

I N S I D E:

Group W's Winning Ways

Six of the 11 Group W stations were number one in their markets. Radio President Dick Harris explains his chain's philosophy in an R&R interview conducted by Jeff Green. Page 24

Unemotional Hiring For Radio's Future

"The hiring process, as the radio industry practices it today, doesn't systematically find and develop (superior) executives in adequate numbers."

Gary Kaplan, Managing VP of the executive search firm Korn/Ferry International, pinpoints the radio industry's hiring deficiencies and proposes some improved methods for finding the right people, as R&R's new Management section debuts. Page 32

Format Winner's Circle

KZEL/Eugene, WFMZ/Allentown, WICC/Bridgeport, WOAI/San Antonio, WQFM/Milwaukee, and WWWM/Toledo enter the success story spotlight this week. For details, see the A/C, AOR, Easy Listening, and News/Talk sections. Page 36, 38, 58, 68

The Premeditated Sales Call Advantage

Dwight Case advocates plotting your sales call strategy in advance weekly, for greater efficiency, productivity, and revenues. Page 34

People In The News This Week

- Beau Phillips consults Kaye-Smith
- Gary Bryan PD at KISW
- Bob VanDerheyden VP at CBS
- Bill Stoeffhaas WQUE VP/GM
- Paul Sebastian WCCO-FM's PD
- Jim Pewter PD at KRLA
- Robin Rothman joins Geffen

Page 3

Tuning Up Before The Book

A little pre-book maintenance can prevent a dangerous dropoff in your station's ratings performance, as Joel Denver and several notable programmers attest. Page 52

The Country Race For Washington

WMZQ and WPKX-AM & FM are battling it out to win the votes of Washington DC Country listeners. Lon Helton hears campaign statements from WMZQ PD (ret.) Bob O'Neill and WPKX's Bob Cole. Page 62

The Parallels Expand

This week a fourth page of Parallels information provides complete airplay data for all records in the CHR Significant Action section — once again proving that for complete music information, no one can parallel R&R. Page 99



TYPE ACCEPTANCE NOT SATISFIED

FCC Pulls Harris AM Stereo Off Air For Technical Changes

R&R has learned that the FCC has ordered all Harris AM stereo exciters off the air by September 1 for failure to comply with the type acceptance granted by the Commission last year.

FCC Deputy Chief Scientist Marjorie Reed notified Harris of the action by letter last week (8-17). When contacted this week by R&R, Harris hadn't yet told its stations of the problem, but planned to instruct them by mailgram during the week to take their AM stereo exciters off the air by September 1.

Harris says 76 U.S. and six foreign stations have received its AM stereo transmitting equipment, although it's unclear exactly how many are on the air. Stations listed include such major market outlets as WQXI/Atlanta, KFI/Los Angeles, WSM/Nashville, WLS/Chicago, KYST/Houston, KOMO/Seattle, KOGO/San Diego, and CKLW/Detroit.

Harris Director/Product Marketing Bob Wierather told R&R, "We differ with the FCC about what constitutes audio processing. We have one view-

point and they have another." He said it's likely stations will eventually have to cease certain modes of operation rather than undergo adjustments to their exciters. Any technical changes needed would be very minor, he predicted.

According to Wierather, Harris planned to submit new type acceptance data to the FCC at the end of this week (8-26). Because of the marketplace AM stereo shakeout now underway, Wierather said, "We believe it's imperative that they act quickly" in granting a new type acceptance. But he conceded, "People may have to stay off the air for a time."

The problem was first brought to Harris's attention by Motorola, one of three other active AM stereo competitors. "We were concerned that these questions were important enough to take up with the FCC," said Wierather. A meeting of Harris and FCC officials took place in mid-August, followed a few days later by Reed's letter ordering the system off the air.

A spokesman in the FCC Chief Scientist's office confirmed that Harris brought the problem to the Commission's attention and said the firm is being extremely cooperative. He added HARRIS/See Page 30

BRAIKER, HARVEY KEY APPOINTMENTS

Transtar Sets New Syndication Division

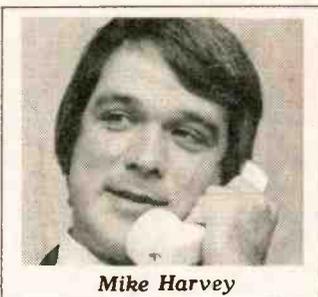
Sunbelt Communications' Transtar Radio Network has announced the formation of a new longform syndication division to be based at the network's headquarters in Colorado Springs.

Newly-appointed Transtar executives who will be directly



Ivan Braiker

Ivan has a tremendous background in radio and particularly the satellite network business. He'll have a wide range of re- TRANSTAR/See Page 30



Mike Harvey

involved with the new division are departing WWSW & WTKN/Pittsburgh President/GM Mike Harvey and former Satellite Music Network President Ivan Braiker. Harvey has been named VP/Special Programming, while Braiker, whose title will be determined shortly, will be responsible for the marketing, sales, advertising, and production.

Commenting on the new appointments, Sunbelt Chairman/President & Transtar CEO C.T. Robinson said, "Ivan and Mike will have a tremendous impact as we continue to build the Transtar Network.

Osborn Becomes Sr. VP At Price

WYNY/New York VP/GM Frank Osborn has been named to the newly-created position of Sr. VP/Radio for Price Communications, beginning September 12. Price owns WOWO/Ft. Wayne and, pending FCC approval, has acquired K101/San Francisco and WIRK-AM & FM/West Palm Beach.

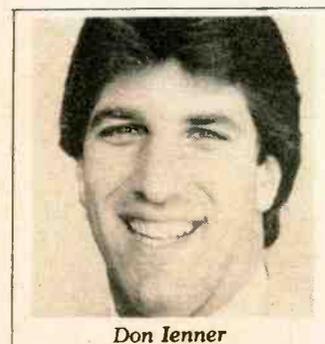
Price President Robert Price stated, "Under Frank Osborn's guidance, WYNY has become the nation's leading A/C station. His operating abilities, management background, and ideas blend perfectly with our needs,

now and in the future. We're delighted to welcome him aboard."

Osborn, who leaves WYNY after two years as VP/GM, previously served four years as VP/Finance & Administration for the NBC Radio Group. Prior to that, he spent four years on RCA's corporate staff. Osborn told R&R, "NBC and RCA have provided me with a series of wonderful opportunities. I will leave with much sadness and thanks. The opportunity to run the Price group of stations was just too interesting. The more I studied it, the more I was impressed with Price's aggressive acquisition of remarkable radio stations in important markets. I'm very excited about it."

No replacement for Osborn was named at WYNY.

Don Jenner New Arista VP/Promotion



Don Jenner

Don Jenner has been named Vice President/Promotion for Arista Records. Jenner takes over the duties held by Senior VP/Promotion Richard Palmese, who is reportedly heading for a top executive position at MCA. Jenner was most recently Executive VP of Millennium Records, which he cofounded with his brother Jimmy Jenner in 1977. Before that he was National Promotion Director for Jimmy Jenner's publishing/production firm CAM USA for five years.

Arista Executive VP Sal Licata stated, "Donny Jenner has shown a tremendous amount of initiative and ingenuity. He has IENNER/See Page 30

Pahigian Named To Program WIP

WGAN/Portland, ME Director/Programming & Operations Cary Pahigian has resigned in order to accept the Program Manager's post at WIP/Philadelphia. Pahigian succeeds departing five-year WIP programmer Al Herskovitz, who will announce his future plans within the next few weeks.

In making the announcement, WIP VP/GM Bill Dallmann said, "We all hate to see Al go. He told me in June he wanted to seek greener fields, but agreed to stay for a while to allow me to find a replacement. He's a real gentleman."

Regarding Pahigian, Dallmann continued, "I'm delighted to get Cary. He's young, vivacious,

has a proven record in Portland. We're delighted to have someone with some new thinking and ideas." Dallmann

McBEAN REMAINS AS PD

WLPX Converts To CHR

After more than six years as an AOR station, WLPX/Milwaukee changed formats to CHR Monday (8-22), under the guidance of WLPX & WISN Director of Programming Rick Harris. Current WLPX PD Jim McBean retains that title and will return to the air as a member of the new airstaff. The format change leaves WQFM as the only AOR outlet in the nation's 25th largest market.

added that no format change is planned.

Before joining WGAN 2 1/2 PAHIGIAN/See Page 30

Harris, detailing the reasons for the format switch, told R&R, "We feel it's time to provide some more desirable demos for our advertisers, both locally and nationally. Right now without a defined direction for AOR, CHR stations are, for the foreseeable future, better equipped to dominate the 18-34 demos. All indications were that we were improving our ratings WLPX/See Page 30

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See
your
picture?
Yeah

RADIO
HAS BEEN, IS, and always WILL BE for
EVERYDAY PEOPLE

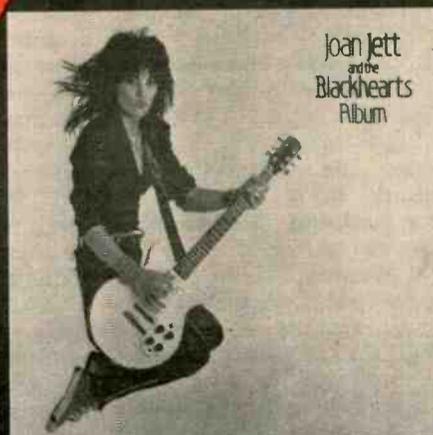
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the **NEW SINGLE**

"EVERYDAY PEOPLE"



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Joan Jett and the Blackhearts
From the **GOLD** album

SEE
Joan Jett and the Blackhearts
Now on their major tour



MCA RECORDS



The R&R Ratings Report Is On The Way

The industry's complete ratings guide to American radio ships with next week's issue, with all the facts you need to know to make your radio decisions.



Table listing various reports and their page numbers, including Washington Report, What's New, Networks/Suppliers, Ratings & Research, Ratings Results, Street Talk, Management, Sales, News/Talk, AOR, On The Records, Calendar, Black Radio, and CHR.

Stoeffhaas Appointed WQUE VP/GM

After three years as GM at WOWD/Tallahassee, Bill Stoeffhaas has resigned to be appointed VP/GM at WQUE/New Orleans.

Broad Street Communications Executive VP/FM Division Mark Schwartz commented, "Bill is a unique individual in the sense that in this day of slingshot management, it's nice to work with a guy who thinks. Bill's an analytical thinker who manages by design: meticulous, cost-conscious, and programming-oriented.

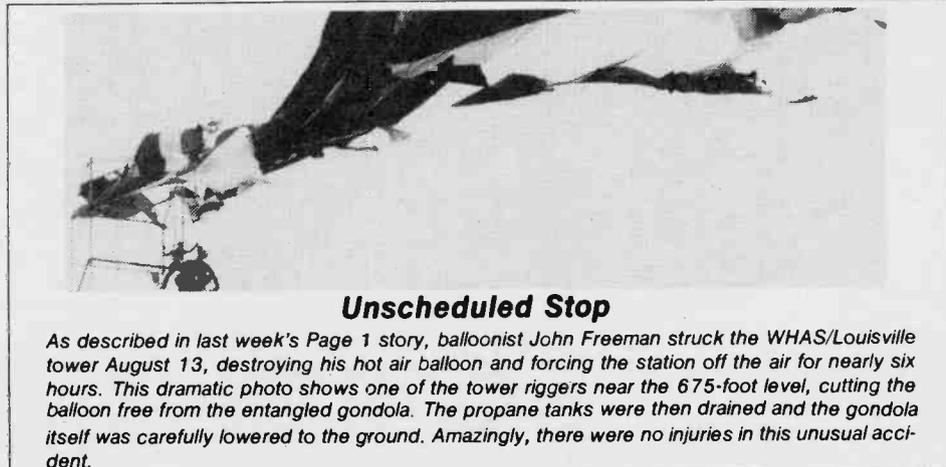
Before WOWD, Stoeffhaas worked in sales at Z93/Atlanta for over eight years, the last six as GSM. He told R&R, "The folks at Broad Street are just fabulous to work with. They're very professional,

WWWE Converts From Country To MOR

After 20 months as a Country station, Gannett's WWWE/Cleveland has shifted

wonderful people. It's a great town, a great facility, and I think we have a terrific future."

At WOWD, GSM Rich Bartlett has been promoted to GM.



Unscheduled Stop

As described in last week's Page 1 story, balloonist John Freeman struck the WHAS/Louisville tower August 13, destroying his hot air balloon and forcing the station off the air for nearly six hours.

BRYAN NEW KISW PD

Phillips Consults Kaye-Smith

Beau Phillips, PD of AOR KISW/Seattle for the last five years, has been named Programming Consultant for owner Kaye-Smith Broadcasting (which also owns KEZE/Spokane).



Beau Phillips Gary Bryan

Pewter New KRLA PD

Jim Pewter has been named Program Director of Gold-formatted KRLA/Los Angeles, replacing Jack Roth, who left the station two weeks ago to pursue radio and TV production work.



Jim Pewter PEWTER/See Page 30

Phillips told R&R, "I'm really excited about developing the stuff that keeps a radio station fun, without having to be tied up with the little tasks that take so much of a PD's time. I live here, and have a solid sense for this area. I don't believe you can

PHILLIPS/See Page 30

Paul Sebastian To Program WCCO-FM

Paul Sebastian has resigned as Operations Manager at KFKF/Kansas City to join WCCO-FM/Minneapolis as PD. WCCO-FM GM Paul Stagg had been serving as acting PD since former programmer John Long departed in February.

Stagg commented, "I'm very pleased to have Paul join my staff. His 15 years in radio broadcasting will make a significant contribution to WCCO-FM."

Sebastian had been OM at KFKF for two years, having previously been PD at WAPE/Jacksonville for four years. Prior to that, he worked afternoons at WAYS/Charlotte after programming WFOM/Marietta, GA and WLOB/Portland, ME. He told

SEBASTIAN/See Page 30

DECADE OF AOR ENDS

KCPX-FM Adopts CHR Hit Rock Format

KCPX-FM/Salt Lake City has announced a switch from its AOR format of 10 1/2 years to CHR under PD Gary Waldron. The new format debuted Friday (8-26) under the new logo "Hit Rock 99."

Waldron commented to R&R, "We've been doing some heavy research recently and it has pointed out that we are no longer going to get the megashares we want with what we've been doing, so we've made the switch to CHR. This is a totally new direction for us, and since KCPX (AM) was king for so many years, we are looking for the familiarity and the mass appeal music to help us repeat history."

"This will be a rock-oriented CHR so as not to blow off our present cume. We will

KCPX-FM/See Page 30

TRANSACTIONS

Cox Sells WLIF For \$5.75 Million

Cox Broadcasting has sold WLIF/Baltimore to Island Broadcasting of Long Island for \$5.75 million. The sale, which awaits FCC approval, was tied in with Cox's purchase of WXFM/Elmwood Park (Chicago) for \$9 million, as reported last week in R&R: Cox already owns seven FMs and was forced to divest itself of WLIF to comply with the FCC ownership maximum.

Commenting on both transactions, Cox Exec. VP/Radio Jim Wesley stated, "WXFM — which broadcasts from atop the Sears Tower — is one of the best facilities in the market. We're pleased to transfer (WLIF) to Alan Beck, who served as General Manager from 1978 until he resigned in 1981 to acquire WALK-AM & FM/Long Island, operated by Island." Wesley added that WXFM would adopt a contemporary music format.

WLIF is a Beautiful Music station with 13.5 kw on 101.9 mHz with an antenna height of 961 ft.

ADDS RADIORADIO DUTIES

VanDerheyden Becomes CBS VP

Bob VanDerheyden has been promoted to the newly-created post of VP/Programming for both the CBS FM Stations and CBS's RadioRadio network. VanDerheyden has served as Director/Program Services for the seven-station FM group since 1981.

Commenting on VanDerheyden's promotion, CBS Radio President Bob Hosking said, "We are truly fortunate to have someone of Bob's stature to fill this exciting new post. He has made significant contributions to the growth and success of our FM Group and, most recently, has Bob VanDerheyden served as Executive Producer of RadioRadio's newly-launched weekly "Top 30 USA" program."



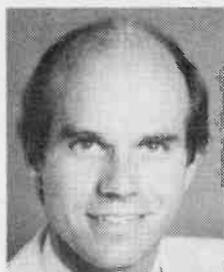
Before joining the CBS FM Group Van-VANDERHEYDEN/See Page 30

R&R Observes Labor Day Holiday

As in years past, R&R will observe the Labor Day holiday by closing our offices Monday, September 5. The Los Angeles, Nashville, and Washington locations will be open for business as usual Tuesday, September 6.

Rothman Oversees Geffen Operations

Robin Rothman has been appointed to an executive position at Geffen Records, overseeing operations for the label. Rothman, who was most recently National Marketing Director for Starstream Communications Group, will manage all aspects of Geffen's day-to-day dealings with Warner Bros. Records, WEA, and CBS Records' International Division.



Robin Rothman ROTHMAN/See Page 30

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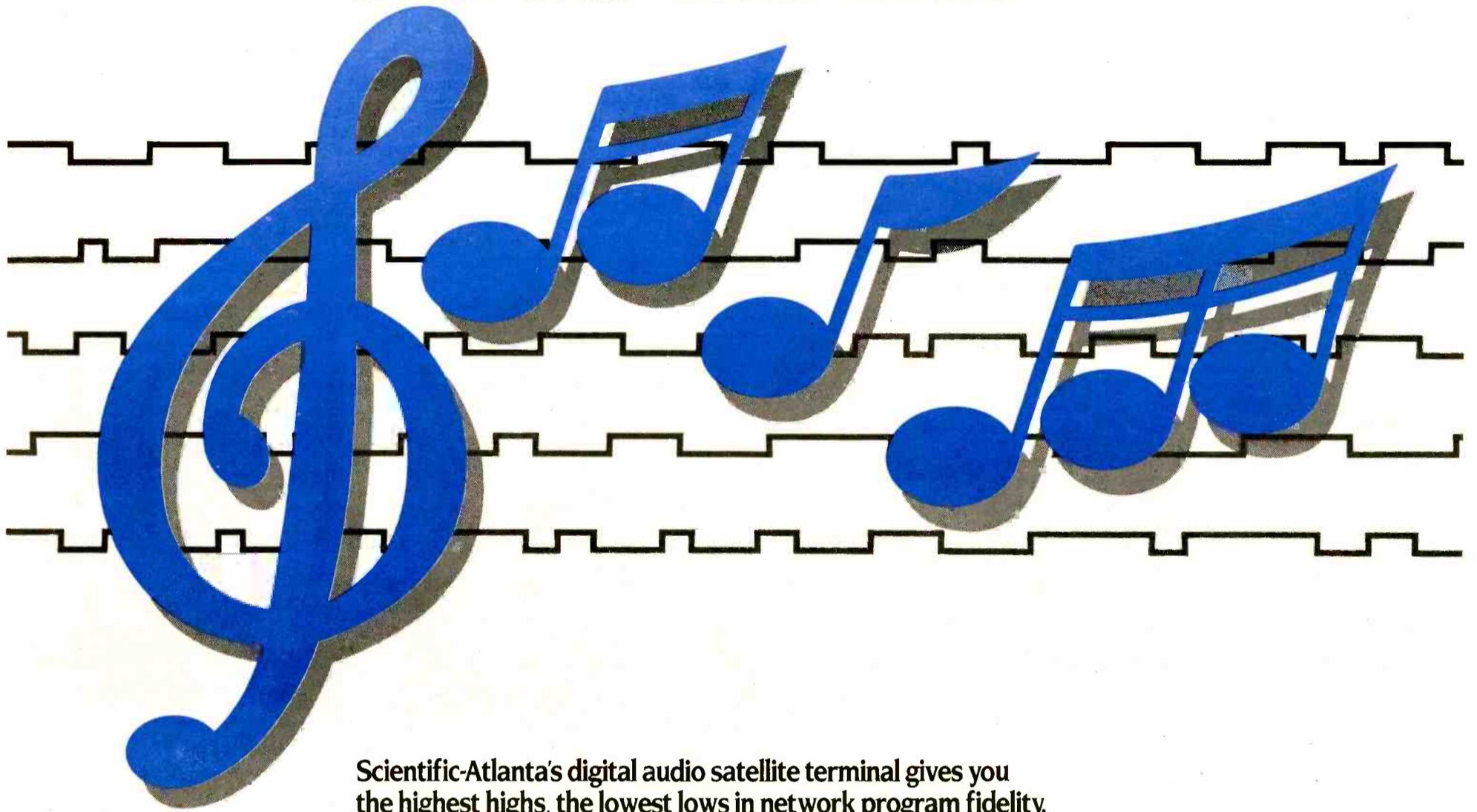
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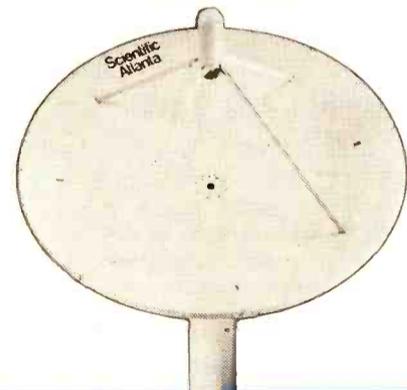
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Washington Report

Court Strikes Down 365-Day Lowest Unit Rate In Texas

A Texas state law ordering radio and television stations to sell time year-round to political candidates at the lowest unit rate has been struck down by the U.S. Court of Appeals. The ruling came on a challenge to the law mounted by KVUE-TV/Austin.

The court said Texas elections should be governed by federal law, which applies the lowest unit rate only 60 days before general elections and 45 days before primaries.

WLAC-FM Tower Shift Challenged

A local protest continues to plague Sudbrink Broadcasting's attempt to change the antenna site of WLAC-FM/Nashville (formerly WJYN). In 1982, more than six months after a construction permit for the change was granted, local residents asked the FCC to investigate a charge that Sudbrink made misrepresentations about the impact of moving its tower and antenna.

A month later, when Sudbrink applied for a license for its new facility, the local group filed suit in a Tennessee court. The FCC claims that court has no jurisdiction. But it says "the allegations against the permittee raise serious new matters which warrant examination." The Commission has given the challengers until September 4 to file their charges in the form of a petition to deny WLAC-FM's application for a license to broadcast from the new site.

NAB Names Committee Leaders

Chairing NAB committees in the coming year will be **Doubleday Broadcasting** President Gary Stevens, Metro Market Radio; **WJOL & WLLI/Joliet, IL** GM William Hansen, Medium Market Radio; **WKOR/Starkville, MS** President/GM Charles Cooper, Small Market Radio; **Jefferson-Pilot Sr. VP/Television** Cullie Tarleton, Cuban Interference; **Suburban Radio Group** Chairman/CEO Robert Hilker, Radio Deregulation; **WOOD/Grand Rapids** Exec. VP/GM Mike Lareau, Radio Allocations; **Mutual** President/CEO Marty Rubenstein, First Amendment; **WACT/Tuscaloosa, AL** President/GM Clyde Price, Bylaws; **Gene Cowen**, ABC VP/Washington; **Congressional Liaison**; **KCCR & KNEY/Pierre, SD** President Dean Sorenson, Membership.

U.S.-Cuba Hold AM Talks In Costa Rica

A delegation of U.S. State Department and FCC officials, plus some American broadcasters, quietly held two days of AM interference talks with Cuban officials earlier this month. The exchange occurred in Costa Rica when representatives from both sides were attending a seminar sponsored by the International Telecommunications Union (ITU).

Although interference and Radio Marti were both on the agenda, the discussions reportedly yielded no progress. The United States and Cuba did, however, agree to furnish each other with more information about their AM inventories, and to consider meeting again. The session was the first face-to-face meeting of Cuban and American officials on broadcast issues since the Rio de Janeiro AM conference in late 1981.

Nutting Wins NRBA Double Runoff

After two ties, the Region One vacancy on NRBA's Board of Directors has finally been won by **WJIB/Boston** Operations Manager Donald Nutting. In the initial mail balloting and the first runoff, Nutting had tied **N. Scott Knight, VP/Knight Quality Stations**. The victor will represent NRBA members in Canada, Vermont, New Hampshire, Maine, Connecticut, and Massachusetts.

Calls Dispute Erupts In Cadillac

In Cadillac, MI, an unusual call letter fight is underway between two stations whose calls sound nothing alike. **McDonald Broadcasting's WEVZ** objects to **Mighty-Mac Broadcasting's** request for the calls **WYTW** for its new station in Cadillac.

MacDonald has pointed out to the FCC that, until June 20, WEVZ was known as **WITW**, which it says is "nearly indistinguishable" from the **WYTW** sign sought by **Mighty-Mac**. MacDonald charges this "phonetic counterfeit" is designed to "seduce" away its listeners and "will ensure the likelihood of confusion to advertisers and the public."

Because **WITW** and **WYTW** are so similar, MacDonald says the FCC should apply the 180-day waiting period that now must pass before calls turned in by one station can be picked up by another station in the same market.

Other Key Developments:

- Former FCC Commissioner **Anne Jones** will head up a telecommunications practice in the Washington office of the law firm **Sutherland, Asbill & Brennan**, effective September 1.

- **NPR's** Board has approved a planning budget of \$21 million for 1984, including \$12 million for programming and \$3.4 million to repay a loan from CPB. Resigning from the board were **TWA** President/CEO **C.E. Meyer** and **Earl Graves**, President of **Earl G. Graves Ltd.**

- **Guy Gannett Broadcasting** has asked the FCC for a tax certificate on its sale of **WGAN-AM & FM/Portland, ME** to **Taylor Communications**. Since it also owns **WGAN-TV** and several Portland newspapers, the firm says the sale furthers the FCC's policy against same-city media monopolies.

- The NAB is forming a task force to study how broadcasters will be affected by the impending break-up of **AT&T**.

- Although staff levels are unchanged, the FCC has reorganized its Field Operations Bureau, creating two new branches within the Enforcement Division. The Violations Branch was formerly a division unto itself, while the Investigations and Inspection Branch used to be two separate branches. Also, the Regional Services Division has been renamed the Public Service Division.

- In what could be the first move of a long-anticipated NAB staff shakeup, **VP/Television** **Jane Cohen** has resigned, effective this week (8-22). Executive VP/GM **John Summers** says that, in line with a recommendation from last year's Futures Committee, the post will be upgraded to Senior VP when a replacement for Cohen is named.

16% RETURN

Radio Responds Reluctantly To Wirth Programming Survey

An initial tally shows that only 190, or 16%, of 1200 radio stations that received programming questionnaires filled them out and returned them to Rep. **Tim Wirth's** (D-CO) Telecommunications Subcommittee. The deadline for returning the voluntary survey was Monday (8-22). Wirth was sending a letter to stragglers this week, repeating his request for cooperation and setting a new deadline of September 6.

Radio's 16% response rate compares to 27% compliance for television stations. However, nearly one-third of the TV surveys arrived at the subcommittee after that industry's August 15 deadline, raising expectations that many more radio questionnaires are also forthcoming.

The **Congressional Research Service (CRS)**, which will be analyzing the survey, had told the subcommittee it averages an 80% response rate in industry surveys, and its highest participation level was 93%.

A subcommittee staffer said many broadcasters sent letters with the questionnaires — or in some cases refused to answer the questions — expressing opposition to the panel's exploration of "quantifying" the public interest by setting program percentages in various categories.

CBS Slap Angers Wirth

Rep. Wirth was especially angered by a letter from the **CBS Broadcast Group** declining to cooperate because of its opposition to programming percentages. Wirth plans to fire back "a fairly tough letter," according to an aide.

Wirth was also disappointed that NAB stressed to its members that filling out the surveys was voluntary — advice Wirth interpreted as discouraging participation. NRBA gave its members the same advice, but escaped any public rebuke from Wirth.

A subcommittee aide said it appears most stations made "a good-faith effort" to answer the questions. "Nobody sent in a blank questionnaire," she noted, while adding that recent renewal applications sent in by some stations were not sufficient. Most of the surveys arrived in a last-minute surge, with many stations overnighting their responses to meet the August 22 deadline.

The survey asked for data on news, public

affairs, and nonentertainment programming serving groups such as children and senior citizens. Wirth wants the information as the basis for a radio-television deregulation bill he has promised to have ready in six weeks.

New Fears Of Programming Percentages For Radio

Although talk of programming percentages for radio faded in July, several industry lobbyists say the notion is still alive. **NAB Executive VP/GM John Summers** says he's received reports that recent subcommittee staff discussions have centered on percentage standards for both radio and television. The legislation under discussion is "far afield" from anything NAB could support, said Summers. **NRBA Executive VP Abe Voron** says he understands from recent correspondence that Wirth appears adamant in his support for percentage requirements. Both NAB and NRBA oppose standards for radio.

Wirth's staff hopes to have the survey results analyzed by the time Congress returns to Washington on September 12. At that time, the staff would also like to have a draft bill ready for discussion. Hearings would be held in late September or early October, and a subcommittee vote would be set for the week of October 10. Wirth has pledged Commerce Committee Chairman **John Dingell (D-MI)** that he'll have a deregulation bill through the subcommittee by October 15.

However, meeting that deadline will be difficult. The subcommittee is still far from a consensus on broadcast deregulation. And when Congress returns in September, the panel's highest priority will be a wide range of bills affecting phone rates after the January break-up of **AT&T**.

Coverage Map Deregulation New Issue In KROQ-FM License Fight

The FCC's recent decision to end its direct concern with ratings hyping, misleading coverage maps, and other promotional materials (R&R 7-22) has quickly become a major issue in the bid by new music pioneer **KROQ-FM/Pasadena** to save its license.

Citing lack of control, a law judge denied **Burbank Broadcasting's** renewal application in 1982 and awarded the license to **San Marco Broadcasting**, headed by former **KLRO/San Diego** owner **James Gates**.

But the FCC Review Board ordered the judge to take a second look, particularly at charges that Gates, through his rep firm **J.C. Gates & Co.**, misrepresented the location and coverage of **KMJC/El Cajon, CA**. The board said the allegations "raise serious questions regarding Gates's qualifications to be a licensee." In four days of hearings, the judge has heard testimony from eight witnesses on the issue.

But a few weeks ago the FCC, in the first of a series of "underbrush" rulemakings, eliminated its rules on coverage maps. It reasoned that, since the maps are used to influence advertisers rather than the public at large, any disputes should be handled either by local courts or the Federal Trade Commission.

Challenger Jumps On Rule Change

San Marco jumped on the rule change,

immediately filing a petition asking that the **KMJC** coverage map issue be thrown out as moot. The FCC's Mass Media Bureau filed a brief agreeing with that stance.

But **Burbank** has objected strenuously. It responded with a brief claiming that **San Marco** "is not fit to be a licensee." To throw out the issue after so much investigation would be a "squandering" of FCC resources, according to **Burbank**. The firm also notes that the deleted policy concerned coverage maps, while the charge against **Gates** was slightly different — that he misrepresented **KMJC's** location. It is now up to presiding law judge **John Conlin** to decide whether the issue is still pertinent.

Meanwhile, in a related case, the FCC Review Board has twice agreed with a law judge that **KROQ(AM)/Burbank**, owned by a **Burbank Broadcasting** subsidiary, should also be denied license renewal. The case has yet to go to the full Commission. The law judge awarded the AM license to **Royce International**, owned by **KWOD/Sacramento** to **GM Edward Stolz**.

SHOW
US
YOURS

AND WE'LL
SHOW
YOU
OURS

Research Reports, that is

At Surrey Consulting and Research, we're not afraid of side by side comparisons. In fact, we encourage you to compare our product with anyone else's.

Send us a copy of your latest focus group, telephone study, music tests or other research reports. In return, we'll send you one of ours.* Let's compare.

Chances are, your current research company is providing you with sufficient reports. But there's a good chance that once you see Surrey's you'll quickly realize why ours has been judged the most thorough in the industry.

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1-303-989-9980

Make a note of our new address:
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Denver, CO 80228

*Call letters will be masked



Singles Potential Untapped

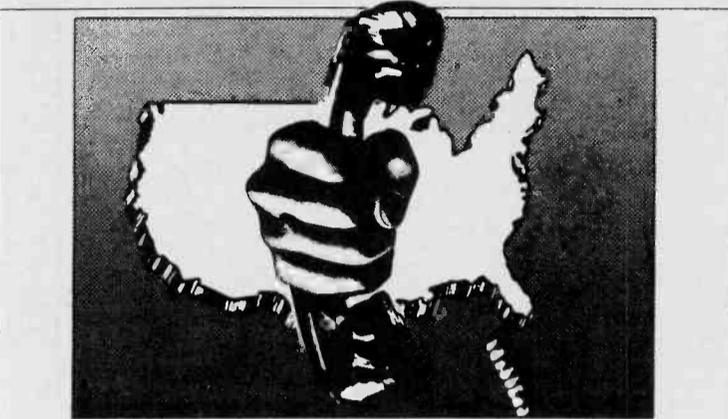
The family unit is an important advertising target. But packagers/advertisers may be ignoring another high profit potential group — one-person households. For example, according to a study conducted by the **Newspaper Advertising Bureau**, these households average a higher per capita food cost than larger homes. Singles also buy food in smaller, more expensive amounts, make more high-markup purchases, don't usually practice comparison-shopping, and use price-saving coupons less than larger families.

Microchip FM Receiver Bows



FM radio chips aren't new. But by the time necessary components were added on, the finished product was too bulky and required numerous adjustments. **Philips** of the Netherlands and the American firm **Signetics** have developed an integrated circuit that houses most of an FM receiver onto a one-quarter inch square. And all that's needed to complete an FM radio are a manual or electronic tuning circuit, tiny capacitors, an amplifier, and speaker/earphone.

Philips has incorporated the IC in the prototype FM sunglasses pictured above. The plastic frame contains a one-and-a-half inch wire antenna, while one of the sidepieces contains a miniature amplifier attached to an earpiece. A tiny thumb wheel built into the sidepiece, aka a temple, allows tuning capability. Other manufacturers are also ordering the new chips for such future items as FM-radio pens and pencils.



KGO/RPC CONVENTION HIGHLIGHT

Touch-Vote Speeds Opinion Surveys

Talk-formatted **KGO/San Francisco** has announced the installation of **Access Radio's** "Touch-Vote" polling system. Computer-based, Touch-Vote can accommodate over 2000 calls per hour without operator assistance and provide the program host with audience opinion results in less than a minute.

During **NAB's** RPC Convention this weekend, KGO is inviting attendees to tune in its "Radio Opinion Poll" and hear Touch-Vote in action. The show airs August 28, 4-7pm; August 29, 1-4pm; August 30, 4-6:30pm; and August 31, 9-11am. Registrants can also view a demonstration of the polling system in the Access Radio hospitality suite at the Mark Hopkins hotel.

Robot Ranks Counted



Move over humans, and make room for the growing robot population. Recent census estimates indicate the worldwide robot community counts 25,000 members. Most of them reside in Japan (13,000), while 6000 make their homes in the U.S. Others prefer the technological climates of West Germany, Sweden, Britain, France, and Italy. Presently, their lifestyles are basically work-oriented, geared to the mundane repetition generally associated with assembly line duties. However, **GEO** magazine says engineers expect intelligent robots to integrate the workforce by 1990. Does this mean Differential Survey Treatment for robots isn't too far behind?

Poster Tests Target Audience

Frank Cody, Director/Programming of the **Source**, has devised a poster that lets stations test the relevance of possible programming, music, and promotion decisions against their target audience. When the **Rolling Stones** performed "Let's Spend The Night Together" on TV in 1967 (revamped as "Let's Spend Some Time Together" for the **Ed Sullivan** audience), that was also the same year that "Sgt. Pepper" was released, **Kenny Rogers** quit the **New Christy Minstrels** for the **First Edition**, and **Pink Floyd**

recorded "Arnold Layne." After consulting the Chronograph, you can determine that today's 35-year-old was 19, a 30-year-old was a junior high 14, and someone 18 years now was being drummed out of the diaper corps.

Originally offered only to Source affiliates, the Chronograph is available free of charge to other interested stations while quantities last. Direct inquiries to Frank Cody at (212) 664-4599.

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\$39.95
Tax and
Delivery
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Turntable Turns Away Vibrations



Ariston's RD40

No vibrations are good vibrations when it comes to turntables. **Ariston's** armless RD40 plays down those bad vibes through isolation of the record, tonearm, and cartridge, plus a suspended chassis. This results in the considerable reduction of motor and outside vibrations. Warped records pose no problem, either. A concave record clamp complements the unit's belt-driven platter, tightly securing the warped discs to the mat. Based in Plainview, NY, Ariston retails RD40 at \$349.



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BUDWEISER CONCERT HOUR

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

HOW SUITE IT IS!

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At The NAB/RPC

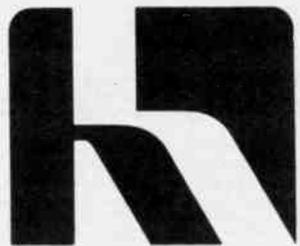
• ST. FRANCIS/SUITE 678 •

In San Francisco stop by our suite in the St. Francis and meet Jhan Hiber, Larry Patrick, and other key members of the Hiber, Hart & Patrick team. Let's discuss how we can help improve your ratings and revenues.

From focus groups and positioning studies, to ratings insights, to guidance on how the new technologies can pay off for your station, Hiber, Hart & Patrick can draw on a unique extra dimension of talents.

And as a special offer during the RPC we'll award one station a *free market audit*. Just drop by 678, leave your business card for the drawing, and perhaps you'll win our analysis of your fall Arbitron results.

Over 90% of our clients have improved their ratings and revenues with our assistance. If you too would like to savor the sweet aroma of success, stop by our suite. We'd like to put the extra dimension of Hiber, Hart & Patrick to work for you.



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(408) 373-3696

LARRY PATRICK, SENIOR VP
1st FLOOR, ARBITRON BUILDING, LAUREL, MD 20707
(301) 776-8855

Networks/Program Suppliers

MUSIC FEATURES

DIR Broadcasting Net

Inside Track:

Ray Davies/Bryan Ferry/David Byrne of T. Heads (September 12)

Global Satellite Network

Rockline:

Kinks' Dave Davies (September 12)
 Loverboy (September 19)
 Men At Work (September 26)

Innerview

Innerview:

Robert Plant (September 12)

London Wavelength

BBC Rock Hour:

ELO (Week of September 11)
 Big Country (Week of September 18)

BBC Special:

Moody Blues (September)
 Exclusive Genesis special (October 14-31)

Rock Over London:

Dire Straits' Hal Lindes (September 11)

Mutual

Rock USA:

Asia/Hollies/Fixx/Zebra (September 10-11)

Narwood

Country Closeup:

Sylvia (September 12)
 Ricky Skaggs (September 19)

Music Makers:

Anita O'Day (September 12)
 Vic Damone (September 19)

NBC

Source:

A Flock Of Seagulls concert (September 9-11)
 Duran Duran concert/profile (September 16-18)

RKO Networks

Captured Live! (Perry Stone):

Blue Oyster Cult (September 17-18)

Hot Ones (IS, Inc.):

Culture Club (September 12)

Solid Gold Saturday Night (Dick Bartley):

Temptations (September 10)
 America's early rockers (September 17)

Rolling Stone

Magazine Productions

Guest DJ:

Quarterflash's Rindy Ross (September 12)
 Journey's Steve Perry (September 19)

Syndicate It, Inc.

Music Of Black America:

Regional styles — Chicago sound (September 12)

United Stations

Dick Clark's Rock, Roll & Remember:

Al Green (September 9-11)

The Great Sounds:

Paul Weston (September 9-11)

Solid Gold Country:

Brenda Lee (September 9-11)

Weekly Country Music Countdown:

David Fritzzell (September 9-11)

Watermark

Musical:

Herschel Bernardi/The Bells Are Ringing/ Carousel (September 10-11)

Soundtrack of the '60s:

Gary Puckett/restauranteur Peter Langari/Petula Clark (September 10-11)

Westwood One

Earth News:

Jiml Hendrix biographer Jerry Hopkins/Elvis Costello/Michael Sembello (Week of September 12)

Off The Record Specials:

U2 (September 9-11)
 ZZ Top (September 16-18)

Rock Album Countdown:

Stevie Nicks/Loverboy (September 9-11)

Rock Chronicles:

New York bands (September 9-11)
 Rockabilly (September 16-18)

Special Edition:

George Benson/Pt. I (September 9-11)
 George Benson/Pt. II (September 16-18)

ABC

FM Net:

"Ringo's Yellow Submarine" (Now thru November 26)

Rock Net/King Biscuit (DIR):

Jefferson Starship/Twisted Sister (September 11)
 Robert Palmer/Madness (September 18)

Clayton Webster

Country Calendar:

George Jones (September 12)
 Bill Monroe (September 13)
 Tom T. Hall (September 14)
 Roy Acuff (September 15)
 David Bellamy (September 16)
 Hank Williams Jr. (September 17)
 Eddie Rabbitt (September 18)

Rarities:

Beach Boys (September 12)
 Graham Parker (September 13)
 Rolling Stones (September 14)
 INXS (September 15)
 Def Leppard (September 16)

Retro Rock:

Fixx/A Flock Of Seagulls (September 12)

Continuum Broadcasting

On Bleecker Street:

"'60s Jazz" w/Dave Brubeck, Dr. John (September 8-11)
 RadioFree special w/Woody Allen, Tom Corbett (September 15-18)



OLYMPIC COUNTDOWN — Five-time Olympic gold medal winner Eric Heiden has exchanged his skates for a radio microphone as host of "Countdown To The Olympics," produced by Marathon Communications and aired on the NBC Network plus CNN. Among the syndicated show's features are interviews with past and present Olympic athletes. Celebrating the new partnership are (l-r) NBC Radio Network's VP/Sales Kevin Cox and Heiden.

Rockweek:

Nazareth (September 11-14)
 Bertie Higgins (September 18-21)

Creative Radio Shows

Specials:

David Bowie — The Golden Years (September 24-25)
 The Who — Before I Get Old (October 1-2)

Dahlman Creative Media

Gordon Lightfoot special (Fall)



REED TRIBUTE — During the recent Rock Radio Awards program, veteran air personality B. Mitchell Reed, late of KLOS/Los Angeles, was posthumously honored with the Tom Donahue Memorial Award. At the New York ceremonies, KLOS PD Tommy Hedges accepted the award on his behalf, then later presented the memorial to Reed's wife Carol. Joining Hedges was (l) DIR's David Knight, producer of the Rock Radio Awards.

NEWS & INFORMATION FEATURES

ABC

ABC Radio News presents five-part "The Dream Revisited" about M.L. King and civil rights w/Herb Kaplow (August 27 weekend)

FM Net:

"Movie News" w/Roger Ebert discusses "Wave-length"/Alfred Hitchcock/"Private School"/Christine Craft (August 29-September 5)

Information Net:

"John Stossel Consumer Lookout" tests ads too good to be true/products' exotic names misleading (August 27-28)

CBS

NFL Preview special (August 29-September 3)
 U.S. Open Tennis reports (August 30-September 11)

RadioRadio:

"Get Crazy" director Allan Arkush/actress Deanne Robbins on "Kris Erik Stevens — In Touch" (August 27-28)

Clayton Webster

Jack Carney's Comedy Show:

Space (September 12)

Joe Piscopo At Large:

Sports guys (August 29)
 Abe Simmons (August 30)
 Andy's breakdown (August 31)
 Proctor/Gamble (September 1)
 Rex Greed (September 3)
 Letters (September 4)

Sporting News Report:

Sonny Hill/Pete Rose/Walter Payton/Joe Altobelle/Gaylord Perry (September 5)

Mutual

World Series of golf (August 24-28)

Narwood

Minding Your Business:

Premium credit cards (August 29)
 Value line (August 30)
 Buying mineral rights (August 31)
 Saving on hotels (September 1)
 Space age clothing/security systems (September 2)

Radio Entertainment Net

The Olympic Minute:

Princes carry a peasant (August 29)
 Athletes are throwbacks (August 30)
 A sport's second debut (August 31)
 A fortune from flippers (September 1)
 Athletes father new Nazis (September 2)

Westwood One

Playboy Advisor:

Equality in paying bills/unemployment blues/open marriage/exercise and sexual stamina (Week of August 29)

Spaces & Places:

Talking pictures (August 26-28)

Tellin' It Like It Was:

Journalist Carl Rowan (August 26-28)

PEOPLE

● **David Landau** is appointed VP/Eastern Sales at **United Stations**. He's been with US since the beginning of the year, when he was hired to acquire/maintain eastern region accounts. Before joining the network, Landau was an Account Executive at **WKUT/New York**. Also at US, **Ruth Presslaff** has been upped from Station Clearance Representative to Manager/Affiliate Relations.



David Landau

● **Lisa Richards** is host DJ of the latest **DIR Broadcasting** offering, "House Party." Debuting August 26-27, the program features Richards together with a guest artist who performs live; **Dave Edmunds** kicks off the series. The series is slated to air the last weekend of each month.

● At Mutual Broadcasting,

John Rosenberg is tapped as Daily Sports Producer. He moves in-house from a news editor post. **Mel Proctor**, voice of the Washington Bullets, joins Mutual Sports as a play-by-play announcer for the '83 NFL season. And Washington Redskins quarterback **Joe Theismann** returns as host of "Quarterback Sneak."



Joe Theismann

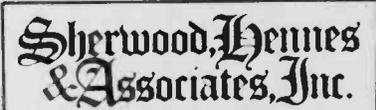
● **Stephen Soule** named VP/Affiliate Relations for the **NBC Radio Networks**. He's an eight-year veteran of **Group W Radio**, most recently serving as General Sales Manager of **WBZ/Boston**. Soule's background also includes an Account Executive stint at Denver outlets **KGMC, KHOW, and KOA**.



Stephen Soule

Note: RKO inadvertently listed an incorrect phone number on several ads in last week's issue. The correct number is (212) 764-6702.

We Do 'Em All... Contemporary Hit Radio, Oldies, Country, Adult Contemporary ... And Nobody Does 'Em Better.



See us at the **CONSULTANTS BOOTH, NAB-RPC '83**

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I want my MTV Research!

Attending the NAB Programming Conference in San Francisco? If you are, there are a lot of things you could do on a Sunday afternoon. You could cruise Chinatown or ferry across the Bay to Sausalito.

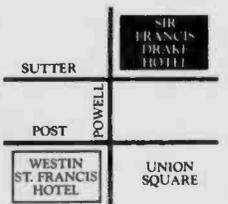
Or, you can walk to the Sir Francis Drake Hotel, and discover the important impact MTV will have on your station and your future.

Why should you give up 45 minutes to hear this presentation? Because ignoring the impact of MTV could be as short-sighted as ignoring the impact of FM radio a brief decade ago. By attending this presentation you will learn more about the startling results of this first-time study for broadcasters.

The sights of San Francisco will always be there to see, but you can only see our MTV research presentation once, in the Franciscan Room of the Sir Francis Drake Hotel at 2:00 p.m., Sunday, August 28th. (NOTE: The Sir Francis Drake Hotel is across the street and a short walk "up the hill" from the St. Francis Hotel, where the NAB Convention is headquartered.)

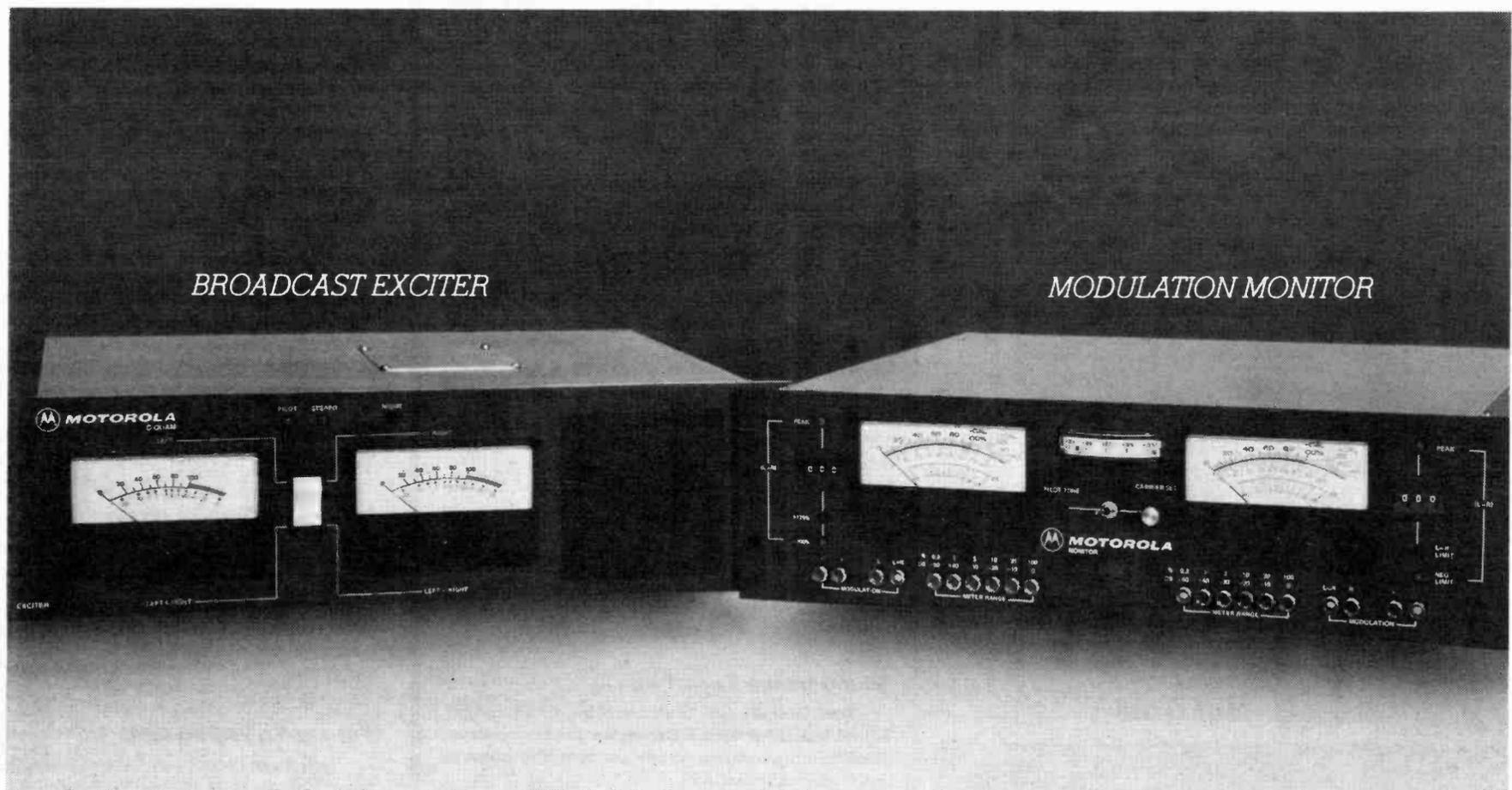
We've scheduled our concise 45-minute presentation in the early afternoon (2:00 p.m. Sunday) so you have the rest of the day to enjoy the sights of San Francisco.

Date: August 28th, 1983
 Time: 2:00 p.m.
 Location: Sir Francis Drake Hotel, Franciscan Room

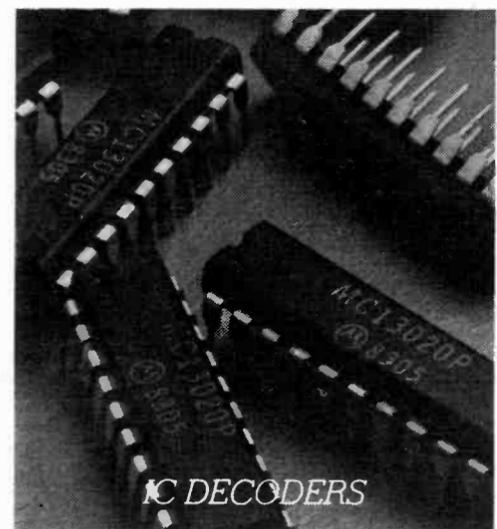


Coleman Research
 14677 Midway, Suite 202 Dallas, Texas 75234 (214) 385-3980

MOTOROLA AM STEREO



With monophonic distortion less than 0.25% at 85% modulation and stereophonic exciter to monitor typical separation of 35 dB, the Motorola C-QUAM[®] AM Stereo system is an impressive performer. The MC-13020 IC, with comparable levels of technical performance, is the perfect complement for decoding Motorola AM Stereo at the receiver. Broadcast exciters and monitors, receiver decoder ICs and receivers modified for AM Stereo are all available from Motorola. For price and specifications, call Dick Harasek at (312) 576-2879 or Chris Payne at (202) 862-1549.



MOTOROLA AM STEREO. THE WINNING SYSTEM.



RCA's New Ritchie



RCA met the newest member of the Ritchie Family, Linda James, at a listening session for the group's recently-released "All Night All Right" LP. Pictured (l-r) are group's Jacqui Smith-Lee, former RCA VP Bill Staton, James, and group's Vera Brown.

Honda Up To Bat For Radio



Eastman Radio executives presented top Honda staffers with engraved baseball bats in a tie-in with Honda's sponsorship of the White Sox on WMAQ/Chicago. Pictured (l-r) are Eastman's Len Boardman, Honda's Y Munekuni and Cliff Schmillen, and Eastman's Dan Prodanovich,

Ozzie's Reel Gold



Ozzie Osbourne won an Ampex Golden Reel award for tape sales. He's pictured accepting the award from Ampex's Cher Cunningham.

Pro:Motions

Hahn RKO Radio/TV VP

William Hahn has been named VP/Special Projects for **RKO Radio and Television**. Previous to this he held the VP/Community Relations post for RKO's Boston TV outlet **WNAC**. His background also includes management posts with RKO radio stations and over 20 years' experience as a producer of local and public affairs programming.



William Hahn

WB Nashville Restructures

Warner Bros. Records' Nashville Division has restructured. Following his appointment as VP/Promotion, **Nick Hunter** has named **Bruce Adelman** as National Promotion Director and **Nancy Solinski** as National Promotion Manager. **Randy Carlisle** becomes National Sales Coordinator. Newly-appointed VP/A&R **Jim Ed Norman** names **Martha Sharp** National Director/A&R and **Paige Rowden** A&R Coordinator. And **Janice Azrak** is upped to National Director of Publicity.

Moore Joins WGLD

WGLD/High Point, NC welcomes **Denny Moore** as General Sales Manager. Prior to accepting this position, he was affiliated with **Omaha Great Empire Broadcasting, Inc.** Moore has also worked for **Pultzer of Omaha** and Springfield, MO-based **Stuart Broadcasting**.

Schiller To K95FM GSM

Glenn Schiller has been upped to General Sales Manager at **KWEN(K95FM)/Tulsa**. He was most recently an Account Executive there.

Sound Image Taps Two

Don Gerhart has been promoted to VP/GM of **Sound Image Records & Cassettes'** Chicago regional office. In other company activity, **Jerome Eberhardt** is upped to VP/Midwest A&R.

Mirus Music Adopts New Name

Founded four years ago, Cleveland-based **Mirus Music** has expanded and adopted a new name, **MMI Group**. Expansion efforts include a new in-house record label called **Mirus Records**, which joins company subsidiaries **Lakeside Records** and **Mirus International**. The MMI Group also encompasses the independent corporations of **Mirus Music, Inc.**, **Lakeside Marketing, Inc.**, **Mirus Publishing Corp. (BMI)**, and **Murios Publishing, Inc. (ASCAP)**.

Murphy To Shadow Traffic VP

Susan Murphy has been appointed VP/Programming at **Shadow Traffic**. Since the 1979 establishment of the New York Shadow Traffic service, she had served as PD/voice reporter. Murphy also held a similar post with Shadow Traffic in Philadelphia.



Susan Murphy

KCBQ & Q105 Tap Stolzenburg

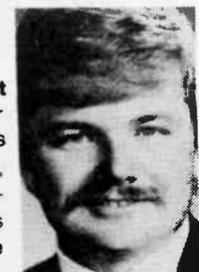
John Stolzenburg segues to **KCBQ-AM & FM(Q105)/San Diego** as National Sales Manager. He most recently worked in a similar capacity with **KRAK & KEWT/Sacramento** and **KMPS-AM & FM/Seattle**.

WEMP & WMYX Name Williams, McCombe

Dick Williams and **Kathy McCombe** have been named General Sales Manager and Local Retail Sales Manager, respectively, at **WEMP & WMYX/Milwaukee**. Williams is a seven-year veteran of the stations, moving up from Sales Manager. McCombe, associated with the outlets for six years, was promoted from a sales representative post.

Stanek Segues To WKTI

Nine-year radio veteran **Stuart Stanek** is the new Sales Manager at **WKTI/Milwaukee**. He travels crosstown from **WOKY & WMIL**, where he held an Account Executive post. Stanek also counts sales experience with Milwaukee outlets **WBGS & WMKE, WLPX**, and **WTMJ**.



Stuart Stanek

Fulmer To WCBM GSM

Bob Fulmer becomes General Sales Manager of News/Talk-formatted **WCBM/Baltimore**. For the last two years he had been Account Supervisor for the **Baltimore Sunpapers**. Fulmer's broadcasting background also includes a sales position with **KIII-TV/Corpus Christi**.

KCNN Ups Oster

Bev Oster moves in-house from Account Executive to Local Sales Manager at **KCNN/San Diego**. This promotion follows four and a half years with KCNN and sister outlet **KGB**.

IS YOUR FORMAT OUT OF CONTROL?

Add computer precision, avoid same-hour plays with the **FORMAX MUSIC SYSTEM**.[®] High tech. Low cost. And you don't need a computer!

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2-4	★ THE GATLINS
9-11	★ DAVID FRIZZELL
16-18	★ TOM T. HALL
23-25	★ WILLIE NELSON
30- ^{OCT} 2	★ B. J. THOMAS

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THE WEEKLY COUNTRY MUSIC COUNTDOWN

The United Stations

AMERICA'S TARGET RADIO NETWORKS

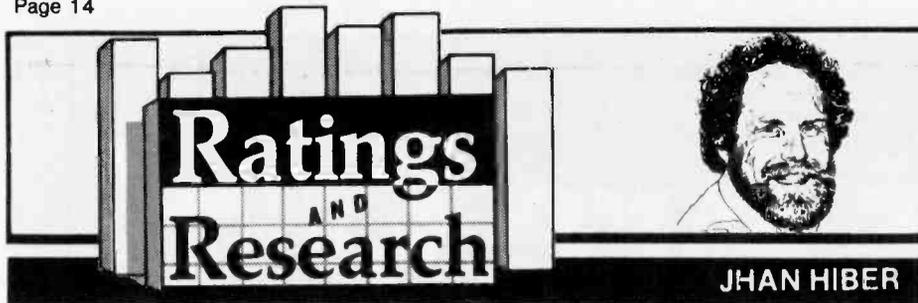
The Wraps Are Off!



**The best sounding, most reliable audio cart.
The Audiopak AA-4.**

Come, hear and see for yourself at NRBA Booth 605 and Demo Room located in the New Orleans Hilton, Suite 2329.

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Focus Groups: "Dos" & "Don'ts"

"Can I do a focus group of people who've won my station's contests?" "It is all right to host the focus group in my station?" "What if we just do one focus group?"

Those are just some of the questions about focus groups called into me at R&R over the last few months. Considering the frequency and range of questions about this oft-misunderstood research technique, I thought it might be time to revisit the subject. I'll be delving into this area in two presentations — the Research Forums — at the upcoming NAB Radio Programming Conference. In fact, I'll actually be showing videotapes of groups being done so you can get a better feel for this useful but sensitive research tool.

In the meantime, let's deal with some of the questions called into me here lately and see if we can spell out some "dos" and "don'ts" in the process.

Focus Group Review

First, a review of the procedures involved in focus groups is in order. Keep in mind that a focus group — or discussion group — is at best a well-run sampling of *how* a small portion of your target audience feels about a variety of topics. With each group usually consisting of ten people — and a typical project including four-to-eight groups — a station isn't getting a reliable reading on *how many* in the general public share the feelings expressed by the focus group participants.

Focus groups do what their name implies — focus your in-depth research efforts (usually a large-sample telephone study) on the key topics identified through the discussion panels. Stations should not make life-and-death decisions — such as whether or not to change format — based merely on focus groups.

"Focus groups give you an excellent handle on *how* people feel — but not on *how many* share those feelings or perceptions."

Questions, Questions

Now that you know that focus groups give you an excellent handle on *how* people feel — but not on *how many* share those feelings or perceptions — let's look at some of the questions readers have had about the conduct and setup of focus groups. Most of the questions fall into several areas:

- Where should the groups be held?
- Who should be invited to participate?

Q&A

Ray Quinn, GM of WMJJ/Birmingham, called to say, "We're having a phone survey done and are curious about data processing costs. The local professor who's doing the research wants to charge us about \$1000-\$1500 for some computer breakouts of our 400-person sample. Does that seem a reasonable price?"

Yes, it does, Ray. Since the cross-tabulations you desired weren't too complex that's a fair ballpark. However, more complex cross-tabs run up the costs.

Week In Review

Woodyard Joins Research Group

Jim Woodyard, who was most recently GM of KGW/Portland, will soon be joining the Research Group as Senior Research Associate. Effective September 6 Woodyard will be servicing current clients as well as working to obtain new clients for both the Research Group and its related concern, the Transtar Satellite Network.

Arbitron Promotes Pizzarelli

Anne Pizzarelli, who for two years has been a Radio Promotion Specialist, has been promoted to Manager of Advertising and Promotion for the Arbitron Ratings company. Ms. Pizzarelli, formerly with NBC-TV, will remain based in New York.

For the record: The 20% average decline in Arbitron diary return this spring (versus a year ago) referred to on the front page and in my column last week may have been confusing. That decline was an average of those top 50 markets that suffered a drop this past sweep — not of all markets across the nation.

- How many groups should there be?
- Who should host or moderate the panels?

So let's take these one at a time.

1. Where should the groups be held?

The last place you want to have host your discussion groups is in the station, unless the participants are members of a station advisory board and know that your station is the sponsoring body. In the overwhelming number of cases, though, objective research is enhanced by using a neutral site — such as a room built specifically for this purpose. If there isn't a market research facility in your locale, then improvise. I've used classrooms made for elementary education (with a viewing mirror so teachers could watch student teachers interact with pupils) when there was no well-set-up market research facility in the area.

A suitable facility should be able to seat 10-12 respondents comfortably, be able to offer taping of the sessions, and have a one-way mirror so you can observe the participants without them being able to see station personnel behind the glass.

2. Who should participate?

This depends on what you are trying to accomplish. Again, as a generalization it's not wise to have the respondents know who is sponsoring the research — that knowledge would induce a bias that could cloud the answers you get. A random sample — from the phone book for example — would be your best bet for recruiting. However, if you just want limited feedback on one particular item — such as the caliber of your station contests — then it might be permissible to include in your project one panel of just those who've entered or won contests on your station. Be sure to have other groups from the general public as a control, however.

3. How many groups?

Definitely more than one. Usually a project will cover four to eight groups, with the larger number useful in markets that are spread out geographically, or if the station has appeal to several ethnic groups and you want to have each group comprise a separate sample.

One station I'm familiar with was told by a researcher that 20 groups should do the job. I hope so! That would be a waste of time and money for the station — better to put the additional dollars into the follow-up phone survey.

4. Who should moderate?

One of the most crucial aspects of focus group research is how well or how poorly the moderator, or discussion leader, performs. Most important, the moderator must not allow his/her own feelings to intrude into the discussions — perhaps phrasing questions in a way that will lead the respondents to come to conclusions favored by the moderator.

"The moderator must not allow his/her own feelings to intrude into the discussions."

For the vital reason that objectivity is a key it's crucial that station personnel not moderate their own focus groups. Some group owners shift personnel within their stations to have them do groups in other markets, while other broadcasters hire outside researchers to assure the highest degree of objectivity. Whichever route you take do yourself a favor — don't let someone from your station host your focus groups. There can be no quicker recipe for disaster.

Now you have answers (dos and don'ts) to some questions that have come my way lately on the topic of focus groups. More on this at the NAB/RPC. See you in San Francisco!

The Sound Of CHR Tomorrow Is On Columbia Records Today!



PAUL ANKA

**“Hold Me ‘Til
The Mornin’
Comes”**

CHR NEW & ACTIVE

WXKS-FM add	KTSA 17-14
WKBW 29	KROK deb 39
CKGM 31	KIHK 20
WHTX add	WEBC add
PRO-FM on	WKDQ 11-6
94Q add 28	Z104 deb 35
Q105 28-25	KEYN-FM 12-10
WKQX 11-5	KQMQ add
WGCL 22-14	KGGI 10
WHYT 20	KJRB 2-2
KIMN 34	WFBG deb 40
Q103 on	WCIR 33-30
KCNR on	WTSN 34-24
KYUU 26	13FEA 10-12
KNBQ 35-31	WKHI 23-18
WKEE 15-14	WFLB 24-22
KXX106 22	WQLT 4-8
CK101 15-12	Q104 12-9
WNFI 21-19	FM99 39-30
KAMZ 22-20	KENI 21-18
WJDX 24-21	KTRS add
WOKI add	KDZA 27-22
KRGV 28-16	KIST 17
WTIX 31-28	



ELVIS COSTELLO

AND
THE ATTRACTIONS

**“Everyday I
Write The Book”**

CHR NEW & ACTIVE

WPHD 28	KYYX 33-24
WABX 38-25	OK100 add
WLOL-FM 36-31	WKHI add
KIQQ 39-33	95XIL add
KMJK on	WHEB 23-20
WFLY add	KQIZ-FM 35-26
K104 add	WISE 31-28
WPST deb 39	Q104 30-23
WBBQ deb 36	WYKS deb 29
WCSC add	KNOE-FM add
WNFI add	WPFM 30-22
WANS-FM add	WXLK 36
WZYP add	WIXV add
G100 add	KKQV deb 32
WSFL 40-37	KFMZ add
WSEZ add	KYTN 36-29
WGRD 29-25	WAZY-FM deb 29
Z104 deb 40	WSPT add
K107 add 40	KDZA add
KSKD add	KBIM add

AOR Tracks: **26**



WHAM! U.K.

“Bad Boys”

CHR SIGNIFICANT ACTION

WXKS-FM on	KYNO-FM 14-12
CKGM 28-25	KQMQ 39-29
Y100 on	KYYX 31-20
WABX deb 36	KHYT 30-24
WLOL-FM add	WKFM on
KEARTH 6	WBBQ on
KFI deb 35	WCSC on
KIIS-FM 13-11	WNOK-FM on
KIQQ 4-5	WNFI on
XTRA 23-16	KAMZ on
KFRC 6-3	KBFM on
KGGI add 26	KRGV on
WACZ add	KRSP on
WFLB add	KRQ on
KITE 25-17	WGUY on
KSET-FM 24-18	WERZ on
WZZR 26-22	WHEB on
Z104 38-36	KOZE on



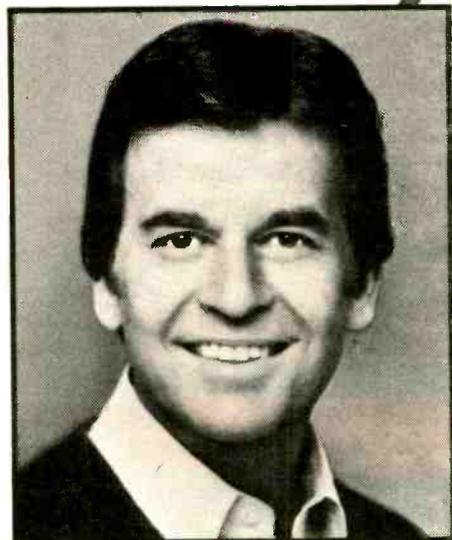
The sound of success. Sounding even better.



Dick Clark's "National Music Survey" has rocketed to the top on over 520 Mutual stations across the country. And now, it's sounding better than ever.

With more music to bring you more listeners. Fewer commercial breaks, to keep them tuned in to your station. And to give you the finest sound on the dial, Mutual's now broadcasting "National Music Survey" in stereo — via satellite.

Let Dick Clark take your station up the charts, behind the scenes, and into the hottest sounds of today's music. With Dick Clark and Mutual, the sound of success never sounded better.



Dick Clark's National Music Survey

Mutual. 

