMT, WJJS, WTMP, WLTH, WKWM.

WGPR KACE WANM

# 3 Solid Hits From E/P/A



# Sun Tan U



# The Isley Brothers

"Between The Sheets"

# **NEW & ACTIVE**

WXYV	WRDW
WILD	KNOW
WBLS	WATV
WRKS	WPEG
WKYS	WJMI
WHUR	WKXI
WAOK	WJAX
K104-FM	WJCB
KMJQ	KOKY
KRNB	WJJS
WHRK	WVOL
WGCI	WPLZ
WDMT	WANT
WZAK	WTOY
WGPR	WANM
WJLB	WAAA
KMJM	WLTH
WZEN-FM	WTLC
KDAY	WVOI
XHRM	KDIA
WNHC	KUKQ

TNECK

# Mtume

"Juicy Fruit"

# SIGNIFICANT ACTION

WBLS	WNHC
WRKS	WATV
WHUR	WENN
KRNB	WPEG
WBMX	WJMI
WGCI	KJCB
WCIN	WBLX
WDMT	WWDM
WZAK	WKWM
WDRQ	WTLC
WJLB	WLUM
KDAY	WWWS
XHRM	



# Culture Club

"Time (Clock Of The Heart)"

Early urban acceptance on:

WKYS WVEE WDMT WNHC WANM KUKQ

And more to come this week!



# Adult/Contemporary Continued from Back Page

**BREAKERS** 

#### LIONEL RICHIE My Love (Motown)

60% of our reporters on it. Rotations: Heavy 5/3, Medium 44/20, Light 34/26, Extra Adds 2, Total Adds 51 including WLTT, WLTA, WSB, KVIL, WAXY, 97AIA, WFYR, WHB, KHOW, KPPL, KGW, KEZR, WPIX, WRVR, KUDL, and 36 more. Debuts at number 24 on the A/C chart.

#### **MEN AT WORK** Overkill (Columbia)

54% of our reporters on it. Rotations: Heavy 5/0, Medium 39/14, Light 30/19, Extra Adds 2, Total Adds 35 including WAXY, 97AIA, WARM98, WHB, WISN, KOY, KGW, WRIE, WWSH, WAAY, WMAZ, WOWO, KKRD, KKUA, KS103, and 20 more. Debuts at number 27 on the A/C chart.

# **NEW & ACTIVE**

ROBBIE PATTON "Smiling Islands" (Atlantic) 61/10
Rotations: Heavy 9/0, Medium 36/5, Light 16/5, Extra Adds 0, Total Adds 10, WLTT, WLTA, KHOW, KPPL, WTRX, KUDL, KOIL, KUGN, KEX, KYOX. Heavy: 8100, WSRZ, WISM-FM, WKNE, WVBS, KFSB, WJON, KRLC, KALE. Medium: WCLR, WFYR, WCCO, KS94, KGW, KNBR, KEZR, KPLZ, WRIE, WQUE, WWNR

CULTURE CLUB "Time (Clock Of The Heart)" (Virgin/Epic) 56/56
Rotations: Heavy 1/1, Medium 19/19, Light 33/33, Extra Adds 3, Total Adds 56 including WFBR, WLTA, WSB-FM, 97AIA, KPPL, B100, KPLZ, WICC, WWYZ, WWSH, 3WS, Y97, WGY, KMGC, KFIM, WRVR, WHHY, 2WD, WSRZ, WENS, WISM-FM. KOIL, WQUA, KKRD, KBOI, KRDO, KKUA, KUDO, KOST, KSL, and 26 more.

LAURA BRANIGAN "Solitaire" (Atlantic) 56/9

Rotations: Heavy 4/0, Medium 30/3, Light 22/6, Extra Adds 0, Total Adds 9, WTAE, WAEB, WWYZ, Y97, WHHY, Y106, WOWO, KYKY, KWAV. Heavy: WFBR, WAXY, WGY, KFIM. Medium: WYNY, WLTA, WSB-FM, 97AIA, WFYR, WISN, B100, KNBR, WHEN, WQUE, WISM-FM, KBOI, KRDO, KOST, WWNR, WCHV, KRSB.

SERGIO MENDES "Never Gonna Let You Go" (A&M) 55/31

Rotations: Heavy 0/0, Medium 23/11, Light 30/18, Extra Adds 2, Total Adds 31, WPRO, WSB-FM, KOY, B100, WICC, WWSH, KMGC, WSLI, WMAZ, WHHY, WEZS, KUDL, WFMK, WISM-FM, WMHE, KKUA, KOST, WWNR, WKZE-FM, WEIM, WTNY, WCKQ, WCHV, WDEF, WORG, WVBS, WJBC, WJON, KQDI, KRSB, KSRO.

CARL WILSON "What You Do To Me" (Caribou/CBS) 46/21
Rotations: Heavy 0/0, Medium 18/5, Light 27/15, Extra Adds 1, Total Adds 21, WHB, B100, WMAZ, WHHY, WHBY, KUDL, KKRD, KBOI, KRDO, KKUA, WWNR, WKZE-FM, WKNE, WTNY, WCHV, WDEF, WLVA, WORG, WJBC, KRNO, KSRO. Medium: KGW, WSLI, KUGN, KUDO, WAYV, WEIM, WSKY, WCKQ, KFSB.

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Applause) 45/12

Rotations: Heavy 4/0, Medium 26/4, Light 14/7, Extra Adds 1, Total Adds 12, GR55, KNBR, WBEN, WSFM, WVLK, WTRX, WENS, KMBZ, KUDL, KWAV, WKNE, WHNN. Heavy: KPLZ, WFMK, WMHE, KALE. Medium: WYNY, WLTA, WCLR, KHOW, KGW, WHBC, 610TVN, KOIL, KRDO, KEX, KKPL, WAYV, KVOX, KRKK.

FLEETWOOD MAC "Oh Diane" (WB) 38/7

Rotations: Heavy O/O, Medium 22/1, Light 16/6, Extra Adds O, Total Adds 7, WSRZ, KMBZ, WEIM, WROV, KVOX, KRSB, KALE. Medium: KFMB, KNBR, KEZR, WGY, WAAY, WMAZ, WRVA, WHBY, KUGN, KEX, KSL, WKZE-FM, WKNE, WSKY, WCKQ, WCHV, WGSV, KCRG, KFSB, WJON, KRLC.

DEXYS MIDNIGHT RUNNERS "Come On Eileen" (Mercury/PolyGram) 32/3

Rotations: Heavy 13/0, Medium 14/1, Light 4/1, Extra Adds 1, Total Adds 3, WYNY, B100, KCRG. Heavy: WTAE, WAXY, V100, WRIE, 3WS, KFIM, WHHY, Y106, WOWO, WFMK, KOIL, KKRD, WKBR. Medium: GR55, 55KRC, KPLZ, WICC, WHEN, WQUE, KRNT, WTRX, WMHE, WAYV, WTNY, WSKY, KRKK.

PRETENDERS "Back On The Chain Gang" (Sire/WB) 30/1
Rotations: Heavy 3/0, Medium 20/0, Light 7/1, Extra Adds 0, Total Adds 1, WENS. Heavy: Y106, KKRD, WTNY. Medium: WTAE, WAXY, WMJI, KGW, WWYZ, WGY, WHEN, KEY103, KFIM, WRVR, WSRZ, WTRX, WOWO, WISM-FM, KLTE, KYKY, KRDO, WAYV, WKBR, WCHV.

# SIGNIFICANT ACTION

MARTY BALIN "Do It For Love" (EMI America) 26/15

Rotations: Heavy 0/0, Medium 3/0, Light 21/13, Extra Adds 2, Total Adds 15, WQUA, KUGN, WKZE-FM, WCTC, WCKQ, WCHV, WGSV, KRLB, WLVA, KFSB, WJON, KQDI, KRKK, KRSB, KSRO. Medium: WARM9B, KUDO, WEIM.

JULIO IGLESIAS "Amor" (Columbia) 23/11
Rotations: Heavy 2/0, Medium 6/1, Light 13/8, Extra Adds 2, Total Adds 11, WMAZ, KBOI, KKUA, WWNR, WEIM, WLVA, WJBC, KFSB, KTWO, KRSB, KSRO. Heavy: WDEF, KVSF. Medium: WCCO, WBEN, KSL, WAYV, WCTC.

JOHN ANDERSON "Swingin" " (WB) 22/5
Rotations: Heavy 5/0, Medium 6/0, Light 11/5, Extra Adds 0, Total Adds 5, WFMK, KRDO, WKZE-FM, KWEB, KRSB. Heavy: WGY, WSGN, WCKQ, KFQD, KRLC. Medium: GR55, WVLK, KOIL, WAYV, WEIM, KALE.

MICHAEL MURPHEY "Love Affairs" (Liberty) 22/0

Rotations: Heavy 1/0, Medium 10/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WLTA. Medium: WCCO, KRNT, WEIM, WKNE, WGSV, KVOX, KFOR, WJON, KVSF, KSRO.

ALABAMA "Dixieland Delight" (RCA) 21/1

Rotations: Heavy 5/0, Medium 13/1, Light 3/0, Extra Adds 0, Total Adds 1, WCKQ. Heavy: WSB, WSGN, WHHY, KWEB, KRLC. Medium: WFBR, WCCO, KOY, WBT, WVLK, WMAZ, KRNT, WKNE, WGSV, WLVA, WVBS, KRSB.

MAUREEN McDONALD "Twice Upon A Time" (Full Moon/WB) 19/1

Rotations: Heavy 1/0, Medium 4/0, Light 14/1, Extra Adds 0, Total Adds 1, KUGN. Heavy: WKNE. Medium: KGW, WISM-FM, WEIM, WGSV.

JIM CAPALDI "That's Love" (Atlantic) 18/12 Rotations: Heavy 0/0, Medium 4/2, Light 14/10, Extra Adds 0, Total Adds 12, WSFM, WPIX, KMBZ, WISM-FM, KWAV, WWNR, WEIM, WKNE, WSKY, WCHV, WLVA, KWEB. Medium: KVSF, KALE.

