Gray Becomes
PD At WDRQ

Tony Gray has joined WDRQ/Detroit as PD, transferring from sister Amaturo Group outlet KMJ-M FM. Looks like WDRQ will hold the PD/MD post there for almost a year.

Monte Lang, President, told R&R, "I felt that Tony was ready for a move to a larger market. He understands our company and he works well with our people. I'm really very pleased for him." Lang also indicated that he and consultant Jay Westrow launched his office were the number of candidates for the KMJ-M PD slot down to two; an announcement is expected shortly. In the interim, Lang and Gray will be based in Detroit, with the winner of the KMJ-M/Atlanta PD Jim Snowden, overseeing KMJ-M's programming.

Ozmont
Tapped As
WROR PD

After just seven months as PD at WDMC/Detroit, Lorra Ozmont has been named PD at WROR/Boston. Ozmont, who begins her new position February 6, fills the vacancy left seven weeks ago following the departure of former Manager/Programming & Operations Gary Emery.

WROR VP/GM Joe Kelly commented, "I was struck by Lorna's attitude and demeanor. She's a bright, classy lady who's done a heck of a job in Detroit. Lorna comes with a long pedigree of working from top people in the business."

Before WDMC, Ozmont spent six and a half years at WKQX/Chicago as an air personality, including the last two as Assistant PD. Ozmont told R&R, "I'll miss WDMC, as the people here, particularly VP/GM Elaine Baker, have been great to work for. However, I'm terrified flat-footed to have someone really like Joe Kelly come and ask me to be his number one pick at WROR. We hit it off right away. It's a thrill for the opportunity to go to Boston, as it's one of my favorite cities!"

No replacement for Ozmont was named at WDMC.

WMJII Appoints Popovich PD

KKC-AM/FM Kansas City PD Dave Popovich has resigned to accept the PD post at Detroit's Broadcasting's WMJII/Cleveland, beginning January 26. Popovich takes over the programming duties for departing VP/Station Manager Mike McVay, who announced the formation of his private consultancy last week. In making the appointment, Meloy commented, "Dave is an excellent manager of people, and brings a good, mature business sense to the programming department. He's thrilled to have been able to find someone of Dave's caliber who can come into a successful station and continue the winning tradition. He's perfect for the team."

Popovich leaves KKCI-AM/MF after two years as PD. His programming background also includes stints with WZ-77/Hartford, WWWE/Cleveland, and WWMF/Pittsburgh (now WHWY). Popovich told R&R, "Leaving KKCI has been truly

Shannon Named
Meredith's VP/Staff Operations

Shannon, a 28-year Merrill executive, spent the last several months supervising the KCMO-AM/FM's Kansas City operations until he stepped down to Fairbanks Broadcasting.
He will now oversee the Meredith Broadcast Group's seven TV stations and its radio stations.

Greenberg said he is one of the finest broadcasters in the country. 'I feel very honored to be selected to deliver the white station,' Greenberg told R&R. "When the job opened up, my first thoughts were of Jim. His ten years in Denver and his developments in putting KKPI on the air and running it made him a uniquely qualified candidate. I'm delighted to have him with us."

Melrose
New Brown Group GM

KXOA-AM/FM/Sacramento GM Phil Melrose has been named to the newly-created position of Brown Broadcasting Group GM. Melrose will be responsible for the overall management of Brown's KBPD/KQPP/Sacramento, KXOA-AM/FM, and newly-acquired KXOA-AM/MF/Preneo (see Page 28).

Brown Broadcasting VP/principal Michael Brown told R&R, "Phil has been doing an outstanding job for us in the past nine years. He's one of the most outstanding young broadcasters I can think of. He will be responsible for the day-to-day duties, helping the other managers coordinate their efforts. As we expand, his responsibility will grow as well."

Melrose commented on his new duties, telling R&R, "Our founder (Brown President) Willet Brown always called me an ambassador without portfolio, so now I'm being given that portfolio. I'll be working closely with (GM) Tom Bader in San Diego, as well as with the Krafts at KYNO, and of course my own operation here in Sacramento. I'll serve as a focal point to funnel ideas and input from the owners directly. As we grow, this will serve to streamline the operation of the company."
ONE OF THESE PEOPLE WOULD BUY YOUR RECORD

The Street Pulse Group: Tools for targeting your market. Today, it's more difficult than ever to know who is most likely to buy your product. Mistakes are very costly. So how do you know? Does he listen to AOR or CHR radio? Does he watch MTV or Magnum P.I.? Does he read Rolling Stone or Easyriders? Is he thirteen or nearly thirty? Is “he” more likely to be a “she”? The answers can sometimes be astounding, but knowing these things and more allows you to direct your marketing efforts to precisely the person who is most likely to buy. The bottom line is selling more product with fewer dollars. And only the Street Pulse Group has a number of services to help you do just that.

The Street Pulse Group: Putting you in touch with actual record buyers. Every week we access thousands of people on the “front lines” of the record industry in retail locations throughout the country. Only the Street Pulse Group is equipped to probe record buyers for precise information contracted by our client list of record companies and artist managers. The raw data is inputted, sorted, and printed out in a variety of formats for such clients as A&M, Arista, Atlantic, Columbia, Epic/Portrait/Assoc. Labels, Polygram, Geffen, Island, RCA, and Warner Bros.

The Street Pulse Group: Put us to work for you. Call the Street Pulse Group collect at 516-462-6960 and ask for Mike Shalett. He'll show you how Street Pulse Group statistical services such as Consumer Surveys, Album Forecasting Programs, Custom Marketing Reports, and more can have a dramatic effect on your marketing efforts at a surprisingly low cost.

The First One's Free! Contact the Street Pulse Group before March 1, 1984 and get your first Consumer Survey Free when you contract for two or more. That's how positive we are that our products will work for you.

the Street Pulse Group
Targeting Success for today's record industry
Call collect 516-462-6960

www.americanradiohistory.com
Country Goes Current
Now R&R offers the most comprehensive Country airplay information available, and the most up-to-date music data too. New for 1984 in R&R Country.
Page 53

<table>
<thead>
<tr>
<th>Country</th>
<th>R&amp;R Song</th>
<th>Sales Rank</th>
<th>Airplay Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lon Heiton</td>
<td>42</td>
<td>10</td>
<td>46</td>
</tr>
<tr>
<td>Page Breakers, Most Added, Rada 6 Records Office</td>
<td>24</td>
<td>A/C Chart</td>
<td>53</td>
</tr>
<tr>
<td>Kasich</td>
<td>19</td>
<td>A/OR Chart</td>
<td>52</td>
</tr>
<tr>
<td>A/C</td>
<td>20</td>
<td>CHR Chart</td>
<td>80</td>
</tr>
<tr>
<td>A/C</td>
<td>30</td>
<td>A/C Chart</td>
<td>80</td>
</tr>
<tr>
<td>Todd to unhappy with the pretold Kansas Page Breakers, Most Added, Rada 6 Records Office</td>
<td>39</td>
<td>A/C Chart</td>
<td>80</td>
</tr>
</tbody>
</table>

PALL EXITS

After a year of programming KBEQ/Kansas City, Todd Chase has joined Heart's WHXT/Pittsburgh as PD, replacing Gary Pall, who leaves the organization over philosophical differences.

WHXT & WTAE VP/General Manager Al Perkins told R&T, "It was a mutually-agreed-upon move for Gary to leave. We were both unhappy with the present situation, and I felt it was in the best interest of the radio station to bring in a seasoned veteran like Todd to help us both internally and on the air. I've known Todd for over 20 years and feel fortunate to have found someone in whom I have so much faith."

Regarding his new affiliation, Chase said, "Ted and I worked together at KSO/Des Moines, and he has offered me other positions over the years, all of which I had turned down regrettfully. This time when the opportunity arose to work with him, I decided not to pass it up. I spent a great year in Kansas City at KBEQ and learned a lot of friends behind." Chase's programming background also includes seven years at WPJB/Providencia.

CHASE/See Page 28

Byram Promoted To WKDA & WKDF GM

WWDKA & WKDF/Nashville GM Bill Byram has been promoted to GM. Byram replaces former VP/GM Vic Rumore, who departed last week to become Executive VP/COO at crosstown WLAC-AM & FM.

WKDA & WKDF President James Dieck commented, "Bill has just done a superb job here as GSM, and Nashville broadcasters hold him in high regard. Bill did not politic for the job, rather, the people here stepped forward and said they wanted him, leaving no doubt that Bill was the man. We just feel great about him, and are excited about the future."

Byram, who will also handle the GSM's duties, joined WKDA & WKDF in that position four and a half years ago. Prior to that, he served 13 years in sales at WLAC-AM & FM, including the last several as GSM. Byram told R&T, "I feel as if I have a vote of confidence from everybody here, and am very fortunate to have such high-caliber people working with me."

Burns Upped To Sr. VP At MCA Distrib

As previewed last week in R&R, John Burns has been elevated to Senior VP for MCA Distributing. Burns, who has been VP/Branch Distribution since 1980 and has been with the distribution arm since 1977, now supervises all MCA distribution activities in the U.S.

WMA Records Group President Irving Azoff commented: "MCA has long been a most valuable asset to MCA, and his skills, experience, and knowledge will provide strong leadership."

Deuschman WPLJ's GSM

Three-year WPLJ/New York Sales Manager Roy Deuschman has been elevated to General Sales Manager. Deuschman fills the vacancy left last week when former GSM Marc Morgan departed to become GM at WXFM/Chicago.

WPLJ VP/GM Joe Parish stated, "I was very happy that we were able to promote from within. Roy has surpassed every objective and goal given to him. He has an outstanding reputation in the marketplace, the local staff respects him, and overall he's just a tremendous asset to WPLJ." Parish added he will name a new sales manager shortly.

Prior to becoming Sales Manager, Deuschman was an Account Executive at WPLJ/Hot震撼omics. He previously spent five years at "FOX & CRISTI BECOME PD:" KNX-AM & FM Elevate Daniels

KNX-AM & FM/Phoenix Operations Manager Larry Daniels has been promoted to General Program Manager for the two stations. As a result of Daniels' promotion, new PDs have been named for each of the Country-formatted stations. FM midday personal and Assistant MD Eric Spins will now become PD of KNX-FM, and KNX afternoon personality Don Cristi will program the AM.

Commenting on the promotions, KNX-AM & FM VP/GM Michael Owens told R&T, "I now have five great PDs working on a strong individual in broadcasting than Larry Daniels. His loyalty and dedication are unprecedented. This promotion gives Larry a chance to concentrate on the creative end of programming.

DANIELS/See Page 28

Furst Becomes PD At WIRE

WCAW/Charleston, WV PD Alan Furst has been named PD at WIRE/Indianapolis, following Gary Havens, who resigned last month to become Exec. VP of Composite Communications (R&R 12-28-83). Furst, who previously programmed WEEP/Pittsburgh, and Milkies-Bayne, told R&T: "I'm really sorry to be leaving Charleston, but this is a great opportunity. WIRE is a strong station, and they have the tools necessary to continue with the tradition of winning, showing that AM radio is alive and well. The station is involved and established, and that is the type of radio I want to be affiliated with."

WIRE VP/GM Jack Hobbs indicated the station conducted a nationwide search for Haven's replacement and Furst had emerged as the top contender. "We're very fortunate to get him," said Hobbs. "One of Gary's last jobs as PD and first jobs as our consultant was to help him in his own replacement. Also, it was important to find a man who was philosophically in tune with Gary. Alan is the right guy for the job."

Furst will join WIRE on February 1.

TRANSACTIONS

Metroplex Pays $7 Million For WJYO & WORL

Metroplex Communications has purchased WJYO & WORL/Oklahoma City for $7 million from Bud Moore, subject to FCC approval. A Metroplex spokesperson says the group will keep A/C-formatted WJYO, but will immediately off-black WORL, funneling all of its efforts to the country format. The group is also looking to acquire other properties in the Southwest.

WJYO operates on 107.7.

JOHN BURNA

Jim Maddox

Maddox Moves To PD At WDJD & WHRK

Black radio programming veteran Jim Maddox is joining WDJD & WHRK/Memphis as PD. He was most recently affiliated with Westwood One and StarStream Communications, holding the GM/Urban Programming post.

"We're excited about Jim coming with us," WDJD & WHRK VP/GM Don Byles told R&T. "I think he's bringing a tremendous Urban and Black radio background to our two stations. Plus his experience goes beyond Black radio."

Bill Adams (one half of the "Steele & Bill" morning show) will both remain at the stations.

MADDUX/See Page 28

WEAVER, CURRIER,

SADLE RUN STATION

KLOK-FM "Builds" New A/C Format

Davis/Weaver Broadcasting's newly-acquired KLOK-FM/San Francisco debuted January 3rd, as GM/PD Bill Weaver's unusual "Build Your Own Radio Station" A/C concept. The station previously carried News/Talk as KG0-FM. As part of the change, Rick Sadle was named Operations Manager, while 12-year GSM of sister station KLO/San Jose Judy Currier was set as Station Manager.

KLOK-FM started off by featuring continuous music by Neil Diamond, adding one more to the "decade" program, going from day to day. The format features extended-length singles describing the approach, and artists joining the playlist are then chosen primarily from listener requests. The full breakfast roster is expected to be completed within the next 60 days. Weaver explained, "It's an artist-oriented super-station concept targeted to 25-44 adults. We say, 'KLOK is you,' and we're building it on that basis. Since then, we've added Kenny Loggins, Carole King, and Barbara Streisand, and a few others. The number of positive phone calls we're getting is unbelievable."

Essential for Currier's promotion, Weaver added, "Judy's worked her way all the way up through the ranks. She's an outstanding sales executive, and a real creative thinker."

Currier, who will handle GSM duties for KLOK-AM & FM as well as corporate national sales, said, "I was a bit nervous making the move after being in the San Jose area for so long. But now I know it's the most correct decision I've made in my career. I feel really good about it."

Commenting on Sadle's appointment, Weaver said, "It's a great concept. The best people I've ever met. He's so excited about this, and we're just having a ball."