MUTUAL BROADCASTING SYSTEM

RATINGS REPORT

Birch Radio

Birch Spring '83
Quarterlies, 12+

Birmingham

WZZK Softer As WENN, WAPI-FM Both Add Four; WKXX Slips From Double Digits; WMJJ Still Growing

	Winter '83	Spring '83
WZZK (Ctry)	18.2	17.3
WENN (Blk)	10.5	14.3
WAPI-FM (AOR)	9.5	13.9
WKXX (CHR)	10.2	9.2
WMJJ (AC)	6.2	7.9
WSGN (AC)	4.9	4.9
WDJC (Rel)	3.5	3.4
WAGG (Blk)	4.1	3.2
WVOK (Ctry)	2.4	3.2
WYDE (Gold)	2.3	3.2
WERC (N/T)	5.6	2.9
WRKK (Ctry)	1.8	2.9
WJLD (Blk)	3.0	2.4
WATV (Blk)	2.2	1.9
WAPI (AC)	2.1	1.3

Nashville

WKDF Widens Lead Over WWKX; WSM-FM Extends Country Edge

	Winter '83	Spring '83
WKDF (AOR)	14.5	17.9
WWKX (CHR)	11.8	12.4
WSM-FM (Ctry)	8.1	9.5
WSIX-FM (Ctry)	8.0	7.4
WZEZ (BM)	8.3	7.2
WMAK (Urbn)	8.2	6.4
WSM (Ctry)	5.7	5.0
WLAC (Talk)	4.7	4.9
WYHY (AC)	4.8	3.6
WJKZ (Ctry)	4.0	3.2
WLAC-FM (AC)	2.4	2.8
WAMB (BBnd)	1.3	2.4
WVOL (Blk)	2.9	2.3
WSIX (Ctry)	2.2	1.9
WKOS (CHR)	.6	1.5

Louisville

WQMF Adds Five, Surges Into First; Country Stations Improve; WLOU, WLRS, WVEZ Drop

	Winter '83	Spring '83
WQMF (AOR)	10.8	15.4
WAMZ (Ctry)	10.5	11.8
WHAS (AC)	10.1	9.6
WAVG (AC)	7.2	7.7
WLRS (AOR)	9.1	7.6
WRKA (AC)	6.9	7.3
WKJJ (AC)	6.4	6.5
WCII (Ctry)	4.9	6.2
WLOU (Blk)	7.3	5.8
WVEZ (BM)	8.8	5.7
WAKY (Gold)	4.9	4.8
WXVW (Easy)	1.0	1.7
WXLN (Rel)	1.8	1.6
WJYL (AC)	2.0	1.4
WFIA (Rel)	1.8	1.3
WTMT (Ctry)	1.7	1.2
WINN (Ctry)	1.4	1.1

Greensboro

WTQR, WKZL Solid 1-2; WMAG Debuts Impressively; WDCG On The Rise

	Winter '83	Spring '83
WTQR (Ctry)	17.8	16.2
WKZL (AOR)	10.8	11.0
WSEZ (CHR)	9.4	8.1
WQMG (Blk)	8.4	7.5
WGLD (BM)	7.4	6.4
WDCG (CHR)	5.2	6.4
WMAG (AC)	—	5.5
WSJS (News)	5.9	5.2
WRQK (CHR)	7.4	4.9
WAIR (Blk)	2.8	3.5
WBIG (BBnd)	3.1	3.2
WEAL (Blk)	1.3	2.0
WAAA (Blk)	3.5	1.9
WHPE (Rel)	1.0	1.8
WPET (Rel)	.9	1.5
WWMO (Rel)	1.6	1.5
WPCM (Ctry)	.8	1.4
WTOB (AC)	1.0	1.3
WGWR (CHR)	.1	1.2
WBUY (AC)	.4	1.0

Oklahoma City

KATT-FM, KTOK Remain 1-2; KJYO Hits Double Digits; KZBS Jumps Three, Takes A/C Title; KXXY Up

	Winter '83	Spring '83
KATT-FM (AOR)	16.9	16.5
KTOK (N/T)	11.7	12.3
KJYO (CHR)	7.3	10.9
KEBC (Ctry)	9.1	8.9
KZBS (AC)	4.4	7.2
KXXY (Ctry)	5.6	6.8
KOMA (Ctry)	7.8	6.3
KKNG (BM)	6.1	6.2
KOFM (AC)	4.6	4.4
KLTE (AC)	4.6	4.3
KAEZ (Blk)	4.2	3.6
KJIL (Rel)	3.4	2.9
WKY (Gold)	2.6	1.9
KKLR (Ctry)	2.6	1.5

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Winter '83 Spring '83

Format Legend

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

Memphis

WMC-FM, WZZR Up Two To Lead; WMC, WRVR, WREC Healthier

	Winter '83	Spring '83
WMC-FM (CHR)	12.7	14.9
WZZR (AOR)	12.1	14.0
WMC (Ctry)	9.8	10.3
WHRK (Urbn)	10.4	9.3
WRVR (AC)	6.1	8.0
KRNB (Blk)	5.9	6.4
WGKX (BM)	8.5	6.4
WDIA (Blk)	6.5	5.8
WREC (BBnd)	4.2	5.1
WLOK (Blk)	4.6	4.2
WLVS (BM)	3.8	4.1
WHBQ (N/T)	3.0	2.4
WKDJ (Blk)	3.5	1.7
WWEE (Talk)	1.6	1.2
KWAM (Rel)	1.3	1.1
WMSO (Misc)	.9	1.0

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Don't wait until the last minute!

Put your Christmas format together now with help from Southwest Media

Christmas Classics

A four hour Christmas music special researched and designed for *KKLT/Phoenix*. Perfect for music oriented a/c or contemporary stations with more music and less talk.

Christmas Library

Over 50 Christmas standards on ten inch reels at 7½ ips.

\$995⁰⁰	Complete
\$795⁰⁰	Classics special only
\$595⁰⁰	Classics library/music test

Christmas Music Test

A survey of 25-44 adults showing song familiarity and preference scores.

Program Schedule

Suggested rotation of Christmas music through the holiday season based on the Christmas Music Test.

For information and demo contact:

SOUTHWEST MEDIA

P.O. Box 26763
Tempe, Arizona 85282
1-800-221-9280 ext. 991

SOUTHWEST MEDIA

Rod Stewart

"What Am I Gonna Do (I'm So In Love With You)"

101/44

One Of The "MOST ADDED" CHR

- | | | |
|----------------|----------------|----------------|
| B104 add | WANS-FM add | WIKZ deb 38 |
| WXKS-FM on | WZYP add | WERZ deb 38 |
| WBEN-FM add | WJDX add 39 | WKHI add |
| WPHD 38-33 | WQUT add | WJBQ deb 38 |
| CHUM add | WOKI add | WHEB add |
| WABX on | KX104 add | WSQV add |
| KBEQ deb 38 | WSFL add | KQIZ-FM deb 30 |
| WLOL-FM deb 38 | WNVZ add | WFLB deb 38 |
| KIMN on | KROK add | KISR add |
| Q103 deb 35 | KIHK add | WFOX add |
| KFI on | KMGK add | WXLK add |
| KIQQ on | KQKQ add | WHSI add |
| KMJK on | K107 add 39 | KFYR add |
| XTRA on | WHOT deb 39 | WBWB deb 37 |
| KYUU add | KKXX add | WCIL-FM add |
| KNBQ on | KBBK add | KFMZ add |
| WTRY add | KIKI add | KQWB add |
| WYCR add | KQMQ deb 38 | WAZY-FM add |
| WLAN-FM add | KLUC add | KWTO-FM add |
| WPST add | KSKD deb 39 | KGHO add |
| WQID deb 36 | WACZ add | KDZA add |
| WSKZ add | WIGY 37-32 | KBIM deb 40 |
| KZFM add | WOMP-FM deb 39 | KSLY add |

Produced by Rod Stewart, Jimmy Iovine & Tom Dowd



Manufactured & Distributed by Warner Bros. Records

RATINGS REPORT

ARBITRON RADIO

Arbitron Spring '83 Quarterlies, 12+

New Haven-^{METRO RANK} 81 W. Haven

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
15.5	1	13.8	1
8.6	2	9.6	2
6.4	4	8.4	3
6.0	5	8.1	4
7.1	3	6.0	6
5.1	6	6.3	5
4.9	7	4.6	7
4.8	8	3.7	10
3.6	10	4.0	9
3.1	11	3.4	11
		14.6	1
		10.6	2
		7.5	3
		6.1	4
		6.1	5
		4.8	7
		4.2	8
		4.0	9
		3.5	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
====	====
1 WKCI-FM	1 WKCI-FM
2 WPLK-FM	2 WELI-AM
3 WNHC-AM	3 WAVZ-AM
4 WwYZ-FM	4 WCB5-AM
5 WHCN-FM	5 WwYZ-FM

Johnson City-^{METRO RANK} 82 Bristol-Kingsport

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
13.3	2	16.7	2
18.3	1	19.2	1
8.7	4	7.9	4
N/A	N/A	12.6	3
4.8	5	4.5	5
3.6	7	2.6	10
2.9	10	1.8	13
2.0	13	0.7	22
0.5	23	N/A	N/A
4.1	6	3.3	9
		19.7	1
		19.3	2
		10.4	3
		9.2	4
		4.0	5
		2.7	6
		2.4	7
		2.2	8
		2.2	9
		2.0	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
====	====
1 WQUT-FM	1 WXBQ-FM
2 WXBQ-FM	2 WQUT-FM
3 WETB-AM	3 WJCW-AM
4 WJCW-AM	4 WTFM-FM
5 WFHG-AM	5 WFHG-AM

Mobile^{METRO RANK} 83

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
18.7	1	17.2	2
18.6	2	17.8	1
12.1	3	10.7	3
9.6	4	10.6	4
9.5	5	10.2	5
5.7	6	6.6	6
4.7	7	5.3	7
3.7	8	3.5	8
2.5	10	1.9	10
N/A	N/A	0.9	14
		22.6	1
		18.5	2
		9.9	3
		8.6	4
		6.9	5
		6.6	6
		6.3	7
		2.9	8
		2.4	9
		2.1	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
====	====
1 WBLX-FM	1 WKSJ-FM
2 WKSJ-FM	2 WBLX-FM
3 WKRG-FM	3 WQOK-AM
4 WABB-FM	4 WLPR-FM
5 WQOK-AM	5 WKRG-FM

Charleston, SC^{METRO RANK} 84

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
12.3	3	13.2	1
14.0	2	12.6	2
9.7	5	11.5	4
10.1	4	11.2	5
15.8	1	11.6	3
5.5	7	4.7	8
5.4	8	4.0	9
6.9	6	7.2	6
N/A	N/A	0.5	18
4.8	9	6.3	7
		12.7	1
		11.8	2
		11.6	3
		11.3	4
		9.4	5
		6.1	6
		5.9	7
		4.9	8
		4.6	9
		4.2	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
====	====
1 WSSX-FM	1 WEZL-FM
2 WKFM-FM	2 WXTC-FM
3 WwWZ-FM	3 WSSX-FM
4 WPAL-AM	4 WPAL-AM
5 WEZL-FM	5 WwWZ-FM

Chattanooga^{METRO RANK} 85

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
10.9	3	12.3	1
15.3	1	12.1	2
9.3	5	9.8	4
11.6	2	9.5	5
10.8	4	10.1	3
4.8	8	6.5	6
5.5	7	3.5	11
6.9	6	6.5	7
4.0	10	4.8	8
1.0	14	4.5	9
		18.4	1
		14.7	2
		11.8	3
		9.8	4
		9.5	5
		5.2	6
		5.2	7
		4.5	8
		3.9	9
		3.1	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
====	====
1 WSKZ-FM	1 WDUU-FM
2 WDUU-FM	2 WDEF-FM
3 WJTT-FM	3 WSKZ-FM
4 WQLS-FM	4 WQOW-AM
5 WQOW-AM	5 WDUU-FM

Columbia, SC^{METRO RANK} 86

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
14.2	2	16.0	1
18.2	1	14.6	2
13.8	3	11.1	4
9.2	5	9.7	5
7.8	6	11.5	3
7.5	7	6.1	7
N/A	N/A	4.2	8
10.0	4	8.8	6
3.6	8	3.8	9
0.9	12	0.5	15
		15.5	1
		12.5	2
		11.9	3
		10.0	4
		7.8	5
		6.5	6
		6.3	7
		5.9	8
		4.0	9
		3.1	10

Adults 18-34 Mon-Sun 6AM-Mid	Adults 25-54 Mon-Sun 6AM-Mid
RANK STATION	RANK STATION
====	====
1 WZLD-FM	1 WCOS-FM
2 WNOK-FM	2 WNOK-FM
3 WOIC-AM	3 WOIC-AM
4 WCOS-FM	4 WXY-FM
5 WDPN-FM	5 WIS-AM

1983 SEPTEMBER

2-4	★ THE BEE GEES
9-11	★ AL GREEN
16-18	★ DION
23-25	★ THE PLATTERS
30-OCT 2	★ TOM JONES

Every weekend is Special on

DICK CLARK'S

Rock Roll & Remember

The United Stations

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The answer to programming your station in the 1980's.

Jim Long, Co-founder and former President of TM Companies, now heads Jim Long and Partners, Broadcast Consultants. Jim also owns 4 radio stations, with applications for 2 more stations in partnership with entertainer Charley Pride.

RE-INTRODUCING JIM LONG

"After leaving TM and buying several radio stations, I discovered the real world day-to-day concerns of programming a station. Over the past 3 years we have put together a proven series of research, music control and programming systems. These combined with the services of the nation's top PD's provide you with *total control* of your on-air product. Our station KEYN, Wichita, has grown from a 9 to 18.5 using these unique concepts.

I believe this is the way for a station to survive and prosper in the 80's."



RADIO'S FIRST CUSTOM, LOCALLY RESEARCHED PROGRAMMING.

It used to be easier, but now the competition has escalated. The marketplace is more fickle. MTV is upon us, more stations are on the horizon, and broadcasting is full of questions. Jim Long and Partners believes the answer lies in superior programming concepts designed specifically for your market by the *best PD's* in the country plus our *exclusive research* and *music scheduling system*. This is how it works:

NOW AMERICA'S MOST CONSISTENTLY SUCCESSFUL PROGRAM DIRECTORS HELP CONSULT YOUR STATION.

Let's face it, there are only so many proven PD's around; mostly with top stations in major markets. No one company could possibly employ all the best programmers for a variety of formats. Yet, Jim Long and Partners now has a way for you to have your programming formatted by a consistently successful leader in your



format area. In Country, for instance, Charlie Ochs, PD of KIKK, Houston, the Academy of Country Music's Station of the Year. We have contracted the most successful PD's of America currently employed in major markets. These "master consultants" will provide you with a programming overview, guidelines and specific formatics plus on-going recommendations to a limited number of client stations. Ours is certainly *the answer* to any programming problem.

PRE-PROGRAMMED, CUT-BY-CUT, 24 HOURS A DAY.

Local research with a national overview translates to a custom weekly playlist designed to your clock's specifications. Rotation of currents, re-currents and gold is all customized for your local market. Song dayparting and other music controls can be done to exacting specifications. If needed, we supply you a high quality music library, match equalized and DBX processed. (Imagine what this alone saves you in cash outlay and personnel time.)

LOCAL RESEARCH WITH A NATIONAL OVERVIEW.

Your format is customized based on on-going local research. We set up the format and music systems and your local attitudinal and perceptual research is trans-

mitted to us every week for processing, evaluation and recommendations. (It is surely a lot *easier, faster, less expensive* and more reliable than processing and evaluating your own data!) Your local data is then balanced with our national computerized data bank. Our computers and consultants convert this into *actionable localized information* so you receive a plan that is *easy* to follow.

TOP PROGRAMMING PROFESSIONALS PROVIDE CONSULTATION SERVICES FOR:

CHR
Country
Classic Country
Adult Contemporary
AOR
Oldies

WE'LL TALK EVERY WEEK.

We *guarantee weekly contact*, because the only way to survive in the 1980's is with consistent on-going programming adapted and customized to your local market. Our services provide security and complete control, despite turnover. You can be secure in knowing your programming approach is in line with your overall rating goals and market strategy.

A 5 MINUTE PHONE CALL CAN SAVE 5 YEARS OF FRUSTRATION.

The programming direction set today can pay off consistently for years. To be sure you have the answer for your special local situation call Jim Long and Partners for a brief conversation. No one else in America offers the unique combination of national programming talent combined with *customized local research* that generates a 24 hour, cut-by-cut play list. We believe this is the answer to programming your station profitably through the 1980's.

We would appreciate the opportunity to discuss the benefits of our consultation services with you in person at the Radio Programming Conference in San Francisco, August 28-31, St. Francis Hotel Suite 329 or by telephone.

David Gariano, Manager, Programming Consultation, Jim Long & Partners, Broadcast Consultants, 13747 Montfort Drive, Suite 220, Dallas, Texas, 75240. 214-934-2222.

JIM LONG & PARTNERS
BROADCAST CONSULTANTS

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Talking Heads

"Burning Down The House"

117/13

- | | |
|----------------------|----------------------|
| B104 deb 29 | WOKI 30-26 |
| WXKS-FM 13-7 | WRVQ deb 38 |
| WPHD 30-29 | WSEZ deb 37 |
| PRO-FM 30-25 | KIHK add |
| CHUM add | KMGK deb 40 |
| 94Q add 27 | WMEE add |
| Z93 33-29 | WZPL 36-34 |
| Y100 on | Z104 33-26 |
| KYYX 3-2 | KEYN-FM add |
| KISR 10-8 | WHOT 32-29 |
| Q102 29-24 | KBBK 25-22 |
| WGCL deb 29 | KHYT deb 39 |
| WABX 35-31 | KCBN 21-11 |
| WHYT on | WFBG 40-37 |
| KBEQ on | WGUY 18-15 |
| WLOL-FM on | WERZ 25-23 |
| KIMN 40-37 | WKHI 33-29 |
| Q103 on | WJBQ 33-27 |
| KIQQ 13-12 | WHEB 18-15 |
| KMJK 17-16 | WSQV 20-16 |
| XTRA add 35 | KQIZ-FM 18-17 |
| KNBQ add | WISE deb 39 |
| WKEE 40-38 | WJAD deb 40 |
| KC101 add | WCGQ deb 30 |
| WSPK deb 38 | WYKS 28-23 |
| WHFM deb 35 | KVOL 30-28 |
| WKFM 23-20 | WPFM deb 28 |
| WRCK 19-16 | WXLK add |
| WBBQ deb 37 | Z102 add 40 |
| WCSC deb 40 | WGLF 30-24 |
| WSSX deb 29 | WBWB 30-29 |
| WBCY deb 32 | KYTN 17-11 |
| KITE 27-18 | KDVV add |
| WDCG add 35 | KBIM 37-29 |
| KSET-FM 21-16 | KSly deb 36 |
| WANS-FM 35-32 | KIST add |

Produced by Talking Heads



Manufactured & Distributed by Warner Bros. Records



RATINGS REPORT

ARBITRON RADIO

Arbitron Spring '83 Quarterlies, 12+

Bridgeport METRO RANK 87

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
16.4	1	18.0	1	19.2	1	WEZN-FM (BM)
15.4	2	13.2	2	18.9	2	WICC-AM (AC)
5.9	5	7.2	3	5.7	3	WKCI-FM (CHR)
6.1	4	5.4	5	5.5	4	WNBC-AM (CHR)
6.4	3	6.0	4	4.9	5	WNAB-AM (AC)
4.4	7	2.9	8	4.3	6	WPLR-FM (AOR)
4.3	8	2.3	11	3.5	7	WCBS-AM (News)
5.0	6	3.1	6	3.4	8	WKCI-FM (CHR)
1.6	16	3.1	7	3.2	9	WHN-AM (City)
N/A	N/A	2.5	9	2.6	10	WAPP-FM (AOR)

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WICC-AM	1	WICC-AM
2	WKCI-FM	2	WEZN-FM
3	WEZN-FM	3	WNBC-AM
4	WPLR-FM	4	WKCI-FM
5	WNBC-AM	5	WHN-AM

Wichita, KS METRO RANK 88

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
15.3	1	15.9	1	18.5	1	KEYN-FM (CHR)
7.2	8	9.4	4	11.1	2	KFDI-AM (City)
8.2	6	7.0	8	10.7	3	KFDI-FM (City)
10.3	3	10.9	2	9.7	4	KAKZ-AM (BBnd)
10.1	4	8.3	5	9.2	5	KICT-FM (AOR)
9.6	5	9.8	3	7.4	6	KFH-AM (City)
10.5	2	5.2	9	5.4	7	KBKA-FM (BM)
0.9	13	7.6	6	5.0	8	KQEZ-FM (BM)
5.5	9	3.7	10	4.2	9	KQAM-AM (Gold)
7.4	7	7.2	7	4.0	10	KKRU-FM (AC)

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KEYN-FM	1	KEYN-FM
2	KICT-FM	2	KFDI-FM
3	KFDI-FM	3	KFDI-AM
4	KBKA-FM	4	KAKZ-AM
5	KQAM-AM	5	KQAM-AM

Sarasota-Bradenton METRO RANK 89

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
13.4	1			16.6	1	WUV-FM (BM)
7.7	3			10.1	2	WYNF-FM (AOR)
4.5	8			6.9	3	WSRZ-FM (AC)
9.7	2			5.9	4	WSUN-AM (City)
4.7	5			5.4	5	WVBA-FM (BM)
2.3	15			5.4	6	WVZ-AM (BBnd)
3.2	11			5.0	7	WMLU-FM (AC)
4.7	6			4.4	8	WAMR-AM (BBnd)
4.5	7			3.9	9	WAMR-FM (City)
N/A	N/A			3.4	10	WUJC-FM (7)

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WYNF-FM	1	WSRZ-FM
2	WSRZ-FM	2	WUV-FM
3	WMLU-FM	3	WSUN-AM
4	WQXM-FM	4	WMLU-FM
5	WRBQ-FM	5	WYNF-FM

Bakersfield METRO RANK 90

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
14.6	2	10.8	2	13.9	1	KKXX-FM (CHR)
5.7	6	6.3	5	9.2	2	KJFM-FM (BM)
14.9	1	12.3	1	8.8	3	KUZZ-AM (City)
5.9	5	6.8	3	8.3	4	KWAC-AM (Span)
N/A	N/A	6.5	4	7.1	5	KLYD-AM (AC)
1.6	14	5.5	7	6.3	6	KQXR-FM (AOR)
8.5	3	5.6	6	5.9	7	KGEO-AM (Gold)
6.6	4	4.6	8	4.6	8	KEKN-AM (CHR)
2.3	10	2.2	10	3.1	9	KAFY-AM (City)
3.6	7	3.1	9	2.2	10	KXEM-AM (Span)

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KKXX-FM	1	KUZZ-AM
2	KQXR-FM	2	KKXX-FM
3	KLYD-AM	3	KGFM-FM
4	KWAC-AM	4	KWAC-AM
5	KGEO-AM	5	KGEO-AM

Canton METRO RANK 91

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
15.1	1	16.8	1	16.1	1	WHBC-AM (AC)
14.8	2	11.2	2	13.1	2	WHBC-FM (BM)
7.2	4	8.2	4	7.9	3	WDJQ-FM (CHR)
11.0	3	9.6	3	7.9	4	WMM5-FM (AOR)
5.4	5	5.3	6	7.2	5	WUOS-FM (CHR)
3.8	8	4.1	8	5.8	6	WQXK-FM (City)
4.5	7	5.5	5	5.6	7	WKDU-FM (CHR)
4.9	6	3.5	9	5.1	8	WGAK-AM (AC)
1.3	19	0.5	24	2.8	9	WUCL-FM (CHR)
2.9	9	4.8	7	2.6	10	WSLR-AM (City)

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WMM5-FM	1	WHBC-AM
2	WDJQ-FM	2	WHBC-FM
3	WUOS-FM	3	WUOS-FM
4	WKDU-FM	4	WGAK-AM
5	WGAK-AM	5	WDJQ-FM

Little Rock METRO RANK 92

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82		Fall 82		Spring 83		
18.0	1	13.9	2	11.8	1	KSSN-FM (City)
10.7	3	14.5	1	11.5	2	KKYK-FM (CHR)
15.1	2	8.6	6	10.6	3	KUKY-AM (Bk)
9.3	4	7.1	7	8.6	4	KEZQ-FM (BM)
5.0	8	11.1	3	7.2	5	KLAZ-FM (City)
7.0	6	3.9	10	6.5	6	KLPQ-FM (City)
4.5	10	5.2	8	6.3	7	KAAY-AM (CHR)
6.2	7	5.2	9	6.2	8	KLKA-AM (City)
7.6	5	11.1	4	6.0	9	KAKN-AM (News)
4.5	9	9.3	5	5.8	10	KMJX-FM (AOR)

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KKYK-FM	1	KSSN-FM
2	KSSN-FM	2	KKYK-FM
3	KAAY-AM	3	KEZQ-FM
4	KLAZ-FM	4	KLPQ-FM
5	KUKY-AM	5	KUKY-AM

1983 SEPTEMBER

- 2-4 ★ JOHNNY PAYCHECK
- 9-11 ★ BRENDA LEE
- 16-18 ★ JIM ED BROWN/THE BROWNS
- 23-25 ★ DOTTIE WEST
- 30-OCT 2 ★ ROY CLARK

Every weekend is Special on

The United Stations
AMERICA'S TARGET RADIO NETWORKS



KISFAM

102.7

*6.0 Share
in Los Angeles
Arbitron*!*



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GANNETT

Rick Dees in the Morning

*Spring '83 Metro ARB; 12+; Mon.-Sun. 6A - 12M

Jarreau

"Trouble In Paradise"

First Week Action:

- WKFM add**
- WCSC add**
- WNFI add**
- KRGV add**
- KTFM add**
- KTSA add 37**
- KROK add**
- WSEZ add**
- WHOT add**
- WSPK on**
- KQMQ add**
- KHYT add**
- KVOL add**
- KBIM add**

Already One Of The "MOST ADDED" A/C

Produced by Jay Graydon
Associate Producer: Tom Canning



Manufactured & Distributed by Warner Bros. Records

RATINGS REPORT

ARBITRON RADIO

Arbitron Spring '83 Quarterlies, 12+

York METRO RANK 93

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
9.6	3	10.8	3
9.0	4	11.4	2
5.5	6	6.8	7
13.7	1	11.8	1
5.1	7	6.8	6
11.2	2	6.9	5
3.9	9	5.4	8
7.8	5	7.2	4
2.7	11	3.2	9
2.3	12	0.9	20

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WTPA-FM	1	WQXA-FM
2	WQXA-FM	2	WKZ-FM
3	WYCK-FM	3	WSBA-AM
4	WKZ-FM	4	WNOW-AM
5	WSBA-FM	5	WYCK-FM

Worcester METRO RANK 94

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
16.3	1	13.9	1
12.4	2	10.8	2
12.3	3	10.2	3
4.9	6	4.9	6
N/A	N/A	N/A	N/A
6.3	5	4.4	8
4.4	7	8.1	4
6.5	4	4.6	7
0.7	23	1.7	16
2.5	10	3.7	9

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WAAF-FM	1	WFTQ-AM
2	WROR-FM	2	WSKS-FM
3	WHIT-FM	3	WROR-FM
4	WFTQ-AM	4	WTAG-AM
5	WCOZ-FM	5	WBZ-AM

Davenport-Rock Island-Moline METRO RANK 95

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
8.3	5	13.7	1
13.2	1	13.1	2
9.8	4	10.7	3
7.7	6	8.1	6
10.9	2	9.7	4
N/A	N/A	8.9	5
6.6	7	6.7	7
10.4	3	5.6	8
5.1	9	4.6	9
2.1	12	2.8	10

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KIHK-FM	1	KIHK-FM
2	WXLP-FM	2	WLLR-FM
3	WHBF-FM	3	KSTT-AM
4	KSTT-AM	4	KRVK-FM
5	WLLR-FM	5	WHBF-FM

Beaumont METRO RANK 96

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
10.7	2	10.8	4
6.9	6	10.8	3
9.5	4	12.4	1
5.3	10	7.1	6
8.5	5	12.0	2
11.3	1	8.1	5
5.7	8	6.6	7
5.5	9	5.2	8
6.5	7	4.8	9
10.3	3	4.4	10

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KZBZ-FM	1	KHYS-FM
2	KHYS-FM	2	KYKR-FM
3	KAYD-FM	3	KAYD-FM
4	KZUM-FM	4	KQXY-FM
5	KYKK-FM	5	KLVI-AM

Fort Wayne METRO RANK 97

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
25.0	1	19.4	1
12.9	3	14.1	2
6.8	6	10.0	5
12.3	4	11.5	3
15.6	2	11.2	4
8.8	5	8.6	6
N/A	N/A	3.3	7
1.4	8	2.0	8
N/A	N/A	0.4	13

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WMEE-FM	1	WOWO-AM
2	WXKE-FM	2	WMEE-FM
3	WFWQ-FM	3	WQHK-AM
4	WOWO-AM	4	WEZV-FM
5	WQHK-AM	5	WFWQ-FM

Shreveport METRO RANK 98

Share Trends Persons 12+ Mon-Sun 6AM-Mid

Spring 82	Fall 82	Spring 83	
9.6	5	9.6	4
13.3	1	15.9	1
11.0	2	12.3	2
9.3	6	10.8	3
7.5	7	7.3	7
10.9	4	5.6	9
11.0	3	9.6	5
6.8	8	8.6	6
6.5	9	5.6	8
3.9	10	2.5	11

Adults 18-34 Mon-Sun 6AM-Mid		Adults 25-54 Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KDKS-FM	1	KEEL-AM
2	KMBQ-FM	2	KRMD-FM
3	KOKA-AM	3	KCOZ-FM
4	KEEL-AM	4	KDKS-FM
5	KRMD-FM	5	KOKA-AM

1983	SEPTEMBER
2-4	★ ROSEMARY CLOONEY
9-11	★ PAUL WESTON
16-18	★ JOE BUSHKIN
23-25	★ TONY BENNETT
30-OCT 2	★ NANCY WILSON

Every weekend is Special on



The United Stations

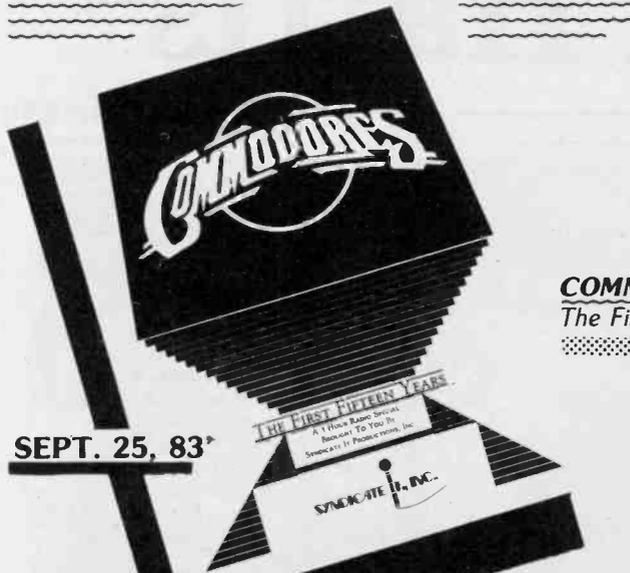
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SEPT. 25, 83'

COMMODORES
The First 15 Years

NOV. 22, 83'



J.F.K.
A Musical Tribute
Hosted by: **MARTIN SHEEN**

OCT. 83'



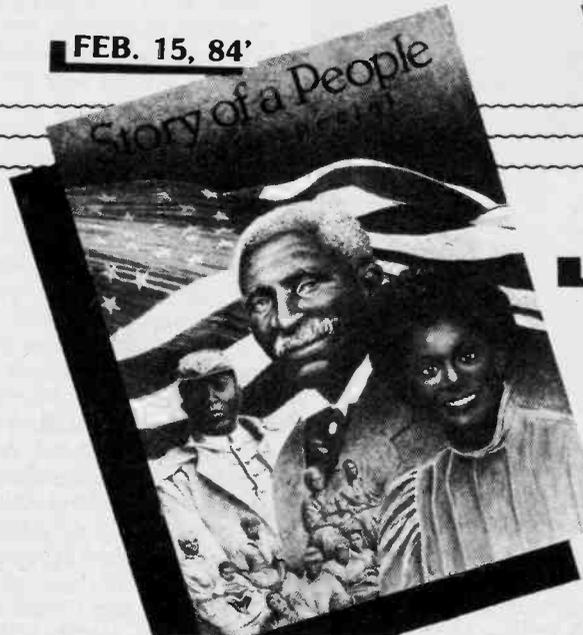
RADIOROBICS
Exercise Turned On By Radio
Hosted By: **JAYNE KENNEDY**



WEEKLY

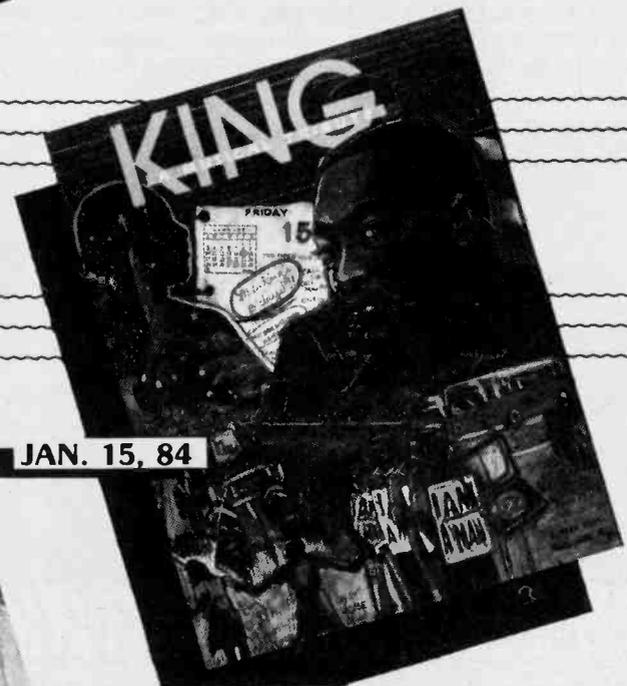
MUSIC OF BLACK AMERICA
The Very Best Hour in Radio
Hosted by: **LOU RAWLS** and **J.J. JOHNSON**

FEB. 15, 84'



STORY OF A PEOPLE
30 Hr. Radio Epic for Black History Month
Hosted By: **DENISE NICHOLAS**
and **BROCK PETERS**

JAN. 15, 84



KING/A Musical Tribute
3 Hr. Birthday Celebration
Hosted by: **BROCK PETERS**

COMING SOON



LEGEND OF THE APPOLLO
12 Hr. Special
Hosted By: **ROBERT GUILLAUME**
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CHAIN NO. 1 IN SIX MARKETS

The R&R Interview: Group W's Dick Harris

by Jeff Green

Group W has long been recognized as one of the country's most prestigious radio chains. But even with several legendary stations on its roster, the company's 1983 spring Arbitron results were remarkable: of Group W's eleven facilities, all of which are found in the top 25 markets, six are number one 12+. That is a performance unmatched in recent memory, perhaps never equalled. Combined with the other five stations, which all do very well themselves, the weekly come for the entire group approaches that of an evening national network TV newscast — almost ten million.

The executive heading this impressive division is Group W Radio President Dick Harris, now in his 20th year with Group W. He joined the company in 1964 as GM of WBZ/Boston, when the station enjoyed enormous shares with its rock format. He then began a series of transfers, every 18 months or so, to different sister properties, giving him the experience and unique perspective he would later need.

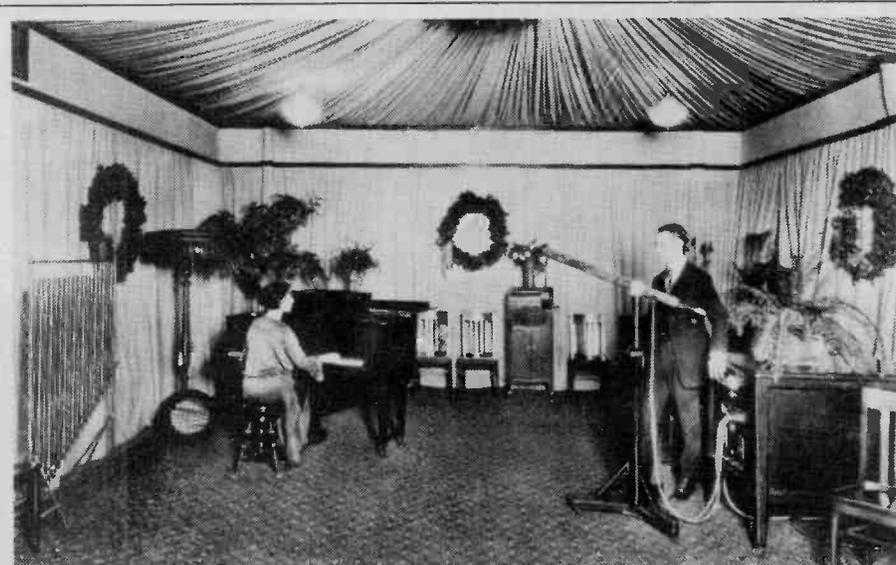
After WBZ, he was off to KYW/Philadelphia as VP/GM, where he developed that station's present News format. His next stop was the highly-rated WIND/Chicago as VP/GM. Next came the GM's post at KPIX-TV/San Francisco, followed by three years as President of Group W's rep firm Radio Advertising Representatives (RAR). Finally, in 1973 Dick was promoted to President of the entire Radio Group. At that time, Group W owned seven AM stations, and since then has added five FMs, while selling one AM outlet (WOWO/Ft. Wayne).

ceed or fail, I'm still around to support them.

"Therefore, we must commit ourselves to those who join us. We give our people many challenges and offer opportunities for them to grow into their particular positions as quickly as possible. I myself was put on such a 'fast track.' This approach gives people the entrepreneurial feel of risk-taking and moving forward. Our company's personality is that if you believe you can win, we'll provide the resources to give you that opportunity."

Feedback From The Battlefield

Dick went on to explain that employee feedback is an integral part of Group W's personnel development process. "Every other year, we conduct an opinion/attitude study within our company. We send out a 125-question survey to all employees, asking them to reply anonymously on how they



THE WAY IT WAS — Here's what state-of-the-art radio looked like in 1922 at KDKA/Pittsburgh's studios in the William Penn Hotel. Photographed at Christmastime, the studio was decorated in then-popular burnt orange, with silk billowing from the ceiling to disguise chandeliers.



Dick Harris



Warren Maurer



Bert Wahlen

Dick's personal climb up the corporate ladder is a model illustration of the company's emphasis on employee development. In the following interview, I talked with him at length about this philosophy and how its application has served to keep the Group W stations strong.

Encouragement To Try

Dick acknowledged that Group W's strategy is to develop and maintain a "great talent pool." He explained, "The underlying key here is finding and identifying the right people early in their broadcasting experience. We don't look for just one kind of person; it takes men, women, minorities — in short, an ethnic mix. We give each of them the opportunity, if you will, to fail. To me, that is what business and life are all about. One must listen when people come to you with ideas, and the worst thing you can say is, 'Naw, that ain't gonna work.' Instead, we give them the encouragement to try it. Whether they suc-

view the company. The results give a broad reflection of how the supervisors, top management, and facilities are perceived, in addition to all the elements that apply to good, sound business. After analyzing these surveys, we then disclose all the findings to everyone. I also personally travel to each of our radio stations and talk with the people about what's going on at our company. We discuss how this survey reflects upon the company as a whole and the individual unit they belong to. Growing out of that, we then put together volunteer employee 'task forces,' which contribute ideas on how we can improve. Now, we can't change everything, and it must be explained that there are some policies which never will. But we like to hear from them suggestions that can help us run a better company."

Assessing The Employee's Value

Asserting Group W's position towards its employees sharply differs from broadcasting's general view of employees as ex-

"People represent our largest investment. Our success depends on their enthusiasm and support more than anything else."

pendable commodities, Dick emphasized, "I feel strongly about the area of human resources. For years it was an axiom of our business that people were easy to replace. The glamour and excitement of broadcasting always kept job applicants seemingly lined up at the door, and we all know how likely that door was to keep right on revolving. In recent years, enlightened management has come to realize the true cost of employee turnover, both in business and in human terms. The vigor and success of Japanese industry helped open our eyes. So did nearly ten years of minimal economic growth and new competitive forces in the communications industry. The fact is, people represent our largest investment. In the case of our Radio Group, nearly half of all expenditures goes to personnel or personnel-related costs. Our success depends on their enthusiasm and support more than anything else."

In addition to personnel, Dick also mentioned the values of promotional resources. "I think that's one of the underutilized areas," he said. "This is perhaps a company secret, but the effort that we commit to advertising and promotion is our second-largest expense area. You can get there with good product, but you need to have the promotion to give you the final push and to carry on. It keeps you on top."

Fighting The Competition

However, not all of the Group W properties are on top. It's no secret Group W's best-known station, KDKA/Pittsburgh, has been struggling for the past several books. In the 25-49 adult demographics, KDKA hasn't seen a ratings increase in the last six Arbitron sweeps. Despite what Dick describes as a "major turnaround," WBZ/Boston also hasn't gone up in this area for the past four books.

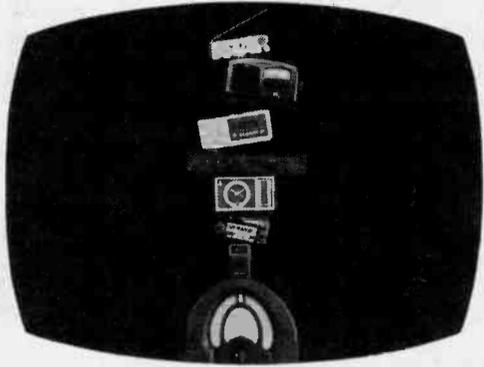


HELLO, RADIOLAND — Legendary personality Dave Garroway, a KDKA/Pittsburgh announcer from 1938 to 1940, interviews a ship pilot during a remote report. On November 2, KDKA will celebrate the 63rd anniversary of its first regularly-scheduled broadcast, the Harding-Cox presidential election returns in 1920.

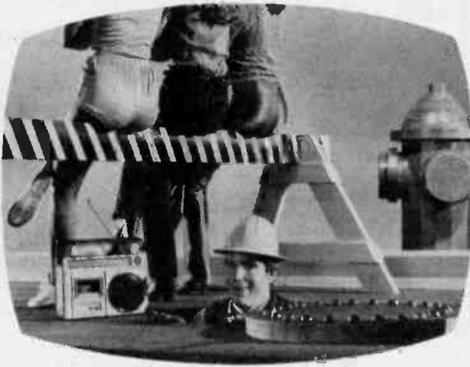
Does this concern Dick at all? "Yes, it certainly does. As in any competitive situation, competitors don't try to take audience away from the station that has a small share, but from that which has the lion's share. I would think that any good, competitive programmer would come at us in Boston or Pittsburgh, where we've had particularly large shares. What other stations

Continued on Page 26

How to promote radio on TV.



STACK OF RADIOS



THREE-IN-A-ROW



SHUT MY MOUTH



MEMORY TEST



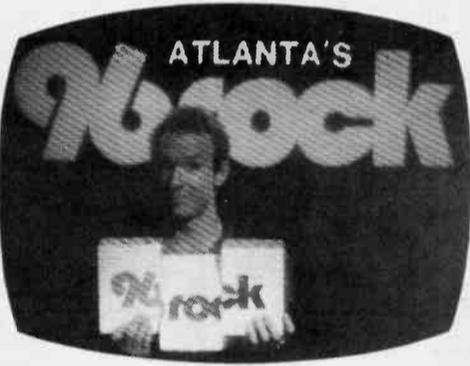
PRIMATE TEST



JAZZERCIZE



TURN ON THE LITE



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The R&R Interview: Group W's Dick Harris

The Group W Stations

AM Stations

Warren Maurer, VP

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1010 WINS RADIO GROUP **W**
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WIND TALKRADIO 56 GROUP **W**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
625 North Michigan Avenue Chicago, Illinois 60611

KFWB NEWS 98 GROUP **W**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

KYW NEWS RADIO 1060 GROUP **W**
WESTINGHOUSE BROADCASTING AND CABLE, INC.
INDEPENDENCE MALL EAST | PHILADELPHIA, PENNSYLVANIA 19106 | 215-238-4700

KDKA RADIO 1020 GROUP **W**

FM Stations

Bert Wahlen, VP

KOSI FM 101
LITE MUSIC.

KODA 99FM.
LITE MUSIC.

FM 104 K-JOY.
LITE MUSIC.

FM 105 KOAX
LITE MUSIC.
Dallas Fort Worth

WPNT the Point FM 93
LITE MUSIC



"One must listen when people come to you with ideas, and the worst thing you can say is, 'Naw, that ain't gonna work.' Instead, we give them the encouragement to try it. Whether they succeed or fail, I'm still around to support them."

theless," he affirmed, "having maintained this audience for so long, I think we can continue."

It should be noted that while three of Group W's "Lite Music" stations are top-rated, they are also unchallenged formatly in their markets. Regarding these stations' vulnerability from new competition, Dick commented, "There isn't a radio station in America today that isn't vulnerable. No one can afford to turn his back on the competition. Let it be said, though, that there isn't one of those markets where we didn't have direct competition against us when we started out. It's important to remember that we didn't program to

the vacuum. We had competition, and in all but Denver, where it was close, they were ahead of us. Still, we were able to come through with our aggressive promotion, and good management, marketing and advertising. That's why our Houston 'Lite Music' station is tied in with the Oilers football team, a promotional angle which is unheard of for a station of this format. Yet this is an example of the kind of effort that any radio station has to give to stay out in front. We've got to find different ways to build our strength. We just can't expect success through natural audience growth or the economy."

But does it run through Dick's mind that these stations could suddenly face several new direct competitors? "Sure it does," he said. "I think about it every day, and never discount the possibilities. Even if you are the only game in town, the important thing is to stay promotionally active, to keep your marketing visible. *Keep building higher levels of competition within your own station.* General Motors became a giant corporation by marketing and selling several lines of cars, not just Chevrolets. You've got to keep getting better."

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Continued from Page 24

are doing is taking a segment of the broad-based programming we offer and using it to try to slice off part of our audience. They're offering more of some particular aspect. However, I believe in those particular

markets we still are in the right position targeting the broadest base. We are, if you will, the 'general store.'" Dick admitted, "While we've been able to hold this broad base we started with, I would not want to try to build a WBZ or KDKA today. None-

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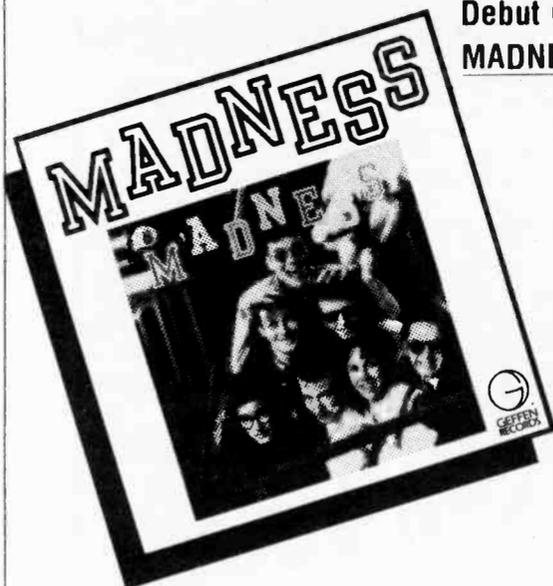
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| 94Q add | WHHY-FM add | WPHD deb 39 |
| Z93 add | KX104 add | CHUM on |
| KAFM add | WNVZ add | Q103 on |
| I95 add | WKDD add | KIQQ 40-28 |
| WGCL add | WZPL add | KMJK on |
| KEARTH add | WKFR add | KFRC deb 35 |
| KFI add | WVIC add | KHFI 30-27 |
| KNBQ add | K107 add 38 | WQID 35-32 |
| WTRY add | KHOP add | WCSC 40-35 |
| WTIC-FM add 27 | WIGY add | KITE 37-31 |
| WLAN-FM add | KQIZ-FM add | KZFM deb 29 |
| Q106 add | KVOL add | KSET-FM 28-23 |
| WBBQ add | WGLF add | KBFM 34-31 |
| WSSX add | WAZY-FM add | KRGV deb 28 |
| WSKZ add | KWTO-FM add | WTIX deb 32 |
| WDOQ add | KTRS add | WMEE deb 30 |
| WZYP add | KGHO add | WJXQ 33-31 |
| WJDX add 38 | B104 on | WHOT 38-35 |
| WQUT add | WXKS-FM on | |

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STREET TALK

No official word yet, but it now looks like CBS will be the big winner (highest bidder) in the Rolling Stones derby. Although the group's next album *will be* on Atlantic Records, it now appears that all future U.S. releases will be distributed through CBS. Stay tuned for details.

Look out Dallas, Ken Dowe is coming back! One of the highest-rated morning personalities in that market's history is on the verge of signing an absolutely amazing contract with KMGC/Dallas as the station's new morning man. Ken will retain his ownership of KLTE/Oklahoma City, while enjoying a personal services contract with Shamrock that contains lots of zeros in the amount column and more perks than J.R. Those in the know say that at 42, Ken sounded better than ever when he filled in on the KLTE morning show recently. Dallas may have a major morning battle on its hands this fall.

Arista seems to be filling in its personnel vacancies with strong troops (see Page 1 for Donny Jenner story), and more additions should be announced next week. Look for current Atco promo reps Sean Coakley and Paul Yeskel to join Arista in National AOR posts.

The rumor regarding the consolidation of Backstreet's promotion and marketing staff into MCA is becoming fact. Backstreet Promotion VP Dino Barbis and his staff exit, while Michael Goldstone will transfer to MCA's A&R department. Reportedly, Backstreet President Danny Bramson will keep the doors open, as this restructuring doesn't signal a closure of the label, just a streamlining of services.

If you're attending the NAB/RPC in San Francisco this weekend, don't be shy about but-tonholing any R&R staffers you might encounter. Several of the R&R troops, including six editors, will be on hand for the conference, and we'd enjoying meeting you face-to-face. (Hey, when d'ya get in?)

Washington, DC is heating up. After WASH's "major announcement" turned out to be "a positioning statement" followed by 97 records in a row, industry attention refocused momentarily on WPGC. The former rocker has begun calling itself "The New 95-PGC," but according to new PD Al Casey, "We are not moving back to CHR; we are remaining A/C." And there's more. Just check out the Country battle going on between WPKX-AM & FM and WMZQ. Lon Helton profiles both stations starting on Page 62.

Speaking of WMZQ, PD Bob McNeill unexpectedly resigned late last week and will return to WRVQ/Richmond as Operations Manager on September 1. Bob replaces current WRVQ PD Jeff Morgan. No replacement yet at WMZQ.

Street Talk has heard that WCXI-AM & FM/Detroit is ready to name a new PD, replacing Larry Patton, who will retain an airshift. Look for the new PD to come from America's heartland, joining the station in early September.

In Pittsburgh it's now common knowledge

that WWSW & WTKN are up for sale. Apparently no concrete offers have been made yet, but several parties are interested.

WWSH/Philadelphia PD Bobby Rich has hired a morning team: Kelly Randall & Dan Cooke, who did simulcast wakeup service on KKUA & KQMQ/Honolulu. These guys are supposed to be "hot," and one look at the recent Honolulu Arbitron will tell you just how hot.

After three years as Operations Manager of KUPD & KUKQ/Phoenix, Ed Hamlin is exiting. He's moving to San Diego to pursue commercial work, but is not interested in doing day-to-day radio at present. Rick Nuhn takes over as PD of KUKQ from that station's airstaff (KUPD's PD remains Ern Gladden). It's not likely the OM post for the two stations will be filled again.

Looks like A&M Atlanta promotion rep J.B. Brenner has the inside track on becoming the National AOR Director. He's currently working at the "A&M lot" on an interim basis to see if he wants to make the move. Seems he just bought a house in Atlanta. Hey, timing is everything.

What's going on at KITY/San Antonio? Look for former KTSA PD Kid Curry to surface as PD of KITY, but here's the rub... KTSA is serving Kid with an injunction to prevent him from working anywhere else in the market. Frank Walsh, last at KTSA, has already taken control of the music at KITY, and the station is soliciting listener suggestions for what they want to hear on the "New KITY."

Imus to Cheyenne, Wyoming? It's a fact! He'll be doing 7-midnight at KUUY/Cheyenne, working for Terrell Metheny (WNBC/New York PD Kevin Metheny's father). But before you call everyone you know with this hot news, maybe we should mention that the Imus joining KUUY is Fred Imus, Don's younger brother.

The folks at KWK-AM & FM/St. Louis strongly deny having anything to do with the funeral bouquet delivered to new KHTR/St. Louis PD Scott Alexander last week.

In addition to promoting David Fleischman, as we told you last week, Atlantic Records has also upped Danny Buch to Associate Director of National Album Promotion. Both David and Danny will report to Judi Libow.

Congratulations to KJLH/Los Angeles on the fortuitous placement of one of its logo-tagged microphones in this week's Time magazine cover photo of Jesse Jackson. Now that's national exposure.

Harvey Leeds has turned in his Associate Director of Album Promotion business cards for ones that read Director of Video Promotion for E/P/A. It's all official beginning next Monday (8-29).

WCRO/Johnstown VP/GM Sandy Neri has exited to become VP/GM across town at WJAC & WKYE. In addition, WKYE has just launched a new CHR format under PD Mike Farrow.

MORE STREET TALK/Page 30

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KNOE-FM
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KRNA
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WSPT
KFMW
KENI
KBIM

FIVE-YEAR DEMO BREAKS COMING

Advisory Council Discusses Metro Changes

Last week's meeting between the Arbitron Radio Advisory Council and executives from the ratings firm concentrated on plans for 1984. Among the most important topics was the new governmental definitions for metros. Arbitron told the Council that the new metros would be used effective with the fall '84 sweep, but that subscribers could vote to change the definition if they desired (perhaps to retain a current definition).

Another 1984 item was the proposed introduction of five-year age breaks in the demos. While the change here is "not imminent," according to past ARAC Chairman George Green, VP/GM of KABC/Los Angeles, it is coming. Arbitron Sales/Marketing VP Bill Livek told R&R, "We haven't decided whether or not the five-year breaks will be standardized or will be 'floating' - able to be customized by the subscribers." More research will be conducted within the next year on this topic.

Three other significant areas were addressed. The move to change the front of the trends section in the market report from 12+ to some other demo was not successful. Closed-end diaries (which list by daypart the times a person can listen, making it easier to fill in the diary) were shown, and further developmental testing will be done. Finally, the possibili-

Pahigian

Continued from Page 1

years ago, Pahigian worked at WCCM & WCGY/Lawrence, MA for seven years, the last 18 months as Assistant Operations Director. He told R&R, "(WGAN owner) Guy Gannett Broadcasting has been an outstanding company to work for. The people are first class and I'll regret leaving here. But the opportunity to work for WIP is very exciting, as I love the format and the station's heritage. I'm looking forward to working with Bill Dallmann, (owner) Metromedia, and the folks at WIP."

Sebastian

Continued from Page 3

R&R, "(KFKF GM) Bob LaBonte has been super to me, and I can't tell you how much I've learned from him. But I'm very excited about joining Midwest Communications, which has one of the greatest reputations in the entire industry. There were a lot of pretty good people up for the job, and I'm very honored to be selected. This will be the third station I will have worked at with (Burkhardt/Abrams associate) Bob Elliot, and I'm looking forward to that, too. I can't wait to get there."

At KFKF, morning cohost Dan Roberts has been named acting PD until a replacement is chosen, which is not expected until Scornix Broadcasting takes over the station from Allbritton Communications later this fall.

ty of sampling just one person per household came up, but according to Livek, "The costs are not reasonable on this yet. We will revisit this matter to see if the costs can be lowered."

WLPX

Continued from Page 1

as an AOR station, but only in the area of teens. We feel confident of doing very well 18-49, positioning ourselves between (CHR) WKTI, and WMYX and WMGF, which are 'magic' type radio stations."

VP/GM Lee Dolnick commented, "I think Rick hit it on the head for us. We are looking for more than teens, and feel we can get them with our CHR format."

Harris also told R&R, "Even though Jim remains as PD, I will be responsible for the day-to-day programming decisions until he can become more familiar with the CHR format." Several members of the AOR airstaff were released due to the format change.

Ienner

Continued from Page 1

the ability to conceptualize and follow through campaigns that launch major careers and hit records. He is an important addition to Arista's executive team, and (Arista President) Clive Davis and I are delighted to announce his appointment."

Ienner told R&R, "Jimmy and I have always been close, not only as brothers but professionally. He's looking for new challenges apart from running a record label. It's time for him to move on, and for me as well, and the move to Arista is a natural progression for me. Clive and I have known each other since we worked together on Eric Carmen and the Bay City Rollers, and Sal is a gentleman and a very capable executive. We're building a terrific new promotion organization, and the future looks wonderful."

Phillips

Continued from Page 3

franchise rock & roll radio. We need to give the stations more personalized attention."

Commenting on Bryan's appointment, Phillips said, "He took KNBQ from ground zero to top five in this market. We've worked together in the past - he was my Promotion Director here four years ago, and we both worked at KYA/San Francisco together. He's highly respected in this market as an innovative, personality-oriented PD."

Bryan told R&R, "I wanted to work for (KISW GM) Steve West for years, and Beau and I go back a long way. I have a lot of faith in the format, and KISW has one of the best AOR staffs in the country."

WWWE

Continued from Page 3

ever. I think it's just the declining demand for country music in this market. Cleveland is more cosmopolitan than a lot of people take it for."

Transtar

Continued from Page 1

sponsibilities, and will be instrumental in the growth of the company.

"Having done quite a bit of successful special programming in various markets," Robinson continued, "Mike brings a unique blend of programming and broadcast management. Therefore, in developing our special programs, he can really relate to the needs of the radio stations and their audiences."

Before joining Transtar, Braiker headed Popular Media Products, a Los Angeles-based production company. Transtar has agreed to purchase PMP, which will then be used as the syndication production arm. Prior to PMP, Braiker served two years as President of SMN. His background also includes stints managing WIRE & WXTZ/Indianapolis, the Indiana News Network, as well as the radio division for Belo Broadcasting. Braiker told R&R, "I'm numb! We've merged all the activities of PMP into Transtar, and it looks to be very exciting! I've been close friends with C.T. and (Research Group President/Transtar Executive VP) Bill Moyes for a long time. I couldn't pick two better people to be working with."

Harvey leaves WWSW & WTKN after three years as President/GM, but will be retained as a management/programming consultant to both stations. Prior to Pittsburgh, Harvey spent a year as Group OM/PD for Rust Communications, having previously worked two years as OM/PD at WFTL/Ft. Lauderdale. Harvey also served four years as Group OM for United Broadcasting. He told R&R, "There's always regrets leaving good friends, and we've overcome many obstacles people said couldn't be done. But I've wanted to get into syndication for years, and have always admired the Sunbelt organization. Regarding our new programming, I've seen so many specials that weren't designed with the PD in mind. We're going to put together special material PDs will hunger for - it'll be a programmer's dream."

Rothman

Continued from Page 1

dinator, Artist Relations Manager, and Product Manager.

Geffen President Ed Rosenblatt commented, "Robin's impressive track record, combined with a wealth of practical experience at Warner Bros., make him an invaluable addition to our staff. His intimate understanding of the music business and his genuine enthusiasm make working with him a real pleasure."

VanDerheyden

Continued from Page 3

Derheyden was PD of WCBS-FM/New York. He previously served as PD of WHN/New York and WGBS/Miami, and began his broadcasting career at CBS in 1964 as a writer at WCBS/New York.

Elliott, Hartnett Take New Tanner Posts

Two new management appointments have been made at the William B. Tanner Company following last week's seizure of company documents by federal agents. Tanner Corporate Controller Bill Elliott has been elevated to VP/Finance for the Memphis company. Edward Hartnett, who was most recently Exec. VP of Tanner, was given the additional duties of Chief Operating Officer.

Alan Donnahoe, Vice Chairman/CEO of Tanner's parent company Media General, indicated, "No one has been replaced. These are new positions."

Federal authorities have alleged that President/CEO William B. Tanner is guilty of fraud, accepting kickbacks, tax evasion, and amassing a "hidden inventory" of radio commercial time. Tanner has denied all allegations, and he remains as President/CEO of the firm.



STREET TALK

Continued from Page 28

Jim Christoferson has been upped from Station Manager to GM at KDON-AM & FM/Salinas, replacing Dave Leonard.

WMMR/Philadelphia received a copy of the new Genesis import 45 "Mama" and played it all last weekend. On Monday the station got a "cease and desist" order from Atlantic because the song was not yet licensed for U.S. airplay. Does this mean record companies may now start getting tough on stations that jump the gun on imports? I guess we'll see when the next Men At Work or Duran Duran singles appear from across the sea.

Stork Stops: KVSF/Santa Fe PD Bill Dimas and his wife Candy, a baby girl, Jessica (8-9) . . . WPLR/New Haven PD Chris Kampmeier and his wife Marilyn, a baby boy, Christopher (7-14) . . . To Seth & Susan Mason (he's WXRT/Chicago GM), a girl, Ashley, late last week . . . WPJB/Providence personality Jon Holiday and his wife Luann, a new daughter, Sandra Lynn (8-23) . . . and in what might be a Birch production record, Tom & Roseann Birch had a new baby daughter, Jessica Lynn, last week.

Roseann was in labor only 90 minutes!

After you've been around for a few years, had a few hits, and played a few concert dates, you'd figure that these kinds of things wouldn't happen, but apparently they still do. When the Beach Boys played the Ohio State Fair recently, they were charged \$4 each for tickets to their own concert. A security guard at the gate didn't recognize anyone in the hotel van carrying the group, WNCI/Columbus PD Tom Watson, and several others when it attempted to enter the fairgrounds. Undaunted by Watson's pleas for reasonability, the guard let the van through only after collecting \$40 in admission fees. Must have been a country music fan.

Harris

Continued from Page 1

ed, "We are working with them to resolve the problem."

"It's not a problem for us," commented WQXI PD Fleetwood Gruver. "We have the Harris and Kahn systems, so we'll just switch to the other." WLS Operations Director Steve Casey said, "It's a bit of a shock." But he said there shouldn't be any major inconvenience, since WLS isn't planning any major AM stereo promotion until later in the fall, when Sony and Sansui sets are readily available in the market.

Pewter

Continued from Page 3

Pewter's oldies programming experience includes two years at KRTH/Los Angeles (1973-75). He also hosted an oldies show for KMET/Los Angeles, as well as writing and producing several radio specials for both the CBS and ABC radio networks. Most recently, Pewter was writer/co-producer for Creative Factor's discontinued "20/20 Musicworld" program. Commenting on his new position, Pewter told R&R, "KRLA has a great tradition. With our combination of oldies and current hits, plus the addition of the Los Angeles Raiders, we're on the move, and it looks like a touchdown."

KCPX-FM

Continued from Page 3

play crossovers from other formats on a cut-by-cut basis, and will begin an evolution into this with a 50-50 mix of currents and library material. Eventually we will become more current. I think this is a golden opportunity."



Discover A Gold Mine of Country Music With the Stars!

George Jones and Johnny Cash have been making country hits for nearly thirty years; Willie Nelson and Loretta Lynn for more than twenty, and even 'new comers' like Ronnie Milsap and Crystal Gayle have spent nearly a decade on the charts.

Country music has stayed loyal to its roots.

Today, country listeners have expressed an increasing interest in country music's past. Radio stations are playing more oldies than ever before, and new artists, like Ricky Skaggs and John Anderson, are using more traditional styles.

Solid Gold Country explores these connections between past and present each week in a three hour music magazine. Every week a major country star will

be on hand as a featured guest throughout the entire show to talk about their music, and additional artists are spotlighted, telling the stories behind their songs. This participation by the stars of country music themselves, and the theme sets in which the songs are presented, make each program more than just another "oldies" show.

Produced by Ed Salamon

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Management

Taking The Emotion Out Of Hiring

This week marks the beginning of R&R's new management section. Gary Kaplan, Managing VP/Partner of Korn/Ferry International (see box), introduces the section with a look at a fundamental management aspect — hiring.

The future is demanding that radio be *managed* like the sophisticated industry it is. Tomorrow's radio executives will be broadbased business people who understand how to manage opportunities and problems in an environment of rapid change. The hiring process, as the radio industry practices it today, doesn't systematically find and develop this breed of executive in adequate numbers. Clearly, something will have to change if this kind of executive is to break through the door.

Yesterday, the inadequacies of this approach to hiring were camouflaged by the industry's ability to profit and grow in a relatively stable and familiar environment. Tomorrow's environment is neither stable nor familiar, and the camouflage will quickly fade. More than any other factor, superior people will create the difference between success and failure. Making sure you can get them will no longer be merely desirable. It will be absolutely essential.

Define and Identify

Assuming a firm foundation of top management commitment (without which nothing else can succeed), the first step is to define the job and identify the successful candidate's qualifications. Whenever you hire a new person, you have an opportunity to think about the job: how it has changed or is changing. Question assumptions about what's necessary for effective performance. Distinguish between qualities that are absolute-



Gary Kaplan

ly essential and qualities that are desirable.

Second, determine whether you want to hire from within or from outside your organization. Obviously, there are advantages and disadvantages to each option. A well-established system of internal advancement, which provides maximum opportunity to employees, boosts morale, reduces turnover, lowers costs, and builds a reputation as a "good place to work" where top quality people will want to come and stay.

Companies that disproportionately recruit outside are poorly managed and usually wind up in a downward spiral, with the best people leaving and others not interested in joining. At the same time, a company that too frequently hires from within may create a situation that's too inbred. People from other environments — including other industries as well as other companies — bring new ideas, concepts, and approaches, which is very healthy.

The third step is communicating the job opportunity through internal and external sources, encompassing job posting and recruitment advertising. The effectiveness of advertising is influenc-

- Define job, identify candidate qualifications
- Communicate the job opportunity
- Interview for abilities and attitude
- Check references

ed by the type of job, the level of the job, the media used, and the content of the ad itself. Media is generally newspaper and technical or professional journals.

Old Boy Net Vs. Third Party

Your next consideration is the "sourcing" of candidates. In the broadest sense, there are two categories of sources: the informal "old boy network" and "third party" sources. The old boy network approach consists of picking up the phone and calling people you know and asking them if they, or anyone they know, is interested in the job. Another version of the same game is to raid the competition. This is the way much of the radio industry goes about hiring people.

On the surface, it appears quick and easy, as well as cheap and comfortable. In reality, it's very inefficient and isolates the industry by ruling out both cross-pollination from other industries and new breed development. It would be like the NFL creating its teams each year by raiding one another and eliminating the college draft.

"Superior people will create the difference between success and failure."

If you decide to extend beyond the old boy network, there are a wide variety of third party sources to consider:

- Referrals from your existing employees — this can be a productive and relatively inexpensive source. People referred by your employees will tend to be above average; employees usually feel some responsibility for the performance of the person they recommend and generally won't suggest a person who isn't capable. Potential disadvantages include the development of cliques and inbreeding in much the same manner as the old boy net
- Executive search firms — in its earliest form executive search

was born in the '30s, at about the same time as radio. It has both mushroomed and been refined over the decades

- Advertising agencies, rep firms, consultants, lawyers, bankers and CPAs who are responsive to clients and potential clients and have widespread contacts throughout the radio industry and over all types of businesses and disciplines

- Colleges, and universities, and technical schools — use the placement and alumni placement offices, the department heads and key professors

- Professional organizations such as the RAB and the NAB.

Final Steps

At this point there should be real live candidates to consider for interviewing. And when you're interviewing, you should be alert to two categories or qualifications, abilities and attitude. After that, the next procedure in the hiring process is checking references.

Depending on how this is done, it can be an extremely valuable tool or a complete waste of time. Good interviewers usually make good reference checkers because the technique and motivation are really the same. Talk to bosses, former bosses, peers, and people in their functional areas who had a significant level of contact with the candidate.

The final step is the hiring decision. It's a shared responsibility. However, the line manager must make the final hire decision because the individual hired will be his responsibility and his alone.

Gary Kaplan presently serves as Managing VP/Partner of search firm Korn/Ferry International, overseeing the Western Region. He also heads the company's international entertainment speciality practice. Before that, he was VP/Personnel Operations for Crockers National Bank and Director of Executive Recruitment at IU International in Philadelphia.

All in all, Kaplan has 19 years' experience as a personnel professional, recruiting executives at all levels for, among others, the broadcasting, entertainment, telecommunications, consumer electronics, data processing and consumer products industries.



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Sales

10am, Do You Know Where Your Sales Folks Are?

It's truly amazing how we complete our daily sales meeting, then singing company logos, we point our folks out the door to the wide world with little or no idea where they are going . . . let alone what they're going to say when they get to their destination. Don't get concerned . . . I'm not a proponent of flurries of forms and new memoranda, but you must have some rudimentary structure to guide the daily and weekly efforts of your ideal "17!"

The key to some sort of form or plan is that it is simple, disposable, and substantially helpful, or it will never ever be used more than twice. (Those unfortunates who must work as salespeople without daily sales meetings and without station supervision must have some weekly planning device, or their anticipated commission income is guaranteed to dry up!)

One form is our desire. It should provide three basic pieces of information:

1. Name of account
2. What you intend to sell the named account
3. In what chronological order you will call on the named account

I like it simple, 8½ x 11" sheet of paper, five columns horizontally with ten spaces descending . . . each space divided into two parts. Part 1 is the name of

the account and part 2 is "what they are going to buy!"

Work on this on Sunday evening or Monday morning. It should be done for all five working days (unless of course, Saturday morning is "call day"), with careful thought given to order of calls . . . think about your town! How can you organize your calls for minimum driving time and economy of petrol usage.

Ideas To Profit By

As fall arrives it is time for the annual inventory — who in your station biz has a special talent (clown . . . artist . . . musician)? What do your people do that can be part of promotion (race cars or boats . . . ride rodeo . . . ski)? What does the station own that you have forgotten (jeeps . . . sides of buildings . . . trade for trips . . . ski passes . . . two-way radios)? A complete list of all this stuff can be a thought-starter for another opportunity to work with a client.

Have you ordered your Chase's Calendar? NAB has them! It's a must!

After you have your budget meeting, are you having a special "promotion and marketing" meeting? The perfect time to discuss special plans for "Targets."

Ever think about owning your own printing press?

It's just senseless to let the gasoline folks steal so many of your commission dollars!

Oh yes . . . if you are a big city person, this plan is important to save time and increase the number of productive sales calls.

I bet I have crisscrossed Madison and Michigan Avenues with sales reps 2 million times . . . even left buildings without calling on the other five agencies that were housed therein!

If the chronological plan had been in place, just think of the effective use of time.

It could even spring two days a week for in-office presentation planning! The system could expand calls on new clients, account executives, the client himself/herself . . . even allow time for a relaxed vacation.

Looking at this kind of plan in perspective from the sales manager's desk is even more important! The single reason for fewer sales contracts is that the salesperson calls on the client without specific proposals in mind. Not only is a potential sale missed, but often the client is angry because of the time that was used and perceived as wasted!

If the "simple" plan is in to the sales manager at the beginning of the week . . . and the space where the client is listed does not have an idea in place (on the beginning form), you, as the sales manager, can suggest an idea to the salesperson that might get the juices flowing and the call to be more beneficial to both station and client.

When I babble on to sales managers about this system, it is often discarded because most of us can't think of 26 new ideas a week to fill in those blank spots on the planner for our salespeople.

Not to worry! Just use the Monday morning sales meeting as an idea session with the Magic "17" . . . let

them help fill in the blanks!

You might even consider a prize or a spiff for the idea given that is sold by someone other than the person suggesting the plan.

One or two of these ideas could be important enough to have printed on a one-sheet for mailing . . . or for presentation by all hands (that means all salespeople!).

We're going to talk about one-sheets and idea explanations soon, but right now, the key is to fill those "slots" that help us provide our clients with something specific to buy.

Many stations even ask the program director to drop by on Monday morning for the sales meeting (gads, what heresy) so the program department input can be added to the "what can we provide" part of the planning sheets.

Asking the PD into this extremely important part of the information flow can help you and the programming department. They really do want you to succeed! But they need to know that you want to do it in the context of program purity. Besides, who can better explain the neat "stuff" your station is doing than "the master of the plan." (I also like to take PDs out on call . . . they really know the product and can solidify a relationship for you with real show business charisma! Ask them, I'll bet they'll go!)

One of the hidden charms to this system is if you must find one of your people, and there is a plan, two or three phone calls and you will be in touch.

As I said . . .

- Simple . . .
- One sheet of paper . . .
- Salespeople like the direction . . .
- Every client gets an idea
- Sales meeting fodder . . .
- Setting a goal . . .
- Lots more sales . . .

And you can dispose of it at the end of the week!

(Target . . . Quota . . . Train!) —Dwight Case

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- Summer games. Six weeks of broadcasts including two weeks of live event coverage via satellite from RKO's Los Angeles facilities at USC, site of the Olympic Village.