BOB SEGER & THE SILVER BULLET BAND "Evan Now" (Capitol) 17/3

Rotations: Heavy 2/0, Medium 11/3, Light 4/0, Extra Adds 0, Total Adds 3, WYNY, KNBR, KUDO. Heavy: WGY, Y106. Medium: WFBR, WFYR, WHEN, KFIM, KOIL, KYKY, WEIM, WKBR.

ROBERT ELLIS ORRALL with CARLENE CARTER "I Couldn't Say No" (RCA) 16/6
Rotations: Heavy 0/0, Medium 4/2, Light 12/4, Extra Adds 0, Total Adds 6, WFBR, KVIL, KRDO, KUDO, WCHV, KRKK. Medium:

# **MOST ADDED** ®

**CULTURE CLUB (56)** Time (Clock Of The Heart) (Virgin/Epic) LIONEL RICHIE (51) My Love (Motown) MEN AT WORK (35) Overkill (Columbia) SERGIO MENDES (31) Never Gonna Let You Go (A&M) **RONNIE MILSAP (23)** Stranger In My House (RCA) CARL WILSON (21)

What You Do To Me (Caribou/CBS)

# HOTTEST

**DAN FOGELBERG (72)** Make Love Stay (Full Moon/Epic) STEPHEN BISHOP (67) It Might Be You... (WB) **TOTO (62)** I Won't Hold You Back (Columbia) DARYL HALL & JOHN OATES (61)

One On One (RCA) **ERIC CLAPTON (46)** I've Got A Rock N' Roll Heart (WB) JARREAU (44) Mornin' (WB)

BRYAN ADAMS "Straight From The Heart" (A&M) 16/3

Rotations: Heavy 0/0, Medium 7/0, Light 9/3, Extra Adds 0, Total Adds 3, KOIL, WKBR, WVBS. Medium: WFYR, KPLZ, WHEN, Y106, WFMK, WISM-FM, WMHE.

GARLAND JEFFREYS "What Does It Take (To Win Your Love)" (Epic) 15/3

Rotations: Heavy 4/0, Medium 4/0, Light 7/3, Extra Adds 0, Total Adds 3, KKPL, KVOX, KFSB. Heavy: KPLZ, WFMK, KKUA, WWNR. Medium: WCCO, WLVA, KRLC, KVSF.

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 15/3

Rotations: Heavy 7/0, Medium 5/1, Light 3/2, Extra Adds 0, Total Adds 3, WASH, 55KRC, KKRD. Heavy: KFIM, WQUE, Y106, KOIL, KYKY, WAYV, WKBR. Medium: WTAE, V100, WOWO, KRKK.

CHAMPAIGN "Try Again" (Columbia) 14/1
Rotations: Heavy 0/0, Medium 10/0, Light 4/1, Extra Adds 0, Total Adds 1, WASH. Medium: WLTA, WSB-FM, WCCO, WRVR, WFMK, WISM-FM, KKUA, WAYV, WKNE, KFQD.

NEIL DIAMOND "Front Page Story" (Columbia) 12/12
Rotations: Heavy 0/0, Medium 3/3, Light 9/9, Extra Adds 0, Total Adds 12, WLTA, WARM98, KHOW, KMBZ, KLTE, KRDO, KSL, WCKQ, WDEF, WGSV, KFSB, KRNO.

IRENE CARA "Flashdance . . . What A Feeling" (Casablanca/PolyGram) 12/4
Rotations: Heavy 0/0, Medium 3/1, Light 9/3, Extra Adds 0, Total Adds 4, WFYR, WISM-FM, WMHE, KFSB. Medium: WSB-FM, WEIM

DOBIE GRAY "One Can Fake It" (Arista) 11/5

Rotations: Heavy 0/0, Medium 1/0, Light 9/4, Extra Adds 1, Total Adds 5, WLTA, WSLI, WDEF, WGSV, KTWO. Medium: WAYV.

FRIDA "I Know There's Something Going On" (Atlantic) 11/0

Rotations: Heavy 4/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: Y106, KLTE, KYKY, WKBR. Medium: WHEN, KFIM, WTNY, KRKK.

LEE GREENWOOD "I.O.U." (MCA) 10/5

Rotations: Heavy 0/0, Medium 2/2, Light 7/2, Extra Adds 1, Total Adds 5, WHHY, WHBC, KFOR, KQDI, KALE.

DREAMGIRLS "When I First Saw You" (Geffen) 10/2

ons: Heavy O/O, Medium 3/1, Light 7/1, Extra Adds O, Total Adds 2, KSL, KVOX. Medium: WDEF, KFOR.

Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Extra Adds 0, Total Adds 1, KCRG. Heavy: WFMK. Medium: WFBR, WAYV, WCKQ.

OXO "Whirly Girl" (Geffen) 10/1

DeBARGE "I Like It" (Gordy/Motown) 10/0 Rotations: Heavy 4/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: 97AIA, WRIE, WAYV, WCKQ. Medium: WASH, B100, WWYZ, Y97.

HENRY MANCINI & HIS ORCHESTRA "The 'Thorn Birds' Theme" (WB) 9/1
Rotations: Heavy 1/0, Medium 3/1, Light 5/0, Extra Adds 0, Total Adds 1, KOY. Heavy: WDEF. Medium: KSL, KFOR.

BILL MEDLEY "For You" (Planet/RCA) 9/0

Rotations: Heavy O/O, Medium 1/O, Light 8/O, Extra Adds O, Total Adds O. Medium: WLTA. AMY KANTER "Hurt By Love" (Atlantic) B/1
Rotations: Heavy 0/0, Medium 3/1, Light 5/0, Extra Adds 0, Total Adds 1, WDEF. Medium: KVOX, WKNE.

MICHAEL JACKSON "Beat It" (Epic) B/0

ns: Heavy 1/0, Medium 2/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: Y106, Medium: KFIM, WKBR.

JOURNEY "Separate Ways (Worlds Apart)" (Columbia) B/O Rotations: Heavy 2/O, Medium 5/O, Light 1/O, Extra Adds 0, Total Adds 0. Heavy: Y106, KYKY. Medium: WAXY, WHEN, KLTE,

BILLY JOEL "Goodnight Saigon" (Columbia) 7/3
Rotations: Heavy 0/0, Medium 2/0, Light 5/3, Extra Adds 0, Total Adds 3, WTRX, WWNR, KRSB. Medium: WCKQ, KVOX.

AFTER THE FIRE "Der Kommissar" (Epic) 7/1

otations: Heavy 1/0, Medium 0/0, Light 6/1, Extra Adds 0, Total Adds 1, KLTE. Heavy: Y106.

NAKED EYES "Always Something There To Remind Me" (EMI America) 6/2 tations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, KUDO, WSKY, Medium; WYNY, KGW,

ABC "Poison Arrow" (Mercury/PolyGram) 6/1
Rotations: Heavy 1/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, Y106. Heavy: WAYV. Medium: KUDO.

PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 5/1

FOUR TOPS "I Believe In You And Me" (Casablanca/PolyGram) 5/1

ns: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WASH. Heavy: KUDO. Medium: WFBR.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C

Rotations: Heavy 2/0, Medium 2/0, Light 1/1, Extra Adds 0, Total Adds 1, WCTC. Heavy: WPIX, WAYV. Medium: WYNY, KRNT.

reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. indicates one of this week's most added new releases.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest Indicate the total number of A/C reporters adding the song this week or noting that the song is among their five

A/C Adds & Hots . . . See Page 67

This chart compiles data from reporting stations with a majority

of listeners aged 12-24.