A Bay Area veteran, Sadle previously worked as Operations/Creative Director at KMET/Los Angeles for three years. Prior to that, Sadle spent eight years as Creative Director at KLOK-FM/See Page 28
WASHINGTON REPORT

FCC's Jeff Baumann
Named NAB Sr. VP/General Counsel

Deputy FCC Mass Media Bureau Chief Jeff Baumann has been named to succeed outgoing NAB Sr. VP/General Counsel Erwin Krasnow. Because of potential conflicts he was to stay at the FCC, Baumann will join NAB later this month. Baumann assumed his new title until Krasnow departs March 1 to enter private law practice.

In disclosing the appointment, R&R, NAB President Eddie Fritts commented, "We think Jeff's 14 years with the FCC brings to the GPC's office the degree of experience we were looking for to succeed Erwin Krasnow's shoes. Jeff is an outstanding attorney and administrator who is liked by everybody who has worked with him. And he's well liked by the broadcasting community." Baumann has been the Mass Media Bureau's top lawyer for the past two years. Although he was thought to be a top candidate to succeed Bureau Chief Larry Harris last year, Baumann was passed over when FCC Chairman Mark Fowler picked Public Radio Chief Jim McKinney for the job.

FCC Begins Taking SCA Pacing Applications

After many months of delay, the FCC announced on Tuesday (1-19) that it is finally ready to accept applications for common carrier services, primarily pacing operations, on FM subcarriers. The Commission's long delay in getting ready to regulate those services has prevented some stations from entering the pacing business. This week's public notice includes detailed instructions on how stations should fill out their applications, which are to be filed on FCC Form 451. If the service is to be provided by an outside firm leasing a subcarrier, the application must be filed by the station, which remains responsible for assuring that the service complies with the Commission's technical rules. Further questions can be addressed to the Mobile Services Division (202) 414-6450 or Domestic Facilities Division (202) 414-6460.

Harris AM Stereo
Gets FCC Clearance

The Harris AM stereo system, pulled off the air for a few weeks in late summer for violating its type acceptance, has been granted a formal waiver of FCC rules. That means Harris AM stereo's technology, although it can't make any changes in exciters now in use at about 70 stations, which have been operating with special FCC permission for the last several months.

Although the Harris system doesn't meet FCC rules, the Commission said it couldn't find any evidence that the problem creates co-channel or adjacent channel interference, although occasional distortion may be heard on certain receivers. In granting the waiver, the FCC said it's counting on stations having "significant economic interests and a commitment to the system." It was impressed that "stations using Harris' system have received no complaints from the public, either with regard to monophonic compatibility or stereo quality."

WASHINGTON REPORT

Daytimers Seek Merger
With NAB Or NRBA

Officials of the Daytime Broadcasters Association (DBA) journeyed to Washington last week for merger talks with both NAB and NRBA. DBA put identical proposals to both groups and is now waiting to see which will come back with the better offer.

DBA's terms include assumption of its $70,000 debt, establishment of an autonomous "Daytimers Committee," and publication of a monthly newsletter. DBA is insistent that the new committee have total independence, with no need to consult the parent group's board of policy matters and the freedom to act as it sees fit, without cooperation with the sponsor organization's other members.

The NAB and NRBA Boards will consider the proposal in the next few weeks, and the DBA is planning to accept an offer from one or the other before its board meets in Washington in March. DBA President Jim Wycher says no merger will take place before the DBA acts on the FCC's request for broader post-sunset operating authority. DBA was unhappy with the low evening power levels granted last month by the FCC last fall, and has filed a partial petition for reconsideration of the action.

INITIAL RULING REVERSED

KROQ-FM License
Awarded To Willie Davis

All Pro Broadcasting President Willie Davis won a major victory last week when an FCC law judge reversed a 1982 ruling and named him the winner of a three-way contest for the license of KROQ-FM/Los Angeles (Pasadena).

In his latest decision, Judge John Conlin continued to hold that Burbank Broadcast Co. of Los Angeles is unfit to own KROQ-FM and renewed. However, he changed his mind about who should get the station. Initially he had awarded the license to San Mateo Broadcasting, headed by former KLRO/San Diego owner James Gates. But, after reopening the case to hear new evidence, the judge concluded that Gates' record was tarnished by the use of misleading coverage maps. He granted the valuable FM license to the second competing applicant, AWARE Communicators. The firm is 49% owned by Davis, and 33% owned by KWFE/San Clemente, CA Chairman Cliff Gill. The two have been associated for some years, and Davis was appointed by the NAB Board last April when Gill resigned his seat.

KACE To Be Divested

One reason AWARE lost in 1982 was Davis' ownership of KACE/Los Angeles. Conlin, his promise to divorce wasn't sufficient to steer clear of the FCC's one-to-one-market rule. But the rules have now been changed in order not to penalize an applicant who promises to sell an existing station upon winning a second license in the same market. In his latest ruling, Judge Conlin called AWARE "a basically impressive applicant with an unblemished background." Davis told R&R, "I am, of course, delighted at the judge's decision, and I do feel it was a proper decision. Hopefully, it will be upheld in total, although I am sure there will be attempts made to further contest the matter." If he ultimately takes over KROQ, Davis said he'll replace the New Music format with "Urban/Contemporary and far more community involvement." Davis also owns KYOK/Seattle, WLUM & WBAI/Wilwaukee, and KQUN/Burien, WA.

Fatal Coverage Maps

The coverage map problems that weighed against Gates occurred at KLRO and at KMJC/JC Cajes, CA, for which he is now a sales representative. Judge Conlin said Gates improperly tried to hide the full extent of his relationship with KMJC and showed "callous indifference" to the FCC's rules, which were changed last year to drop coverage map accuracy as a matter of Commission concern. He added, "San Mar- co is at best a marginally qualified applicant, offering little assurance that it can be relied on to comply with Commission rules and policies."

Early in 1982 Judge Conlin denied license application "in the public interest." Davis is using an effective marketing campaign to sell the KROQ-FM/Pasadena and KROQ/Burbank. The AM license was awarded to Royce Interna- tional. Conlin held that Burbank Broadcasting lacked control over the stations, allowed rampant technical violations, maintained an incomplete public file, and offered a "sham" financial showing when it bought the FM in 1973.

LOS ANGELES, SEPTEMBER 16-19

NAB And NRBA Plan
Joint Radio Convention

The number of major radio conventions will drop from four to three this year, with last week's surprise announcement that the NAB Radio Programming Conference and the annual NRBA Convention will be combined.

The joint conference, scheduled for the Bonaventure Hotel in Los Angeles, October 16-19, will be held as a single convention in late August, when the NAB's R&P was set to take place. Virtually no other details have been worked out, and the plan still must win approval from the NAB and NRBA Boards of Directors.

A unified convention "is the greatest thing we can do for radio," said NAB Chairman Gert Schmidt. "We are very bullish on the idea of having the industry united as free over-the-air broadcasters." NRBA Sr. VP/GM Tom McCoy commented, "It's good for the industry to have one event. However, officials of both associations took pains to avoid saying the meetings were being "mergered," and they emphasized speculation that the cooperative efforts could ultimately lead to a merger of the groups themselves.

RIVALS UNITE — Last week's agreement to combine this year's NRBA Convention and NAB Radio Programming Conference was hammered out by (seated) NAB President Bernie Mann; NAB Radio Board Chairman Marty Beck; (standing) NRBA Sr. VP/GM Tom McCoy; NRBA Board member and Mutual President/Chief Marty Rubenstein; NAB President Eddie Fritts; NAB Radio Board Vice Chairman Ted Sneider. Also active in the discussions were NRBA Sr. VP/Government Relations Abe Voron and NAB Board member Gary Stevens, President/Doubleday Broadcasting.

Fritts Springs Surprise

Apparently last week's agreement had its roots in a series of get-acquainted meetings held in Washington late last year by new NAB President Bernie Mann. A unified convention was discussed informally at that time with NAB President Eddie Fritts.

NRBA officials were caught by surprise last Friday, however, when Fritts formally proposed the joint conference during a meeting that had been set up for NRBA officials to discuss legislative strategy with the NAB Executive Committee. The NRBA delegation quickly agreed, pending board approval and the working out of logistical details.

The NRBA Convention is traditionally housed at radio managers, while the NAB meeting has focused on subjects of interest to radio programmers. "The Radio Convention" will likely be a hybrid of both meetings. NAB, for instance, would like to continue its tradition of having big-name musical attractions as a draw for promoters.

Last week's spirit of cooperation was in marked contrast to an exchange of letters last spring between Fritts and then-NRBA President Sid Kaplan. Upon hearing that talks were underway about merging the R&P with the NRBA's annual Sales Conference, Kaplan proposed that all three groups discuss a joint convention. The initia- tive made no headway when Fritts responded by proposing a total NAB-NRBA merger, an idea flatly rejected by Kaplan.

Legislative Cooperation

In a carefully-worded statement, the associations also said last week they'd undertake a "cooperative effort to work together on legislative matters including, but not limited to, national FM licensing, to be divided on the issue of deregulation strategy, the groups traded bitter accusa- tions. Joe said that, under the new informal arrangement, "We'll talk with each other and see when it makes sense to go up to the Hill together. We'll work together to have a combined front for radio as need be."

www.americanradiohistory.com
EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WSIX-AM/FM
Nashville
The Sky Stations

Selling spot for 25 years.

www.americanradiohistory.com
**MCA Launches San Andreas Label**

"If it's a hit, it's our fault!" That's the motto of San Andreas Records, a new label inaugurated by MCA Records. The label bows on January 18 with a six-song mini-LP by Dean Ray; producer is Stephen Sinclair. According to MCA, San Andreas will direct its efforts toward the development of young, new talent.

**NAB Reviews Political Broadasting**

Election year is here once again, and to help radio and television broadcasters comply with federal guidelines, the NAB is conducting a nation-wide satellite teleconference on February 23. Recent requirement changes and marketing strategies will be addressed through such topics as equal time, lowest unit charge, independent political action committees, candidate access, and how to handle employees who are candidates.

**Presley Becomes A World Doll**

Brooklyn-based World Doll, Inc. will introduce Elvis Presley, in doll form, at the February 1984 New York Toy Fair. Elvis joins "Collectible Series" counterpart Marilyn Monroe, complete with custom designed white rabbit coat and priced at a not-too-chichi $65.00. For those Elvis fans on your gift list, you can choose from three less-priced models, depending on the most popular item is the ring idol in his prime." The $90 vinyl model is 19" high, wearing a gold-trimmed white suit, white boots and colored scarf. Or there's the numbered $225 edition with soft, poseable body and ponson head, hands, and legs. It's 17" tall and sports a gold lame suit and matching boots. Like the aforementioned vinyl model, this "Collectible" includes a ring and hand-held microphone.

The all porcelain $250 replica also stands 17", dressed in a rhinestone-studded "Aloha Hawaii" ensemble with a diamond in the best buckle and a scarf from Elvis' personal wardrobe. Only 750 of these will be issued, packed together with one of 1100 tickets from Presley's last concert (June 26, 1977). The remaining 350 will be given away in a year-and-a-half drawing to those enthusiastic who return their collector registration forms.

**Giving Computers Your Personality**

We all know the cliche about the computer geniuses who don't have any friends. Now they don't need any. Oregon based Covox Corporation has developed the "Voice Master" module, allowing Commodore 64 computers to talk or sing in their user's voice for about $120. Individual words or phrases are spoken through a microphone and then played back in any order with easy BASIC instructions. Covox also plans to develop models for other popular computers in the near future. Additional information, or a demonstration in your own voice, is available from Covox at (503) 342-1271.

**College Student Buying Power On Increase**

If you always thought everybody at college spent more money than you did, you were probably right. In what was probably the col-
lege market ever, Simmons Market Research Bureau has tagged student spending as far ahead of non-student spending, especially when it comes to discretionary items.

Simmons' research of full-time students at four-year colleges found that college students significantly lead 18+, 18-24, and 18-34 adults in leisure spending. Areas where college students outspent their non-scholastic counterparts include sporting goods, computers, typewriters, clothing, and health/beauty products. In addition, college students were strong purchasers of the traditional youth items: records & tapes, movies, video equipment. Simmons describes students' radio listening as "prominent but dispersed over many different formats and stations." Unsurprisingly, the bulk of radio monitoring is done between 6 and 10pm. TV viewing peaks out even later, between 11-11:30pm, with favorite shows including "Saturday Night Live," "Wide World of Sports," "Dynasty," and "Hill Street Blues." The study found that college students watch less TV than other 18+ adults.

Among some of the more popular products among college consumers: cola (74.6% usage), movies (84.2% saw one in the last three months, 32.9% saw more than one film a month), sweaters (41.2% brought more than two in the past year), camera flash equipment (56.1%), motor oil (53.4%), and car washpolish (48.9%).

**Teleconferencing Posts Slow Takeoff**

High price and lack of personal contact are the apparent obstacles to video teleconferencing's expected takeoff. Research indicates only one in 20 major companies uses the teleph phonoclosed-circuit TV system. Four percent employed one-way teleconferencing, whereas location is on camera additional participants are plugged in via audio conversations. However, according to a USA Today article, the slow start doesn't hamper predictions for a successful future. Projections place revenues at $1.6 billion by 1992, a substantial increase over 1983's $50 million. Interestingly, the aforementioned research also shows the old standby conference call firmly entrenched at 40% of the surveyed companies.

**Webster's Word List Expands**

The next time you have trouble spelling words like scuzzy and humongous or distinguish whether not-irrelevant or pig out are hyphenat ed, just consult the ninth edition of "Webster's Collegiate Dictionary." Grungy, sleaze, zt, nend, piece of cake, and beefalo are among the words and phrases that will make the list this time around. According to Rip 'N' Read, word fanatics will also get a kick out of a section that will detail when various popular words were first coined. Gunslinger, for instance, didn't appear until the '50s, and clone debuted in 1963. Meanwhile, folks were talking about energizing way back in 1752.