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News/Talk



BRAD WOODWARD

BUCKING THE TREND

WOAI's San Antonio Surge

While the majority of News/Talk stations experienced soft books this spring, WOAI/San Antonio trounced the trend in a big way. An impressive 5.2-7.3 advance halted a gradual four-year slide for San Antonio's sole News/Talker. In R&R's ranking of leaders for the format by share in the Top 50 markets, WOAI vaulted from 23rd to 10th place nationwide.

Program Director Pat Rodgers attributes the surge, at least in part, to a cut-back in open-line programming and a sharpening of the issue focus of the station's midday talk shows, which posted bigger gains than either morning or afternoon drive. And he's convinced "we shared audiences among the shows better."



"As a music station goes for hit records, we went for series on hit topics."

Programming "Hit Topics"

In "Morning Magazine" (9-noon) Rodgers introduced weeklong series on controversial topics, anchored by cohosts Mary Denman and Carl Wigglesworth. "We'll take an hour each day for five days and hit at a topic from every angle you can imagine," he explains.

"We did a five-part series on the death penalty, and one on education — those kinds of universally accepted topics that will stimulate you whether you have a kid in school or not. All you have to do is hear the words death penalty and it begins to evoke emotions. So, I guess as a music station goes for hit records, we went for series on hit topics."

On The Move

WRC/Washington, which celebrated its 60th anniversary August 1, adds the "Charlie Rose Radio Show," Saturdays 5-9am. Rose recently hosted a syndicated television talk show . . . Rick Herrick joins KABC/Los Angeles as Direct Response Marketing Consultant . . . WGSO/New Orleans hires George Jennings as News Director, the same title he held at WFAA/Dallas until it dropped News/Talk . . . Weekend talk host Steve Agbaba takes over the weekday 1-3pm slot at KVI/Seattle . . . Joe Connolly, newsman at WASH/Washington, joins WTOP/Washington as Assistant News Director . . . KNX/Los Angeles lands KTTV-TV/Los Angeles newsman George Reading as anchor/reporter.

WOAI 1200

The best series, according to Rodgers, was one that compared five religions. "That just blew the cork off everything. We took five mainline religions and asked all five of them the same questions independently on consecutive shows. Then we let people ask questions — about the end of the world, the very fundamental things they all are preaching at or to. That turned out to be the most successful five-parter we did for the whole book. As a matter of fact, people have been all over us to do another one."

Open-line programming was mainly cut from WOAI's afternoon talk show, hosted by Allan Dale from 1-4pm. Letting callers dictate discussion topics creates "old saws that keep getting hashed and rehashed," Rodgers believes. "Primarily our thrust is to have good, interesting guests and topics people care about."

"There used to be two out of three hours of the open-line. A year ago I changed to a maximum of one hour. And usually that's at the end of the program so people have an opportunity to respond to the two guests that were on previously. It's just a logical extension of conversation. You've already spent two hours stimulating them into a direction that at least makes some sense. And we can screen for those topics more accurately."

Reagan Exclusive

Rodgers thinks WOAI also got a boost during the rating period from landing an exclusive interview with President Reagan. The interview, which received widespread local publicity, took place as the President was approaching San Antonio for a schedule of events aimed mainly at Hispanic voters. By radio-telephone from Air Force One, Reagan spoke for 25 minutes with Allan Dale.

News/Talk Declines In Spring Book

A look at the ratings for 72 News, Talk and News/Talk stations in the spring 1983 Arbitrons shows the format generally slipping. Fully 57% of the stations lost ground, compared to 39% posting gains and 4% remaining level.

This is the second off book in a row for News/Talk. Although fewer markets have winter surveys, an analysis of 36 stations in the winter 1983 book found 53% losing, 42% gaining and 5% unchanged. The format's last strong book was fall 1982, when gainers outdistanced losers 61%-38%.

In the most recent survey, stations showing gains of a point or more included: KABC/Los Angeles (6.2-7.6); KCMO/Kansas City (5.6-8.6); KGO/San Francisco (7.2-8.6); WARD/Wilkes Barre-Scranton (3.3-6.7); WMVO/Mt. Vernon, OH (3.6-4.6); WOAI/San Antonio (5.2-7.3); WRC/Washington (3.1-4.5); and WXYZ/Detroit (4.4-5.5).

FOUR INTERVIEW SOURCES

The Great Guest Hunt

Whether you're at a News/Talk or a music station, finding timely, interesting guests for a news interview or talk show can be tough. Here are four sources you may want to check out.

• **Newsmaker Interviews** — Begun this spring by Arthur Levine, publisher of TV News in Los Angeles, the service is offered to stations in the top 100 markets for \$30-60/month, depending on ratings. Each month, stations get a newsletter listing 36 authors, actors, and other celebrities who have agreed to do radio interviews. Available dates and times are listed, along with contacts and updated biographical data. June guests, for example, included George Burns, Ralph Bellamy, Dabney Coleman, Lorne Greene, Tom Wopat, and Richard Simmons. For information call (213) 859-9130.

MOTHER JONES

• **Mother Jones** — Each month the magazine sends 800 stations a free newsletter describing its authors and interviewees who are available for radio interviews. Stations call

the magazine to get contact names and numbers. August topics, all based on current Mother Jones articles, ranged from FBI probes of peace groups to the woman's music industry to sperm banks. For information call Richard Reynolds, (415) 558-8881.

• **Broadcast Interview Connection** — BIC links stations with associations and corporations that have a message to deliver. Groups pay \$650/year and are guaranteed ten interviews. Stations pay \$50/year, and have total access to BIC client spokespersons. Stations get a weekly newsletter and set up interviews by calling BIC's toll free number. For information call Hilary Bruce, (202) 628-2606.

• **WGST/Atlanta** — As part of the Meredith Radio Syndication Service, the station publishes the biweekly "Talk Show Newsletter." Each edition lists ten recent WGST guests who were especially interesting or effective, and who are available for additional radio interviews. Cost is \$260/year. Contact Jill Stanislawski, (404) 231-0920.

During morning and afternoon drive, and for an hour at noon, WOAI airs news blocks assembled by News Director Peter Gardner and his staff of eight. Rodgers says with some pride, "This past year we won the AP award for best news in Texas, radio or TV. And that doesn't hurt."

Evenings are largely devoted to sports talk and sporting events, undoubtedly contributing to WOAI's strong showing among men. In fact, its male audience swelled by more than two-thirds in the spring Arbitron. Gains in the evening numbers matched the solid progress of the midday shows, as San Antonio Spurs basketball — for which WOAI is the flagship station — gave way to Texas Rangers baseball. The station also carries the Dallas Cowboys, plus college football and basketball.

Comedy & Computer Talk Catching On

Rodgers is moving to shore up weekends, which are dominated by sports events and how-to shows. "Jack Carney's Comedy Store" has just been added to Sunday afternoons. Early signs indicate the show is already developing a following. "I think it provides the light touch most of us can't provide for ourselves on a regular basis. And it gives us variety. It's a whole different angle. It's not old-fashioned radio programming necessarily, although there is some of that in it."

The comedy show follows another popular new addition to the Sunday lineup, the "WOAI Computer Line," heard at noon. Rodgers explains, "We have a computer consultant who goes on the air and answers questions from people who have personal computers or business computers. The show has really taken off. First of all, it's a

good advertising medium. Secondly, there are a lot of people who either think they should have a computer or are getting one. We have found that show generating as much talk and as much business as I've ever seen a new show generate."

Plans for the future include more community involvement, along the lines of WOAI's annual 37-hour Christmas radiothon to raise money for toys for underprivileged children. WOAI is also the official station for "Fiesta," San Antonio's equivalent of Mardi Gras. "I think a radio station like ours can be even more involved in the community than we already are," says Rodgers. "I'll always look for new and creative ways to step out."

"I don't try to jolt my audience on a regular basis just so I can play radio."

However, Rodgers doesn't believe in sudden changes of direction. "We don't make drastic and radical changes. Evolutionary is the best word I can use for how I try to deal with a station that's been as successful in the market as it has for so many years. I don't try to jolt my audience on a regular basis just so I can play radio."

A/C Background Aids N/T Programming

Before VP/GM John Barger brought him in to program WOAI four years ago, Rodgers was an afternoon A/C personality at WSB/Atlanta. "I thought they were crazy when they asked me to come down," he admits. "But I found out there's very little difference between programming an aggressive MOR station with personality and programming one of these things. You're still trying to be relevant, topical, to give people what they want."

"I think the perspective I brought was one of entertainment — presenting good solid information in an entertaining way, rather than trying to be educational radio. This format can very easily turn into public service and public information and become so righteous that nobody wants to listen. It just dries itself up. And I think these other formats I've been associated with are very sensitive to that. Also, when you're used to caring a great deal about a three-minute record, you care even more about a 40-minute segment of time."

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*Ten :60 weekly programs hosted by Richard Davies, February through November.

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*A hard news look at the candidates and their platforms, *Campaign America* selects a different political issue each week and covers it from all angles — from abortion to nuclear disarmament to inflation.

*Ten :60 weekly programs hosted by Gil Gross, February through November.

- Dollars and Sense. With such tremendous local sales opportunities it makes sense to elect *Project '84*.



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AOR



JEFF GELB

AOR WINNERS CIRCLE PART FOUR

WQFM: "Dinosaur" Rules Milwaukee

One way to judge the effect of modern rock on AOR this spring is to look at a market where it was widely used. In Milwaukee, WLPX was an early and aggressive experimenter with modern rock, which made up a majority of its playlist. When the spring Arbitron results were issued, WLPX had scored significantly lower than previously, while competing AOR WQFM had its best ratings in a year. WQFM was by far the more conservative of the two stations, and its excellent ratings results would indicate that middle America may not be ready for a flood of modern rock on its AOR stations.

Masterminding the programming at WQFM for the last year-and-a-half is Lee Arnold, a 15-year broadcast industry veteran with past PD credits at several stations, including WAAF/Worcester, WQXM/Tampa, and WORJ/Orlando. His track record at WQFM is excellent: three wins in a row against former dominant AOR WLPX.

Modern Vs. Dinosaur Rock

This book Arnold credited his format win to several different elements, but emphasized WLPX's reliance on modern rock: "I look at modern music as today's disco, and WLPX fell for it hook, line, and sinker. I don't think modern music is a format; it's a form of music. If you base a format around it, you might as well do a heavy metal



"I don't think modern music is a format; it's a form of music."

format, or a Southern rock format. None of these are formats, they're just little pieces of the AOR pie.

"If a real good piece of modern rock came out, one that rose above the genre and became mainstream, we played that. That's the way I feel about any music we play; it has to rise above its little sub-category and make it into a mainstream, great song category. If there were 20 modern rock songs out like that right now, I'd be playing them; if there were two, I'd be playing two. Obviously, we played Men At Work, Duran Duran, and A Flock Of Seagulls. WLPX annihilated themselves by being 'too hip' to play Sammy Hagar, Bob Seger, or Foreigner. We played the songs that looked right to us as far as this market was concerned, the songs that would do well with the Joe Average who listens to AOR radio."

"The only way you win is to be visible in the streets."

He recalled, "We were described in the newspaper by my competitors as 'the dinosaur.' Well, I'm happy to be one; after all, dinosaurs lived for two million years, were the most powerful animals that ever walked the face of the earth, and were real peaceful till you screwed with them."

WQFM continued to play "dinosaur rock" throughout the book. As Arnold explained, "People didn't go to sleep one night saying, 'I love Led Zeppelin,' and wake up preferring the Psychedelic Furs. We just retested 'Stairway To Heaven' and 'Free Bird' and they're still two of the highest-testing records you can play on the radio. You need to play them, but you don't have to play them all the time. Songs that had gotten 'toasty' we just moved to slower rotations."

Demystifying Research

Arnold left little to chance in determining which songs were hot with his listeners. He used the research systems of consultant John Sebastian (WQFM has since also signed with Pollack Communications Inc. for consultation services). Arnold admitted his initial emotions were mixed over the use of research: "In the time I spent in the record industry promoting albums for RCA and other labels, record research was the only thing I hadn't dealt with and had incredible misunderstandings about. When I got here, Andy Bloom, my Research Director (now MD), showed me how the systems worked. I realized then that research is just another piece of valuable information. I've used John's research system to test every record in our oldies library. Current music has always been added by gut, and checked later with John's methodologies to make sure we made the right decisions.

"You're a fool if you pass up the opportunity to use any informational tool to gain knowledge of your market. If you take the word research and substitute information, which is to me synonymous, you can see how vital it is. You don't have to live by it, but you should certainly use it as another tool, because if you're making value judgments based on incomplete information, you're more than likely going to make the wrong decisions."

Takin' It To The Streets

Arnold was aided in his decisions by Asst. PD/Promotions Director John Duncan, who has worked with Arnold at four radio

KZEL: Triple Demo Winner

Not many AORs can claim to be number one in their markets in three key demos: teens, adults 18-34, and adults 25-49. KZEL/Eugene is an exception. The station garnered those enviable demo wins in the spring Arbitron numbers, along with the best 12+ share in the station's history: 17.3, one of AOR radio's top three 12+ shares of this ratings period.

Selective New Music

PD Ken Martin, who has held that post for one-and-a-half of the three-plus years he's spent with the station, discussed his winning programming philosophy: "A lot of it centered around the available music, and our choices within the newer music spectrum. We're an Abrams station, so there was that big push to try new music. Because we have been an AOR for 13 years, the audience has been trained to accept and enjoy new music. There was some audience backlash to the introduction of modern rock, but they caught onto it real quickly."

Martin is well aware that new music did not do as well on every Abrams AOR. "You have to look at each market's makeup," he noted. "Our main competition is from an automated CHR station, KSND. We don't have an in-market AOR, which helped us broaden our sound safely. But we didn't just add anything they recommended. I've been in this market for about ten years, and knowing the market so well, the consultants understood when I said yes or no to the modern music cuts they recommended we add."



Ken Martin

According to Martin, modern music played a role in attracting some of KZEL's attractive demos. "We dayparted heavily. And, in general, we're not as heavy as we were a year ago. A lot of the modern bands are more melodic than their heavy metal predecessors. Lyrical, intelligent bands like Duran Duran and Men At Work had a direct and positive effect on our 25+ listening."

Oldies underwent a gleaning process during the spring book at KZEL. "We looked through the oldies and replaced some songs with others," Martin recalled. "We backed off on some of the bands we'd been playing for ten years, bands like REO Speedwagon, Styx and Journey, resting some of their cuts and reintroducing them months later. And we cut back on the number of times an hour that we played oldies."

Unique Air Personalities

Martin was quick to credit his air personalities with helping to give KZEL a unique sound. "Certainly our solid airstaff helped. The morning team, Dan Clark and Dave Kanner, have been here for a year-and-a-half, building a bigger audience with each book. This book they even beat the traditional MOR morning show, which had always been the winner. Dan and Dave have great imaginations and are very high on involving the audience through simple audience participation things. They really carry the audience through the entire day. Also helpful is the fact that the airstaff is all from this area of the country.

"The jocks do at least two club night appearances weekly. And we're tied into concert events. This book, we tied into the US Festival, giving out complete travel packages. We asked people to write down every US festival artist and band they heard us play over a two-week period. It sounded like (and was) a lot of work, but we had over 200 entries with over 700 songs."

Martin discussed the station's success and its further potential: "Naturally we're elated by the book's results, and especially happy about our gains 25+. But now the game really begins: holding onto what we've got. We feel our music mix is right, so we're concentrating on our presentation of it — making it a fun radio station. We want our listeners to feel that if they go off and listen to their tapes or whatever, they're going to miss something."

stations. "John's input is invaluable," Arnold enthused. "The major promotions we put together this past book were our 'star flights.' Once a week, we gave away trips to glamor markets to see rock and roll. In the middle of the winter, what could be better than a free trip to L.A. or Florida to catch Sammy Hagar or whoever? One of the winners also was drawn later to receive a free jeep.

"The main thing we do promotionally, though, are personal appearances by the jocks. In any given week, the fewest personal appearances they've ever made is 26. The only way you win is to be visible in the streets. The other stations in town are basically invisible; they run some newspaper or TV spots. Well, we run newspaper and TV spots, too, so that negates their entire promotional campaign. The only thing that matters to your audience is, 'Are you real human beings? Can I reach out and touch you? Are you everywhere I go? Do I see you there too?' The audience is just sitting there, waiting to relate to you. All you have to do is to give them a reason to relate. My guys were in every club, bar, and high school. It's invaluable publicity for the station, plus it makes them some money! I've got some rich jocks who can't leave this town!"

WQFM celebrates its 10th year of AOR in September, and Arnold and Duncan are already discussing ways to make it a special time for the station and its listeners.

This aggressive promotional policy helped push the station past its AOR competitor in the ratings, but WQFM did not best the 12+ figure of its CHR competition, WKTI. Arnold was undaunted: "12+

"You're a fool if you pass up the opportunity to use any informational tool to gain knowledge of your market."

numbers mean less and less all the time. WKTI beat us 12+ by a two-tenths of a share. But they didn't beat us in our adults 18-34 target demo. That's the only demo our sales department is concerned about. We were number one in the market in that demo, along with several others. We own those demos, and that's an essential sales tool.

"Anybody who plays rock and roll in stereo is your competitor, including MTV. I would never do a promotion in conjunction with MTV. I'll buy spots on their station — as many as they'll sell to me! But I won't sell them spots on my station."

Arnold reflected on WQFM's competition and future: "I have two direct competitors: WKTI and WLPX. This book I concentrated on taking out WLPX, and I feel I have put them away. Now that they've changed formats, I expect to see their numbers added to our own in future books. That will give us a nine or ten share. The CHR competitor will at best get a six or seven, because they have too much competition from the A/C's and soft rockers."

If Arnold gets his ratings wish, it would be the perfect way for him to help usher in WQFM's second decade of AOR.

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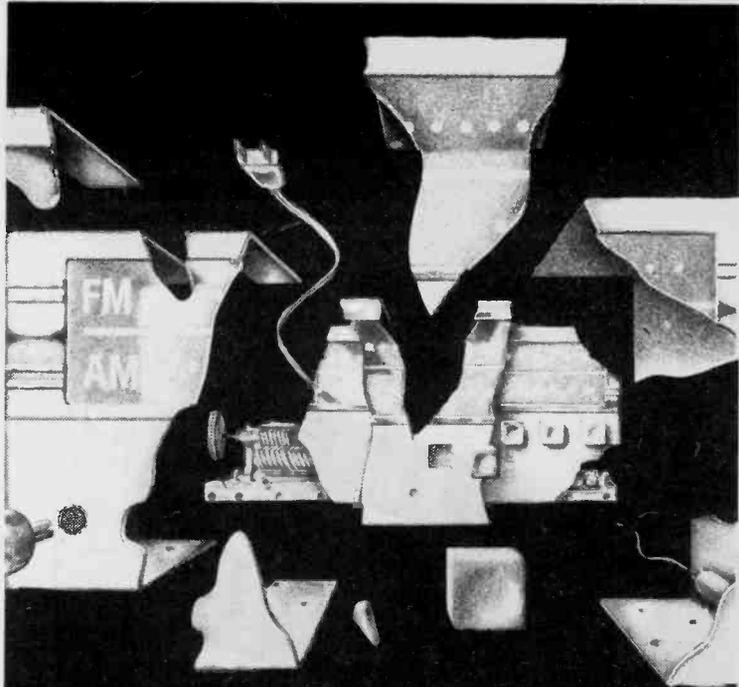
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RADIO & RECORDS

EVOLUTION

Tom Michaels exits as PD of KMBQ/Shreveport ... Jack Lundy exits PD post at KSQY/Rapid City for same at KKXL/Grand Forks; Gregg Olson is upped to PD for KSQY ... Dick Blackmon exits PD title at WOWD/Tallahassee ... Jeff Murphy is upped to PD at WWCT/Peoria ... Jeremy Whitworth exits the PD post at KMOD/Tulsa as Charlie West returns to that job from the PD job at WRXL/Richmond ... Randy Robbins exits the PD post at KWHL/Anchorage ... 25+ AOR XHS/San Diego signs on with Bill Hergenson as PD and Bruce Tucker from competing KGB as MD ... Mark Seger exits PD post at WZEW/Mobile for same as WHMD/Hammond, which switches back to AOR programming ... Jim Conner is named PD at KRKN/Anchorage ... John Lee Grant resigns as WKTM/Charleston PD ... Richard Remsburg is upped to PD at WWTR/Ocean City and Glenn Stewart is upped to MD ... Bob Kranes joins WBCN/Boston as MD from the Operations Director job at WLIR/Long Island ... Karin Nakimura exits the MD post at KOME/San Jose and is succeeded by Scott Elliott ... The new MD at WMYK/Norfolk is James Scott ... WRXL/Richmond MD Tim Scott exits for KIL0/Colorado Springs ... Bruce Bond exits MD post at WZZO/Allentown ... Bob London exits WAQY/Springfield MD job for airwork at WPLR/New Haven ... Ben Smith is named MD at WEZK/Scranton ... Louise Wilkoff exits Programming Coordinator post at WEBN/Cincinnati for airwork at WFBQ/Indianapolis ... Debbi Calton joins WYSP/Philadelphia from WMET/Chicago as Promotions Assistant ... Bob Madden and Brian



MOTORHEAD MANIA — When Motorhead played New York City, WAPP tied in with the band to give away a guitar played by the band's Lemmy Kilminster. Pictured at the prize presentation (l-r) are the band's Phihthy Animal Taylor and Brian Robertson, contest winner, band's Kilminster, WAPP DJ Perry Stone and PolyGram promotion rep Sue DeBenedette.



STYX CHECKS IN AT WOMET — Tommy Shaw (left) of Styx helped WOMET/Chicago stage an annual charity horse show near his farm. Following the show, WOMET GM Bob Gould (right) presented Shaw with a charity check raised from the sale of station T-shirts.

As you already know if you've read R&R's recent AOR spring Arbitron scoreboard, it was a fairly satisfying book for this format. That made my job as AOR Editor somewhat difficult, because there were so many great success stories to choose from for spotlight articles. If I didn't get to your station this time around, rest assured that I was aware of how well you performed, and that I'm hoping your turn in the AOR spotlight is only a book away.

Nelson from WKTR/Battle Creek join WIOT/Toledo for mornings ... Bob Coburn signs a long-term contract to remain with KLOS/Los Angeles as an air personality ... Chris Taylor moves from WYNF/Tampa to KZEW/Dallas ... Mike McDonald joins WMET/Chicago for weekends ... Linda Silk is new to weekends at KL0L/Houston ... KSJO/San Jose re-signs with John Sebastian, as does WQFM/Milwaukee ... WTUE/Dayton and KWXL/Albuquerque sign with B/A/M/D.

UPDATE

Happy eighth AOR anniversary to WCOZ/Boston, which plans to celebrate with a listener party featuring Southside Johnny as musical headliner ... When Iron Maiden came to Buffalo, WZIR held a Miss Iron Maiden contest, whose winner was invited to dance onstage during the band's performance. Unfortunately, during the show, the girl was partially disrobed by one of the band members, and Miss Iron Maiden is now suing her namesakes. WFBQ/Indianapolis contented itself with giving away two leather Iron Maiden jackets when the band came to town ... KMEL/San Francisco hosted a free concert featuring Pablo Cruise, with listeners urged to donate food or cash for the mayor's task force for the homeless ... KINK/Portland set up a random drawing promotion whose winner will receive a "dream component system" valued at \$4300 ... KGB/San Diego's well-known Sky Show has been rescheduled for September 17th, following a concert featuring Def Leppard ... KL0L/Houston co-sponsored a sand sculpting and beach bash with a sailboard and cash as prizes.

CONCERTS & CONVERSATIONS

PRESENTATIONS: Eddie Money and Mitch Ryder by KISS/San Antonio for \$1.99.

GUEST DJS: Elvis Costello on WBAB/Long Island ... Shooting Star on KL0L/Houston.

CONVERSATIONS: Asla, Talking Heads, Flxx, A Flock Of Seagulls on Q107/Toronto ... Men Without Hats on WICB/Ithaca ... Molly Hatchet, Coney Hatch, Iron Maiden on WZIR/Buffalo ... Heart, Journey, Animals on KPOI/Honolulu ... Donnie Iris on WKTM/Charleston ... Jackson Browne on WKDF/Nashville ... Animals on KFMG/Albuquerque ... Iron Maiden, Coney Hatch on WDVE/Pittsburgh ... Loverboy on WAQY/Springfield ... Bob & Doug McKenzie on WLUP/Chicago ... Styx on WMET/Chicago ... Def Leppard on KAWY/Casper ... Mitch Ryder on WFBQ/Indianapolis ... Translator on KVRE/Santa Rosa.

CONVERSATIONS: Mitch Ryder on KFMQ/Lincoln ... Dio on KGB/San Diego ... Loverboy on WLLZ/Detroit ... Neil Young on KQAK/San Francisco ... Joe Walsh, Iron Maiden on WZIR/Buffalo ... Styx on WMET/Chicago ... Joe King Carrasco, Wildlife on KQDS/Duluth ... Quiet Riot on WMAD/Madison ... Joe Walsh, Iron Maiden on WFBQ/Indianapolis ... Supertramp, Ian Hunter on WDHA/North Jersey ... Asla, Supertramp on WTPA/Harrisburg ... Donnie Iris on WKTM/Charleston ... Cure on KNAC/Long Beach ... Asla on WBCN/Boston ... Animals, Michael Stanley Band on WLVO/Columbus ... Uriah Heep, Def Leppard on KZEL/Eugene ... Joe Walsh, Quiet Riot on WLPX/Milwaukee.

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LIVE FROM THE RECORD PLANT

with Jim Ladd in Los Angeles



- Let your listeners talk to the stars on a weekly, live one-hour call-in program featuring the biggest names in rock music and the entertainment world!

- Live satellite broadcasts via RKO's own Satcom digital system insures spontaneity and assures national participation with a local sound thanks to special 800 lines.

- From the Record Plant... the site that sets the recording standard in the industry for artists all over the world.

- Fusion entertainment with strong demographic and psychographic

appeal. Hour format will feature two guests per week such as:

Stevie Nicks, Rod Stewart, Jackson Browne, The Fixx, Men At Work, Styx, U-2, Chevy Chase, Eddie Murphy, Father Guido Sarducci, George Lucas, Stephen Spielberg

... who will chat with listeners, play some of their tunes and have some fun!

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- Produced by RKO and Patrick Griffith Productions, Inc.



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AOR Picture Page



BATHING BEAUTY — Here's reason #17 why summer is fun in Santa Barbara — KTMS cosponsored a beauty contest with Miller Beer. Pictured are the Miss Miller winner with KTMS News Director John Palmentari.



PARTY ANIMALS — When Journey played Dallas, the band held its own backstage party after the show. Pictured (l-r) enjoying themselves are the band's Neal Schon, KZEW's Michael Moroney, and PD Andy Lockridge.



SEGER SOIREE — The Phoenix AOR community gathered to greet Bob Seger following his area concert appearance. Pictured (l-r) are KSTM PD Jeff Parets, KUPD PD Ern Gladden, Capitol's Bob Osborn, KUPD Asst. PD Val McIntosh, Seger, KDKB MD J. David Holmes, and Capitol's Dave Rothstein (seated).



DIO ROCKS THE ROCKER — Ronnie James Dio (left) of WB's Dio visited the KRQR/San Francisco studios prior to his local appearance, to discuss his solo LP and future plans. Pictured with Dio is KRQR Asst. PD Jon Russell (right).



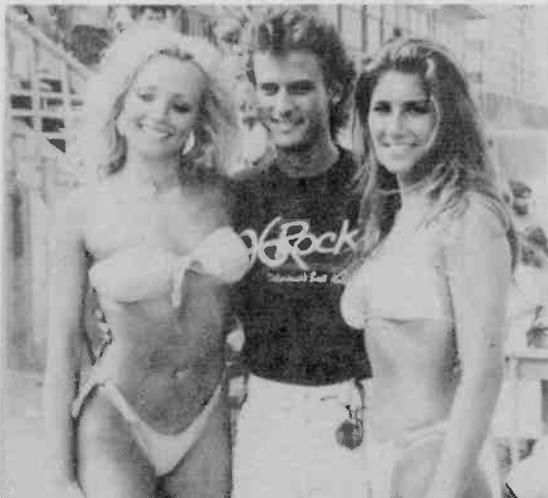
AEROSMITH ON TOUR — Before playing a recent Southern Colorado concert, Aerosmith's Tom Hamilton (left) and Jimmy Crespo (right) stopped by the KILQ offices for an on-air chat with Kris Koenig (center).



IRON MAIDEN GIVES KZOK A PIECE OF ITS MIND — While on tour in the area, Iron Maiden's members paid a visit to KZOK/Seattle. Pictured (l-r) are KZOK PD Jim Robinson, Capitol's Stan Foreman, band's Bruce Dickinson, KZOK air personality Connie Cole.



ASIA MEETS AMERICA — Members of the WPYX/Albany airstaff were on hand to greet Asia before their recent local concert date. Pictured (l-r) are WPYX PD Tim Smith, Asia's Carl Palmer, WPYX jocks Ernie James and Andy Turco, band's Geoff Downes and John Wetton, WB rep Debbie DiTullio, WPYX MD Bob Welch.



SUMMER FUN — Pictured sporting appropriate attire for a bathing suit competition sponsored by WWTR/Ocean City are two contestants and WWTR MD Glenn Stewart (center).



ROCKIN' WITH ROXY — WXRT sponsored Roxy Music's Chicago concert, so the band returned the favor with an on-air conversation. Pictured (l-r) are WXRT MD John Mrvos, band's Bryan Ferry, and WB rep Richard Wolod.



NONA'S FANS — RCA's Nona Hendryx headlined a recent concert in Los Angeles. Afterwards, she was introduced to media guests. Pictured (l-r) are RCA A&R rep Paul Atkinson, RCA promo rep J.F. Naumann, Hendryx, visiting PD Nat Lamp from KFMX/Lubbock.



ZZ TOP'S WITH WKLS — WKLS/Atlanta was the host station for a recent Rockline broadcast interview with ZZ Top. Pictured after the show (l-r) are WB's Dave Danheisser, band's Dusty Hill, Frank Beard, and Billy Gibbons, Rockline producer Cindy Tollin, and WKLS PD Alan Sneed.

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- Ten 90-minute concerts scheduled in '84 will conform to the heavily-promoted April through November

touring season.

- Live, in stereo, via satellite from premiere concert locations including the Universal Amphitheater in Los Angeles.
- Produced by RKO and Patrick Griffith Productions, Inc.
- Clearing *now* for Air Supply on September 4 and The Little River Band in October.



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On The Records



KEN BARNES

The Kenny Rogers Condition Report

Kenny Rogers joins the growing legion of artists receiving the Barry Gibb treatment with "Islands In The Stream." It's interesting to note that aside from writing songs for myriad Australian acts, the first American artists Barry wrote for were Wayne Newton and child actor Jimmy Boyd, who had an early '50s hit with "I Saw Mommy Kissing Santa Claus."

Anyway, Kenny's latest hit teams him with Dolly Parton, who joins the growing legion of Rogers duet partners (Sheena Easton, Kim Carnes, Dottie West, etc.), and will no doubt further establish him as an American institution. But lest you think Kenny's completely clean-cut (apart from the beard), his first hit, "Just Dropped In (To See What Condition My Condition Was In)," which he sang with the First Edition in 1968, was a raging psychedelic rocker that makes "White Rabbit" seem tame.

Susanne Jerome Taylor is the lead singer of the Breaks now, but earlier she recorded (minus the Taylor) an LP for Mercury, which was something less than a blockbuster. But that's the breaks.



Springfield's Cartunes

Before becoming a soap opera star in "General Hospital," Rick Springfield almost made it in a semi-related field . . . cartoons. There's an Australian album of 16 songs he wrote for an American cartoon pilot called "Mission Magic!," and judging



Rick Springfield looking animated.

from the caricature reproduced here from the LP cover, Rick was set for a starring role.

More burning questions answered: What's Taco's last name? Ockerse, which is probably why he goes exclusively by Taco. He's Dutch but now lives in Germany.

While looking over the A/C chart, I noticed no less than five crossovers from the Country field — and two of them are by Lee Greenwood.

Rifling Rod's Back Pages

Rod Stewart had quite an elaborate career before joining up with the Faces in 1969 and attaining solo stardom. There were three solo singles, a stay with the famed Jeff Beck Group, stints with three other les-

3-D House Of Records?



3-D is everywhere these days — in the movies, on TV with SCTV's Dr. Tongue and Bruno and their immortal films "3-D House Of Pancakes" and "Tip O'Neill's 3-D House Of Representatives" — even NASA has some great 3-D footage of the surface of Mars in its educational films. So it was inevitable that 3-D would come to records, and now, over 15 years after the Rolling Stones plastered a 3-D cover on their "Satanic Majesties" LP, there's a 3-D record you can play. The group Yello's British label, Stiff (they're on Elektra here), has concocted a picture disc of sorts and enclosed the traditional red and green 3-D glasses. When you look at the single (titled "I Love You"), a somewhat fuzzy variation on a scene from "King Kong" materializes before your multicolored eyes. It's no "Jaws 3-D," although the plot may be almost as substantial, but it's a pretty good gimmick. Check with E/A for your own transcendent 3-D experience.

Executive Tableturns, Part IV

SIMON DUPREE & The Big Sound
Broken Hearted Pirates



She Gave Me

Derek Shulman today and as Simon Dupree (front center).

Mentioning RCA's A&R VP Paul Atkinson, who earlier played guitar for the Zombies, reminded me of another A&R exec with a notable British rock performing past. PolyGram's Derek Shulman, who's done AOR promotion for the company as well as A&R, previously led the UK progressive band Gentle Giant through several '70s albums. But before that, Derek was known as Simon Dupree, leader of Simon Dupree & the Big Sound, a pop group known for a cover of the Five Americans' "I See The Light" and a late 1967 UK hit called "Kites" which was chiefly remembered for a mid-song passage of Japanese spoken by a lady named, if memory serves, Jacqui Chan. After several follow-ups failed, Simon Dupree & Co. disguised themselves as the Moles and recorded a psychedelic classic, "We Are The Moles." It was an underground sensation.

ser-known groups, and even a reputed session job as the harmonica player on Millie Small's "My Boy Lollipop." The past association highlighted in the rather murky photo here is the Shotgun Express, a trio which released two singles in 1966 (one in America) and branched rifles as a clever publicity gimmick.

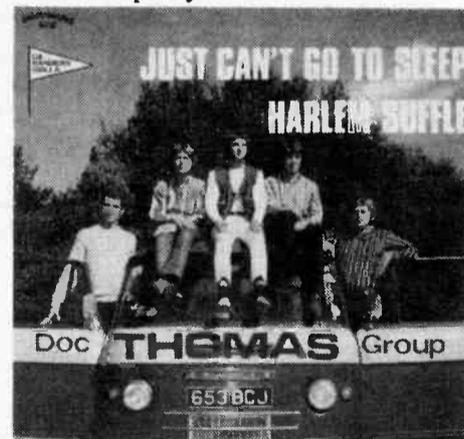


Rod Stewart takes his shot

Speaking of Sheena Easton, as I was in the second paragraph, her "Telefone," along with Quiet Riot's "Cum On Feel The Noize," could start a trend that sets good spelling back ten years.

Ian Hunter gained fame as lead singer for Mott The Hoople, a group he joined in the late '60s after a brief apprenticeship as a

backing musician for a '50s revival act called At Last The 1958 Rock & Roll Show, starring one Freddie "Fingers" Lee, a Jerry Lee Lewis enthusiast with a glass eye he would occasionally remove in the heat of performing passion. In Mott The Hoople, Hunter replaced Stan Toppins, who sang with most of the members (including Bad Company's Mick Ralphs) when they were called the Doc Thomas Group (who cut one album in Italy). Toppins then became Mott's road manager, and later served in a similar capacity for the Pretenders.



Doc Thomas Group: Mick Ralphs second from left

TV News

A "Country Gold" special on "Solid Gold" the week of August 26 stars Lacy J. Dalton, the Charlie Daniels Band, Johnny Lee, Ronnie Milsap, Jerry Reed, Charlie Rich, John Schneider, Sylvia, Conway Twitty, and Dottie West . . . Jeffrey Osborne is on "American Bandstand" August 27 . . . "Rock 'N' Roll Tonite" stars Spencer Davis, Devo's Bob Mothersbaugh, Quiet Riot, and Joe Walsh the weekend of August 27 . . . Quarterflash in concert goes out over MTV August 27, . . . Men At Work's Colin Hay and Greg Ham are MTV guest VJs August 31.

RR 5 Years Ago Today



Russ Knight

- RUSS KNIGHT NAMED PD AT WHK/CLEVELAND
- JEFF RYDER NEW PD AT WOKY/MILWAUKEE
- PARIS ELEY BECOMES CBS VP/PROMOTION, BLACK MUSIC MARKETING
- NUMBER ONE FIVE YEARS AGO: "Three Times A Lady" — Commodores (Motown) (4th week)
- NUMBER ONE A/C: "Hopelessly Devoted To You" — Olivia Newton-John (RSO)
- NUMBER ONE COUNTRY: "Talking In Your Sleep" — Crystal Gayle (UA) (3rd week)
- NUMBER ONE LP: "Some Girls" — Rolling Stones (Rolling Stones/Atco) (7th week)

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with John Leader



- A dramatic four-hour weekly countdown of the Top 40 CHR hits off the back page of Radio & Records.
- On 300 top radio stations. WBBM-FM Chicago, WROR-FM Boston, WABX-FM Detroit, KKBQ-FM Houston and WBZZ-FM Pittsburgh are among the 300 affiliates signed on in just one year!
- Host John Leader. Weekly spotlight performers and Leader's personal music insights have made *Countdown America* a proven top market audience success.
- Special Editions Too. Including *Summertime* and the year end *Best 83 of '83* programs.
- Custom-Tailored. Leader lead-ins featuring your station's call letters.
- Produced by RKO and is inc.



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CALENDAR



BRAD MESSER

Decent Treatment Coming Tomorrow?

Now that the initial fireworks have died down, many of us wonder whether the Craft vs. Metromedia case will have any specific beneficial impact on television employer-employee relationships, and I find myself reluctantly on the side of the pessimists who believe that the small minority of employers hell-bent on ignoring agreements will (now that they know precisely what can and cannot get them hauled into court) simply become better smooth-talkers, and life will go on unchanged.

The hopelessly cynical among us may suspect the only thing Craft reversed was her chance of ever ever ever getting another job, for reasons no potential employer would now be foolish enough to admit. On the flip side, those whose opinions are all sunshine and rainbows might lean toward the theory that now, finally, television will do away with this foolishness about good looks and get down to serious journalism. Will anything change?

Well, has anything really changed in Life In Radio in your memory? Consider just one little admittedly-negative aspect. We employees soon learn that, at a few stations, a certain amount of being lied to and mistreated is to be expected ("Never put more than 40 hours on your time card!"), while owners and managers are understandably equally wary because Cheat Street certainly runs both directions. Midnight Radio Supply is the source of uncountable thousands of purloined cassette machines and portable radios, and at some stations even new typewriters have a life expectancy of until dark. No big surprise, merely the seamier facts of life. Happened in 1940, happens now.

I'm reminded of the sign above the bartender that promises "Free Beer Tomorrow!"
Go in tomorrow, the sign says the same thing.

Indian Reservations Older Than USA

MONDAY, AUGUST 29 — The first American Indian reservation was established on 1600 acres in New Jersey in 1758, under English law, about two decades before the United Colonies went to war to become the United States.

Liquor protester Carrie Nation stormed into former boxing champion John L. Sullivan's New York City saloon in 1901 and attacked the bar and tables with an axe.

The zipper was patented 90 years ago today. The last live concert by the Beatles was seventeen years ago in San Francisco in 1966.

The performer who surpassed his Jackson 5 career by going solo, Michael Jackson, is 23. Actor Elliot Gould is 45. The late Ingrid Bergman, the dramatic leading actress who first starred in "Casablanca" in 1943, would have been 68 today.

Suicide By Lethal Snake

TUESDAY, AUGUST 30 — She was famous, rich and maybe even beautiful, but when everything started going wrong, the Queen of Egypt decided to commit suicide. Cleopatra did it on this date in the year 30 BC by letting a poisonous snake bite her.

As a precaution against accidental thermonuclear war, the direct Hotline telephone between the White House and Soviet headquarters in Moscow went live 20 years ago today.

Tug McGraw, who first pitched his way into big league baseball 14 years ago, is 39. One-time Olympic skiing champion Jean-Claude Killy is 40. Also hitting 40 today, the original San Francisco hippie underground cartoonist Robert Crumb, whose best known character communicated only the phrase "keep on truckin'."

Look Out NY, Here Comes Texas

WEDNESDAY, AUGUST 31 — Nineteen years ago today, demographers announced that California had surpassed New York to become #1 in population. Dr. Campbell Gibson of the US Census Bureau says "there's a fairly good chance that by 1990 Texas will pass New York."

The first professional football game was played in Latrobe, PA 88 years ago today in 1895. A Packard automobile completed a coast-to-coast trip 80 years ago today, in the then very impressive time of 52 days. Walt Disney's classic animated movie "Bambi" is 41: it premiered on this date in 1942.

Concert violinist Itzhak Perlman is 38. Tough-guy actor James Coburn, whose first big movie role was in "The Great Escape" 20 years ago, is 55. Club and TV comedian Buddy Hackett is 57.

Little Jack Horner Ate What?

THURSDAY, SEPTEMBER 1 — Ever give a second thought to the eating habits of Jack Horner? The poem says "Little Jack Horner sat in a corner eating his pigeon pie." Yechh! But that refers to passenger pigeons, which used to be so plentiful that flocks of literally millions flew here. American settlers and pioneers ate 'em about as frequently as we eat hamburgers and fried chicken. They ate so many that, on this date in 1914, the species was declared extinct.

Teflon, the brand name for tetrafluoroethylene fiber, went into production at DuPont 30 years ago in 1953.

Eldest Bee Gees brother Barry Gibb is 37. Comedienne Lily Tomlin is 47. Country artist Conway Twitty hits 50 today, and actress Yvonne DeCarlo is 59.

U.S. Communists Counted By Head Red

FRIDAY, SEPTEMBER 2 — The Communist Party of America was formed in 1919. Dr. James Jackson, Secretary of the Central Committee of the Community Party of the USA, says currently "there are the card-carrying members as it were, and the 'state of mind' members. We count the card-carrying members (as) upwards of 25,000." He says the Communist newspaper the Daily World has a circulation approaching 50,000.

America makes a big hoopla on the 4th of July about declaring independence, but we pretty much ignore getting independence. Tomorrow is the bicentennial of that, the 200th anniversary of the official end of the American Revolutionary War in 1783.

Jimmy Connors, who first won at Wimbledon nine years ago, is 31 today. The writer who founded the Fund For Animals, Cleveland Amory, is 66.

Tomorrow (9-3) Valerie Perrine will be 40 and Beach Boy Al Jardine will be 41. Sunday (9-4) broadcaster Paul Harvey will be 65.



"I PREDICT" I'LL TAKE THE FIFTH AMENDMENT — With a puzzled look on his face, Sparks group member Ron Mael (l) decides how he should answer WCIL-FM/Carbondale PD Tony Waitekus (r) during a recent pre-concert interview. In the background is brother Russell Mael who's busy examining his just-shined shoes.



CQ SUNDODGER HANDS OUT THE PRIZES — Listeners to CQ102/Geneva, NY will be getting lots of prizes like concert tickets, six packs of Mountain Dew, and chances to win a swimming pool this summer from the "CQ Sundodger." All listeners have to do is display a CQ102 bumpersticker on their car.



A JOURNEY TO CHICAGO — After Journey rocked the Rosemont Horizon, some of the folks from WLS/Chicago made a trip backstage for some hellos. Pictured (l-r) are Columbia promo rep Dave Remedi, WLS Promotion Director Karyn Esken, Journey's Ross Valory, WLS VP/GM John Gehron and son Andy, Journey's Neil Schon and Steve Smith, and WLS personality Brant Miller.



MITCH RYDER MEETS MR. ROCK & ROLL — Out and about promoting his Riva/PolyGram album "Never Kick A Sleeping Dog," Mitch Ryder (l) stopped in to visit on-air with KEARTH/Los Angeles midday personality "Mr. Rock & Roll" Brian Beirne.

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with Dave Roberts



- Weekly one-hour profiles featuring the hottest charting contemporary artists.
- In its fourth dynamite year, it's a hot item on over 300 stations including WNBC New York, WFYR-FM Chicago, K101-FM San Francisco, WNIC-FM Detroit, WZGC-FM Atlanta, KPLZ-FM Seattle, WBSB-FM Baltimore.
- Host Dave Roberts blends 80% music and 20% exclusive interviews

- into a new show every week.
- 1983's hot artists included... Hall & Oates, Elton John, Toto, The Little River Band, Greg Kihn Band, Journey, Culture Club, Quarterflash, Styx.
- Flexible scheduling lets you use this proven audience builder for premium local sale.
- Customized promos for strong local identification.
- Produced by RKO and is inc.



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Black Radio



WALT LOVE

Action In The Summer

Can you believe that the summer is almost over, the NFL is back full strength, the NBA is already taking a close look at its rookies, and broadcasters are already looking past the summer book bracing for the fall '83 showdown? Time sure does fly. A number of things have taken place since our last Action column, so I'll do my best to bring you up to date.

Programming & People Moves

There have been some programming changes around the country. Let's start with the former Program Director of Roanoke's WTOY, Francisca Stewart. Francisca is the new Music Director at KJLH/Los Angeles, and I know she'll do a bang-up job because she's a go-getter. The new MD at WTOY is Riley Wynn, who has done airshifts on Black radio stations in the South and Midwest. Riley officially took over the music chores last week.

WJPC/Chicago announced the appointment of Dee Handley as Music Director. Dee had been working with Pervis Spann's WXOL, also located in Chicago.

WWDM/Sumpter, SC has a new Music Director as of last week, Kevin Fleming. Janice Baycote, who was acting as Music Director after the exit of PD Barbara Taylor, has resigned to pursue other interests. We all wish Janice the best.

As reported in R&R August 12, Vince Sanders, newly-named VP/GM of WWRL/New York, appointed Don Early Allen Program Director. Vince mentioned to me that WWRL will be picking up the pace of its sound in coming weeks. A number of shift changes have taken place at the station: Allen will be doing the 6-10am shift, Jerry Bledsoe has been moved to middays, Darcell will now be doing the 2-6pm show, and Bobby Jay handles 6-10pm. At 10pm the station goes to Gospel programming, and at midnight Bob Law's "Night Talk" takes over. Both Vince and Don told me that WWRL will be doing what they call "Inspirational Programming," with music along the general lines of the Clark Sisters. Street rumors insist that the Big RL will return to its "roots" and rebuild its once suc-

cessful R&B format. We'll all just have to wait and see.

WPDQ/Jacksonville has awarded a substantial in-house promotion. Shirley Thrasher was upped from Account Executive to Sales Manager. Congratulations! One other piece of news out of the Jacksonville market that pleased WPDQ management: Program Director Marc Little informed me that WPDQ's morning personality Larry Browdy was voted the #1 radio air personality in the city by CBS affiliate WJXT's "PM Magazine Show."

Neil McIntyre has joined the staff of WKTU-FM/New York as Asst. PD, working with PD Carlos DeJesus. McIntyre most recently has been a radio consultant, and also worked at MCA Records in national promotion. Carlos also named Frankie Blue to the new position of Music Research Director. Blue most recently worked as assistant to the MD at WKTU and came to the station as an intern in the music department.

Another name in our news this week is my predecessor here at R&R, Bill Speed. I'm happy to inform you that Bill will be producing and writing a new video program for BET (Black Entertainment Television). The name of the show is "Video Soul," and it will be hosted by WKYS/Washington PD Donnie Simpson. I certainly wish Bill and Donnie the best of luck with this endeavor.

Kathy Rentie, most recently with Arista Records' West Coast office, called to inform me she is now working in the broadcasting side of the industry. Ms. Rentie has been appointed to the position of Sales Assistant at KDAY/Los Angeles.

Promotions & Events

On August 12, Curtis Shaw, General Manager of WJMO/Cleveland, was honored at a testimonial dinner/dance held at Cleveland's Beachwood Marriott Inn. The event



MAJIC 102FM HOLDS FAMILY REUNION — KMJQ/Houston hosted a July 4th Family Reunion at Emancipation Park. It was reported that at the peak of the afternoon, approximately 45,000 Houstonians were present for this daylong event. The radio station supplied food, drinks, and barbecue (until it ran out) for this gigantic group. Pictured at left are local children enjoying themselves, while the photo on the right shows an unidentified KMJQ jock speaking to the crowd.

celebrated Curtis's 20th anniversary in the broadcasting industry. Curtis is a native of Cleveland and has spent his entire career in his hometown. He started his career in 1963 at WABQ/Cleveland as a parttime news reporter. From there he worked his way up the ladder from air personality to GM.



Curtis Shaw

The keynote speaker for the event was Ed Wright of GEI Communications. Other speakers at the event were Bill Summers, consultant/GM at WLOU/Louisville, and Harrison Dillard, Business Manager of the Cleveland Board of Education. All proceeds from the event went toward the Curtis Shaw Scholarship fund to promote meaningful participation of minorities in the communications industry. Congratulations, Curtis, and many more years of continued success.

WPDQ/Jacksonville recently sponsored a Bid Whist Tournament. Bid Whist is a card game, perhaps best explained as the black community's version of bridge. Approximately 2500 people participated in the team competition. The tournament started at 8am and ended at 10 that night, and all games were played under tents that had been set up to protect the participants from the elements. Each member of the winning team received a 26-inch color television.

WDAO/Dayton PD Lankford Stephens recently celebrated another birthday. Belated Happy Birthday to Lankford.

KDAY/Los Angeles management announced its second annual "Saturday In The Park" event, scheduled for September 10 this year. In association with the Los Angeles County Department of Parks & Recreation, the event will take place at Victoria Regional Park in Carson. The festival will feature carnival games, kiddie rides, food bazaar, flea market, art fair, celebrity softball, and marathon entertainment including performances by RCA artist Michael Wycoff and friends. KDAY management expects a large turnout again this year.

A unique idea continues on Houston's KRLY "Love 94FM." The highly successful Love 94 Job Line, sponsored by Rice Food Markets, is really doing the job for a number of individuals in the Houston area. The Job Line is promoted throughout the day and listeners can get the latest job listings 24 hours a day by calling a special phone number. James Thomas, a KRLY representative, has contacted private businesses, government agencies, and educational institutions for the past three months, and notes that the Job Line has grown tremendously during that time. He had this to say, "One of the advantages we have is the ability to link prospective employees with employers who have very specialized job openings. Most employers in the area agree that the Love 94 Job Line has helped fill the void in their recruiting needs. We've felt that we needed a new dimension to our public service work, and matching the right employee with the right job was the correct thing for us to undertake . . . it really works!"

Watts Happening On Court

In Baltimore, WXYV (V103) drew a crowd of 4000 to the city's Civic Center for a basketball event called the Charm City Classic, which featured Philadelphia 76er Julius Erving. The game was held to benefit Project Survival and the Urban Services Program. The teams were made up of seven NBA players and several former local Baltimore high school and college stars . . . most of whom are graduates of the city's playgrounds and Project Survival.

Local Baltimore newspaper columnist Doug Clarke had a great time at the game. I can tell because of the excitement in the article he wrote about the event. Here's what he wrote about V103 PD Tim Watts, who distinguished himself on the court: "Watts was the seventh man on Erving's squad. He's got a bum leg and, well, he was the only ringer on the team. The Walter Mitty in us appauded him." A highlight of the game must have been the following plays: "Late in the game, the Doc fed Watts a pass underneath the basket — just like he was feeding Bobby Jones — and Watts rolled it in. Trotting back upcourt, the Doc slapped palms with Watts. In the final minute, Watts got an assist when he fed Erving on a fast break. That was good for another high-five too. When the announcer said, 'Basket by Errrrr-viiing . . . from Waaaaaa-tts,' a bunch of us roared and didn't feel at all silly doing it." Sounds as if everyone had a good time at this promotion!

If any of you have photos of promotions and other events that you would like to see in R&R, just send them our way and we'll do our best to get them into the paper. Until next week!



BURIED ALIVE — In conjunction with WEA, WZAK/Cleveland sponsored a promotion based on the "Heritage Of Black Music." The lucky winner received a round trip for two to any destination reached by USAir. Since PD Lynn Tolliver was buried up to his neck in entries, the task of picking the winner was left up to Office Manager Duane Dobies.



FINIS SAYS THANKS TO KDAY — Motown's Finis Henderson stopped by KDAY/Los Angeles before leaving town on his national promotional tour. Pictured (l-r) are Motown's Jesus Garber, Henderson, and Jack Patterson, KDAY's Program Director.

REWRITING WEEKEND RATINGS IN 150 MARKETS...

SOLID GOLD SATURDAY NIGHT

with Dick Bartley



- America's *only live* national request oldies program that features the opulent oldies of the '50's, '60's, and '70's.

- Five hours, every Saturday night (7:00PM - Midnight EST) oldies maven Dick Bartley opens up the 800 lines for special requests from listeners coast-to-coast.

- In just its second year...

- *Enthusiastic acceptance by over 150 stations.

- *Unprecedented audience growth. In the Top 50 markets a 22% average increase from Spring '82 to Spring '83 Arbitron figures† including, WFYR-FM Chicago, WWSW-FM Pittsburgh, WOMC-FM Detroit, WVCG-FM Miami, KPLZ-FM Seattle!

- Unabashed kudos...

- *"We've been on the show

now for six weeks and each week the response gets better... and it was phenomenal to begin with."

R. David Graupner,
WMLO-FM Sarasota, Fla.

- Glowing press accounts...

- *"It is a regular track meet of a radio show, but one of the reasons *Solid Gold Saturday Night* is usually the top weekend radio show in Chicago and one of the hotter shows on the growing Network scene is the sheer, breathless, early '60's pace of it all."
Chicago Tribune, June '83.

- Plus Solid Gold special editions...

- *100 All-Time Favorite Oldies.

- *20-hour Solid Gold Scrapbook.

- Produced by RKO and DB Productions.



RKO RADIO NETWORKS

Strike it rich in your market and call RKO at (212) 764-6702 now!

†Source: Arbitron, Spring '83 survey, ADI, AQH, Adults 25-54, Sat 7PM - 12MID.

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"I Am Love" 7-29525

Produced By Maurice White for Kalimba Productions



The First Single From The Soon To Be Released Geffen LP **FEEL MY SOUL** GHS 4014



#1 Most Added!

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|---------|------|------|
| WXYV | WBMX | WKXI |
| WILD | WGCI | WPDQ |
| WDAS | WDMT | KOKY |
| WHUR | WJMO | WBLX |
| WAOK | KDAY | WVOL |
| KRLY | KSOL | WANM |
| WDIA | WNHC | WAAA |
| WAIL-FM | WRDW | WKWM |
| WYLD-FM | WENN | WTLC |
| | WGIV | WWWS |



Manufactured by Warner Bros. Records Inc

Black Radio Picture Page



POLYGRAM SETS HAYWOOD SCHOLARSHIP FUND — PolyGram officials recently announced an expanded program to employ minority youth in a summer intern program. They also announced at that time they would be donating \$5000 to establish a Bill Haywood Scholarship fund. Haywood was Senior Vice President, Black Music Division for the company prior to his untimely death. Pictured at the press conference are (l-r): PolyGram's Ken Reynolds, Michael Kidd, Executive VP Jack Kiernan, National Youth Movement President Rev. Al Sharpton, PolyGram's Cliff Emmerich and Jerome Gasper, and George Ware, Executive Director of the BMA.



THE DOCTOR CONSULTS BOHANNON — Compleat Records artist Bohannon (right) chats with WAOK/Atlanta's Dr. Feelgood while on a visit to the station.



WXYV WELCOMES JOSE — On a recent visit to Baltimore, celebrity hairstylist Jose Eber (left) was interviewed on V-103 by the station's Public Affairs Director and newperson Jean Ross. Jose talked about his latest book, "Shake Your Head Darling."



OHIO HI FROM JACKSON — A&M recording artist Janet Jackson was in Cleveland recently on a promotional tour, and stopped by WZAK. Pictured (l-r) are WZAK-FM PD Lynn Tolliver, Jackson, and weekend personality B.J. McCurdy.



WWIL ENCOUNTERS COSBYS' CAUSE — Pictured after a Jesse Jackson voter registration rally held in Wilmington, NC is Camille Cosby (Bill's wife) and WWIL's MD Tony Gore. The Cosbys are strongly involved in the betterment of the political process for minorities across the country.



HAMMOND TEA AT COLUMBIA — Music industry legend John Hammond recently was the guest of honor at the Columbia Records Dance Music Department's weekly Friday Afternoon Tea. Hammond answered questions from club disc jockeys, record pool staff and directors, press, and radio personnel who gathered at Columbia's NYC headquarters. Pictured (l-r) are Steve D'Acquisto of the New York Record Pool, WLIB/New York Executive Producer Mark Riley, David Mancuso of the Loft and the New York Record Pool; Columbia Dance Music's Gail Bruesewitz, and Hammond.

BEGINNING JANUARY 1, RKO GIVES YOU TWO STARS FROM DUSK TO DAWN...

NIGHT TIME AMERICA

with Bob Dearborn



- Bob Dearborn begins his fourth year as host of America's only *live* overnight broad-based contemporary music program.

- Live in stereo, six nights a week, Midnight - 5:00AM (EST). Featuring upbeat talk, top ten countdowns, special spotlight nights and nightly phone scans... a collection of listeners' call-ins on the air.

- *Night Time America* has been on the road from KAYY-FM Fairbanks, Alaska to WKGW-FM Utica, New York. You too can play host to *Night Time America*

and get strong national recognition, exceptional local promotion and selling opportunities.

- Come the first of the year, RKO adds five hours of live personality-hosted contemporary music programmed for the 7:00PM - Midnight daypart.

- A second nationally-known contemporary music host will take over the controls every weekday night in this five-hour slot.

- This night time money machine's custom sales support kits and turnkey programming can't help but enhance your night time profits.



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Contemporary Hit Radio



JOEL DENVER

TIPS ON WINNING

A CHR Pre-Book Tuneup

An auto mechanic will tell you that a schedule of preventive maintenance is recommended to keep your car running properly. And just about any smart programmer will agree that a bit of preventive preplanning, or a "pre-book tuneup," can make the difference in an Arbitron.

What are the elements involved in giving your station a tuneup? They can be divided into a number of categories (see "CHR Tuneup Checklist"), and range from common sense areas to not-so-obvious ideas.

I'll cover some of the more obvious areas with the help of a number of fine programmers from all market sizes and geographic regions. And I'll examine a bit of radio programming philosophy on the right version of a record to play (see "Which Mix Makes Sense?").

Airstaff Motivation

While the following areas are in no particular order of importance, when I was a PD I made airstaff motivation my first area of concern. No doubt you've heard a station or two in your time with some serious morale problems. It's something that's hard to hide.

KZZP/Phoenix PD Charlie Quinn told me, "Motivating people is the trickiest area of readying a station for the book. Everyone responds to different motivational tools, so how do you get them to do the job and put out that extra 20%? I play old airchecks of great jocks from the '60s and '70s to stimulate their minds. I urge them not to copy them, but emulate some of the better parts of these tapes in their own style."



Charlie Quinn

"I try to make sure motivation is more than just money. To me, getting them to stay at the station longer, getting them involved instead of letting them rush off to their families the minute their work is complete, is one way to instill pride in their work."

"Management works internally to establish a positive mental attitude for the jocks," stated KMGK/Des Moines PD Jim Roberts. "We like to make them feel like winners, and that they have the ability to win. We let them know that we have the promotional tools to back them up and that the combination of all our efforts is what makes a winning station."

Jim believes that money and a sense of team spirit can make a difference. "We also offer our jocks the chance to make extra money on appearances. Recently I organized a get-together of the entire radio station so that everyone could capture the feeling that this is one big family working together for a single-minded goal of winning in this market."

There is much to be said for creating a team environment. Football and baseball teams win with a united effort. It would be hard to envision a station with number one ratings where everyone was jealous of everyone else. KAMZ/El Paso PD Bob West told me, "We just keep everybody pumped up and the morale high. They all are asked for input, because I think the most important thing is to make sure everyone is a part of the effort. With everyone contributing an

idea or two to the game plan, you capture the essence of personal and group pride in what's going on."

Assessing The Market

It would be pretty difficult to call a meeting to discuss a plan without having one worked out. As a PD, you should be listening to the market carefully. See if you can read a trend to your direct competition's latest move. The most important thing is not to react, as Bob West points out. "Despite the fact that we have a new CHR station in town (KEZB), that doesn't mean I'm going to react to them. We are CHR with an slight Urban flavor, while they are more traditional in music. There is room for both of us."

Which Mix Makes Sense?

CHR as a format has become highly aggressive over the last year, and the result has been increased ratings in many cases. Recently a question has arisen as to which version of a hit to play, the single or the LP version? And what about imports and 12-inch club mixes? A number of programmers shared their thoughts on a subject you might want to consider before the book.

KIQQ/Los Angeles MD Robert Moorhead

Depending on the daypart, Robert will leave more than one version of a song in KIQQ's control room. He reasoned, "As a listener to this radio station, I would find it interesting to hear a different version from time to time. Since KIQQ is the only station doing this, we are making a musical statement that creates a separate identity for us."

"We've even gone as far as creating our own edits, combining the best parts of the single and extended versions. Some of these were so successful that a few have even been used as the single version by the record companies. A good example is Culture Club's 'Do You Really Want To Hurt Me.'"

Robert is known for rummaging around in the import bins of Tower Records and recently went to England to check out the music scene. "If you play imports you've got to fly by the seat of your pants with them. A good example of something we found that's been a success for us is Nena's '99 Balloons.' In one week it is our most requested song, and it's being rush released in the States."

"By the time everyone else adds many of the records we start, we've been playing them for eight, maybe ten weeks. I can't dump them, so we've been able to freshen up what we've been playing for a long time by introducing an extended or album version. A couple of examples would be Human League, Wham! U.K., and Duran Duran."

Chris Squires PD KKXX/Bakersfield

"We only play short versions as a rule," commented Chris. "I don't play the longer or album versions unless they become the definitive request item. At this point in time I'm seeing things become a bit more singles-oriented as well with AOR radio peaking."

"A few years ago we played the longer versions of everything, and now generally just the short versions. I realize that what we play is what gets familiar, but in my experience, it's the single version that becomes the definitive hit."

Steve Perun MD WLS/Chicago

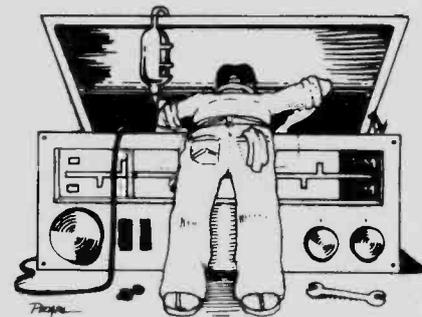
"I generally prefer to play every long version possible. After all," said Steve, "who's buying singles? When your competition is playing the long version, it makes sense to play it as well. Right now with Michael Jackson's 'Wanna Be Startin' Somethin', it's tough to play the long 6:30 version in morning drive, so afternoons and evenings we play the album version. In the old days it was nothing but the short version. When you only play short versions, I don't think it does much for your image."

"One good case where the remixed, shorter version of a song is better is Naked Eyes' 'Promises, Promises.' Actually they (EMI America) should have remixed the album length version of the song and provided both the long and short edits in remixed form. If the record companies took the time to mix everything to its best potential in the first place, then maybe albums might even sell better."

CHR Tuneup Checklist

As you head into the fall Arbitron, take a quick look at the following checklist of areas that a smart programmer should cover. Make sure you've spent time working in each area to avoid surprises and insure a smooth running operation. Constant attention to these areas as a part of your standard operating procedures is good preventive maintenance.

- **Airstaff Motivation** — Keep them active and interested in the overall welfare of the radio station in addition to their shows.
- **Pay Attention To The Competition** — Don't be overly concerned or over-react, but stay aware of what's going on.
- **Format/Station Philosophy** — Keeping everyone abreast of your format and station goals avoids confusion and promotes a positive mental attitude.
- **Music/Research** — Examine your music systems carefully. Define your format goals and adjust your music to achieve them. Be open to using your ears and research together.
- **Contests/Alternative Media** — Plan ahead. If you aren't sure about how to do an outside media campaign, then get help from an expert, such as an advertising agency. The money you spend could help you avoid a poorly planned campaign that could do more damage than good.



- **Engineering** — Take time to work with your chief engineer to achieve the best audio possible. With so many listeners owning sophisticated systems, this effort will pay off.
- **Sales/Continuity** — Work with your sales department to let them know how to take advantage of your programming efforts. Letting the traffic manager know your needs will save you and your sales staff a lot of grief.

Another programmer stressing a cool head is KZZP's Charlie Quinn. "Just before a book I've always taken another hard look at what is being done locally in the market by my competitors, and then a strong look at what similar stations around the country are up to. The biggest thing to keep in mind

is not to overreact. Any kinds of extremes will get you into trouble. If you see the competition is heading right at you, then be ready to take some gas, but don't blow it all away by becoming something alien to your loyal audience as a reaction to the competition."

Think your plan out carefully. Write down your ideas on paper and see if they're realistic. Be hard on yourself. Put yourself in your GM's place and imagine someone spelling out the same game plan to you. Ask yourself, "Would I buy this idea?"

Format And Station Philosophy

Once you've got your game plan figured out, then it's time to implement it. If everyone knows when to zig when they are supposed to zig, it shows that communication is taking place. To mount a winning effort, take the time to explain what is expected of everyone. WYKS/Gainesville, FL PD Lou Patrick offered, "I'm having a jock meeting to make them understand the slogans and attitudes needed to go into the book and win."

"I think a rehashed definition of what we are doing and where we are going is always a wise avenue to follow," explained KQM/Q/Honolulu MD Kimo Akane. "This realignment and fine-tuning of philosophy is important because things are always evolving. This market has changed a lot and it's vital that everyone is aware of those changes."

79Q & 93Q/Houston PD John Lander believes that as the months roll by, people can let things slide. "I'll have a jock meeting to go over with my people some of the areas that need attending to since the last book. This includes a critique session with the individual jocks, and an overall reeducation process on where we are going, how they are to position themselves as entertainers, and what roles they have in relation to the station as a whole. It is critical they come into the station ready to go on the air every day."

A key part of any radio station is the sales department. They are an eager group dedicated to bringing dollars in as a result of your programming efforts. Make sure they understand what you are planning so they can sell the product in a more intelligent manner. KIHK/Davenport PD Jim O'Hara agreed. "I might point out that in

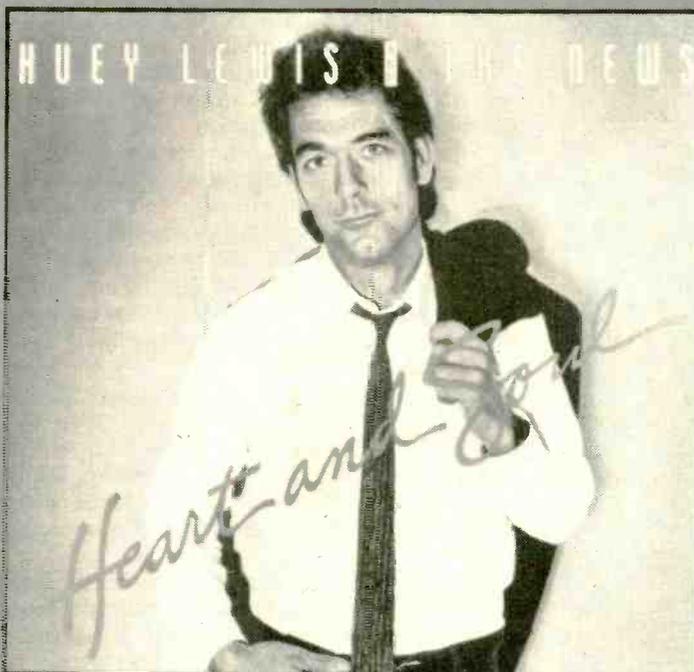
Continued on Page 54

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Recorded by Jeffrey Osborne****Black Radio 1****Warner Bros. Music
Warner-Tamerlane Publishing Corp.****Dan Kavanaugh
Jeff Lamont**

Dan Kavanaugh Management



A CHR Pre-Book Tuneup

Continued from Page 52

addition to a jock meeting, a general conversation with the sales department along the same lines, minus a lot of formatics, will do wonders to help them understand what is expected of them during the book as well."

Research

Research is a word with different meanings for different programmers. Whatever your preferences, go over all of your systems to make sure they are on target for what you are trying to accomplish. Are you looking for cumes this book or quarter hours? Are you sampling the right demos and zip codes?

If you aren't sure your research is on target, there are a number of research firms willing to aid stations on a long or short term basis. If dollars are a problem, then go to a local college or university and talk to a faculty member in the computer department or human resources departments about setting up an intern program which could include people to make the calls and a properly designed questionnaire to achieve your goals.



Jim O'Hara

Music And Rotations

Music makes up 90% or more of the programming on most CHR radio stations. With so much programming devoted to music, it amazes me when I hear GMs and PDs alike bemoan the time spent on this valuable part of the station.

Research and your own ears are an excellent combination for achieving the sound that's right for your station. John Lander said, "In advance of the book the most important things are the music rotations and how the station will be positioned. You've got to look at what season you're going into, and how much depth you want to achieve. These are critical areas for determining if you are building cumes, quarter hours or both."

Charlie Quinn said part of making sure the music is right is to admit your own mistakes. "When I misread a record for the market, pull it off the air, and later discover that I've made a mistake, the best thing to do is to put it into recurrents. If you continue to ignore these hit records, they will come back to haunt you."

"Sales is still important for records. We look at album and single sales as well as callout research. We have a stress-oldies rotation which includes the most popular 20 or so songs of the past year or two. The key is to keep them fresh by changing up to 25% of them each week. Being a generic CHR playing rock, black, and the ballads will get you big numbers in all demos. The peaks and valleys are one of the key reasons why CHR will win."

He went on to detail the basics of CHR music strategy. "CHR is built on the theory that if they don't like what they are hearing, then three minutes later they will. The key is to read the peaks at the right time and ride them. I follow the trends, I don't buck them. Michael Jackson is incredibly hot right now, so I follow the trend and play the hell out of him going into this book."

Alternative Media And Contests

What forms of outside media will work best for you depends upon your marketplace. TV is generally acknowledged as the way to reach the most people, but is cost-prohibitive for many stations. To sink a few dollars into TV, when your competition is buying 400 GRPs (gross rating points) a week, is wasted money. An alternative might be billboards, or bus benches, if available in your market. Trying to reach a college crowd? Print ads or publishing your survey in the campus newspaper works well. The important thing is to plan ahead.