Continued From the Back Page

TWO Last		April 8, 1983	170 REPORTERS			Medium Rotation Ro	Adds tation f	
2 1	0	<b>DEF LEPPARD</b> /Pyromania (Mercury/PolyGram)	"Photograph" (147) "Rock" (60) "(Drop)" (60)	158	+ 151 -	· 7=	0=	- (
	_	JOURNEY/Frontiers (Columbia)	"Separate" (94) "Fall" (88) "Send" (67)			- 31+	0=	- 1
		U2/War (Island/Atco)	"Day" (149) "Sunday" (70) "Surrender" (10)	154	+ 112-	+ 41+	1 =	= }
		PINK FLOYD/The Final Cut (Columbia)	"Possible" (107) "Cut" (91) "John" (54)	157	+ 91 -	66-	0-	- 8
3 5		STYX/Kilroy Was Here (A&M)	"War" (76) "Double" (56) "Heavy" (49)	151	+ 99-	52+	0=	=
5 4		BRYAN ADAMS/Cuts Like A Knife (A&M)	"Cuts" (122) "Take" (58) "Ready" (23)	150	+ 99=	= 50+	1+	
		TUBES/Outside Inside (Capitol)	"Beauty" (156) "Monkey" (12)			89 -	2-	
	_	ZZ TOP/Eliminator (WB)	"Lovin" (135) "Pressure" (78) "Sharp" (15)			61 -	6-	- 1
9 8		PLANET P/Planet P (Geffen)	"Why Me?" (147) "Static" (27) "Tools" (14)			74-	3+	
		INXS/Shabooh Shoobah (Atco)	"The One Thing" (146)			91-	1 -	
		GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum)	"Jeopardy" (92) "Fascination" (31) "Tear" (14	) 118	- 77-	- 40+	1+	
		THOMAS DOLBY/The Golden Age Of Wireless (Capitol)	"Blinded" (93) "Submarines" (66)			= 29=	0-	
		TRIUMPH/Never Surrender (RCA)	"World" (86) "Surrender" (47) "Lights" (17)	107	- 50-	- 56 -	1+	
		MODERN ENGLISH/After The Snow (Sire/WB)	"I Melt W/You" (116)		n 1-17-1	73-	1=	
		CALL/Modern Romans (Mercury/PolyGram)	"The Walls Came Down" (114)	114-	+ 26-	86-	2-	
		AFTER THE FIRE/After The Fire (Epic)	"Der Kommissar" (96)			- 29+	0-	
	-		"Don't Pay The Ferryman" (110)			72+	2-	
	-		"Fools Game" (101) "Same" (10)	111-	477		1+	
		JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram)	"Life Takes A Life" (108)	113-			0-	
			"Human Race" (76) "Power" (22) "Turn" (17)			- 55 -	0=	
		RED RIDER/Neruda (Capitol)	"Rio" (76) "Hungry" (24)			- 34 –	0-	
			"White Wedding" (92)	92 -		- 38 -	4-	
			"Reap The Wild Wind" (98)	99.			2=	
			"So Wrong" (82) "Streets" (24) "Knocking" (1				23+	
			"Fall Of The Peacemakers" (85)			= 75 –	1-	
28 26	25			94 -			3-	
		MARTIN BRILEY/One Night With A Stranger (Mercury/PG)	"I Won't Be Home Tonite" (67)			- 37-	0=	
		TONY CAREY/Tony Carey (Rocshire)	"Screaming" (84)	87 -		- <i>31</i> -	4-	
	_	11101100/110001101101	"Even" (57) "Roll" (30)			- 31 -	0=	
		DOD OEGEN, The Distance (Gapito),	"Red Skies" (70) "Stand" (11)			- <i>50</i> –	0=	
						- <i>66</i> +	2-	
		C. 11(1 111 - 111	"Loser" (46) "End" (25) "Always" (17) "Never" (27) "Heroes" (17) "Don't" (15)			= 22-	0=	
		Or would be the contract of th		54 -		19-	2+	
		OUTHER EDITOR COLLINS CHILDREN STORY	"Line" (41) "Goodbye" (24)			- 19 <del>-</del> - 59 -	0-	
			"Bargain" (42) "Eyes" (26) "Reign" (16)				-	
		DOIDTH DEIDTH COUNTY	"Girls On Film" (61)	61 -		29+	7+	
		TOTAL PETET TIME OF STATE OF THE STATE OF TH	"Change" (47)			31 -	0=	
		THE TENEDON TO THE TE	"Sing" (42) "Tell" (15)	52 -		- 24 =	2+	
30 30			"Sex" (28) "Masquerade" (25) "Metro" (16)	57-		40 -	2=	
26 31		2,110 02 11 1011,1110110, 01 0180111100 (11-2)	"Heart" (32) "Down" (25) "Shape" (16)			35 –	0=	
DEBUT	40	DIVINYLS/Desperate (Chrysalis)	"Boys In Town" (52)	55 -	- 91	44 –	2-	

# BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

#### **PATRICK SIMMONS** Arcade (Elektra)

"Wrong" "Streets" "Knocking." 63% of our reporters on it. Total reports: 107. Hot 19, Medium 65, Extra Adds 23, Total Adds 56. Debuted at #24 on the AOR chart.

#### **MARTIN BRILEY**

#### One Night With A Stranger (Mercury/PolyGram)

"Salt." 55% of our reporters on it. Total reports: 94. Hot 9, Medium 82, Extra Adds 3, Total Adds 16. Moved 36-26 on the AOR chart.

#### **BILLY IDOL** Billy Idol (Chrysalis)

"Wedding." 54% of our reporters on it. Total reports: 92. Hot 50, Medium 38, Extra Adds 4, Total Adds 11. Moved 27-22 on the AOR chart.

#### KROKUS

## Headhunter (Arista)

"Screaming." 51% of our reporters on it. Total reports: 87. Hot 7, Medium 76, Extra Adds 4, Total Adds 18. Moved 37-28 on the AOR chart.

This data reflects reporting stations with a majority of listeners aged 12-24.

STRANGE ADVANCE/Worlds Away (Capitol) "Worlds Away"

Total Reports: 54(51)/Total Adds: 11(14); Hots: 8(5)/Hot Adds: 1(3); Mediums: 40(39)/Medium Adds: 5(4)/Extra Adds: 5(7).

ROBERT HAZARD/Robert Hazard (RCA) "Escalator Of Life"

Total Reports: 54(63)/Total Adds: 3(1); Hots: 10(11)/Hot Adds: 0(0); Mediums: 41(51)/Medium Adds: 0(0)/Extra Adds: 3(1).

DEXYS MIDNIGHT RUNNERS/Too Rye-Ay (Mercury/PolyGram) "Come On Elleen"
Total Reports: 51(70)/Total Adds: 0(0); Hots: 25(39)/Hot Adds: 0(0); Mediums:

26(31)/Medium Adds: 0(0)/Extra Adds: 0(0).

NAKED EYES/Naked Eyes (EMI America) "Always Something There To Remind Me"
Total Reports: 47(45)/Total Adds: 7(11); Hots: 9(6)/Hot Adds: 1(0); Mediums: 34(31)/Medium Adds: 2(4)/Extra Adds: 4(7).

# MOST ADDED .

All Stations	
Patrick Simmons	(63)
Carlos Santana	(53)
Rick Springfield	(32)
"Affair"	
Red Rockers "China"	(26)

	1
Def Leppard All Stat	tions (154)
Journey	(129)
U2	(120)
Men At Work	(118)
"Overkill"	
Bryan Adams	(105)

#### New & Active Continued

CARLOS SANTANA/Havana Moon (Columbia) "Watch Your Step"

Total Reports: 46(0)/Total Adds: 44(0); Hots: 6(0)/Hot Adds: 5(0); Mediums: 18(0)/Medium Adds: 17(0)/Extra Adds: 22(0).

PRINCE/1999 (W8) "Little Red Corvette" Total Reports: 45(42)/Total Adds: 8(11); Hots: 14(9)/Hot Adds: 0(1); Mediums: 25(27)/Medium Adds: 3(5)/Extra Adds: 5(5).

MICHAEL JACKSON/Thriller (Epic) "Beat It" Total Reports: 45(42)/Total Adds: 6(2); Hots: 33(29)/Hot Adds: 1(0); Mediums: 8(11)/Medium

Adds: 1(1)/Extra Adds: 4(1). NICK LOWE/The Abominable Showman (Columbia) "Raging Eyes"

Total Reports: 43(43)/Total Adds: 1(4); Hots: 5(5)/Hot Adds: 0(0); Mediums: 37(37)/Medium Adds: 0(3)/Extra Adds: 1(1).

THOMPSON TWINS/Side Kicks (Arista) "Lies" Total Reports: 43(48)/Total Adds: O(2); Hots: 11(15)/Hot Adds: O(0); Mediums: 32(32)/Medium Adds: 0(1)/Extra Adds: 0(1).

ALEX CALL/Alex Call (Arista) "Just Another Saturday Night" Total Reports: 42(44)/Total Adds: 6(9); Hots: 3(3)/Hot Adds: 0(0); Mediums: 36(35)/Medium

Adds: 4(3)/Extra Adds: 2(6). FALCO/Einzelhaft (A&M) "Der Kommissar"

Total Reports: 41(34)/Total Adds: 10(10); Hots: 20(16)/Hot Adds: 2(2); Mediums: 18(14)/Medium Adds: 5(5)/Extra Adds: 3(3).
ROXY MUSIC/High Road (WB) "Like A Hurricane

Total Reports: 41(39)/Total Adds: 8(12); Hots: 11(11)/Hot Adds: 0(1); Mediums: 24(20)/Medium Adds: 2(4)/Extra Adds: 6(7).

QUIET RIOT/Metal Health (Pasha/CBS) "Metal Health" Total Reports: 40(35)/Total Adds: 11(12); Hots: 5(5)/Hot Adds: 0(1); Mediums 29(25)/Medium Adds: 5(6)/Extra Adds: 6(5).

ART IN AMERICA/Art In America (Pavillion/CBS) "Art In America"

Total Reports: 39(43)/Total Adds: 2(2); Hots: 17(17)/Hot Adds: 0(0); Mediums: 20(26)/Medium Adds: 0(2)/Extra Adds: 2(0).

GOLDEN EARRING/Cut (21/PolyGrem) "Twilight Zone"
Total Reports: 39(45)/Total Adds: 0(0); Hots: 21(25)/Hot Adds: 0(0); Mediums: 18(20)/Medium Adds: 0(0)/Extra Adds: 0(0).