**BPA Stages Awards Competition**

"Recognizing excellence in the marketing of electronic communications" is the purpose of the 1984 BPA International Gold Medalion Awards Competition. Entrants may choose from four major categories. Under radio alone, there are nine subdivisions. These range from 60-second or less TV announcements to special projects and sales presentations. Judged according to market size, competitors' entries must have appeared for the first time between March 2, 1983 and December 31, 1983. Entrants aren't required to be members of the Broadcasters Promotion Association. Fees are $45 for members, $80 for non-members. As long as a free accompanies each entry, there's no limit to the number entered in any category. The deadline is set for February 15; the awards presentation is held on June 15. For more details contact Dr. Hayes Anderson, Dept. of Telecommunications and Film, San Diego State University, San Diego, CA 92182, (619) 260-8570.
**NEWS & INFORMATION FEATURES**

- **ABC Rock Net:**
  - "America's Best" cookbook/National Soup Month/US TV Commercials Festival on "Unleashes" (Farrell Prod.) (January 18-20)
  - AP
    - "Tax Break" series (January 26)

- **CBS**
  - Winter Olympics Preview reports (January 6-February 6)
  - Newsweek (January 27)

- **Harwood Productions**
  - Minding Your Business
  - "Ads: computer language:CompuServe: Aircrements/Crkey" (January 16)
  - Russian Networks (January 17)
  - People Express Aircrements/II (January 18)
  - Telephones/Pt. (Changing workforce) (January 20)

- **Progressive Radio Net**
  - Computer Program:
    - Keyboards/collections/CDs & Maxi/Maxi/Maxi/CDs & Maxi/Improved memory (Week of January 16)
  - Laugh Machine:
    - 000
  - News Blips:
    - New coffee ads:铁路/return/revision/colorencodes

- **Rock Net/Continual History Of Rock & Roll (R&R)**
  - Bob Novas (January 29)

- **Rock Net/King Biscuit (DIR):**
  - Robert Plant/18th (January 29)

- **People**
  - Bruce Kanner appointed National Manager/Group Broadcasting Sales at UPI. The five-year network veteran formerly held a regional sales executive post for Illinois, Iowa, and Nebraska. He succeeds Richard Boggs, now VP/GM for UPI. In related activity, Capitol Hill correspondent Bob Navias has been transferred to UPI's West Coast Bureau. He joins another network veteran, Bob Fuss.
  - Jim Stovall, president of King Biscuit, was appointed to the firm's West Coast Bureau. He joins another network veteran, Bob Fuss.
  - At Rob Lynn Promotions, Inc., Michael Weiss will handle affiliate relations and Robin Milling will host the half-hour music/interview syndicated offering "On Tour."
  - Adolph Coors picks up option to sponsor the "Coors Rock Concert Classic" for the third consecutive season. London Wavelength is the distributor.
  - Thom Ferro has joined the writing/production team of Drake-Chenault's "History of Rock & Roll." She is an independent writer and interviewer whose clients include Dick Clark Productions. February 20 has been set as the premiere date for the program's first nationwide broadcast.

- **ABC Radio Entertainment Net**
  - The Olympic Minute: Games of peace (January 16)
  - Snapshot writers victory (January 17)
  - MacArthur's words shall return (January 18)
  - Olympic athletes select writer (January 18)
  - One man stops French team (January 20)

- **RKO Radio Networks**
  - Two series of "sportSpecials" geared toward Super Bowl XXXI with Carl Chapin (RKO ONE), John Madden (RKO TWO) (January 19-20)

- **Strand Broadcast Services**
  - Something You Should Know: Imagination (January 18)
  - Getting away with murder (January 18)
  - Indoor pollution (January 19)

- **Walsh**
  - Brad Messer's Daybook:
    - Rolf schlaf's Barber (January 19)
  - Los Angeles Times/Dick Clark Productions
    - Daniel Webster/US WWI honoring (January 19)
  - Edgar Alan Puck/a Upside (January 19)
  - Felicita Felizheit/Ice (January 20)

- **Playboy Advisor**
  - Girlfriend's daughter faces retroactive weather skin condition (January 18-20)

- **Spaces & Places**
  - People and pets (January 18-20)

- **Off The Record**
  - Blue Oyster Cult/1292 (February 18)

- **Star Tracks**
  - Olivia Newton-John/Rob & the Gang/Deborah Allen (January 18-20)

- **ABC...**
  - "Rock Net/Continual History Of Rock & Roll (R&R):" Blues Down Last 29.
  - Rock Net/King Biscuit (DIR): Robert Plant/18th (January 29)

- **People**
  - Bruce Kanner appointed National Manager/Group Broadcasting Sales at UPI. The five-year network veteran formerly held a regional sales executive post for Illinois, Iowa, and Nebraska. He succeeds Richard Boggs, now VP/GM for UPI. In related activity, Capitol Hill correspondent Bob Navias has been transferred to UPI's West Coast Bureau. He joins another network veteran, Bob Fuss.

- **ABC Radio Entertainment Net**
  - The Olympic Minute: Games of peace (January 16)
  - Snapshot writers victory (January 17)

- **RKO Radio Networks**
  - Two series of "sportSpecials" geared toward Super Bowl XXXI with Carl Chapin (RKO ONE), John Madden (RKO TWO) (January 19-20)

- **Strand Broadcast Services**
  - Something You Should Know: Imagination (January 18)
  - Getting away with murder (January 18)

- **Walsh**
  - Brad Messer's Daybook:
    - Rolf schlaf's Barber (January 19)

- **Spaces & Places**
  - People and pets (January 18-20)

- **Off The Record**
  - Blue Oyster Cult/1292 (February 18)

- **Star Tracks**
  - Olivia Newton-John/Rob & the Gang/Deborah Allen (January 18-20)

- **ABC...**
  - "Rock Net/Continual History Of Rock & Roll (R&R):" Blues Down Last 29.
  - Rock Net/King Biscuit (DIR): Robert Plant/18th (January 29)
**Networks/Program Suppliers**

**Pro: Motions**

**Buckley Elevates Debbie Schaefer**

After two and a half years as Sales Manager, Buckley Broadcasting has promoted Daniel Deeb to GM at WSEN/AM & FM/ Syracuse. Deeb previously served as PD/GM at crosstown WOLF. Deeb replaces Michael Schaefer, who moves up to VP/GM at the company's newly-acquired WZYM-AM & FM/Portland, ME.

**PolyGram Names Petrone Sr. VP**

Emiel Petrone has been appointed Sr. VP, Compact Disc, PolyGram Records. Prior to this, he served as VP, Compact Disc Marketing for the label. Petrone has been affiliated with PolyGram since 1971, holding such posts as VP/Marketing and VP/Western Sales Region, Distribution.

**Badie Directs Black PR At PolyGram**

Cynthia Badie has been tapped as National Director of Publicity for PolyGram's Urban/Black Music division. She was previously with RCA in Black Music Field Promotion and has also held promotion jobs with MCA, Buddha, and Motown.

**Knight Promotes Jauira, Argereow**

The Knight Quality Group Stations have named Edward Jauira VP/Engineering. A fifteen-year KGS veteran, Jauira was also CE at WMEX/Boston (now WMBR.) At the same time, Ed Argereow has been promoted from Office Manager to VP/Director of Accounting Services.

**Peacock Opens Charlotte Guild Office**

Jim Peacock has joined McGavren Guild as Sales Manager of the firm's new Charlotte office. He was most recently National/Regional Sales Manager of WSPA/Spartanburg. Peacock is currently at McGavren's Atlanta office and officially opens the Charlotte branch this month.

**Hock Forms Video Music Company**

Randy Hock has announced the opening of his video/music organization Randy Hock Productions. Hock previously worked at Arista Records for five years, where he was Director/National Album Promotion and Director/National Promotion Marketing and Video Services. The new firm can be reached at [212] 724-4624.

**Wietama WB’s VP/Production**

Rick Wietama has been named VP/Production for Warner Bros. Records. Wietama joined the label in 1979 as Director/Systems & Planning, and was most recently Director of Production. Before coming to WB, Wietama spent four years with Arthur Young & Co. in the management services department.

**Holloway Sails To Island**

Danny Holloway is the new GM of Los Angeles-based Island Music and Acker Music. He was formerly an independent producer, publisher, and songwriter. Holloway will also do A&R work for the newly-created L NHLY Vinyl label.

**Two Promoted At Capitol**

Heinz Henn has been appointed Director of European Operations for the International Division of the Capitol group. He was most recently Director of A&R/Marketing/Promotion for Holland’s EMI/Bovema. Additionally, Gary Tineath has been named Divisional VP for the label’s Management Information Services division. He’s been MIS Director for five years, having joined the company 14 years ago.

**Columbia East Coast Ups Three**

**Phil Sandhaus**

Bruce Dickinson

Jack Rovner

Phil Sandhaus has been appointed Director/Production Development-East Coast for Columbia Records. A seven-year company veteran, Sandhaus has been Director/Production Marketing, Bruce Dickinson and Jack Rovner have both been tapped to succeed Sandhaus on the East Coast. Dickinson joined CBS in 1979 as an inventory specialist and was promoted from Product Manager. Rovner is a three-year staffer who was previously Manager/Artist Development.

**Griffith Segues To WFMi**

David Griffith is the new Sales Manager at WFMi/Winchester-Lexington, KY. He moves cross-town from a sales position at WBWE/Lexington, having previously worked in sales at WJZU/Geelton.

**Tool New KRNT/KRNQ GSM**

Don Tool has been appointed GSM at KRNT & KRNQ/Denver. Tool moves cross-town from the LSM position at WHO. His radio sales background includes stints at competitor KSO, a previous term at KRNT, as well as the GM post at KFML/Denver and KTOO/Rapid City, SD.

**TMG Sells Pace As GM**

Katherine Pace has been named GM/partner at Terrace Music Group. Pace joined the firm in 1981 and has been responsible for catalogue administration and copyright management. Before coming to TMG, Pace worked in catalogue administration at Coastal Miners Music.

**SRB Elects Officers**

WZIN-AM & FM/Miami GM Stanley Cohen has been elected President of the South Florida Radio Broadcasters Association. Also elected to the board were First VP Joe Day (GM WIOD & WAI/Miami), Second VP Dean Goodman (GM WBBM & WWWW/Miami Beach), Treasurer Joe Davidman (VP/GM WSRF & WSH/FL. Lauderdale), and Secretary Howard Premer (GM WKAT/Miami Beach.)

**ABC O&Os Add Flash To Detroit**

Gregory Flash has been named Business Manager for ABC O&O’s WXYZ & WRIF/Detroit. He’s a two-year ABC veteran and previously worked for the company’s Internal Audit division.

**Oldies On Tape A/C CHR/Top 40 Country**

Write: Burkhart/Abrams/Michaels/Douglas and Associates, Inc.

6500 River Chase Circle, East Atlanta, Georgia 30328

---

**IN THE CHIPS — RKO Radio shows has announced Frito-Lay corn chips’ 52-week sponsorship of its “Soap Opera Update with John Gabriel." Frito-Lay sampling the sponsor’s product are (l-r) Frito-Lay’s Roger Adams, Jo Anne Craft, and Patt Korn-Roachke, show host John Gabriel, RKO Radio shows’ Nan Heller, and Chicago Account Executive Greg Belanger.**

---

**213 553-4330 'The Call That Gets It All'**

**RADIO & RECORDS**

**SUBSCRIBE TODAY!**
Did You
Hear
What
Rick Dees
Said This
Week-End?

Now every market can hear what one of America's most creative and successful air personalities is saying.

RICK DEES' WEEKLY TOP 40, a weekly four hour countdown from The United Stations, is hosted by Rick Dees, Los Angeles' premier morning personality from KIIS.

RICK DEES' WEEKLY TOP 40 is already broadcast on some of the hottest radio stations including WHTZ in New York, KIIS in Los Angeles, WKQX in Chicago, KYUU in San Francisco, WASH in Washington, WZGC in Atlanta, WGCL in Cleveland, WRBQ in Tampa/St. Petersburg... nine of the top ten Arbitron rated markets and the list grows daily.

Rick Dees is 1983's biggest success story in personality radio. His ingenious wit, his irresistible charm, his cast of comedic characters will attract new listeners and keep them coming back week after week.

DON'T MISS THIS UNIQUE PROGRAMMING OPPORTUNITY. CALL THE UNITED STATIONS AT (703) 556-9870 TO RESERVE THIS PROGRAM. AVAILABLE ON A MARKET-EXCLUSIVE BASIS.

The United Stations
AMERICAS TARGET RADIO NETWORKS
New York - Detroit - Washington, D.C. - Los Angeles
New Metros Lowdown

You may have noticed on this page last week a brief item regarding a shakeup in many of Arbitron’s metros. Indeed, 83, or about one-third, of the 257 metros surveyed by Arbitron will be undergoing some changes in boundaries. Some markets will also get new names, others will see the sample sizes in their areas increase.

These changes take effect, in almost all cases, in the fall ’84 sweeps, although a few areas have agreed to have their markets surveyed this spring under the new county lineups. Which markets are affected? What impact will the new names or population figures and county lineups (as a result of the 1980 Census data) have? What markets can count on extra sample coming their way, helping the reliability of their Arbitron numbers? Here’s the lowdown to help you prepare for this aspect of the new reality.

Market Name Changes

With the government adding and deleting counties, based on 1980 Census data, 20 Arbitron metros will be renamed. Most of the changes involve the deletion of a suburban county name from the title of a market. The list below shows the markets and their new monikers. *(markets are condensed)*

### Market Name Changes:

#### Before Title
- Allentown-Bethlehem-Easton, PA
- American-Santa Ana-Carson-Santa Monica, CA
- Birmingham-Hoover, AL
- Buffalo-Niagara Falls-Rochester-Warren, NY
- Fort Lauderdale-Bradenton, FL
- Fort Myers-Cape Coral, FL
- Kansas City-Missouri, MO-KS
- Little Rock-North Little Rock, AR
- Los Angeles, CA
- Minneapolis-St. Paul, MN-WI
- Nashville-Davidson, TN
- New York-Northern NJ, NY
- North Carolina, NC
- Portland, ME
- Providence-Fall River-New Bedford, RI
- Sacramento, CA
- Salt Lake City, UT
- Seattle-Tacoma-Bremerton, WA
- Washington-Arlington-Alexandria, DC-VA-MD
- Tampa-St. Petersburg-Clearwater, FL

#### New Title
- Allentown-Bethlehem, PA
- American-Santa Ana, CA
- Birmingham-Hoover, AL
- Buffalo-Niagara Falls-Warren, NY
- Fort Lauderdale, FL
- Fort Myers, FL
- Kansas City, MO-KS
- Little Rock-N. Little Rock, AR
- Los Angeles, CA
- Minneapolis, MN-WA
- Nashville-Davidson, TN
- New York-Northern NJ, NY
- North Carolina, NC
- Portland, ME
- Providence-Fall River-New Bedford, RI
- Sacramento, CA
- Salt Lake City, UT
- Seattle-Tacoma-Bremerton, WA
- Washington-DC, DC-VA-MD
- Tampa-St. Petersburg, FL

### Market Rating Changes

Population Changes

With the latest Census estimates plugged into Arbitron’s sampling scheme some 21 markets can look forward to population increases (12+) of more than 10%, while another 20 metros will see their overall population decline by more than 10%. As you can see from the chart that follows, the Saginaw, MI area and Charlotte, NC metro were among those that posted notable gains — and will likely move up dramatically in rank as a result.