WHEB/Portsmouth PD Rick Bean advised, "We were generally a year-round radio station, but we are gearing up right now to add a little spice to our sound."

I think the major focus should begin about four weeks in front of the book, and continue part way through it. The back end of the book should take care of itself because of a sort of waterfall effect. All of the good things you've done should continue building."

John Lander said, "Actually, we began planning our efforts months ago. We are laying out the finishing touches for fall contests, and readying our posture for quick action when the book hits. Before going into a promotion I always ask myself what will be gained as a result."

Regarding contests, he added, "Attention must be paid to Mondays as a day where a lot of radio listening is done and logged. Thursdays are important as well since it is the start of the Arbitron week. Careful placement of contest prize money, and outside advertising might make a major difference in how well you do."

If you are going to the expense of producing your own TV spot, then you might think of hiring an advertising agency to help you with the planning. Again, plan ahead. "If you are going to do TV spots, then make sure you've given yourself ample time to produce the spot you want. If it isn't a good spot then it will hurt the station more than help," cautioned Jim O'Hara.

Engineering

Some sound philosophy to keep in mind is that you can't get ratings where you can't be heard. All too often PDs don't pay enough attention to the engineering needs of the radio station. Many regard the chief engineer, as one programmer put it, "a wire-head with a shirt pocket full of pens and a slide rule."

Like it or not, this is the person responsible for keeping you on the air. A little time spent with the chief engineer on planning equipment needs before the book can save you lots of time and headaches during the book. You might even be able to suggest a new piece of equipment for use on consignment to see if it's worth purchasing. Your interest will pay off.

"We were generally a year-round radio station, but we are gearing up right now to add a little spice to our sound. I think the major focus should begin about four weeks in front of the book, and continue part way through it. The back end of the book should take care of itself because of a sort of waterfall effect." —Rick Bean

Work to make your station sound as state-of-the-art as you can. One programmer, Kimo Akane, is recasting all of his station's music before the book. Lou Patrick told me, "I'm currently working with my chief engineer to get as much as we can out of our 3kw signal."

Odds & Ends

There are almost always a few loose ends to be tied up. One area that's often overlooked is the placement of spots. Work with your continuity or traffic director to get spots loaded according to your hourly priority system. Generally, most programmers load spots in the following manner: fourth quarter-hour, second quarter-hour, third quarter-hour, and finally the first quarter-hour. Why? To take advantage of Arbitron methodology. A little time spent with your traffic department can help you avoid running a cluttered stop set with four thirties with live tags, back-to-back.

Get all major programming changes, like new jingles and personalities, locked in as far ahead of the book as possible. But don't pass on a good sounding idea or promotion because you're "in a book." Just promote it, and make it a part of the station rather than losing it to a competitor. You'll be surprised at how quickly it will be accepted.

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| 21 The Zoo, New Orleans, LA | 31 Front Row Theatre, Cleveland, OH | 7 Indiana State University, Bloomington, IN | 15 New Mexico State Fair, Albuquerque, NM |
| 24 Oscar Meyer Civic Center, Madison, WI | Sept. 1 Veterans Memorial Stadium, Columbus, OH | 9 Illinois State University, Normal, IL | 16-17 Celebrity Theater, Phoenix, AZ |
| 25 Carlton West, Green Bay, WI | 2 Sports Center, Indianapolis, IN | 10 University of Iowa, Ames, IA | 18 Aladdin Hotel, Las Vegas, NV |
| 26-27 Auditorium Theater, Chicago, IL | 3 Nebraska State Fair, Lincoln, NE | 11 Starlight Theater, Kansas City, MO | 20-21 Arlington Theater, Santa Barbara, CA |
| 28 De Voss Hall, Grand Rapids, MI | 4 Minneapolis State Fair, Minneapolis, MN | 12 Civic Center Music Hall, Oklahoma City, OK | 23-25 Greek Theater, Los Angeles, CA |

WHEN CHR RADIO LO



HEART "How Can I Refuse"



CHR NEW & ACTIVE

AOR Albums: 6

AOR Tracks: 4

WBEN-FM 40-34	Q103 on	WKFM 31-24	KSET-FM add	K107 40-36	KRQ add				
WPHD 28-22	KMJK on	WPST 38-34	WGRD 38-30	WHOT 35-30	WOMP-FM add	FM99 add	WRKR add		
Z93 31-25	KUBE 27-24	WSSX 17-13	WZZR 40-35	KKFM add 28	KQIZ-FM 13-9	WBWB 39-27	KKLS 27-21		
WGCL deb 32	KNBQ 28-25	WDOQ 37-29	WJXQ 18	KSKD 36-32	WYKS 25-17	WCIL-FM add	WSPT add		
WABX 40-34	WTRY deb 29	WNFI add	WVIC deb 22	KRSP add 40	WXLK add	WAZY-FM add	KKAZ add		
WLOL-FM 37	WSPK deb 29								



EDDY GRANT "I Don't Wanna Dance"



CHR NEW & ACTIVE

WXKS-FM 24-18	PRO-FM on	WABX on	WROR 26-22	KLIK 34	WGUY add	KISR add
WPHD 31-27	CFTR on	KBEQ 36-32	WYCR deb 40	KMGK 36-31	WIKZ add	Z102 21-18
CKGM add	CHUM deb 27	WLOL-FM on	WKEE deb 39	WZZR deb 40	WZYQ add	WGLF deb 33
WNBC on	Q105 26	KIQQ 38-29	WSPK deb 30	K107 34-31	OK100 add	WBWB 36-33
WHTX 20-18	WGCL add	XTRA 27-23	KBFM 35-30	WHOT 33-28	WKHI 40-35	KGHO 40-36
		KNBQ on	WNAM 40	KIKI deb 30	KQIZ-FM 34-29	KCBN 39-35



KANSAS "Fight Fire With Fire"



First Week Out:

AOR Albums: 7

AOR Tracks: 5

**CHR
SIGNIFICANT ACTION**

WPHD add 36	WSSX add	KEYN-FM add	WJAD add	WRKR add
WABX add	KBFM add	KQMQ add	WYKS add	KDVV on
K104 deb 35	WABB-FM on	WOMP-FM add	KNOE-FM add	KCBN add
WKFM add	WMEE add	WZYQ add	WXLK add	
WPST add	WGRD add	OK100 deb 33	WIXV add	
WRCK add	WZZR add	WSQV add	KKQV add	



QUIET RIOT "Cum On Feel The Noize"



**CHR
SIGNIFICANT ACTION**

**ALBUM NOW
GOLD!**

WNYS 14	WNFI add	WZYQ 30
WPHD 14-8	WJXQ 34-29	KQIZ-FM add
KIQQ 8	KSKD add	KGHO 25-20
KNBQ on	WACZ on	KCBN 24-14
WKRZ-FM 29	WERZ on	

EPIA DELIVERS THE

OKS FOR BIG RATINGS...



S.O.S. BAND "Just Be Good To Me"

**CHR
SIGNIFICANT ACTION**

#1 Hottest Black Record In The Country!

B104 22-20	WABX 34-30	WHOT add	KNFI 30-25	WIXV 12
WXKS-FM 29-22	Q103 add	WGUY add 33	KAMZ 27-25	Z102 36-26
Q107 add 30	KIQQ add	WERZ add	WNVZ deb 34	
Z93 add	KFRC 25-20	WGLF add	KQMQ on	
I95 on	WSPK add	WKFM on	KHYT 26-22	
Y100 deb 28	KTFM add 39	KITE on	Q104 deb 35	



CHEAP TRICK "Dancing The Night Away"

**CHR
SIGNIFICANT ACTION**

WABX	WNFI	WJXQ	WACZ	KFYR
K104	WKAU	WHOT	OK100	KCDQ
KZFM	WZPL	KQMQ	KQIZ-FM	



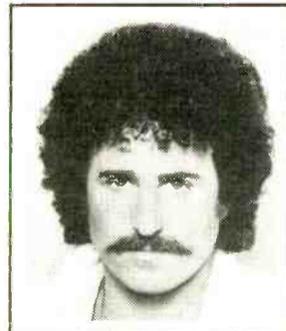
BIG RIC "Take Away"

**CHR
SIGNIFICANT ACTION**

WXKS-FM	WABX	WZZR	WERZ
PRO-FM	KBEQ	WGUY	13FEA
Y100	WCSC	WOMP-FM	WJBQ



SHIPPING NEXT WEEK:



**MATTHEW WILDER
"Break My Stride"**



**DANNY SPANOS
"Hot Cherie"**



RECORDS THAT RATE!

Adult/ Contemporary



JEFF GREEN

THE TOP 100'S NO. 1 A/C

WICC Widens Bridgeport Lead

When WICC/Bridgeport switched from CHR to A/C 18 months ago, it already had good adult ratings. After a moderate decline last fall, WICC bounced up 6.3 shares 25-49 this spring in the Arbitron to register its strongest adult numbers yet, 21 shares ahead of its local competitor! WICC is now ranked first among all A/C's in the top 100 markets (AQH share, Mon-Sun, 6am-midnight, MSA 25-49 adults). Among all A/C's nationally, WICC is seeded eighth, up from 23rd last fall — not bad for an AM'er with only 1kw days/500 watts nights. Operations Manager Bob Pantano explained to R&R the key ingredients in his station's remarkable recipe.

"Our slogan is 'Your Number One Radio Station,'" began Bob, "which we've been using since the format change. Now, even though we are number one in the market, we must validate the slogan in the minds of the listeners by *delivering* as the best station — you can't just say it."

With his own background being in news, Bob believes WICC's heavy information commitment is a cornerstone to this positioning statement. He said, "In our 56 years, we've been recognized as the news leader and we promote that fact on-air and in print promotional campaigns. When listening to us, you'll also find our news

personalities must watch what they say and how they say it. They need to stay topical and eventful, and not rely on stuff from joke books. I was afraid with our success there'd be a letdown, but the feeling among the staff is that we now must work even harder to keep what we've got."

wicc 60

YOUR NUMBER ONE RADIO STATION

doesn't just cover the general Bridgeport metro. Each year, after reviewing the diaries to find our geographical strengths and weaknesses, we zero in on those local areas we want to capture, covering subjects and issues attracting the interest of the residents in those towns. News is a very good way to go after a certain community.

"As a full service A/C," Bob continued, "WICC has a fulltime meteorologist, plus an airborne drivetime traffic reporter. So when we say we're the number one station for news, we promote these features as reasons. I'd say the news and information emphasis has played a large role in our successful conversion from CHR to A/C."



Bob Pantano

Bob pointed out that when WICC made the format transformation, it maintained its bright, upbeat presentation. He said, "We wanted to keep our promotions, personalities, news and music sounding alive, fun and invigorating. Some A/C's seem to turn flat or even dull-sounding. But if your station targets 25-49, your prime listener is 35, and a 35-year-old is indeed into music and generally a very hip individual. Had we tried to switch as an A/C station to a musically-dominated, promotionally inactive, no-talk presentation, we'd be in big trouble. If you lay back and just play the nice music, especially on AM, people will tend to go to FM."

Acknowledging he was initially concerned his station's dominant position might foster overconfidence among the personnel, Bob said, "Even though we're doing so well, we can't become lethargic. The per-

2.6KW FM STAGES 2-BOOK UPSET

3WMM Triumphs In Toledo

In Toledo's four-way A/C battle, Class A suburban FM 3WMM (WWMM)/Sylvania took just two Arbitron sweeps to blitz past a pair of AM A/C's and 50kw FM leader WMHE to win 25-49 by nearly two shares. 3WMM had made an impressive showing in its first A/C book last fall, and the four-share increase this spring marked the station as the only Toledo A/C with double-digit ratings among 25-49 adults (Mon-Sun, 6am-midnight, MSA).

WOHO & 3WMM Operations Manager Jerry King told R&R, "Our main competitor WMHE at the time seemed to be reaching everyone between 18-54. We assumed a specific 25-34 target because we felt that audience was both available and also the most desirable demographic sales-wise.

"At just 2600 watts against their 50kw signal, it was wrong to try to attack a station like WMHE head-on," conceded Jerry. "Realistically the move to make was to 'flank' or sidestep them by means of super-serving a specific audience. WMHE used a shotgun approach, while we were more of a rifle aimed directly at the 25-34 target. Our ammunition was a large



Jerry King

3WMM 105 FM

Less Talk...More Favorites

caliber of oldies. WMHE had been concentrating on current music.

"If WMHE decides to cut their current playlist in half and run with more oldies," declared Jerry, "that's fine, because I feel we've already established our position in the market. Our slogans are 'Less Talk, More Favorites' and 'Your Favorite Songs Of Yesterday & Today.' Right now, I'm not hearing any other stations even using positioning statements in the market."

Jerry noted that using motivation also contributed to the station's rapid rise to the top. "Motivation is my best skill, and I really believe in positive reinforcement within the station. Besides just demonstrating my overall enthusiasm for the airstaff, we also offered sizable cash bonus incentives based on ratings performance and improvement. There's a lot of competition among the

"The move to make was to flank our competition by super-serving a specific audience."

—Jerry King

jocks, but they all get along and integrate very well. I put a lot of faith in them, and it paid off."

How much of a liability is 3WMM's signal? "We don't cover the entire metro, and you don't hear us in malls. But we've got a nice, high TSL and a reasonable cume. All you need in this market is 100,000+, which our jocks have been able to deliver."

Jerry concluded, "Although WMHE is a very fine radio station, I knew all along we would succeed. I wouldn't say Toledo is a sleepy town because that's derogatory. But it's not as motivated radio-wise as it could be. We've just helped bring this market up to the level of professionalism it deserves from radio."



CASH & CARRY — Last fall, 8000 listeners sent in postcards of three songs they heard in a row on 3WMM/Toledo in hopes of winning \$5000. This spring, the same promotion offering \$10,000 netted 18,000 cards and letters. Shown presenting the lucky lady with the lucrative list are (l-r) staffers Kevin McKay, Fred North, OM Jerry King, winner, Mark McLaren and Mark Roberts.

The Quiet Stimulator

Following the July 29th column on A/C's ability to sell records, I received this letter from R&R's former A/C editor Mike Kasabo, now President of his own independent promotion company. Mike firmly supports the view that this format's sales influence is much stronger than the radio and record industry gives it credit for.

THE MIKE KASABO

Organization

Dear R&R,

Part of the problem is that A/C is always compared to CHR on record sales as an equal. The record business, especially since the Bill Drake era, has been systematized to react only to airplay from a market's top rocker. Any other station in town playing a record without CHR support is met at the retail level with slumberous interest at best.

This may be due in part to the fact that adults do not run, scream, and yell for the item they wish to buy. Instead, they calmly inquire, purchase (if available) and depart. This nonchalant attitude is diametrically opposed to how, necessarily I suppose, the record and radio business conducts its own interest. Everything is super-duper, wow, number one with unrelieved boffo bang-bang in order to be noticed.

The business energy level is on a completely different course than the purchasing demeanor of the adult. Put simply: CHR listeners (and consumers) create excitement "demand" by their very nature; A/C demos cause little or no hustle for retailers to note. Exciting informational "feedback" is the cause of this largely errant belief that A/C radio can't sell records.

Unfortunately, some A/C broadcasters tend to perpetuate this attitude with a low-key, almost cavalier approach to the importance of the buying power and habits of their audience. The net effect is a depressed profile within the business — an unequitable position, especially in light of A/C radio's dominant share of audience among music stations.

This perception is not likely to change. At least not until record company executives and A/C programmers establish a stronger communication link designed as a mutual benefit. The record industry needs to sell product. A/C radio, albeit quietly, always has.

To say stations such as WYNY/New York, WTAE/Pittsburgh, B100/San Diego, and WOWO/Ft. Wayne do not sell records is like asserting Barbra Streisand, Neil Diamond, Herb Alpert, Air Supply, and Rita Coolidge owe their allegiance to another format. It's nonsense! These are not imaginary acts whose records are only rumored to sell. Does anyone really believe Dionne Warwick, Anne Murray, and (welcome back) Paul Anka are indigent cases their record companies feel sorry for?

Flash acts come and go — it's all very exciting. But when artists have proven staying power, you'll find they're alive and well — and selling through — at your nearest Adult/Contemporary radio station.

— Mike Kasabo



The United Stations

AMERICA'S TARGET RADIO NETWORKS 

PROUDLY ACCEPTS
THE GOLD MEDAL
FOR
ENTERTAINMENT PROGRAMMING*

D I C K C L A R K ' S

Rock Roll & Remember

Reaching nearly 30 million 18+ listeners each week.

(R. H. Bruskin, Fall, 1982)

* Regularly scheduled music program category (Syndicator or Network produced).

A/C Picture Page

A/C & The Great Outdoors

A/C stations are hard at work this summer staging interesting outdoor activities for their communities and listeners. If your station's up to something, send it to R&R at 1930 Century Park West, Los Angeles, CA 90067, Attention: Jeff Green. Here are just a few recent promotions capturing the spirit of the season.



EH ONE & EH TWO — Six thousand listeners jammed a local park to hear Canadian combo Blue Peter perform in a free concert provided by CKSL/London, Ontario. The station sponsored a series of four free shows during the summer.



NOT YOUR AVERAGE FLOAT — WKMI/Kalamazoo's recent municipal parade included several unique entries, including this award-winning "Herby Curby" drill team rolling trash cans in precision formation down Main Street.



WAXY'S BOAT BASH — Over 400 WAXY/Ft. Lauderdale listeners, personalities and station executives enjoyed a three-day trip to Nassau in the Bahamas aboard the SS Amerikanis as part of the station's third annual cruise. From left: VP/GM Douglas Donoho, air personalities David Scott, Greg Budell, "Uncle" Walter Cronise, Ellen Jaffe, PD Rick Shaw, and MD Kenny Lee, plus GSM Gary Lawrence.



AND THEY ALL FIT IN THE VAN, TOO — WRKA/Louisville treated these happy listeners to a free happy hour at the local Benihana restaurant. Afterwards, all posed for this photo toasting the station with their new WRKA can coolers. Cheers!

Swinging With The Stars

When the music makers come to town, A/C is there! Whether it's a legend or a rising star, the visits from the artists themselves are special to all broadcasters.



LRB MAKES "MAGIC" APPEARANCE — WMJJ "Magc 96" Birmingham brought the Little River Band to town for a show. Pictured here before the show are (l-r) LRB's Wayne Nelson, John Farnham, Stephen Hoysden, WMJJ personality Mark Thompson, and band members Derek Pellicci, Graham Gobel and Beeb Birtles.



JAMMIN' THE AIRWAVES — Jammin' Records recently held an album release party for guests of honor Travis Moon Band, which provided the evening's entertainment. From left, Promotion Director Tom Mazzetta, President Will Kirkland and WNGS/West Palm Beach PD Ross Block.



RADIO ON THE LAMB — At a Warner Bros. listening party for his debut album, recording artist Bill Lamb paused for a pose with Elektra-Asylum Music President Dixie Gamble-Bowen and WLAC-FM/Nashville PD Dave Nichols.

Community Involvement

WTVN/Columbus's "Desperate & Jobless" program hosted by evening talk personality Ed Hartley helped unemployed listeners get over 100 interviews for new jobs. Several dozen hirings resulted from the six-week show . . . WMAL/Washington cosponsored the 13th annual Harden & Weaver (morning personalities) Golf & Tennis Tournament, which contributed \$184,000 to benefit the city's Children's Hospital National Medical Center . . . WIOD/Miami traffic/news reporter David Slater was honored with a bronze



Ed Hartley

plaque by the Florida Highway Patrol for helping plan events to raise funds for patrolman Al Lofton, who suffers from multiple sclerosis . . . WISN/Milwaukee held its "Park-It-Market," a two-day giant marketplace featuring vendors and craftspeople from all over the state . . . WFYR/Chicago cosponsored the Chicago Distance Classic running race to support the local Lung Association's overnight camp program for asthmatic children . . . W101/Tampa helped stage the area's annual "Bowl for Kids Sake" event to benefit Big Brothers and Sisters . . . KFMB/San Diego served as the official information station for the annual Del Mar Fair, distributing brochures of events and attractions . . . KLUB/Salt Lake City helped raise \$4200 for the city's Camp Kostopulos, which is designed for handicapped children . . . WAXY/Ft. Lauderdale raised \$550 for the March of Dimes by selling song requests . . . Y97/Pittsburgh has begun a S.O.B. (Save Our Boroughs) campaign to aid local municipalities in completing projects for which there is no funding . . . WOMC/Detroit co-sponsored a special dance party at a local pizza restaurant to help raise \$400 for Children's Hospital of Michigan. Listeners were treated to complimentary snacks and special drink prices . . . WQUE/New Orleans morning personalities John Walton and Steve Johnson bedded down for a night in the middle of Bourbon Street to show the French Quarter tourist attraction was still a safe place . . . CHOK/Sarnia, Ontario netted nearly \$1000 for Cystic Fibrosis as part of its "Millionaire's Weekend" prize promotion . . . KPNW/Eugene collected over \$500 in a fundraising dance to pay for costs of fingerprinting children to support the city's crime prevention program . . . WYNY/New York inaugurated a subway card campaign titled "97 Great Ways To Enjoy New York. Absolutely Free." Some 24,000 cards are being displayed throughout the N.Y.C. subway system.



CHECKIN' IN WITH CHUBBY — While in Cleveland for two evenings of performances co-sponsored by WMJI, Chubby Checker stopped by the station to take requests and be interviewed by MD Mike Ivers.

"WE CAN GET PEOPLE TO LISTEN TO YOUR STATION"

—Chuck Blore and Don Richman

In just 30 remarkable seconds, Chuck Blore and Don Richman Inc. changed the way an industry looked at itself. We did it with our "Remarkable Mouth," the television commercial that gained more audience for more radio stations than any other in radio history and became the fountainhead for some of the most visually impactful statements available today. As you go through them, bear in mind that each of the following television campaigns was carefully designed to do exactly what the "Remarkable Mouth" did—protect your investment by "getting 'em to listen."

THE JANITOR'S FANTASY made broadcast history by becoming the fastest selling spot ever made. In eight different focus groups, it has come out #1 in "Most Entertaining" and "Call Letter Recall." To prove consistency, "The Janitor's Fantasy" was followed immediately by "The Janitor Strikes Again" and "Return of the Janitor"—both meeting with such astounding response that the Janitor himself gave in to public demand and appeared live in concerts, parades, fairs, balloon races and assorted other events in markets where he was working. Boy, was he working! No matter what your format, have a serious look at "The Janitor's Fantasy."

DEBORAH is one of the most beautiful, sensitive, provocative television campaigns ever attempted for radio stations. And one of our most rewarding. Time and time again, this first lady of radio has convinced countless numbers of people to listen to what she listens to—whether it be "Adult Contemporary," "Beautiful" or "Country" music formats, Deborah can sell them all, in 30's and 10's, with sugar and spice and everything nice.

THE CHIMPS is the perfect television campaign for extended rating periods where memorability, intrusiveness and continuing positive impact are vital. There are six mesmerizing, entertaining spots in the package, each one day-parted, giving you the flexibility to design your own campaign and the opportunity of having "The Chimps" work for you morning, noon and night. You can buy any combination of these award-winning spots you like, knowing up front that you've got a proven winner.

WE BRING THE WORLD TO YOU is a two spot series (you can buy one or both) specifically tailored for All News and/or News/Talk formats. It's humorous. It's direct. It's a cluster buster that demands and gets...and delivers an audience. If you're All News or News/Talk and you're considering a television campaign—consider this...Having already been tested and proven effective, "We Bring the World to You" is an ideal vehicle to get you on your way. Up.

I LOVE MY COUNTRY is a humorous, "gloves off" television campaign that doesn't pull any punches. When our man in uniform is on television recruiting audiences, you'll be glad he's on your side. There are two spots in the general's campaign. You can buy one or both of them, and one or both of them will have potential listeners snapping to attention.

THE COMMERCIALS COMPETITION is literally the most audience involving campaign we've done, because your listeners write and perform your television commercials. Honestly. That's how the campaign works. And that's why it works. It starts with a radio campaign (which we supply) and results in a television campaign (which we produce) of as many spots as you can get from the "contestants." There'll be funny ones, serious ones, musical ones, and every one's a winner.

THE MOVIES give your radio station personality plus. They give you Rudolph Valentino, W.C. Fields, Carole Lombard and John Garfield, all acting as though your radio station is all there is. Valentino will die for you; Lombard will marry a man she hates—for you; Garfield will fight for you, and W.C. Fields will do almost anything. This year, radio will be going to "The Movies."

That's what we've got. So far. And so far, every one of our television campaigns for radio has proven what we said in the first place...we can get people to listen to your station. Only your programming can keep them listening. Let's do it together.

Call Wally Shubat at...

Chuck Blore & Don Richman Incorporated

1606 N. Argyle, Hollywood, California 90028 (213) 462-0944



The Battle For The Capital

One of the hottest Country radio battles of today is going on in a spot not generally considered a hotbed for country music, Washington, D.C. The war being waged, and make no mistake, it is definitely a war, is between Viacom's WMZQ and Metroplex's WPKX-AM & FM (KIX 106). I should have known this was going to be anything but the normal market focus when I called WMZQ and the switchboard operator answered, "WMZQ, the capital's number one Country music station." This only a short while after the book was out.

When I first thought about doing a close-up on this market, I figured it would be a relatively easy task. You talk to the two PDs, find out the nuts and bolts of each operation, and write about the similarities and point to the differences that make it a horserace. As I was talking to the various participants for this article, it became very clear that this was not just another conflict. For one thing, the stations are nearly identical, as both PDs admit later on. Secondly, while listening to a number of off-the-record charges and counter-charges by inside and outside parties, this radio war became very reminiscent of the classic Top 40 and AOR battles of yesteryear.

Because both stations are superbly programmed and researched, the war has been elevated to a marketing battle, spiced with a liberal dash of mind games. This is also one of the few battles being fought "one on one." Most ratings fights in Country radio today are AM vs. FM, personality vs. more music, Continuous Country vs. everybody. WMZQ vs. WPKX is about as equal as you can get: more music FM vs. more music FM.

As is often the case, one's perspective on any given situation depends upon where one

is sitting. It is from the vantage point of the PD's chair that we will examine the goings on in the ninth largest market.



Bob McNeill has been the PD at WMZQ since the fall of 1982. Prior to Washington, Bob was the Research Director and Assistant to the PD (Charlie Ochs) at another Viacom station, KIKK/Houston, so you can see that he is no stranger to major battles.

"The whole philosophy since I arrived last fall has not been to merely gain a small advantage over our competition, but to have a six-share radio station. Our goal was to have a six within a year . . . and we may still be able to make it. We intend to put the other radio station out of the format, and I'm sure they have the same intention toward us."



Bob McNeill

From The GM's Chair

Perhaps it is more than just coincidence that the two GMs now involved in one of the hottest battles in Country radio were in the trenches during some of rock radio's most classic confrontations.

**Bill Sherard, VP/GM
WPKX-AM & FM**

Bill's career includes Top 40 programming experience at legendary stations such as WIXY/Cleveland, WSAI/Cincinnati, and WQXI/Atlanta.

"This is the classic old 'more music' battle that goes back to the '60s," Bill told me. "Ultimately, it's not the amount of music that wins the battle, it's the station that markets itself better, both on and off the air, that eventually wins."

"There are some significant differences in the companies. We're both committed to spending the big dollars it'll take to make an impact in the market, but we have a lot of advantages in not being a spoke in a large corporate structure. The management team here is able to make decisions in a matter of minutes, which is what it sometimes takes in radio. That's an advantage that I don't think Viacom shares. I also think that we have something that large corporations don't have today, and that's tenacity."

"It's interesting to note that for years we thought we were taking on WMZQ and suddenly I see articles in the paper on how they are coming after us. Whatever, I'm still in the offensive mode. The competition makes us both better, and Washington gets the benefit."

Brian Bieler, GM, WMZQ

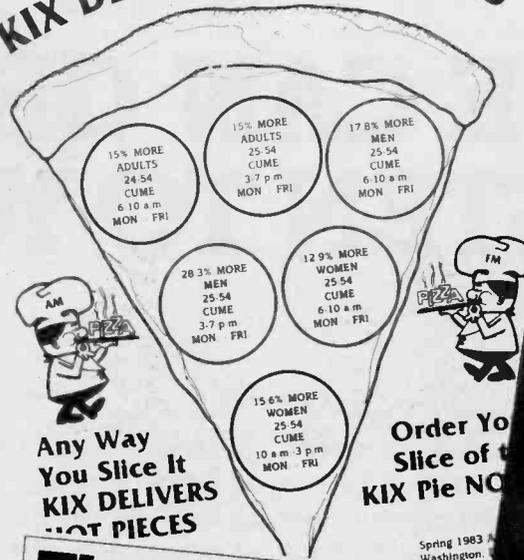
Brian was at Zeta 7/Orlando and most recently in Honolulu at 98 Rock.

"I've been here less than two months, so this perspective is from the new guy on the block," Brian said. "This type of competition is healthy in that it provides better radio. You have to be more astute and concerned about all the areas of the station. In terms of going forward, we are going to pay more attention to what we do in our promotional and programming effort, and not be quite as concerned about what the other guy is doing. This is not to say we are not going to be conscious of what they are doing, but there is going to be more creative energy on our product to see if we can pull away. We are here to win and I don't think we can be constantly looking over our shoulders."

"We have some things coming up that are not normally associated with Country stations, so we are not going to sit still, and neither are they. This last book did not come up like it has been coming up for them, and that raises a lot of questions. Did they do something wrong? Did we do something right? Everybody's asking questions at this point, so it makes it a lot more exciting."

"I've never had the luxury of not being in an ultra-competitive situation, so this type of battle is normal to me. I love war. In a couple of months, it's going to be even more interesting."

KIX DELIVERS HOT PIECES



Any Way You Slice It KIX DELIVERS HOT PIECES

Order Your Slice of KIX Pie NOW

There's more cash in country than just Johnny.

The perception of Country Music has changed. Gone are the days when it was thought of as something heard only in filling stations and trailer parks. In fact, many Country Music lovers share an equal affinity for the Gatlin Brothers and Brooks Brothers. They drive.



I was a bit surprised to hear this, and I wondered if a market the size of Washington, DC couldn't support two Country stations. Bob replied, "Not economically. And we feel a real sense of urgency towards putting them away. They do have an AM/FM combination and are able to load up the AM against us in a lot of buys, so it's something we have to deal with."

"This is a tremendously competitive situation, and I have a great deal of respect for them and what they have done. KIX106 is a very well programmed, well conceived, well executed radio station. I consider it quite a feat to beat them. You could plop either one of these radio stations into any other market in the country and be competitive with anybody who is there, if not a winner. However, I feel that we have some dimensions on this radio station that are going to make us long-term big winners."

"One of the things that we needed here all along was some good research. Shortly after I got here, we got involved in some pretty extensive focus groups that led us to better understand some of the problems of the radio station. We learned that programming was not the biggest problem the station had, but to a large extent we had a marketing problem in that what we were doing was just not very effective."

"Up until the spring '83 book, our TV campaign consisted of very clever, very entertaining spots that, unfortunately, were not very effective in selling the radio station. This spring we started using the Eagle (Productions) vignettes, the same ones I saw Rusty Walker of WZZK/Birmingham refer to in your column a couple of weeks ago. Our experience with these spots has been identical to what they experienced in Birmingham; these are probably the most effective TV commercials we have ever come across. The response has been phenomenal." (The Eagle vignettes are commercials that show people in everyday situations lip-synching the words to a well-known song. Rusty mentioned that people were calling both his station and the TV stations to find out when the spots were going to air, so they would not miss them.)

I had heard that WMZQ was not only running that ad campaign, but was also spending incredible bucks. When I asked Bob about that, I was surprised when he said, "We ran less budget in the spring than we had in either the winter or during last fall's book. As a matter of fact, we spent about 50% less."

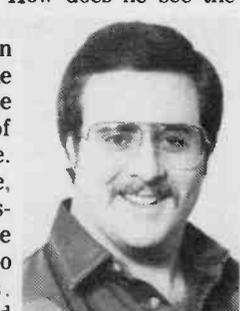
This is really an important point to con-
Continued on Page 64

At one point in his career, WPKX-AM & FM PD Bob Cole worked at KIKK/Houston for Viacom, the company he is now competing against. Bob's past also includes stints at WWOK/Miami and, before joining WPKX, he was the PD and morning personality of KOKE/Austin. Bob has been the PD of the Metroplex Country duo for the last fifteen months. How does he see the battle?

"Country music in Washington is not the primary choice of the large majority of people who live here. There are, of course, core Country listeners, but that core will not support two Country stations. What has happened here is that you have two superior Country stations that provide excellent programming, both designed not only to attract people who aren't primarily interested in country music, but to also develop long time-spent-listening levels. This way, what we lack in cume, we can make up in quarter-hour. We have been successful in doing this, as evidenced by the fact that when I first got here a year and three months ago, the Country share was a 6, and it is now around 8."

"Since the winter of '81, our cume growth has been very steady. The last three books have been the highest in the stations' history, even discounting the AM, and we have had the highest cume ever. On the other hand, the cume at WMZQ has been on a slight decline, but they have kept their time-spent-listening levels and have managed to maintain. The real problem I saw when I came in to KIX was that the radio station didn't have an actual position. It was positioned as good, but it needed to be positioned as unique and credible. We took the fact that we had a quality radio station and added quantity by going to the more-music posture. That is when our numbers shot up overnight."

While the Country share has indeed grown steadily over the last few years, the race between these two stations has been nip and tuck, with the outlets often being separated by only one tenth of a point.

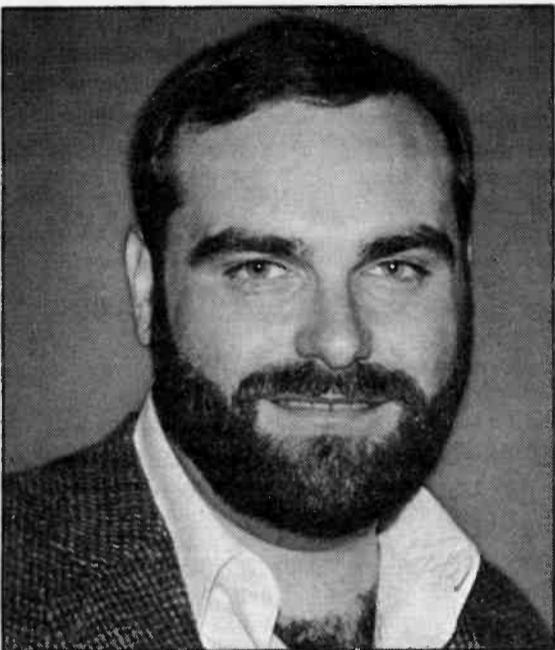


Bob Cole

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THE WEEKLY COUNTRY MUSIC COUNTDOWN

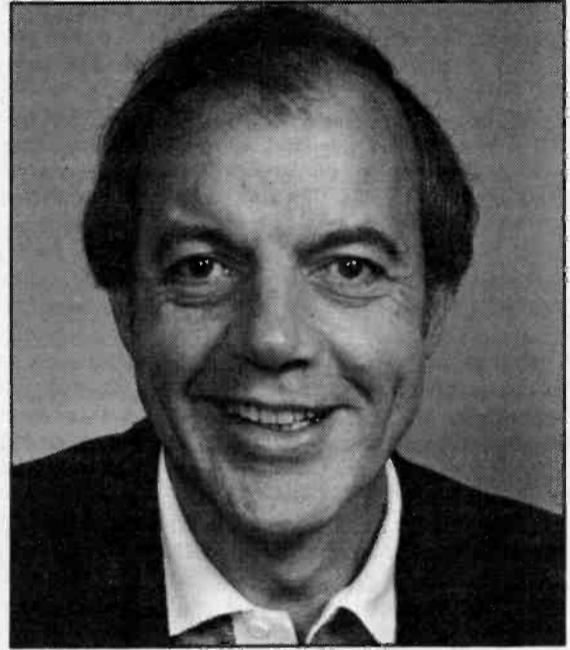
Success Speaks For Itself.



DENE HALLAM — PROGRAM DIRECTOR
WKHK-FM New York



HERB ALLEN — OPERATIONS DIRECTOR
WFMS-FM Indianapolis



**WALT TURNER — VICE PRESIDENT
PROGRAMMING**
KSD-AM St. Louis

*“The United Stations always comes out with a consistently good product with **THE WEEKLY COUNTRY MUSIC COUNTDOWN** and most recently their **COUNTRY SIX-PACK** specials. They make each weekend an event on WKHK.”*

Dene Hallam

*“**THE WEEKLY COUNTRY MUSIC COUNTDOWN** is an integral part of our weekends at WFMS. Having the biggest stars in country music as guests each week makes the program easier to promote and makes it stand apart from other countdowns.”*

Herb Allen

*“...from Ed Salamon, producer, to Chris Charles, talent, **THE WEEKLY COUNTRY MUSIC COUNTDOWN** is a class program and compliments our format.”*

Walt Turner

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The Battle For The Capital



Continued from Page 62

sider when picking out spots for your station. The more effective the spot, the fewer you have to run to achieve the same effect. Another important aspect of WMZQ's success with these TV adds was a change in buying approach by the station, as Bob details.

"Instead of just going in and looking for boxcar GRPs and spending big dollars shotgunning it, we went after some specific lifestyle-oriented commercial avails. If you sit down and talk with your TV rep, they can bring out information to really help you find the people you want to reach. As opposed to buying X number of GRPs per week, I think this is the way to buy TV."

How does Bob describe both stations? "Musically, we have both done extensive research. However, we have slightly different intentions, consequently the music on the two stations is different, with KIX being a bit more traditional than us. The difference is by design on the part of us both. Outside of that, I really don't feel there is a whole lot of difference in the two stations musically, although we do occasionally go out on a limb and play some strange stuff. I do have a real benefit when it comes to music since I can get input from a couple of Viacom PDs, Dene Hallam at WKHK/New York and Charlie Ochs at KIKK in Houston. If anything, KIX is a little less 'shot' oriented than we are.

"We play a lot of music, but in terms of air style, our jocks are allowed to relate to the audience a little more . . . we're just not reading cards. We have some very strong personalities on the station and allow them opportunities, within the structure, to relate. Initially, they ran the four-in-a-row guarantee, and their whole approach continues to revolve around four in a row.

"Our promotional profile is a little different and a little higher. When we do promotions, we get involved in a very active, entertaining manner . . . as opposed to just giving away the prize. Our promotional people are very creative, and we utilize that to the maximum so that the contests and promos are another form of entertainment on the station."

As an example of what WMZQ gets involved in, Bob told me the station has signed

Have You Heard?

Hob Hooper, morning personality at WESC-AM & FM/Greenville, SC, recently received the Shaf-t Award for public service. It is presented by the University of South Carolina College of Journalism to the individual responsible for the best locally written and produced public service campaign for a civic or eleemosynary association of interest or concern to the community. Before you reach for your dictionary, that big word you never heard of is a 75-center for charitable . . . and you thought this was just another pretty column . . . There's a new PD at WRNL/Richmond. Dick Grant has just come over from WPVA/Petersburg, VA. Former PD Mike Anderson will use the extra time to concentrate on his morning show. Al Wyntor trades in his 61 Country blazer for a parka and snowshoes as he leaves WDAF/Kansas City to do middays at WHK/Cleveland . . . The new morning man at WITL/Lansing is Allan Bjorne . . . Watch for an informational blizzard from Denver as both KLZ and KYGO announce the appointments of new Promotion Directors. Patti Jay is new at 56/KLZ, while Cindy Sanftner is now part of KYGO . . . Pete Porter is the new morning personality at WYRK/Buffalo, his original hometown . . . There are some new faces at WHOO-FM/Olando. Chuck McKay joins the station as PD, while Al Risen, most recently with WSM/Nashville, moves South to do afternoons . . . and never hesitate to call and tell me what you have heard!

the Washington Redskins linemen, collectively known as the Super-Hogs, to do Hog reports on a daily basis. These are not your normal sports reports, but more like stories about the people who are on the 'Skins . . . like what they did in a bar the night before or what happened to a player and his wife on the way to training camp. They took this concept and turned it into a contest called 'Truth Or Hogwash.' One of the players will tell a story that is supposedly true, and a listener will call to say it's either T or H. They receive a prize if they're right, but this is not done for contesting's sake alone; it's done for fun and to capitalize on the tie-in with DC's red hot football team. On another front, all of the Super-Hogs will go to a gas station, and WMZQ listeners will get a tank of gas for \$9.87 if they pull in and ask the attendant to "fill up my hog."

While Bob is involved in this head-to-head battle with KIX106, he is also engaged in battle with the rest of the market. "In truth, if we are going to win this battle here and get to a six or seven, we are going to have to take some audience from the A/C stations, many of whom are already playing a lot of country music. If you look at our sharing data, you'll see what we share more with those A/C stations than we do our Country competitor.

"When I go to the sales meeting every week and the sales people ask me the differences between the two stations, it's real tough to tell them 'not much.' Frankly, KIX is doing a lot of things right and so are we, but I'm not going to do things differently just because they are doing them the same. If we are doing the right thing, I'm not going to change it."



SHAN ANTONIO OAKS — KAJA/San Antonio brought the Oak Ridge Boys to town for a concert. Shown backstage after the show are (l-r) KJ-97 midday personality Robert Lopez, the Oaks' Joe Bon-sall, KJ-97 PD Johnny O'Neil, and Oaks bass man Richard Sterban.



MUSCLING-IN ON MORNINGS — The KVET/Austin morning team of Jim Travis and Penny Reeves (r) got some tips on shaping up their show from the 1983 Texas Woman's Bodybuilder champion Mary Alice Horne.



AN OKIE IN FLORIDA — A recent Merle Haggard concert in Ft. Walton Beach, FL was co-sponsored by WPAP/Panama City and WMMK/Destin. Shown after the show are (l-r) WPAP's Charlie Scott, John Dunaway, and Ben Harris, Merle, WPAP PD Kevin O'Neal, and Lynn Harris of WMMK.



Continued from Page 62

WPKX-AM & FM combined held the lead for the last three books until it was wrested away in the spring sweep. In the last book WMZQ posted a 4.1 compared to the WPKX combined 3.9.

What about those numbers, Bob? "I feel there are three reasons why they were ahead of us this book. One, their programming effort was the best they have exhibited in their history. Two, their marketing effort was very aggressive, while we really had no campaign, as we spent little money that book. And third, Arbitron has redefined the High Density Black Area which I believe adversely affected us more than it did them.

"Having an AM, even though we draw under a point with it, provides a huge sales advantage. We are able to get a large share of the buys, as it helps us perceptually with the advertisers and agencies here and in New York. As I understand it, Viacom is actively looking for an AM signal in this market, proving to me that they are committed to the Country format, regardless of the cost. We, too, are totally committed, having enjoyed good ratings, while making a lot of money.

"I really have to credit Viacom. When we came in and eventually beat them, they didn't roll over. They replaced the PD. When that wasn't enough, they started replacing jocks. When that wasn't enough, they sent down a large check to buy a lot of TV. They recently brought in a new GM, and if that isn't enough they may just spend whatever it takes to add an AM facility.

"Musically, I feel the stations differ only from a programming standpoint, that is, from the understanding of a programmer. The radio stations do not differ enough for the audience to perceive a difference. Where people have a choice between the two stations we find that listeners don't know the difference between the two. This is a credit to Bob McNeill in that the programming philosophy has changed under him. They are now delivering more, as well as better researched, music. The quantity and quality of their music has increased tenfold . . . and it now matches ours. Instead of people having a choice between an apple and an orange, they must now choose between two apples. The objective is to make our apple shine more than theirs, but

"Whether or not there will ever be a clear victor in this battle is something even a clairvoyant might be reluctant to predict."

there's no kidding ourselves that having a shinier apple will not win the war. A proper marketing effort, all else being equal, will win the war."

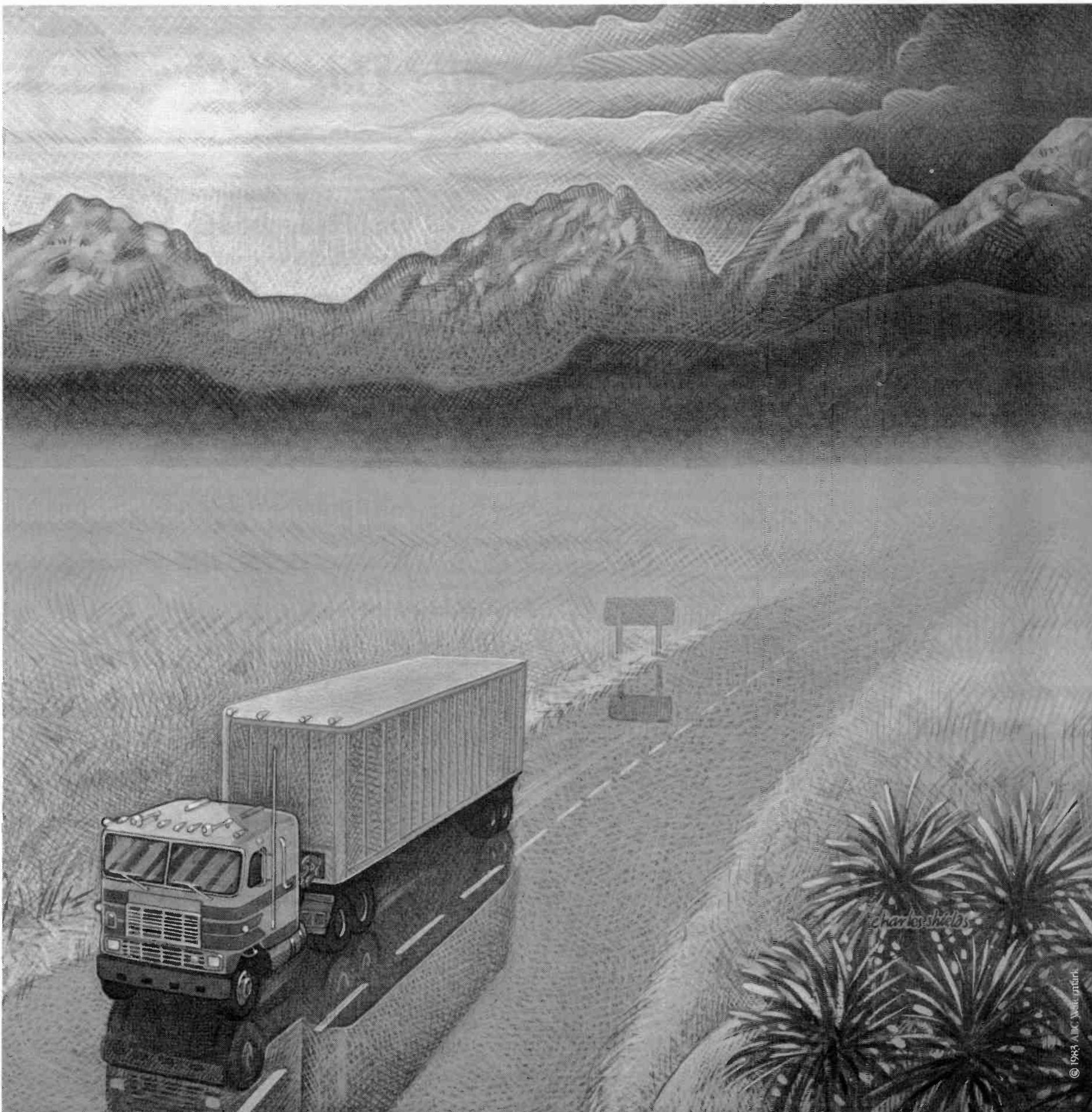
Earlier, Bob McNeill expressed a desire to one day be programming the only Country station in the market. Does Bob Cole feel a similar need?

"In our early strategic plan, we felt that we would knock them out of business. The feeling was only in that way could we be completely successful. Our feeling now is that you cannot control or put another station out of business; you just cannot economically control what your competitor does. Besides, the reality of the situation is that there are 42 radio stations in this market, and if one of the two stations would drop the Country format, someone else on FM would pick it up almost immediately. As a matter of fact, who's to say a third Country station won't come on and try to burn us both? It's the nature of the beast . . . somebody always thinks they can do a better job.

"I feel there will always be room for both of us. Even if they were to have a \$10 million promotional budget, I could sit here on the other side of the river and, not being a union station, cut my overhead to a reasonable level, and still make a ton of money for my company. The one thing I can always cite with regard to our success is Metroplex has always provided me with the resources necessary to fight the battle. Metroplex is not Viacom, or RKO, or an O&O with untold millions behind it. They have demonstrated their belief and commitment in the format through their support. Whether or not there will ever be a clear victor in this battle, in terms of the ratings, is something a clairvoyant might even be reluctant to predict. When all is said and done, the real winner is the station that not only has respectable ratings, but that makes money for its company. Unquestionably, the true winner at this point is Metroplex."

As intense as the battle seems at the present, it promises to heat up even more. As both sides confidentially related some of their future plans to tip the scales in their favor, I got the feeling that this war is far from over and there definitely are no prisoners being taken.

To add one final twist to this tale, about three days after my conversation with Bob McNeill, I found out that he resigned his post at WMZQ, future whereabouts as yet unknown. Bill Figenshu, National PD for Viacom, is looking for a replacement. If the kind of battle described here sounds like something you are up to, look for Bill at the NAB/RPC in San Francisco or call him the following week in New York. After seeing the intensity of the battle in Washington, DC, Bill's final admonition rings very true, "The faint of heart need not apply." A har-binger of things to come?



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Produced by Rodney Crowell

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"HANGIN' UP MY HEART" IS SHIPPING NOW!

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| WKKW | KIKK-FM | KEBC-FM |
| WVAM | WJQS | WXCL |
| WBGW-FM | WNOX | WHBF |
| WSNO | KLRA | KIOV-FM |
| WAJR | KLLL | WWJO |
| WHN | WWOD/WKZZ | KTPK-FM |
| WKHK | WOKK | KVOO |
| WIXL-FM | WNOE-AM | KFDI-AM-FM |
| WKYG | WPAP-FM | KRST-FM |
| WFIL | KKYX | KYAK |
| WPOR-FM | KRMD-AM-FM | KUUY |
| WNYR | WQYK-FM | KKCS |
| WIXY | WUSQ-FM | KYGO-FM |
| WSEN-AM-FM | KBMR | KUGN-FM |
| WYII | WUSN | KRWQ-FM |
| KRRV | KSO | KNIX-FM |
| KMML | KRRK | Q92 |
| WYNK-FM | KFGO | KRSY |
| WEZL-FM | WKMF | KSOP-FM |
| WSOC-FM | KWMT | KGA |
| KHEY-AM | WMIL | |

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Nashville This Week



SHARON ALLEN

Rock Around The Clog?

If you've been looking for an excuse to "kick up your heels," you should grab your dancin' shoes and head for Opryland. "Hee Haw" is teaming up with the Opryland theme park and the Grand Ole Opry to sponsor the first annual Hee Haw International Clogging Championship. There are four divisions set up for competition: team, duet, individual and novelty. Preliminary competition will be at the Opryland complex, October 19-21, and finals will be at the Grand Ole Opry House on October 22. Cloggers will compete for the title of 'world's best cloggers' and a guest appearance on "Hee Haw."

"Clogging, like 'Hee Haw,' has fans throughout the country, and we're anticipating an exciting event," said "Hee Haw" producer Sam Lovullo. "We're even making efforts to have the festival's 12 judges come from various parts of the country so the various styles of clogging can be considered."

Registration is \$32.50 per clogger (\$19.75 for friends and families of cloggers). For registration forms write to: 1983 Hee Haw International Clogging Championship, Opryland customer Service Division, 2802 Opryland Dr., Nashville, TN 37214, or call the Opryland Information Center at (615) 889-6611.

Leon Gets Mello

Leon Everette will appear in a television commercial for the Mello Yello soft drink. You may recall that earlier this year Leon taped some radio spots for the company. Officials of the Coca-Cola Company were so pleased with the results that they asked him to participate on the small-screen version. When asked about the contract negotiations regarding this, Leon did some "soul searching" and said, "Just give me what you think is fair." This commercial is being shot in and around Nashville... At last the "Redneck Mother," Ray Wylie Hubbard, has found a label home. He just signed with Permian Records.



Leon Everette

Killer On The Rampage?

Apparently, "The Killer," Jerry Lee Lewis is on the rampage again. Looks as if he'll be presented with a hefty bill for damages he did to his Spence Manor hotel room last week when he visited Nashville to record... Congratulations to Vern Gosdin for being voted the "Georgia Recording Artist of the Year" for 1983. The award presentation will take place in Atlanta, September 22, as part of the Georgia Music Festival.

★ ★ ★

BITS & PIECES: Don Williams and Dolly Parton teamed up for a three-hour radio special titled "Don & Dolly" which is scheduled to air over Labor Day weekend. Broadcast International produced the special for the Mutual network... Meanwhile, the CMA announced the addition of Dolly Parton and Kenny Rogers to the list of entertainers scheduled to perform on the CMA Awards Show. They will perform their new RCA duet release, "Islands In The Stream." This marks the first time Kenny and Dolly have been paired, although they toured together earlier in their careers (1977)... Roy Head

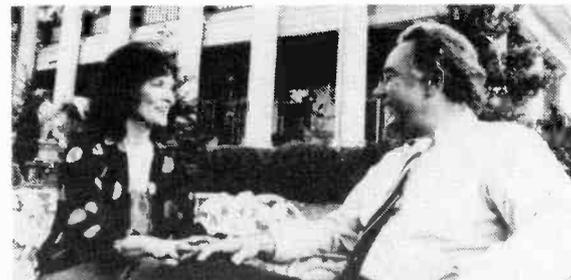


Dolly Parton

is back on the recording scene again. He just signed with Avion Records out of Dallas. His first album on the label is due for release in October, but you can look for a single to be released very soon.

Loretta Meets LHH

Ladies Home Journal will feature Loretta Lynn next winter as part of their "Private Lives" series. The article will center on "Loretta at Home" and has an in-depth interview as well as a photo spread. Loretta's pictured below being interviewed. Did you



notice Mark Herndon's six-page feature in Modern Drummer?... And yet another Alabama member, Jeff Cook, is set to be featured in Guitar Player magazine... The legend of Pancho and Lefty has spread to Great Britain. There's a new Mexican restaurant named Pancho & Lefty in London. Not only has the restaurant taken the name, but it also bears on its walls pictures of the infamous duo who brought the legend of Pancho and Lefty back to life: Nelson and Haggard.

Television Specials In The Works

Ray Charles is taping his own television special in Los Angeles this month. The show is tentatively titled "Ray Charles, 'A Man And His Soul': Fortieth Anniversary." Special guests include Quincy Jones, Sarah Vaughan, Joe Cocker, Glen Campbell, and Andrae Crouch. Tentative guests as of this writing include Marvin Gaye, Dionne Warwick, Kim Carnes, and George Jones. Multi-Media Productions will syndicate the two-hour special, with air-dates starting September 2.



Ray Charles

Janie Fricke is taping her first television special titled "Janie Fricke: You Ought To Be In Pictures." The special will feature guests Lynn Anderson, Alabama, Ruth Buzzi, Johnny Duncan, Roger Miller, Ray Stevens, Conway Twitty, and John Schneider. The two-hour special will be aired sometime this fall as offered by Jim Owens Entertainment in association with Multi-Media Productions.

And finally, congratulations to Eddie Rabbitt and wife Janine on the birth of their second child, Timothy Edward, born August 12. Everybody is doing fine... And Crystal Gayle and husband Bill Gatzimos are celebrating the birth of their first child, Catherine Claire, who was born Monday (8-22), weighing in at 5 pounds 3 ounces.

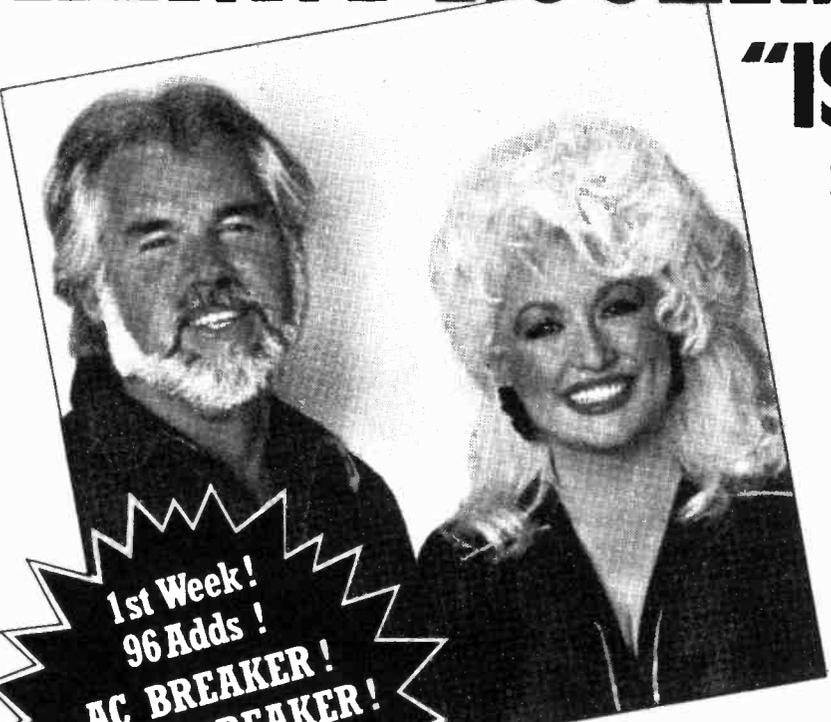


Country News
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JOHNNY CASH

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Radio's ^{Hot} Current Adds Means "BREAKERS!"

KENNY ROGERS AND DOLLY PARTON "ISLANDS IN THE STREAM" PB 13615



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by **KENNY ROGERS** Produced by Barry Gibb, Karl Richardson*,
and Albhy Galuten* For Karlbhy Productions Management: Ken Kragen

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WJJO
WNOX
KIGO

KLAC
KFDI
WDGY
WHN @ 30
WSEN-FM
WAMZ-FM
WMZQ-FM @ 40
KIKF-FM @ 50
KNIX-FM
KYGO-FM
KUGN-FM
WBGW-FM
KASE-FM
WDAK @ 45
KRRK
WUSQ-FM
WRWQ-FM

KLZ
KLL @ 34
KKYX @ 48
KWMT @ 38
KFGO @ 40
WCXI @ 38
WKSJ-FM @ 43
WRNL @ 45
WQYK-FM @ 39
WKHK-FM @ 37
WYRK-FM @ 39
KCCY-FM
KRWQ-FM @ 42
WMTZ-FM @ 45
KOMA @ 25
WKYG @ 38

BB **48***

CB **37***

RR **47**
BREAKER

1st Week!
96 Adds!
AC BREAKER!
COUNTRY BREAKER!
DEBUT 31*
POP CHARTS!

LEON EVERETTE "THE LADY, SHE'S RIGHT" PB 13584

WONE
WHBF
WILQ
KLVI
KTTS 50 to 38
WYNK 48 to 42
WFMS 40 to 31

WMNI
WIXY
KRRK
KCKC
KFDI 53 to 42
WTSO 40 to 33
WGNA-FM 30 to 23

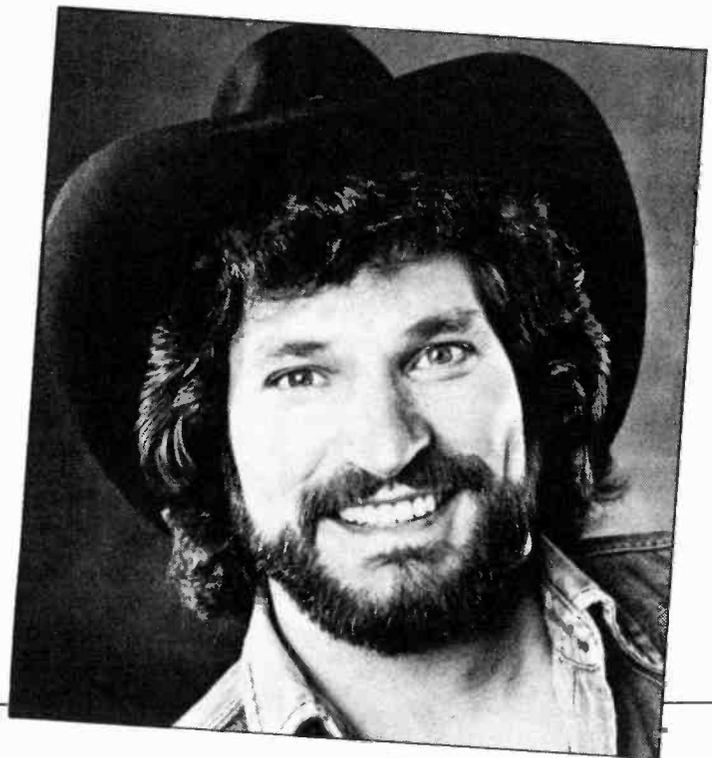
KYXX
KSON-FM
KTPK-FM
KEIN
WOKK 40 to 33
WRNL 48 to 40
KRST-FM 38 to 33

WCOS-FM
WITL-FM
WAMZ-FM
KOKE-FM
KVOO 55 to 50
WCMS-FM 53 to 40
WEZL-FM 52 to 47

BB **53***

CB **48***

RR **49**
BREAKER



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DEBORAH ALLEN
"Baby, I Lied" PB 13600

SYLVIA
"The Boy Gets Around" PB 13589

WATCH FOR

EARL THOMAS CONLEY
"Holding Her, Loving You" PB 13596

ON YOUR DESK RIGHT NOW !!!

RCA
Records and Cassettes

EASY LISTENING



GAIL MITCHELL

WFMZ — Movin' On Up To Number One

Contrary to recent rumor, Easy Listening/Beautiful Music is alive and well. Witness these examples from Arbitron's spring '83 results: WRCH/Hartford jumped 6.4-11.6, WAYL/Minneapolis rose 4.6-7.4, KEZK/St. Louis gained 4.9-7.0, KQXT/San Antonio leaped 6.3-10.2, WBNS-FM/Columbus, OH increased 6.9-10.4, and WCOT/Orlando-Daytona Beach debuted with an impressive 6.0. So it appears the format is rebounding from the bad word of mouth. And nowhere is this more evident than at WFMZ/Allentown-Bethlehem, which doubled 7.5-14.9 for that market's number one slot.

Prior to this WFMZ's highest Arbitron 12+ figure to date was an 8.9 in fall 1981. This time, the station beat Big Band-formatted WEST (5.5-3.7), "Unforgettable" client WSAW (4.1-3.5), and WKAP (7.4-4.6) to finish ahead of Adult/Contemporary outlet WLEV, which came in at 11.0. This is a city whose chief claim to fame of late has been a Billy Joel song tribute and the recently concluded WSAW billboard contest, which received its share of national notoriety.

Commenting first on that contest and its possible ratings influence, Operations Manager David Hinson said, "It had more of an impact in getting Allentown on the map. And Joel hit at the same time with the song. In fact our (sister) TV station provided some of the technical facilities for

Phil Donahue to interview them on 'Last Word.' I think those are clearly firsts for the market, but I don't think it had that much of an impact on the ratings."

Then what primarily contributed to the station's success? "About a year ago, we sat down and rethought the entire radio station sound out," Hinson explained. "At that point we made the decision to switch to Carson Radio Services, rethought some of our marketing and sales thrusts, and also made improvements in the technical plans. A dropout factor is another reason for part of the success. We did have a competitor, WQQQ, which left the format in early April.

"When we learned our competitor was going to leave the format, we sat down and took more steps to improve the sound. We upgraded our airstaff and gave them greater freedom, inserting some personality elements. We try to make the station more of a companion so the audience can relate. We also beefed up our news operation by using the facilities of our co-owned TV station's news department."

A POSITIONING PLUS

As a result of these changes, Hinson says the station utilizes an enhanced Easy

Listening music mix in the mornings, playing double the number of vocals that are aired during the rest of the day. AM drive at WFMZ also includes more brighter instrumental pieces and more original artist vocals. Frequent time checks, four weather forecasts, and two newscasts an hour are evidence of the upgraded information content. According to Hinson, the remainder of the broadcast day takes on a midday listening approach, with news every two hours, weather every other hour. PM drive also features Wall Street updates.

Though occasional ticket giveaways were staged last fall, none were held this spring. And there were no major promotions/contests. Contends Hinson, "We definitely keep contests and promotions to a minimum. Our research and other Easy Listening research show that people who listen to these types of stations aren't real big contest players. That doesn't mean we don't do contests or won't do them in the future."

However, the station did promote a new dial position, taking advantage of WQQQ's format shift. "WQQQ was at 99.9. We were pretty close on the dial (100.7), so we thought it was logical to have listeners

WFMZ Stereo

Cordially invites you

to move up to

FM 100 plus...

The Lehigh Valley's only

stereo easy listening radio station.

WFMZ

FM 100+

WFMZ invites listeners to move up to their sound.

move a little bit to the right where we were. We used the TV station, newspapers, and on-air promo lines welcoming new listeners to WFMZ — "Move Up To FM 100 Plus."

Concerning the future, Hinson concluded, "We hope to hold on to the big lead. From what we've seen in other markets, where there have been two or three Easy Listening stations and it's now down to one, they pretty well hold the same share. That doesn't mean we're going to be sitting back and taking it easy. We're going to work just as hard to keep it and improve the product. It's really a team effort that did this, and it's the team that's going to be trying to achieve new levels in the marketplace."

Promotions In Motion

PICTURE THIS — Due to recent budget cuts, the Seattle-King County Convention and Visitors Bureau has been unable to commission photographers to update its photo library. KSEA/Seattle's "Emerald City Photo Contest" is a six-week campaign (begun August 15) to assist the Bureau in that task. Area amateur photographers are being encouraged to participate, winning the chance to have their work showcased in various public outlets... Also in Seattle, KING-AM & FM are sponsoring a child ID project, the "Junior Challenger I.D. Card," in association with Pay 'n Save stores and Pepsi.

TALENTED TOTS & TEENS — Speaking of children, WEZO/Rochester is conducting an amateur talent competition for youngsters between 6 and 15 years of age. Four finalists will perform on a local morning TV show; the winner takes home \$100... WLEE/Richmond has been selected as the official radio station of the United Virginia Bank Senior PGA, one of 16 golf tournaments scheduled across the U.S. this year.

SAME PLACE, NEW ADDRESS — Although KCEZ and sister AM KCMO didn't move, the stations did change address. Confused? Don't be — just direct inquiries to 4502 Johnson Drive, Fairway, KS 66205.

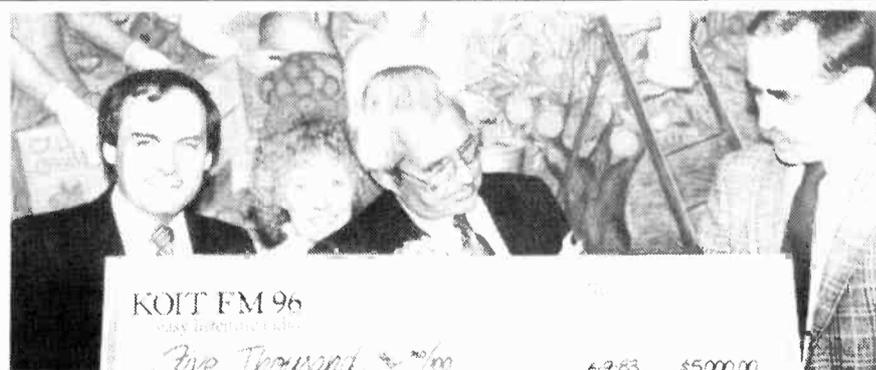
Programming Update

October 1-2 are the dates of the third annual "Music Of Your Life" seminar. With sales as this year's theme, the meeting will cover such topics as "Selling To Retailers" and "Selling Nationally." The New Orleans Hilton is the seminar site... Over the forthcoming Labor Day weekend, KGIL/Los Angeles plans to broadcast a special highlighting Rosemary Clooney, Lena Horne, Jack Jones, Count Basie, Sammy Davis Jr., and Nat "King" Cole, among others... Neighboring KFAC unveils its "Wall Of Fame" on August 29.

Flow

Stephen Hopp promoted from PD of WNAV & WLOM/Annapolis, MD to Operations Manager of both outlets. WLOM Assistant PD Bob White is upped to PD there, while Paul Mann assumes programming chores at sister WNAV... Kerm (Scott) Gregory returns to Allentown, PA as PD/morning host of MOYL WKAP. A former Allentown DJ from 1955-62, Gregory spent the last 17 years at KSDO-AM & FM/San Diego... New "Prime Time" family member KCNN/San Diego taps Peter Moller as News Director/OM. He moves crosstown from a similar post with KSON-AM & FM... Rick Patton joins WAIT/Chicago as midday personality... Madeleine Kelly, another midday talent, journeys from WLTA-FM/Atlanta to WLTV/Statesville, NC... Mike Davidson is the new PM/evening personality at WNNJ/Newton, NJ... Bob Barry is out as 6-10am host at WOKY/Milwaukee, with newly-named PD Steve Stevens taking over that slot... Former WLGM & WJJS/Lynchburg, VA OM Tony Bonvini surfaces at WAVZ/New Haven, CT as PD... Newsman Marvin Gatch joins KOSI/Denver's "Daybreak" morning program, sharing the slot with veteran AMer Van Orrick.

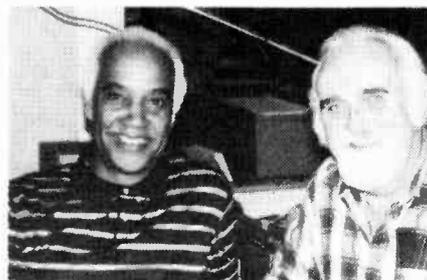
WABY/Albany overnigher Bev Jordan segues to middays, with Kelly Broderick filling Jordan's vacant airshift... WNEW/New York's William B. Williams counts 30 years with that station, while on the West Coast, KFAC/Los Angeles's Bill Carlson retires after 30 years as an announcer... Terry Bill named Production Manager of WLVS/Memphis... WAIT & WLOO/Chicago Director of Public Affairs Hope Daniels wins four awards, including Certificate of Merit from NRBA for July '83... KULL/Scott City, KS affiliates with KalaMusic, as does WSUA/Miami... WDNC/Raleigh-Durham, WMLF/Indianapolis, and WNJY/West Palm Beach are recent MOYL converts... KGIL/Los Angeles celebrates fourth anniversary of "Ballads, Blues and Today's Big Bands, Too" format.



KOIT TO COIT — San Francisco's 50-year old Coit Tower monument on Telegraph Hill is currently the focus of a restoration effort by the city. To help with the costs, local KOIT donated \$5000 to the coffer. The check was presented to SF Recreation and Parks GM Tom Malloy (far right) by (l-r) VP/Programming Rob Edwards, VP/Promotion Joyce Bose, and President Jack Adamson.