More AOR Music Information See Page 84



# MOR/HOTTRAC

	Ser.			This chart compiles data from reporting stations with a ma	jority of	listener	s aged 12	.24.	
Three	Two	Lest			Total	Heavy	Medium	Add	Adda
Weeks	Weeks	1	0	<b>DEF LEPPARD</b> /Photograph (Mercury/PolyGram)	147-	140-	7=	<b>0</b> =	0-
		7		MEN AT WORK/Overkill (Columbia)	156+	108+	44 =	1 -	16-
_	3	2		U2/New Year's Day (Island/Atco)	149+	108+	41+	0-	4+
4		5		TUBES/She's A Beauty (Capitol)	156+	66+	87-	2 –	8-
37	10		_	PLANET P/Why Me? (Geffen)	147+	72+	72 –	3+	4-
12	5	4		INXS/The One Thing (Atco)	146+	54+	91 -	1 -	4+
8	6	6		ZZ TOP/Gimme All Your Lovin (WB)	135+	71+	<i>58</i> –	6-	12-
39	22	9		BRYAN ADAMS/Cuts Like A Knife (A&M)	122+	74+	47+	1+	2 –
36	14	8		JOURNEY/Separate Ways (Worlds Apart) (Columbia)	94 –	<i>80</i> –	14 -	0 =	0 =
2	2	3		PINK FLOYD/Your Possible Pasts (Columbia)	107+	<i>63</i> +	43+	1 –	5-
	31	16		MODERN ENGLISH/I Melt With You (Sire/WB)	116-	43+	72 -	1 =	2+
14	8	11		GREG KIHN BAND/Jeopardy (Beserkley/Elektra/Asylum)	92-	67-	25+	0=	0-
3	4	10		THOMAS DOLBY/She Blinded Me With Science (Capitol)	93-	70+	<b>23</b> –	0 -	3-
19	17	13		CALL/The Walls Came Down (Mercury/PolyGram)	114+	26+	86 -	2 –	2-
22	21	15		AFTER THE FIRE/Der Kommissar (Epic)	96 -	68 -	28+	0-	1 -
16	13	14		CHRIS DeBURGH/Don't Pay The Ferryman (A&M)	110+	36+	72+	2-	3-
35	28	19		JOURNEY/After The Fall (Columbia)	88+	59+	29=	<b>0</b> =	0 =
13	12	18	17	JON BUTCHER AXIS/Life Takes A Life (Polydor/PolyGram)	108+	14+	94+	0-	3-
30	27	24	0	BILLY IDOL/White Wedding (Chrysalis)	92+	50+	<i>38</i> –	4 -	11-
	42	28		MICHAEL BOLTON/Fools Game (Columbia)	101 -	20+	80-	1+	6=
26	24	20		TRIUMPH/A World Of Fantasy (RCA)	86 -	40 -	45 -	1+	1 =
5	7	12		PINK FLOYD/Final Cut (Columbia)	91 –	48+	43 –	0-	3-
-	39	21		ULTRAVOX/Reap The Wild Wind (Chrysalis)	98 -	26+	70 -	2+	2+
21	20	23		STYX/Cold War (A&M)	76 -	48=	28 –	0 =	0 =
18	18	27		ZZ TOP/Got Me Under Pressure (WB)	78+	49+	29+	0-	2-
-	50	34	_			48-		0-	0-
17	16	26		DURAN DURAN/Rio (Capitol)		30 -		0 =	0-
7	9	17		RED RIDER/Human Race (Capitol)	93+		81+	3-	16-
-	_	38	_	MARTIN BRILEY/Salt In My Tears (Mercury/PolyGram)	75+	23+	51+	1 –	3-
1-	47	36		DAVID BOWIE/Cat People (EMI America)		37+		3-	4-
48	37	33		DAVID BOWIE/Let's Dance (EMI America)		32 -		0 =	0-
6	11	22		TONY CAREY/I Won't Be Home Tonight (Rocshire)		43+		2+	3+
1 -	54	39		U2/Sunday Bloody Sunday (Island/Atco)		11=		0-	3=
40	32	29		MOLLY HATCHET/Fall Of The Peacemakers (Epic)		46+	20 -	0 =	1 =
33	30			THOMAS DOLBY/One Of Our Submarines (Capitol)	84+		72+	3-	16-
1 =	-	42	_	KROKUS/Screaming In The Night (Arista)		20 -		0=	1+
111	15			FIXX/Red Skies (MCA) PINK FLOYD/Not Now John (Columbia)	54+		19-	0-	3-
1 -	_	40		PATRICK SIMMONS/So Wrong (Elektra)	82+	20+	52 -	10+	31+
1.	55			BRYAN ADAMS/Take Me Back (A&M)	58-			0 =	1+
9	23			DEF LEPPARD/Rock! Rock! (Till You Drop) (Mercury/PG)	60+			0 =	0=
34	36			DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)	60+	39+	20+	1+	3+
1 -	56			JOURNEY/Send Her My Love (Columbia)	67+			1+	1 =
-	49			BOB SEGER/Even Now (Capitol)		<i>35</i> –		0 =	0=
20				STYX/Double Life (A&M)	56+	29+	26 -	1+	1+
57	46			DURAN DURAN/Girls On Film (Capitol)	61+	25+	29+	7+	12+
-	_	56		STYX/Heavy Metal Poisoning (A&M)	49+	33+	16+	0 =	1+
50			_	TRIUMPH/Never Surrender (RCA)	47+			<b>0</b> =	0=
25				STYX/Mr. Roboto (A&M)	46-	38 –	8=	<b>0</b> =	0=
10				DEXYS MIDNIGHT RUNNERS/Come On (Mercury/PG)	51 -	25 -	<b>26</b> –	0=	0=
15				TOM PETTY/Change Of Heart (Backstreet/MCA)	47-	25 -	<b>22</b> –	0=	0-
23				DIVINYLS/Boys In Town (Chrysalis)	52 -	9+	41-	<b>2</b> –	5 -
L	60	60		SCANDAL/Love's Got A Line On You (Columbia)	41+	25+	14+	2+	3+
42	40			ROBERT HAZARD/Escalator Of Life (RCA)	52 -	10-	<i>39</i> –	3+	3+
27				GOLDEN EARRING/Twilight Zone (21/PolyGram)	<b>38</b> –	21-	17-	0 =	0 =
-	_	59		MICHAEL JACKSON/Beat It (Epic)	44+	<b>32</b> +	8-	4+	6+
53	48			NIGHT RANGER/Sing Me Away (Boardwalk)	42 -	21-	19+	2+	3+
		JI D		DEF LEPPARD/Too Late For Love (Mercury/PolyGram)	35+	28+	7+	0 =	2+
				GARY MOORE/Don't Take Me For A Loser (Mirage/Atco)	46-	7+	39 –	0-	<b>2</b> –
				PINK FLOYD/The Hero's Return (Columbia)	34 -	24+	10-	0 =	0-
		J		FALCO/Der Kommissar (A&M)	41+	20+	18+	3=	10=
	PLUI		_				_	_	

This chart compiles data from reporting stations with a majority of listances area 25 phrs.

a majority of listeners aged 25-plus.
PETE TOWNSHEND
PATRICK SIMMONS Arcade (Elektra)
"So Wrong" "Why" "Long"  8
12 6 TUBES Outside Inside (Capitol)
"Beauty" "Monkey"
4 7 BOB SEGER The Distance (Capitol)
5 8 THOMAS DOLBY The Golden Age (Capitol)
7 9 PLANET P Planet P (Geffen)
9 10 TOM PETTY Long After Dark (Backstreet)
"Change" "Lucky"
10 11 MODERN ENGLISH After The Snow (Sire/WB)
"I Melt With You"
16 😰 U2
6 13 JOURNEY Frontiers (Columbia)
"Send" "Separate" "Fall"
17 12 RANDY NEWMAN Trouble In Paradise (WB)
"I Love L.A."
ROBERT ELLIS ORRALL Special Pain (RCA)
15 16 ROXY MUSIC High Road (WB)
"Hurricane" "Jealous"
19 17 CHRIS DeBURGH The Getaway (A&M)
'Don't Pay The Ferryman'
18 VAN MORRISON Inarticulate Speech (WB)
'Higher'' "Street"
20 19 NICK LOWE . The Abominable Showman (Columbia)
"Raging" "Wish"
13 20 ULTRAVOX
"Reap The Wild Wind" CHART PARTICIPANTS: WECM/Claremont, WPLR/New Haven, WNEW-FM/
New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBJ/Austin, KUFO/Odessa, KEZY/Anaheim, KSPN/Aspen, K8CO/8oulder, KTCL/Ft. Collins, KNX-FM/Los Angeles, KINK/Portland, KFOG/San Francisco, KZOZ/San Luis Obispo, KTIM/San Rafael, KTMS/Santa Barbara, KZAM/Seattle.

AOR ALBUMS — compiles album airplay data from stations showing ratings strength 12:24, includes four-week trend of chart action, plus cuts listed numerically by airplay, Current singles are BOLDED, Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to ast week's figures. Records showing significant airplay growth are buileted.

AOR/ALBUMS 25+ — Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay, Current singles are BOLDED, Records showing significant airplay

AOR BREAKERS - Those newer charting records that have reached 50% penetration of the week's reporting stations.

HOT TRACKS — compiled from 12-24 stations, showcasing songs in configurations including LPs, EPs, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equivalent (=) airplay activity in each rotation compared to last week's figures, Records showing significant upward momentum are bulleted.

MOST ADDED, HOTTEST - National and regional listings by number of station reports (12-24's and 25+ combined), includes songs in all configurations.

NEW & ACTIVE, SIGNIFICANT ACTION — Albums coming closest to charting on the Airplay /40 (12-24) chart. Rotational information displayed over a two-week period (last week in parentheses), including total reports, reports in each rotation, and adds in each rotation.

PARALLELS — Stations listed by market size and ratings success.

PLAYLISTS — Printed regionally by parallels. An 'a' preceding an artist's name indicates all mentions of that record are new to the playlist. An (A) or (M) after an artist's name shows that other tracks from that record can be found in those rotations. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation. An asterisk (\*) signifies a primary station in its parallei, denoting a station's competitive ratings strength

# SIGNIFICANT ACTION

BLANKET OF SECRECY/Ears Have Walls (WB) "Say You Will" Total Reports: 38(43)/Total Adds: 5(1); Hots: 1(3)/Hot Adds: 0(0); Mediums: 33(40)/Medium Adds: 1(1)/Extra Adds: 4(0).

RIC OCASEK/Beatitude (Geffen) "Something To Grab For"

Total Reports: 38(48)/Total Adds: 1(0); Hots: 18(25)/Hot Adds: 0(0); Mediums: 19(23)/Medium Adds: 0(0)/Extra Adds: 1(0). FRANK ZAPPA/The Man From Utopia (Barking Pumpkin/CBS) "Cocaine Decisions" 37(24)/Total Adds: 11(10); Hots: 0(0)/Hot Adds: 0(0); Mediums: 29(17)/Medium Adds: 4(4)/Extra Adds: 7(6) DUKE-JUPITER/You Make It Look Easy (Coast-Coast/CBS) "This is Japan"

Total Reports: 37(38)/Total Adds: 3(5); Hots: 5(3)/Hot Adds: 0(0); Mediums: 31(33)/Medium Adds: 2(4)/Extra Adds: 1(1).