### Sample Size Increases

With additional population should come additional sample, you might think. And you’d be right. But what about a market that, under the new metro definition or population estimates sees itself shrinking — does that mean a reduction in the number of diaries for that metro? No. Here’s the scoop.

Markets that are now more populous — either through the metro redefinition or through an influx of new residents — will often have additional sample come their way. This can add to the reliability, and the utility, of the Arbitron estimates. The chart below shows which markets will see their sample goals boosted by 10% or more (either this spring or at least the new fall for all such surveyed markets), and what the new sample sizes will be.

**MARKETS WITH NEW SAMPLE SIZE:**

- Alexander, LA: 1320 to 1520 +14.4
- Albany, ME: 1350 to 1400 +3.7
- Anchorage, AK: 1600 to 1800 +12.5
- Appleton, WI: 1800 to 2000 +11.1
- Bradenton-Sarasota, FL: 2900 to 3200 +10.3
- Butte, MT: 1100 to 1200 +9.1
- Charleston, WV: 1300 to 1400 +8.5
- Chippewa Falls, WI: 1300 to 1400 +8.5
- Columbia, SC: 1500 to 1600 +6.3
- Corvallis, OR: 1400 to 1500 +7.1
- Delaware, DE: 1800 to 1900 +5.5
- Elko, NV: 1200 to 1300 +8.3
- Enid, OK: 1300 to 1400 +8.5
- Grand Island, NE: 1400 to 1500 +7.1
- Harrisburg-Carlisle, PA: 1700 to 1900 +11.8
- Huntsville, AL: 1700 to 1900 +11.8
- La Crosse, WI: 1000 to 1100 +10.0
- Lexington, KY: 1500 to 1600 +7.1
- Laramie, WY: 1000 to 1100 +10.0
- Las Vegas, NV: 2900 to 3100 +6.9
- Long Beach-Santa Ana, CA: 3700 to 3900 +5.4
- Moline-Rock Island-Davenport, IL-IA: 3000 to 3200 +6.7
- Mobile-Bessemer, AL-MS: 2600 to 2800 +7.7
- Montgomery, AL: 1300 to 1400 +8.5
- Muncie, IN: 800 to 900 +12.5
- Naples-Bradenton-Sarasota, FL: 3200 to 3500 +10.3
- Newport News, VA: 1600 to 1800 +12.5
- North Charleston, SC: 1800 to 2000 +11.1
- Phoenix-Mesa, AZ: 2800 to 3000 +7.1
- Quincy, MA: 1400 to 1500 +7.1
- Rapid City, SD: 1200 to 1300 +8.3
- Richmond, VA: 2000 to 2150 +7.5
- Rockford, IL: 1900 to 2000 +5.3
- Shreveport-Bossier City, LA: 1500 to 1600 +7.1
- South Bend-Mishawaka, IN: 1500 to 1600 +7.1
- Stockton-Modesto, CA: 2900 to 3000 +3.4
- Sussex County, DE: 1000 to 1100 +10.0
- Topeka, KS: 1700 to 1800 +6.2
- West Palm Beach, FL: 3100 to 3300 +7.1
- Waco, TX: 1000 to 1100 +10.0
- Washington-Portsmouth-Norfolk, VA-DC-MD: 4800 to 5000 +4.2
- Williamsport-Clearfield, PA: 1000 to 1100 +10.0
- York, PA: 1200 to 1300 +8.3

For those of you in markets that for one reason or another saw some slippage in your metro’s 12+ figures, soon be upon many of you. Somehow seems appropriate in 1984, doesn’t it? Make the most of your new metro!
"I Will Follow"

The single from U2's smash mini LP "Under A Blood Red Sky"
Produced by Jimmy Iovine

Latest Single chart positions:
January 14th Billboard — 90*

Single Airplay Stations
WXKS-FM  WRQK  KSKD  WJAD
WPHD  WANS-FM  WFBG  WYKS
WCAU-FM  WFMJ  WGUI  KILE
K104  KITY  WERZ  WBNQ
WLAN-FM  KTFM  OK100  KYTN
WHFM  WZPL  95XIL  KCDQ
WRCK  WJXQ  WJBA  KBIM
WZLD  WRQJ  WSOV  KZOZ
WHOT  KQ1Z-FM

Latest album chart positions:
January 14th Billboard — 33*  January 14th Cashbox — 20*
January 6th Bill Hard — 18  January 9th Album Network — 16
January 13th Radio & Records — 21

LP soon to be certified gold

Island Records on Cassette
**Fall '83 Quarterly Results**

**Arbitron and Birch**

**Chicago**

WGN Dips, Stays Ahead of Improved WBBM;
WGCI-FM, WBMX Get Boost; WIND, WQXK, WLAK Shine

**Detroit**

WJR Down Without Tigers; WJOI, WWJ Take Healthy Strides; WMIC Jumps To A/C Lead; AORs Tie

**Boston**

WXKS-FM Stable, Cops First; WHTT Slips, WBCN Climbs To Second; WBZ Widens A/C Lead; WJRI Rises

**Houston**

KKBQ-FM Taps Again; Country FMs Rebound; Urban Lose Ground

---

**CHR Radio Loves “Sweetheart Like You”**

**By Bob Dylan**

**CHR NEW & ACTIVE**

<table>
<thead>
<tr>
<th>WXKS-FM add</th>
<th>KLUC 34</th>
<th>WZRR</th>
</tr>
</thead>
<tbody>
<tr>
<td>KITS add</td>
<td>OK100 26</td>
<td>WZPL</td>
</tr>
<tr>
<td>WKEE add</td>
<td>WISE 36</td>
<td>WXQ</td>
</tr>
<tr>
<td>WSFK add</td>
<td>KDGY 39</td>
<td>KOQ</td>
</tr>
<tr>
<td>WPST add</td>
<td>KMOE-FM 37</td>
<td>KSKD</td>
</tr>
<tr>
<td>WKKR-FM add</td>
<td>WFM 24</td>
<td>WNO</td>
</tr>
<tr>
<td>WDKK-FM add</td>
<td>WALK 49</td>
<td>WEZ</td>
</tr>
<tr>
<td>WKRK add</td>
<td>WXV 33 30</td>
<td>WKHI</td>
</tr>
<tr>
<td>WRGQ add</td>
<td>WHSL 19</td>
<td>WSJ</td>
</tr>
<tr>
<td>WQSY add</td>
<td>KYTN 35 26</td>
<td>WSOY</td>
</tr>
<tr>
<td>106.7FM add</td>
<td>KRNA 31 29</td>
<td>KDZ</td>
</tr>
<tr>
<td>KTS 29</td>
<td>KSLK 28</td>
<td>WYKS</td>
</tr>
<tr>
<td>WJBO add</td>
<td>KOZ 39 26</td>
<td>KILE</td>
</tr>
<tr>
<td>WSGQ add</td>
<td>WCAC 16 30</td>
<td>WOAI</td>
</tr>
<tr>
<td>KXAZ add</td>
<td>KNBO 1010</td>
<td>WSWB</td>
</tr>
<tr>
<td>KIST add</td>
<td>WFLY</td>
<td>Y94</td>
</tr>
<tr>
<td>WPID 35-32</td>
<td>WUQ 93</td>
<td>KGFS</td>
</tr>
<tr>
<td>K104 29 25</td>
<td>WOKI 31 29</td>
<td>KWTO</td>
</tr>
<tr>
<td>G109 35-32</td>
<td>WNFL</td>
<td>KGOT</td>
</tr>
<tr>
<td>KJLI 34</td>
<td>KROK</td>
<td>KCO</td>
</tr>
<tr>
<td>KJ103 35</td>
<td>WBOS</td>
<td>KBIM</td>
</tr>
<tr>
<td>WHOT 38 36</td>
<td>WJPC (Blk)</td>
<td>1.5 1.3</td>
</tr>
</tbody>
</table>

---

**Arbitron Radio**

**San Francisco**

KGO, KCBS Tighten Hold On 1-2; KSOL, KJ103 Rebound; KFRC Slips; KSFO, KNBR Drop Without Baseball

**Philadelphia**

WEAZ Adds Two, Passes KYW For First; AOR Contest Draws Closer; WCAU-AM & FM Slip

---

**Data**

<table>
<thead>
<tr>
<th>Summer '83</th>
<th>Fall '83</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGO (N/T)</td>
<td>7.5</td>
</tr>
<tr>
<td>KSOL (Urbn)</td>
<td>3.6</td>
</tr>
<tr>
<td>KJ103</td>
<td>2.9</td>
</tr>
<tr>
<td>KFRC (FM)</td>
<td>3.0</td>
</tr>
<tr>
<td>KSFO (AC)</td>
<td>2.9</td>
</tr>
<tr>
<td>KNEW (Cty)</td>
<td>3.1</td>
</tr>
<tr>
<td>KYUH (Cty)</td>
<td>4.2</td>
</tr>
<tr>
<td>KBLX (Urbn)</td>
<td>2.5</td>
</tr>
<tr>
<td>KNBR (AC)</td>
<td>3.4</td>
</tr>
<tr>
<td>KOTK-FM (Easy)</td>
<td>2.2</td>
</tr>
<tr>
<td>KSR (URBN)</td>
<td>2.0</td>
</tr>
<tr>
<td>KKKK &amp; KBB</td>
<td>2.3</td>
</tr>
<tr>
<td>KJKJ (URBN)</td>
<td>1.8</td>
</tr>
<tr>
<td>KRTX (URBN)</td>
<td>1.6</td>
</tr>
<tr>
<td>KGTE &amp; KMJ</td>
<td>1.6</td>
</tr>
<tr>
<td>KQAK (AC)</td>
<td>1.9</td>
</tr>
<tr>
<td>KXHO &amp; AM</td>
<td>1.8</td>
</tr>
<tr>
<td>Kazer (URBN)</td>
<td>1.5</td>
</tr>
<tr>
<td>KQAK (AC)</td>
<td>1.9</td>
</tr>
<tr>
<td>KJZQ (URBN)</td>
<td>1.7</td>
</tr>
</tbody>
</table>

---

**Data**

<table>
<thead>
<tr>
<th>Summer '83</th>
<th>Fall '83</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWJ (Muc)</td>
<td>16.0</td>
</tr>
<tr>
<td>WJOL (BM)</td>
<td>6.6</td>
</tr>
<tr>
<td>WJOI (BM)</td>
<td>6.5</td>
</tr>
<tr>
<td>WWJ (News)</td>
<td>4.4</td>
</tr>
<tr>
<td>WMCM (AC)</td>
<td>3.5</td>
</tr>
<tr>
<td>WDBQ (BM)</td>
<td>3.0</td>
</tr>
<tr>
<td>WSCR (BM)</td>
<td>2.9</td>
</tr>
<tr>
<td>WOR (BM)</td>
<td>2.8</td>
</tr>
<tr>
<td>WYQT (Cty)</td>
<td>3.5</td>
</tr>
<tr>
<td>WXYZ (BM)</td>
<td>3.1</td>
</tr>
<tr>
<td>WWHW (Cty)</td>
<td>3.1</td>
</tr>
<tr>
<td>WYNE (Cty)</td>
<td>3.2</td>
</tr>
<tr>
<td>WZAZ (Cty)</td>
<td>3.2</td>
</tr>
<tr>
<td>WXCI (Cty)</td>
<td>1.9</td>
</tr>
<tr>
<td>WCKJ (BM)</td>
<td>1.4</td>
</tr>
<tr>
<td>WBDR (BM)</td>
<td>2.2</td>
</tr>
<tr>
<td>WBXN (Cty)</td>
<td>2.4</td>
</tr>
<tr>
<td>SCMA (Cty)</td>
<td>1.3</td>
</tr>
<tr>
<td>WCWC (BM)</td>
<td>1.6</td>
</tr>
<tr>
<td>WGBR (Blk)</td>
<td>1.4</td>
</tr>
<tr>
<td>WGBK (Blk)</td>
<td>1.3</td>
</tr>
<tr>
<td>WJBH (Blk)</td>
<td>1.2</td>
</tr>
</tbody>
</table>

---

**Data**

<table>
<thead>
<tr>
<th>Summer '83</th>
<th>Fall '83</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXKS-FM (CHR)</td>
<td>7.8</td>
</tr>
<tr>
<td>WBCN (AOR)</td>
<td>7.2</td>
</tr>
<tr>
<td>WBZ (BM)</td>
<td>7.0</td>
</tr>
<tr>
<td>WHTT (CHR)</td>
<td>8.1</td>
</tr>
<tr>
<td>WHDH (BM)</td>
<td>6.9</td>
</tr>
<tr>
<td>WJIB (BM)</td>
<td>5.5</td>
</tr>
<tr>
<td>WEEI (News)</td>
<td>6.0</td>
</tr>
<tr>
<td>WRKO (Blk)</td>
<td>3.6</td>
</tr>
<tr>
<td>WJZ (AC)</td>
<td>4.6</td>
</tr>
<tr>
<td>WOR (Cty)</td>
<td>3.8</td>
</tr>
<tr>
<td>WSNH (BM)</td>
<td>4.0</td>
</tr>
<tr>
<td>WHUE (FM)</td>
<td>3.7</td>
</tr>
<tr>
<td>WCOZ (AC)</td>
<td>3.4</td>
</tr>
<tr>
<td>WYBF (BM)</td>
<td>3.3</td>
</tr>
<tr>
<td>WBB (Blk)</td>
<td>2.1</td>
</tr>
<tr>
<td>WMRE (Blk)</td>
<td>1.6</td>
</tr>
<tr>
<td>WILD (Blk)</td>
<td>1.8</td>
</tr>
<tr>
<td>WCQY (BM)</td>
<td>1.2</td>
</tr>
<tr>
<td>WCAF (Cty)</td>
<td>1.1</td>
</tr>
</tbody>
</table>