WAVZ ORCHESTRATES CONCERT — WAVZ/New Haven's recent "Concert On The Green" attracted 20,000 people, who came to hear the musical stylings of the Tommy Dorsey Orchestra. Following the concert, conductor Buddy Marrow was presented with a gold record by PD Tony Bonvini.



SOPHISTICATED GENTS — A stage production of Broadway's "Sophisticated Ladies" recently hit Cleveland, with Duke Ellington's son Mercer as musical director. While in town he guested on WDOK's Saturday night jazz program with host Dave Hawthorne (right).

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The Great Sounds is hosted by Dick Shepard who anchored WNEW's legendary "Milkman's Matinee" in the mid 50's, as well as the NBC Radio Network program, "Monitor".

For more information and a demonstration cassette of The Great Sounds call The United Stations in New York at (212) 869-7444.

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THE PICTURE PAGES

"Rio" Platinum For Duran Duran



Duran Duran received platinum plaques for their "Rio" LP from Capitol executives who flew to the group's hometown, Birmingham, England, for the presentation. The group's third album is due the first week in October. Pictured (l-r standing) are Capitol VP Bruce Garfield, co-manager Mike Berrow, Capitol VPs Ray Tusken, Walter Lee, and Bruce Wendell, Capitol Records Group President Jim Mazza, and Capitol VP Don Grierson; (l-r seated) group's Roger Taylor, Nick Rhodes, Simon Le Bon, John Taylor, and Andy Taylor.

A&M, Adams Pool Platinum Resources



A&M held a "platinum pool party" for Bryan Adams to celebrate the sales achievements of his "Cuts Like A Knife" LP. The party took place in the same pool used in the title cut's video. Pictured (l-r) are Almo Irving Publishing President Lance Freed, A&M Sr. VP Charlie Minor, label's Jeff Gold, manager Bruce Allen, A&M President Gil Friesen, Adams's songwriting collaborator Jim Vallance, A&M Canada President Jerry Le Cousier, Adams, and A&M VP David Steffen.

Golden Saga



Portrait's Saga received a gold award for their debut album for the label. Pictured (l-r) are Portrait VP/GM Lennie Petze, group's Ian Crichton, Jim Gilmour, Jim Crichton, and Michael Sadler, E/P/A Sr. VP/GM Don Dempsey, group's Steve Negus, and manager Clive Corcoran.

Australian Platinum For Foreigner



Atlantic's Foreigner recently received platinum plaques for Australian sales on the "4" album. Pictured (l-r) are group's Rick Wills and Dennis Elliott, manager Bud Prager, and group's Lou Gramm and Mick Jones.

Radio Gives College A Try



Consultant Jeff Pollack invited several radio notables to discuss the medium at Pollack's UCLA Extension radio programming class. Pictured (l-r) are KPRZ/Los Angeles morning personality Gary Owens, Pollack Communications VP Al Peterson, Pollack (standing), KLOS/Los Angeles News Director Chuck Moshontz, and KIQQ/Los Angeles personality Jay Coffey.

Taco In New York



RCA's Taco visited the company's New York headquarters for an in-house reception. Pictured (l-r) are RCA VP/USA & Canada Don Ellis, Taco, and RCA VP Greg Geller.

New Cats At BMI



EMI America's Stray Cats have signed with BMI. Pictured relaxing and kicking their feet up after the signing are (l-r) BMI's Allan McDougall and group's Slim Jim Phantom, Brian Setzer, and Lee Rocker.

Ingram In-Studio



James Ingram has nearly completed his first solo album for Qwest Records, following his duets with Patti Austin. Pictured in the studio are Ingram (left) and producer/Qwest principal Quincy Jones.



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Music Director. 94-Q (WQXI-FM), Atlanta. "*AIR* is a good medium for hearing new product prior to its reaching priority status with the record companies."



JIM MORRISON.
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JOHN SHOMBY.
Program Director. KAFM, Dallas. "*AIR* caused me to listen to more music than I normally used to. Something the record industry has needed for a number of years. The timing is perfect."



JOHN YOUNG.
Program Director. Z-93 (WZGC-FM), Atlanta. "Radio people today are having to consume more record information than they really can... *AIR* has caused me to evaluate each record... on its own merits..."

THE PICTURE PAGES

MCA Canada Puts Fixx In Party



MCA Canada staged a party for the Fixx to celebrate the group's Canadian gold album for "Reach The Beach." Pictured (l-r, standing) are MCA Canada VP George Burns, and group's Cy Curnin, Rupert Greenall, Jamie West-Oram, Dan K. Brown, and Adam Woods; (seated) MCA Canada's Lesley Soldat.

Seeger Surrounded By NY Radio



After Bob Seger's recent Meadowlands (New Jersey) shows, the Capitol artist was greeted by New York area radio personalities. Pictured (l-r) are WPLJ's Pat St. John, WAPP MD Chip Hobart, Seger, WNEW-FM MD Jim Monahan, Capitol's Dave Morrell, WDHA's Kathy Miller, and Capitol's Arthur Field.

ASCAP Works With Men



Following Men At Work's performance at New York's Pier 84, the group was greeted by ASCAP President Hal David (ASCAP licenses Men At Work's material in the U.S.). Pictured (l-r) are group's John Rees, David, and group's Colin Hay, Greg Ham, and Jerry Speiser.

Famous Nashville Move



Famous Music recently held a party to celebrate its new Nashville location. Pictured (l-r) are songwriters Rick Klang and Mark Sameth, Famous's Tammy Stutts and Bill Holmes (rear), Exec. VP Sidney Herman, company's Judi Got-tier, songwriter Jerry Careaga, firm's May Pang and Wally Schuster, and songwriter Johnny Cymbal.

Eastman Honors Original Employee



As part of rep firm Eastman Radio's ongoing 25th anniversary celebration this year, the company held a dinner honoring original staffer Lee Lahey, now Sr. VP/New York Sales Manager. Pictured (l-r) are Eastman Chairman Frank Boyle, Lahey, and President Bill Burton.

Police Tape A Million



A&M's Police were awarded a plaque and racing jackets by BASF Systems Corp. for recording a million cassettes on BASF chrome tape. Pictured (l-r) are BASF VP Juergen Blank, group's Andy Summers, Sting, and Stewart Copeland, and BASF's Richard Howland Jr.

Gill Sends Kids To Camp



Cotillion's Johnny Gill has been working with radio stations in sending underprivileged kids to summer camp. In L.A., where Gill teamed up with KACE, Mayor Tom Bradley declared "Johnny Gill Day." Gill and Bradley are pictured.

Kennedy/Commodore Compleat Team



Compleat Records has signed actress Jayne Kennedy, with Commodores member Thomas McClary producing and writing her first single, "Steam-room." McClary and Kennedy are pictured.

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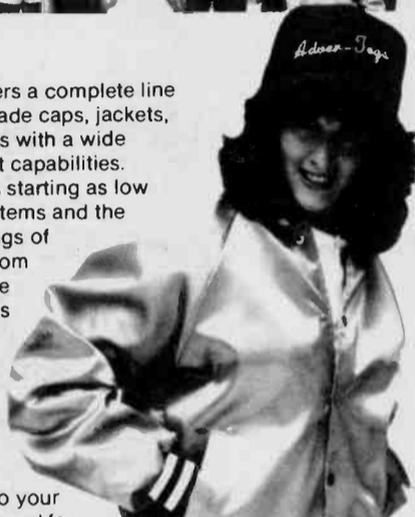
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WQBE-AM & FM/Charleston, WV seeks aggressive newperson. Strong reporting skills, good pipes a must. T&R: Steve Diphart, Box 871, Charleston, WV 25323. EOE M/F (8-26)

Warm, witty, bright personalities wanted to entertain within tight, mellow A/C format. T&R: WKCD-FM, 107 E. Main St., Mechanicsburg, PA 17055. EOE M/F (8-26)

Vermont's hottest Country station, **WCVR-FM**, needs full & parttime air talent. T&R: Greg Price, Box 445, Randolph, VT 05080. EOE M/F (8-26)

K104-FM/Erie has parttime opening. T&R: K104, Box 1184, Erie, PA 16512. EOE M/F (8-26)

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Accepting T&Rs for mature-sounding male or female for possible future openings. Send: Morris Thomas, PD, WETT, Box 717, Ocean City, MD 21842. EOE M/F (8-19)

Drivetime opening. Funny, entertaining, creative. T&R: Bill Nosal, WCCC-FM, 243 S. Whitney, Hartford, CT 06105. EOE M/F (8-19)

13FEA/Manchester has immediate openings for mature Contemporary communicators. Cassettes & resumes: Rick Ryder, Box 5300, Manchester, NH 03108. EOE M/F (8-19)

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PD/afternoon drive communicator wanted for Boston Country station. T&R: Duncan Stewart, WDLW, Box 1330, Waltham, MA 02254. EOE M/F (8-19)

WTLB & WRCK expanding news department. Immediate openings for diggers, writers & anchors. T&R & salary requirements: Art Levy, WTLB & WRCK, Box 781, Urtica, NY 13503. EOE M/F (8-19)

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Openings

Vermont's top A/C seeks responsible weekend air talent. Must relate solid local content within tight format. T&R: Rick Joyce, WCFR, Box 800, Springfield, VT 05156. EOE M/F (8-19)

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98YCR/York is searching for smooth, bright, personable morning drive air talent. Production experience necessary. T&R: Mark Richards, 98YCR, Box 234, Hanover, PA 17331. EOE M/F (8-19)

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WFMI-FM/Lexington needs CHR morning talent & overnight with morning drive news responsibility. Charlie Fox, Box 927, Lexington, KY 40588. EOE M/F (8-26)

Immediate opening for PD at 50,000-watt AM Country station. T&R: Gene Dickerson, KWKH, Box 31130, Shreveport, LA 71130. EOE M/F (8-26)

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Searching for bright, talented, innovative, experienced personalities with excellent production skills. T&R: Tom Kent, Program Manager, WNOK-FM, 1717 Gervais St., Columbia, SC 29250. EOE M/F (8-26)

Openings

WNFI/Daytona Beach (P-2 CHR) looking for bright talent, concise, but creative. T&R: Brian Douglas, 801 W. Granada, Ormond Beach, FL 32074. EOE M/F (8-26)

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AOR PD, strong organizational skills. Airshift, possibly morning drive. T&R: WZEW, 1st Southern Tower, Mobile, AL 36606. EOE M/F (8-26)

WDEX, Charlotte Metro, seeking CHR personalities. Full & part-time opportunities available. T&R: Ann Cruise, WDEX, Box 669, Monroe, NC 28110. EOE M/F (8-26)

Jackson FM CHR, 100,000-watt, looking for night & afternoon personality. T&R: Bill Wilson, Q99, Box 76, Vicksburg, MS 39180. EOE M/F (8-26)

100,000-watt Super Country FM in Nashville ADI, currently seeking airchecks, T&Rs for future openings. Must have experience, strong production, Country background. Send to: Les Gambrell, WYCO-FM, PO Box 106, Shelbyville, TN 37160. No phone calls please. EOE M/F (8-26)

WNOO/Chattanooga is looking for young, experienced, format-oriented jocks for R&B. Newspeople also. No calls. T&R: Box 5156, Chattanooga, TN 37406. EOE M/F (8-19)

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WDIA/Memphis needs experienced newpersons. T&R: ND, Box 12045, Memphis, TN 38112. EOE M/F (8-19)

100,000-watt CHR FM in FL, seeks creative production director with desire to win. T&R with best work: Mr. Phillips, 419 E. Gore St., Orlando, FL 32806. EOE M/F (8-19)

New 89.4-FM, KEZB/EI Paso, searching for afternoon drive air personality. No screamers. T&R: Ron Haney, KEZB Radio, 1200 Golden Key Cir., #440 El Paso, TX 79925. EOE M/F (8-19)

WSFL, 100kw CHR now accepting T&Rs for future openings. Send: Scott Kerr, Box 3436, New Bern, NC 28560. EOE M/F (8-19)

KAFM/Dallas has parttime weekend opening. T&R: Pete Thompson, 12700 Park Central Dr., Ste. 512, Dallas, TX 75251. EOE M/F (8-19)

WIVY-FM seeks top notch News Director. 4 years minimum experience in on-air news reporting required. Excellent benefits, Infinity station, and chance to live in sunny Florida. Females encouraged to apply. T&R to News Position, WIVY, 3100 University Blvd., Jax, FL 32216. EOE

New T94 100kw FM, new facility, great benefits, good salary. Top 40/CHR. T&R: Marty Osborne, WJST-FM, Box 880, Panama City, FL 32401, (904) 785-9292. EOE M/F (8-19)

PD for a Modern Country AM in Greenwood, MS. T&R & picture: Reggie Jordan, Box 9, Kingsport, TN 37662. EOE M/F (8-19)

All-star Country accepting T&Rs for on-air positions. Team-players only. T&R: Kevin Alexander, KWKC, Box 2201, Abilene, TX 79604. EOE M/F (8-19)

Openings

Needed immediately! Air talent, A/C, Top 40. Top 25 market. T&R: R.K. #102, Burkhart/Abrams, 6500 River Chase East, Atlanta, GA 30328. EOE M/F (7-22)

Odessa/Midland's #1 CHR rocker needs a slightly crazy 7-midnight personality. Enjoy the west Texas sun during the day & rock your socks off at nitel Tape/resume/photo to: John Clay, KRIG Radio, P.O. Box 4312, Odessa, Texas 79760. EOE Women & minorities encouraged to apply.

Looking for newshound to get inside stories. Be NDI if that's you, we want your T&R ASAP. Bob Wright, B100-FM, Box 4700, Wilmington, NC 28406. EOE M/F (8-19)

MIDWEST

Good news digger with distinctive air style for respected news department. Tenacious, experienced. T&R: WIZM, Box 99, Lacrosse, WI 54601. EOE M/F (8-26)

FUTURE OPENINGS

WTTS is accepting resumes for FUTURE openings for fulltime positions of dee-jay and news reporter/announcer. Send resume and air check tape to Charlotte Webb, WTTS, 535 S. Walnut Street, Bloomington, IN 47401. Tapes cannot be returned. EOE

Wanted: Morning personality to be part of team. T&R: J. Whitworth, 5350 E. 31st, #200, Tulsa, OK 74135. No phone calls. EOE M/F (8-26)

Legendary Midwest AM (medium market) seeking energetic, involved adult PERSONALITY with A/C-style, for rare PM drive opening. Excellent facilities and benefits, with salary commensurate to experience. Cassette & resume to: Radio & Records, 1930 Century Park West, #530, Los Angeles, CA 90067. EOE

2nd news position. At least 1 year experience. T&R: Bill Gilmer, WHLS, Box 807, Port Huron, MI 48060. EOE M/F (8-26)

Major market, group owned radio station looking for entertainers! Must be a team player and willing to be involved with this promotionally active station. T&R to: Radio & Records, 1930 Century Park West, #535, Los Angeles, CA 90067. EOE M/F

One of the hottest, highest rated FM Hits stations looking for tight, bright pros. T&R: Dan Kieley, KKRC-FM, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (8-26)

Midwest major market A/C accepting T&Rs for future openings. Conversational newpeople. T&R to: Radio & Records, 1930 Century Park West, #536, Los Angeles, CA 90067. EOE M/F

WWCT/Peoria accepting T&Rs for PD slot. Send: Rich Fruin, GM, WWCT Radio, 414 Hamilton Blvd., Peoria, IL 61602. EOE M/F (8-12)

Opportunities

Openings

KKQJ/Iowa City-Cedar Rapids, IA has some rare openings. T&R: Ted Jacobsen, Box 2388, Iowa City, IA 52244. (319) 354-9500. EOE M/F (8-26)

WKJF-AM & FM has impending opening. Strong announcing & production skills necessary. T&R: Timothy Murphy, PD, WKJF, Box 89, Cadillac, MI 49601. EOE M/F (8-26)

AM & FM satellite affiliates need production/newsperson. Possible fill-in announcing. Salary requirements. T&R: Brian Keith, Box 756, Okmulgee, OK 74447. EOE M/F (8-26)

Legendary big signal Country station in resort area seeks future talent. All dayparts. T&R: Kelly Carls, KWTO, Box 4568 GS, Springfield, MO 65804. EOE M/F (8-26)

KFMH-FM/Muscataine (Davenport), IA seeking jock for quality album overnights. Large coverage station. T&R: Steve Bridges, 3218 Mulberry, Muscatine, IA 52761. EOE M/F (8-26)

97WB, WB-FM is looking for experienced morning talent. Bright-sounding, personality-oriented announcer. T&R: John Heimann, 304 State Rd. 446, Bloomington, IN 47401. EOE M/F (8-26)

TALK HOSTS and NEWSPEOPLE

We are looking for talent for all markets. NO FEE. Send cassettes and resume to: IRA APPLE AND ASSOCIATES, Box 5631, Baltimore, MD 21210.

Newsperson. Experienced all phases. T&R: Ira Bitner, WIRL, Box 3335, West Glen Station, Peoria, IL 61614. EOE M/F (8-26)

National Broadcast Talent Coordinators is currently seeking medium market news people, announcer (all formats), male, female, minority. See our Marketplace ad. We can help! EOE M/F (8-26)

CHR Personality

KIZZ-FM, one of America's top rated FMs, is accepting T&R's for drive time openings. Excellent facilities, good company, benefits and top pay for the right person. Community involvement and personality a must. T&R: Jim Henneman, KIZZ Radio, Box 2188, Minot, ND 58702. EOE M/F

Country/Farm AM looking for production/air talent with writing ability. T&R: KBUF, Neal Cox, Box 798, Garden City, KS 67846. EOE M/F (8-19)

Opening for afternoon news anchor. Must have good delivery & knowledge of covering local news. T&R: KSO Radio, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (8-19)

Warm, personable, conversational news personality. T&R: ASAP: Pam Finn, K-LITE, 2814 Quail Plaza Dr., Oklahoma City, OK 73120. EOE M/F (8-19)

Personality/Humor/Style

Large major market AM has immediate opening for proven morning talent. The ability to work with phones a must. Major broadcast group. Rush tape and resume to: Radio & Records, 1930 Century Park West, #522, Los Angeles, CA 90067. EOE M/F

Adult AOR WCPZ/Sandusky seeks ambitious, hard-working newsperson. Conversational lifestyle delivery a must. T&R: Bob Bedi, Box 1390, Sandusky, OH 44870. EOE M/F (8-19)

Chicago's 94FM WLAK is seeking a voice for its new "Love Songs" format. This Pop/Adult sound requires a warm and friendly style. Send T&R to Jack Taddeo, PD, WLAK 94FM, 233 S. Wacker, Chicago, IL 60606. EOE M/F WLAK is a Viacom station.

KRVR/Davenport, IA is looking for a bright, up-sounding individual with production skills. T&R: KRVR, 1706, Brady, Davenport, IA 52803. No calls. EOE M/F (8-19)

Need immediately! Morning drive team, news anchor with talk ability. Writing & field reporting involved. T&R: ND, WERE, 1500 Chester Ave., Cleveland, OH 44114. EOE M/F (8-19)

Newsperson needed: Strong delivery for newblock anchor & aggressive reporter who can beat the best on the street. T&R, writing samples, salary history. Howard Monroe, WOMP, Bellaire, OH 43906. EOE M/F (8-19)

Anchor/reporter for growing staff. Minimum 2 years experience. T&R and writing samples: Ann Cummins, KKJO, Box 166, St. Joseph, MO 64502. EOE M/F (8-19)

Openings

WTCJ/Tell City has opening for bright, creative night jock. Will consider male or female. T&R: Ron Phillips, Box 250, Tell City, IN 47586. EOE M/F (8-19)

Opening for experienced news anchor/reporter currently in Midwest. No calls. T&R: Bob King, ND, WIBA-AM & FM, Box 99, Madison, WI 53701. EOE M/F (8-19)

WEST

A/C station needs pro talent & newpeople. Good dollars, great benefits. Solid, growing corporation. T&R: John Katz, Box 4265, Fresno, CA 93744. EOE M/F (8-26)

One of America's great, legendary radio stations needs America's best midday personality. Relating, involvement, proper use of telephone, are necessities. Top 20 market. Send tapes, resumes, references, recent photo to Radio & Records, 1930 Century Park West, #528, Los Angeles, CA 90067. EOE M/F

Western Colorado afternoon news anchor. Delivery, writing, news-gathering skills. T&R: KEXO, Valley Federal Plaza, Ste. 1016, Grand Junction, CO 81501. EOE M/F (8-26)

Communications Systems II is currently accepting applications for future "on-air" positions. Excellent salary and benefits. If you are interested in a job with stability and an opportunity for advancement, send tapes and resume to Tom Dixon, 300 North 25th Street, Billings, Montana 59101.

Country Club 14 has openings for part & fulltime announcers, PD & ND positions. T&R: 516 N. H St., Lompoc, CA 93436. EOE M/F (8-26)

HIT RADIO! KNB9 FM 97 AIR TALENT SEARCH

If you've got the talent, drive and enthusiasm, you could be part of the Northwest's most exciting radio station! All tapes considered for immediate and future openings, all shifts. (Still looking for the perfect morning person!) Rush tape and resume (no calls) to: Gary Bryan, PD, 948 S. Grant, Tacoma, WA 98405. EOE M/F

Top-rated FM has immediate opening for local newswriting & reporting. T&R: Jack Carter, KCCY, Box 5010, Pueblo, CO 81002. EOE M/F (8-26)

KOLL-97 needs fulltime ND. Contact: Dave Kallaway, PD, KOLL, Gillette, WY, (307) 682-5101. EOE M/F (8-26)

Northern CA A/C, searching for personality entertainers. Beginners - save it! Big bucks for right person. T&R: Rick Meyers, OM, KFIV, Modesto, CA 95353. EOE M/F (8-26)

Alaskan beauty - Alaskan money. A/C personalities & entertainers. This one's for you! T&R: Dan Volz, KTNX, 1549 E. Tudor Rd., Anchorage, AK 99507. EOE M/F (8-26)

91X/San Diego looking for personable female talent. Knowledge of modern music a must. T&R: Jim Gelaro, 4891 Pacific Hwy., San Diego, CA 92110. EOE M/F (8-26)

KACY/Oxnard seeking air talent. 50kw A/C needs personality with production. Minorities encouraged. T&R: John Simmons, Box 1520, Oxnard, CA 93034. EOE M/F (8-26)

KLOK/San Jose looking for salesperson with at least 5 years experience. Send resume immediately: Judy Currier, General Sales Manager, PO Box 21248, San Jose, CA 95151. EOE M/F (8-26)

KPKE/Denver is accepting applications for news announcer & future air talent. T&R: Mark Bolke, KPKE, 8975 E. Kenyon, Denver, CO 80237. No calls. EOE M/F (8-26)

Hot CHR needs energy, but no hype in 7-midnight slot. Picture & T&R: KGBS, Box K, Greeley, CO 80632. EOE M/F (8-26)

AOR morning man needed. Must be creative, but structured. Must get involved. Southwest medium market. Medium or major market experience is necessary. Send cassette, resume and photo to: Radio & Records, 1930 Century Park West, #534, Los Angeles, CA 90067.

K-RAM, Country, Las Vegas, accepting T&R's for possible future full & parttime positions. Send: 925 E. Desert Inn Rd., Las Vegas, NV 89109. No phone calls. EOE M/F (8-26)

Openings

KDKB

93 FM ROCKS ARIZONA

Searching for additional morning talent to complement current morning man, JOHN GIESE. T&R to: Jeff Sattler, 1167 Javelina, Mesa, AZ 85202. EOE M/F



Sandusky Radio

Country FM 40 miles from Tucson needs morning personality. \$1000/mo. No beginners or PD-types. KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (8-19)

West Coast Urban Contemporary looking for a top flight morning talent. Great benefits. Salary negotiable. T&R: Radio & Records, 1930 Century Park West, #532, Los Angeles, CA 90067. EOE M/F

Authoritative, big-voiced newsperson wanted yesterday. Must have news credentials. T&R: Doug Shane, PD, KVEG, 1555 E. Fanningo, Ste. 435, Las Vegas, NV 89109. EOE M/F (8-19)

KIQ-FM/Colorado Springs seeking T&R's for future openings in AM drive & others. T&R: John T. Howard, Box 431, Manitou Springs, CO 80829. EOE M/F (8-19)

KIMN/Denver needs parttime air talent. T&R's for future openings to Doug Erikson, 5350 West 20th, Denver, CO 80214. No calls. EOE M/F (8-19)

General Manager for "Music Of Your Life" station in market of 200,000. Experience necessary. Respond to: Radio & Records, 1930 Century Park West, #531, Los Angeles, CA 90067.

Summit Country's KLGT has entry level positions in news & production. T&R: Neal Jones, Box 7069, Breckenridge, CO 80424. Females encouraged. EOE M/F (8-19)

Future opening, AM drive, quality-oriented company. Record Plant Broadcasting. No beginners. T&R & salary requirements: Len Jarvela, KXGO, Box QQ, Arcata, CA 95521. EOE M/F (8-19)

Audio Engineer

Self-motivated and talented for nationwide music production firm based in L.A. Programming experience desirable. Salary commensurate with experience. Send tapes & resumes to Radio & Records, 1930 Century Park West, #529, Los Angeles, CA 90067.

Seeking experienced one-to-one communicator. T&R & salary requirements: Greg Edwards, KDIG & KBON, Box 5066, San Bernardino, CA 92412. No calls. EOE M/F (8-19)



We need:

1. A creative ADULT ENTERTAINER for p.m. drive.
2. A PRODUCTION ARTIST with exceptional ideas.

We're willing to pay the dollars it takes for the right person.

Reply in confidence with tape, resume and salary history to:

Mike Todd
KEXO
Valley Federal Plaza
225 N. 5th Street, Suite 1016
Grand Junction, Colorado 81501
EOE/MF
A member of the  Donrey Media Group

Hot Country station seeks creative talent. Bucks and benefits with growth-oriented organization. T&R: Rick Johnson, KUUY, Box 926, Cheyenne, WY 82001 or (307) 632-0551. EOE M/F (8-19)

Top-rated CHR needs morning drive & evening personalities. Good salary, paid health, dental, profit sharing. T&R: John Ramsey, KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (8-19)

Openings

Reporter/anchor with ability to handle sports assignments. T&R: Newsroom, KPAY, 2654 Cramer Lane, Chico, CA 95926. No calls. EOE M/F (8-19)

Production manager for Modern Country FM. Excellent voice. Copywriting required. T&R: Al Gordon, GM, KWDJ, 7351 Lincoln Riverside, CA 92504. EOE M/F (8-19)

KYNO (AM) seeking morning legend. Must also be able to localize & communicate with listeners & staff. T&R only: Wayne Decker, KYNO, 2125 N. Barton, Fresno, CA 93703. EOE M/F (8-19)

Positions Sought

7-year pro with good background ready to go to work for you now. LARRY (308) 284-8330. (8-26)

7-year personality pro wants to do his thing. Characters, drop-ins, also sports P-B-P. All formats. Call JOEL (612) 333-5995 or (612) 724-5644. (8-26)

Album rockers are you looking? I am. Broadcasting degree, tight board, good pipes, team-player. Love my work. Will work anywhere. DAVE (615) 865-5900. (8-26)

9 years experience, 2 1/2 as PD. Funny, dedicated & ready to work as jock or PD/jock. MIKE LUSK (804) 271-1839 after 6pm. (8-26)

Two-way talk. That's my specialty. Sports, features, hard news. DON VOGEL, formerly WIND/Chicago, looking for a challenge. (312) 764-1610. (8-26)

8 years experience. OM, news voice. Looking for opportunity. Either Coast or Southwest. MS. TROXELL (707) 822-3666. (8-26)

Attention Northeast market! Experienced communication/production wizard, seeks better opportunity. BA degree, versatile, ambitious. CHR, A/C, Country. For T&R call JIM (602) 884-8171. (8-26)

Professional newsmen want station with serious news commitment. Currently morning & midday anchor at top suburban NYC area station. JEFF (201) 827-6026. (8-26)

CHR night personality. Formerly 3WT/Binghamton, OK100/Ithaca. 5 years experience, up-beat, exciting. Small-medium markets. Call J.J. SHANNON (305) 785-7819. (8-26)

No news is not good news. 9-year IL pro with family seeks news gig with future. MARK (815) 895-5887. (8-26)

TOM KENNEDY. 13-year pro. WIL, WMPS, WCOL, WKLO. Looking for afternoon or nighttime spot with good CHR FM. (314) 878-8084. (8-26)

5 years experience on-air, programming, & music. Looking to move up. Will relocate now. Call for T&R: DON (804) 799-5468. (8-26)

Excellent books, 9 years experience. Morning midday want light rock/Country. Medium/major market. BA-SC. JIM (703) 886-1701. (8-26)

12-year pro, employed top 20 market, seeks stable CHR/Top 40 or aggressive A/C, top 50 markets. (303) 986-5680. (8-26)

Production-plus. Boost numbers & sales. Call DAVE HOLMES. Available now. (805) 969-9353. (8-26)

DJ, Country, 2 years experience. Anything west of CO. Available now! RAY JOHNSON (916) 365-0803. First Class license. (8-26)

5-year AOR/CHR pro. Great "utility man." Experienced morning DJ, news, talk, production. Knows "basics." Fill one gap, or fill them all. RICK (408) 371-2829. (8-26)

NYC/Long Island parttime position wanted by former medium market PD/morning announcer with 5 years experience. Now attending grad school. Call TOM RICH (516) 868-2086. (8-26)

Versatile, aggressive, high-spirited & imaginative personality looking for an entry level DJ position. BA degree in mass-communications. The KID (414) 652-2175. (8-26)

Will you scratch my itch? I'm itchin' to be heard. Working automated Country, need a change. Female eager to please. LESLIE (406) 452-6654. (8-26)

Production pro seeking creative, rewarding studio environment. Copywrite, produce, voices. Will also announce. STEVE (612) 926-9990. (8-26)

Pipes smoother than Southern Comfort seeking Western U.S. AOR station. Any shift. Production czar. Communications BA. MARK AVERY (213) 396-3367. (8-26)

THOM DAVIS available for mornings. MD experience with a lot of years in A/C, Country, CHR. Currently with WEZC/Charlotte. Call (704) 827-0300. (8-26)

Personality-oriented professional. 11 years experience. Friendly voice, positive work attitude. Minority. Presently employed, large market. Seeking to program. (512) 340-5764. (8-26)

Pounding nails for a living is fine if you're a carpenter - I'm an announcer & I'm sore. Available now. MIKE ST. JOHN (904) 575-2321. (8-26)

17-year pro looking to relocate back to Cincinnati. Available ASAP. Experience with all formats. MR. TYLER (518) 355-2871. (8-26)

Afternoon jock. Can do P-B-P & production. 3 years experience. Team-person seeking real, live radio station. AM afternoon drive preferred. SCOTT ST. JOHN (406) 676-2183 evenings. (8-26)

Programmer JOHN VOLPE, (KFI, 897-FM, KOPA-FM) took an AM daytime from a 2.0-4.6 in Phoenix in one book. PD or MD position. (213) 385-0101 or (213) 342-2224. (8-26)

Opportunities

Positions Sought

JIM NELSON, formerly KMED, KBDF, KPRO, seeks A/C or CHR medium market. 5 years experience. Desire Western U.S. Call (503) 772-7583. (8-26)

SUSIE AUSTIN: 8 years experience. WLPX, WLRS, WMAD, WZZX, WVNF. Call (414) 259-1566 to listen to aircheck & leave message. (8-26)

MBA-marketing — wants to program. On-air experience, P-B-P, sports. Wants to be part of your winning team. Willing to relocate now! RAY SIRI (415) 284-5488. (8-26)

Engineer JON T. LOW, Box 1446, Mason City, IA 50401, (515) 423-8634 between 10:30am-1pm. (8-26)

Key you PDs out there! I'm the big boss with the hot sauce, & I spin more platters with less chatter! Call night or day, BIG BOSS PAUL (305) 431-8109. (8-26)

Need a start. Go anywhere. News, copywriting, excellent P-B-P, DJ, Production. Any airshift. Have license, available now. KEN (319) 355-6456 days, (319) 359-0129. (8-26)

Fantastic female broadcast school grad. Want entry level. Excellent voice. DJ, production, news. Go anywhere. Call KRIS (319) 355-6456 days. (319) 259-1888. (8-26)

Have headphones will travel. Experienced medium market DJ looking for a challenge. Prefer CHR, AOR formats. Great pipes & attitude. Call JOE (201) 437-2171. (8-26)

14-year pro morning man. Also news, production, copywriting. Stable family man. PD background, FFC First ticket. Seeking permanent change. LARRY KAY (717) 653-2500 after 3pm. (8-26)

I'm dangerous! #1 nights for Southern P-2 CHR... got most mail & calls in station history! Distinctive voice, dynamic production. DAN McKAY (601) 898-8159. (8-26)

Personable, creative, dedicated morning DJ/PD in small market seeks medium market opportunity. Great production. Get me away from satellite. BRIAN (918) 756-0919. (8-26)

Young go-getter still wants out of Vallejo! KNBA night jock seeks major market gig. FRANK BUTERA (415) 223-1534. (8-26)

Announcer with 6 years experience ready to move to medium market station. Available now! Call DAN (314) 546-2170. (8-26)

Looking for opportunity to grow at FM CHR-A/C in 50-100,000-watt Midwest market. 2 1/2 years experience. CHRIS HANSEN (414) 739-3745. (8-26)

Medium market engineer seeks position in major market East or South. J. ALLAN (301) 435-8770. (8-26)

PD for CHR, Country or A/C station. Large & medium market experience. Call RON DENNINGTON (314) 428-3132, (314) 427-4485 afternoons. (8-26)

Better LEIGHTON than never! Better Leighton than ever. ANNE LEIGHTON (914) 428-1130. (8-26)

Experienced 3-year on-air broadcaster wants to help your station grow. MIKE (314) 781-9195, (314) 487-7339. (8-26)

Young, bright broadcaster loaded with enthusiasm & creativity. Recent college grad experienced in A/C personality, Country, news & sports. NEIL ISAACS (616) 798-4613. (8-26)

Dependable DJ/announcer. CHR, A/C, Urban. Greater Cincinnati area phone (513) 528-5793. (8-26)

If you need a medium market personality with energy minus screaming call CLIFF (409) 860-3385. Good references, good production. (8-19)

Attention Michigan. Announcer. DJ and Talk formats. 20-year pro. DICK (616) 396-7213. (8-19)

Positions Sought

Creative production, excellent knowledge of Country music. Female, 7 years of experience medium market. Looking for production or airshift. (804) 740-1926. (8-19)

Looking to move up. Have done mornings, afternoons & evenings in AOR. Call DOUG, before 10am CST. (205) 834-3684. (8-19)

I programmed Chattanooga's WOOD-FM from 9.2 to 18.4 in 16 months. Want to do the same for a California Country station. CHARLIE CHAMPION (615) 875-8205. (8-19)

One of America's most experienced, creative radio personalities is available. Call (305) 937-7027 anytime! (8-19)

The original JIM DAVIS of Cleveland, Columbus, Cincinnati seeks medium-major ASAP. Any format. I got the pipes and I'll play your tunes. (419) 962-4481. (8-19)

North Florida ain't too sunny. Wanna move South with my honey. 6-year female veteran. News, jock, production. JENNIFER (904) 576-2255 for T&R. (8-19)

Astrological interpreter looking to expand to new stations or syndication. Light, knowledgeable. Experience: 1 year AM radio. 2 Einhorn Rd., Worcester, MA 01609. (8-19)

B.J. McCURDY, currently WZAK-FM/Cleveland, seeks on-air position with responsibilities. BA with experience in marketing & Arbitron research. (216) 587-0247. (8-19)

Outstanding female personality. Believes in visibility, excellent production, great numbers and working for station where talent isn't wasted. AOR, A/C or CHR. ANGELA (305) 235-8632. (8-19)

The boss can buy the Mercedes! Chicago AOR/CHR wildman with numbers, production, promotions, who will blow you away. BRAIDS (312) 244-5904. (8-19)

BOBBY RIVERS, 10 years former experience from majors. #1 CHR personality in Tucson. Current #1 CHR personality at U93/South Bend. (219) 277-5463. (8-19)

JOHN MAJHOR

Of course you never heard of me... this American's been in Toronto for eight years winning drive and evenings for CHUM. Talent, creativity, solid music knowledge, great production voice and a real communicator... all yours right now! MAJHOR MARKETS ONLY... please (416) 927-7951.

Black personality currently working in NYC seeking position at medium or major market station. Please call LANCE HAYES (212) 933-0276 or (213) 888-6261. (8-19)

JACK ARMSTRONG, 17 years experience, 5 years programming. Looking for A/C, CHR, or Country. OM or PD slot. OM WKJJ & WCII, PD WKWK. Call (717) 667-2251. (8-19)

Medium market jock! 7 years experience, 6-10pm or 7-midnight is my specialty. Production whiz, currently with KUDO/Las Vegas. NICCOLOUS KNIGHT (702) 737-6154, (702) 798-5657. (8-19)

Distinctive style, mature authoritative delivery. Good production, DJ, news and copywriting. Go anywhere. BOB SNEATH (319) 355-6456 days, or (309) 798-2124. (8-19)

Have pipes, will travel. Experienced New York metro area AOR announcer looking for fulltime position. WBAB, WAPP. Call Al (516) 628-2661. (8-19)

Positions Sought

BILL ANDRES available. Major market morning ratings winner. 8.9 (12+) Phoenix. Personality, promotions, permanence, positioning, positivity, performance, proper perspective. (612) 835-6413. (8-19)

A/C MD available. Strong in research and reporting. 7 years experience. Prefer Pittsburgh, will consider surrounding areas. THOMAS LACKO (412) 751-4143. (8-19)

Talented, versatile, trained communicator. Very ambitious. AOR, news. Good pipes and personality. Let's talk. DAVE (813) 961-3559. (8-19)

News announcer needs job. Will relocate. Dependable. References, reporting, interviewing, sports, commercials. Writing ability. IN, Midwest preferred. BILL (219) 874-8285. (8-19)

Announcer/sportscaster. 7 years experience CHR. CO. AZ, West Coast States. Leave message after 2pm. (303) 776-7405. (8-19)

TIME'S UP!

Make your move on a ratings and revenue-grabbing morning act. Major market tested. Looking for an A/C, FM home. Dial now! (305) 771-1962 or (609) 737-1421.

GAIL LEE. Promotions, music & programming experience with some of the best in the industry. Available immediately. (512) 583-3700 or (713) 774-4671. (8-19)

Off-the-wall ex-cop turned jock has experience arresting the audience you want. For T&R call ED (312) 677-7941 or (312) 389-7045. (8-19)

Available immediately, go anywhere, excellent experience. P-B-P. Production, copywriting, air talent, now working 2 stations parttime. Call JON (319) 355-6456 or DAVE (309) 649-2318. (8-19)

10-year radio pro, 5 years current station, seeks OM in NE or other Rocky Mountain state. Award-winning sportscaster, news freak. JOE (308) 284-6786. (8-19)

Great pipes for jock, news, commercials. BA in communications & broadcast training. Prefer Midwest. MICHAEL KIELBON (312) 485-5394 before 4pm. (8-19)

DAVE MATTHEWS in the morning, FM99/Rochester, KAAV/Little rock, Q102 & Y100/Daytona Beach. Looking for mornings CHR. Medium-major. (904) 237-4855. (8-19)

Published writer/female broadcaster. Maturity, creativity & dependability at entry level price. Don't chase rainbows. Latch on to a sure thing. ADRIAN (201) 773-3492. (8-19)

Make me an offer! Award-winning copywriter & production person wants to relocate yesterday. T&R. Prefer New England/Overseas. ELOY (512) 687-8451. (8-19)

Experienced Country DJ seeking sports P-B-P or fulltime sports reporting position. Prefer Country format in small or medium market. Will consider on-air position with sports tie-in. Call TERRY at (904) 746-4904. (8-12)

Country PM driver with #1 station in Western Illinois is now searching! 4 yr. pro, contemporary humor, top production, phones and remotes. If your station believes in promotion, discipline and a creative attitude, we should be talking to one another. DAVID (312) 437-0357 or (309) 344-1971.

Changes

RADIO

Cynthia Sellars joins KKYK/Little Rock as Account Executive, formerly Procter & Gamble.

Rick Powell, formerly KJBR & KBTM/Jonesboro also joins KKYK as Account Executive.

Lee Fortson, another addition to KKYK sales staff, formerly KEZO.

RECORDS

Susan London named Associate Editor of Business Affairs of Elektra/Asylum.

Michael Greene appointed Marketing Manager, Central Region, CBS Masterworks.

INDUSTRY

Dee Lambert announced as Publishing Administrator for Shankman-De Bleio, Inc.

John Baldi now Director of Professional Activities of Bug Music Group, formerly Almo/Irving Music.

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	2 Weeks	3 Weeks
	\$20.00	\$35.00	\$50.00

*Must run consecutive weeks.

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 35 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (Pacific Time) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

QUESTION CO-OP EXECUTIVES

Some of the companies participating:

- Levi's • Commodore
- Wrangler • Lees
- Osborne • John Deere
- Monroe-Walker • GE
- Eastman Kodak

- ✓ Nov. 1 Atlanta
- ✓ Nov. 2 New Orleans
- ✓ Nov. 3 Dallas

RAB ANNOUNCES...

The First All-Radio Retail & Co-op Workshop

SEPTEMBER-NOVEMBER

18 MEETINGS

DATES AND LOCATIONS

- ✓ Sept. 15 Kansas City
- ✓ Sept. 20 Minneapolis
- ✓ Sept. 22 Detroit
- ✓ Sept. 27 Cincinnati
- ✓ Sept. 29 Orlando

- ✓ Oct. 4 Chicago
- ✓ Oct. 6 Denver
- ✓ Oct. 11 Washington
- ✓ Oct. 12 New York
- ✓ Oct. 13 Boston

- ✓ Oct. 18 Charlotte
- ✓ Oct. 20 Pittsburgh
- ✓ Oct. 25 Seattle
- ✓ Oct. 26 San Francisco
- ✓ Oct. 27 Los Angeles

CALL TODAY TO RESERVE SEATS... 1 (800) 232-3131
IN NEW YORK CALL COLLECT (212) 599-6666

THE RADIO CONVENTION

NRBA '83

**Program
Directors:
Radio Programming
and Much More**

**1983
Convention
and
Exposition**

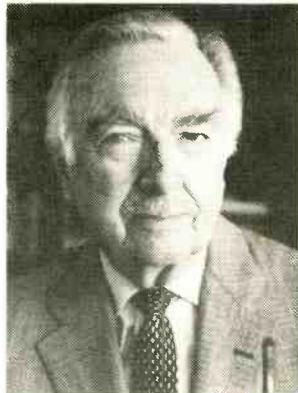
**National
Radio
Broadcasters
Association**

**October 2-5
New Orleans Hilton
New Orleans,
Louisiana**

Speakers



**MARK
FOWLER**
FCC
Chairman,
Keynote
Speaker



**WALTER
CRONKITE**
CBS Special
Correspondent
1983 Golden Radio
Award Winner



**MARY
KAY
ASH**
Chairman,
Mary Kay
Cosmetics

SESSIONS for Program Directors and for Every Broadcaster Interested in Programming

FORMAT ROOMS

Free form ideas exchanges led by America's leading programmers. Every kind of market, every format.

PROGRAMMING TRENDS

One of radio's most widely-recognized experts will analyze today's trends and tomorrow's probabilities with a special look at the audience parity problem.

THERE'S A DISH IN YOUR FUTURE

Satellite delivery is a fact of radio life and you need to be prepared and informed. This fast moving workshop will keep you in phase with the whirling world of satellite.

FOCUS GROUP VIDEOTAPE

A video taped, actual focus group session will be viewed and analyzed, the techniques explained and the reactions dissected by a top programming consultant and an eminent psychologist.

MEDIA TRENDS

What are the effects that other media are having today on radio programming? What can you expect tomorrow? A necessary workshop for every thoughtful radio programmer.

AUDIO THEATER OF NEW PROGRAMMING FEATURES

What's new and available in radio programming? This continuous audio theater will present a sampling of the new programs, features and program services.

THE YEAR'S BEST

A special session presenting the year's ten best audience/sales promotions and one national winner selected by The Radio Convention audience.

Other Special Events:

- Gala Opening Reception
- Hospitality Suites
- Raffle Galore
- Special Spouse Program
- Giant Exposition
- Exhibitors Cocktail Party
- Demonstration Room
- Television Theater

**202-466-2030 or
202-466-5540**
For More Details or Registration



NRBA

America Gets Out The Vote



Capitol's America received an award from L.A. Mayor Tom Bradley for their efforts in promoting voting education. Pictured (l-r) are group's Gerry Beckley, Bradley, group's Dewey Bunnell, and Dennis Lundy of the Front-lash voting organization group.



BLACKFOOT MAKES TRACKS TO KKCI — Blackfoot were recent interview guests at KKCI/Kansas City, while the band was in town for a concert date. Pictured (l-r) are Atco's Margo Knesz, KKCI announcer Gary Poole, band's Ken Hensley and Rick Medlocke, KKCI MD Mike White and Operations Manager Dave Popovich, and Atco's Sean Coakley.

Key With No Hats



Backstreet/MCA's Men Without Hats received a "Hat To The City" award while in Los Angeles for a show and label party. Pictured in key positions are (l-r) Backstreet President Danny Bramson, MCA Sr. VP Jerry Sharell, group's Ivan, Stefan, and Colin Doroschuk and Alan McCarthy, and manager/producer Marc Durand.



A/C AT SEA — WIVY/Jacksonville gave away this \$4000 custom Hobie catamaran complete with trailer to a lucky listener. The station accepted registrations for the drawing at different beaches and malls for four weeks. Presenting the boat to the winner is (left) morning personality Jack Diamond.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

BONNIE TYLER "Total Eclipse Of The Heart"

Country Coast-To-Coast

TANYA TUCKER "Baby, I'm Yours"

SYLVIA "The Boy Gets Around"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

FIXX "One Thing Leads To Another"

ROD STEWART

"What Am I Gonna Do (I'm...)"

POLICE "King Of Pain"

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

TM A/C

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

KINKS "Don't Forget To Dance"

JACKSON BROWNE "Lawyers In Love"

EDDIE RABBITT

"You Put The Beat In My Heart"

TM Country

EDDIE RABBITT

"You Put The Beat In My Heart"

MICKEY GILLEY "Your Loves Shines Through"

JUICE NEWTON "Stranger At My Door"

SISSY SPACEK "Lonely, But Only For You"

TERRI GIBBS "Anybody Else's Heart But Mine"

WAYLON JENNINGS & JERRY REED

"Hold On, I'm Comin' "

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

EDDIE RABBITT

"You Put The Beat In My Heart"

BEE GEES "Someone Belonging To Someone"

KENNY ROGERS "Scarlet Fever"

Tanner Country

ALABAMA "Lady Down On Love"

GARY MORRIS "The Wind Beneath My Wings"

LEE GREENWOOD "Somebody's Gonna Love You"

STATLER BROTHERS "Guilty"

LEON EVERETTE "The Lady She's Right"

DAN SEALS "After You"

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

Red Satin Rock

SPANDAU BALLET "True"

ROBERT PLANT "Big Log"

POLICE "King Of Pain"

SHEENA EASTON "Telephone (Long Distance...)"

HEART "How Can I Refuse"

BPI

John Iles (800) 426-9082

Adult Contemporary

GEORGE BENSON "Lady Love Me (One More Time)"

SPANDAU BALLET "True"

Country Living

TERRI GIBBS "Anybody Else's Heart But Mine"

SYLVIA "The Boy Gets Around"

BARBARA MANDRELL

"One Of A Kind Pair Of Fools"

KENDALLS "Movin' Train"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

POLICE "King Of Pain"

KINKS "Don't Forget To Dance"

ROD STEWART

"What Am I Gonna Do (I'm...)"

ANIMALS "The Night"

FIXX "One Thing Leads To Another"

Contempo 300

KINKS "Don't Forget To Dance"

PEABO BRYSON & ROBERTA FLACK

"Tonight I Celebrate..."

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

Great American Country

LOUISE MANDRELL "Too Hot To Sleep"

TANYA TUCKER "Baby, I'm Yours"

ED BRUCE "If It Was Easy"

DAVID WILLS "The Eyes Of A Stranger"

Century 21

Greg Stephens (214) 934-2121

The Z Format

POLICE "King Of Pain"

ROD STEWART

"What Am I Gonna Do (I'm...)"

FIXX "One Thing Leads To Another"

BEE GEES "Someone Belonging To Someone"

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

RONNIE MILSAP

"Don't You Know How Much I Love You"

The A/C Format

BONNIE TYLER "Total Eclipse Of The Heart"

BEE GEES "Someone Belonging To Someone"

JEFFREY OSBORNE "Don't You Get So Mad"

JUICE NEWTON "Tell Her No"

Super-Country

JIM GLASER "The Man In The Mirror"

BARBARA MANDRELL

"One Of A Kind Pair Of Fools"

BANDANA "Outside Lookin' In"

KENDALLS "Movin' Train"

BELLAMY BROTHERS "Strong Weakness"

GEORGE JONES "Tennessee Whiskey"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

BARBARA MANDRELL

"One Of A Kind Pair Of Fools"

EDDIE RABBITT

"You Put The Beat In My Heart"

The Great Ones

LEE GREENWOOD "Somebody's Gonna Love You"

KINKS "Don't Forget To Dance"

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

NAKED EYES "Promises, Promises"

JARREAU "Trouble In Paradise"

Radio Arts

John Benedict (213) 841-0225

Country's Best

SYLVIA "The Boy Gets Around"

BARBARA MANDRELL

"One Of A Kind Pair Of Fools"

Soft Contemporary

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

BEE GEES "Someone Belonging To Someone"

Sound 10

EDDIE RABBITT

"You Put The Beat In My Heart"

KENNY ROGERS w/DOLLY PARTON

"Islands In The Stream"

BONNIE TYLER "Total Eclipse Of The Heart"

Black Radio Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXYV/Baltimore
Tim Watts

LIQUID GOLD
JENNIFER HOLLIDAY
PHILIP BAILEY
JUNIOR
J.W. WADE
MONYAKA
Hottest:
HERBIE HANCOCK
KURTIS BLOW
JEFFREY OSBORNE
SOS BAND
EURYTHMICS

WILD/Boston
Elroy R.C. Smith

MADONNA
SERGE PONSAR
STEPHANIE MILLS
SLAVE
LATOYA JACKSON
LOVE CLUB
I-LEVEL
RONNIE DYSON
KASHIF
MOTIVATION
DENROY MORGAN
BRASS CONSTRUCTION
JENNIFER HOLLIDAY
LEW KIRTON
HERB ALPERT
PLANET PATROL
RICK JAMES
Hottest:
NEW EDITION
RICK JAMES
HERBIE HANCOCK
O'JAYS

WKND/Hartford
Jordan/McLean

SLAVE
TAVARES
O'JAYS
KLIQUE
Hottest:
MIDNIGHT STAR
SOS BAND
RICK JAMES
RUFUS & CHAKA
LILLO

WNHC/New Haven
James Jordan

JENNIFER HOLLIDAY
CASHMERE
SMOKEY ROBINSON
WHISPERS
MICHAEL WYCOFF
SUGAR HILL GANG
MANIACS
COMATEENS
LIME
TAVARES
TZ
Hottest:
SOS BAND
DONNA SUMMER
SHALAMAR
NEW EDITION
HERBIE HANCOCK

WVKS/New York

Mayo/Quararone

GLADYS KNIGHT
RAW SILK
DENICE WILLIAMS
Hottest:
DONNA SUMMER
MARY JANE GIRLS
MICHAEL SEMBELLO
POLICE
SOS BAND

WDAS/Philadelphia
Joe Temburlo

SLAVE
JENNIFER HOLLIDAY
ANDRE CYMONE
P. FUNK ALL-STARS
EL CHICANO
PRETTY BOYS
FRITT
TAVARES
Hottest:
HERBIE HANCOCK
RICK JAMES
JEFFREY OSBORNE
JUNIOR
SUGAR HILL GANG

WAMO/Pittsburgh
John Anthony

DONNA SUMMER
KASHIF
TOM TOM CLUB
RICK JAMES
DENICE WILLIAMS
LTD
Hottest:
SOS BAND
RICK JAMES
JEFFREY OSBORNE
NONA HENDRYX
ISLEY BROS

WKWS/Washington, DC
Donnie Simpson

none
Hottest:
KURTIS BLOW
MIDNIGHT STAR
DONNA SUMMER
INGRAM & AUSTIN
SOS BAND

WOKW/Washington, DC
Chris Gardner

none
Hottest:
GEORGE BENSON
MANHATTANS
GLADYS KNIGHT
DIANA ROSS
CLARK SISTERS

WHUR/Washington, DC
Oscar Fields

JENNIFER HOLLIDAY
MADONNA
DAVID BOWIE
DENROY MORGAN
SHALAMAR
KURTIS BLOW
HERBIE HANCOCK
SOS BAND
ASHFORD & SIMPSON
JEFFREY OSBORNE

SOUTH

WAOK/Atlanta
Lerry Tinsley

JENNIFER HOLLIDAY
COMMODORES
TAVARES
SLAVE
AL JARREAU
OLIVER CREATHAM
Hottest:
NEW EDITION
RICK JAMES
ANITA BAKER
HERBIE HANCOCK
SHALAMAR

WVEE/Atlanta
Scotty Andrews

DONNA SUMMER
AL JARREAU
TAVARES
P. FUNK ALL-STARS
BURGESS GARDNER
BURGESS GARDNER
PLANET PATROL
Hottest:
NEW EDITION
JEFFREY OSBORNE
GAP BAND
KLIQUE

WRD/Augusta
Les Norman

RANDY CRAWFORD
RICHARD JON SMITH
JENNIFER HOLLIDAY
CYBOTRON
Hottest:
RICK JAMES
ANDRE CYMONE
NEW EDITION
JEFFREY OSBORNE
SOS BAND
HERBIE HANCOCK

KNOW/Austin
Selby Edwards

CLARK SISTERS
RANDY CRAWFORD
KASHIF
ANDRE CYMONE
Hottest:
SOS BAND
JEFFREY OSBORNE
GLADYS KNIGHT
ARETHA FRANKLIN

WATV/Birmingham
Ron January

FREDI GRACE & RHI
WHISPER GIRLS
CLARK SISTERS
Hottest:
NEW EDITION
ARETHA FRANKLIN
JEFFREY OSBORNE
SOS BAND
STACY LATTISAW

WENN/Birmingham

Michael Star

LEW KIRTON
JENNIFER HOLLIDAY
O'JAYS
CASHMERE
PLANET PATROL
SUGAR HILL GANG
G.C. CAMERON
CHAMPAIGN
UNIQUE
SLAVE
ANITA BAKER
Hottest:
SOS BAND
JEFFREY OSBORNE
RICK JAMES
ANITA BAKER
HERBIE HANCOCK
GLADYS KNIGHT

WGIV/Charlotte
Hal Harrill

JENNIFER HOLLIDAY
O'JAYS
RANDY CRAWFORD
OLIVER CHEATHAM
JUNIOR
Hottest:
RICK JAMES
HERBIE HANCOCK
GIGOLETTE
CLASS BAND
CLARK SISTERS

WPEG/Charlotte
Les Norman

P. FUNK ALL-STARS
SLAVE
JEFFREY OSBORNE
TAVARES
ANDRE CYMONE
Hottest:
SOS BAND
JEFFREY OSBORNE
ISLEY BROS
ARETHA FRANKLIN

WNOO/Chattanooga
Smokin' Sam Ervin

PHILIP BAILEY
Hottest:
MIDNIGHT STAR
GAP BAND
NEW EDITION
GARY BYRD & G.B.
ARETHA FRANKLIN

WOIC/Columbia

Mickey Arnold

KLIQUE
PROJECT FUTURE
NEW EDITION
RENE & ANGELA
LINDA HOPKINS
TAVARES
UNIQUE
CYBOTRON
SLAVE
ANITA BAKER
Hottest:
SOS BAND
ARETHA FRANKLIN
RICK JAMES
NEW EDITION
GLADYS KNIGHT

KKDA-FM/Dallas
Terri Avery

SLAVE
O'JAYS
FREEZE
WHISPERS
DR'S
Hottest:
RICK JAMES
HERBIE HANCOCK
GIGOLETTE
CLASS BAND
CLARK SISTERS

KRLY/Houston
Mike Cavell

JENNIFER HOLLIDAY
TAVARES
Hottest:
JEFFREY OSBORNE
TAVARES
ANDRE CYMONE
NONA HENDRYX
MIDNIGHT STAR
KLIQUE

KMJO/Houston
Jim Snowden

RANDY CRAWFORD
RICK JAMES
HOTTEST:
NONA HENDRYX
ZAPP
SEXUAL HARRASSMEN
ARETHA FRANKLIN

WJMI/Jackson
Carli Haynes

PHILIP BAILEY
O'JAYS
DONNA SUMMER
SERGE PONSAR
Hottest:
MICHAEL JACKSON
NEW EDITION
SOS BAND
MARY JANE GIRLS
CLUB HOUSE

WKXJ/Jackson

Tommy Marshall

JENNIFER HOLLIDAY
TAVARES
Hottest:
ARETHA FRANKLIN
SOS BAND
SHALAMAR
JEFFREY OSBORNE
RICK JAMES

WJAX/Jacksonville
Steve Fox

O'JAYS
LYDIA MURDOCK
MARILYN SCOTT
KLIQUE
SPANDAU BALLET
AL JARREAU
ERIC GALE
Hottest:
NEW EDITION
RUFUS & CHAKA
RICK JAMES
SOS BAND
ZAPP

WPDQ/Jacksonville
Marc Little

LYDIA MURDOCK
LENNY WHITE
LEW KIRTON
PHYLIS HYMAN
JENNIFER HOLLIDAY
O'JAYS
SHAWN CHRISTOPHER
LADIES' CHOICE
Hottest:
HERBIE HANCOCK
NEW EDITION
GLADYS KNIGHT
RICK JAMES
JEFFREY OSBORNE

KJCB/Lafayette
Beatrice Evans

SLAVE
PRESTIGE
JOHNNY GILL
Hottest:
RICK JAMES
HERBIE HANCOCK
ZAPP
KURTIS BLOW
NEW EDITION

KOKY/Little Rock
Paul Todd

none
Hottest:
ISLEY BROS
SOS BAND
JEFFREY OSBORNE
MANHATTANS
RONNIE LAWS

WLOU/Louisville

Neal O'Rea

GENERAL CAINE
TAVARES
LEW KIRTON
SHAWN CHRISTOPHER
CLUB HOUSE
WEST STREET MOB
J.W. WADE
DENICE WILLIAMS
IMAGINATION
SLAVE
JOHNNY GILL
SUGAR HILL GANG
HOT TICKET
MARSHALL DOWNING
CHAMPAIGN
LATOYA JACKSON
Hottest:
SOS BAND
ISLEY BROS
ZAPP
NEWCLUES
CAMEO

WJSL/Lynchburg
Lad Goins

SLAVE
KLIQUE
NEW HORIZONS
JOHNNY GILL
GEORGE BENSON
WEST STREET MOB
O'JAYS
GENERAL CAINE
Hottest:
MIDNIGHT STAR
SOS BAND
ISLEY BROS
ARETHA FRANKLIN

WDAI/Memphis
Bobby O'Jays

NEW EDITION
SHAWNO
NYC PEECH BOYS
JENNIFER HOLLIDAY
LIQUID GOLD
STEPHANIE MILLS
Hottest:
BEAU WILLIAMS
HERBIE HANCOCK
SOS BAND
RICK JAMES
ANITA BAKER

KRNB-FM/Memphis
Floyd Blackwell

none
Hottest:
SOS BAND
STACY LATTISAW
ZAPP
HERBIE HANCOCK
JEFFREY OSBORNE

WHRK/Memphis
Jimmy Smith

none
Hottest:
RUFUS & CHAKA
GAP BAND
REDDINGS
GLADYS KNIGHT
NEW EDITION
SOS BAND
G.T.

WBLX/Mobile

Michael J. Alexander

REDDINGS
JUNE POINTER
O'JAYS
PHYLIS HYMAN
JENNIFER HOLLIDAY
HERB ALPERT
SHAWN CHRISTOPHER
Hottest:
SOS BAND
NEW EDITION
JEFFREY OSBORNE
MOTIVATION
SLING SHOT

WVDF/Nashville
Fred Harvey

NEWCLUES
HERB ALPERT
MARILYN SCOTT
SPANDAU BALLET
RANDY CRAWFORD
RONNIE DYSON
SLIM
JENNIFER HOLLIDAY
TAVARES
GENERAL CAINE
JOHNNY GILL
CYBOTRON
WHAMI U.K.
MEL STEWART
BURGESS GARDNER
RICK JAMES
Hottest:
MIDNIGHT STAR
SOS BAND
RICK JAMES
KLIQUE
RUN D.M.C.

WYLD-FM/New Orleans
Brute Bailey

ANITA BAKER
SHAWN CHRISTOPHER
JENNIFER HOLLIDAY
Hottest:
BEAU WILLIAMS
HERBIE HANCOCK
SOS BAND
RICK JAMES
ANITA BAKER

WAIL-FM/New Orleans
Barry Richards

JENNIFER HOLLIDAY
TAVARES
SILVER CONDOR
POLICE
LEW KIRTON
DAVID BOWIE
PLANET PATROL
MAZE
Hottest:
HERBIE HANCOCK
NEWCLUES
DONNA SUMMER
RICK JAMES
SHALAMAR

WPLZ/Petersburg

Hardy Jay

SUGAR HILL GANG
O'JAYS
KLIQUE
LIZETHA FRANKLIN
RANDY CRAWFORD
CLARK SISTERS
PLANET PATROL
CAMEO
INVISIBLE MAN'S B
Hottest:
HERBIE HANCOCK
JEFFREY OSBORNE
RICK JAMES
NEW EDITION
LENNY WHITE

WANT/Richmond
Kirby Carmichael

DENICE WILLIAMS
LILLO
FREEZE
Hottest:
SOS BAND
JEFFREY OSBORNE
ISLEY BROS
DONNA SUMMER
ARETHA FRANKLIN

WTOY/Roanoke
Duke Ellington

LATOYA JACKSON
KLIQUE
CAMEO
DENICE WILLIAMS
NEWCLUES
D TRAIN
O'JAYS
Hottest:
HERBIE HANCOCK
ARETHA FRANKLIN
SOS BAND
JEFFREY OSBORNE
MANHATTANS

WDOM/Sumpter
Kevin Flemming

PLANET PATROL
SLAVE
SERGE PONSAR
RANDY CRAWFORD
MICHAEL WYCOFF
SHAWN CHRISTOPHER
ANITA BAKER
Hottest:
ARETHA FRANKLIN
JEFFREY OSBORNE
SOS BAND
RICK JAMES
HERBIE HANCOCK

WEST

KDIA/Oakland
Jeff Harrison

LYDIA MURDOCK
FREEZE
STEPHANIE MILLS
RANDY CRAWFORD
MEN WITHOUT HATS
RICK JAMES
Hottest:
ZAPP
NEW EDITION
JEFFREY OSBORNE
RICK JAMES

KUKO/Phoenix
Steve Smith

none
Hottest:
ISLEY BROS
ARETHA FRANKLIN
JEFFREY OSBORNE
MICHAEL SEMBELLO
RICK JAMES

KDAY/Los Angeles
Jack Patterson

LEW KIRTON
COMMODORES
JENNIFER HOLLIDAY
FINIS HENDERSON
GENERAL CAINE
HIGH INERGY
MONYAKA
Hottest:
RICK JAMES
ARETHA FRANKLIN
JEFFREY OSBORNE
SOS BAND
GLADYS KNIGHT

KJHL/Los Angeles
J.B. Stone/Rico

CANDELA
TAVARES
DAVID BOWIE
WHISPERS
MONYAKA
MADONNA
Hottest:
SOS BAND
HERBIE HANCOCK
JEFFREY OSBORNE
RUFUS & CHAKA
ISLEY BROS

KSQL/San Mateo
Bernie Moody

TAVARES
JENNIFER HOLLIDAY
GENERAL CAINE
LILLO
J.W. WADE
Hottest:
ARETHA FRANKLIN
SHALAMAR
SOS BAND
RICK JAMES
DONNA SUMMER

WANN/Tallahassee
Joe Bullard

JENNIFER HOLLIDAY
ANDRE CYMONE
NYC PEECH BOYS
DONNA SUMMER
AL JARREAU
PHYLIS HYMAN
Hottest:
SOS BAND
JEFFREY OSBORNE
SMOKEY ROBINSON
KURTIS BLOW
ARETHA FRANKLIN

WAAA/Winston-Salem
Joe Jackson

O'JAYS
SLAVE
REDDINGS
JENNIFER HOLLIDAY
TAVARES
JUNE POINTER
Hottest:
JEFFREY OSBORNE
SOS BAND
RICK JAMES
GLADYS KNIGHT
RUFUS & CHAKA

MIDWEST

WGCI/Chicago
Richard Pegue

JENNIFER HOLLIDAY
ANITA BAKER
STEPHANIE MILLS
STEPHANIE MILLS
RANDY CRAWFORD
OZONE
LARRY CARLTON
Hottest:
GLADYS KNIGHT
ISLEY BROS
SOS BAND
RUN D.M.C.
FREEZE

WBMX/Chicago
Lee Michaels

WEST STREET MOB
LTD
LARRY HOUSTON
PLANET PATROL
RANDY CRAWFORD
GLADYS KNIGHT
TOM TOM CLUB
O'JAYS
OTIS LIGGETT
JENNIFER HOLLIDAY
STEPHANIE MILLS
MAZE
SLAVE
RICHARD JON SMITH
Hottest:
FREEZE
JEFFREY OSBORNE
ISLEY BROS
CLARK SISTERS

WBLZ/Cincinnati
Brian Castle

KLIQUE
EURYTHMICS
BILLY JOEL
SLAVE
STEPHANIE MILLS
Hottest:
SOS BAND
ARETHA FRANKLIN
RICK JAMES
MICHAEL JACKSON
ZAPP

WCIN/Cincinnati

Frank Bailay

none
Hottest:
JEFFREY OSBORNE
SOS BAND
DIANA ROSS
ARETHA FRANKLIN
ONE WAY

WZAK/Cleveland
Lynn Tolliver

MARY JANE GIRLS
WHISPERS
SLAVE
HOT STREAK
RANDY CRAWFORD
CYBOTRON
ELECTRIC DREAD
UNIQUE
Hottest:
NEW EDITION
ZAPP
RICK JAMES
GLADYS KNIGHT
CON FUNK SHUN
JEFFREY OSBORNE
HERBIE HANCOCK

WDMT/Cleveland
Magie/Dean

DONNA SUMMER
O'JAYS
PHILIP BAILEY
WHISPERS
GENERAL CAINE
RONNIE DYSON
SLAVE
ANITA BAKER
KLIQUE
THELMA HOUSTON
WEST STREET MOB
CYBOTRON
SKY TRANE
JANUARY 20
Hottest:
SOS BAND
RICK JAMES
ZAPP
ISLEY BROS
STACY LATTISAW

WJMO/Cleveland

Erik Stone

JENNIFER HOLLIDAY
TAVARES
KASHIF
WEST STREET MOB
WHISPERS
CAMEO
JOHNNY GILL
Hottest:
JEFFREY OSBORNE
MAZE
ASHFORD & SIMPSON
GLADYS KNIGHT
ZAPP

WKVO/Columbus
Lyles/Jones

O'JAYS
NEW EDITION
ANDRE CYMONE
Hottest:
SOS BAND
SLANG SHOT
CON FUNK SHUN
JEFFREY OSBORNE
HERBIE HANCOCK

WDAO/Dayton
Lankford Stephens

PHILIP BAILEY
O'JAYS
WHISPERS
GENERAL CAINE
RONNIE DYSON
SLAVE
ANITA BAKER
KLIQUE
THELMA HOUSTON
WEST STREET MOB
CYBOTRON
SKY TRANE
JANUARY 20
Hottest:
SOS BAND
RICK JAMES
ZAPP
ISLEY BROS
STACY LATTISAW

WGPR/Detroit

Joe Spencer

SLAVE
UNIQUE
JUNIOR
G.C. CAMERON
ZE-BASS
RANDY CRAWFORD
O'JAYS
LIPPS, INC.
COLOURBOX
LAZEROCK
Hottest:
SOS BAND
JEFFREY OSBORNE
RUFUS & CHAKA
MONTAGE

WJLB/Detroit
James Alexander

LEW KIRTON
CAMEO
Hottest:
ISLEY BROS
MARY JANE GIRLS
FREEZE
MIDNIGHT STAR
GLADYS KNIGHT

WDRQ/Detroit
Brian White

PROJECT FUTURE
SEXUAL HARRASSMEN
WHISPERS
ANITA BAKER
TAVARES
Hottest:
ARETHA FRANKLIN
GLADYS KNIGHT
RICK JAMES
RUFUS & CHAKA
SOS BAND

WLTH/Gary

Dana Huskisson

ANITA BAKER
LEW KIRTON
ELECTRIC DREAD
DAVE
PHYLIS HYMAN
Hottest:
RICK JAMES
MICHAEL JACKSON
ARETHA FRANKLIN

WKWM/Grand Rapids
Frank Grant

SLAVE
TAVARES
JENNIFER HOLLIDAY
JUNIOR
NEW HORIZONS
SPANDAU BALLET
CAMEO
LYDIA MURDOCK
FREDDIE JAMES
Hottest:
RICK JAMES
MIDNIGHT STAR
SOS BAND
HERBIE HANCOCK
FREEZE

WZEN-FM/St. Louis
Ajay Kemp

RONNIE DYSON
KASHIF
MICHAEL WYCOFF
NATALIE COLE
THELMA HOUSTON
Hottest:
RICK JAMES
GLADYS KNIGHT
JEFFREY OSBORNE
HERBIE HANCOCK
RUFUS & CHAKA

WVVO/Toledo
Max Myrick

STEVIE NICKS
ANITA BAKER
LYDIA MURDOCK
EL CHICANO
MONTAGE
WHISPERS
RICHARD JON SMITH
Hottest:
ISLEY BROS
ZAPP
JEFFREY OSBORNE
SOS BAND
RICK JAMES

WWSW/Saginaw

Kermit Crockett

LARRY GRAM
PHYLIS HYMAN
RICHARD JON SMITH
DAVE
JENNIFER HOLLIDAY
BBO
CANDELA
TAVARES
COLD CRUSH BROS
Hottest:
SOS BAND
GLADYS KNIGHT
RICK JAMES

KMJM/SL Louis
Tony Gray

AL JARREAU
TAVARES
P. FUNK ALL-STARS
RICK JAMES
GLADYS KNIGHT
JEFFREY OSBORNE
STACY LATTISAW
SHALAMAR
RUFUS & CHAKA
GAP BAND

(J) indicates Black reporters also contributing to Jazz Chart

JAZZ RADIO NATIONAL AIRPLAY/30

August 26, 1983

Last Week	Rank	Artist/Track (Label)
1	1	SPYRO GYRA/City Kids (MCA)
2	2	RAMSEY LEWIS/Les Fleurs (Columbia)
3	3	GEORGE BENSON/In Your Eyes (WB)
4	4	LARRY CARLTON/Friends (WB)
5	5	CHUCK MANGIONE/Journey To A Rainbow (Columbia)
6	6	TOM GRANT/Tom Grant (Pausa)
7	7	PAT METHENY/Travels (ECM)
8	8	MAYNARD FERGUSON/Storm (Palo Alto)
9	9	HERBIE MANN/Astral Island (Atlantic)
10	10	VICTOR FELDMAN/Secret Of The Andes (Palo Alto)
11	11	WYNTON MARSALIS/Think Of One (Columbia)
12	12	JARREAU/Jarreau (WB)
13	13	EARL KLUH/Low Ride (Capitol)
14	14	CLIFF SARDE/Temporary Tight (Aslan)
15	15	YELLOW JACKETS/Mirage A'Trois (WB)
16	16	ERNESTINE ANDERSON/Big City (Concord)
17	17	MACAR BROTHERS/Cosmos Kid (Aircraft)
21	18	ERIC GALE/Island Breeze (Musician/Elektra)
18	19	RARE SILK/New Weave (Polydor/PolyGram)
13	20	BOB JAMES/The Genie (Columbia)
22	21	KOINONIA/More Than A Feelin' (Breaker)
30	22	RONNIE LAWS/Mr. Nice Guy (Capitol)
DEBUT	23	HIROSHIMA/Third Generation (Epic)
24	24	CHECKFIELD/Spirit (Pausa)
DEBUT	25	FREE FLIGHT/Soaring (Palo Alto)
DEBUT	26	RICHIE COLE & BOOTS RANDOLPH/Yakety Madness! (Palo Alto)
DEBUT	27	JEAN-LUC PONTY/Individual Choice (Atlantic)
20	28	GERRY MULLIGAN/Little Big Horn (GRP)
DEBUT	29	LINDA HOPKINS/How Blue Can You Get (Palo Alto)
28	30	GERALD WILSON ORCHESTRA OF THE 80'S/Jessica (Trend)

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Featuring the single, "Far From The Beaten Paths."