WALTER EGAN/Wild Exhibitions (Backstreet/MCA) "Fool Moon Fire"

Total Reports: 35(30)/Total Adds: 12(18); Hots: 0(0)/Hot Adds: 0(0); Mediums: 28(22)/Medium Adds: 5(10)/Extra Adds:

SIMPLE MINDS/New Gold Dream (A&M) "Promised You A Miracle"
Total Reports: 35(35)/Total Adds: 3(2); Hots: 7(5)/Hot Adds: 0(0); Mediums: 28(29)/Medium Adds: 3(1)/Extra Adds: 0(1). RAMONES/Subterranean Jungle (Sire/WB) "Little Bit O' Soul"
Total Reports: 34(38)/Total Adds: 1(6); Hots: 3(4)/Hot Adds: 0(1); Mediums: 31(30)/Medium Adds: 1(2)/Extra Adds: 0(3). LE ROUX/So Fired Up (RCA) "Liteline" Total Reports: 32(31)/Total Adds: 3(5); Hots: 3(2)/Hot Adds: 0(0); Mediums: 29(27)/Medium Adds: 3(3)/Extra Adds: 0(2).

ZEBRA/Zebra (Atlantic) "Who's Behind The Door" Total Reports: 31(11)/Total Adds: 18(11); Hots: 4(3)/Hot Adds: 0(3); Mediums: 19(2)/Medium Adds: 10(2)/Extra 'SPARKS/Sparks In Outer Space (Atlantic) "Cool Places"
Total Reports: 25(16)/Total Adds: 7(6); Hots: 2(3)/Hot Adds: 0(1); Mediums: 18(10)/Medium Adds: 2(2)/Extra Adds: 5(3).

BOW WOW WOW/WhenThe Going Gets Tough . . . (RCA) "Do You Wanna Hold Me"

Total Reports: 25(26)/Total Adds: 2(5); Hots: 6(4)/Hot Adds: 0(1); Mediums: 18(20)/Medium Adds: 1(2)/Extra Adds: 1(2)

STOMPERS/The Stompers (Boardwalk) "Rock, Jump and Holler"
Total Reports: 22(9)/Total Adds: 16(9); Hots: 2(0)/Hot Adds: 0(0); Mediums: 10(5)/Med Lotal Reports: 22(9)/Total Adds: 16(9); Hots: 2(0)/Hot Adds: 0(0); Mediums: 10(3)/Medium Adds: 0(1)/Extra Adds: 3(2).

PETROIT AUTOMATIX/Night Rider (MCA) "Just Keep Turnin" Me On"
Total Reports: 22(20)/Total Adds: 4(3); Hots: 1(0)/Hot Adds: 0(0); Mediums: 18(17)/Medium Adds: 1(1)/Extra Adds: 3(2).

FELONY/The Fanatic (Rock & Roll/CBS) "The Fanatic"
Total Reports: 22(21)/Total Adds: 3(3); Hots: 4(6)/Hot Adds: 0(1); Mediums: 18(14)/Medium Adds: 3(1)/Extra Adds: 0(1).

UFO/Making Contact (Chrysalis) "Blinded By A Lie"

Total Reports: 20(0)/Total Adds: 19(0); Hots: 1(0)/Hot Adds: 1(0); Mediums: 10(0)/Medium Adds: 9(0)/Extra Adds: 9(0).

Station Listings See Page 68 1983 Allantic Recording Corp. 

A Worner Communications Co.

# "FIERCE HEART" SAYS: "THAT'S LOVE"

Hearts don't come much fiercer than Jim Capaldi's, and with his most mature single ever, "That's Love," the co-founder of Traffic shares his musical and romantic expertise with millions of listeners. "That's Love," like the rest of his magnificent new "Fierce Heart" album, was co-produced by Stevie Winwood, and the feeling of joyous reunion gives this landmark single a glow from start to finish. Jim Capaldi's "That's Love"—a must-add from his first Atlantic album, "Fierce Heart." Unbeatable.

JIM CAPALDI's new single, THAT'S LOVE from the album "FIERCE HEART"



ON ATLANTIC RECORDS AND CASSETTES.



# ontemporary Hit Radio

Continued from Back Page

# BREAKERS.

#### **RONNIE MILSAP**

Stranger In My House (RCA)

67% of our reporters on it. Moves: Up 72, Debuts 32, Same 31, Down 0, Adds 17 including WNYS, WGCL, WQID, BJ105, WHOT, FM102, KYTN, KGHO. See Parallels, debuts at number 30 on the CHR chart.

#### **THOMAS DOLBY**

She Blinded Me With Science (Capitol)

66% of our reporters on it. Moves: Up 89, Debuts 16, Same 28, Down 3, Adds 15 including Q105, WBBM-FM, KUBE, WSKZ, WQUT, KLUC, WFOX, KKXL-FM. See Parallels, debuts at number 22 on the CHR chart.

#### **IRENE CARA**

Flashdance . . . What A Feeling (Casablanca/PG)

63% of our reporters on it. Moves: Up 15, Debuts 39, Same 50, Down 0, Adds 40 including PRO-FM, Q107, WGCL, WHYT, WLOL-FM, KIIS-FM, KMJK, KYUU. See Parallels, will debut next week on the CHR chart.

#### **DEF LEPPARD**

Photograph (Mercury/PolyGram)

62% of our reporters on it. Moves: Up 83, Debuts 18, Same 31, Down 0, Adds 10 including WFLY, WTRY, KHFI, KBFM, WZPL, WXLK, WAZY-FM, KCBN. See Parallels, debuts at number 28 on the CHR chart.

#### **JARREAU** Mornin' (WB)

62% of our reporters on it. Moves: Up 70, Debuts 22, Same 35, Down 0, Adds 14 including HITS96, KCNR, WHTT, WDCG, KRQ, WTSN, KISR, 99KG. See Parallels, debuts at number 29 on the CHR chart.

# **NEW & ACTIVE**

ROBERT ELLIS ORRALL with CARLENE CARTER "I Couldn't Say No" (RCA) 133/36
Moves: Up 25, Debuts 21, Same 51, Down 0, Adds 36 including WBEN-FM, WKBW, WNYS, 94Q, KIMN, Q103, WTIC-FM,
G100, WNVZ, WEBC, KYNO-FM, KHOP, WIKZ, WCGQ, WAZY-FM.

NAKED EYES "Always Something There To Remind Me" (EMI America) 131/23
Moves: Up 57, Debuts 21, Sems 30, Down 0, Adds 23 including PRO-FM, 94Q, 79Q, KIMN, WYCR, KSET-FM, WKAU, WKFR, WVIC, KIDD, WOMP-FM, WCGQ, WFOX, KKLS, KGHO.

LIONEL RICHIE "My Love" (Motown) 125/60

Moves: Up 15, Debuts 31, Same 19, Down 0, Adds 80 including WBEN-FM, PRO-FM, Q105, WKQX, WHYT, WKTI, WPST, WDCG, B97, WRVQ, KMGK, KLUC, WCIR, KVQL, KRKR.

RICK SPRINGFIELD "Affair Of The Heart" (RCA) 106/106

Moves: Up 0, Debuts 0, Seme 0, Down 0, Adds 106 including 8104, WNYS, WCAU-FM, 94Q, 195, WKTI, WLOL-FM, KEARTH, WSPK, WRCK, WZYP, WTIX, KSKD, WZYQ, KCBN.

ZZ TOP "Gimme All Your Lovin" (WB) 100/22
Moves: Up 24, Debuts 14, Same 40, Down 0, Adds 22 including WNYS, CHUM, Z93, 79Q, WHYT, Q103, WANS-FM, KTSA, Z104, KQMQ, WKHI, WJAD, FM99, KYTN, KGHO.

WALTER EGAN "Fool Moon Fire" (Backstreet/MCA) 94/34

Moves: Up 2, Debuts 13, Same 45, Down 0, Adda 34 including WBEN-FM, WPHD, WLOL-FM, Q103, KNBQ, WFLY, WHFM, WDCG, WNVZ, KMGK, KZ93, K083, OK100, KQIZ-FM, WSPT, KENI.

TUBES "She's A Beauty" (Capitol) 90/45

Moves: Up 7, Debuts 13, Same 25, Down 0, Adda 45 including WXKS-FM, WNYS, KHTR, Q103, KFI, XTRA, WLAN-FM, KITE, WZYP, WHOT, OK100, KYOL, KFMZ, KBIM, KIST.

INXS "The One Thing" (Atco) 90/26 Movee: Up 10, Debuts 20, Seme 34, Down 0, Adds 26 including WHYT, KFI, WYCR, WHFM, KZZB, KSET-FM, G100, KHYT,

WIKZ. KNOE-FM. KKQV. KKXL-FM, KENI, KOZE, KCBN.

SAMMY HAGAR "Never Give Up" (Geffen) 86/6

Moves: Up 31, Debuts 8, Same 40, Down 1, Adds 6, WPST, K107, KFMZ, KKXL-FM, KGHO, KDZA, WCAU-FM 37-34, WBBM-FM 40-34, WLOL-FM 36-33, KMJK 30-27, WKFM 38-32, WSSX 26-18, WJXQ 13-9, KCDQ 32-28, KOZE 20-14,

CULTURE CLUB "Time (Clock Of The Heart)" (Virgin/Epic) 83/80

Moves: Up 2, Debuts 0, Seme 1, Down 0, Adds 80 including 8104, WXKS-FM, WCAU-FM, 94Q, Z93, Y100, WGCL, WLOL-FM, KEARTH, KFI, KIIS-FM, KIQQ, KMJK, XTRA, KYUU, KNBQ.

JOHN ANDERSON "Swingin" (WB) 78/2

Moves: Up 37, Debuts 8, Same 19, Down 12, Adds 2, WBBM-FM, KHFI, 79Q 1-1, I95 9-7, KBEQ 37-33, WROR 17-11, WBBQ 1-1, KXX106 1-1, WNFY 1-1, WNVZ 11-9, KTFM 21-12, KTSA 7-4, WSEZ 6-4, WNAM 16-12, KJRB 13-10.

JOURNEY "Faithfully" (Columbia) 74/66

Moves: Up 1, Debuts 2, Seme 5, Down 0, Adds 66 including WCAU-FM, B94, PRO-FM, Z93, KAFM, WBBM-FM, KBEQ, WKTI, WLOL-FM, KEARTH, KIQQ, XTRA, KYUU, KNBQ, WLAN-FM, KTSA.