---

**Data**

<table>
<thead>
<tr>
<th>Summer '83</th>
<th>Fall '83</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAZ (BM)</td>
<td>5.5</td>
</tr>
<tr>
<td>KYW (News)</td>
<td>7.9</td>
</tr>
<tr>
<td>WCGY (Gold)</td>
<td>4.4</td>
</tr>
<tr>
<td>KSOL (Urbn)</td>
<td>3.6</td>
</tr>
<tr>
<td>KJ103</td>
<td>2.9</td>
</tr>
<tr>
<td>KFKR (Cty)</td>
<td>4.6</td>
</tr>
<tr>
<td>WBCN (AOR)</td>
<td>7.2</td>
</tr>
<tr>
<td>WBBM (BM)</td>
<td>3.3</td>
</tr>
<tr>
<td>KFRC (CHR)</td>
<td>3.9</td>
</tr>
<tr>
<td>KSFO (AC)</td>
<td>4.2</td>
</tr>
<tr>
<td>KNEW (Cty)</td>
<td>3.1</td>
</tr>
<tr>
<td>KYUH (Cty)</td>
<td>2.4</td>
</tr>
<tr>
<td>KBLX (Urbn)</td>
<td>2.4</td>
</tr>
<tr>
<td>KNBR (AC)</td>
<td>5.4</td>
</tr>
<tr>
<td>KOTK-FM (Easy)</td>
<td>2.2</td>
</tr>
<tr>
<td>KSR (URBN)</td>
<td>2.0</td>
</tr>
<tr>
<td>KKKK &amp; KBB</td>
<td>2.3</td>
</tr>
<tr>
<td>KJZQ (URBN)</td>
<td>1.7</td>
</tr>
<tr>
<td>KQAK (AC)</td>
<td>1.9</td>
</tr>
<tr>
<td>KXHO &amp; AM</td>
<td>1.8</td>
</tr>
<tr>
<td>KGTE &amp; KMJ</td>
<td>1.6</td>
</tr>
<tr>
<td>KQAK (AC)</td>
<td>1.9</td>
</tr>
<tr>
<td>KJZQ (URBN)</td>
<td>1.7</td>
</tr>
</tbody>
</table>

---

**Data**

<table>
<thead>
<tr>
<th>Summer '83</th>
<th>Fall '83</th>
</tr>
</thead>
<tbody>
<tr>
<td>KQGO (AC)</td>
<td>4.0</td>
</tr>
<tr>
<td>KILT (Cty)</td>
<td>2.2</td>
</tr>
<tr>
<td>KKBQ-FM (CHR)</td>
<td>7.6</td>
</tr>
<tr>
<td>KJKJ-FM (Cty)</td>
<td>6.9</td>
</tr>
<tr>
<td>KJDI (URBN)</td>
<td>6.7</td>
</tr>
<tr>
<td>KJQI (BM)</td>
<td>1.2</td>
</tr>
<tr>
<td>KWAR (BM)</td>
<td>1.2</td>
</tr>
<tr>
<td>KARA (Gold)</td>
<td>7.1</td>
</tr>
<tr>
<td>KJLV (Blk)</td>
<td>9.1</td>
</tr>
<tr>
<td>KOME (AOR)</td>
<td>1.8</td>
</tr>
<tr>
<td>KJFN (AOR)</td>
<td>2.1</td>
</tr>
<tr>
<td>KJAZ (Jazz)</td>
<td>1.0</td>
</tr>
</tbody>
</table>

---

**Data**

<table>
<thead>
<tr>
<th>Summer '83</th>
<th>Fall '83</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKBQ (BM)</td>
<td>7.8</td>
</tr>
<tr>
<td>KJKE (BM)</td>
<td>7.9</td>
</tr>
<tr>
<td>WBBM (BM)</td>
<td>7.0</td>
</tr>
<tr>
<td>WSB (BM)</td>
<td>6.9</td>
</tr>
<tr>
<td>WJIB (BM)</td>
<td>5.5</td>
</tr>
<tr>
<td>WEEI (News)</td>
<td>6.0</td>
</tr>
<tr>
<td>WRKO (Blk)</td>
<td>3.6</td>
</tr>
<tr>
<td>WJZ (AC)</td>
<td>4.6</td>
</tr>
<tr>
<td>WSNH (BM)</td>
<td>4.0</td>
</tr>
<tr>
<td>WHUE (FM)</td>
<td>3.7</td>
</tr>
<tr>
<td>WCOZ (AC)</td>
<td>3.4</td>
</tr>
<tr>
<td>WYBF (BM)</td>
<td>3.3</td>
</tr>
<tr>
<td>WBB (Blk)</td>
<td>2.1</td>
</tr>
<tr>
<td>WMRE (Blk)</td>
<td>1.6</td>
</tr>
<tr>
<td>WMRE (BM)</td>
<td>1.6</td>
</tr>
<tr>
<td>WCQY (BM)</td>
<td>1.2</td>
</tr>
<tr>
<td>WCAF (Cty)</td>
<td>1.1</td>
</tr>
<tr>
<td>KRED (BM)</td>
<td>1.0</td>
</tr>
<tr>
<td>KNZU (Gold)</td>
<td>1.2</td>
</tr>
</tbody>
</table>
How to use research to increase profits
Strategic Radio Research explains how market research can help you increase your station's profitability

More than ever before, radio station managers are feeling pressure to produce profits. As prices of radio stations continue to escalate, that pressure is going to increase.

Unfortunately, the task of generating cash flow is now becoming more difficult. You are being faced with more (and smarter) competitors.

Strategic Radio Research wants you to know how you can use market research to achieve more profits in 1984.

In general, market research keeps you in touch with your target audience. You are better able to adjust your programming and marketing to attract the largest possible number of listeners.

Learn your strengths and weaknesses
The most important questions to your radio station are "Why aren't more people listening?" and "Why don't our current listeners listen more?"

Perceptual research is the type of market research that can answer those questions. It tells you both your strengths and weaknesses and your competitors.

Such research can tell you whether your station is perceived as playing too many commercials...or if your problem is your music...or if your problem is disk jockeys who talk too much.

Once you learn what listeners think of your station, you are in a position to capitalize on your strengths and correct your weaknesses. And by learning your competitors' weaknesses, you've learned where they are vulnerable to attack.

Improve your advertising
Which advertising message would attract the largest number of potential new listeners to your station? Research can tell you.

Perceptual research can help you determine what message you need to get across in your advertising.

Focus group research can tell you the type of language people use when they talk about radio—which will help you design the execution of your advertising.

Finally, pre-testing of your completed advertisement will insure that you have succeeded in getting your intended message across. (Without pre-testing, you don't find out that your campaign's not working until it's too late to change it.)

Fine-tune your music
In terms of retaining listeners for long periods of time, the most critical element of your station is your music. Play the right music, and your audience will stay with you.

Play the wrong music, and you will inevitably lose them.

Good music research tells you how familiar each song is, how popular it is, and whether your audience is getting tired of hearing it. The best music research also gives you clear and detailed information on the demographic appeal of each song.

If you need to test 300 or 600 titles quickly, an auditorium test will work best for you. If you'd like to track the appeal of your current music from week to week, then a weekly telephone interview-based study is more appropriate.

Whichever methodology you use, music research can make it easy for you to play exactly the right music, all the time.

Strategic Radio Research gives you actionable research
During the past four years, Strategic Radio Research has been earning a reputation among industry leaders (like ABC, CBS, NBC, Doubleday, RKO, Greater Media, Taft, Bonneville, Hefel, Gannett, Sandusky, and Capital Cities) as the best research firm in the business. Here's why:

(1) We deliver our findings to you in a manner that you can understand and use. Our reports are designed to be used by programmers, not statisticians.

(2) Our quality control is the best in the business. (Whereas most research firms farm out the actual research to a low-bid firm in your market, all SRR interviews are conducted by our own experienced, supervised employees from our Chicago phone center.)

(3) We ask the right questions. Because we work with many of the top names in the radio industry, we know which issues concern you.

(4) Our prices are competitive. You don't have to pay extra to get better research.

Call or write us
If you'd like to know more about market research, call or write Strategic Radio Research.

And you can begin to insure that your station makes a healthy profit in 1984.

Unique catalog available
We have recently put together a catalog of the services available from Strategic Radio Research. The purpose, specifications, price, and turnaround time of each service we offer is described in plain English.

Upon receipt of the catalog, you'll be able to determine which research services are most appropriate for your needs.

If you're the GM or PD of a contemporary-music station in one of the top 50 markets, watch your mail. Or you can obtain a free copy by calling or writing Strategic Radio Research.

STRATEGIC RADIO RESEARCH
Park Place, Suite 210
655 W. Irving Park at Lake Shore Drive
Chicago, IL 60613
(312) 883-4400
A new series of small-group, high-intensity meetings

This innovative learning approach begins with a two-day session

**DIRECTION '84**

Management Tools For The Program Director

You’ll expand your knowledge of the techniques of managing people, time, machinery and yourself — for the benefit of all.

Participation will be limited to 400

---

**ARBITRON RADIO**

**Washington, DC**

**Birch Radio**

**Washington, DC**

**ARBITRON RADIO**

**Dallas-Ft. Worth**

**KUIL-FM**

Holds Double Digits; Widens Lead; KRLD Up With Cowboys; Country Down; AOR Race Tightens

**ARBITRON RADIO**

**Phoenix**

**KTAR**

KXN-FM Solid 1-2; KYT Improves To Third; AORs Drop; KOY, KEZC Grow

**Format Legend**


---

**RATINGS REPORT**

**Fall '83 Quarterly Results**

**Arbitron and Birch**

**The Shirtsleeve Seminars**

www.americanradiohistory.com
**Fall ’83 Quarterly Results**

Arbitron and Birch

### ARBITRON RADIO

**Seattle**

KIPO, KBBR Softer, Hold 1-2; KJSW Jumps To Third; KNBQ Gains; KLSY Debuts; KMPS Healthier.

**Minneapolis-St. Paul**

WCCO Steady; KSTP-FM Retakes Second; WLOL Down Three; WLTE (Formerly WCCO-FM) Adds Three.

**Anaheim-Santa Ana-Garden Grove**

KJQY, KGB Cop Top Spots; KFSD Surges; KPQF Debuts; KFMB Drops Without Padres.

**San Diego**

KJIO, KISW, KNQI Slip, Remain 1-2-3; KOMO, KLSY, KIXI Post Notable Gains.

### ARBITRON RADIO

**Denver**

KOIS Sets Pace; KOA Moves To Undisputed Second; KPKQ Doubles In First CHR Book; KBGO Surges To AOR Title.

**San Diego**

KJQY, KGB Cop Top Spots; KFSD Surges; KPQF Debuts; KFMB Drops Without Padres.

**Arnold Radio**

Kiis Goes Through Roof; KMET Grabs AOR Lead; KNX Doubles.

### Reserve your place at

**DIRECTION ’84**

**March 15-17, 1984**

Century Plaza Hotel Los Angeles

Make sure you’re included in this select group of broadcasters. Call Jonathan Hall at 213-533-4330 today.
### Arbitron Radio

**Cleveland**

WMMS (AOR) Debuts 161%
61% of our reporters on it. Moves:
- (Network/Geffen)

**Kansas City**

KLOS (AOR) Debuts 34%
6.6 4.8

**Denver**

KQV (News) Debuts 11%
7.4 4.4

**Los Angeles**

KCAL (BM) Debuts 16%
8.8 6.6

**Seattle**

KZLA-FM (BM) Debuts 19%
7.4 4.4

**Washington, D.C.**

KFBZ (BM) Debuts 14%
7.4 4.4

**Boston**

WMLN (BM) Debuts 8%
7.4 4.4

**Chicago**

WNPR (BM) Debuts 4%
7.4 4.4

**Philadelphia**

WJZ (BM) Debuts 2%
7.4 4.4

**San Francisco**

KFOG (BM) Debuts 1%
7.4 4.4

**Miami**

WSYR (BM) Debuts 1%
7.4 4.4

**Atlanta**

WJBD (BM) Debuts 1%
7.4 4.4

**Detroit**

WJLB (BM) Debuts 1%
7.4 4.4

**Dallas**

WJJ (BM) Debuts 1%
7.4 4.4

**St. Louis**

WHSV (BM) Debuts 1%
7.4 4.4

**Los Angeles**

KCAL (BM) Debuts 1%
7.4 4.4

**Miami**

WQAM (BM) Debuts 1%
7.4 4.4

**Chicago**

WBBM (BM) Debuts 1%
7.4 4.4

**Detroit**

WJR (BM) Debuts 1%
7.4 4.4

**Philadelphia**

WXII (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WLDB (BM) Debuts 1%
7.4 4.4

**Chicago**

WALR (BM) Debuts 1%
7.4 4.4

**Philadelphia**

WIP (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

### Arbitron Radio

**Pittsburgh**

KDKA (AOR) Debuts 1%
7.4 4.4

**Philadelphia**

WIP (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4

**Boston**

WJAR (BM) Debuts 1%
7.4 4.4

**New York**

WOR (BM) Debuts 1%
7.4 4.4

**San Francisco**

KRON (BM) Debuts 1%
7.4 4.4
THEY'VE GOT THE GOLDEN TOUCH

THEY WON EVERYONE OVER the first time out with their international smash album and single "SWEET DREAMS (ARE MADE OF THIS)"—both SOLID GOLD. And the video is STILL ON MTV. Now the Eurythmics phenomenon continues...

THE NEW ALBUM "TOUCH" TOP 10 IN THE U.K.