On Atlantic Records and Cassettes. Produced by Jean-Luc Ponty for J.L.P. Productions, Inc. JEAN-LUC PONTY ON TOUR THIS FALL.

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Regional Adds & Hots

Table with columns for regions (EAST, MIDWEST, SOUTH, WEST) and sub-columns for 'MOST ADDED' and 'HOTTEST'. Each cell lists a station call sign and the names of the artists and songs being added or featured.

Hottest Tracks:

"Dance Little Jean" (Liberty) NITTY GRITTY DIRT BAND

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay. EARL THOMAS CONLEY - Don't Make It Easy For Me (RCA) "Angel In Disguise" "Crowd Around The Corner" "You Can't Go On (Like A Rolling Stone)" "Home So Fine" "Holding Her And Loving You" LACY J. DALTON - Dream Baby - (Columbia) "You Satisfy Me" "Windin' Down" "Baby, Better Start Turnin' 'Em Down" DAVID FRIZZELL - On My Own Again - (Viva) "A Million Light Beers Ago" "We Won't Be Hearing 'Always Late' Anymore" "Survivor" "She Wanted Me" "We're Back In Love Again"

JOHNNY LEE - Hey Bartender - (WB) "My Baby Don't Slow Dance" "Blue Monday" "I Just Want To Love You Forever" "You Really Got A Hold On Me" "I'm In Love Again" "Women In Boots"

BARBARA MANDELL - Spungold - (MCA) "Overnight Sensation" "A Man's Not A Man (Til He's Loved By A Woman)" "You Are No Angel" "Loveless" "Bad Boy"

NITTY GRITTY DIRT BAND - Let's Go - (Liberty) "Dance Little Jean" "Special Look" "Too Many Heartaches" "Goodbye Eyes" "Maryann" "Let's Go"

DOLLY PARTON - Burlap & Satin - (RCA) "OOO-EEE" "Jealous Heart" "Send Me The Pillow You Dream On" "Appalachian Memories"

SYLVIA - Snapshot - (RCA) "Bobby's In Vicksburg" "So Complete" "Winter Heart"

CONWAY TWITTY - Lost In The Feeling - (WB) "I Think I'm In Love" "Heartache Tonight" "A Stranger's Point Of View" "First Things First" "Three Times A Day"

WHITES - Old Family Feeling - (WB/Curb) "Give Me Back That Old Family Feeling" "Blue Letters" "Pipelin Blues"

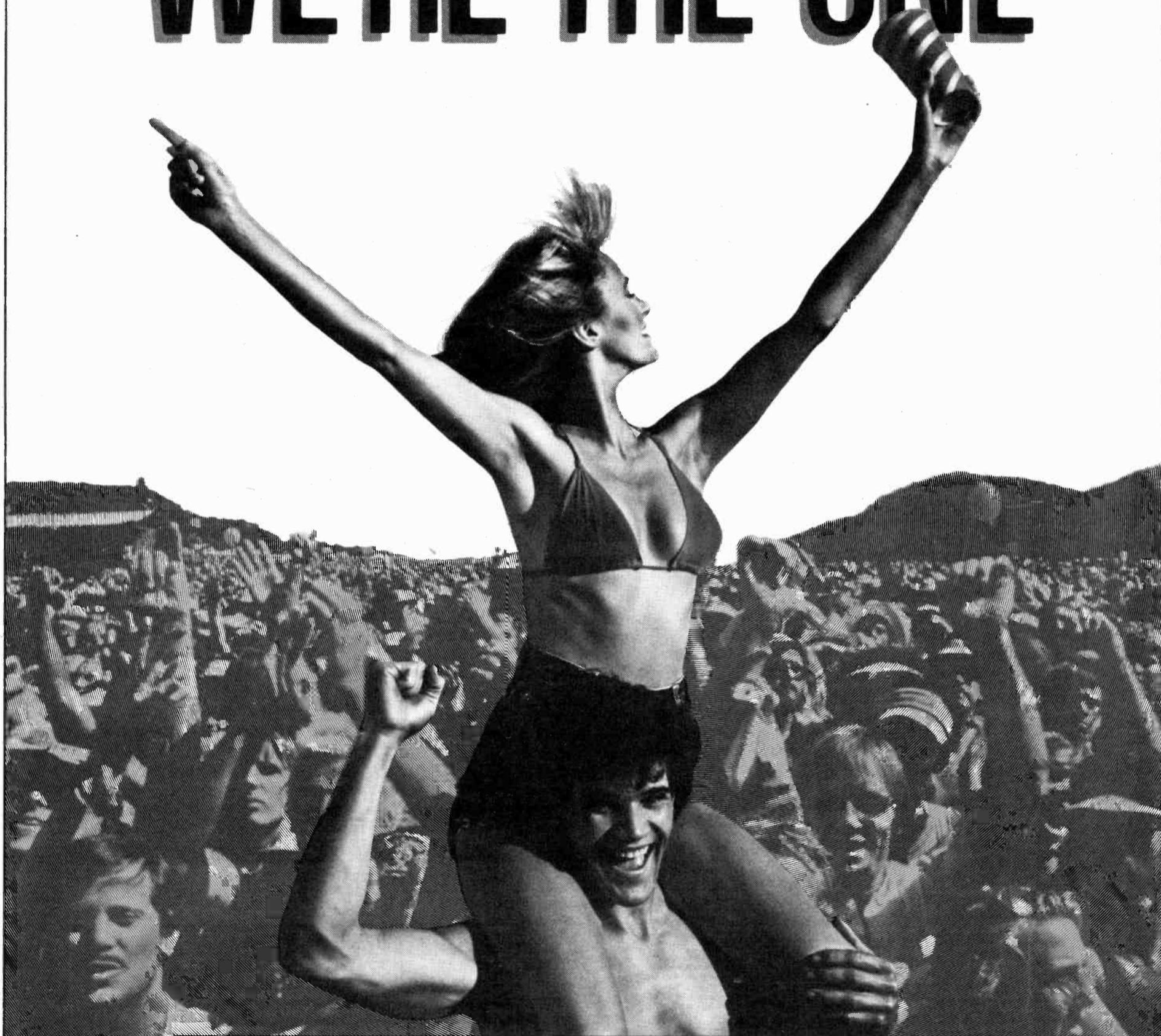
150 Current Reports The following stations did not report this week and therefore their playlists were frozen: WCAW/Charleston WHOO/Orlando KRAK/Sacramento

Most Requested:

C. McCLAIN & M. GILLEY "Paradise Tonight" (Epic) JOHNNY LEE "Hey Bartender" (Full Moon/WB) JOHN CONLEE "I'm Only In It For The Love" (MCA) CRYSTAL GAYLE "Baby What About You" (WB) J. DENVER & E. HARRIS "Wild Montana Skies" (RCA) RONNIE MILSAP "Don't You Know How..." (RCA) ALABAMA "Lady Down On Love" (RCA)

Airplay/50... See Page 102

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<p>ZZ TOP POLICE ROBERT PLANT DIO ARCANGELO SHOOTING STAR KANSAS ASIA QUARTERFLASH JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>WIDE ROY ANAKE MACHAENS NATIONAL LAMPOON'S UB40 MADONNA LORDS OF THE NEW C ALPHEUS IMAGES JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>RICK SPRINGFIELD MACHAENS NATIONAL LAMPOON'S UB40 MADONNA LORDS OF THE NEW C ALPHEUS IMAGES JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>ONE TWO THREE R.E.M. MIDNIGHT OIL NOVELS KILLER PUSSEY THRESHOLD BILLY & MYLA Medium POLICE ROBERT PLANT DIO ARCANGELO SHOOTING STAR KANSAS ASIA QUARTERFLASH JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>ROMAN HOLIDAY PREUR BAD MANNERS Medium CULTURE CLUB PETER SCHILLING PETER GABRIEL GARY NICKS YELLO R.E.M. ALARM YAZ CUBE EUROPEANS WHAMI U.K. JOBREERS BLESSING THE PINK TRANSLATOR JOAN JETT FIXE EUROPEANS QUIET RIOT HEART STEVE NICKS DIO ROBERT PLANT DIO ARCANGELO SHOOTING STAR KANSAS ASIA QUARTERFLASH JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KCPX/Salt Lake City (801) 972-3030 PD: GARY WALDRON Not a station LOVERBOY (M) JACKSON BROWNE (M) POLICE (M) RICK SPRINGFIELD POLICE (M) ELTON JOHN BILLY JOEL STRAY CATS Medium LOVERBOY JACKSON BROWNE ERIC MARTIN BAND Medium DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KZAP/Sacramento (916) 925-3700 PD: CHUCK BROWNING MO: TOM CALE Not a station KANSAS POLICE KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KRSP/Salt Lake City (801) 262-5541 PD: RANDY ROSE MO: BARRY WELLS Not a station POLICE (M) STEVE NICKS (M) FIXE (M) DEF LEPPARD ASIA DAVID BOWIE JACKSON BROWNE (M) LOVERBOY (M) ROBERT PLANT (M) BILLY JOEL STRAY CATS KANSAS HEART Medium QUARTERFLASH EUROPEANS JOAN JETT DURAN DURAN ZEBRA BRYAN ADAMS ZEBRA DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KZOO/Missoula (406) 728-5000 PD: VERN ARGO Not a station HEART PRISM ASIA (M) KANSAS ROBERT PLANT KILLER PUSSEY STEVE NICKS STRAY CATS DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KOZZ/Reno (702) 328-9281 PD: DANIEL COOK MO: BRUCE VAN DYKE Not a station TALKING HEADS POLICE RICK SPRINGFIELD STRAY CATS ROBERT PLANT ASIA MEN WITHOUT HATS QUIET RIOT JACKSON BROWNE LOVERBOY HEART Medium ELVIS COSTELLO GRANHAM PARKER ANIMALS NILES LOFGREN BILLY JOEL STEVE RAY VAUGHAN STEVE NICKS JOAN JETT KANSAS YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KTYD/Santa Barbara (805) 963-1601 PD: JANE ASHER MO: ALLAN WILSON Not a station POLICE TALKING HEADS JACKSON BROWNE ROBERT PLANT ELVIS COSTELLO STRAY CATS JACKSON BROWNE POLICE DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>
<p>KZOK/Seattle (206) 223-3911 PD: JIM ROBINSON MO: CRAIG MARTIN Not a station ROBERT PLANT (M) HEART (M) POLICE KANSAS URIAN HEEP SHOOTING STAR MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KINK/Portland (503) 228-5000 PD: RICH SCOTT MO: CARL WIDING Not a station JACKSON BROWNE ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KNAC/Long Beach (213) 437-0368 PD: JIMMY CHRISTOPHER MO: MARY JO GOODER Not a station DAVID BOWIE TALKING HEADS POLICE GARY NICKS YELLO RICK SPRINGFIELD DANNY SPANOS CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KNAC/Long Beach (213) 437-0368 PD: JIMMY CHRISTOPHER MO: MARY JO GOODER Not a station DAVID BOWIE TALKING HEADS POLICE GARY NICKS YELLO RICK SPRINGFIELD DANNY SPANOS CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KSJO/San Jose (408) 288-5400 PD: LEE RY HANSEN MO: NIKKI STEVENS Not a station ZEBRA MICHAEL BOLTON FASTRAY NATT WHITE BISTER IAN HUNTER KANSAS YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KWXL/Albuquerque (505) 785-5400 PD: BILL STAMBOUGH MO: DOUG DAVIS Not a station JACKSON BROWNE ROBERT PLANT FIXE POLICE ASIA LOVERBOY RICK SPRINGFIELD BONNIE TYLER KANSAS QUIET RIOT STEVE NICKS TALKING HEADS STRAY CATS KANSAS HEART DIO AC/DC MEN WITHOUT HATS SHELL & THE CRUSH Medium POLICE ROBERT PLANT DIO ARCANGELO SHOOTING STAR KANSAS ASIA QUARTERFLASH JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KWFM/Tucson (602) 624-5588 PD: JIM RAY MO: RICK ALLEN Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KKDJ/Fresno (209) 226-5991 PD: DEAN DEPERMAN MO: JEFF NIEDEL Not a station ROBERT PLANT JACKSON BROWNE STEVE NICKS ASIA LOVERBOY RICK SPRINGFIELD BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KTMS/Santa Barbara (805) 963-1975 PD: BOB CENN MO: MARK GILES Not a station JACKSON BROWNE POLICE DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KFMG/Albuquerque (505) 265-8811 PD: TOM MARSHALL MO: LARRY BLONCH Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KWHL/Anchorage (907) 349-6551 PD: RANDY ROBINSON MO: CRAIG B. BRADLEY Not a station POLICE (M) ASIA (M) DIO FIXE ARCANGELO ZEBRA FARBER ROBERT PLANT (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>
<p>KUPD/Phoenix (602) 838-3062 PD: ERN GLADSON ASST. PD: VAL MCINTOSH Not a station DAVID BOWIE POLICE ASIA TALKING HEADS LOVERBOY STEVE NICKS JACKSON BROWNE FIRE Medium CHARLIE DANNY SPANOS BRYAN ADAMS DEF LEPPARD ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KGB-FM/San Diego (619) 292-1380 PD: LARRY BRUCE ASST. PD: TED EDWARDS Not a station AC/DC MOODY BLUES BREXAS HEART NOTES CHEAP TRICK DEF LEPPARD DIO JACKSON BROWNE POLICE STEVE NICKS ROBERT PLANT LOVERBOY ASIA JOEY HARRIS POLICE STEVE RAY VAUGHAN JOE WALKER BRYAN ADAMS DEF LEPPARD ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KNAC/Long Beach (213) 437-0368 PD: JIMMY CHRISTOPHER MO: MARY JO GOODER Not a station DAVID BOWIE TALKING HEADS POLICE GARY NICKS YELLO RICK SPRINGFIELD DANNY SPANOS CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KPRI/San Diego (619) 565-6006 PD: ERNEST GLADSON Not a station ROBERT PLANT LOVERBOY POLICE DAVID BOWIE LOVERBOY POLICE GARY NICKS YELLO RICK SPRINGFIELD DANNY SPANOS CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KMP/Las Vegas (702) 376-1460 PD: CHARLIE MORRIS MO: RIG HARTY Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KPOI/AM-FM/Honolulu (808) 524-7100 PD: BILL KING MO: ANNY PRESTON Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KIDO/Boise 208-338-0939 PD: DAVE FREEMAN MO: JEFFREY DEBORNE Not a station LOVERBOY DIO QUARTERFLASH TELEPHONE RAIL SHOOTING STAR POLICE ROBERT PLANT HEART AC/DC MOODY BLUES Medium POLICE ROBERT PLANT DIO ARCANGELO SHOOTING STAR KANSAS ASIA QUARTERFLASH JULIA DEF LEPPARD JACKSON BROWNE CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KREI/Modesto 209-527-6100 PD: C.J. STONE Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KREI/Modesto 209-527-6100 PD: C.J. STONE Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KFMF/Chicago (916) 343-8461 PD: RON MOONARD Not a station POLICE STEVE NICKS LOVERBOY ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KWHL/Anchorage (907) 349-6551 PD: RANDY ROBINSON MO: CRAIG B. BRADLEY Not a station POLICE (M) ASIA (M) DIO FIXE ARCANGELO ZEBRA FARBER ROBERT PLANT (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>
<p>KCAL/San Bernardino (714) 825-5020 PD: JIM JAMES MO: NICK STEWART Not a station POLICE MEN WITHOUT HATS FIXE TALKING HEADS MOODY BLUES ONDO BOINGO PRISM MEN AT WORK DAVID BOWIE MOTELS ELVIS COSTELLO KANSAS EUROPEANS JACKSON BROWNE STRAY CATS Medium LOVERBOY BORGOS B-52'S HEART LAURENCE PROCESS GRANHAM PARKER STEVE NICKS YAZ JOAN JETT BILLY IDOL CUBE TEARS FOR FEARS PRISM BREXAS PETER SCHILLING ALARM Q-FEEL MIDNIGHT DETAIL POLICE JULIA AZTEC CAMERA JOBREERS</p>	<p>KMEL/San Francisco (415) 391-9400 PD: BOBBY COLE MO: NAJINE HARR Not a station POLICE ROBERT PLANT LOVERBOY QUARTERFLASH ASIA POLICE JACKSON BROWNE STEVE RAY VAUGHAN PABLO OBRIEN KANSAS Medium SPYS STEVE NICKS NILES LOFGREN LORDS OF THE NEW C DANNY SPANOS CONY HATCH URIAN HEEP YET Medium QUIET RIOT PRISM KROKUS SEQUEL SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KROQ/Pasadena (213) 578-0830 PD: FREDIE SNARESKIN MO: LARRY GROVES Not a station ELVIS COSTELLO FIXE POLICE TALKING HEADS BAD MANNERS MEN WITHOUT HATS BILLY NELSON STRAY CATS QUARTERFLASH DEF LEPPARD KANSAS ANIMALS LORDS OF THE NEW C PETER SCHILLING ROMAN HOLIDAY TEARS FOR FEARS CULTURE CLUB LOVERBOY ROBERT PLANT POLICE STRAY CATS AC/DC MOODY BLUES DEF LEPPARD DIO JACKSON BROWNE POLICE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KISW/Seattle (206) 285-7825 PD: BRAD PHILLIPS MO: LARRY GROVES Not a station HEART (A) CONY HATCH POLICE TALKING HEADS DIO ERIC MARTIN BAND DAVID BOWIE LOVERBOY POLICE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KKZL/Eugene (503) 484-4304 PD: KEN MARTIN Not a station STEVE NICKS ANIMALS STRAY CATS CORRIE RICK SPRINGFIELD DONNIE IRIS DPF2 MOTELS MEN WITHOUT HATS DANNY SPANOS CONY HATCH DIO ERIC MARTIN BAND DAVID BOWIE LOVERBOY POLICE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KKZL/Eugene (503) 484-4304 PD: KEN MARTIN Not a station STEVE NICKS ANIMALS STRAY CATS CORRIE RICK SPRINGFIELD DONNIE IRIS DPF2 MOTELS MEN WITHOUT HATS DANNY SPANOS CONY HATCH DIO ERIC MARTIN BAND DAVID BOWIE LOVERBOY POLICE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KILO/Colorado Springs (303) 634-8896 PD: NICK HANK MO: WILLY WHITE Not a station POLICE ROBERT PLANT STEVE NICKS ASIA FIXE STEVE RAY VAUGHAN TALKING HEADS JACKSON BROWNE DIO DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KFI/Modesto 209-527-6100 PD: C.J. STONE Not a station POLICE (M) TALKING HEADS CHARLIE ANIMALS STEVE RAY VAUGHAN ELTON JOHN BILLY JOEL STRAY CATS KANSAS HEART DIO JACKSON BROWNE (M) POLICE (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KEZE/Spokane (509) 448-1000 PD: BRIAN GREGORY MO: MUREN MATHREMS Not a station POLICE STEVE NICKS LOVERBOY ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KAWY/Casper 307-235-1515 MO: FRED LEUBRUS MO: NICK DAVIS Not a station POLICE (M) ASIA (M) DIO FIXE ARCANGELO ZEBRA FARBER ROBERT PLANT (M) DEF LEPPARD YET AC/DC DAVID BOWIE STEVE RAY VAUGHAN DIO BREXAS MIDNIGHT DETAIL NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>	<p>KSPN/Aspen (303) 925-5778 PD: LEE DRONAN MO: TOM CARNEY Not a station JACKSON BROWNE BILLY JOEL ELO STEVE NICKS TIM PAIN BREXAS POLICE ROBERT PLANT NITTY GRITTY DIET MIDNIGHT DETAIL JOE WALKER NILES LOFGREN DANNY SPANOS CONY HATCH ANIMALS QUIET RIOT SPYS CHEAP TRICK PRISM HEART LISA PRICE ACE</p>
<p>KFAX/Portland (503) 228-5000 PD: RICH SCOTT MO: CARL WIDING Not a station JACKSON BROWNE ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART Medium KROKUS SAXON ZEBRA IRON MAIDEN FASTRAY FIRE BLACKFOOT BAIL TUBES JOAN JETT BLESSING THE PINK CHARLIE HEART</p>	<p>KFOX/Vancouver (604) 684-7221 PD: DON SHAFER MO: RICK SHANNON Not a station POLICE ROBERT PLANT LOVERBOY QUARTERFLASH ASIA POLICE JACKSON BROWNE STEVE R</p>									

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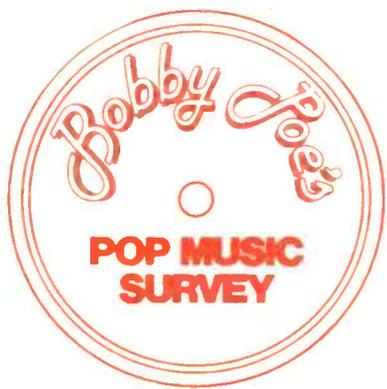


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THE RECORD WINNERS



Bobby Poe presenting Ed Rosenblatt Record Company President '82 (Independent)



Bobby Poe presenting Bob Sherwood Columbia Records Record Company '82 (Corporate)



Emcee Jerry Sharell presenting host Bobby Poe



Harold Childs Record Executive '82 (Independent)



Vince Faraci Vice President of Promotion '82 (Corporate)



Richard Palmese Vice President of Promotion '82 (Independent)



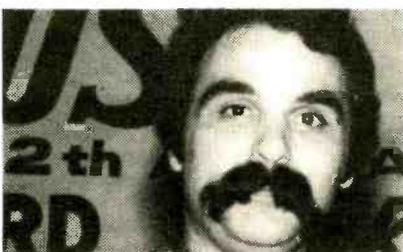
Steve Meyer National Promotion Director '82 (Corporate)



Rich Fitzgerald National Promotion Director '82 (Independent)



Charlie Minor special "Mr. Congeniality" award



Bill Cataldo Special Merit Award Promotion Excellence



Mike Bone National Record Executive '82



Bruce Wendell presenting Ms. Pop Music award to Debbie Diane



Kevin Metheny WNBC Radio Executive '82



Paul Christy Radio Consultant '82

THE RADIO WINNERS



Jay Cook National Programmer '82



Robert Walker & Frank Amadeo Y100 Large Market Station '82



Scott Shannon & Cleveland Wheeler Large Market Air Personality '82



Jim Morrison 94Q accepting for Jeff McCartney as Major Market Music Director '82



Sunny Joe White WXKS Major Market Station '82



Bob Kaghan WBCY Medium Market Station '82



Colleen Cassidy Y100 Music Director Large Market '82



Garry Wall FM100 Medium Market Program Director '82

EAST Most Added Hottest

Moody Blues
Motels
Fixx
Men Without Hats
Michael Sembello
Bonnie Tyler

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.

SOUTH Most Added Hottest

Moody Blues
Motels
Prince
Bonnie Tyler
Men Without Hats
Michael Jackson

EAST PARALLEL TWO

WFLY/Albany, NY
Jack Lawrence
ELVIS COSTELLO
BRYAN ADAMS
MOODY BLUES
AGNETHA FALTSKOG
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 5-3
HUMAN LEAGUE 8-4
BONNIE TYLER 11-5
TACO 13-9

WTRY/Albany, NY
Bill Cahill
MADNESS (dp)
ROD STEWART
AGNETHA FALTSKOG (dp)
POLICE (dp)
Hottest:
MICHAEL SEMBELLO 1-1
DONNA SUMMER 6-3
JACKSON BROWNE 11-6
JOURNEY 14-8
MEN WITHOUT HATS 15-10

WROR/Boston, MA
Gary Berkowitz
DONNA SUMMER
SERGIO MENDES
ROBERT PLANT
Hottest:
MICHAEL SEMBELLO 2-1
MEN AT WORK 6-3
RICK SPRINGFIELD 8-5
LAURA BRANIGAN 11-7
MICHAEL JACKSON 14-9

K104/Erie, PA
Bill Shannon
STEVIE NICKS
MOODY BLUES
MANHATTAN TRANSFE
ELVIS COSTELLO
PAUL YOUNG
JOAN JETT
BILLY JOEL
Hottest:
POLICE 2-1
RICK SPRINGFIELD 4-2
MICHAEL SEMBELLO 8-4
DONNA SUMMER 10-5
AIR SUPPLY 15-7

WYCR/Hanover, York, PA
Mark Richards
LAURA BRANIGAN
SHEENA EASTON
ROD STEWART
MOTELS
AGNETHA FALTSKOG
ROBERT PLANT
JOBEXERS
Hottest:
MICHAEL SEMBELLO 2-1
JACKSON BROWNE 10-5
DAVID BOWIE 18-9
BILLY JOEL 22-10
MEN WITHOUT HATS 28-18

WTIC-FM/Hartford, CT
Mike West
MADNESS
FIXX
PRINCE
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 4-2
JEFFREY OSBORNE 9-5
ASIA 15-8
BONNIE TYLER 22-19

WKEE/Huntington, WV
Gary Miller
PRINCE
BRYAN ADAMS
FIXX (dp)
ANIMALS (dp)
AGNETHA FALTSKOG
MOODY BLUES (dp)
Hottest:
BONNIE TYLER 3-1
CULTURE CLUB 5-2
MEN AT WORK 9-3
RICK SPRINGFIELD 8-5
LAURA BRANIGAN 10-7

WLAN-FM/Lancaster, PA
Todd Halliday
ROD STEWART
LRL
FIXX
MADNESS
MOODY BLUES
DEF LEPPARD (dp)
Hottest:
MICHAEL SEMBELLO 1-1
DAVID BOWIE 7-4
TACO 13-9
ASIA 20-15
BONNIE TYLER 27-21

WBLL/Long Island, NY
Bill Terry
BONNIE TYLER
AIR SUPPLY
NAKED EYES
FRANK STALLONE
POLICE
KINKS
SHEENA EASTON
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 4-3
MEN AT WORK 7-6
HUMAN LEAGUE 8-7
DAVID BOWIE 13-10

KC101/New Haven
Loo Katz
MICHAEL JACKSON
MOTELS
TALKING HEADS
Hottest:
MICHAEL SEMBELLO 1-1
BONNIE TYLER 20-10
BILLY JOEL 16-12
SPANDAU BALLET 27-21
POLICE D-28

WSPK/Poughkeepsie, NY
Chris Leide
MOTELS
SOS BAND (dp)
POLICE
ROGERS & PARTON
MOODY BLUES
Hottest:
MICHAEL SEMBELLO 1-1
JACKSON BROWNE 24-8
ASIA 27-9
ELTON JOHN 28-10
SPANDAU BALLET 29-15

WHFM/Rochester, NY
Charley Lake
ANIMALS
MOTELS
PRINCE
BRYAN ADAMS
HOTTENROT & PLACK
Hottest:
POLICE 1-1
BONNIE TYLER 14-5
MEN WITHOUT HATS 10-6
QUARTERFLASH 15-12
CULTURE CLUB 16-13

WKFM/Syracuse
John Canucci
ROGERS & PARTON
MOTELS
KANSAS (dp)
MOODY BLUES
STYX
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 6-3
BRYAN ADAMS 13-6
STRAY CATS 19-13
AIR SUPPLY 28-18

WPST/Trenton, NJ
Tom Taylor
BRYAN ADAMS
KANSAS
STACY LATTISAW
MOODY BLUES
MOTELS
AL JARREAU
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 12-9
ASIA 14-10
FRANK STALLONE 17-12
AIR SUPPLY 30-18
STRAY CATS 37-25

WRKZ-FM/Wilkes-Barre
Jim Rialing
FIXX
KAJAGOOGOO
MOODY BLUES
ZZ TOP
Hottest:
MICHAEL SEMBELLO 1-1
TACO 2-2
DONNA SUMMER 3-3
EURYTHMICS 4-4
QUARTERFLASH 5-5

Q106/York, PA
Dan Steele
ROGERS & PARTON
MADNESS
MANHATTAN TRANSFE
MOODY BLUES
Hottest:
MICHAEL SEMBELLO 1-1
POLICE 2-2
MEN WITHOUT HATS 6-3
MEN AT WORK 5-4
AIR SUPPLY 12-8

WFBG/Altoona, PA
Tony Booth
SPANDAU BALLET
PRINCE
MOTELS (dp)
MOODY BLUES
BRYAN ADAMS
GRAMAM PARKER
DEF LEPPARD (dp)
JOAN JETT (dp)
Hottest:
MEN AT WORK 4-1
MICHAEL SEMBELLO 2-2
JACKSON BROWNE 6-3
MICHAEL JACKSON 9-6
MEN WITHOUT HATS 13-8

WACZ/Bangor, ME
Michael O'Hara
WHAMI U.K.
BRYAN ADAMS
JOAN JETT
ANIMALS
ROD STEWART
PRINCE
CHRIS DEBURGH
MOODY BLUES
Hottest:
EURYTHMICS 2-1
MEN AT WORK 11-8
JACKSON BROWNE 10-6
HUMAN LEAGUE 15-11
BONNIE TYLER 29-20

WGUJ/Bangor, ME
Jim Randall
BRYAN ADAMS
SOS BAND
DONNA SUMMER
BETTE MIDLER
EDDY GRANT
MOTELS
BIG RIC
Hottest:
MICHAEL SEMBELLO 2-1
RICK SPRINGFIELD 4-3
DONNA SUMMER 7-4
MICHAEL JACKSON 28-17

WJBO/Portland, ME
Phoenix O'Neil
MOTELS
FIXX
BIG RIC
BRYAN ADAMS
BETTE MIDLER
ROGERS & PARTON
GRAMAM PARKER
Hottest:
BONNIE TYLER 3-1
JACKSON BROWNE 7-2
BILLY JOEL 8-6
DAVID BOWIE 15-9
AIR SUPPLY 22-14

WIGV/Bath, ME
Scott Robbins
POLICE
DEF LEPPARD
MADNESS
MOTELS
BETTE MIDLER
Hottest:
DEF LEPPARD 1-1
JOURNEY 11-6
JACKSON BROWNE 14-8
ASIA 16-12
MEN WITHOUT HATS 23-17

WCIR/Beckley, WV
Bob Spencer
KINKS
JUICE NEWTON
ROBERT PLANT
POLICE
ROGERS & PARTON
Hottest:
MICHAEL SEMBELLO 2-1
DAVID BOWIE 4-2
RICK SPRINGFIELD 7-4
AIR SUPPLY 11-7
MICHAEL JACKSON 15-8

WHEB/Portsmouth
Rick Bean
PRINCE
MICHAEL JACKSON
DEF LEPPARD
JOAN JETT
MOODY BLUES
ROD STEWART
Hottest:
MEN WITHOUT HATS 1-1
BONNIE TYLER 10-5
JACKSON BROWNE 9-8
ASIA 13-10
TALKING HEADS 18-15

WOMP-FM/Bellaire
Dwayne Bonds
MOTELS
HEART
MOODY BLUES
BRYAN ADAMS
GRAMAM PARKER
SERGIO MENDES
BIG RIC
Hottest:
MEN AT WORK 5-1
MEN WITHOUT HATS 10-6
AIR SUPPLY 18-11
RICK SPRINGFIELD 26-16
BONNIE TYLER 31-21

WIKZ/Chambersburg, PA
Williams/Scott
MOTELS
MOODY BLUES
STYX
EDDY GRANT
AGNETHA FALTSKOG
MANHATTAN TRANSFE
Hottest:
MICHAEL SEMBELLO 4-1
BRYAN ADAMS 14-9
CULTURE CLUB 9-6
MEN WITHOUT HATS 11-7
BONNIE TYLER 25-11

WTSN/Dover, NH
Jim Sebastian
POLICE
ROGERS & PARTON
SHEENA EASTON
BEE GEES
GEORGE BENSON
FRANK STALLONE
FIXX
LIQUID GOLD
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
EURYTHMICS 4-3
JACKSON BROWNE 14-9
ASIA 22-12

WERZ/Exeter, NH
Scott MacKey
DEF LEPPARD
MOTELS
KANSAS
BRYAN ADAMS
DPF2
INXS
BETTE MIDLER
DONNA SUMMER
SOS BAND
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 6-5
JOURNEY 9-7
ASIA 15-13
MICHAEL JACKSON 24-22

WZYQ/Frederick, ND
Kemosabi Joe
KANSAS
BEE GEES
PRINCE
JOAN JETT
BRYAN ADAMS
MOODY BLUES
AGNETHA FALTSKOG
EDDY GRANT (dp)
Hottest:
EURYTHMICS 1-1
MICHAEL SEMBELLO 17-6
DONNA SUMMER 20-10
STRAY CATS 24-16
EDDY GRANT 27-33

OK100/Ithaca, NY
Denny Alexander
EDDIE RABBITT
ELVIS COSTELLO
BRYAN ADAMS
MOODY BLUES
EDDY GRANT
STEVIE NICKS
FIXX
Hottest:
BONNIE TYLER 3-1
MEN WITHOUT HATS 10-4
RICK SPRINGFIELD 12-7
MICHAEL JACKSON 13-9
ASIA 22-17

13FEA/Manchester, NH
Rick Ryder
SPANDAU BALLET
MOTELS
BIG RIC
Hottest:
POLICE 1-1
HUMAN LEAGUE 7-2
DONNA SUMMER 11-8
MICHAEL SEMBELLO 13-9
LAURA BRANIGAN 18-13

WJHI/Ocean City, MD
Jack Gillen
ROD STEWART
ANIMALS
FIXX
ELVIS COSTELLO
KAJAGOOGOO
MOTELS
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 2-2
JACKSON BROWNE 10-6
BILLY JOEL 16-9
DAVID BOWIE 12-10

96XIU/Parkersburg, WV
Paul DeMille
MOODY BLUES
STEVIE NICKS
ELVIS COSTELLO
CS+N
Hottest:
BONNIE TYLER 1-1
MICHAEL SEMBELLO 2-2
RICK SPRINGFIELD 14-10
DONNA SUMMER 28-17

WJBO/Portland, ME
Phoenix O'Neil
MOTELS
FIXX
BIG RIC
BRYAN ADAMS
BETTE MIDLER
ROGERS & PARTON
GRAMAM PARKER
Hottest:
BONNIE TYLER 3-1
JACKSON BROWNE 7-2
BILLY JOEL 8-6
DAVID BOWIE 15-9
AIR SUPPLY 22-14

WJBO/Portland, ME
Phoenix O'Neil
MOTELS
FIXX
BIG RIC
BRYAN ADAMS
BETTE MIDLER
ROGERS & PARTON
GRAMAM PARKER
Hottest:
BONNIE TYLER 3-1
JACKSON BROWNE 7-2
BILLY JOEL 8-6
DAVID BOWIE 15-9
AIR SUPPLY 22-14

WJBO/Portland, ME
Phoenix O'Neil
MOTELS
FIXX
BIG RIC
BRYAN ADAMS
BETTE MIDLER
ROGERS & PARTON
GRAMAM PARKER
Hottest:
BONNIE TYLER 3-1
JACKSON BROWNE 7-2
BILLY JOEL 8-6
DAVID BOWIE 15-9
AIR SUPPLY 22-14

WJBO/Portland, ME
Phoenix O'Neil
MOTELS
FIXX
BIG RIC
BRYAN ADAMS
BETTE MIDLER
ROGERS & PARTON
GRAMAM PARKER
Hottest:
BONNIE TYLER 3-1
JACKSON BROWNE 7-2
BILLY JOEL 8-6
DAVID BOWIE 15-9
AIR SUPPLY 22-14

WSQV/Williamsport, PA
Frank Ball
JOAN JETT
KANSAS
MOTELS
MOODY BLUES
BRYAN ADAMS
ROD STEWART
Hottest:
MICHAEL SEMBELLO 2-1
JACKSON BROWNE 4-2
ASIA 8-4
BONNIE TYLER 14-7
MEN WITHOUT HATS 21-11

WVOK-FM/Columbia, SC
Hunter-Harring
none
Hottest:
MICHAEL SEMBELLO 1-1
LOVERBOY 7-7
DAVID BOWIE 12-12
CULTURE CLUB 17-17
JOAN JETT 29-29

KITE/Corpus Christi, TX
Zip/Tucker
MEN WITHOUT HATS
DAVID BOWIE
FIXX
AIR SUPPLY
PRINCE
DEF LEPPARD (dp)
Hottest:
BONNIE TYLER 19-8
FRANK STALLONE 20-9
CULTURE CLUB 13-11
SERGIO MENDES 21-16
WHAMI U.K. 25-17

KZFM/Corpus Christi
Chuck Baker
AGNETHA FALTSKOG
ROD STEWART
FIXX
DEF LEPPARD (dp)
MOTELS
POLICE 1-1
Hottest:
POLICE 1-1
EURYTHMICS 4-3
MEN WITHOUT HATS 14-4
BONNIE TYLER 17-5
ASIA 10-9

WDOQ/Daytona Beach, FL
Ralph Wimmer
MADNESS
STYX
PRINCE
FIXX
MOODY BLUES
BRYAN ADAMS
Hottest:
DONNA SUMMER 1-1
BONNIE TYLER 7-4
ASIA 20-12
MEN WITHOUT HATS 21-14
ROBERT PLANT 28-20

WNFI/Daytona Beach, FL
Brian Douglas
HEART
PRINCE
STACY LATTISAW
CHEAP TRICK
KAJAGOOGOO
G&A BAND
AKE
AL JARREAU
ELVIS COSTELLO
QUIET RIOT
IAN HUNTER
Hottest:
BONNIE TYLER 5-1
MEN AT WORK 6-4
TACO 8-5
AIR SUPPLY 14-6
MICHAEL JACKSON 10-8

KZZB/Beaumont, TX
Murphy/Harrison
none
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 2-2
LAURA BRANIGAN 4-4
RICK SPRINGFIELD 5-5
MEN WITHOUT HATS 13-13

WQID/Bloix, MS
Kirk Clatt
ROGERS & PARTON
FIXX
MOODY BLUES
Hottest:
QUARTERFLASH 1-1
CULTURE CLUB 3-2
MICHAEL JACKSON 10-5
STRAY CATS 14-6
BONNIE TYLER 25-15

KXX106/Birmingham, AL
Steve Davis
SHEENA EASTON
AGNETHA FALTSKOG
PRINCE
Hottest:
MICHAEL SEMBELLO 12-8
RICK SPRINGFIELD 14-10
BONNIE TYLER 15-12
ASIA 21-14
CULTURE CLUB 23-16

WCSG/Charleston, SC
Chris Bailey
PAUL YOUNG
AL JARREAU
PRINCE
JOBEXERS
MINOR DETAIL
MOODY BLUES
MOTELS
ELVIS COSTELLO
RICK JAMES
Hottest:
MEN WITHOUT HATS 3-1
MICHAEL JACKSON 8-5
JACKSON BROWNE 9-7
BILLY JOEL 15-8
ASIA 16-9

WSSX/Charleston
Bill Martin
POLICE
MOODY BLUES
MOTELS
KANSAS
MADNESS
FIXX
Hottest:
MICHAEL SEMBELLO 1-1
BILLY JOEL 8-3
ROBERT PLANT 12-8
MEN WITHOUT HATS 19-12
BONNIE TYLER 24-14

WBCY/Charlottesville, VA
Nik Randall
MOTELS
ROGERS & PARTON
PRINCE
BRYAN ADAMS
Hottest:
BONNIE TYLER 3-1
MICHAEL SEMBELLO 12-5
BILLY JOEL 17-6
RICK SPRINGFIELD 14-10
MEN WITHOUT HATS 23-11

WSKZ/Chattanooga, TN
Blake/Chatt
BRYAN ADAMS
FIXX
MADNESS
ROD STEWART
Hottest:
MEN AT WORK 3-1
DAVID BOWIE 5-2
CULTURE CLUB 10-5
BONNIE TYLER 12-6
FRANK STALLONE 13-7

WVOK-FM/Columbia, SC
Hunter-Harring
none
Hottest:
MICHAEL SEMBELLO 1-1
LOVERBOY 7-7
DAVID BOWIE 12-12
CULTURE CLUB 17-17
JOAN JETT 29-29

KITE/Corpus Christi, TX
Zip/Tucker
MEN WITHOUT HATS
DAVID BOWIE
FIXX
AIR SUPPLY
PRINCE
DEF LEPPARD (dp)
Hottest:
BONNIE TYLER 19-8
FRANK STALLONE 20-9
CULTURE CLUB 13-11
SERGIO MENDES 21-16
WHAMI U.K. 25-17

KZFM/Corpus Christi
Chuck Baker
AGNETHA FALTSKOG
ROD STEWART
FIXX
DEF LEPPARD (dp)
MOTELS
POLICE 1-1
Hottest:
POLICE 1-1
EURYTHMICS 4-3
MEN WITHOUT HATS 14-4
BONNIE TYLER 17-5
ASIA 10-9

WDOQ/Daytona Beach, FL
Ralph Wimmer
MADNESS
STYX
PRINCE
FIXX
MOODY BLUES
BRYAN ADAMS
Hottest:
DONNA SUMMER 1-1
BONNIE TYLER 7-4
ASIA 20-12
MEN WITHOUT HATS 21-14
ROBERT PLANT 28-20

WNFI/Daytona Beach, FL
Brian Douglas
HEART
PRINCE
STACY LATTISAW
CHEAP TRICK
KAJAGOOGOO
G&A BAND
AKE
AL JARREAU
ELVIS COSTELLO
QUIET RIOT
IAN HUNTER
Hottest:
BONNIE TYLER 5-1
MEN AT WORK 6-4
TACO 8-5
AIR SUPPLY 14-6
MICHAEL JACKSON 10-8

KZZB/Beaumont, TX
Murphy/Harrison
none
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 2-2
LAURA BRANIGAN 4-4
RICK SPRINGFIELD 5-5
MEN WITHOUT HATS 13-13

WQID/Bloix, MS
Kirk Clatt
ROGERS & PARTON
FIXX
MOODY BLUES
Hottest:
QUARTERFLASH 1-1
CULTURE CLUB 3-2
MICHAEL JACKSON 10-5
STRAY CATS 14-6
BONNIE TYLER 25-15

KXX106/Birmingham, AL
Steve Davis
SHEENA EASTON
AGNETHA FALTSKOG
PRINCE
Hottest:
MICHAEL SEMBELLO 12-8
RICK SPRINGFIELD 14-10
BONNIE TYLER 15-12
ASIA 21-14
CULTURE CLUB 23-16

WCSG/Charleston, SC
Chris Bailey
PAUL YOUNG
AL JARREAU
PRINCE
JOBEXERS
MINOR DETAIL
MOODY BLUES
MOTELS
ELVIS COSTELLO
RICK JAMES
Hottest:
MEN WITHOUT HATS 3-1
MICHAEL JACKSON 8-5
JACKSON BROWNE 9-7
BILLY JOEL 15-8
ASIA 16-9

WSSX/Charleston
Bill Martin
POLICE
MOODY BLUES
MOTELS
KANSAS
MADNESS
FIXX
Hottest:
MICHAEL SEMBELLO 1-1
BILLY JOEL 8-3
ROBERT PLANT 12-8
MEN WITHOUT HATS 19-12
BONNIE TYLER 24-14

WBCY/Charlottesville, VA
Nik Randall
MOTELS
ROGERS & PARTON
PRINCE
BRYAN ADAMS
Hottest:
BONNIE TYLER 3-1
MICHAEL SEMBELLO 12-5
BILLY JOEL 17-6
RICK SPRINGFIELD 14-10
MEN WITHOUT HATS 23-11

WSKZ/Chattanooga, TN
Blake/Chatt
BRYAN ADAMS
FIXX
MADNESS
ROD STEWART
Hottest:
MEN AT WORK 3-1
DAVID BOWIE 5-2
CULTURE CLUB 10-5
BONNIE TYLER 12-6
FRANK STALLONE 13-7

WJDX/Jackson, MS
Bill Crews
ROGERS & PARTON
MADNESS
ROD STEWART
AGNETHA FALTSKOG
Hottest:
MEN AT WORK 1-1
RITA COOLIDGE 3-2
MEN WITHOUT HATS 10-5
MICHAEL JACKSON 15-6
AIR SUPPLY 12-7

94TYX/Jackson, MS
Jim Chick
JOAN JETT (dp)
RICK JAMES (dp)
PRINCE
ROGERS & PARTON (dp)
Hottest:
DONNA SUMMER 1-1
LOVERBOY 13-9
FRANK STALLONE 22-17
BONNIE TYLER D-25
STYX D-30

WQUT/Johnson City, TN
Rod Hampton
MOODY BLUES
BRYAN ADAMS
MADNESS
ROD STEWART
Hottest:
QUARTERFLASH 1-1
MICHAEL SEMBELLO 7-3
MEN AT WORK 10-4
JOURNEY 19-9
JACKSON BROWNE 15-10

WOKI/Knoxville, TN
Gary Adkins
POLICE
BEE GEES
ROGERS & PARTON
MADNESS
BRYAN ADAMS
MOODY BLUES
DONNA SUMMER
ROD STEWART
MOTELS
DPF2
PAUL ANKA
A FLOCK OF SEAGUL
MIDNIGHT STAR
Hottest:
MICHAEL SEMBELLO 2-1
MEN WITHOUT HATS 6-2
TACO 9-4
MICHAEL SEMBELLO 10-7
BILLY JOEL 15-11

KKYK/Little Rock, AR
Mark McCain
QUARTERFLASH
Hottest:
EURYTHMICS 2-1
STEVIE NICKS 3-2
HUMAN LEAGUE 6-5
TACO 12-8
JACKSON BROWNE 17-10

KBFI/McAllen-Brownsville
Bob Mitchell
MOODY BLUES
KANSAS
MOTELS
FIXX
DONNA SUMMER
Hottest:
POLICE 1-1
MEN AT WORK 3-2
HUMAN LEAGUE 7-5
MICHAEL SEMBELLO 16-10

FM100/Memphis, TN
Wall/Mayweather
DONNA SUMMER
ROGERS & PARTON
BREAKS
Hottest:
POLICE 1-1
JACKSON BROWNE 7-3
NAKED EYES 14-11
BONNIE TYLER 18-13
SPANDAU BALLET 23-18

WABB-FM/Mobile, AL
Fram/Fuller
none
Hottest:
POLICE 1-1
MEN AT WORK 2-2
MICHAEL SEMBELLO 3-3
EURYTHMICS 4-4
LOVERBOY 5-5

G100/Mobile, AL
Scott Griffith
FIXX
AGNETHA FALTSKOG
MOODY BLUES
ELVIS COSTELLO
Hottest:
MICHAEL SEMBELLO 1-1
JACKSON BROWNE 7-3
MEN WITHOUT HATS 14-7
FRANK STALLONE 19-17
BONNIE TYLER 24-18

WHYY-FM/Montgomery
Mark St. John
COMMODORES
MOTELS
MADNESS
AGNETHA FALTSKOG
Hottest:
BONNIE TYLER 8-1
MICHAEL SEMBELLO 14-6
ASIA 12-9
AIR SUPPLY 19-11
JEFFREY OSBORNE 23-17

KRGV/McAllen-Brownsville
Perry/Taylor
INXS
AL JARREAU
PRINCE
KAJAGOOGOO
Hottest:
FRANK STALLONE 1-1
MICHAEL SEMBELLO 2-2
JOURNEY 3-3
MEN AT WORK 4-4
STACY LATTISAW 16-13

KX104/Nashville, TN
Bryan Sargent
BRYAN ADAMS
JOAN JETT
SHEENA EASTON
ROD STEWART
MADNESS
Hottest:
BONNIE TYLER 5-1
MEN WITHOUT HATS 11-3
BILLY JOEL 20-10
AIR SUPPLY 16-12
ASIA 24-18

WSFU/New Bern
Kari/Storie
SHEENA EASTON
ROD STEWART
PAUL YOUNG
PABLO CRUISE
Hottest:
BONNIE TYLER 1-1
SHALAMAR 2-2
MEN AT WORK 4-3
MEN WITHOUT HATS 6-4
TACO 5-5

B97/New Orleans, LA
Nick Bazoo
JACKSON BROWNE
PRINCE
Hottest:
AIR SUPPLY 3-1
RICK SPRINGFIELD 10-6
LOVERBOY 13-9
BILLY JOEL 14-10
BONNIE TYLER 28-18

WJAD/Bainbridge
Elliot/West
RONNIE MILSAP
BRYAN ADAMS
MOODY BLUES
PAUL YOUNG
Hottest:
MICHAEL SEMBELLO 1-1
CULTURE CLUB 9-6
BILLY JOEL 16-9
MEN WITHOUT HATS 18-10
SPANDAU BALLET 37-29

WNVZ/Norfolk
Steve Kelly
CLUB HOUSE
MIDNIGHT STAR
BRYSON & FLACK
MADNESS
KINKS
ROD STEWART
MOODY BLUES
RUFUS & CHAKA
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 10-4
BILLY JOEL 15-6
BONNIE TYLER 23-11
ASIA 20-13

BJ06/Olando, FL
Gary Mitchell
MEN WITHOUT HATS
LAURA BRANIGAN
RITA COOLIDGE
POLICE
Hottest:
MICHAEL SEMBELLO 2-1
CULTURE CLUB 8-4
BILLY JOEL 15-7
MICHAEL JACKSON 17-11
BONNIE TYLER 26-19

WRVQ/Richmond, VA
Jeff Morgan
none
Hottest:
DONNA SUMMER 2-1
BONNIE TYLER 9-9
FRANK STALLONE 29-19
SPANDAU BALLET 32-23
AIR SUPPLY 37-31

KITY/San Antonio, TX
Frank Walsh
JOURNEY (dp)
MICHAEL SEMBELLO 2-2
DONNA SUMMER 3-3
MEN WITHOUT HATS 4-4
TACO 5-5

KTFM/San Antonio, TX
Thorman/Nasty
LEE GREENWOOD
SOS BAND
LAURA BRANIGAN
MOTELS
AL JARREAU
COMMODORES
Hottest:
MICHAEL SEMBELLO 1-1
MICHAEL JACKSON 14-6
LEE GREENWOOD D-11
BONNIE TYLER 25-16
PAUL ANKA 29-27

KTSA/San Antonio, TX
Jerry Clifton
JACKSON BROWNE
RICK SPRINGFIELD
STRAY CATS
BILLY JOEL
CULTURE CLUB
LAURA BRANIGAN
GEORGE BENSON
ASIA
AL JARREAU
ROGERS &



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CHR ADDS & HOTS

MIDWEST Most Added Hottest

Moody Blues Michael Sembello
Fixx Billy Joel
Prince Bonnie Tyler

WEST Most Added Hottest

Moody Blues Michael Sembello
Prince Men Without Hats
Motels Michael Jackson

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.

MIDWEST

PARALLEL TWO

WKDD/Akron, OH

Matt Patrick
SHEENA EASTON
POLICE
MADNESS
FIXX
PETER GABRIEL
Hottest:
JOURNEY 2-1
EURYTHMICS 3-3
MICHAEL SEMBELLO 8-4
RICK SPRINGFIELD 9-7
MICHAEL JACKSON 11-9

WKAU/Appleton-Oshkosh

Rosa/Allen
ANIMALS
FIXX
ROGERS & PARTON
MOODY BLUES
CHEAP TRICK (dp)
Hottest:
MEN AT WORK 1-1
ASIA 13-6
BONNIE TYLER 20-11
MEN WITHOUT HATS 21-14
AIR SUPPLY 26-19

WNAM/Appleton-Oshkosh

Chris Caine
none
Hottest:
MICHAEL SEMBELLO 1-1
ASIA 10-10
FRANK STALLONE 12-12
AIR SUPPLY 18-18
BONNIE TYLER 20-20

92X/Columbus, OH

Teri Nutter
TACO
NAKED EYES
FIXX
AGNETHA FALTSKOG
Hottest:
MICHAEL SEMBELLO 2-1
BONNIE TYLER 6-3
DONNA SUMMER 8-6
HUMAN LEAGUE 19-9
MEN WITHOUT HATS 25-20

KLIK/Davenport, IA

Jim O'Hara
ROD STEWART (dp)
TALKING HEADS (dp)
EDDIE RABBITT
FIXX (dp)
Hottest:
MEN AT WORK 3-1
BONNIE TYLER 24-13
P.R. DAVID 26-15
SPANDAU BALLET 31-18
ROGERS & PARTON D-29

KMGK/Des Moines, IA

Jim Roberts
AGNETHA FALTSKOG
ROD STEWART
FIXX
Hottest:
MEN AT WORK 4-1
DONNA SUMMER 2-4
MICHAEL JACKSON 13-7
DAVID BOWIE 10-9
JACKSON BROWNE 12-10

WEBC/Duluth, MN

Dick Johnson
POLICE
ROGERS & PARTON
PAUL ANKA
RONNIE MILSAP
SHALAMAR (dp)
Hottest:
MICHAEL SEMBELLO 1-1
MICHAEL JACKSON 6-2
HUMAN LEAGUE 3-3
JACKSON BROWNE 9-5
BILLY JOEL 8-6

WKDQ/Evanston, IN

Hobbs/Payne
ROGERS & PARTON
POLICE
ELTON JOHN
Hottest:
POLICE 1-1
MEN AT WORK 3-2
EURYTHMICS 4-3
MICHAEL JACKSON 6-4
PAUL ANKA 11-6

WMEE/Fort Wayne

Tony Richards
POLICE
DEF LEPPARD (dp)
TALKING HEADS
MOODY BLUES
KANSAS
Hottest:
HUMAN LEAGUE 1-1
BONNIE TYLER 11-7
JACKSON BROWNE 20-12
MEN WITHOUT HATS 23-13
STRAY CATS 24-15

WGRD/Grand Rapids, MI

J.J. Duling
MOTELS
MOODY BLUES
ANIMALS
SOUTHSIDE JOHNNY
JIM CAPALDI
KANSAS
Hottest:
BONNIE TYLER 5-1
JACKSON BROWNE 2-2
MEN WITHOUT HATS 14-6
BILLY JOEL 11-8
STRAY CATS 15-10

WZZR/Grand Rapids, MI

Don Schuller
BRYAN ADAMS
JOBOKERS
AIR SUPPLY
MOTELS
DAVE EDMUNDS
MOODY BLUES
KANSAS (dp)
Hottest:
ASIA 8-1
BILLY JOEL 12-8
NAKED EYES 14-11
JOURNEY 15-14
SPANDAU BALLET 19-15

WNAP/Indianapolis, IN

Larry Mago
none
Hottest:
POLICE 1-1
QUARTERFLASH 2-2
MEN AT WORK 3-3
MICHAEL SEMBELLO 6-6
RITA COOLIDGE 8-8

WZPL/Indianapolis, IN

Gary Hoffmann
MADNESS
PRINCE
DEF LEPPARD
JOAN JETT
MOTELS
INXS
A FLOCK OF SEAGUL
DONNA SUMMER
JIM CAPALDI
Hottest:
EURYTHMICS 2-1
MEN AT WORK 4-2
DONNA SUMMER 3-3
CULTURE CLUB 6-5
BILLY JOEL 15-7

WJXQ/Jackson, MI

Ryan/Cheeks
BRYAN ADAMS
MOODY BLUES
MOTELS (dp)
CHEAP TRICK (dp)
RED ROCKERS (dp)
DPK2 (dp)
ANIMALS (dp)
INXS (dp)
Hottest:
MEN AT WORK 1-1
MICHAEL SEMBELLO 8-3
POLICE 10-4
MEN WITHOUT HATS 11-7
DEF LEPPARD 27-16

WKFR/Kalamazoo, MI

Swart/Chapman
BRYAN & FLACK
MADNESS (dp)
MOODY BLUES (dp)
KAJAGOOGOO (dp)
Hottest:
MICHAEL SEMBELLO 1-1
DAVID BOWIE 7-3
JACKSON BROWNE 10-7
BONNIE TYLER 20-13
ASIA 21-16

WVIC/Lansing, MI

Jay Stevens
MEN WITHOUT HATS
POLICE
FIXX
MADNESS
KINKS
Hottest:
JACKSON BROWNE 11-5
FRANK STALLONE 16-11
NAKED EYES 19-14
ROBERT PLANT 22-15
STRAY CATS 23-17

WZEE/Madison, WI

Little/Hudson
FIXX
PRINCE
LAURA BRANIGAN
MOODY BLUES
DEF LEPPARD (dp)
Hottest:
EURYTHMICS 1-1
BONNIE TYLER 3-2
DONNA SUMMER 4-3
DEF LEPPARD 2-4
HUMAN LEAGUE 8-5

KQKQ/Omaha, NE

Taylor/Dean
FIXX
PRINCE
ROD STEWART
MOODY BLUES
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 11-6
MEN WITHOUT HATS 17-9
BONNIE TYLER 26-14
STRAY CATS 21-18

KZ93/Peoria, IL

Mark Maloney
none
Hottest:
POLICE 1-1
STEVIE NICKS 4-2
QUARTERFLASH 3-3
MICHAEL SEMBELLO 6-4
MICHAEL JACKSON 13-7

WZOK/Rockford

Tim Fox
AIR SUPPLY
ELTON JOHN
STYX
MOODY BLUES
Hottest:
MEN AT WORK 1-1
QUARTERFLASH 3-3
JACKSON BROWNE 4-4
CULTURE CLUB 7-5
BILLY JOEL 9-6

U93/South Bend, IN

J.K. Dearing
DEF LEPPARD
Hottest:
EURYTHMICS 1-1
MICHAEL SEMBELLO 7-3
STEVIE NICKS 11-6
TACO 10-9
BILLY JOEL 22-14

KAYI/Tulsa, OK

Phil Williams
STYX
MADNESS
ROD STEWART
ELVIS COSTELLO
Hottest:
MEN AT WORK 2-1
MICHAEL SEMBELLO 3-2
JACKSON BROWNE 6-4
RICK SPRINGFIELD 7-5
MICHAEL JACKSON 12-6

KRAV/Tulsa, OK

Gary Reynolds
SHEENA EASTON
NAKED EYES
Hottest:
MICHAEL SEMBELLO 2-1
EURYTHMICS 3-2
MICHAEL JACKSON 5-4
BILLY JOEL 12-7
DONNA SUMMER 19-10

KEYN-FM/Wichita, KS

Taylor/Pearman
ROGERS & PARTON
FIXX
MOTELS
KANSAS
TALKING HEADS
STYX
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
MEN AT WORK 3-3
JACKSON BROWNE 6-4
MICHAEL JACKSON 16-9

WHOT/Youngstown, OH

Dick Thompson
GEORGE BENSON
MOTELS
DONNA SUMMER
JOBOKERS
AL JARREAU
CHEAP TRICK
SOS BAND
MOODY BLUES
JOAN JETT
PRINCE
Hottest:
MICHAEL SEMBELLO 2-1
MEN AT WORK 3-2
BILLY JOEL 15-9
POLICE D-26
GEORGE BENSON D-32

WYFM/Youngstown, OH

Jeff Tobin
MICHAEL JACKSON
ASIA
Hottest:
EURYTHMICS 1-1
MICHAEL SEMBELLO 3-2
DONNA SUMMER 11-6
MEN AT WORK 15-12
HUMAN LEAGUE 18-13

WYIC/Lansing, MI

Pat Martin
ROBERT PLANT
STRAY CATS
ELTON JOHN
THREE DOG NIGHT
DEF LEPPARD
HEART
KANSAS
ANIMALS
FRANK STALLONE
Hottest:
BONNIE TYLER 5-1
HUMAN LEAGUE 22-12
MEN WITHOUT HATS 26-16
BILLY JOEL 31-22
RICK SPRINGFIELD 33-23

KBK/Boise, ID

Tom Evans
BRYAN ADAMS
MOODY BLUES
ROD STEWART
FIXX (dp)
DEF LEPPARD (dp)
PRINCE
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 2-2
RICK SPRINGFIELD 8-4
BONNIE TYLER 12-5
STYX D-26

KKFM/Colorado Springs, CO

Finnay/Ryan
HEART
DEF LEPPARD
SHEENA EASTON
BRYAN ADAMS
Hottest:
MICHAEL SEMBELLO 1-1
QUARTERFLASH 2-2
MICHAEL JACKSON 7-4
NAKED EYES 9-6
BILLY JOEL 16-8

KYNO-FM/Franco, CA

Walker/Davis
PRINCE
ROGERS & PARTON
DONNA SUMMER
FIXX
ROBERT PLANT
Hottest:
POLICE 1-1
MTIME 2-2
MICHAEL SEMBELLO 3-3
MICHAEL JACKSON 5-4
DURAN DURAN 8-5

KIKI/Honolulu, HI

Kong/Shishido
JUICE NEWTON
PRINCE
DONNA SUMMER
SHEENA EASTON
ROD STEWART
BEE GEES
DENICE WILLIAMS (dp)
Hottest:
AUDY KIMURA 1-1
DONNA SUMMER 2-2
EURYTHMICS 4-3
HUMAN LEAGUE 18-10
AIR SUPPLY 20-14

KQWB/Fargo, ND

Craig Roberts
SHEENA EASTON
KINKS
ROGERS & PARTON
ANIMALS (dp)
ROD STEWART
POLICE (dp)
ROBERT PLANT (dp)
Hottest:
POLICE 1-1
MICHAEL SEMBELLO 2-2
BILLY JOEL 18-6
CULTURE CLUB 9-7
NAKED EYES 15-10

KKXL-FM/Grand Forks, ND

Don Nordine
FIXX
JUICE NEWTON
JEFFREY OSBORNE (dp)
FRANK STALLONE
ROBERT PLANT (dp)
GEORGE BENSON (dp)
Hottest:
MICHAEL SEMBELLO 1-1
RICK SPRINGFIELD 7-2
DONNA SUMMER 6-6
BONNIE TYLER 24-8
MEN WITHOUT HATS 20-17

KYTN/Grand Forks, ND

Tom Fricke
HOLLIES
AGNETHA FALTSKOG
BRYAN ADAMS
MOODY BLUES
INXS
PRINCE
GRAHAM PARKER
Hottest:
MICHAEL SEMBELLO 3-1
BONNIE TYLER 14-2
DEF LEPPARD 2-3
ASIA 25-17
BILLY JOEL 26-19

KRNA/Iowa City, IA

Bart Goynshor
MOODY BLUES
AGNETHA FALTSKOG
BRYAN ADAMS (dp)
JIM CAPALDI (dp)
INXS
Hottest:
MICHAEL SEMBELLO 2-1
EURYTHMICS 1-2
MEN WITHOUT HATS 10-4
CULTURE CLUB 11-7
BILLY JOEL 15-8

WAZY-FM/Lafayette, IN

Jim Stacy
PRINCE
BRYAN ADAMS
HEART
ROD STEWART
SHEENA EASTON
MADNESS
SERGIO MENDES
NEIL YOUNG
Hottest:
MEN AT WORK 3-1
HUMAN LEAGUE 5-2
JOURNEY 10-5
CHRIS DEBURGH 28-19
MEN WITHOUT HATS 29-21

WRKR/Racine

Pat Martin
ROBERT PLANT
STRAY CATS
ELTON JOHN
THREE DOG NIGHT
DEF LEPPARD
HEART
KANSAS
ANIMALS
FRANK STALLONE
Hottest:
BONNIE TYLER 5-1
HUMAN LEAGUE 22-12
MEN WITHOUT HATS 26-16
BILLY JOEL 31-22
RICK SPRINGFIELD 33-23

KBK/Boise, ID

Tom Evans
BRYAN ADAMS
MOODY BLUES
ROD STEWART
FIXX (dp)
DEF LEPPARD (dp)
PRINCE
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 2-2
RICK SPRINGFIELD 8-4
BONNIE TYLER 12-5
STYX D-26

KKFM/Colorado Springs, CO

Finnay/Ryan
HEART
DEF LEPPARD
SHEENA EASTON
BRYAN ADAMS
Hottest:
MICHAEL SEMBELLO 1-1
QUARTERFLASH 2-2
MICHAEL JACKSON 7-4
NAKED EYES 9-6
BILLY JOEL 16-8

KYNO-FM/Franco, CA

Walker/Davis
PRINCE
ROGERS & PARTON
DONNA SUMMER
FIXX
ROBERT PLANT
Hottest:
POLICE 1-1
MTIME 2-2
MICHAEL SEMBELLO 3-3
MICHAEL JACKSON 5-4
DURAN DURAN 8-5

KIKI/Honolulu, HI

Kong/Shishido
JUICE NEWTON
PRINCE
DONNA SUMMER
SHEENA EASTON
ROD STEWART
BEE GEES
DENICE WILLIAMS (dp)
Hottest:
AUDY KIMURA 1-1
DONNA SUMMER 2-2
EURYTHMICS 4-3
HUMAN LEAGUE 18-10
AIR SUPPLY 20-14

KWTO-FM/Springfield, MO

Bob Hammond
ROGERS & PARTON (dp)
MADNESS
FIXX
ROD STEWART
PRINCE
Hottest:
MICHAEL SEMBELLO 1-1
MEN AT WORK 2-2
QUARTERFLASH 4-3
JACKSON BROWNE 9-4
DAVID BOWIE 8-5

WSPT/Stevens Point, WI

Fuhr/Tracy
STEVIE NICKS
BRYAN ADAMS
HEART
SHEENA EASTON
THREE DOG NIGHT
ELVIS COSTELLO
Hottest:
BONNIE TYLER 1-1
MEN WITHOUT HATS 2-2
BILLY JOEL 15-6
MICHAEL JACKSON 16-10
TACO 25-16

KDVV/Topeka, KN

Tony Stewart
ANIMALS
AGNETHA FALTSKOG
MOODY BLUES
PRINCE
TALKING HEADS (dp)
FIXX (dp)
Hottest:
MICHAEL JACKSON 10-1
MEN WITHOUT HATS 18-10
BILLY JOEL 15-12
ASIA 17-14
AIR SUPPLY 22-16

KFMW/Waterloo, IA

Mark Potter
BRYAN ADAMS
HOLLIES
AGNETHA FALTSKOG
FIXX
MOTELS
DEF LEPPARD (dp)
Hottest:
MICHAEL SEMBELLO 2-1
TACO 13-9
LAURA BRANIGAN 22-17
NAKED EYES 35-26
STRAY CATS 36-29

KIDD/Monterey, CA

Brown/Kei
none
Hottest:
MEN AT WORK 1-1
EURYTHMICS 3-3
TACO 9-9
NAKED EYES 11-11

K96/Provo, UT

Gentry/Greer
BONNIE TYLER
JEFFREY OSBORNE
POLICE
Hottest:
MICHAEL SEMBELLO 1-1
BILLY JOEL 12-2
AIR SUPPLY 26-12
RICK SPRINGFIELD 19-15
FRANK STALLONE 28-16

KBK/Boise, ID

Tom Evans
BRYAN ADAMS
MOODY BLUES
ROD STEWART
FIXX (dp)
DEF LEPPARD (dp)
PRINCE
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 2-2
RICK SPRINGFIELD 8-4
BONNIE TYLER 12-5
STYX D-26

KKFM/Colorado Springs, CO

Finnay/Ryan
HEART
DEF LEPPARD
SHEENA EASTON
BRYAN ADAMS
Hottest:
MICHAEL SEMBELLO 1-1
QUARTERFLASH 2-2
MICHAEL JACKSON 7-4
NAKED EYES 9-6
BILLY JOEL 16-8

KYNO-FM/Franco, CA

Walker/Davis
PRINCE
ROGERS & PARTON
DONNA SUMMER
FIXX
ROBERT PLANT
Hottest:
POLICE 1-1
MTIME 2-2
MICHAEL SEMBELLO 3-3
MICHAEL JACKSON 5-4
DURAN DURAN 8-5

KIKI/Honolulu, HI

Kong/Shishido
JUICE NEWTON
PRINCE
DONNA SUMMER
SHEENA EASTON
ROD STEWART
BEE GEES
DENICE WILLIAMS (dp)
Hottest:
AUDY KIMURA 1-1
DONNA SUMMER 2-2
EURYTHMICS 4-3
HUMAN LEAGUE 18-10
AIR SUPPLY 20-14

KMQQ/Honolulu, HI

Kimo Akana
DONNA SUMMER
PRINCE
AL JARREAU
MOODY BLUES
BRYAN ADAMS
PAUL ANKA
KANSAS
A FLOCK OF SEAGUL
Hottest:
DONNA SUMMER 2-1
NEW EDITION 4-2
MTIME 8-3
BILLY JOEL 12-4
MICHAEL SEMBELLO 7-7