NIGHT RANGER "Sing Me Away" (Boardwalk) 71/13

Moves: Up 9, Debuts 9, Same 40, Down 0, Adds 13, KAFM, 79Q, WLAN-FM, WSSX, WNOK-FM, WJDX, WKDD, WKAU, K107, KNOE-FM, KFMZ, WSPT, KFMW, WGCL d-22, WERZ 35-29.

DeBARGE "I Like It" (Gordy/Motown) 69/0

Moves: Up 37, Debuts 2, Same 17, Down 13, Adds 0, 8104 7-6, 894 20-12, PRO-FM 33-29, Y100 17-13, K104 17-9, KC101 16-9, KHFI 26-22, 94TYX 6-5, FM100 30-23, WHHY-FM 10-8, WSFL 12-10, OK100 22-16, WQLT 31-24, KSLY 26-14.

ROBBIE PATTON "Smiling Islands" (Atlantic) 67/19

Moves: Up 25, Debuts 6, Same 15, Down 2, Adds 19 including WKEE, KC101, Q106, WQID, WOKI, WRVQ, WSEZ, WNAM, KBBK, KHOP, WISE, Q104, KILE, KTRS, KSLY.

SAGA "Wind Him Up" (Portrak/CBS) 62/12

Moves: Up 12, Debuts 5, Same 33, Down 0, Adds 12, WBEN-FM, WLS-FM, KFI, K104, WKEE, WDCG, WSEZ, K107, KBBK, KQIZ-FM, WFLB, WBWB, WCAU-FM 39-35, WLOL-FM 40-36, WKDD 30-23.

PSYCHEDELIC FURS "Love My Way" (Columbia) 61/0

Moves: Up 28, Debuts 1, Same 29, Down 5, Adds 0, HITS96 24-21, WHYT 40-37, KIQQ 29-16, WKFM 37-33, KHFI 23-20, WSEZ 27-23, KMGK 36-31, WGUY 30-18, WIGY 28-18, WSGF 35-29, KYTN 29-23, KGHO 34-30, KDZA 40-36, KCBN 19-13.

LOU RAWLS "Wind Beneath My Wings" (Epic) 60/9
Moves: Up 9, Debuts 3, Same 38, Down 1, Adds 9, WXKS-FM, WLAN-FM, WHFM, WCSC, KIIK, WTSN, WKHI, KTRS, KKAZ, WCAU-FM 38-33, KAMZ 24-20, WJDX 25-20, KRGV 23-19, KITY 38-30, WBWB 35-27.

ROBERT HAZARD "Escalator Of Life" (RCA) 59/1

MOVES: UP 17, Debuts 6, Sams 36, Down 0, Adds 1, WSSX, WSPK 27-23, WKFM 21-17, WPST 10-8, WOKI 40-37, WTIX 40-37, WSEZ d-33, KYYX 23-15, WOMP-FM 28-23, WIKZ 28-20, OK100 25-17, KENI 32-29, KCBN 39-35.

WALL OF VOODOO "Mexican Radio" (IRS/A&M) 53/10

Moves: Up 19, Debuts 8, Same 15, Do vn 1, Adds 10, WNYS, HITS96, KZZB, WSEZ, KQMQ, KHYT, KFMZ, KKRC, KDZA, KBIM, WXKS-FM 5-5, WPHD 30-25, B94 25-20, KMJK 32-20, 94TYX 39-29

# SIGNIFICANT

SCANDAL "Love's Got A Line On You" (Columbia) 49/9 ieme 21, Down 0, Adds 9, 79Q, Q105, KIQQ, WRCK, WOKI, WRVQ, WFBG, WYKS, KILE, WCAU-FM 40-38. KMJK 38-32, KYUU 25-21,

# **MOST ADDED** ®

**RICK SPRINGFIELD (106)** Affair Of The Heart (RCA) **CULTURE CLUB (80)** Time (Clock Of The Heart) (Virgin/Epic)
JOURNEY (66) Faithfully (Columbia) LIONEL RICHIE (60) My Love (Motown) TUBES (45) She's A Beauty (Capitol) IRENE CARA (40)

## HOTTEST

MICHAEL JACKSON (119) Beat It (Epic) **GREG KIHN BAND (104)** Jeopardy (Beserkley/Elektra-Asylum) STYX (83) Mr. Roboto (A&M) AFTER THE FIRE (81) Der Kommissar (Epic) **DEXYS MIDNIGHT RUNNERS (70)** Come On Eileen (Mercury/PolyGram)

**JOURNEY (61)** 

Separate Ways (Worlds Apart) (Columbia)

Flashdance... (Casablanca/PolyGram) CHAMPAIGN "Try Again" (Columbia) 46/8

ne 20, Down 0, Adds 8, WCAU-FM, B94, I95, KC101, KX104, B97, WTIX, WCGQ, 94Q 25-19, Z93

PLANET P "Why Me?" (Geffen) 44/14
Moves: Up 3, Debuts 2, Same 25, Down 0, Adds 14, WXKS-FM, 79Q, WYCR, WRCK, WABB-FM, WZZR, WZPL, KB8K, KKFM, KQMQ, KSKD, KQIZ-FM, WCGQ, KYTN, KMJK 34-31.

ULTRAVOX "Reap The Wild Wind" (Chrysalis) 42/7
Moves: Up 13, Debuts 3, Same 19, Down 0, Adds 7, WZYP, KITY, WKDD, KSKD, WFLB, KVOL, WPFM, WLOL-FM 31-27, KMJK 22-18, WZZR 40-35, KYYX 6-4, WHSL 30-26.

U2 "New Year's Day" (Island/Atco) 36/8
Moves: Up 8, Debuts 6, Same 14, Down 0, Adds 8, WXKS-FM, WTRY, WSSX, KQMQ, WOMP-FM, WYKS, KYTN, KBIM, WPHD 21-18, WPST 40-36, WHSL 24-22, KFMZ 16-13.

GERARD McMAHON "Count On Me" (Full Moon/W8) 36/4
Moves: Up 1, Debuts 3, Same 28, Down 0, Adds 4, WCAU-FM, Y100, KIMN, WOKI, WXKS-FM on, KMJK d-40, KNBQ on, WKFM 36-31, KITY d-39, KSLY d-33.

PATTI AUSTIN "Every Home Should Have One" (Qwest/W8) 35/1
Moves: Up 13, Debuts 7, Same 14, Down 0, Adds 1, WAEV, WCAU-FM 24-23, WLOL-FM 27-24, KFI 34-32, KFRC 35-32, WROR 30-25, WJDX 28-23, Y103 25-23.

POINTER SISTERS "H You Wanna Get Back Your Lady" (Planet/RCA) 34/0
Moves: Up 13, Debuts 3, Seme 16, Down 2, Adds 0, WXKS-FM 9-6, WCAU-FM on, Y100 on, WHYT on, KFI on, XTRA 30-26, KFRC 28-26, WTIX 29-27, KQIZ-FM 22-20.

GAP BAND "Outstanding" (Total Experience/PGM) 32/0
Moves: Up 10, Debuts 5, Same 12, Down 5, Adds 0, Y100 on, KEARTH 21-20, KFI 30-28, KIQQ 28-19, KBFM 26-21, KITY 6-5, WQLT 40-35.

MODERN ENGLISH "I Melt With You" (Sire/W8) 31/5
Moves: Up 8, Debuts 1, Same 17, Down 0, Adds 5, WLOL-FM, WGUY, KQIZ-FM, WFL8, WBW8, WXKS-FM 11-10, WCAU-FM d-19, WKRZ-FM 31-25, KSET-FM 18-11, WZZR 29-25.

TOTAL COELO "I Eat Cannibals" (Chrysalis) 30/12

Moves: Up 8, Debuts 2, Same 8, Down 0, Adds 12, WCAU-FM, KFRC, WKFM, WQID, KITE, KZFM, KITY, KTFM, WFBG, WERZ, WJBO. KVOL

ALEX CALL "Just Another Saturday Night" (Arista) 27/13
Moves: Up 1, Debuts 0, Same 13, Down 0, Adds 13, WPHD, K104, WRCK, WOKI, KSKD, WIGY, WERZ, OK100, 95XIL, WJBQ, KVOL, Q101, KBIM.

TONY CAREY "I Won't Be Home Tonight" (Rocshire) 27/4

Moves: Up 11, Debuts 2, Same 10, Down 0, Adds 4, WPHD, WSFL, WZPL, WFBG, WNBC 26-24, KNBQ 37-35, WPST 26-23, WSSX 10-5, KSET-FM 27-22, WOMP-FM 14-11.

CHRIS DeBURGH "Don't Pay The Ferryman" (A&M) 25/14

Moves: Up 2, Debuts 2, Same 7, Down 0, Adds 14, WPHD, WKRZ-FM, KSET-FM, G100, WABB-FM, KBBK, WFBG, WIGY, KISR, WHSL, WBWB, 99KG, KCDQ, KBIM.

SPARKS & JANE WIEDLIN "Cool Places" (Atlantic) 25/12
Moves: Up 1, Debuts 0, Same 12, Down 0, Adds 12, WPHD, 79Q, WKFM, KSET-FM, KITY, KSKD, WGUY, WERZ, WJBQ, WFL8, KISR, KILE

DARYL HALL & JOHN OATES "Family Man" (RCA) 24/1
Moves: Up 9, Debuts 2, Same 10, Down 2, Adds 1, KKRC, Q105 19-16, WKTI d-25, KIQQ d-33, K104 29-25, WSSX 22-17, WNVZ 23-20, WZPL 24-21.

EDDY GRANT "Electric Avenue" (Portrait/CBS) 21/7
Moves: Up 6, Debuts 1, Same 7, Down 0, Adds 7, WLOL-FM, WFLY, K104, KSKD, WGUY, OK100, WJ8Q, KMJK 7-1, WNVZ 39-26, KCBN 37-31.