FEATURING THE FIRST HIT SINGLE: "HERE COMES THE RAIN AGAIN"

MAJOR TOUR STARTING MARCH

Produced by
David A. Stewart

www.americanradiohistory.com
MUSIC PERFORMANCES HIT THE BIG SCREEN...

Dolby Stereo — 7 days a week, widescreen format

CONCERT CINEMA — the new music network that matches the performer with the specific targeted movie audience.

We kick off with DAVID BOWIE, OLIVIA NEWTON-JOHN, and BOB DYLAN in concert performances immediately preceding the main feature at first-run theaters across America.

Exciting opportunities for radio station promotional tie-ins are available.

Check with your local theater operators to find out when CONCERT CINEMA will begin in your market.

Watch Radio & Records for more details . . . as CONCERT CINEMA puts music in the movies nationwide.

CONCERT CINEMA
Another first . . .
from R&R Entertainment

1930 Century Park West, Los Angeles, CA 90067
A Division of Harte-Hanks Communications
Goal Setting — Part I

By Norman Goldsmith

Question: Should you have formalized sales goals?
Answer: Only if you need the money.

Imagine for a moment that you have no sales goals at your station. Everyone involved in the sales operation is conscientious and hardworking. They are all on some form of commission, so they will do their best to earn as much as they can. It’s hoped that will be enough to cover expenses and provide an acceptable profit. If not, at least they will come close. “Wait a minute,” you say, “that’s not the way it works.” Okay, then imagine you have one goal, to make station budget. Let’s even throw in that each salesperson has a goal, his or her share of that budget. That’s more like it, you say. But is it?

There are two basic reasons why we have goals in our business. One is based on the accepted wisdom that people will perform better with goals than without them. The other relates to need. Whatever corporate or ownership needs becomes the goal. An obvious benefit of the second reason is that when the goal is not attained, top management feels totally justified in blaming everyone on down the ladder.

How Effective Are Your Goals?

While neither of these two reasons is wrong, the real question is how meaningful and effective are your goals? Some goals don’t have much substance or value, and are really little more than hopes or aspirations. When we meet a nine-year-old kid whose goal is to be the President of the United States, or the leading money winner on the PGA tour, we smile and say, “That’s nice, and I hope you make it someday.” What we are really thinking is that those are nice dreams, but unless the kid has some more practical intermediate goals, he’s going to have to be very lucky. Furthermore, unless he makes the commitment to do the things necessary to have a realistic shot, it probably won’t happen.

What about the goal of being President of one’s company? Not bad if you’re already Vice President, but if you are a 23-year-old salesperson who has been in the business for six months, that just might not be a realistic next step. Yet, a lot of young salespeople only have long-range grandiose goals. Why? Two reasons. One, they don’t understand that the more realistically you can define the short-term intermediate steps to a long-term goal, the better your chance of achieving it. Two, you do understand that longterm goals don’t require as much accountability as short-term next-step goals. Longterm goals are not necessarily bad, but in some ways they can be crutches. There is no real sense of urgency, and there is often a tendency to have an “it will probably happen, and if it doesn’t, something else pretty close usually will” attitude.

Becoming Goal-Directed

A good example of this lies in one of the basic differences between average salespeople and high-achieving salespeople. All of them are goal-oriented. They all have upward-mobility aspirations, whether it be management or simply a lot more money. However, only the high achievers are goal-directed. They are willing to make the commitment, and to accept the accountability to set next-step goals and work to achieve them. The other won’t do this, and will rationalize the reasons for not hitting the big goal.

It’s use a sports analogy. All NFL teams have the same big goal, to win the Super Bowl. They also want to win every game, but realize that probably won’t happen. However, the most successful teams have clearly defined incremental goals for each game. For example, the offensive team’s goals might be to gain 400 total yards, with a good balance between rushing and passing to control the ball 60 percent of the time, and to score 30 points. Some of the specific goals might change depending on the competition or personnel, but there are well thought-out goals for every situation. The team might not win every game, but the chances for a successful season will be excellent.

Breaking Down The Goals

There is an obvious corollary between this philosophy and a station or a salesperson that has only the one overall goal of making budget. Everyone wants to make it, but even if they think the yearly goal is realistic, what is the true perception? Experienced salespeople assume that they will make the goal because they usually do. Newer salespeople assume that they will make it because they don’t want to consider the alternative. Whether it’s an experienced salesperson with a $500,000 goal, or a newer salesperson with a $100,000 goal, the problem is that the number itself is so big that relating to it is very difficult. Incidentally, this is also true with quarterly or monthly total billing goals. The only difference is that there is less guesswork because the shorter-term picture is clearer.

The key to getting salespeople to relate positively to the big goal is to break it down into a series of smaller, more meaningful goals.

“Many, if not most, salespeople are primarily concerned with making more money, and making it as easily as possible.”

It’s like the old joke, “How do you eat an elephant?” One bite at a time.” The kinds of questions you want the salespeople to ask themselves are, “Where is this money going to come from?” How much will I have to do out of my key agencies? Other agencies? Direct? New business? How much nighttime, over-night, weekend, sports, features, etc. will I have to sell? How can I work smarter? What will I have to learn that I don’t know today? By identifying these intermediate steps, the salespeople start to get a better handle on the most important question of all, “What will I have to do differently to make my big goal?”

Goalsetting Objectives

In my opinion, there are three basic objectives of the goalsetting process. The first is to convert the overall boxcar projections into actionable intermediate goals. The second is the structure of the goals themselves. You may have heard the definition of an effective goal: Specific, Meaningful, Attainable, Challenging, Timebound. Each of these elements is vital, particularly for the incremental goals. The third objective is to establish a covenant between the manager and the salesperson. If the goalsetting procedure is done properly, there will be specific understanding of the goals, agreement on the goals, comprehension of the goals, and understanding of the consequences of success or failure.

While it is within the realm of possibility that a slight amount of coercion might be necessary to achieve all of this, remember who is running the store. If each of the goals is consistent with the five elements of an effective goal, then you as the manager have every right to expect the salespeople to commit to the goals. If they resist or refuse, they are resisting accountability, and it’s very difficult to succeed when the inmates run the farm.

Differing Goals

There is another major reason why intermediate next-step goalsetting is often resisted by salespeople, and it illustrates the importance of having such goals. Salespeople and managers have some significantly different interests. Most managers are vitally concerned with keeping all the inventory, maximizing rates and shares, having a balanced sales effort, developing new business, and achieving specific revenue increases. Many, if not most, salespeople are primarily concerned with making more money, and making it as easily as possible.

As long as they get well paid for a $6000 order that is all Wednesday through Friday drive at a low grid, why not sell it (take the order) that way? As long as they can make enough money by working the top 20% of their lists, why make new business calls? If 10% more is good enough, why break their backs for 15% just because the station needs more profit?

This may seem like an overstatement, too harsh on salespeople. Certainly there are many conscientious, hardworking salespeople who are concerned with the station's needs as well as their own. These people will be chagrined by intermediate goals, and will genuinely want to achieve them because of motivation and pride. If specifically not, then aren't the problem. It’s the ones who are looking for a warm place to sleep who are the problem. While they really need more goals than the high achiever, they invariably resist them to a much greater degree. Whether this attitude is a result of ineffectiveness, laziness, or an unquenched desire to change, you simply can't afford it.

In the January 27 issue, we’ll examine some ways to deal with this situation, and to make goalsetting a more effective management tool.
These Two Records

KENNY LOGGINS

Footloose

Taken from the Columbia album "FOOTLOOSE"
Watch for the premiere of the Paramount motion picture "FOOTLOOSE" in over 1200 theaters beginning February 17
In This Week’s R&R!

BLUE ÖYSTER CULT

SHOOTING SHARK

Taken from the Columbia album
"THE REVOLUTION BY NIGHT"
Night Ranger spent a hectic few days in L.A. this past week, headlining a KLOS-FM show at the Santa Monica Civic Center, taping TV’s American Bandstand and Rock Palace, and being interviewed by Billboard, among others. While here, the rockin’ quintet learned that they were nominated as Best Group and guitarist Brad Gillis as Best Guitarist for this year’s Bammies, the California rock magazine’s yearly award extravaganza.

For MCA Home Video’s first music release, Twist of Fate, a 6-song EP by Olivia Newton-John including the title cut hit and “Physical,” on sale shortly for the astoundingly low price of $2.99. A veritable steal!!

When it comes to Christmas gifts, Barbara Mandrell adds the personal touch. She made 200 lbs. of peanut brittle for friends. Yes, 200. Of course, it dripped all over her kitchen, hardened like cement, and required a full-size dishwasher,” according to Barbara. Now, that’s a gift that really meant something.

MCA Country strikes again and again. When George Strait hit Number One with “You Look So Good In Love” last week, it was his fourth consecutive single to reach that magic plateau. When John Conlee’s “In My Eyes” climbs that same mountain next week, it will be his fourth straight.

The new Crusaders album due in February, to be titled Ghetto Blaster, will—amazingly—be their 47th.

As expected, it didn’t take Scott Shannon long to bite the Big Apple. Congrats to Scott and his entire Z-100 staff on a fantastic success story. And while they’re at it, they’ve overlooked who released an album, and he’s obviously done it again.

Also congrats to Todd Chase on his new position as P.D., WHX, Pittsburgh! Bring your long underwear, Todd…It’s cold! Wives and Lovers Dept.: Best wishes to indie Lenay Bernstein and her new wife, Arlene, and the same to indie Bruce Moser and his new wife Mary. Also congrats to R&R’s Joel Denver on his engagement to Kathy Nakagawa!

Then there is WPRO-FM P.D. Tom Cuddy’s wife who we hear is expected to give birth to their second child in May!

Spyro Gyra’s recent Florida concerts produced some very special tapes which will possibly emerge as a live LP in the Spring.

MCA Talk would like to congratulate the other Wednesday Hollywood-based columnist on her Pulitzer Prize for “Accurate Journalism in 1983.”

Starting this week, the telephone area code in North Hollywood and vicinity is 818. So, for you folks calling MCA, consider yourself reminded.

Last but not least, this is the final in this series of MCA Talks. We have had fun, and we hope you enjoyed it too. Look for MCA Talk to appear periodically this year.

All of us at R&R applaud the joint announcement made by the NAB and NRBA last week (R&R, Page 4). The combining of NAB’s Radio Programming Conference with NRBA’s annual convention is a development that will benefit everyone in our industry.

After months of negotiations, Donnie Simpson has signed a new five-year contract with WKYS/Washington. Donnie will continue to program and do mornings for DC’s top-rated station, and NBC will pay him a reported $1.5 million over the course of the agreement. If that figure is accurate, it would make Donnie one of the highest-paid personalities in DC radio history.

Miami News/Talk rivals WINZ and WNSW are locked in a legal battle over the services of talk host Neil Rogers, who apparently signed contracts with both stations. Renewing his WNSW contract in July, Rogers later signed a contract to join WINZ in September. The case went to court just before Christmas, and Rogers remains at WNSW until last week, when the station suspended him for allegedly making negative comments “about the station and its management.” Rogers says the suspension abrogates his WNSW contract and he wants to join WINZ. WINZ, meanwhile, is ready to put him on the air immediately, replacing current 6pm-midnight host Alan Burke. And while this episode unfolds, WNSW replaced the suspended Rogers by hiring WINZ overnight talk host Bill Calder.

Saga Music Network’s CHR format was set to debut from Dallas last Sunday (1-8), but technical problems with the uplink have kept the new venture silent. Scientific Atlanta engineers were dispatched to Texas at midweek, and SMN was confident all would be in working order by week’s end.

Congratulations to new Elektra/Asylum VP/Sales Eddie Gilbreath, Eddie, who was most recently Exec. VP/Sales for Island, will report to E/A Senior VP/Marketing Lou Maglia.

WXUT/Philadelphia GSM Dennis Dougherty has been promoted to General Manager of the Beasley Broadcast Group Urbana, and another, John ... will pay him $1100 and win WXYL, also promoted Jo de Groot to Director of National Sales, and hired WCUI-FM/Philadelphia sales manager Greg Reid as Local Sales Manager.

While negotiations continue toward a new agreement, BMI has extended its current pact with radio licensees through March 31, 1984. This step will simply keep things status quo until a new contract is finalized.

As hinted last week, former KFI/Los Angeles afternoon man C.K. Cooper takes over mornings at WCKY/Chicago. Cooper’s move to the Midwest shifts current WFTT morning man Stu Collins to afternoons.

WBFF-FM/Chicago has tapped KOME/San Jose GSM David Plowden as its new GSM. Plowden replaces Jeff Schwartz, who excelled WBMM-FM to open his own sales/promotion firm.

Former WING/Dayton VP/GM Jim Eblin has been named GM at WTVS/Wilming- ton, NC.

KWWZ/Airtime, which dumped music for an all-News format a year ago, returns to rock following a disappointing showing in the recent Arbitron. The former KEZY (AM) will most likely change call letters, considering the format shift.

Shifting calls for sure are KPRI/San Diego, asking for KLLL, and KTCL/Minneapolis, requesting KTWN. KTWN became available when the old KTWN recently switched to KGEB.

Lonnie Simmons’s Total Experience Records will be distributed by RCA beginning next month. The label, which had been rumored to be going independent last summer, was most recently affiliated with PolyGram.

KLC/Los Angeles has demoted News Director Dean Sander to reporter for the station. The 20-year KLC veteran steps down as the station reportedly goes for a “more aggressive approach” to the news.

WZZR/Grand Rapids has switched formats from CHR to A/C under newly-signed consultant E. Alvin Davis. The station will be changing calls to WLGH, becoming (you guessed it), W-Light.

Pat Martine, formerly with Aristia on the West Coast, has set up an independent promotion firm for AOR product. He will again concentrate on the West Coast, and can be reached at (818) 506-7088.

At KEYU/Omaha, P.D. B.J. Adams has been upped to GM; Chris Alan has joined as MD and midday personality; and staffer Bruce Walden is now Director/Promotions & Research.

Kris Van Dyke has resigned as P.D. of WQYM/Vickburg, with no immediate replacement named. Kris did not announce his future plans.

John McNamara is out as RCA’s Midwest regional Country promotion man. Dale Turner, currently P.D. at KSSN/Little Rock, but formerly with WMC/Memphis and WSAI/Cincinnati, is his replacement. John ... will pay him $1,000 and win WNIV.