KLUC/Las Vegas, NV

Randy Lundquist
ROD STEWART
ROGERS & PARTON
GEORGE BENSON
Hottest:
LOVERBOY 2-2
BILLY JOEL 8-3
NAKED EYES 13-8
MICHAEL JACKSON 15-11

KOSO/Modesto, CA

Ausham/Main
BEE GEES
FIXX
MOTELS
AGNETHA FALTSKOG
PABLO CRUISE
Hottest:
MICHAEL SEMBELLO 1-1
MICHAEL JACKSON 3-2
AIR SUPPLY 7-6
SHALAMAR 12-10
BONNIE TYLER 26-13

KHOP/Modesto-Stockton

David Kraham
PRINCE
MOODY BLUES
FIXX (dp)
MADNESS (dp)
DONNA SUMMER
JIM CAPALDI
Hottest:
MEN AT WORK 1-1
EURYTHMICS 2-2
ASIA 13-4
BILLY JOEL 18-8
SHALAMAR 35-18

KIDD/Monterey, CA

Brown/Kei
none
Hottest:
MEN AT WORK 1-1
EURYTHMICS 3-3
TACO 9-9
NAKED EYES 11-11

K96/Provo, UT

Gentry/Greer
BONNIE TYLER
JEFFREY OSBORNE
POLICE
Hottest:
MICHAEL SEMBELLO 1-1
BILLY JOEL 12-2
AIR SUPPLY 26-12
RICK SPRINGFIELD 19-15
FRANK STALLONE 28-16

KBK/Boise, ID

Tom Evans
BRYAN ADAMS
MOODY BLUES
ROD STEWART
FIXX (dp)
DEF LEPPARD (dp)
PRINCE
Hottest:
MICHAEL SEMBELLO 1-1
MEN WITHOUT HATS 2-2
RICK SPRINGFIELD 8-4
BONNIE TYLER 12-5
STYX D-26

KKFM/Colorado Springs, CO

Finnay/Ryan
HEART
DEF LEPPARD
SHEENA EASTON
BRYAN ADAMS
Hottest:
MICHAEL SEMBELLO 1-1
QUARTERFLASH 2-2
MICHAEL JACKSON 7-4
NAKED EYES 9-6
BILLY JOEL 16-8

KYNO-FM/Franco, CA

Walker/Davis
PRINCE
ROGERS & PARTON
DONNA SUMMER
FIXX
ROBERT PLANT
Hottest:
POLICE 1-1
MTIME 2-2
MICHAEL SEMBELLO 3-3
MICHAEL JACKSON 5-4
DURAN DURAN 8-5

KIKI/Honolulu, HI

Kong/Shishido
JUICE NEWTON
PRINCE
DONNA SUMMER
SHEENA EASTON
ROD STEWART
BEE GEES
DENICE WILLIAMS (dp)
Hottest:
AUDY KIMURA 1-1
DONNA SUMMER 2-2
EURYTHMICS 4-3
HUMAN LEAGUE 18-10
AIR SUPPLY 20-14

KJRB/Spokane, WA

Suds Coleman
none
Hottest:
POLICE 1-1
RITA COOLIDGE 3-3
MICHAEL JACKSON 4-4
BILLY JOEL 12-12
AIR SUPPLY 13-13

KHYT/Tucson, AZ

Sherman Cohan
AL JARREAU
KINKS
BRYAN ADAMS
MOODY BLUES
PRINCE
Hottest:
BONNIE TYLER 2-1
MEN WITHOUT HATS 7-3
MICHAEL SEMBELLO 4-4
DURAN DURAN 10-7
RICK JAMES 23-8

KRO/Tucson, AZ

Zapoleon/Norris
TACO
MOODY BLUES
SHEENA EASTON
KINKS
HEART
JUICE NEWTON
Hottest:
BONNIE TYLER 1-1
MICHAEL SEMBELLO 4-2
MEN WITHOUT HATS 12-4
HUMAN LEAGUE 19-12
FRANK STALLONE 26-15

PARALLEL THREE

KENI/Anchorage, AK
Vaughn/Kimberly
POLICE
BRYAN ADAMS
SHEENA EASTON
EDDIE RABBITT
Hottest:
MEN AT WORK 2-1
MICHAEL SEMBELLO 10-5
DAVID BOWIE 12-9
AIR SUPPLY 16-12
BONNIE TYLER 22-14

KYYA/Billings, MT

Charlie Fox
MOODY BLUES
KINKS
SHEENA EASTON
F.R. DAVID
Hottest:
MICHAEL SEMBELLO 1-1
EURYTHMICS 2-2
BILLY JOEL 15-

(Robert Plant continued)
WBOR a-29
WBOR a-29
WBOR a-29

(K. Rogers & D. Parton continued)
E104 on
WBOR a-29
WBOR a-29

SPANDAU BALLET
True (Chrysalis)
LP: True
Regional 188/7 90% National Summary

FRANK STALLONE
Far From Over (RSO/PolyGram)
LP: Soundtrack Staying Alive
Regional 193/7 88% National Summary

STRAY CATS
(She's) Sexy 17 (EMI America)
LP: Rant 'n' Rave...
Regional 179/8 81% National Summary

TALKING HEADS... (Sira/WB)
LP: Blame It On Love
Regional 117/13 53% National Summary

POLICE
King Of Pain (A&M)
LP: Synchronicity
Regional 199/36 90% National Summary

MICHAEL SEMBELLO
Maniac (Casablanca/PolyGram)
LP: Sountrack Flashdance
Regional 192/0 87% National Summary

1987/25
WBOR a-29
WBOR a-29

193/7/19
WBOR a-29
WBOR a-29

179/8/23
WBOR a-29
WBOR a-29

117/13/53
WBOR a-29
WBOR a-29

199/36/31
WBOR a-29
WBOR a-29

192/0/1
WBOR a-29
WBOR a-29

1887/25
WBOR a-29
WBOR a-29

193/7/19
WBOR a-29
WBOR a-29

179/8/23
WBOR a-29
WBOR a-29

117/13/53
WBOR a-29
WBOR a-29

199/36/31
WBOR a-29
WBOR a-29

192/0/1
WBOR a-29
WBOR a-29

1887/25
WBOR a-29
WBOR a-29

193/7/19
WBOR a-29
WBOR a-29

179/8/23
WBOR a-29
WBOR a-29

117/13/53
WBOR a-29
WBOR a-29

PRINCE
Delirious (WB)
LP: 1999
Regional 62/50 28% National Summary

SHALAMAR
Dead Giveaway (Solar/Elektra)
Regional 150/3 72% National Summary

RICK SPRINGFIELD
Human Touch (RCA)
LP: Living In Oz
Regional 187/2 85% National Summary

ROD STEWART
What Am I Gonna... (WB)
LP: Body Wishes
Regional 101/44 46% National Summary

STYX
High Time (A&M)
LP: Kilroy Was Here
Regional 110/12 50% National Summary

BONNIE TYLER
Total Eclipse... (Columbia)
LP: Faster Than The Speed...
Regional 197/10 90% National Summary

199/36/31
WBOR a-29
WBOR a-29

192/0/1
WBOR a-29
WBOR a-29

1887/25
WBOR a-29
WBOR a-29

193/7/19
WBOR a-29
WBOR a-29

179/8/23
WBOR a-29
WBOR a-29

117/13/53
WBOR a-29
WBOR a-29

199/36/31
WBOR a-29
WBOR a-29

192/0/1
WBOR a-29
WBOR a-29

1887/25
WBOR a-29
WBOR a-29

193/7/19
WBOR a-29
WBOR a-29

179/8/23
WBOR a-29
WBOR a-29

117/13/53
WBOR a-29
WBOR a-29

KENNY ROGERS
w/DOLLY PARTON
Island In... (RCA)
LP: Eyes That See In The Dark
Regional 122/41 56% National Summary

150/3/24
WBOR a-29
WBOR a-29

187/2/15
WBOR a-29
WBOR a-29

101/44/46
WBOR a-29
WBOR a-29

110/12/50
WBOR a-29
WBOR a-29

197/10/90
WBOR a-29
WBOR a-29

199/36/31
WBOR a-29
WBOR a-29

192/0/1
WBOR a-29
WBOR a-29

1887/25
WBOR a-29
WBOR a-29

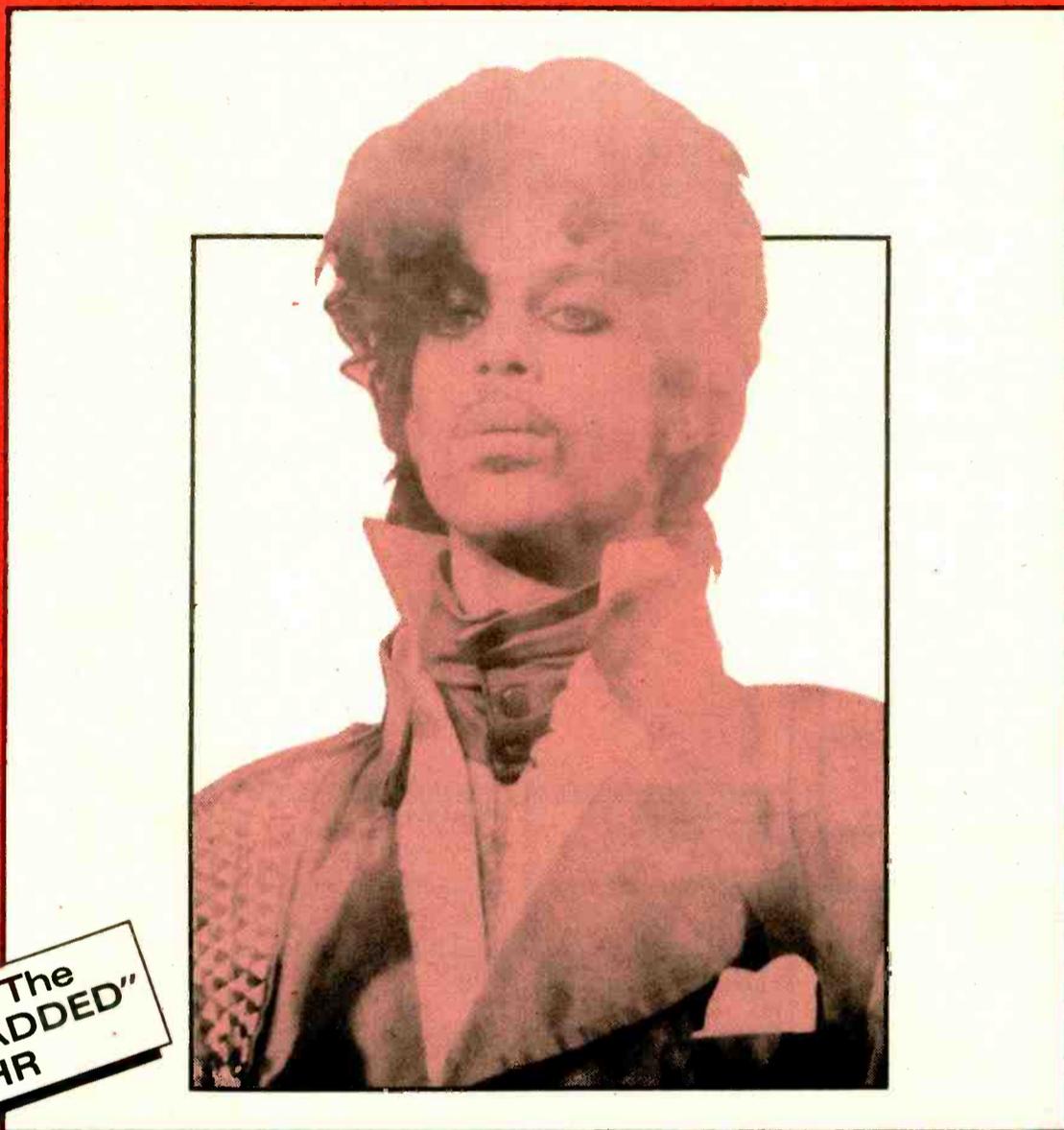
193/7/19
WBOR a-29
WBOR a-29

179/8/23
WBOR a-29
WBOR a-29

117/13/53
WBOR a-29
WBOR a-29

THE THIRD STRAIGHT
SMASH FROM PRINCE
WILL HAVE AMERICA

“DELIRIOUS”



One of The
“MOST ADDED”
CHR

PRINCE
“DELIRIOUS”

PRODUCED, ARRANGED, COMPOSED AND PERFORMED BY PRINCE



MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS

PARALLELS

SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

A

A FLOCK OF SEAGULLS
(It's Not Me) Talking (Arista)
LP: Listen

P1 EAST WPHD 6-38 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	SOUTH KJPM on WJAX on MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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AXE
Heat In The Street (Atco)
LP: Nemesis

P1 EAST WPHD on SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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B

BIG RIC
Take Away (Rock & Roll/CBS)

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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LINDSEY BUCKINGHAM
Holiday Road (WB)
LP: Soundtrack National Lampoon Vacation

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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C

JIM CAPALDI
Living On The Edge (Atlantic)
LP: Fierce Heart

P1 EAST Q107 30-18 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST K104 17-12 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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CHEAP TRICK
Dancing The Night Away (Epic)
LP: Next Position Please

P1 EAST K104 on SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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CLUB HOUSE
Do It Again... (Atlantic)

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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COCONUTS
If I Only Had... (EMI America)
LP: Don't Take My Coconuts

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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D

CHRIS DEBURGH
Ship To Shore (A&M)
LP: The Getaway

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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DEF LEPPARD
Foolin' (Mercury/PolyGram)
LP: Pyromania

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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G

PETER GABRIEL
Solsbury Hill (Geffen)
LP: Plays Live

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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JARREAU
Trouble In Paradise (WB)
LP: Jarreau

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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H

IAN HUNTER
All Of The Good... (Columbia)
LP: All Of The Good Ones...

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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I

BILLY IDOL
Dancing With Myself (Chrysalis)

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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J

MICHAEL JACKSON
P.Y.T. (Pretty Young Thing) (Epic)
LP: Thriller

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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RICK JAMES
Cold Blooded (Gordy/Motown)
LP: Cold Blooded

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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JARREAU
Trouble In Paradise (WB)
LP: Jarreau

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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K

KAJAGOOGOO
Hang On... (EMI America)
LP: White Feathers

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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KANSAS
Fight Fire With Fire (CBS)
LP: Drastic Measures

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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L

STACY LATTISAW
Miracles (Columbia/Atco)
LP: 16

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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LIQUID GOLD
What's She... (Critique/Quality)

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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M

BETTE MIDLER
All I Need... (Atlantic)
LP: No Frills

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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MIDNIGHT STAR
Freak-A-Zoid (Solara/Elektra)
LP: No Parking

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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Q

QUIET RIOT
Cum On Feel... (Pasha/CBS)
LP: Metal Health

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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R

EDDIE RABBIT
You Put The Beat... (WB)
LP: Greatest Hits Vol. 2

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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S

S.O.S. BAND
Just Be Good... (Tebu/CBS)
LP: On The Rise

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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Y

DONNA SUMMER
Unconditional Love (Mercury/PolyGram)
LP: She Works Hard For The Money

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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T

TEARS FOR FEARS
Change (Mercury/PolyGram)
LP: The Hurting

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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W

WHAMI U.K.
Bad Boys (Columbia)
LP: Fantastic

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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Y

NEIL YOUNG
Wonderin' (Geffen)
LP: Everybody's Rockin'

P1 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P2 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10	P3 EAST WJAX 10-10 SOUTH WJAX 10-10 MIDWEST WJOL 10-10 WEST WJAX 10-10
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Black Radio

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

DENIECE WILLIAMS I'm So Proud (Columbia)

63% of our reporting stations on it. Rotations: Heavy 9/0, Medium 22/3, Light 14/3, Extra Adds 0, Total Adds 6, WRKS, WAMO, XHRM, WLOU, WANT, WTOY. Moves 38-31 on the Black Radio Chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 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 (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. indicated one of this week's most added new songs.

CAMEO "Slow Movin'" (Atlanta Artists/PolyGram) 40/5

Rotations: Heavy 2/0, Medium 19/0, Light 16/2, Extra Adds 3, Total Adds 5, WJMO, WJLB, WPLZ, WTOY, WKWM. Heavy: WRDW, WLOU. Medium: WAOK, WVEE, KRLY, KRNB, WBLZ, WZAK, XHRM, WATV, WENN, WGIV, WJMI, WKXI, WVOL, WDDM, WANM, WDAO, WWWW, KUKQ. Debuts at number 39 on the Black Radio Chart.

MOTIVATION "Crazy Daze" (De-Lite/PolyGram) 40/0

Rotations: Heavy 9/0, Medium 17/0, Light 14/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, KRNB, WEDR, WYLD-FM, WATV, KOKY, WBLX, WPLZ, WAAA. Medium: WAOK, WJMI, WGIN, WGRM, XHRM, KNOW, WDDM, WDAO, KUKQ.

RONNIE DYSON "All Over Your Face" (Cotillion/Atco) 38/2

Rotations: Heavy 3/0, Medium 18/1, Light 17/1, Extra Adds 0, Total Adds 2, WVOL, WDAO. Heavy: WHRK, WYLD-FM, WGCI. Medium: WHUR, WVEE, WNHC, WRDW, WOIC, WKXI, WPDQ, WANM, WAAA, WWWW.

RANDY CRAWFORD "Nightline" (WB) 36/13

Rotations: Heavy 1/0, Medium 7/3, Light 26/8, Extra Adds 2, Total Adds 13, WAMO, KMJQ, WBMX, WGCI, WZAK, WGRM, WRDW, KNOW, WGIV, WVOL, WPLZ, WDDM, KDIA. Heavy: WVEE. Medium: WHUR, WAOK, KSOL, KJCB.

LEW KJRTON "Talk To Me" (Believe In A Dream/CBS) 31/8

Rotations: Heavy 1/0, Medium 8/2, Light 21/5, Extra Adds 1, Total Adds 8, WILD, WAIL-FM, WJLB, KDAY, WENN, WPDQ, WLOU, WLTH. Heavy: WYLD-FM. Medium: WVEE, KJLH, KNOW, WKXI, WVOL, WDDM.

O'JAYS "Put Our Heads Together" (Philadelphia International/CBS) 30/16

Rotations: Heavy 6/1, Medium 5/1, Light 15/10, Extra Adds 4, Total Adds 16 including KKDA-FM, WBMX, WGRM, WKND, WPDQ, WBLX, WAAA, WVKO, WDAO. Heavy: WILD, WAOK, WVEE, KRNB, WJMO. Medium: WDAS, WJMI, WGIN, WOIC.

PLANET PATROL "Cheap Thrills" (Tommy Boy) 30/8

Rotations: Heavy 1/0, Medium 11/1, Light 16/5, Extra Adds 2, Total Adds 8, WILD, WVEE, WAIL-FM, WBMX, XHRM, WENN, WPLZ, WDDM, WTLK. Heavy: WEDR. Medium: KKDA-FM, WZAK, KJLH, WNHC, WJAX, WANM.

NEWCLEUS "Jam On Revenge" (Sunnyview) 30/2

Rotations: Heavy 7/0, Medium 15/1, Light 8/1, Extra Adds 0, Total Adds 2, WVOL, WTOY. Heavy: WZAK, WNHC, WRDW, WATV, WPDQ, WLOU, WANM. Medium: WOOK, KRLY, WHRK, KSOL, WLTH, WWWW.

JENNIFER HOLLIDAY "I Am Love" (Geffen) 29/28

Rotations: Heavy 0/0, Medium 7/6, Light 19/19, Extra Adds 3, Total Adds 28 including WXYV, WHUR, WAOK, WAIL-FM, WBMX, WDMT, KDAY, KSOL, WNHC, WGIV, WVOL, WAAA, WKWM, WWWW. Medium: KOKY.

SLAVE "Shake It Up" (Cotillion/Atco) 29/19

Rotations: Heavy 0/0, Medium 7/4, Light 15/8, Extra Adds 7, Total Adds 19 including WDAS, KKDA-FM, WBMX, WJMO, WKND, WPEG, WOIC, WLOU, WAAA, WDAO, WTLK. Medium: WVEE, WHRK, WDRQ, WKWM.

WHISPERS "This Time" (Solar/Elektra) 29/8

Rotations: Heavy 1/0, Medium 8/2, Light 17/3, Extra Adds 3, Total Adds 8, KKDA-FM, WJMO, WZAK, WDRQ, KJLH, WNHC, WDAO, WVOL. Heavy: WPDQ. Medium: WGCI, WZEN-FM, WOIC, WANM, WLTH.

ANITA BAKER "Angel" (Beverly Glen) 29/7

Rotations: Heavy 2/0, Medium 15/2, Light 11/4, Extra Adds 1, Total Adds 7, WYLD-FM, WGCI, WOIC, WDDM, WDAO, WLTH, WVOI. Heavy: KACE, KSOL. Medium: WXYV, WHUR, WGRM, KJLH, WGIV, WWWW, KDIA.

SERGE PONSAR "Out In The Night" (WB) 27/3

Rotations: Heavy 3/0, Medium 10/1, Light 14/2, Extra Adds 0, Total Adds 3, WILD, WJMI, WDDM. Heavy: WVEE, KJLH, WWWW. Medium: WDAS, WGCI, KACE, KDAY, XHRM, WRDW, WVOL, WANM, WLTH.

L.T.D. "For You" (Montage) 26/2

Rotations: Heavy 6/0, Medium 11/1, Light 8/0, Extra Adds 1, Total Adds 2, WAMO, WBMX. Heavy: WDAS, WOOK, KRNB, WJMO, WNOO, WDDM. Medium: WXYV, WDMT, WZAK, WENN, WGIV, KJCB, WBLX, WTLK, WWWW.

SIGNIFICANT ACTION

CLUB HOUSE "Do It Again medley with Billie Jean" (Atlantic) 25/1

Rotations: Heavy 7/0, Medium 13/1, Light 5/0, Extra Adds 0, Total Adds 1, WLOU. Heavy: WDAS, WYLD-FM, WBMX, WGCI, WJMI, WANM, WLTH. Medium: KRNB, WHRK, WEDR, WJMO, WGRM, WRDW, WGIV, WPDQ, KOKY, WDDM, WKWM, WWWW.

NATALIE COLE "Too Much Mister" (Epic) 25/1

Rotations: Heavy 3/0, Medium 14/0, Light 8/1, Extra Adds 0, Total Adds 1, WZEN-FM. Heavy: WEDR, WNOO, WLOU. Medium: WJMO, KACE, XHRM, WKND, WNHC, WPDQ, KJCB, WVOL, WPLZ, WANT, WAAA, WDAO, WLTH, WTLK.

KURTIS BLOW "Party Time" (Mercury/PolyGram) 25/0

Rotations: Heavy 13/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WDAS, WKYS, WOOK, WHUR, KRLY, WEDR, WATV, WENN, WPEG, KJCB, WANM, WTLK. Medium: KMJQ, WDRQ, XHRM, WRDW, WANT, WDAO.

TAVARES "Deeper In Love" (RCA) 22/21

Rotations: Heavy 2/2, Medium 4/3, Light 12/12, Extra Adds 4, Total Adds 21 including WDAS, WAOK, WVEE, KRLY, WAIL-FM, WJMO, WDRQ, KMJM, KJLH, KSOL, WKND, WNHC.

SUGAR HILL GANG "Kick It Live From 9 To 5" (Sugar Hill) 22/14

Rotations: Heavy 2/0, Medium 3/0, Light 14/1, Extra Adds 3, Total Adds 4, KACE, WNHC, WENN, WPLZ. Heavy: WDAS, WNOO. Medium: WPEG, WLTH.

EARTH, WIND & FIRE "Spread Your Love" (Columbia) 21/0

Rotations: Heavy 3/0, Medium 12/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WAOK, KSOL, WNOO. Medium: KRLY, KRNB, WZEN-FM, KDAY, XHRM, WKND, WGIV, WBLX, WDDM, WLTH, KDIA, KUKQ.

JOHNNY GILL "When Something Is Wrong With Me" (Cotillion/Atco) 20/4

Rotations: Heavy 0/0, Medium 7/1, Light 11/1, Extra Adds 2, Total Adds 4, WJMO, KJCB, WJJS, WVOL. Medium: KRNB, WJMI, WGRM, WOIC, WPDQ.

SHAWN CHRISTOPHER "Say It Again" (LARC) 20/5

Rotations: Heavy 0/0, Medium 7/1, Light 11/0, Extra Adds 5, WYLD-FM, WPDQ, WLOU, WBLX, WDDM. Medium: WAOK, KRNB, WJMI, KSOL, WKXI, WVOL.

CHAMPAIGN "Let Your Body Rock" (Columbia) 20/1

Rotations: Heavy 1/0, Medium 11/0, Light 8/1, Extra Adds 0, Total Adds 1, WENN. Heavy: WLTH. Medium: WAOK, XHRM, WGIV, WPEG, WNOO, KJCB, KOKY, WBLX, WDDM, WANM.

GARY BYRD & G.B. EXPERIENCE "The Crown" (Motown) 20/0

Rotations: Heavy 9/0, Medium 6/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WBMX, WGCI, WZEN-FM, XHRM, WNOO, WPDQ, WLOU, WLTH. Medium: WGRM, WJLB, KDAY, KJLH, WANM, WWWW.

CYBOTRON "Clear" (Fantasy) 19/5

Rotations: Heavy 0/0, Medium 6/1, Light 12/3, Extra Adds 1, Total Adds 5, WZAK, WRDW, WOIC, WVOL, WDAO. Medium: WHUR, WAOK, WJMI, WPEG, WLOU.



NATIONAL AIRPLAY/40

August 26, 1983

Three Weeks	Two Weeks	Last Week	Rank	Artist/Title (Label)
3	2	2	1	JEFFREY OSBORNE/Don't You Get So Mad (A&M)
2	1	1	2	S.O.S. BAND/Just Be Good To Me (Tabu/CBS)
5	4	3	3	RICK JAMES/Cold Blooded (Gordy/Motown)
11	7	6	4	HERBIE HANCOCK/Rokit (Columbia)
15	11	5	5	ZAPP/I Can Make You Dance (WB)
1	3	4	6	ARETHA FRANKLIN/Get It Right (Arista)
18	14	9	7	GLADYS KNIGHT & THE PIPS/You're Number One (In My Book) (Col.)
21	15	10	8	GAP BAND/Party Train (Total Experience/PGM)
25	18	12	9	RUFUS & CHAKA KHAN/Ain't Nobody (WB)
9	8	8	10	P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
16	12	11	11	ASHFORD & SIMPSON/High-Rise (Capitol)
6	5	7	12	ISLEY BROTHERS/Choosey Lover (T-Neck/CBS)
12	13	13	13	STACY LATTISAW/Miracles (Cotillion/Atco)
-	25	24	14	PHILIP BAILEY/I Know (Columbia)
-	23	15	15	NEW EDITION/Is This The End (Streetwise)
23	22	19	16	MARY JANE GIRLS/All Night Long (Gordy/Motown)
7	16	16	17	SHALAMAR/Dead Giveaway (Solar/Elektra)
19	19	18	18	MICHAEL JACKSON/Human Nature (Epic)
26	20	14	19	CLARK SISTERS/You Brought The Sunshine... (Westbound/Elektra)
30	29	23	20	GEORGE BENSON/Lady Love Me (One More Time) (WB)
-	-	36	21	KLIQUE/Stop Doggin' Me Around (MCA)
-	-	22	22	SLING SHOT/Do It Again medley with Billie Jean (Quality)
-	-	22	23	STEPHANIE MILLS/Pilot Error (Casablanca/PolyGram)
-	-	29	24	FREEZE/I.O.U. (Streetwise)
28	27	27	25	MAZE featuring FRANKIE BEVERLY/Never Let You Down (Capitol)
-	26	26	26	LaTOYA JACKSON/Bet'cha Gonna Need My Lovin' (LARC)
-	-	35	27	LILLO/(You're A) Good Girl (Capitol)
-	-	33	28	KASHIF/Help Yourself To My Love (Arista)
17	17	17	29	MIDNIGHT STAR/Freak-A-Zoid (Solar/Elektra)
10	10	25	30	DIANA ROSS/Pieces Of Ice (RCA)
-	-	38	31	DENIECE WILLIAMS/I'm So Proud (Columbia)
8	9	31	32	DONNA SUMMER/She Works Hard For The Money (Mercury/PolyGram)
-	30	30	33	NONA HENDRYX/Transformation (RCA)
4	6	20	34	MANHATTANS/Crazy (Columbia)
13	21	31	35	ONE WAY/Shine On Me (MCA)
-	-	34	36	MOTIVATION/Crazy Daze (De-Lite/PolyGram)
29	28	28	37	S. ROBINSON & B. MITCHELL/Blame It On Love (Tamla/Motown)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	28	38	RONNIE DYSON/All Over Your Face (Cotillion/Atco)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	28	39	CAMEO/Slow Movin' (Atlanta Artists/PolyGram)
14	24	37	40	RONNIE LAWS/In The Groove (Capitol)

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

- JENNIFER HOLLIDAY (28)
- TAVARES (21)
- SLAVE (19)
- O'JAYS (16)
- RANDY CRAWFORD (13)
- KLIQUE (11)

HOTTEST

- S.O.S. BAND (50)
- JEFFREY OSBORNE (40)
- RICK JAMES (36)
- ARETHA FRANKLIN (22)
- NEW EDITION (22)
- HERBIE HANCOCK (21)

J.W. WADE "(You Know) It's Natural" (LARC) 19/4

Rotations: Heavy 0/0, Medium 5/2, Light 13/1, Extra Adds 1, Total Adds 4, WXYV, WDRQ, KSOL, WLOU. Medium: WAOK, KRNB, WVOL.

HERB ALPERT "Garden Party" (A&M) 19/3

Rotations: Heavy 0/0, Medium 5/1, Light 14/2, Extra Adds 0, Total Adds 3, WILD, WBLX, WVOL. Medium: WVEE, WZEN-FM, WANM, KUKQ.

REDDINGS "Hand Dance" (Believe In A Dream/CBS) 19/2

Rotations: Heavy 9/0, Medium 4/0, Light 6/2, Extra Adds 0, Total Adds 2, WBLX, WAAA. Heavy: WAMO, WOOK, WVEE, KRNB, WJMI, WGRM, WRDW, WKXI, WTLK. Medium: WZEN-FM, WPEG, KJCB, WANM.

RAKE "Street Justice" (Profile) 19/0

Rotations: Heavy 1/0, Medium 6/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WLOU. Medium: WDAS, WAOK, WEDR, WAIL-FM, WZAK, WDDM.

THELMA HOUSTON "Just Like All The Rest" (MCA) 18/2

Rotations: Heavy 0/0, Medium 9/0, Light 9/2, Extra Adds 0, Total Adds 2, WZEN-FM, WDAO. Medium: WBMX, WGCI, KJLH, XHRM, WATV, WNOO, WPDQ, WWWW, KDIA.

PROJECT FUTURE "Ray-Gun-Omics" (Capitol) 18/2

Rotations: Heavy 1/0, Medium 8/1, Light 9/1, Extra Adds 0, Total Adds 2, WDRQ, WOIC. Heavy: WATV. Medium: KKDA-FM, KRLY, WZAK, WGRM, WENN, KJCB, WWWW.

UNIQUE "What I Got Is What You Need" (Prelude) 17/4

Rotations: Heavy 0/0, Medium 4/0, Light 12/3, Extra Adds 1, Total Adds 4, WZAK, WGRM, WENN, WOIC. Medium: WHRK, WANM, WAAA, WLTH.

SPANDAU BALLETT "True" (Chrysalis) 17/3

Rotations: Heavy 2/0, Medium 4/1, Light 11/2, Extra Adds 0, Total Adds 3, WJAX, WVOL, WKWM. Heavy: WVEE, WHRK. Medium: WEDR, KDAY.

DAVID GRANT "Stop And Go" (Chrysalis) 17/0

Rotations: Heavy 0/0, Medium 8/0, Light 9/0, Extra Adds 0, Total Adds 0. Medium: WOOK, WVEE, WYLD-FM, WZEN-FM, KDAY, KSOL, WNHC, WDDM.

GARRETT'S CREW "Nasty Rock" (Clockwork) 16/0

Rotations: Heavy 5/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WBMX, WJLB, WATV, WPDQ, KJCB. Medium: KKDA-FM, KMJQ, WEDR, WDRQ, WGRM, KACE, WKWM.

LIQUID GOLD "What's She Got" (Critique) 15/2

Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Extra Adds 0, Total Adds 2, WXYV, WJMI. Medium: WILD, WDAS, XHRM, WVOL.

NEW YORK CITI PEECH BOYS "Dance Sister (Biofeedback)" (Island/Atco) 15/2

Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Extra Adds 0, Total Adds 2, WJMI, WANM. Medium: WJMO, WGRM, WKND, WNHC.

CULTURE CLUB "I'll Tumble 4 Ya" (Virgin/Epic) 15/0

Rotations: Heavy 4/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WAIL-FM, WJMI, WNHC, KDIA. Medium: WBLX, KDAY, KSOL, KOKY, WVKO, WLTH.

Adds & Hots... See Page 80

**MUSIC UPDATE!
COLUMBIA HAS ANOTHER BREAKER!**

DENIECE WILLIAMS "I'm So Proud"



**Black Radio
BREAKERS**

DENIECE WILLIAMS
I'm So Proud (Columbia)

63% of our reporting stations on it. Rotations: Heavy 9/0, Medium 22/3, Light 14/3, Extra Adds 0. Total Adds 6, WRKS, WAMO, XHRM, WLOU, WANT, WTOY. Moves 38-31 on the Black Radio Chart.

...AND STAY TUNED FOR MORE!

**PHILIP BAILEY
"I Know"**



Radio & Records: 24 - 14

Billboard: 29

Cashbox: 47

**ANDRE' CYMONE
"Make Me Wanna Dance"**



**Just Released And
Already On:**

WDAS WPDO WVKO
KNOW WANM WTLC
WPEG

...CROSSING URBAN CONTEMPORARY!

**WHAM! U.K.
"Bad Boys"**

Starting At: WYLD-FM WJAX WLUM
 KDAY WVOL

**WEATHER GIRLS
"I'm Gonna Wash That
Man Right Outa
My Hair"**

Starting At: WAOK
 WJMO
 KSOL
 WATV
 WVOL

NEW & On Your Desk This Week:

PAUL YOUNG- *1 IN THE U.K.! "Wherever I Lay My Hat"

BILLY GRIFFIN- "Respect"



Country

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

LEE GREENWOOD

Somebody's Gonna Love You (MCA)

On 73% of reporting stations. National Summary: Up 28, Same 35, Down 0, Debuts 20, Adds 27. A Most Added Record. Debuts at number 46 on the Country Chart.

KENNY ROGERS & DOLLY PARTON

Islands In The Stream (RCA)

On 71% of reporting stations. National Summary: Up 3, Same 5, Down 0, Debuts 0, Adds 99. A Most Added Record. Debuts at number 47 on the Country Chart.

BARBARA MANDRELL

One Of A Kind Pair Of Fools (MCA)

On 64% of reporting stations. National Summary: Up 7, Same 24, Down 0, Debuts 19, Adds 45. A Most Added Record. Debuts at number 48 on the Country Chart.

LEON EVERETTE

The Lady, She's Right (RCA)

On 62% of reporting stations. National Summary: Up 26, Same 31, Down 0, Debuts 20, Adds 15. Debuts at number 49 on the Country Chart.

MEL McDANIEL

Hot Time In Old Town Tonight (Capitol)

On 60% of reporting stations. National Summary: Up 57, Same 22, Down 0, Debuts 5, Adds 6. Debuts at number 44 on the Country Chart.

MOST ADDED

- KENNY ROGERS & DOLLY PARTON (99)
Islands In The Stream (RCA)
- EDDIE RABBITT (70)
You Put The Beat In My Heart (WB)
- BARBARA MANDRELL (45)
One Of A Kind Pair Of Fools (MCA)
- MICKEY GILLEY (42)
Your Love Shines Through (Epic)
- LEE GREENWOOD (27)
Somebody's Gonna Love You (MCA)
- SYLVIA (27)
The Boy Gets Around (RCA)
- KENDALLS (26)
Movin' Train (Mercury/PolyGram)

HOTTEST

- JOHN CONLEE (65)
I'm Only In It For The Love (MCA)
- CRYSTAL GAYLE (55)
Baby What About You (WB)
- JOHNNY LEE (50)
Hey Bartender (Full Moon/WB)
- GEORGE STRAIT (42)
A Fire I Can't Put Out (MCA)
- CHARLY McCLAIN & MICKEY GILLEY (42)
Paradise Tonight (Epic)
- SHELLY WEST (34)
Flight 309 To Tennessee (Viva)
- CHARLEY PRIDE (34)
Night Games (RCA)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 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 (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Indicated one of this week's most added new songs.

- EDDIE RABBITT "You Put The Beat In My Heart" (WB) 87/70**
National Summary: Up 5, Same 7, Down 0, Debuts 4, Adds 70 including WNN, WFIL, WNYR, KIX106, WSOC-FM, WAMZ-FM, WTQR-FM, WMAQ, WCXI-AM-FM, WFMS-FM, WDAF, WMIL, KLZ, KNIX-FM, KCCK.
- SYLVIA "The Boy Gets Around" (RCA) 85/27**
National Summary: Up 11, Same 28, Down 0, Debuts 19, Adds 27 including WIXL-FM, WKYG, WWVA, WEZL-FM, KHEY-AM, WESC-AM-FM, WKIX, WQHK, WITL-FM, WMIL, KTPK-FM, KFDI-AM-FM, KIK-FM, KKCS, KVEG.
- DAN SEALS "After You" (Liberty) 83/14**
National Summary: Up 24, Same 28, Down 0, Debuts 18, Adds 14, KEAN-AM-FM, WDAK, WFNC, WSIX-FM, WRNL, WUSQ-FM, WSLR, WHK, KSO, WKMF, WITL-FM, WHBF, KTPK-FM, KYAK, KEIN.
- TERRI GIBBS "Anybody Else's Heart But Mine" (MCA) 81/14**
National Summary: Up 18, Same 33, Down 0, Debuts 17, Adds 14, WKYG, CHOW, WYNK-FM, KLLL, WKSJ-FM, WRNL, WUSQ-FM, WONE, WFMS-FM, KTPK-FM, KVEG, KSON-FM, KGA.
- DEBORAH ALLEN "Baby I Lied" (RCA) 77/23**
National Summary: Up 10, Same 34, Down 0, Debuts 10, Adds 23 including WKYG, WNYR, WIXY, WCOS-AM-FM, WDAK, WNOE-AM, WUSQ-FM, KRRK, WXCL, KTPK-FM, KIK-FM, KLZ, KRWO-FM, KWJJ.
- JIM GLASER "The Man In The Mirror" (Noble Vision) 75/17**
National Summary: Up 11, Same 34, Down 0, Debuts 13, Adds 17 including WILQ, WJQS, KYXX, WRNL, WTQR-FM, KWMT, KYNN-AM-FM, WHBF, WTHI-FM, WTOD, KYAK, KGEM/KJOT, KKCS, KVEG, KWJJ, KGA.
- MEL TILLIS "Cowboy's Dream" (MCA) 73/3**
National Summary: Up 36, Same 27, Down 0, Debuts 7, Adds 3, WDAK, WITL-FM, KWJJ, WGNA-FM 38-31, WIXL-FM 26-23, WFNC d-40, WNOE-AM 23-19, WUSQ-FM d-40, KBMR 34-22, KSO 29-24, WKMF d-37, KUGN-FM 36-31, KRWO-FM 32-23, KSOP-FM 37-31, KMPS-AM-FM d-30.
- TOM T. HALL "Everything From Jesus To Jack Daniels" (Mercury/PolyGram) 69/7**
National Summary: Up 31, Same 24, Down 0, Debuts 7, Adds 7, WPOR-FM, WSEN-AM-FM, WSOC-FM, WFNC, WNOE-AM, KYXX, WTHI-FM, WGTO 50-42, WRNL d-41, KSO 18-16, WXCL d-48, KTPK-FM d-29, KRST-FM 28-23, KUZZ 32-28, KSOP-FM 43-37.
- SISSY SPACEK "Lonely, But Only For You" (Atlantic America) 65/15**
National Summary: Up 18, Same 29, Down 0, Debuts 4, Adds 15 including WIXY, WYNK-FM, WEZL-FM, WESC-AM-FM, WHBF, KFDI-AM-FM, KYAK, KUUY, KKCS, KGA, WHN 29-26, WQYK-FM 31-25, WUSN 39-35, WMIL 41-34.
- MARLOW TACKETT "I Spent The Night In The Heart Of Texas" (RCA) 64/8**
National Summary: Up 19, Same 30, Down 0, Debuts 7, Adds 8, WIXY, KMML, KLLL, WNOE-AM, WRNL, WUSQ-FM, WONE, KEEN, WSEN-AM-FM 48-40, WDAK d-37, KPLX-FM d-28, KYNN-AM-FM 41-36, WHBF d-50, KWJJ 44-38, KIGO 48-40.
- KENDALLS "Movin' Train" (Mercury/PolyGram) 55/26**
National Summary: Up 3, Same 21, Down 0, Debuts 5, Adds 26 including WBGW-FM, WOKQ, WSEN-AM-FM, WESC-AM-FM, KKYX, WQYK-FM, WTQR-FM, WMNI, WKMF, WXCL, WIL-AM-FM, KFDI-AM-FM, KYAK, KTOM, KGA.
- RICK & JANIS CARNES "Poor Girl" (WB) 52/1**
National Summary: Up 27, Same 20, Down 0, Debuts 4, Adds 1, WMNI, WVAM 42-39, WSEN-AM-FM 38-34, KHEY-AM 35-29, WJQS d-40, WSIX-FM 11-8, KYXX 23-20, KBMR 30-25, WAXX 36-31, WXCL 38-34, KTTS-AM-FM 30-24, KTPK-FM d-26, KUZZ d-45, KWJJ d-47, KSON-FM 31-28, KMPS-AM-FM 18-16.
- WAYNE MASSEY "Say You'll Stay" (MCA) 51/4**
National Summary: Up 16, Same 28, Down 0, Debuts 5, Adds 4, WGNA-FM, WNOE-AM, WMIL, KKAL, WFIL 26-25, WSEN-AM-FM d-48, KHEY-AM d-49, WJQS d-39, KKYX 43-37, KBMR 25-19, KSO 33-31, WXCL d-42, KTTS-AM-FM 40-29, KFDI-AM-FM d-46, KMPS-AM-FM 27-23.
- BANDANA "Outside Lookin' In" (WB) 48/19**
National Summary: Up 1, Same 21, Down 0, Debuts 7, Adds 19 including WXXW, WOKQ, WWVA, KRRV, WEZL-FM, KHEY-AM, WWOOD/WKZZ, KKYX, KYNN-AM-FM, KVOO, KUZZ, KMAK, KVEG, KGA, WSIX-FM 30-24.
- MICKEY GILLEY "Your Love Shines Through" (Epic) 47/42**
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 42 including WFIL, KIX106, WWVA, WMC-AM, WSIX-FM, KKYX, WTQR-FM, KFGO, KTTS-AM-FM, WWJO, KMAK, KRWO-FM, KNIX-FM, KCKC, KMPS-AM-FM.
- THOM SCHUYLER "A Little At A Time" (Capitol) 46/1**
National Summary: Up 19, Same 20, Down 0, Debuts 6, Adds 1, WPOR-FM, WGNA-FM d-42, WFIL 19-18, WSEN-AM-FM 25-20, KIX106 40-35, WEZL-FM d-49, WGTO 48-41, WJQS 20-14, WSIX-FM 10-9, WNOE-AM 34-28, WRNL d-43, WQYK-FM d-38, WFMS-FM d-39, WTOD 25-23, KUGN-FM d-50.



NATIONAL AIRPLAY/50

August 26, 1983

Three Weeks	Two Weeks	Last Week	Weeks	Artist/Title (Label)
5	4	2	1	JOHNNY LEE/Hey Bartender (Full Moon/WB)
6	5	3	2	GEORGE STRAIT/A Fire I Can't Put Out (MCA)
9	6	4	3	JOHN CONLEE/I'm Only In It For The Love (MCA)
8	7	5	4	CHARLEY PRIDE/Night Games (RCA)
10	8	6	5	WILLIE NELSON/Why Do I Have To Choose (Columbia)
12	10	7	6	JOHN ANDERSON/Goin' Down Hill (WB)
17	13	8	7	SHELLY WEST/Flight 309 To Tennessee (Viva)
20	14	9	8	CRYSTAL GAYLE/Baby What About You (WB)
24	16	13	9	B.J. THOMAS/New Looks From An Old Lover (Cleveland International/CBS)
4	2	1	10	RONNIE McDOWELL/You're Gonna Ruin My Bad Reputation (Epic)
27	20	18	11	RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
29	22	18	12	CHARLY McCLAIN & MICKEY GILLEY/Paradise Tonight (Epic)
19	15	12	13	JOE STAMPLEY/Poor Side Of Town (Epic)
23	17	15	14	WAYLON JENNINGS/Breakin' Down (RCA)
15	12	10	15	LACY J. DALTON/Dream Baby... (Columbia)
25	21	19	16	MOE BANDY featuring BECKY HOBBS/Let's Get Over Them Together (Col.)
38	28	21	17	MERLE HAGGARD/What Am I Gonna Do With The... (Epic)
34	25	20	18	JOHN DENVER & EMMYLOU HARRIS/Wild Montana Skies (RCA)
42	32	25	19	DON WILLIAMS/Nobody But You (MCA)
46	36	27	20	KENNY ROGERS/Scarlet Fever (Liberty)
30	24	22	21	DAVID WILLS/The Eyes Of A Stranger (RCA)
36	29	26	22	JOHNNY RODRIGUEZ/How Could I Love Her (Epic)
40	35	28	23	LOUISE MANDRELL/Too Hot To Sleep (RCA)
7	9	11	24	VERN GOSDIN/Way Down Deep (Compleat/PolyGram)
43	37	30	25	GENE WATSON/Sometimes I Get Lucky And Forget (MCA)
2	1	14	26	CONWAY TWITTY/Lost In The Feeling (WB)
44	40	32	27	TANYA TUCKER/Baby I'm Yours (Arista)
47	43	34	28	REBA McENTIRE/Why Do We Want... (Mercury/PolyGram)
-	48	40	29	ALABAMA/Lady Down On Love (RCA)
-	45	39	30	RICKY SKAGGS/You've Got A Lover (Epic)
3	3	17	31	OAK RIDGE BOYS/Love Song (MCA)
1	11	24	32	JANIE FRICKE/He's A Heartache... (Columbia)
-	-	43	33	LYNN ANDERSON/What I Learned From Loving You (Permian)
-	47	41	34	WAYLON JENNINGS & JERRY REED/Hold On, I'm Comin' (RCA)
21	18	23	35	NITTY GRITTY DIRT BAND/Shot Full Of Love (Liberty)
-	48	45	36	STEVE WARINER/Midnight Fire (RCA)
-	49	44	37	ED BRUCE/If It Was Easy (MCA)
45	38	33	38	DEAN MARTIN/My First Country Song (WB)
-	50	47	39	GARY MORRIS/The Wind Beneath My Wings (WB)
48	41	36	40	TOM JONES/It'll Be Me (Mercury/PolyGram)
-	-	49	41	STATLER BROTHERS/Guilty (Mercury/PolyGram)
32	27	29	42	EMMYLOU HARRIS/So Sad... (WB)
13	19	31	43	LANE BRODY/Over You (Liberty)
DEBUT	44	34	44	MEL McDANIEL/Hot Time In Old Town Tonight (Capitol)
-	-	50	45	DAVID ALLAN COE/Cheap Thrills (Columbia)
DEBUT	46	36	46	LEE GREENWOOD/Somebody's Gonna Love You (MCA)
DEBUT	47	37	47	KENNY ROGERS & DOLLY PARTON/Islands In The Stream (RCA)
DEBUT	48	38	48	BARBARA MANDRELL/One Of A Kind Pair Of Fools (MCA)
DEBUT	49	39	49	LEON EVERETTE/The Lady, She's Right (RCA)
50	42	46	50	GUY CLARK/Homegrown Tomatoes (WB)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

SIGNIFICANT ACTION

- EXILE "High Cost Of Leaving" (Epic) 44/14**
National Summary: Up 6, Same 19, Down 0, Debuts 5, Adds 14 including WBGW-FM, WSNO, WSIX-FM, WNOE-AM, WQYK-FM, WTOD, KFDI-AM-FM, KMAK, KVEG, WAMZ-FM 36-27, WTQR-FM d-39, WXCL d-40.
- RAY PRICE "Scotch And Soda" (Viva) 43/10**
National Summary: Up 4, Same 21, Down 0, Debuts 8, Adds 10 including WIXY, WUSQ-FM, KSO, KWMT, KUGN-FM, KVEG, KTOM, KSOP-FM, KHEY-AM d-45, WSIX-FM 16-13.
- CHARLIE DANIELS BAND "Stroker's Theme" (Epic) 43/0**
National Summary: Up 17, Same 21, Down 1, Debuts 4, Adds 0, WVAM 32-28, KEAN-AM-FM d-29, WKSJ-FM 27-25, WQYK-FM 28-22, WCUZ-AM-FM 27-21, KEBC-FM 33-30, WHBF d-48, KTTS-AM-FM d-40, KFDI-AM-FM 37-32, KTOM 41-36.
- SONNY JAMES "A Free Roamin' Mind" (Dimension) 41/8**
National Summary: Up 13, Same 16, Down 0, Debuts 4, Adds 8, WSEN-AM-FM, WYNK-FM, WDAK, WJQS, WOKK, WCMS-FM, KWMT, KYAK, KRMD-AM-FM 38-33, KSO 24-21, KTTS-AM-FM 42-31, KFDI-AM-FM d-43, KSOP-FM 49-43, KGA d-39.
- JUICE NEWTON "Stranger At My Door" (Capitol) 37/21**
National Summary: Up 1, Same 11, Down 0, Debuts 2, Adds 21 including WKHK, WFIL, WSEN-AM-FM, KIX106, KLVI, WNOE-AM, WCUZ-AM-FM, WXCL, KNIX-FM.
- DAVID FRIZZELL & SHELLY WEST "Pleasure Island" (Viva) 33/12**
National Summary: Up 1, Same 14, Down 0, Debuts 6, Adds 12 including WIXL-FM, KRRV, KKYX, WUSQ-FM, WXCL, WWJO, WTOD, KVOO, KFDI-AM-FM, KNIX-FM.
- RICHARD LEIGH "Ain't Gonna Worry My Mind" (Capitol) 28/3**
National Summary: Up 6, Same 14, Down 0, Debuts 5, Adds 3, WSEN-AM-FM, KTTS-AM-FM, KGA, KHEY-AM d-47, WJQS d-37, WSIX-FM 28-25, KKYX 41-36, KBMR d-49, KVOO d-47, KFDI-AM-FM d-45.
- JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 27/2**
National Summary: Up 8, Same 17, Down 0, Debuts 0, Adds 2, KRRV, KSON-FM, WAJR 32-29, WIXL-FM 33-30, WEEP 27-23, WNYR 27-22, WYNK-FM 31-28, WNOE-AM 44-40, KSO 38-34.
- CON HUNLEY "Satisfied Mind" (MCA) 26/8**
National Summary: Up 3, Same 11, Down 0, Debuts 4, Adds 8, WDAK, KKYX, WTOD, KFDI-AM-FM, KYAK, KWJJ, KRSY, KSOP-FM, WYNK-FM 47-39, KEBC-FM d-37, KTOM d-45.
- GEORGE JONES "Tennessee Whiskey" (Epic) 22/21**
National Summary: Up 1, Same 0, Down 0, Debuts 21 including WYRK, WKSJ-FM, WSIX-FM, KKYX, WMAQ, KFGO, KTTS-AM-FM, KLZ, KYGO-FM, KCKC.
- LLOYD DAVID FOSTER "You've Got That Touch" (MCA) 21/5**
National Summary: Up 2, Same 14, Down 0, Debuts 0, Adds 5, WGNA-FM, KBMR, KTTS-AM-FM, KSOP-FM, KIGO, KMML 50-47, KRMD-AM-FM 45-40.
- KAREN TAYLOR-GOODE "Don't Call Me" (Mesa) 20/4**
National Summary: Up 3, Same 9, Down 0, Debuts 4, Adds 4, WESC-AM-FM, KFGO, KFDI-AM-FM, KVEG, WGNA-FM d-44, KHEY-AM d-48, KRMD-AM-FM 50-41, KSO 36-32, KTTS-AM-FM d-41.
- ROY CLARK "Wild Wood Flower" (Churchill) 18/8**
National Summary: Up 2, Same 5, Down 0, Debuts 3, Adds 8, WSEN-AM-FM, KIX106, KHEY-AM, WHBF, KTTS-AM-FM, KIK-FM, KVEG, KWJJ, WUSN d-37, KFDI-AM-FM d-49.
- LEO KOTTKE "Rings" (Chrysalis) 16/1**
National Summary: Up 3, Same 10, Down 0, Debuts 2, Adds 1, WIXL-FM, WVAM d-50, WSEN-AM-FM 45-43, WPAP-FM 48-46, KIK-FM 44-41, KRWO-FM d-47.
- JOHNNY CASH "I'm Ragged But I'm Right" (Columbia) 15/15**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 15 including WSNO, WYII, KLRA, KEBC-FM, KYNN-AM-FM, KFDI-AM-FM, KMAK, KRWO-FM, KWJJ, KMPS-AM-FM.
- STEPHANIE WINSLOW "Kiss Me Darling" (Oak) 15/12**
National Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 12 including WGNA-FM, WWVA, KBMR, KFGO, KTTS-AM-FM, WTOD, KUUY, KTOM, KSOP-FM.



NEW RELEASE MEMO

To: RADIO

Subject: HIT PRODUCT

THE WHITES "When The New Wears Off Of Our Love" 7-29513

From the Warner/Curb LP 'Old Familiar Feeling' 4-23872
With three CMA nominations and three Top 10 singles, this will be the biggest record to date.
Produced by Ricky Skaggs

THE BELLAMY BROTHERS "Strong Weakness" 7-29514

The Brothers' fourth smash single from the 'Strong Weakness' LP on Warner/Curb.
Produced by Jimmy Bowen & David & Howard Bellamy 1-60210

EDDIE RABBITT "You Put The Beat In My Heart" 7-29512

From the forthcoming Warner Bros. LP 'Eddie Rabbitt Greatest Hits Vol II' 1-23925
Produced by David Malloy

BANDANA "Outside Lookin' In" 7-29524

Produced by Stan Cornelius, Mike Daniel & Bandana

Coming soon . . .

CONWAY TWITTY "Heartache Tonight" from the album 'Lost In The Feeling'

Remixed & edited from the album version

JOHN ANDERSON "Black Sheep"

From the forthcoming album 'All The People Are Talkin' '
Five CMA nominations and a Gold single this year. This single and LP are better than ever.

HANK WILLIAMS JR. "Queen Of My Heart"

From the forthcoming album 'Man Of Steel'
The mass-appeal ballad you've been waiting for

T.G. SHEPPARD "Slow Burn"

From the forthcoming album 'Slow Burn'
New Producer Jim Ed Norman
"Slow Burn" will blaze up the charts.

P.S. Radio, thanks a million for the **JOHNNY LEE** record "Hey Bartender" going #1 in R&R.



Adult/Contemporary

Continued from Back Page

BREAKERS

PEABO BRYSON & ROBERTA FLACK Tonight I Celebrate My Love (Capitol)

56% of our reporters on it. Rotations: Heavy 12/0, Medium 41/4, Light 24/11, Extra Adds 0, Total Adds 15, WPRO, WARM98, KOY, KEY103, WAFB, WIVY, WRKA, Y107, KISN, WCPI, WSKY, WCHV, WROV, WVBS, KVSF. Moves 27-22 on the A/C chart.

BONNIE TYLER

Total Eclipse Of The Heart (Columbia)

48% of our reporters on it. Rotations: Heavy 10/0, Medium 30/11, Light 25/13, Extra Adds 1, Total Adds 25 including WAXY, WOMC, KUDL, WHEN, WTMA, KMGC, WAHR, WRVR, WQUE, WSRZ, KRNT, KOIL, KBOI, KISN, WTKO, and 10 more. Debuts at number 26 on the A/C chart.

NEW & ACTIVE

✓ EDDIE RABBITT "You Put The Beat In My Heart" (WB) 63/27

Rotations: Heavy 2/0, Medium 23/6, Light 38/21, Extra Adds 0, Total Adds 27, WHB, KHOW, KPPL, B100, WICC, WFSM, WGY, WTMA, WBT, 2WD, WRVA, WING, WISM-FM, WQUA, KBOI, KRDO, KISN, WTKO, WKNE, WCPI, WCHV, WVBS, KCRG, WHNN, KRNO, KRKK, KVSF. Heavy: WCCO, WCKQ. Medium: WFBR, KGW, KPLZ, WHBY, KUDO, KEX, WKZE-FM, WEIM, WSKI, WHBC, WTNV, WSKY, WVLA, KFSB, KFOR, KRBS, KALE. Debuts at number 30 on the A/C chart due to significant airplay.

✓ JUICE NEWTON "Tell Her No" (Capitol) 62/17

Rotations: Heavy 4/0, Medium 28/6, Light 30/11, Extra Adds 0, Total Adds 17, KS94, KPPL, KFMB, KPLZ, WICC, WKGW, WMJJ, WHBC, WTRX, WISM-FM, KOIL, KKRD, KUDO, WTNV, WROV, KWEB, KFQD. Heavy: WGY, WFMK, WCHV, KRNO. Medium: WFBR, WSB, WSB-FM, WARM98, WISN, KHOW, KOST, KGW, WAEB, WHEN, WRVA, KEX, WEIM, WSKI, WSKY, WCKQ, WLVA, KFSB, WJON, KRBS, KSRO, KALE. Debuts at number 28 on the A/C chart due to significant airplay.

JACKSON BROWNE "Lawyers In Love" (Asylum) 60/2

Rotations: Heavy 20/0, Medium 28/0, Light 14/2, Extra Adds 0, Total Adds 2, KS94, WTRX. Heavy: WMJI, WRIE, WGY, KEY103, KFIM, WHHY, WQUE, WSRZ, KOFM, KUDO, WEIM, WSKI, WSKY, WCKQ, WROV, WVBS, KFSB, KRNO, KRBS. Medium: WFYR, WHEN, WZZP, WCZY, KPPL, KOST, KNBR, WPLZ, V100, WKGW, WAFB, WGOV, WLAC-FM, WISM-FM, 3WM, KRDO, WNNR, WTKO, WTNV, WCPI, WCHV, WNGS, KCRG, KFQD, KRKC, KRKK, KALE. Debuts at number 29 on the A/C chart due to significant airplay.

NAKED EYES "Promises, Promises" (EMI America) 50/7

Rotations: Heavy 9/1, Medium 28/2, Light 13/4, Extra Adds 0, Total Adds 7, WAXY, WOMC, WENS, KKRD, KBOI, KFSB, KFQD. Heavy: WCLR, WFYR, KFIM, WQUE, WISM-FM, KUDO, WEIM, KALE. Medium: WLTT, WSB-FM, 97AIA, WMYX, KOST, KGW, KPLZ, WRVR, WHHY, WLAC-FM, WFMK, KWAV, KEX, WKZE-FM, WSKI, WCPI, WSKY, WCKQ, WCHV, WVBS, KVOX, WHNN, WJON, WBOW, KRKK, KRBS.

✓ BEE GEES "Someone Belonging To Someone" (RSO/PolyGram) 47/21

Rotations: Heavy 1/0, Medium 22/7, Light 23/13, Extra Adds 1, Total Adds 21, WRMM, KVIL-FM, B100, KPLZ, WBEN, WSLI, WIVY, WHBC, WTRX, WISM-FM, WQUA, KBOI, KWAV, KCEE, WCPI, KRLB-FM, WJBC, KWEB, WJON, KRKC, KALE. Heavy: 97AIA. Medium: WFBR, WSB-FM, WCCO, KFMB, WGY, WHBY, WFMK, WKNE, WSKI, WSKY, WCKQ, WLVA, KFOR, KFQD, KRKC.

✓ SHEENA EASTON "Telephone (Long Distance Love Affair)" (EMI America) 45/18

Rotations: Heavy 2/0, Medium 20/6, Light 23/12, Extra Adds 0, Total Adds 18, WPRO, WSB-FM, WCCO, KHOW, KPLZ, WICC, WBEN, WHEN, WKGW, WHBC, WTRX, WQUA, KBOI, KRDO, KUDO, WCPI, WVBS, KSRO. Heavy: WFMK, WBOW. Medium: KGW, WAEB, WGY, WHHY, WKZE-FM, WKNE, WSKI, WTNV, WSKY, WCKQ, WLVA, KFSB, KRNO, KRKC.

QUARTERFLASH "Take Me To Heart" (Geffen) 42/2

Rotations: Heavy 11/0, Medium 20/1, Light 11/1, Extra Adds 0, Total Adds 2, WYNY, 3WS. Heavy: WFBR, KGW, WHEN, KEY103, WFMK, KRDO, KPPL, WEIM, WSKI, WCHV, WNGS. Medium: WLTT, WAXY, WFYR, WMJI, WOMC, KPPL, WAEB, WKGW, WQUE, V100, WOWO, WISM-FM, KOFM, KOIL, 3WM, KBOI, WTNV, WROV, WVBS.

CULTURE CLUB "I'll Tumble 4 Ya" (Virgin/Epic) 42/0

Rotations: Heavy 15/0, Medium 19/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: 3WS, WAXY, 97AIA, WRIE, WGY, WHEN, KEY103, KFIM, WSRZ, WISM-FM, KRDO, KUDO, WEIM, WSKI, WNGS. Medium: WFBR, WTAE, KPPL, WKGW, WTMA, WMAZ, WQWO, KOFM, KOIL, WNNR, WKZE-FM, WTNV, WCPI, WSKY, WCHV, KTWO, KRNO, KRKC, KALE.

MICHAEL SEMBELLO "Maniac" (Casablanca/PolyGram) 37/2

Rotations: Heavy 18/1, Medium 13/1, Light 8/0, Extra Adds 0, Total Adds 2, KGW, KRDO. Heavy: GR55, 3WS, WTAE, WOMC, KFIM, Y107, 55KRC, WOWO, WFMK, KOIL, KRDO, WSKI, WCHV, WHNN, WBOW. Medium: WAXY, WFYR, WMJI, WZZP, WCZY, WKGW, WLAC-FM, WQUE, 3WM, WTNV, WSKY, WVBS.

EURYTHMICS "Sweet Dreams (Are Made Of This)" (RCA) 35/3

Rotations: Heavy 13/0, Medium 13/0, Light 9/3, Extra Adds 0, Total Adds 3, WHB, KEZR, KKPL. Heavy: WFBR, WYNY, WAXY, 97AIA, WFYR, WMJI, WOMC, KEY103, WENS, WISM-FM, KRDO, WEIM, WROV. Medium: WTAE, KPPL, WICC, WSRZ, KOIL, 3WM, WSKI, WTNV, WCPI, WCHV, WVBS, KALE.

JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 32/4

Rotations: Heavy 4/0, Medium 18/1, Light 10/3, Extra Adds 0, Total Adds 4, V100, WRVA, KRDO, WNNR. Heavy: KOST, WGY, WFMK, WCKQ. Medium: WFBR, WPRO, WLTT, KVIL-FM, KMGC, WQUE, WISM-FM, KKUA, KWAV, KEX, WKZE-FM, WKNE, WSKI, WSKY, KFSB, KRBS, KALE.

✓ COMMODORES "Only You" (Motown) 31/31

Rotations: Heavy 1/1, Medium 10/10, Light 19/19, Extra Adds 1, Total Adds 31, WSB-FM, KGW, WRIE, WFSM, WKGW, WBT, WAHR, WMAZ, WHHY, 2WD, WHBY, WHBC, WQUA, KCEE, WEIM, WTKO, WKNE, WSKI, WSKY, WCKQ, WGSV, WNGS, WJBC, KVOX, KFSB, KFOR, WJON, WBOW, KRKC, KRBS, KALE.

SIGNIFICANT ACTION

DONNA SUMMER "She Works Hard For The Money" (Mercury/PolyGram) 29/1

Rotations: Heavy 14/0, Medium 10/0, Light 5/1, Extra Adds 1, Total Adds 1, 3WS. Heavy: WYNY, WAXY, KPPL, KEZR, KPLZ, WICC, WTMA, Y107, WOWO, WFMK, KRDO, KWAV, WSKI, WHNN. Medium: WTAE, WCZY, WOMC, B100, KMGC, KFIM, KOIL, KRDO, WCHV, KRKC. Light: W101, V100, KBOI, WVBS.

SISSY SPACEK "Lonely But Only For You" (Atlantic) 28/4

Rotations: Heavy 0/0, Medium 10/2, Light 18/2, Extra Adds 0, Total Adds 4, WGY, WSLI, WBOW, KRKC. Medium: WCCO, KSL, WEIM, WKNE, WSKI, KFOR, WJON, KVSF. Light: WAHR, WVLC, WHBC, WTRX, WQUA, WCKQ, WCHV, WGSV, WLVA, WJBC, KVOX, KWEB, KTWO, KRNO, KRBS, KSRO.

✓ JARREAU "Trouble In Paradise" (WB) 26/20

Rotations: Heavy 0/0, Medium 8/3, Light 16/15, Extra Adds 2, Total Adds 20, WCCO, WIVY, WSRZ, WISM-FM, WQUA, KKUA, WKZE-FM, WEIM, WKNE, WSKI, WSKY, WCKQ, KFSB, KFOR, WBOW, KFQD, KTWO, KQDI, KRKC, KRBS. Medium: WFSM, WRVR, WHBY, WHBC, KALE. Light: KVOX.

MOST ADDED

KENNY ROGERS with DOLLY PARTON (46)
Islands In The Stream (RCA)
COMMODORES (31)
Only You (Motown)
EDDIE RABBITT (27)
You Put The Beat In My Heart (WB)
BONNIE TYLER (25)
Total Eclipse Of The Heart (Columbia)
BEE GEES (21)
Someone Belonging To Someone (RSO/PG)
LEE GREENWOOD (20)
Somebody's Gonna Love You (MCA)
JARREAU (20)
Trouble In Paradise (WB)

HOTTEST

MICHAEL JACKSON (95)
Human Nature (Epic)
BILLY JOEL (71)
Tell Her About It (Columbia)
LAURA BRANIGAN (68)
How Am I Supposed To Live... (Atlantic)
AIR SUPPLY (60)
Making Love Out Of Nothing At All (Arista)
RITA COOLIDGE (48)
All Time High (A&M)
POLICE (31)
Every Breath You Take (A&M)

BETTE MIDLER "All I Need To Know" (Atlantic) 25/7

Rotations: Heavy 0/0, Medium 8/1, Light 17/6, Extra Adds 0, Total Adds 7, WRVA, KRNT, WSKY, WLVA, KVOX, KRKC, KRNO. Medium: WFBR, WPIX, WSB-FM, WCCO, WQUA, KSL, WEIM. Light: WAHR, WVLC, WTRX, WKZE-FM, WKNE, WSKI, WNGS, KFSB, KWEB, WJON, WBOW.

JIM GLASER "The Man In The Mirror" (Noble Vision) 22/8

Rotations: Heavy 0/0, Medium 5/2, Light 17/6, Extra Adds 0, Total Adds 8, WAHR, WRVA, WHBY, WNNR, WEIM, WKNE, WCHV, KALE. Medium: WCCO, KFOR, KRBS. Light: WVLC, WHBC, WQUA, WSKI, WCKQ, KVOX, KFSB, WJON, KFQD, KTWO, KRKC.

LANE BRODY "Over You" (Liberty) 21/0

Rotations: Heavy 0/0, Medium 9/0, Light 12/0, Extra Adds 0, Total Adds 0, Medium: WMAZ, WKNE, WSKI, WCKQ, KVOX, KFSB, KFOR, WJON, KRKC. Light: WCCO, WAHR, WHHY, WRVA, WHBC, WTRX, KKUA, WNNR, WJBC, WBOW, KRNO, KRBS.

TANYA TUCKER "Baby I'm Yours" (Arista) 20/6

Rotations: Heavy 0/0, Medium 4/1, Light 16/5, Extra Adds 0, Total Adds 6, WAHR, WSKI, WGSV, KVOX, KFSB, KRKC. Medium: KRNT, KUGN, KSL. Light: WCCO, WHBC, WQUA, KKUA, WEIM, WCKQ, WJBC, WBOW, KFQD, KTWO, KRBS.

MAC McANALLY "On The Line" (Geffen) 19/3

Rotations: Heavy 0/0, Medium 5/0, Light 14/3, Extra Adds 0, Total Adds 3, WHBC, WCKQ, KVOX. Medium: WMJJ, WFMK, KUGN, WEIM, WJON. Light: WCCO, WAHR, WSRZ, WSKI, WSKY, WGSV, WNGS, KFSB, KFQD, KTWO, KRBS.

LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 18/0

Rotations: Heavy 2/0, Medium 9/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WGY, WEIM. Medium: KPLZ, 3WM, KUDO, WSKI, WSKY, WCKQ, WCHV, KRNO, KRBS. Light: V100, WIVY, WSRZ, WFMK, KKUA, WKZE-FM, WVBS.

STARBUCK "The Full Cleveland" (Lowery) 16/2

Rotations: Heavy 0/0, Medium 7/0, Light 8/1, Extra Adds 1, Total Adds 2, WHNN, KTWO. Medium: WSLI, WHHY, KUGN, KRLB-FM, WLVA, KFSB, KALE. Light: WVLC, 2WD, WNNR, WSKI, WGSV, WJON, KFQD.

B.J. THOMAS "New Looks From An Old Lover" (Cleveland International/CBS) 16/1

Rotations: Heavy 3/0, Medium 9/0, Light 4/1, Extra Adds 0, Total Adds 1, KRKC. Heavy: WAHR, KFSB, KALE. Medium: WSLI, KRNT, KEX, WEIM, WCKQ, WGSV, KVOX, KFQD, KRBS. Light: WHBY, WNNR, WHNN.

✓ MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 14/14

Rotations: Heavy 0/0, Medium 2/2, Light 12/12, Extra Adds 0, Total Adds 14, WCLR, WCCO, KPLZ, WQUE, WEZS, WHBY, KRNT, WFMK, WQUA, WEIM, WCKQ, WNGS, KFSB, KRBS.

STEVIE NICKS "Stand Back" (Modern/Atco) 14/1

Rotations: Heavy 1/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, KRDO. Heavy: KEY103. Medium: WMJI, WHEN, WLAC-FM, 3WM. Light: KFIM, Y107, WTRX, WOWO, K108, KKPL, WROV, WNGS.