FELONY "The Fanatic" (Rock & Roll/CBS) 21/0
Moves: Up 6, Debuts 2, Same 13, Down 0, Adds 0, PRO-FM d-33, KIQQ 15-14, WROR 29-24, KSET-FM 18-16, WOKI 29-27, KSLY 30-28.

LINDA RONSTADT "Easy For You To Say" (Asylum) 20/8
Moves: Up 3, Debuts 4, Same 5, Down 0, Adds 8, WKQX, KIIK, WKDQ, Q101, WBWB, KYTN, WRKR, KIST, WSPK d-28, Y103 17-13, Q104 31-29, WAEV d-29.

SYSTEM "You Are In My System" (Mirage/Atco) 18/2
Moves: Up 9, Debuts 1, Same 6, Down 0, Adds 2, CKGM, KRGV, WBEN-FM 12-11, WNYS 11-10, KFRC 26-20, KITE 17-3,

NEIL DIAMOND "Front Page Story" (Columbia) 16/16
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16, KFI, KIQQ, KYUU, WFMF, WCSC, KRGV, KITY, WSEZ, WIGY, WTSN, WERZ, 13FEA, WJBQ, WFLB, KENI, KCDQ.

JIM CAPALDI "That's Love" (Atlantic) 16/9

Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 9, WSPK, WCSC, WOKI, KKXX, WACZ, WAEV, WHSL, WBWB, KIST. PETER ALLEN "You Haven't Heard The Last Of Me" (Arista) 16/6 ves: Up 2, Debuts 0, Same 8, Down 0, Adds 6, KTFM, KIIK, 13FEA, WQLT, KENI, KCDQ, KIQQ on, WJDX 29-22, Y103 23-20.

PETER GODWIN "Images Of Heaven" (Polydor/PolyGram) 16/0
Moves: Up 5, Debuts 2, Same 9, Down 0, Adds 0, WXKS-FM 20-19, WOKI 32-29, WGUY 23-17, WTSN d-30, WERZ 26-25,

SERGIO MENDES "Never Gonna Let You Go" (A&M) 15/8
Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 8, PRO-FM, Y100, KEARTH, WROR, Q106, FM100, WSFL, K093, 8104 on,

KIQQ on

EDDIE RABBITT "You Can't Run From Love" (WB) 15/6
Moves: Up 2, Debuts 1, Same 6, Down 0, Adds 6, WRQK, KIIK, 13FEA, WQLT, D93, KSLY, Y103 24-19, KJRB 30-23,

TEMPTATIONS "Love On My Mind Tonight" (Gordy/Motown) 15/1
Moves: Up 3, Debuts 0, Same 11, Down 0, Adds 1, Q101, WCAU-FM on, KFI on, KIQQ on, KFRC on, KITE 19-5, KITY 24-17.
KC & THE SUNSHINE BAND (with TERI DeSARIO) "Don't Run (Come Back To Me)" (Epic) 14/0 Moves: Up 9, Debuts 1, Same 4, Down 0, Adds 0, Y100 on, K104 23-21, WJDX 23-19, Y103 18-15, KIIK 14-9, KOFM 10-4, KJRB 16-15, OK100 29-23, 95XIL 34-25.

GARY PORTNOY "Theme From Cheers (Where Everybody Knows Your Name)" (Applause) 13/1
Moves: Up 5, Debuts 1, Same 6, Down 0, Adds 1, WKHI, K8EQ on, KIDD 19-14, KJRB 14-13, 95XIL 23-16, WRKR 39-32,

BERLIN "Sex (I'm A...)" (Geffen) 13/1

Moves: Up 5, Debuts 0, Seme 7, Down 0, Adds 1, WDOQ, CHUM 25-20, I95 17-16, Y100 22-16, KZFM 17-14, KHYT 10-4.

CALL "The Walls Came Down" (Mercury/PolyGram) 12/8

Moves: Up 2, Debuts 0, Seme 2, Down 0, Adds 8, WKRZ-FM, WCSC, KSET-FM, WOKI, WJXQ, WACZ, WSQV, KOZE, KYYX 30-24, KFMZ 22-15.

WHISPERS "Tonight" (Solar/Elektra) 12/5
Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 5, WNYS, WCAU-FM, Y100, WTIX, WGUY, WXKS-FM 26-25, KFRC d-34,

BELLE STARS "Sign Of The Times" (WB) 11/11
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, KIQQ, KMJK, WKFM, WKRZ-FM, KBBK, KQMQ, KHOP, WERZ, Q101, KCDQ, KOZE. DeBARGE "All This Love" (Gordy/Motown) 11/10 oves: Up 0, Debuts 0, Same 0, Down 1, Adds 10, WCAU-FM, KFI, KIQQ, KFRC, KITE, KRGV, KTFM, WFLB, Q101, WSGF

BOW WOW WOW "Do You Wanna Hold Me?" (RCA) 11/3 Moves: Up 2, Debuts 1, Same 5, Down 0, Adds 3, WPHD, KIQQ, KZFM, KEGL on, KMJK 40-36, KYYX 38-27.

SHERIFF "When I'm With You" (Capitol) 11/1

es: Up 7, Debuts 0, Same 1, Down 2, Adds 1, WHYT, WLOL-FM 18-15, KMGK 32-28, WZZR 18-7, Q104 2-1, WFOX 14-10. ANGELA 80FILL "Too Tough" (Arista) 11/0

n 0. Adds 0, KFRC 17-15, WROR 24-21, WSFL 38-32, KITY 27-20, KQMQ d-40, WSGF 9-7.

GOLDEN EARRING "The Devil Made Me Do It" (21/PolyGram) 10/10
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, K104, WRCK, WZPL, WJXQ, KSKD, WFBG, WZYQ, OK100, WISE, KVOL.
STEVE MILLER BAND "Living In The U.S.A." (Capitol) 10/4 , Adds 4, WIGY, WERZ, WJBQ, Q10

JULIO IGLESIAS "Amor" (Columbia) 10/3 Up 3, Debuts 0, Same 4, Down 0, Adds 3, WROR, WGUY, WJBQ, WXKS-FM 30-29, Y100 on, KIQQ 18-15, KJRB 27-24.

More CHR Music Information See Page 72

# COLUMBIA RECORDS



# Thank You to the over 300 stations that have signed up so far:

					1	The state of the s			
WNBC	WSNE	WAVA	WSSX	WRQK	WSHE W				
WAPP	WORC	WHFS	WANS	WZXY	KFMZ	WKEE	KBFM	KBOI	KCBN
WNEW-FM	KC101	DC101	WISE	KMJX	KRAV	WAZY	KZFM	KAWY	KMEL
WPLJ	WFLY	wwwv	WFLB	WIMZ	KKCI	WEBN	KZZB	KIIQ	KFOG
WBAB	WTRY	WXCS	WDCG	WKDF	KYYS	WSKS	KILE	KRTH	KQAK
WLIR	WCFR	WMYK	WNOK	WOWE	KSHE	WBWB	KITE	KIIS-FM	KROR
WRCN	WCCC	WNOR	WSFL	WRVR	KWK	WXKE	KRGV	B100	KFMF
WDHA	WPYX	WWTR	WHSL	KLAZ-FM	KLZR	WLRS	KLBJ	XTRA	KOZZ
WCTC	WQBK	WRXL	WROQ	WLS	KATT	WOAY	KZOM	KKXX	KROY
WPST	WCMF	WSLQ	WXQR	WSPT	KMOD	WKLC	KNCN	KQMQ	KZAP
WKRZ	<b>WMJQ</b>	<b>Z93</b>	WQDR	WNAM	KICT	WLVQ	KFMX	KROQ	KOME
WYCR	WAQX	94Q	WKZL	WKAU	WYER	WRQQ	KUFO	KEZY	KSJO
WIKZ	WAAL	WBBQ	195	WDEK	KHTR	WRIA	KEŞI	KDUK	KVRE
WSQV	WRKI	WSGF	Y100	WMAD	KLDN	WMIK	KISS	91X	KITS
WMMR	WSCY	WZAT	Q105	Y95	KSKU	WKHG	WTIX	KGB-FM	KO93
WYSP	WPLR	WFOX	CK101	WIFC	MA1C	WWXL	B97	KTMS	KJRB
WZZO	WPDH	WCGQ	WDOQ	KKLS	WGCL	WAMX	WTYX	KZZP	KNBQ
WTPA	WOUR	WKLS	FM99	KKRC-FM	HITS96	WVSR	WQID	KOPA	KYYA
WEZX	WHAI	WYMX	<b>WYKS</b>	KRNA	B94	WSPO	KNOE	KRQ	KYYX
WIFI	WRSI	WAPI	WCKO	KFMW	WFBG	WRTB	WAIL	KLUC	KGHO
WILK	WKYT	Y102	WRUF	KBLE	WOMP	KEGL	WHMD-FM	KBIM	KISW
WUSL	WPOE	WJAD	WDIZ	KQDS	WPHD	79Q	KSMB	KDKB	KGON
WMGM	WYLR	WKXX	WOWD	KQWB-FM	WMMS	KTXQ	KTDY	KUPD	KINK
WFEA	WSAN	WABB	WQXM	KKRQ	WGRQ	KZEW	KIMN	KFMG	KZOK
WGUY	WRQX	WZYP	WYNF	KFMQ	WZIR	KLOL	KRSP	KWXL	KZEL
WIGY	WBSB	WQEN	WIZD	KELO	WDVE	KSRR	KCPX-FM	KLAQ	KZOQ
WERZ	WRVQ	WPFM	WSRZ	KOGA	WYDD	KAFM	K96	KOMP	KEZE
WKZE	K92	WAGQ	Y106	WMFG	WGLU	KSEL	KTRS	KLPX	KMJK
WBCN	WZYQ	WJHO	WFYV	KBKB	WNYS	KOIZ	KAZY	KWFM	KOZE
WCOZ	WKHI	WCKX	FM100	KQDY	WJET	KKQV	KBPI	KUKQ	KFLY
WBLM	WPGC	WPPI	KX104	KWEB	WD10	KYST	KSPN	KZOR	KWHL
WBRU	WKYS	WLAY	WOKI	KTTT	WKDD	KTFM	KBCO	KPGE	KRKN
WAAF	WYRE	WKMX	WSKZ	KAMZ	K104	KTSA	KILO	KNYN	KCDQ
WKBR	WNVZ	WBCY	KKYK	KEYN	Q102	KITY	KFMU	KFRC	KSKD
WWNH	WIYY	WSEZ	KISŘ	KDVV	WCIR	KHFI	KMTN	KIDD	KMOK