At WKUL/Upson-Oshkosh, longtime MD and morning man Rich Allen shifts to mornings at WGBF/Evansville. Rich Michaels from WMRF/Lewiston, PA takes Allen’s WKUL morning show. New to afternoons at WKUL is Don Cook, who will also handle the music duties.

At RCA, John Betancourt’s new title is Division Vice President/Marketing & Promotion, not Division VP/Marketing as erroneously stated by the company last week.

Roche Records is shuffling things up a bit. Several regional reps are now on the loose, including Jerry Goodman, Sam Plocieido, and John Michael Provenzano. San Francisco rep Bruce Hicks has resigned. Look for Don McGregor to join the Roche staff, covering the Southeast from Birmingham.

TOLL FREE! 800-331-4438
IN OHLA, 916-258-5000

www.americanradiohistory.com
For Who The Bell Tolls

Over the Christmas holidays Pete Townshend held a press conference in London to announce that he would not be contributing to any further Who recording projects. That announcement, combined with their 1982 farewell tour, effectively puts a final seal on the career of one of the most influential and prestigious bands in rock history.

Over 30 years ago they started as the Detours, with Roger Daltrey on lead guitar and one Collins Dawson singing. They became the Who, then the High Numbers, then the Who again, and exploded in England with "I Can't Explain"! in January 1965. During the course of their career they established countless trends and firsts — Keith Moon's pioneering rock drumming style, Townshend's equally innovative guitar work, the rock opera "A Quick One" and of course "Tommy," and a level of live showmanship that may not ever be surpassed.

They leave 11 albums (plus compilations and other odds and sods), a string of ten hits from "Happy Jack" to "Athenae," and a set of unforgettable visual and sonic images that will probably endure as long as rock itself.

Ring Labelle

Patti Labelle has the first Black/Urban No. 1 record on the Back Page, an honor befitting an artist of her stature and longevity. Labelle's group the Bluebelles (no relation to the current Sire group, of course), which also included present solo artists Nena Heryx and Sarah Dash as well as latter-day Supremes member Cindy Birdsong, had their first hit in 1962, "I Sold My Heart To The Junkman." Several labels and a lot of ups and downs later, they scored a big hit as Labelle in 1976, with "Lady Marmalade." And now Patti is on top again with "If Only You Know." Welcome back.

Cydille Laaper, now establishing herself as a solo artist, is still feebly remembered by some for her 1980 album with a group called Blue Angel. From that record comes the quaint picture you see just below.

A Jon Anderson Fairy Tale

Yes singer Jon Anderson is entering his 20th year as a professional rock singer, having started with a group called the Warriors in 1964, recording one single. In 1967, not too long before he joined the just-formed Yes, he was persuaded to record a British single under the name Hans Christian Anderson (after the Scandinavian fairy tale author). When the single emerged (fittingly) in the United States, Anderson's pseudonym was somehow edited to Hans Christian. This circumstance serves to protect his identity from discovery by all but the most dedicated detectives. And considering the record itself, a rather overlush and commercially pointless cover of the Association's then-recent hit "Never My Love," it may be just as well that it remains obscure.

Neil sedaka's current A/C hit "Your Precious Love" (with his daughter Dara) is the first hit he's had in 25+ years of charting that he didn't write. It's an Ashford & Simpson song originally done by Marvin Gaye & Tammi Terrell in 1967.

For Whom Ma Bell Tolls

What's going on with novelty records these days? The only current hit novelty concerns the Three Stooges, who, beloved as they might be, are hardly a topical event of the day. Throughout the past, we've had records about current events, often emerging just days after the crisis. But to the knowledge of the giant R&R Research Dept., there haven't been any records about Cabbage Patch Kids to date, and a little earlier no one updated Allen Sherman's "Hello Muddah Hello Fadduh!" to deal with the events at "Camp Grenada."

But a Bridgeport, CT radio comedy firm is dealing with one issue of pressing national concern — the breakup of AT&T. "Breaking Up Is Hard On You" by the American Comedy Network states its point of view forthrightly: "Don't take Ma Bell away from me! I've gotten used to monopoly! When they divest, then I'll be blue! Yes, breakin' up is hard on you." (All this, of course, to the familiar tune of Neil Sedaka's "Breakin' Up Is Hard To Do.") The song also predicts difficulties in getting calls through, laments being forced to own your own phone, and forecasts (several times) higher rates. About the only trick they missed was putting ELO's "Ma Ma Ma Belle" on the flip side.

U2: Dublin Or Nothing

Before U2 was signed to Island, the group recorded five tracks on a single for the Irish branch of CBS. The first single included different versions of two songs later showing up on their first album, "Out Of Control" and "Stories For Boys," plus a song called "Boy/Girl." The second featured "Twilight" (later on the first LP) plus "Another Day." The two singles were recently made available again through importers in a four-pack which also includes the band's first two Island singles, one of which is the studio version of their current AOR hit "11 O'Clock Tick Tock."

Headpins started as a side band to while away the idle time of Chilliwack members Bryan Macleod and Ab Bryant. But the band started doing so well in British Columbia that Macleod and Bryant decided to devote full time to it, leaving Chilliwack founder Bill Henderson (who goes back to the group's earliest roots as the Collectors in 1966-67) to form a new group — which he's done.

Van Halen, rock's latest synthesizer band on the evidence of "Jump," launched their career playing at parties in their native Pasadena, CA area. Graduating to Sunset Boulevard clubs, they labored playing Combined on Page 26.
Welcome!

DOUBLEDAY BROADCASTING CO.

WAVA, Washington, D.C.
KPKE, Denver
WLLZ, Detroit
KDWB-AM-FM, Minneapolis
**SHANNON**

“Let the Music Play”

7/98

**On The Records**

Continued from Page 24

cover versions until being noticed by Kiss’s Gene Simmons and soon thereafter earning a pact with Warner Records. British musician Alexis Korner, who died at 56 last week, was a catalyst for the formation of the Rolling Stones. Mick Jagger and Charlie Watts played in his Blues Incorporated lineups (as did Jack Bruce) and Brian Jones was a close friend. Korner can be heard on several of his own records and most recently on the “Rocket 88” LP put together by original Stones pianist Ian Stewart and also featuring Watts and Bruce.

**Record News**

Latest Michael Jackson appearance: the ubiquitous vocalist sings on the chorus of Motown’s new rockwell single, “Somebody’s Watching Me.” You can also find Michael, incidentally, on a 1982 single by Joe “King” Carrasco & the Cruxes called “Don’t Let A Woman (Make A Fool Out Of You)”... A&M is firmly denying Australian reports that the Police will be taking a three-year hiatus from recording and performing. The company says the group’s US tour will go as planned... Money metals: Hall & Oates’s “Rock ‘N’ Soul Part I” went platinum, as did “Genesis” by the group of the same name; gold certificates for the Sits Band’s “The Rise” LP and the Motels’ “Little Robbers.”

**TV News**

Paul Simon is the musical guest for NBC’s “The New Show” Jan. 13... “Solid Gold” for the week of Jan. 13 stars Christopher Cross, Gladys Knight & the Pips, Gordon Lightfoot, Madonna, Olivia Newton-John & John Travolta, the Romantics, and T.D. Sheppard... Yes is on “America Rocks” Jan. 13... Chic appears on the syndicated “Hit City” Jan. 13... Nickolodon’s “Livewire” features Little Steven & the Disciples Of Soul Jan. 13, Manover Jan. 16, the Breakfast Jan. 17, Phoebe Snow Jan. 18, and Helmut 100 plus Laurie Anderson Jan. 19... The Nashville Network’s “Offstage” stars Roy Acuff Jan. 13 and Boxer/Warren Jan. 17... Madonna and Quarterflash are on “American Bandstand” Jan. 14... The Everly Brothers’ reunion concert debuts on HBO Jan. 14 and returns Jan. 17... Con Funk Shun and Cheryl Lynn are on “Soul Train” the weekend of Jan. 14... Paul Simon’s “Album Flash” repeats on Cinemax Jan. 14 and 17... Carole King acts in Showtime’s “Faerie Tale Theatre” presentation of “Goldilocks & The Three Bears” Jan. 15... Lionel Richie hosts the 11th annual “American Music Awards” telecast on ABC Jan. 16... Frank Sinatra & showtime concert repeats Jan. 17... Shelly West is on TNN’s “Nashville After Hours” Jan. 17... MTV premieres the one-hour documentary “The Making Of Michael Jackson’s ‘Thriller’” Jan. 19.

**Datebook**

**JANUARY 16**

McCartney’s Last Tour of Japan

Maybe Paul McCartney should have scored “Midnight Express” instead of “Live And Let Die.” In 1972, Paul, Linda, and Wings’ Denny Stewell were busted for drugs in Gothenburg, Sweden. On this day in 1980, he was arrested in Tokyo for trying to bring a half pound of marijuana into the country with him. The Japanese detained McCartney for ten days and cancelled his tour.

**JANUARY 17**

R&B Loses Two

In 1970, Billy Stewart and two band members died when their car plunged off a bridge in North Carolina. Stewart’s big hit was a revived-up overhaul of George Gershwin’s “Summertime.” But he also wrote “I Do Love You” and “Sitting In The Park,” both remade by GO.


**JANUARY 18**

Macon On & Off The Map

A few months ago, Smokey Robinson remarked that most cities probably have as much local talent as Detroit; they just need a record company nearby to notice them. For ten years, Macon, GA had Capricorn Records to serve that purpose. Headed by Phil Walden, who’s also credited with discovering Otis Redding, Capricorn brought the Allman Brothers and the Marshall Tucker Band to national attention and signed a slew of regional acts. Walden’s fortunes declined at roughly the same time as those of his friend Jimmy Carter. On this date in 1980, Capricorn filed for bankruptcy.


**JANUARY 19**

Born To The Kozmic Blues

Janis Joplin was born January 19, 1943 in Port Arthur, TX. At age 17 she’d run away from home. She sang folk and blues in Texas and San Francisco for a few years, and joined Big Brother & The Holding Co. The Monterey Pop Festival brought her to national attention, and a cover of “Piece Of My Heart” by Arretha Franklin’s sister Erma, was her breakthrough. Joplin only managed the release of one solo LP before her death in 1970, her more successful “Pearl” LP came a year later.


**JANUARY 20**

Moondog’s Final Days

WINS and WABC/New York DJ and concert promoter Alan Freed, probably the person most responsible for moving rock & roll into the pop mainstream, died January 20, 1965 of uremia in Palm Springs. Freed’s policy of musical desegregation and the power structure’s fears of juvenile rebellion provoked rock & roll probably made him a prime target. By 1962 his career had been destroyed in the payola scandals and he died awaiting trial for tax evasion.


**JANUARY 21**

George Harrison Weds Layla

If you have a VCR with a pause button, you can probably find Patti Boyd at the beginning of “A Hard Day’s Night.” That’s where the former actressmodel met George Harrison, whom she married this day in 1966. The marriage lasted a decade until left Harrison for Eric Clapton, who, unbeknownst to most at the time, had immortalized her in “Layla.” George, incidentally, was apparently a good sport about this, he was a member of the all-star jam team that played at Patti & Eric’s wedding in 1979.


**JANUARY 22**

Sam Cooke’s Birthday

Chicago-born Sam Cooke would have been 49 today. He began singing gospel with the Soul Stirrers, a group that also included Lou Rawls and Johnnie Taylor at various points. Starting with 1957’s “You Send Me” he ended up with a string of hits until his death, under controversial circumstances, in late 1964. Many of Cooke’s hits have been covered during the last decade. “Another Saturday Night” by Cat Stevens, “Cupid” by the Spinners and Tony Orlando & Dawn, “Only 16” by Dr. Hook, and “Wonderful World” by Art Garfunkel. One song that remains Cooke’s alone is “A Change Is Gonna Come,” a gospel-inspired track that became one of the anthems of the civil rights movement.

**Never Missed a Beat!!**

CHR BREAKERS

A Hit in ’83... A Hit in ’84!!

From the forthcoming album.
"Nobody Told Me"

The Exciting First Single From

JOHN LENNON

and

YOKO ONO'S

"Milk and Honey" Album

Song Title

Thank You Radio --
It's A Great Tribute

Manufactured and Marketed by
PolyGram Records
KSAO Signs On As “Contemporary Adult”

C & W Wireless, which purchased KSAO/Salt Lake City Media for $4.1 million last November, signed the station back on the air last week with a new Contemporary Adult format, “similar to WCOZ/Boston,” according to President/GM Hal Widsten.

Widsten, who was most recently VP/GM at WMWB & WZKW/Petoria, continued, “Our format is right in between C and Adult.” Explaining why KSAO was off the air for the last two months, he said, “When we purchased the station there were a number of equipment problems to be rectified, and we also wanted to put a bit of distance between the old format (Contemporary Religious) and what we’re presently doing. We know as of ‘96, it’s time to refresh our extensive market research there is a wide opening in this market for what we’re offering.”

PD Neal Hunter, who most recently worked with Widsten as PD of WMWD, amplified on the format: “Our entire airstaff is now complete. Q66 leads toward CHR, but with a definite emphasis for 2-9. As a result, Q66 has uptempo feel about it, but we avoid some of the heavier metal recordings. The recordings are going to be an integral part of our plans, as we intend to become very involved with San Antonio and the surrounding community.”

Rudel Appointed WQXR-AM & FM Operations Director

Anthony Rudel has been promoted from Associate PD to Director of Operations at Classical-format WQXR-AM & FM. He first joined the stations in 1997 as host of the ongoing Saturday show, “Campus Beat,” later assuming the role of Promotion Coordinator and then Assoc. PD.

Commenting on his promotion to this newly-created position, Rudel said, “It couldn’t be a more exciting time for me personally. To work for a place like WQXR, which has the history and track record that it does, is incredibly flattering for me. I’m also delighted to be working for President/GM Warren Bedow, who understands a little bit about making some changes, and looking forward to classical music broadcasting remaining as important-or becoming even more important-than it has been to all generations.” Rudel added that no other station has been named for him as Assoc. PD.