WHISPERS "This Time" (Solar/Elektra) 12/3

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 2, Total Adds 3, KKUA, WJON, KTWO. Medium: WFBR, WHBY, WEIM, KFOR. Light: 97AIA, WSKI, WSKY, KFSB, WBOW.

CHRISTOPHER CROSS "Think Of Laura" (WB) 10/1

Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Extra Adds 0, Total Adds 1, KFQD. Heavy: WAHR. Medium: WCCO, KUDO, KSL. Light: WRKA, WRVA, KVOX, KQDI, KRKC.

POLICE "King Of Pain" (A&M) 9/6

Rotations: Heavy 0/0, Medium 3/2, Light 6/4, Extra Adds 0, Total Adds 6, KFIM, KRDO, WKZE-FM, WSKI, WSKY, KRKC. Medium: KWAV. Light: WQUE, WSRZ.

HOLLIES "If The Lights Go Out" (Atlantic) 9/4

Rotations: Heavy 0/0, Medium 0/0, Light 9/4, Extra Adds 0, Total Adds 4, WSRZ, WEIM, WCHV, WBOW. Light: KPLZ, WKNE, WSKI, WJON, KRKC.

HUMAN LEAGUE "(Keep Feeling) Fascination" (Virgin/A&M) 9/1

Rotations: Heavy 4/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WLAC-FM. Heavy: KFIM, KRDO, KRDO, WSKI. Medium: WKZE-FM, WSKY, WVBS. Light: WOWO.

DOOBIE BROTHERS "You Belong To Me" (WB) 9/0

Rotations: Heavy 0/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0, Medium: KGW, WHHY, KWEB, KALE. Light: WLTT, WSRZ, WHBY, KFQD, KTWO.

GORDON LIGHTFOOT "Salute (A Lot More Livin' To Do)" (WB) 8/5

Rotations: Heavy 0/0, Medium 1/1, Light 7/4, Extra Adds 0, Total Adds 5, WAHR, WSKI, KWEB, KRKC, KRBS. Light: WSRZ, WKNE, KRKC.

STACY LATTISAW "Miracles" (Cotillion/Atco) 8/0

Rotations: Heavy 1/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: 97AIA. Medium: WPIX, WLVA, KRBS. Light: WEIM, WKNE, WSKI, WCHV.

ALABAMA "Lady Down On Love" (RCA) 6/4

Rotations: Heavy 0/0, Medium 2/1, Light 4/3, Extra Adds 0, Total Adds 4, Y97, WSLI, WHHY, WCKQ. Medium: WRIE. Light: WAHR.

ROD STEWART "What Am I Gonna Do (I'm So In Love With You)" (WB) 6/4

Rotations: Heavy 0/0, Medium 1/1, Light 5/3, Extra Adds 0, Total Adds 4, WSRZ, KUDO, WKZE-FM, WSKI. Light: WSKY, WCKQ.

DAVID BOWIE "China Girl" (EMI America) 6/2

Rotations: Heavy 2/0, Medium 0/0, Light 4/2, Extra Adds 0, Total Adds 2, KPLZ, KRDO. Heavy: KFIM, WSKI. Light: WOWO, WNNR.

CARL WILSON "Givin' You Up" (Caribou/CBS) 6/2

Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 1, Total Adds 2, WJON, KRKC. Medium: KALE. Light: WSRZ, WKNE, KWEB.

MICHAEL MURPHEY "Don't Count The Rainy Days" (Liberty) 5/5

Rotations: Heavy 0/0, Medium 1/1, Light 3/3, Extra Adds 1, Total Adds 5, WCCO, WHBY, WGSV, KFOR, KTWO.

ROBERT PLANT "Big Log" (Atlantic) 5/3

Rotations: Heavy 0/0, Medium 1/1, Light 4/2, Extra Adds 0, Total Adds 3, KFIM, KRDO, WKZE-FM. Light: WQUE, WSKY.

ASIA "Don't Cry" (Geffen) 5/2

Rotations: Heavy 0/0, Medium 2/1, Light 3/1, Extra Adds 0, Total Adds 2, KRDO, KRDO. Medium: KFIM. Light: WOWO, WKZE-FM.

ELVIS COSTELLO & ATTRACTIONS "Everyday I Write The Book" (Columbia) 5/2

Rotations: Heavy 0/0, Medium 0/0, Light 5/2, Extra Adds 0, Total Adds 2, WFMK, WCKQ. Light: WSRZ, WSKI, WSKY.

JOURNEY "After The Fall" (Columbia) 5/1

Rotations: Heavy 1/0, Medium 2/0, Light 2/1, Extra Adds 0, Total Adds 1, KRDO. Heavy: WSKI. Medium: KFIM, WVBS. Light: WOWO.

MICHAEL LOVESMITH "Baby I Will" (Motown) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KKUA. Medium: WNNR, WJON. Light: WKNE, KTWO.

MADNESS "It Must Be Love" (Geffen) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, KPLZ. Medium: WSKI, WCKQ. Light: WKZE-FM, WSKY.

FRANK STALLONE "Far From Over" (RSO/PolyGram) 5/1

Rotations: Heavy 1/0, Medium 4/1, Light 0/0, Extra Adds 0, Total Adds 1, WOMC. Heavy: KFIM. Medium: WFBR, WQUE, WSKI.

A/C Adds & Hots . . . See Page 82

ARBITRON GIVES YOU 212-887-1300

And that's
a whole
lot more
than just
another
set of
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AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)	Total	Heavy	Medium	Add	Total Adds
2	1	1	1	1 POLICE/King Of Pain (A&M)	153+	144+	9-	0=	0=
1	2	2	2	2 ASIA/Don't Cry (Geffen)	140-	133-	7=	0=	1=
-	17	4	3	3 ASIA/The Heat Goes On (Geffen)	137+	106+	31-	0-	3-
44	16	8	4	4 HEART/How Can I Refuse (Epic)	146+	100+	36-	8=	18-
13	6	5	5	5 KANSAS/Fight Fire With Fire (CBS)	149+	76+	73-	0-	2-
7	3	3	6	6 STRAY CATS/(She's) Sexy + 17 (EMI America)	137-	93+	43-	1=	2=
8	5	6	7	7 ROBERT PLANT/Other Arms (Atlantic)	123-	93-	30+	0=	0=
49	20	11	8	8 JACKSON BROWNE/For A Rocker (Asylum)	124+	87+	37-	0=	2-
9	9	10	9	9 ROBERT PLANT/Big Log (Atlantic)	118=	102+	16-	0=	0=
18	12	12	10	10 LOVERBOY/Queen Of Broken Hearts (Columbia)	117+	84=	33+	0=	1+
4	7	9	11	11 FIXX/One Thing Leads To Another (MCA)	107-	86-	21-	0=	0-
3	4	7	12	12 JACKSON BROWNE/Lawyers In Love (Asylum)	106-	94-	12-	0=	1+
12	14	13	13	13 TALKING HEADS/Burning Down The House (Sire/WB)	112+	74+	36-	2+	2=
21	19	14	14	14 POLICE/Wrapped Around Your Finger (A&M)	101-	70-	31=	0=	1=
14	13	15	15	15 LOVERBOY/Strike Zone (Columbia)	91-	58-	33-	0=	0-
37	28	24	16	16 ROBERT PLANT/In The Mood (Atlantic)	88+	64+	24+	0-	1-
25	22	17	17	17 STEVIE RAY VAUGHAN.../Pride And Joy (Epic)	102-	36+	65-	1-	2-
41	37	23	18	18 MEN WITHOUT HATS/Safety Dance (Backstreet/MCA)	94+	62+	31-	1-	5-
19	18	18	19	19 POLICE/Synchronicity II (A&M)	77-	59-	18=	0=	0=
35	31	25	20	20 DIO/Rainbow In The Dark (WB)	96-	25=	69-	2=	4=
DEBUT			21	21 MOODY BLUES/Sitting At The Wheel (Threshold/PG)	112+	14+	60+	38+	105+
50	43	34	22	22 CONEY HATCH/First Time For Everything (Mercury/PG)	91+	17+	73+	1-	6-
26	30	27	23	23 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)	73-	50-	23+	0=	0-
30	35	29	24	24 STEVIE NICKS/Enchanted (Modern/Atco)	75+	40+	35=	0=	1+
DEBUT			25	25 MOTELS/Suddenly Last Summer (Capitol)	105+	13+	52+	40+	104+
56	46	37	26	26 ELVIS COSTELLO.../Everyday I Write The Book (Columbia)	82+	26+	53-	3=	8=
27	23	20	27	27 DFX2/Emotion (MCA)	86-	15=	71-	0-	1-
16	15	21	28	28 QUARTERFLASH/Take Me To Heart (Geffen)	69-	39-	29-	1+	1=
5	8	19	29	29 FIXX/Saved By Zero (MCA)	62-	44-	18-	0=	0=
34	34	28	30	30 RICK SPRINGFIELD/Human Touch (RCA)	70-	42-	28-	0=	0-
-	50	43	31	31 DANNY SPANOS/Hot Cherie (Epic)	79+	13+	63+	3-	7-
28	32	30	32	32 ZZ TOP/Sharp Dressed Man (WB)	68-	29+	38-	1=	2-
60	55	44	33	33 BILLY JOEL/Tell Her About It (Columbia)	72+	42+	29-	1=	5-
6	10	22	34	34 LOVERBOY/Hot Girls In Love (Columbia)	57-	43-	14+	0=	0=
15	11	16	35	35 CHARLIE/It's Inevitable (Mirage/Atco)	69-	26-	41-	2+	2+
DEBUT			36	36 BIG COUNTRY/In A Big Country (Mercury/PolyGram)	84+	9+	55+	17-	38-
31	38	35	37	37 DEF LEPPARD/Foolin' (Mercury/PolyGram)	62-	30-	32-	0=	2=
23	24	26	38	38 DONNIE IRIS/Do You Compute? (MCA)	66-	18-	48-	0=	1=
38	42	41	39	39 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	68=	21+	46-	1=	2=
17	27	36	40	40 DAVID BOWIE/China Girl (EMI America)	55-	35-	20=	0=	0=
-	-	51	41	41 ANIMALS/The Night (IRS/A&M)	70+	12+	55+	3-	16-
10	25	31	42	42 POLICE/Every Breath You Take (A&M)	49-	42-	7+	0=	0=
22	29	33	43	43 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)	59-	21=	38-	0=	0-
43	45	38	44	44 ZEBRA/Tell Me What You Want (Atlantic)	55-	25-	29-	1+	4+
11	21	32	45	45 STEVIE NICKS/Stand Back (Modern/Atco)	51-	36-	15+	0=	0=
40	41	40	46	46 PRISM/Is He Better Than Me (Capitol)	70-	6-	64-	0=	0-
-	-	52	47	47 ELTON JOHN/Kiss The Bride (Geffen)	65+	17+	45+	3+	8+
33	40	45	48	48 BRYAN ADAMS/This Time (A&M)	53-	20-	33-	0=	0-
-	-	50	49	49 ASIA/True Colors (Geffen)	51+	37+	13-	1+	1-
-	-	55	50	50 BREAKS/She Wants You (RCA)	68+	7+	58+	3-	8-
-	-	47	51	51 JACKSON BROWNE/Cut It Away (Asylum)	49-	33-	16=	0=	1-
32	39	39	52	52 JOAN JETT.../The French Song (Blackheart/MCA)	56-	17-	39-	0-	0-
DEBUT			53	53 MICHAEL STANLEY BAND/My Town (EMI America)	66+	3=	46+	16-	30-
57	47	49	54	54 DAVID BOWIE/Criminal World (EMI America)	50-	23-	27+	0-	1-
-	-	54	55	55 STEVIE NICKS/If Anyone Falls (Modern/Atco)	45+	28+	17+	0=	1-
-	-	56	56	56 MINOR DETAIL/Canvas Of Life (Polydor/PolyGram)	62+	5+	47+	10=	17-
-	-	58	57	57 BONNIE TYLER/Total Eclipse Of The Heart (Columbia)	50+	26+	22-	2-	9+
DEBUT			58	58 AC/DC/Flick Of The Switch (Atlantic)	55+	11+	29+	15+	53+
29	33	42	59	59 EURYTHMICS/Sweet Dreams (Are Made Of This) (RCA)	48-	21-	27-	0=	1+
DEBUT			60	60 AC/DC/Guns For Hire (Atlantic)	53+	11+	27+	15+	49+

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	Rank	Artist/Track (Label)
1	1	1 POLICE Synchronicity (A&M)
	 "Pain" "Finger" "Breath"
2	2	2 JACKSON BROWNE Lawyers In Love (Asylum)
	 "Lawyers" "Rocker" "Tender"
3	3	3 ROBERT PLANT The Principle Of Moments (Atlantic)
	 "Big Log" "Other Arms" "Mood"
5	4	4 STEVIE NICKS The Wild Heart (Modern/Atco)
	 "Enchanted" "Anyone" "Changes"
9	5	5 STEVIE RAY VAUGHAN Texas Flood (Epic)
	 "Pride" "Love Struck"
10	6	6 ELVIS COSTELLO Punch The Clock (Columbia)
	 "Everyday I Write The Book"
4	7	7 ASIA Alpha (Geffen)
	 "Don't Cry" "Heat" "Last"
11	8	8 BILLY JOEL An Innocent Man (Columbia)
	 "Tell Her" "Easy Money" "Keeping"
6	9	9 ELO Secret Messages (Jet/CBS)
	 "Rock 'N' Roll" "Messages" "Stranger"
8	10	10 FIXX Reach The Beach (MCA)
	 "One Thing" "Zero"
7	11	11 DAVID BOWIE Let's Dance (EMI America)
	 "China Girl" "Modern" "Criminal"
14	12	12 TALKING HEADS Speaking In Tongues (Sire/WB)
	 "Burning Down The House"
12	13	13 JOE WALSH You Bought It - You... (Full Moon/WB)
	 "Rock & Roll"
18	14	14 NEIL YOUNG Everybody's Rockin' (Geffen)
	 "Wonderin'" "Payola" "Kinda Fonda"
17	15	15 NILS LOFGREN Wonderland (Backstreet/MCA)
	 "Wonderland" "It's All Over"
16	16	16 ELTON JOHN Too Low For Zero (Geffen)
	 "Kiss The Bride"
15	17	17 GRAHAM PARKER The Real Macaw (Arista)
	 "Life Gets Better"
13	18	18 QUARTERFLASH Take Another Picture (Geffen)
	 "Heart" "Picture" "Move Me"
DEBUT	19	19 BREAKS The Breaks (RCA)
	 "She Wants You"
DEBUT	20	20 EURYTHMICS Sweet Dreams (Are Made...) (RCA)
	 "Sweet Dreams"

CHART PARTICIPANTS: WECM/Claremont, WPLR/New Haven, WNEW-FM/New York, WERI/Westerly, WXRT/Chicago, WCPZ/Sandusky, KLBJ/Austin, WIZD/Ft. Pierce, KUFO/Odessa, WSLQ/Roanoke, KSPN/Aspen, KBCO/Boulder, KTCL/Ft. Collins, KINK/Portland, KFQG/San Francisco, KTMS/Santa Barbara.

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 last week's figures. Records showing significant airplay growth are bulleted.

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 growth are bulleted.

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 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 parallel, denoting a station's competitive ratings strength.

DEBUT — Indicates one of the week's most added new albums.

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

- MOODY BLUES**
Sitting At The Wheel (Threshold/PolyGram)
68% of our 12-24 reporters on it. Total reports: 112. Hot 14, Medium 60, Extra Adds 38, Total Adds 105. Debuts at #21 on the AOR Hot Tracks chart.
- MOTELS**
Suddenly Last Summer (Capitol)
64% of our 12-24 reporters on it. Total reports: 105. Hot 13, Medium 52, Extra Adds 40, Total Adds 104. Debuts at #25 on the AOR Hot Tracks chart.
- BIG COUNTRY**
In A Big Country (Mercury/PolyGram)
51% of our 12-24 reporters on it. Total reports: 84. Hot 9, Medium 55, Extra Adds 17, Total Adds 38. Debuts at #36 on the AOR Hot Tracks chart.

SIGNIFICANT ACTION

TRIUMPH/Never Surrender (RCA) "All The Way"
Total Reports: 25(25)/Total Adds: 2(4); Hots: 9(12)/Hot Adds: 0(0); Mediums: 14(10)/Medium Adds: 0(1)/Extra Adds: 2(3).

- NAKED EYES/Naked Eyes (EMI America) "Promises, Promises"**
Total Reports: 22(17)/Total Adds: 2(2); Hots: 8(4)/Hot Adds: 0(0); Mediums: 14(11)/Medium Adds: 2(0)/Extra Adds: 0(2).
- GREG LAKE/Manoeuvres (Chrysalis) "Manoeuvres"**
Total Reports: 21(3)/Total Adds: 18(3); Hots: 1(1)/Hot Adds: 0(1); Mediums: 6(0)/Medium Adds: 4(0)/Extra Adds: 14(2).
- DOKKEN/Dokken (Elektra) "Breaking The Chains"**
Total Reports: 20(0)/Total Adds: 19(0); Hots: 0(0)/Hot Adds: 0(0); Mediums: 11(0)/Medium Adds: 10(0)/Extra Adds: 9(0).
- TIM FINN/Escape (A&M) "Staring At The Embers"**
Total Reports: 19(20)/Total Adds: 3(9); Hots: 2(1)/Hot Adds: 0(0); Mediums: 16(14)/Medium Adds: 2(4)/Extra Adds: 1(5).
- LISA PRICE/Priceless (Mirus) "Can't Hold On Forever"**
Total Reports: 18(11)/Total Adds: 11(9); Hots: 1(1)/Hot Adds: 0(1); Mediums: 9(5)/Medium Adds: 3(3)/Extra Adds: 8(5).
- STAYING ALIVE/Various Artists (Polydor/PolyGram) "Far From Over"**
Total Reports: 18(14)/Total Adds: 4(5); Hots: 3(3)/Hot Adds: 0(0); Mediums: 11(7)/Medium Adds: 0(2)/Extra Adds: 4(3).
- TRANSLATOR/No Time Like Now (415/Columbia) "Un-Along"**
Total Reports: 17(15)/Total Adds: 4(6); Hots: 2(1)/Hot Adds: 1(0); Mediums: 12(10)/Medium Adds: 0(2)/Extra Adds: 3(4).
- TIM SCOTT/Swear (Sire/WB) "Swear"**
Total Reports: 17(19)/Total Adds: 2(3); Hots: 1(2)/Hot Adds: 0(0); Mediums: 14(13)/Medium Adds: 0(0)/Extra Adds: 2(3).
- TWISTED SISTER/You Can't Stop Rock 'N' Roll (Atlantic) "The Kids Are Back"**
Total Reports: 16(18)/Total Adds: 0(2); Hots: 3(2)/Hot Adds: 0(0); Mediums: 13(15)/Medium Adds: 0(1)/Extra Adds: 0(1).
- TORONTO/Girl's Night Out (Solid Gold) "Girl's Night Out"**
Total Reports: 15(11)/Total Adds: 2(2); Hots: 7(5)/Hot Adds: 0(0); Mediums: 7(6)/Medium Adds: 1(2)/Extra Adds: 1(0).
- JULUKA/Scatterlings (WB) "Scatterlings Of Africa"**
Total Reports: 14(14)/Total Adds: 2(1); Hots: 0(0)/Hot Adds: 0(0); Mediums: 12(13)/Medium Adds: 0(0)/Extra Adds: 2(1).
- SCANDAL/Love's Got A Line On You (Columbia) "Win Some, Lose Some"**
Total Reports: 12(12)/Total Adds: 1(2); Hots: 3(3)/Hot Adds: 0(0); Mediums: 9(8)/Medium Adds: 1(1)/Extra Adds: 0(1).
- BOYS BRIGADE/Boys Brigade (Capitol) "Passion"**
Total Reports: 11(6)/Total Adds: 4(1); Hots: 3(3)/Hot Adds: 0(1); Mediums: 4(3)/Medium Adds: 0(0)/Extra Adds: 4(0).
- AZTEC CAMERA/High Land, Hard Rain (Sire/WB) "Oblivious"**
Total Reports: 10(11)/Total Adds: 1(2); Hots: 2(1)/Hot Adds: 0(0); Mediums: 7(8)/Medium Adds: 0(0)/Extra Adds: 1(2).

More AOR Music Information See Page 108



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AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

August 26, 1983

165 REPORTERS

Three Weeks Last
Weeks Weeks Week

1	1	1	1	1	POLICE/Synchronicity (A&M)
-	3	2		2	ASIA/Alpha (Geffen)
4	4	4		3	ROBERT PLANT/The Principle Of Moments (Atlantic)
6	6	5		4	JACKSON BROWNE/Lawyers In Love (Asylum)
2	2	3		5	LOVERBOY/Keep It Up (Columbia)
-	-	9		6	HEART/Passion Works (Epic)
10	8	8		7	KANSAS/Drastic Measures (CBS)
5	7	6		8	STEVIE NICKS/The Wild Heart (Modern/Atco)
3	5	7		9	FIXX/Reach The Beach (MCA)
12	13	11		10	TALKING HEADS/Speaking In Tongues (Sire/WB)
7	9	10		11	DAVID BOWIE/Let's Dance (EMI America)
11	14	13		12	DEF LEPPARD/Pyromania (Mercury/PolyGram)
17	16	12		13	STEVIE RAY VAUGHAN.../Texas Flood (Epic)
29	28	20		14	MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)
DEBUT				15	AC/DC/Flick Of The Switch (Atlantic)
26	23	19		16	DIO/Holy Diver (WB)
37	32	25		17	ELVIS COSTELLO.../Punch The Clock (Columbia)
15	17	21		18	ZZ TOP/Eliminator (WB)
20	21	22		19	QUIET RIOT/Metal Health (Pasha/CBS)
30	30	26		20	BILLY JOEL/An Innocent Man (Columbia)
34	31	29		21	CONEY HATCH/Outa Hand (Mercury/PolyGram)
14	12	15		22	QUARTERFLASH/Take Another Picture (Geffen)
8	15	18		23	ZEBRA/Zebra (Atlantic)
22	18	17		24	DFX2/Emotion (MCA)
25	25	24		25	RICK SPRINGFIELD/Living In Oz (RCA)
9	11	16		26	JQAN JETT.../Album (Blackheart/MCA)
-	36	34		27	DANNY SPANOS/Passion In The Dark (Epic)
13	10	14		28	CHARLIE/Charlie (Mirage/Atco)
27	29	27		29	PRISM/Beat Street (Capitol)
18	22	23		30	DONNIE IRIS/Fortune 410 (MCA)
DEBUT				31	ANIMALS/Ark (IRS/A&M)
-	-	35		32	ELTON JOHN/Too Low For Zero (Geffen)
16	20	28		33	JOE WALSH/You Bought It—You Name It (Full Moon/WB)
19	27	32		34	BRYAN ADAMS/Cuts Like A Knife (A&M)
21	19	30		35	ELO/Secret Messages (Jet/CBS)
-	-	39		36	BREAKS/The Breaks (RCA)
DEBUT				37	ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)
23	24	31		38	EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA)
24	26	33		39	IRON MAIDEN/Piece Of Mind (Capitol)
-	-	40		40	MINOR DETAIL/Minor Detail (Polydor/PolyGram)

	Total Reports	Heavy Rotation	Medium Rotation	Adds Rotation	Total Adds All Rotations
"King" (153)	162	156	6+	0=	0=
"Don't Cry" (140)	159	151	8-	0-	1-
"Arms" (123)	155	130	25-	0=	0=
"Rocker" (124)	154	125	29-	0=	3-
"Queen" (117)	152	111	41+	0=	1+
"Refuse" (146)	148	101	37-	8+	19-
"Fight Fire With Fire" (149)	151	77	74-	0-	2-
"Enchanted" (75)	142	85	57+	0=	2-
"One Thing" (107)	121	96	24-	1+	2+
"Burning Down The House" (112)	112	74	36-	2+	2=
"China Girl" (55)	100	52	48+	0-	0-
"Foolin'" (62)	93	50	43-	0=	2+
"Pride And Joy" (102)	106	38	67-	1-	2-
"Safety Dance" (94)	95	63	31-	1-	5-
"Flick" (55)	109	22	54+	33+	104+
"Rainbow In The Dark" (96)	96	25	69-	2=	4=
"Everyday" (82)	96	29	63-	4=	10=
"Dressed" (68)	83	36	46-	1+	3+
"Cum On" (68)	88	29	58-	1=	2=
"Tell Her" (72)	91	48	41-	2+	6-
"First Time For Everything" (91)	94	18	75+	1-	7-
"Heart" (69)	79	43	35-	1+	1=
"Tell Me" (55)	76	35	40-	1+	3+
"Emotion" (86)	89	16	73-	0-	1-
"Human Touch" (70)	76	43	33-	0=	0-
"French" (56)	84	22	61-	1+	1+
"Hot Cherie" (79)	81	13	65+	3-	7-
"It's Inevitable" (69)	70	27	41-	2+	2+
"Is He Better Than Me" (70)	79	8	71-	0=	0-
"Do You Compute?" (66)	68	18	50-	0=	1=
"The Night" (70)	73	12	58+	3-	18-
"Kiss The Bride" (65)	69	19	47+	3+	8+
"Rock & Roll" (59)	62	22	40-	0=	0-
"This Time" (53)	58	21	37-	0=	0-
"Rock" (38)	62	15	47-	0-	2-
"She Wants You" (68)	69	7	59+	3-	8-
"Sucker" (50)	65	7	53+	4-	10-
"Sweet Dreams (Are Made Of This)" (48)	54	24	30-	0=	1+
"Trooper" (36)	52	16	35-	1+	1-
"Canvas Of Life" (62)	63	5	48+	10=	17-

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

AC/DC Flick Of The Switch (Atlantic)

"Flick" "Guns" "Shakedown." 66% of our 12-24 reporters on it. Total reports: 109. Hot 22, Medium 54, Extra Adds 33, Total Adds 104. Debuts at #15 on the AOR Albums chart.

NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

- HELIX/No Rest For The Wicked (Capitol) "Heavy Metal Love"**
Total Reports: 58(44)/Total Adds: 12(10); Hots: 3(4)/Hot Adds: 0(0); Mediums: 50(36)/Medium Adds: 7(7)/Extra Adds: 5(3).
- BONNIE TYLER/Faster Than The Speed Of Light (Columbia) "Total Eclipse Of The Heart"**
Total Reports: 51(46)/Total Adds: 9(8); Hots: 27(20)/Hot Adds: 2(2); Mediums: 22(23)/Medium Adds: 5(4)/Extra Adds: 2(3).
- GRAHAM PARKER/The Real Macaw (Arista) "Life Gets Better"**
Total Reports: 49(52)/Total Adds: 4(14); Hots: 4(4)/Hot Adds: 0(1); Mediums: 44(39)/Medium Adds: 3(4)/Extra Adds: 1(9).
- CHEAP TRICK/Next Position Please (Epic) "Dancing The Night Away"**
Total Reports: 48(37)/Total Adds: 21(35); Hots: 5(2)/Hot Adds: 3(1); Mediums: 34(16)/Medium Adds: 10(15)/Extra Adds: 8(19).
- AXE/Nemesis (Atco) "Heat In The Street"**
Total Reports: 48(51)/Total Adds: 6(15); Hots: 1(0)/Hot Adds: 0(0); Mediums: 44(43)/Medium Adds: 3(7)/Extra Adds: 3(8).
- BILLY IDOL/Don't Stop (Chrysalis) "Dancing With Myself"**
Total Reports: 46(41)/Total Adds: 8(11); Hots: 6(6)/Hot Adds: 0(1); Mediums: 35(29)/Medium Adds: 4(5)/Extra Adds: 4(5).

MOST ADDED

All Stations	
Motels "Suddenly"	(118)
Moody Blues	
"Sitting"	(114)
AC/DC	(107)
Big Country	
"Country"	(44)
Michael Stanley	
Band "Town"	(31)

HOTTEST

All Stations	
Police	(173)
Asia	(162)
Robert Plant	(145)
Jackson Browne	(141)
Loverboy	(115)

- ARCANGEL/Arcangel (Portrait/CBS) "Tragedy"**
Total Reports: 44(52)/Total Adds: 0(3); Hots: 21(20)/Hot Adds: 0(0); Mediums: 23(30)/Medium Adds: 0(1)/Extra Adds: 0(2).
- QUEENSRYCHE/Queensryche (EMI America) "Queen Of The Reich"**
Total Reports: 40(30)/Total Adds: 13(15); Hots: 4(4)/Hot Adds: 0(2); Mediums: 33(21)/Medium Adds: 10(8)/Extra Adds: 3(5).
- FASTWAY/Fastway (Columbia) "Say What You Will"**
Total Reports: 37(44)/Total Adds: 1(1); Hots: 16(19)/Hot Adds: 0(0); Mediums: 21(25)/Medium Adds: 1(1)/Extra Adds: 0(0).
- NEIL YOUNG/Everybody's Rockin' (Geffen) "Payola Blues"**
Total Reports: 36(33)/Total Adds: 4(10); Hots: 5(8)/Hot Adds: 0(1); Mediums: 29(19)/Medium Adds: 2(3)/Extra Adds: 2(6).
- Y&T/Mean Streak (A&M) "Mean Streak"**
Total Reports: 35(28)/Total Adds: 9(13); Hots: 4(4)/Hot Adds: 0(0); Mediums: 27(17)/Medium Adds: 5(6)/Extra Adds: 4(7).
- NILS LOFGREN/Wonderland (Backstreet/MCA) "Across The Tracks"**
Total Reports: 35(34)/Total Adds: 8(18); Hots: 2(1)/Hot Adds: 0(0); Mediums: 27(20)/Medium Adds: 2(5)/Extra Adds: 6(13).
- FLASHDANCE/Various Artists (Casablanca/PolyGram) "Maniac"**
Total Reports: 32(31)/Total Adds: 1(2); Hots: 14(17)/Hot Adds: 0(0); Mediums: 18(13)/Medium Adds: 1(1)/Extra Adds: 0(1).
- KINKS/State Of Confusion (Arista) "State Of Confusion"**
Total Reports: 28(31)/Total Adds: 2(2); Hots: 5(10)/Hot Adds: 0(0); Mediums: 21(20)/Medium Adds: 0(1)/Extra Adds: 2(1).

Station Listings . . . See Page 84



NBC Radio's Young Adult Network

DURAN DURAN

A LITTLE NIGHT MUSIC



Spend the night with Duran Duran. This British quintet kicks off a special evening of rock'n'roll with an exclusive 30-minute profile. Only on The Source. The group chats with rock reporter Rona Elliot about their image, their successful music, and what it took to achieve that success.

Then it's time to turn on the night music. Duran Duran release

their sexy dance rhythms and lilting harmonies for a 60-minute concert. Produced by EDR Entertainment. Recorded at London's legendary Hammersmith Odeon. Hear the concert excitement of "Rio," "Planet Earth," "Girls On Film," and "Hungry Like The Wolf." Duran Duran. Up close and in concert for a double bill of fun.

Sponsored, in part, by Budweiser and Levi's.

The weekend of September 16-18
Call The Source for availability in your market (212) 664-5538.

Contemporary Hit Radio

Continued from Back Page

BREAKERS

SHEENA EASTON

Telephone (Long Distance Love Affair) (EMI America)
69% of our reporters on it. Moves: Up 31, Debuts 48, Same 46, Down 0, Adds 26 including WKBW, PRO-FM, Q105, WKQX, KMJK, WKDD, WAZY-FM. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

- ✓ **FIXX "One Thing Leads To Another" (MCA) 128/62**
Moves: Up 7, Debuts 26, Same 33, Down 0, Adds 62 including WBEN-FM, WNYS, CKGM, B94, WHTX, CHUM, 94Q, Z93, 79Q, WGCL, WKTI, KHS-FM, KIQQ, XTRA, KNBO.
- ✓ **KENNY ROGERS with DOLLY PARTON "Islands In The Stream" (RCA) 122/41**
Moves: Up 4, Debuts 39, Same 38, Down 0, Adds 41 including WBEN-FM, WGCL, KBEQ, KIMN, Q103, KFI, KHS-FM, XTRA, KNBO, WSPK, Q106, WBCY, WKDQ, KSKD, KWTO-FM.
- ✓ **MADNESS "It Must Be Love" (Geffen) 122/39**
Moves: Up 11, Debuts 20, Same 52, Down 0, Adds 39 including PRO-FM, 94Q, Z93, KAFM, I95, WGCL, KEARTH, KFI, KNBO, WLAN-FM, WSSX, WNVZ, WIGY, KQIZ-FM, KTRS.
- HEART "How Can I Refuse" (Epic) 118/13**
Moves: Up 43, Debuts 21, Same 41, Down 0, Adds 13, WNFI, KSET-FM, KKFM, KRSP, KRQ, WOMP-FM, WXLK, FM99, WCIL-FM, WAZY-FM, WRKR, WSPT, KKAZ, WBEN-FM 40-34, Z93 31-25.
- TALKING HEADS "Burning Down The House" (Sire/WB) 117/13**
Moves: Up 39, Debuts 17, Same 47, Down 1, Adds 13, CHUM, 94Q, XTRA, KNBO, KC101, WDCC, KLIK, WMEE, KEYN-FM, WXLK, Z102, KDVV, KIST, WXXS-FM 13-7, KITE 27-18.
- KINKS "Don't Forget To Dance" (Arista) 110/21**
Moves: Up 32, Debuts 18, Same 39, Down 0, Adds 21 including WKBW, WHTX, PRO-FM, CHUM, KBEQ, KEARTH, KCON, XTRA, WNVZ, WVIC, WCIR, WQLT, KQWB, KYA, KDZA.
- STYX "High Time" (A&M) 110/12**
Moves: Up 35, Debuts 21, Same 41, Down 1, Adds 12, WKBW, WPHD, B94, Y100, Q105, WKFM, WDOQ, WZOK, K107, KEYN-FM, WIKZ, KTRS, KKAZ, WLLOL-FM 34-30, WQID 38-34, KQIZ-FM 21-18.
- ✓ **ROD STEWART "What Am I Gonna Do (I'm So In Love With You)" (WB) 101/44**
Moves: Up 2, Debuts 15, Same 40, Down 0, Adds 44 including B104, WBEN-FM, CHUM, KYUU, WPST, WOKI, KROK, KMGK, KKKX, KIKI, WACZ, WFOX, KFYR, KWTO-FM, KGHO.
- BEE GEES "Someone Belonging To Someone" (RSO/PolyGram) 96/10**
Moves: Up 18, Debuts 25, Same 34, Down 0, Adds 10, KAFM, KIMN, WOKI, KROK, KIKI, KO93, WTSN, WZYQ, KGHO, KOZE, WXXS-FM d-35, Z93 26-21, WYCR 40-36, WBBQ 38-29, G100 35-30.
- ✓ **MOODY BLUES "Sitting At The Wheel" (Threshold/PolyGram) 88/88**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 88 including WKBW, WNYS, WPHD, CHUM, 94Q, WGCL, WABX, WLLOL-FM, Q103, KEARTH, KUBE, WPST, WDOQ, Z104, KBBK.
- PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 81/11**
Moves: Up 29, Debuts 3, Same 34, Down 4, Adds 11, WNYS, KNBO, WHFM, CK101, WDOQ, WNVZ, WKFR, WQLT, Z102, WGLF, KDZA, Y100 9-7, KHS-FM 34-30, KRQ 25-21, WIKZ 5-2.
- ANIMALS "The Night" (IRS/A&M) 77/13**
Moves: Up 12, Debuts 13, Same 39, Down 0, Adds 13, WABX, WKEE, WHFM, KTSA, WKAU, WGRD, WJXQ, KRSP, WKHI, KKVQ, KQWB, WRKR, KDVV, WPHD 39-34, Z104 34-27.
- AGNETHA FALTSKOG "Can't Shake Loose" (Polydor/PolyGram) 74/30**
Moves: Up 4, Debuts 9, Same 31, Down 0, Adds 30 including KFI, WFLY, WKEE, KZFM, WHHY-FM, WTX, WSEZ, KMGK, WIKZ, KQIZ-FM, KISR, WYKS, KFYR, KFMW, KSLY.
- EDDY GRANT "I Don't Wanna Dance" (Portrait/CBS) 71/7**
Moves: Up 19, Debuts 9, Same 36, Down 0, Adds 7, CKGM, WGCL, WGUY, WIKZ, WZYQ, OK100, KISR, WXXS-FM 24-18, WPHD 31-27, KBEQ 36-32, KIQQ 38-29, XTRA 27-23, WROR 26-22, KBFM 35-30, KMGK 36-31.
- ELVIS COSTELLO & ATTRAXIONS "Everyday I Write The Book" (Columbia) 70/19**
Moves: Up 13, Debuts 7, Same 31, Down 0, Adds 19 including WFLY, K104, WCSC, WNFI, WZYP, G100, WSEZ, K107, KSKD, WKHI, KNOE-FM, WIXV, WSPT, KDZA, KBIM.
- ✓ **MOTELS "Suddenly Last Summer" (Capitol) 68/67**
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 67 including WXXS-FM, WPHD, WABX, WLLOL-FM, Q103, KEARTH, KHS-FM, KIQQ, KMJK, KNBO, WKFM, WANS-FM, WZPL, KYXX, Q101.
- SERGIO MENDES "Rainbow's End" (A&M) 65/10**
Moves: Up 12, Debuts 7, Same 36, Down 0, Adds 10, WABX, XTRA, WROR, WBBQ, KAMZ, WANS-FM, WOMP-FM, KNOE-FM, WAZY-FM, KSLY, WKEE 32-29, WJDX 38-31, FM100 21-19, KQMQ 30-25, WBWB 37-31.
- PAUL ANKA "Hold Me 'Til The Mornin' Comes" (Columbia) 64/7**
Moves: Up 27, Debuts 3, Same 21, Down 6, Adds 7, WXXS-FM, WHTX, 94Q, WOKI, WEBC, KQMQ, KTRS, WKQX 11-5, WGCL 22-14, KRGV 28-18, WKDQ 11-6, KEYN-FM 12-10, WTSN 34-24, WKHI 23-18, Q104 12-9.
- ✓ **PRINCE "Delirious" (WB) 62/59**
Moves: Up 1, Debuts 0, Same 2, Down 0, Adds 59 including WABX, KBEQ, KIQQ, KMJK, KFRC, WKFM, KXX106, WNFI, WHOT, KIKI, WZYQ, WCGO, FM99, WBWB.
- ✓ **BRYAN ADAMS "This Time" (A&M) 54/48**
Moves: Up 3, Debuts 1, Same 2, Down 0, Adds 48 including WBEN-FM, KAFM, WKTI, WLLOL-FM, WPST, WBCY, WOKI, WJXQ, KKFM, OK100, WFLB, WYKS, KFMZ, WSPT, KBIM.
- ZZ TOP "Sharp Dressed Man" (WB) 53/2**
Moves: Up 23, Debuts 2, Same 24, Down 2, Adds 2, WKRZ-FM, WANS-FM, Q102 26-21, WSSX 30-27, KSET-FM 30-26, WOKI 39-36, WKDD 29-26, KQMQ 33-30, OK100 26-23, 95XIL 26-23, WJBO 32-29, KQIZ-FM 7-6, WBWB 31-28, WCIL-FM 31-27, KCBN 17-10.
- RONNIE MILSAP "Don't You Know How Much I Love You" (RCA) 50/6**
Moves: Up 8, Debuts 4, Same 32, Down 0, Adds 6, 94Q, WBBQ, WRQK, WEBC, WJAD, Q101, WJDX 35-32, FM100 29-27, WFLB 29-23.

SIGNIFICANT ACTION

- KAJAGOOGOO "Hang On Now" (EMI America) 49/6**
Moves: Up 4, Debuts 9, Same 30, Down 0, Adds 6, WKRZ-FM, WNFI, KRGV, WKFM WKHI, KCBN, KIQQ 30-27, WOKI 38-35, KQIZ-FM 32-24, KBIM 40-35.
- DEF LEPPARD "Foolin'" (Mercury/PolyGram) 39/24**
Moves: Up 4, Debuts 4, Same 7, Down 0, Adds 24 including KAFM, WLAN-FM, KITE, KZFM, WMEE, WZPL, Z104, KKKX, KBBK, KKFM, WFBG, WERZ, KQIZ-FM, WPFM, KFMW, KGHO.
- CHRIS DeBURGH "Ship To Shore" (A&M) 38/2**
Moves: Up 11, Debuts 2, Same 23, Down 0, Adds 2, Q107, WACZ, WBEN-FM 34-28, WPHD 26-24, WGCL 27-25, KMGK 35-30, WOMP-FM 30-28, KQIZ-FM d-32, WYKS 29-25, WBWB 33-30, WAZY-FM 28-19, KCBN 37-33.

MOST ADDED

- MOODY BLUES (88)**
Sitting At The Wheel (Threshold/PolyGram)
- MOTELS (67)**
Suddenly Last Summer (Capitol)
- FIXX (62)**
One Thing Leads To Another (MCA)
- PRINCE (59)**
Delirious (WB)
- BRYAN ADAMS (48)**
This Time (A&M)
- ROD STEWART (44)**
What Am I Gonna Do... (WB)

HOTTEST

- MICHAEL SEMBELLO (104)**
Maniac (Casablanca/PolyGram)
- BONNIE TYLER (88)**
Total Eclipse Of The Heart (Columbia)
- MEN WITHOUT HATS (87)**
The Safety Dance (Backstreet/MCA)
- BILLY JOEL (74)**
Tell Her About It (Columbia)
- MICHAEL JACKSON (69)**
Human Nature (Epic)
- MEN AT WORK (59)**
It's A Mistake (Columbia)

- RICK JAMES "Cold Blooded" (Gordy/Motown) 36/4**
Moves: Up 19, Debuts 3, Same 10, Down 0, Adds 4, CKGM, WABX, WCSC, 94TYX, WXXS-FM 19-15, WBEN-FM 10-6, WNYS 21-12, Z93 30-23, KIQQ 23-14, KFRC 27-18, WSFL 35-31, KTFM 39-35, KHYT 23-8, WIXV 38-29, Z102 26-19.
- WHAMI U.K. "Bad Boys" (Columbia) 36/4**
Moves: Up 12, Debuts 2, Same 17, Down 1, Adds 4, WLLOL-FM, KGGI, WACZ, WFLB, CKGM 28-25, KFI d-35, KHS-FM 13-11, XTRA 23-16, KFRC 6-3, KITE 25-17, KSET-FM 24-18, WZZR 26-22, KQMQ 39-29, KYXX 31-20, KHYT 30-24.
- DONNA SUMMER "Unconditional Love" (Mercury/PolyGram) 34/25**
Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 25 including WXXS-FM, PRO-FM, Z93, KAFM, Y100, KYUU, WROR, WPST, WBBQ, KBFM, WZPL, KHOP, WERZ, KVOL, WGLF, KSLY.
- STACY LATTISAW "Miracles" (Cotillion/Atco) 31/6**
Moves: Up 10, Debuts 4, Same 11, Down 0, Adds 6, WKFM, WPST, WBBQ, WNFI, WGLF, KBIM, WXXS-FM 35-31, WNBC d-29, I95 19-15, Y100 13-8, KFRC 19-16, KRGV 16-13, WTX 36-34, KIKI 29-24, KGGI 30-20.
- PETER GABRIEL "Solsbury Hill" (Geffen) 28/2**
Moves: Up 4, Debuts 0, Same 22, Down 0, Adds 2, WKDD, KIST, WPHD 40-35, WGCL on, KMJK on, WKFM 40-38, WRCK on, WTX 39-33, WZZR 37-27, WERZ on, WHSL on, KYTN on.
- KANSAS "Fight Fire With Fire" (CBS) 27/23**
Moves: Up 0, Debuts 2, Same 2, Down 0, Adds 23 including WPHD, WABX, WKFM, WPST, WRCK, WSSX, KBFM, WGRD, KQMQ, WSOV, WYKS, WIXV, WRKR, KCBN.
- S.O.S. BAND "Just Be Good To Me" (Tabu/CBS) 26/10**
Moves: Up 8, Debuts 3, Same 5, Down 0, Adds 10, Q107, Z93, Q103, KIQQ, WSPK, KTFM, WHOT, WGUY, WERZ, WGLF, WXXS-FM 29-22, WABX 34-30, KFRC 25-20, WNFI 30-25, KHYT 26-22.
- BETTE MIDLER "All I Need To Know" (Atlantic) 26/10**
Moves: Up 0, Debuts 3, Same 13, Down 0, Adds 10, WXXS-FM, WSEZ, KSKD, WGUY, WIGY, WERZ, WJBO, WJAD, Z102, KIST, WCSC d-39, WNAM on, WFLB d-40, Q104 d-34, KBIM on.
- CLUB HOUSE "Do It Again medley with BILLIE JEAN" (Atlantic) 25/2**
Moves: Up 7, Debuts 1, Same 15, Down 0, Adds 2, WNVZ, KTRS, WXXS-FM 31-24, PRO-FM on, WABX 30-28, WSPK d-28, WQID 37-35, KRGV 13-12, KTFM on, WHOT on, WZYQ on, FM99 37-35, WGLF 36-32.
- TEARS FOR FEARS "Change" (Mercury/PolyGram) 24/1**
Moves: Up 4, Debuts 0, Same 18, Down 1, Adds 1, KHS-FM, 79Q on, KFI 35-34, KSET-FM 20-17, KITY on, WSEZ on, KYNO-FM, WIGY 30-27, WJBO on, WHEB 31-27, KCDD on.
- BILLY IDOL "Dancing With Myself" (Chrysalis) 23/1**
Moves: Up 5, Debuts 2, Same 15, Down 0, Adds 1, KSLY, WPHD on, WABX on, KIQQ d-40, WLAN-FM d-35, KSET-FM 29-25, Z104 40-38, WERZ 29-26, WJBO on, WHEB 38-34, KYTN 37-32.
- LINDSEY BUCKINGHAM "Holiday Road" (WB) 22/0**
Moves: Up 12, Debuts 1, Same 9, Down 0, Adds 0, WPHD on, KYUU d-30, WYCR 39-28, WKFM 38-35, WPST 40-33, KSET-FM 26-19, K107 35-33, KHOP 37-34, WPFM 26-19, WXLK on-dp, WGLF 32-29, WRKR 36-31, KFMW 39-35.
- A FLOCK OF SEAGULLS "It's Not Me Talking" (Jive/Arista) 21/6**
Moves: Up 0, Debuts 4, Same 11, Down 0, Adds 6, WOKI, WZPL, KQMQ, WERZ, KNOE-FM, KBIM, WPHD d-38, KYXX d-34, KQIZ-FM d-31, KYTN on, 99KG on, KCBN d-39.
- JIM CAPALDI "Living On The Edge" (Atlantic) 21/5**
Moves: Up 7, Debuts 3, Same 6, Down 0, Adds 5, WABX, WGRD, WZPL, KHOP, KRNA, Q107 30-18, WLS 38-32, WLS-FM 38-32, WLLOL-FM 40-32, K104 17-12, WSSX d-20, OK100 23-16.
- JOAN JETT & THE BLACKHEARTS "Everyday People" (Blackheart/MCA) 17/17**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including WPHD, WABX, K104, WRCK, 94TYX, KX104, WZPL, WHOT, KSKD, WFBG, WACZ, WZYQ, WHEB, WSQV, Q104, WBWB.
- COCONUTS "If I Only Had A Brain" (EMI America) 15/1**
Moves: Up 1, Debuts 0, Same 13, Down 0, Adds 1, KBIM, KIQQ on, WKFM on, KITY on, KTSA on, WHOT on, KIDD on, WERZ on, WJBO on, WXLK 19-15.
- JARREAU "Trouble In Paradise" (WB) 14/13**
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 13, WKFM, WCSC, WNFI, KRGV, KTFM, KTSA, KROK, WSEZ, WHOT, KQMQ, KHYT, KVOL, KBIM.
- CHEAP TRICK "Dancing The Night Away" (Epic) 14/4**
Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 4, WNFI, WKAU, WJXQ, WHOT, WABX on, K104 on, KZFM on, WZPL on, KQMQ on, WACZ on, OK100 on, KQIZ-FM d-35, KFYR on, KCDD on.
- QUIET RIOT "Cum On Feel The Noize" (Pasha/CBS) 14/3**
Moves: Up 4, Debuts 0, Same 6, Down 1, Adds 3, WNFI, KSKD, KQIZ-FM, WPHD 14-8, KIQQ 8-8, KNBO on-dp, WJXQ 34-29, WACZ on-dp, WERZ on, KGHO 25-20, KCBN 24-14.
- MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 13/2**
Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 1, WXXS-FM, KC101, I95 on, Y100 25-23, K104 25-21, G100 on, 897 7-7, WGRD 25-20, KYNO-FM 5-4, OK100 on, 95XIL 28-17, WIXV on.
- IAN HUNTER "All Of The Good Ones Are Taken" (Columbia) 13/1**
Moves: Up 3, Debuts 0, Same 9, Down 0, Adds 4, WNFI, WPHD 35-32, WABX on, KIQQ on, WSSX on-dp, WZZR on, WJXQ 37-35, WIGY on, WERZ 37-35, WJBO on, KQIZ-FM on, WHSL on, KCDD on.
- LIQUID GOLD "What She's Got" (Critique/Quality)**
Moves: Up 1, Debuts 4, Same 7, Down 0, Adds 1, WTSN, WXXS-FM 15-12, PRO-FM d-29, WROR on, WKRZ-FM on, WOKI on, KBFM on, WGUY d-31, WIGY on, WERZ on, 13FEA d-25, WJBO d-26, KSLY on.
- BIG RIC "Take Away" (Rock & Roll/CBS) 12/6**
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 6, Y100, WGUY, WOMP-FM, WERZ, 13FEA, WJBO, WXXS-FM on, PRO-FM on, WABX on, KBEQ on, WCSC on, WZZR on.
- EDDIE RABBITT "You Put The Beat In My Heart" (WB) 12/4**
Moves: Up 1, Debuts 1, Same 6, Down 0, Adds 4, KLIK, OK100, WFLB, KENI, WLLOL-FM on, KMJK on-dp, WDOQ 39-37, KBBK on-dp, KJRB on, WJBO d-40, KISR on, KCDD on.
- AXE "Heat In The Street" (Atco) 12/1**
Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 1, WNFI, WPHD on, K104 on, WRCK on, KITY on, WJXQ 35-34, OK100 on, 95XIL on, WSQV on-dp, KQIZ-FM on, WIXV on-dp, KFMZ on-dp.
- NEIL YOUNG "Wonderin'" (Geffen) 10/5**
Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 5, WPHD, WTX, WBWB, KFMZ, WAZY-FM, WCSC on, KTSA on, KIDD on, WACZ on, FM99 on.
- MIDNIGHT STAR "Freak-A-Zoid" (Solar/Elektra) 10/4**
Moves: Up 4, Debuts 0, Same 1, Down 1, Adds 4, PRO-FM, WOKI, WNVZ, KVOL, WXXS-FM 14-9, Y100 3-3, KFRC 10-5, KYNO-FM 17-14, KHYT 15-10.
- THREE DOG NIGHT "It's A Jungle" (Passport) 10/2**
Moves: Up 3, Debuts 0, Same 5, Down 0, Adds 2, WRKR, WSPT, 79Q on, K104 37-36, WOKI 40-37, OK100 38-37, 95XIL on, WAEV on, WIXV on.

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (Example: 75/10) indicate how many of our reporters are on the record this week (75) and of those 75 how many added it this week (10). "Moves" are broken down for each record and show how many stations moved the song UP on their charts, held it the SAME (On to On, Add to On, 30-30, etc.), moved it DOWN their charts or ADDED it this week. ✓ Indicates one of this week's most added new songs.

THE SOURCE

NBC Radio's Young Adult Network

CULTURE CLUB LIVE ON RADIO.

From Their Debut Album
"Do You Really Want To Hurt Me"
"Time (Clock Of The Heart)"
"I'll Tumble 4 Ya"

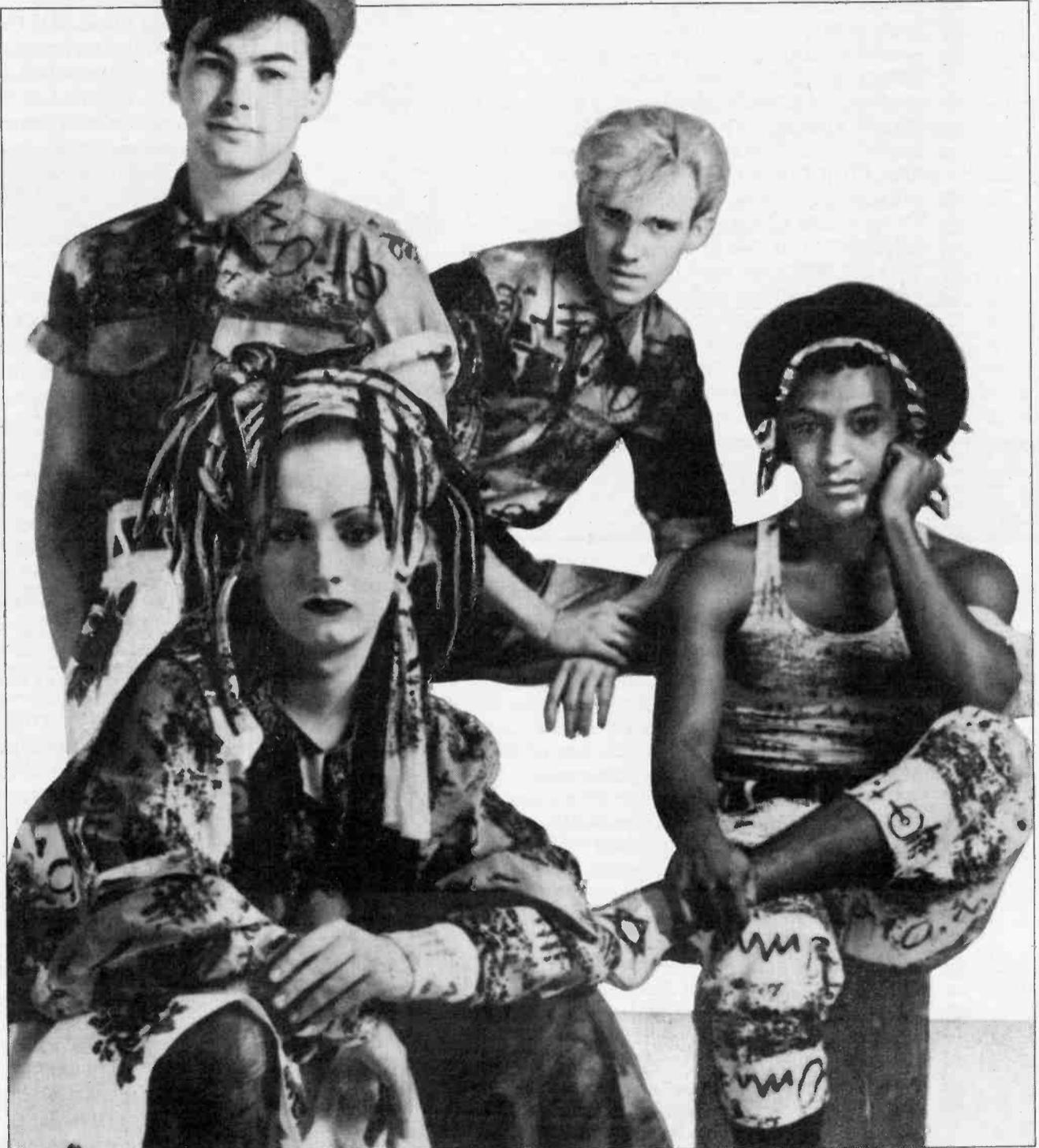
Plus
"Church Of The Poison Mind" and more hot new songs from their upcoming album "Color By Numbers." Both albums on Virgin/Epic Records.

Wednesday, August 31
Broadcast live via satellite from the Tower Theater in Philadelphia.
9:30PM Eastern
8:30PM Central
7:30PM Mountain
6:30PM Pacific
Call your favorite rock station for details.

Produced exclusively for
The Source
by Starfleet
Blair Inc.



Brought to you, in part,
by Agree Shampoo &
Conditioner, The U.S. Army,
and Levi's



Tour Dates

9/1 The Pier, New York City, NY 9/3 Capitol Theater, Passaic, NJ 9/4 Kingswood Music Theater, Toronto 9/5 Poplar Creek, Chicago, IL 9/6 Greek Theater, Los Angeles, CA
9/7 The Pacific Amphitheater, Costa Mesa, CA 9/8 Civic Auditorium, San Francisco, CA 9/10 Mesa Amphitheater, Mesa, AZ 9/11 Red Rocks, Denver, CO



Contemporary Hit Radio

Three Two Last
Weeks Weeks Week

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|----------------|----|----|----|---|
| 2 | 2 | 2 | 1 | MICHAEL SEMBELLO/Maniac (Casablanca/PolyGram) |
| 1 | 1 | 1 | 2 | POLICE/Every Breath You Take (A&M) |
| 17 | 13 | 7 | 3 | MICHAEL JACKSON/Human Nature (Epic) |
| 5 | 4 | 3 | 4 | MEN AT WORK/It's A Mistake (Columbia) |
| 23 | 16 | 12 | 5 | BILLY JOEL/Tell Her About It (Columbia) |
| 15 | 12 | 11 | 6 | JACKSON BROWNE/Lawyers In Love (Asylum) |
| 3 | 3 | 4 | 7 | EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA) |
| 25 | 19 | 13 | 8 | ASIA/Don't Cry (Geffen) |
| 12 | 9 | 9 | 9 | CULTURE CLUB/I'll Tumble 4 Ya (Virgin/Epic) |
| 26 | 21 | 14 | 10 | MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA) |
| 37 | 25 | 20 | 11 | BONNIE TYLER/Total Eclipse Of The Heart (Columbia) |
| 6 | 5 | 5 | 12 | DONNA SUMMER/She Works Hard For The Money (Mercury/PG) |
| 7 | 6 | 6 | 13 | QUARTERFLASH/Take Me To Heart (Geffen) |
| 9 | 8 | 8 | 14 | HUMAN LEAGUE/(Keep Feeling) Fascination (Virgin/A&M) |
| 22 | 18 | 16 | 15 | RICK SPRINGFIELD/Human Touch (RCA) |
| 30 | 23 | 21 | 16 | NAKED EYES/Promises, Promises (EMI America) |
| 13 | 10 | 10 | 17 | DAVID BOWIE/China Girl (EMI America) |
| 18 | 15 | 15 | 18 | JOURNEY/After The Fall (Columbia) |
| 36 | 28 | 23 | 19 | FRANK STALLONE/Far From Over (RSO/PolyGram) |
| 19 | 17 | 17 | 20 | TACO/Puttin' On The Ritz (RCA) |
| 32 | 24 | 22 | 21 | LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic) |
| 38 | 31 | 26 | 22 | AIR SUPPLY/Making Love Out Of Nothing At All (Arista) |
| 39 | 35 | 27 | 23 | STRAY CATS/(She's) Sexy + 17 (EMI America) |
| 33 | 29 | 25 | 24 | SHALAMAR/Dead Giveaway (Solar/Elektra) |
| - | 40 | 32 | 25 | SPANDAU BALLET/True (Chrysalis) |
| 4 | 7 | 18 | 26 | STEVIE NICKS/Stand Back (Modern/Atco) |
| - | 38 | 31 | 27 | JEFFREY OSBORNE/Don't You Get So Mad (A&M) |
| 40 | 37 | 34 | 28 | ELTON JOHN/Kiss The Bride (Geffen) |
| 11 | 11 | 19 | 29 | ELO/Rock 'N' Roll Is King (Jet/CBS) |
| - | 36 | 30 | 30 | RITA COOLIDGE/All Time High (A&M) |
| - | - | 40 | 31 | POLICE/King Of Pain (A&M) |
| - | 39 | 35 | 32 | LITTLE RIVER BAND/You're Driving Me Out Of My Mind (Capitol) |
| 10 | 14 | 24 | 33 | LOVERBOY/Hot Girls In Love (Columbia) |
| - | - | 37 | 34 | GEORGE BENSON/Lady Love Me (One More Time) (WB) |
| - | - | 38 | 35 | ROBERT PLANT/Big Log (Atlantic) |
| - | - | 39 | 36 | JUICE NEWTON/Tell Her No (Capitol) |
| 20 | 26 | 33 | 37 | DEF LEPPARD/Rock Of Ages (Mercury/PolyGram) |
| 16 | 22 | 28 | 38 | FIXX/Saved By Zero (MCA) |
| 8 | 20 | 29 | 39 | DURAN DURAN/Is There Something I Should Know? (Capitol) |
| BREAKER | 40 | | 40 | SHEENA EASTON/Telefone (Long Distance...) (EMI America) |

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Adult/Contemporary

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|----------------|----|----|----|---|
| 5 | 2 | 1 | 1 | MICHAEL JACKSON/Human Nature (Epic) |
| 6 | 3 | 3 | 2 | LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic) |
| 12 | 7 | 4 | 3 | BILLY JOEL/Tell Her About It (Columbia) |
| 16 | 11 | 7 | 4 | AIR SUPPLY/Making Love Out Of Nothing At All (Arista) |
| 1 | 1 | 2 | 5 | RITA COOLIDGE/All Time High (A&M) |
| 2 | 6 | 6 | 6 | POLICE/Every Breath You Take (A&M) |
| 3 | 4 | 5 | 7 | PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia) |
| 9 | 8 | 8 | 8 | S. ROBINSON & B. MITCHELL/Blame It On Love (Tamla/Motown) |
| 21 | 17 | 12 | 9 | JENNIFER WARNES/Nights Are Forever (WB) |
| 11 | 10 | 10 | 10 | MEN AT WORK/It's A Mistake (Columbia) |
| - | 23 | 17 | 11 | GEORGE BENSON/Lady Love Me (One More Time) (WB) |
| 29 | 21 | 16 | 12 | SERGIO MENDES/Rainbow's End (A&M) |
| 20 | 16 | 14 | 13 | HERB ALPERT/Garden Party (A&M) |
| - | 27 | 19 | 14 | SPANDAU BALLET/True (Chrysalis) |
| 4 | 5 | 9 | 15 | AMERICA/The Border (Capitol) |
| 18 | 15 | 13 | 16 | F.R. DAVID/Words (Carrere America/PolyGram) |
| 25 | 22 | 18 | 17 | CRYSTAL GAYLE/Baby, What About You (WB) |
| - | - | 26 | 18 | K. ROGERS with D. PARTON/Islands In The Stream (RCA) |
| 7 | 9 | 11 | 19 | LOUISE TUCKER/Midnight Blue (Arista) |
| - | 26 | 22 | 20 | RONNIE MILSAP/Don't You Know How Much I Love You (RCA) |
| 15 | 12 | 15 | 21 | TACO/Puttin' On The Ritz (RCA) |
| BREAKER | 22 | | 22 | P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol) |
| - | - | 30 | 23 | LEE GREENWOOD/Somebody's Gonna Love You (MCA) |
| - | - | 28 | 24 | KINKS/Don't Forget To Dance (Arista) |
| 8 | 13 | 20 | 25 | DeBARGE/All This Love (Gordy/Motown) |
| BREAKER | 26 | | 26 | BONNIE TYLER/Total Eclipse Of The Heart (Columbia) |
| 10 | 14 | 21 | 27 | CHAMPAIGN/Try Again (Columbia) |
| DEBUT | 28 | | 28 | JUICE NEWTON/Tell Her No (Capitol) |
| DEBUT | 29 | | 29 | JACKSON BROWNE/Lawyers In Love (Asylum) |
| DEBUT | 30 | | 30 | EDDIE RABBITT/You Put The Beat In My Heart (WB) |

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AOR / HOT TRACKS

Three Two Last
Weeks Weeks Week

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|----------------|----|----|----|---|
| 2 | 1 | 1 | 1 | POLICE/King Of Pain (A&M) |
| 1 | 2 | 2 | 2 | ASIA/Don't Cry (Geffen) |
| - | 17 | 4 | 3 | ASIA/The Heat Goes On (Geffen) |
| 44 | 16 | 8 | 4 | HEART/How Can I Refuse (Epic) |
| 13 | 6 | 5 | 5 | KANSAS/Fight Fire With Fire (CBS) |
| 7 | 3 | 3 | 6 | STRAY CATS/(She's) Sexy + 17 (EMI America) |
| 8 | 5 | 6 | 7 | ROBERT PLANT/Other Arms (Atlantic) |
| 49 | 20 | 11 | 8 | JACKSON BROWNE/For A Rocker (Asylum) |
| 9 | 9 | 10 | 9 | ROBERT PLANT/Big Log (Atlantic) |
| 18 | 12 | 12 | 10 | LOVERBOY/Queen Of Broken Hearts (Columbia) |
| 4 | 7 | 9 | 11 | FIXX/One Thing Leads To Another (MCA) |
| 3 | 4 | 7 | 12 | JACKSON BROWNE/Lawyers In Love (Asylum) |
| 12 | 14 | 13 | 13 | TALKING HEADS/Burning Down The House (Sire/WB) |
| 21 | 19 | 14 | 14 | POLICE/Wrapped Around Your Finger (A&M) |
| 14 | 13 | 15 | 15 | LOVERBOY/Strike Zone (Columbia) |
| 37 | 28 | 24 | 16 | ROBERT PLANT/In The Mood (Atlantic) |
| 25 | 22 | 17 | 17 | STEVIE RAY VAUGHAN.../Pride And Joy (Epic) |
| 41 | 37 | 23 | 18 | MEN WITHOUT HATS/Safety Dance (Backstreet/MCA) |
| 19 | 18 | 18 | 19 | POLICE/Synchronicity II (A&M) |
| 35 | 31 | 25 | 20 | DIO/Rainbow In The Dark (WB) |
| BREAKER | 21 | | 21 | MOODY BLUES/Sitting At The Wheel (Threshold/PG) |
| 50 | 43 | 34 | 22 | CONY HATCH/First Time For Everything (Mercury/PG) |
| 26 | 30 | 27 | 23 | STEVIE NICKS/Nothing Ever Changes (Modern/Atco) |
| 30 | 35 | 29 | 24 | STEVIE NICKS/Enchanted (Modern/Atco) |
| BREAKER | 25 | | 25 | MOTELS/Suddenly Last Summer (Capitol) |
| 56 | 46 | 37 | 26 | ELVIS COSTELLO.../Everyday I Write The Book (Columbia) |
| 27 | 23 | 20 | 27 | DFX2/Emotion (MCA) |
| 16 | 15 | 21 | 28 | QUARTERFLASH/Take Me To Heart (Geffen) |
| 5 | 8 | 19 | 29 | FIXX/Saved By Zero (MCA) |
| 34 | 34 | 28 | 30 | RICK SPRINGFIELD/Human Touch (RCA) |

AOR / ALBUMS

- | | | | | |
|----------------|----|----|----|--|
| 1 | 1 | 1 | 1 | POLICE/Synchronicity (A&M) |
| - | 3 | 2 | 2 | ASIA/Alpha (Geffen) |
| 4 | 4 | 4 | 3 | ROBERT PLANT/The Principle Of Moments (Atlantic) |
| 6 | 6 | 5 | 4 | JACKSON BROWNE/Lawyers In Love (Asylum) |
| 2 | 2 | 3 | 5 | LOVERBOY/Keep It Up (Columbia) |
| - | - | 9 | 6 | HEART/Passion Works (Epic) |
| 10 | 8 | 8 | 7 | KANSAS/Drastic Measures (CBS) |
| 5 | 7 | 6 | 8 | STEVIE NICKS/The Wild Heart (Modern/Atco) |
| 3 | 5 | 7 | 9 | FIXX/Reach The Beach (MCA) |
| 12 | 13 | 11 | 10 | TALKING HEADS/Speaking In Tongues (Sire/WB) |
| 7 | 9 | 10 | 11 | DAVID BOWIE/Let's Dance (EMI America) |
| 11 | 14 | 13 | 12 | DEF LEPPARD/Pyromania (Mercury/PolyGram) |
| 17 | 16 | 12 | 13 | STEVIE RAY VAUGHAN.../Texas Flood (Epic) |
| 29 | 28 | 20 | 14 | MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA) |
| BREAKER | 15 | | 15 | AC/DC/Flick Of The Switch (Atlantic) |
| 26 | 23 | 19 | 16 | DIO/Holy Diver (WB) |
| 37 | 32 | 25 | 17 | ELVIS COSTELLO.../Punch The Clock (Columbia) |
| 15 | 17 | 21 | 18 | ZZ TOP/Eliminator (WB) |
| 20 | 21 | 22 | 19 | QUIET RIOT/Metal Health (Pasha/CBS) |
| 30 | 30 | 26 | 20 | BILLY JOEL/An Innocent Man (Columbia) |
| 34 | 31 | 29 | 21 | CONY HATCH/Outa Hand (Mercury/PolyGram) |
| 14 | 12 | 15 | 22 | QUARTERFLASH/Take Another Picture (Geffen) |
| 8 | 15 | 18 | 23 | ZEBRA/Zebra (Atlantic) |
| 22 | 18 | 17 | 24 | DFX2/Emotion (MCA) |
| 25 | 25 | 24 | 25 | RICK SPRINGFIELD/Living In Oz (RCA) |
| 9 | 11 | 16 | 26 | JOAN JETT.../Album (Blackheart/MCA) |
| - | 36 | 34 | 27 | DANNY SPANOS/Passion In The Dark (Epic) |
| 13 | 10 | 14 | 28 | CHARLIE/Charlie (Mirage/Atco) |
| 27 | 29 | 27 | 29 | PRISM/Beat Street (Capitol) |
| 18 | 22 | 23 | 30 | DONNIE IRIS/Fortune 410 (MCA) |
| DEBUT | 31 | | 31 | ANIMALS/Ark (IRS/A&M) |
| - | - | 35 | 32 | ELTON JOHN/Too Low For Zero (Geffen) |
| 16 | 20 | 28 | 33 | JOE WALSH/You Bought It— You Name It (Full Moon/WB) |
| 19 | 27 | 32 | 34 | BRYAN ADAMS/Cuts Like A Knife (A&M) |
| 21 | 19 | 30 | 35 | ELO/Secret Messages (Jet/CBS) |
| - | - | 39 | 36 | BREAKS/The Breaks (RCA) |
| DEBUT | 37 | | 37 | ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra) |
| 23 | 24 | 31 | 38 | EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA) |
| 24 | 26 | 33 | 39 | IRON MAIDEN/Piece Of Mind (Capitol) |
| - | - | 40 | 40 | MINOR DETAIL/Minor Detail (Polydor/PolyGram) |

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