# NATIONAL AIRPLAY

**April 8, 1983** 



# Contemporary Hit Radio

١		Two	Lest d. Wheen		
I	10	6	2	0	GREG KIHN BAND/Jeopardy (Beserkley/E-A)
١	3	1	1	2	JOURNEY/Separate Ways (Worlds Apart) (Columbia)
I	6	5	4	3	DEXYS MIDNIGHT RUNNERS/Come On Eileen (Mercury/PG)
ı	14	8	5	4	MICHAEL JACKSON/Beat It (Epic)
ı	5	4	3	5	STYX/Mr. Roboto (A&M)
ı	16	11	7	6	AFTER THE FIRE/Der Kommissar (Epic)
ı	1	2	6	7	MICHAEL JACKSON/Billie Jean (Epic)
ı	2	3	8	8	DARYL HALL & JOHN OATES/One On One (RCA)
Į	28	22	12	9	BOB SEGER/Even Now (Capitol)
١	29	25	13	10	TOTO/I Won't Hold You Back (Columbia)
ı	13	9	9	11	FRIDA/I Know There's Something Going On (Atlantic)
l	26	24	15	12	PRINCE/Little Red Corvette (WB)
ı	30	26	16	13	KENNY LOGGINS/Welcome To Heartlight (Columbia)
ı	22	19	14	14	OXO/Whirly Girl (Geffen)
ı	-	28	22	15	DAVID BOWIE/Let's Dance (EMI America)
I	4	7	10	16	LIONEL RICHIE/You Are (Motown)
ı	24	20	17	17	DIONNE WARWICK/Take The Short Way Home (Arista)
l	23	21	21	18	STEPHEN BISHOP/It Might Be You (WB)
	-	27	24	19	BARRY MANILOW/Some Kind Of Friend (Arista)
I	-	29	25	20	BRYAN ADAMS/Straight From The Heart (A&M)
١	9	10	11	21	PRETENDERS/Back On The Chain Gang (Sire/WB)
	BR	EΑ	KER	0	THOMAS DOLBY/She Blinded Me With Science (Capitol)
١	-	_	30	23	MEN AT WORK/Overkill (Columbia)
ı	-	_	28	24	LAURA BRANIGAN/Solitaire (Atlantic)
ı	-	30	26	25	PATRICK SIMMONS/So Wrong (Elektra)
ı		-	27	26	MAC McANALLY/Minimum Love (Geffen)
ı	-	-	29	27	DURAN DURAN/Rio (Capitol)
I	BR	EΑ	KE		DEF LEPPARD/Fhotograph (Mercury/PolyGram) .
١	88	EA	KER	9	JARREAU/Mornin' (WB)
ı	BR	EΑ	KER	Q)	RONNIE MILSAP/Stranger In My House (RCA)

N&A Begins on Page 86

# Adult/Contemporary

 STEPHEN BISHOP/It Might Be You... (WB) TOTO/I Won't Hold You Back (Columbia) DAN FOGELBERG/Make Love Stay (Full Moon/Epic) DARYL HALL & JOHN OATES/One On One (RCA) DIONNE WARWICK/Take The Short Way Home (Arista) BARRY MANILOW/Some Kind Of Friend (Arista) ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB) JARREAU/Mornin' (WB) LIONEL RICHIE/You Are (Motown) MAC McANALLY/Minimum Love (Geffen) K. ROGERS & S. EASTON/We've Got Tonight (Liberty) **CHRISTOPHER CROSS/All Right (WB)** MICHAEL JACKSON/Billie Jean (Epic) EDDIE RABBITT/You Can't Run From Love (WB) LOU RAWLS/Wind Beneath My Wings (Epic) JEFFREY OSBORNE/Eenie Meenie (A&M) KENNY LOGGINS/Welcome To Heartlight (Columbia) LINDA RONSTADT/Easy For You To Say (Asylum) ALAN PARSONS PROJECT/Old & Wise (Arista) 20 KC & THE SUNSHINE BAND.../Don't Run... (Epic) JOE JACKSON/Breaking Us In Two (A&M) 22 B.J. THOMAS/Whatever Happened To... (Cleve. Int./Columbia) 28 RONNIE MILSAP/Stranger In My House (RCA) BREAKER OF LIONEL RICHIE/My Love (Motown) 29 PATTI AUSTIN/Every Home Should Have One (Qwest/WB)

PETER ALLEN/You Haven't Heard The Last Of Me (Arista)

BREAKER @ MEN AT WORK/Overkill (Columbia)

18 16 18 29 DIANA ROSS/So Close (RCA)

19 19 22 28 MELISSA MANCHESTER/Nice Girls (Arista)

12 15 25 30 SUPERTRAMP/My Kind Of Lady (A&M)

# MORTHOTTRACKS

	1	1	1	0	<b>DEF LEPPARD</b> /Photograph (Mercury/PolyGram
	_	_	7	2	MEN AT WORK/Overkill (Columbia)
	4	3	2	3	U2/New Year's Day (Island/Atco)
	37	10	5	4	TUBES/She's A Beauty (Capitol)
ŀ	12	5	4	5	PLANET P/Why Me? (Geffen)
ď	8	6	6	6	INXS/The One Thing (Atco)
	39	22	9	0	ZZ TOP/Gimme All Your Lovin (WB)
	36	14	8	8	BRYAN ADAMS/Cuts Like A Knife (A&M)
	2	2	3	9	JOURNEY/Separate Ways (Worlds Apart) (Columbia)
	_	31	16	10	PINK FLOYD/Your Possible Pasts (Columbia)
١	14	8	11	11	MODERN ENGLISH/I Melt With You (Sire/WB)
	3	4	10	12	GREG KIHN BAND/Jeopardy (Beserkley/Elektra/Asylum)
	19	17	13	13	THOMAS DOLBY/She Blinded Me With Science (Capito
١.	22	21	15	14	CALL/The Walls Came Down (Mercury/PolyGram)
	16	13	14	15	AFTER THE FIRE/Der Kommissar (Epic)
	35	28	19	16	CHRIS DeBURGH/Don't Pay The Ferryman (A&M)
	13	12	18	17	JOURNEY/After The Fall (Columbia)
	30	27	24	18	JON BUTCHER AXIS/Life Takes A Life (Polydor/PolyGra
	-	42	.28	19	BILLY IDOL/White Wedding (Chrysalis)
	26	24	20	20	MICHAEL BOLTON/Fools Game (Columbia)
1	5	7			TRIUMPH/A World Of Fantasy (RCA)
		39	21	22	PINK FLOYD/Final Cut (Columbia)
	21	20	23	23	ULTRAVOX/Reap The Wild Wind (Chrysalis)
	18	18	27	24	STYX/Cold War (A&M)
	-	50			ZZ TOP/Got Me Under Pressure (WB)
ľ	17	16	26	26	DURAN DURAN/Rio (Capitol)
	7	9			RED RIDER/Human Race (Capitol)
	_	-			MARTIN BRILEY/Salt In My Tears (Mercury/PolyGram)
	_	47	36		DAVID BOWIE/Cat People (EMI America)
4	48	37	33	30	DAVID BOWIE/Let's Dance (EMI America)
ì					

# MOR/ALBUMS

- DEF LEPPARD/Pyromania (Mercury/PolyGram) 2 JOURNEY/Frontiers (Columbia) U2/War (Island/Atco) PINK FLOYD/The Final Cut (Columbia) STYX/Kilroy Was Here (A&M) BRYAN ADAMS/Cuts Like A Knife (A&M) TUBES/Outside Inside (Capitol) ZZ TOP/Eliminator (WB) PLANET P/Planet P (Geffen) INXS/Shabooh Shoobah (Atco) GREG KIHN BAND/Kihnspiracy (Beserkley/Elektra-Asylum) THOMAS DOLBY/The Golden Age Of Wireless (Capitol) TRIUMPH/Never Surrender (RCA) 14 MODERN ENGLISH/After The Snow (Sire/WB) CALL/Modern Romans (Mercury/PolyGram) 6 AFTER THE FIRE/After The Fire (Epic) TO CHRIS DeBURGH/The Getaway (A&M) MICHAEL BOLTON/Michael Bolton (Columbia) JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PolyGram) RED RIDER/Neruda (Capitol) **DURAN DURAN/Rio (Capitol)** BILLY IDOL/Billy Idol (Chrysalis) 23 ULTRAVOX/Quartet (Chrysalis) PATRICK SIMMONS/Arcade (Elektra) MOLLY HATCHET/No Guts . . . No Glory (Epic) MARTIN BRILEY/One Night With A Stranger IMercuty/PG 27 TONY CAREY/Tony Carey (Rocshire) 28 KROKUS/Headhunter (Arista) 29 BOB SEGER.../The Distance (Capitol)
  - 13 17 22 30 FIXX/Shuttered Room (MCA)

     - 38 31 GARY MOORE/Corridors Of Power (Mirage/Atco)
    29 31 32 32 SAMMY HAGAR/Three Lock Box (Geffen)
    21 32 34 33 SCANDAL/Love's Got A Line On You (Columbia)
    35 29 28 34 PETE TOWNSHEND/Scoop (Atco)

    DEBUT 36 TOM PETTY.../Long After Dark (Backstreet/MCA)
    37 NIGHT RANGER/Dawn Patrol (Boardwalk)
    38 BERLIN/Pleasure Victim (Geffen)
    - DEBUT DIVINYLS/Desperate (Chrysalis)

17 26 31 39 ERIC CLAPTON/Money & Cigarettes (WB)