ISAACS NAMED GSM

Wilson Upped To KYJO OM

Inside Broadcast Group’s KYJO (KJJO)/Oklahoma City has promoted PD Dan Wilson to Operations Manager, and elevated Gary Isaacs to General Sales Manager of the CHR outlet.

In announcing the promotions, Executive VP/GM Mark Schwartz told R&R, “Dan has done a fabulous job over the past year in positioning KJJO1 into a market and industry leader. He’s made sure everything has been as perfect as physically possible. I’m totally comfortable with his abilities when I’m away from the station, so his promotion is well deserved.

“I’ve known Gary for years when he was managing Lotus’ New York rep office. He’s originally from Dallas, so this is a Chase

Before programming WHTX, Pall was WTAE’s Production Director. Commenting to R&R on his departure, he said, “You can’t program a CHR format unless everyone is on the same wavelength. It became increasingly evident over the past three months that we were pulling in too many directions, which, as everyone knows, results in no direction. As it turned out WHTX made significant increases in audience, but to the detriment of these internal problems. I’m thankful for K-Mart’s support over the past three years and I’m pleased that my poor exercising of their concepts a year ago are being proven valid again and again across the country.”

Lawrence Stays on

Clark Tapped To Program WFLY

WFLY/Poughkeepsie programter Pete Clark has transferred to WFLY/Albany as PD. WFLY owner Five Star Tower Corp. recently completed its purchase of WFLY from Rust Communications. Music Director Jack Lawrence, who served as acting PD during the transition will continue his music duties and afternoons.

WFLY & WPT. GM David Leonard told R&R, “I wanted to hire Pete even before we became part of the same company, so I’m thrilled he’s joined our family. It’s very good about staying CH on, mainly because of Jack Lawrence’s performance. We’ve entered an extended period of time as acting PD. Pete will add the needed depth to take us from being a good station to a great station.”

Lucifer Resigns

KSDO-FM Post For Consultancy

Jeff Lucifer has resigned as PD at KSDO-FM/San Diego to devote full time to his position as VP/GM of broadcast marketing/management/ investment firm Global Communications. Lucifer is principal of the Los Angeles/San Diego Consulting Group. R&R’s Jim Mark Olson, KSDO-FM Operations Manager, said Dave Parks will absorb the PD duties at the CHR station.

Lucifer commented, “All aspects of our organization are new now in place. I feel we have created one of the finest broadcast companies in the country. I will miss working with the talented staff at KSDO-FM. However, Global’s client list continues to grow, and a fulltime commitment on my part is now required.”

Transactions

Brown Broadcasting Acquires KYNQ-AM & FM

Brown Broadcasting has reached agreement with KYNQ, Inc., owner of KYNQ-AM & FMP/ Fenton, to purchase the two stations for a price reported to be $2.5 million.

Commenting on the purchase, Brown principal Michael Brown told R&R, “We like the West Coast. It was forecasting to be one of the boom markets over the next decade, so we feel fortunate to be going in there. We’ve been good friends for a long time, so no broker was involved in this transaction. I don’t anticipate any format changes since both stations are doing very well.” Sources expect FCC approval within 45 days.

In the purchase of KYNQ-AM & FM include Brown President Willet Brown, VP Michael Brown, and KXOA-AM & FM. The acquisition expands Brown Broadcasting beyond its present holdings of KGB & KQPD/San Diego and KXOA-AM & FM.

Brown Radio includes a staid PD of KDAY/Los Angeles, as well as GM GDM. The company also has Bib&Mike Brown and KXOA-AM & FM. The acquisition expands Brown Broadcasting beyond its present holdings of KGB & KQPD/San Diego and KXOA-AM & FM.

Brown Broadcast is a Big Band outlet at 1300 kHz with 5kw days and 5kw nights. KYNQ-AM is formatted CHR with 50kw ERP at 98.5 MHz.
RIAA Facts:

8 PLATINUM ALBUMS!

13 GOLD ALBUMS!

7 GOLD SINGLES!

E/P/A
Where collecting precious metals is an everyday affair

RADIO & E/P/A
Together we make the hits SHINE!
MICHAEL JACKSON
"Thriller"

CHR BREAKERS 189/83 83%

MICHAEL JACKSON Thriller (Epic)

83% of our reporters on it. Moves: Up 55, Debuts 30, Same 21, Down 0, Adds 83 including WKWB, PRO-FM, CHUM, WLS, WGCL, KIMN, KUBE. See Parallels, debuts at number 23 on the CHR chart.

Heavy Rotation MTV One of the largest-selling albums in recording history

CYNDI LAUPER
"Girls Just Want To Have Fun"

CHR NEW & ACTIVE 106/37

WHTT 20-14 PRO-FM 27-20 Q105 30-22 KEARTH add 30
WXKS-FM 15-13 Z93 add B96 32-25 KIIS-FM 36-17
WPHD add KAFM add WGCL add 13 KIQQ 1-7
Z100 on 93FM 28 WHYT add KZZP add
WCAU-LM 25-20 I95 add 23 XTRA 23-15
WHTX 26 Y100 add KHTS add

Heavy Rotation MTV

QUIET RIOT
"Bang Your Head (Metal Health)"

CHR NEW & ACTIVE 120/46

WHTT add CFTR add B96 on KOPA add
WXKS-FM add Z93 add WGCL add KZZP add
WPX 39-23 KAFM 25-18 KBEQ 21 KZJ add
WCAU-FM on 93FM 22-15 KHTR 28 XTRA deb 22
WHTX add I95 on KIIS-FM on KBQ on
PRO-FM on Q105 add 28 WHFM 4-3

Heavy Rotation MTV

Album sales now over 4 million!

ADAM ANT “Strip” ON YOUR DESK THIS WEEK!
**NENA**

"99 Luftballons (99 Red Balloons)"

**CHR BREAKERS** 151/44

<table>
<thead>
<tr>
<th>NENA 99 Luftballons (99 Red Balloons) (Epic)</th>
<th>KUBE 1-1</th>
<th>KUBE 29-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>66% of our reporters on it. Moves: Up 51, Debuts 22, Same 31, Down 3, Adds 44 including WPHD, WCAU-FM, 94Q, WHYT, KHTR, KZSP, KWSS.</td>
<td>WYCR add</td>
<td>WKAU add</td>
</tr>
<tr>
<td></td>
<td>KIBQ 19-12</td>
<td>WKDQ 28-21</td>
</tr>
<tr>
<td></td>
<td>WCZQ add</td>
<td>WMEE add</td>
</tr>
<tr>
<td></td>
<td>KC101 add</td>
<td>WGRD 10-9</td>
</tr>
<tr>
<td></td>
<td>WSPK 16-11</td>
<td>ZZ99 add</td>
</tr>
<tr>
<td></td>
<td>WPSH 29-20</td>
<td>WVIC 21-15</td>
</tr>
<tr>
<td></td>
<td>WKRZ-FM add</td>
<td>Z104 2-2</td>
</tr>
<tr>
<td></td>
<td>WOIQ add</td>
<td>KQKQ add</td>
</tr>
<tr>
<td></td>
<td>WSKZ add</td>
<td>WKKR 2-2</td>
</tr>
<tr>
<td></td>
<td>WDOC add</td>
<td>KXXX 12-9</td>
</tr>
<tr>
<td></td>
<td>KSET-FM 8-4</td>
<td>KYNO-FM add 21</td>
</tr>
<tr>
<td></td>
<td>WROK add</td>
<td>KIDD add</td>
</tr>
<tr>
<td></td>
<td>WZYP add</td>
<td>K96 add</td>
</tr>
<tr>
<td></td>
<td>B104 add</td>
<td>WRQK add</td>
</tr>
<tr>
<td></td>
<td>94Q add 19</td>
<td>WWQK add</td>
</tr>
<tr>
<td></td>
<td>WHYT add</td>
<td>WWZQ add</td>
</tr>
<tr>
<td></td>
<td>WCZQ add</td>
<td>WWZQ add</td>
</tr>
<tr>
<td></td>
<td>WPHD add</td>
<td>WZQ add</td>
</tr>
<tr>
<td></td>
<td>Z93 27-14</td>
<td>WWQK add</td>
</tr>
<tr>
<td></td>
<td>KAFM deb 30</td>
<td>KJRQ add</td>
</tr>
<tr>
<td></td>
<td>I95 deb 19</td>
<td>K96 add</td>
</tr>
<tr>
<td></td>
<td>B97 16-8</td>
<td>WRQK add</td>
</tr>
<tr>
<td></td>
<td>B94 deb 30</td>
<td>WZQ add</td>
</tr>
<tr>
<td></td>
<td>Q105 19-13</td>
<td>WWQK add</td>
</tr>
<tr>
<td></td>
<td>Q107 deb 29</td>
<td>WWQK add</td>
</tr>
<tr>
<td></td>
<td>WWCL deb 11</td>
<td>WZQ add</td>
</tr>
<tr>
<td></td>
<td>WWSS add</td>
<td>WWQK add</td>
</tr>
</tbody>
</table>

**PATTI LABELLE**

"If Only You Knew"

#1 Black Chart Second Week In A Row!!

Now Crossing At:

<table>
<thead>
<tr>
<th>Z100 add 18</th>
<th>WBBQ add 36</th>
<th>KX104 add</th>
<th>KHYT add</th>
<th>Z102 37-34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z93 35-25</td>
<td>KAMZ add</td>
<td>WNVZ 30</td>
<td>WGUY add</td>
<td>WWQK add</td>
</tr>
<tr>
<td>I95 add</td>
<td>94TYX add</td>
<td>KQM add</td>
<td>WERZ add</td>
<td>WWQK add</td>
</tr>
</tbody>
</table>

**OZZY OSBOURNE**

"Bark At The Moon"

AOR Albums: 11  AOR Tracks: 14

Billboard: 22 *  Cashbox: 17 *

Heavy Rotation MTV
"Rockin' America from the top of the 'Gorilla Building,' the flame-throwin' Z100," announces one of many cleverly-worded recorded promos heard on a recent aircheck of New York's new number one radio station. This is indeed a "Cinderella" story of how Z100, in PD Scott Shannon's words, went from "worst to first."

Achieving number-one ratings in New York is something many programmers dream about, and Scott's dream came true. In his first full Arbitron, Z100 took top honors with a 6.2 share, up from a 2.0 in the summer book. Grabbing a come of over 2.2 million, Z100 is ranked first with 18-34 adults. In teens, Z100 scores better than a 25 share, doubling WAPP's youth audience. Scott's reaction? "I'm thrilled, but I was so busy that when I heard the advances, I didn't even have time to celebrate; I had to wait until the weekend to party!"

Underdog Psychology
Z100's August 2 debut caught only the tail-end of the summer sweep, so Scott used some shrewd "underdog" psychology to help insure victory in the fall. "I started our 'From Worst To First' campaign when the summer book showed us with a 2.0 share, 20th in the market. I told the listeners I had never been last before in my career and it was breaking my heart. One day I got so carried away with it, they called me out of the studio ranting and raving, and did the rest of the show without me! Well, it worked. New York (and for that matter, Long Island) got behind us and made us number one. This is the first time a station has been number one without me!"

While Scott had a lot of fans in the media, probably the sweetest victory was the final approval of New York Daily News columnist George Maksian. "When Z100 came on the air, George said we were the worst station he'd ever heard. He added I should have a plane ticket for Tampa standing by. As a result, we issued a bumper-sticker which read, 'Caution: I brake for George Maksian.' After the ratings came out, he phoned to apologize."

Mostly By Word Of Mouth
Scott was quick to share his secret of success. "All we've done is give the people what they want, and stay humble about it. Now we've got to work out our booth off to make Z100 better. We won this book with little advertising - mostly by word of mouth. Our 10-second TV spots didn't air until the last third of the book, and we only bought $80,900,000 in time, which doesn't go far in New York. The only thing the commercial said was, 'There's a brand new radio station that plays hit music 24 hours a day.' It's at 106.3 FM, Z100. I didn't want to run the spots because I wanted to show if you did radio correctly, people will find out about it on their own."

But Scott cautioned against such a spartan advertising program for other stations looking to save a few bucks. "What worked here doesn't hold true in all markets and in all situations. Quite frankly, we'd have a 6.2 without the spots. Our image was so great, I was actually afraid the TV spot might change people's impression of us. Outside of a few promotions in and around New Jersey, we didn't do anything in Manhattan. Z100 was what you heard, and everyone heard something different."

A Strong Emotional Base
To Scott, winning was simply a matter of filling a hole in the market. "People sought us out because Z100 was offering something no one else was, even though WPLJ was on the air a month before us with their CHB format. It wasn't just the music we're playing, the difference was the presentation. I used every weapon in the arsenal, this book, the most powerful weapon being emotion. (Consultant) Mike Joseph called me yesterday and described what we did as the greatest radio attack he ever saw." That really made me feel proud."

During the book, Z100 didn't give away mountains of cash, either. Scott told me they handed out $13,000 in $100 bills, and had some album and Z100 T-shirt winners. "Again, this is an unusual situation," he said. "We just had so much street awareness. This market is very emotional, and so is Z100. New York is a city of passion, and Z100 can make you laugh, cry, or feel like dancing. Z100 motivates feelings, while so many stations are flat. I'm a very emotional person and so is the staff. I hired the hungriest group I could find, they were all eager and desperate to win."

Victory Is Sweet
In Scott's 12-year career, he's programmed many winners, including WMAK/Nashville, WERC/Birmingham, WQXJ/Atlantic City, and WOAK/Atlanta. Now, Scott's album and station bubble in the top 100. To Scott, the book, "A Word From The Dean" - Z100/New York GM Dean Thacker and Scott Shannon virtually built Z100 from the ground up. I asked Dean for his views on the station's development.

"We've had tremendous backing from Malrite, who helped us achieve our goal to become number one in the city. This project started in May with only a license to broadcast, and a construction permit for an antenna on the Empire State Building. We didn't even have a toilet! So from June 1 this year, we've built studios, changed transmitter facilities, hired a staff which now numbers over 40 people, and managed to do what we did in the ratings."

Keeping a manageable commercial inventory is an important factor for continued success. I asked Dean if the present spot limit of seven minutes-eight units would remain, considering the tremendous ratings. "For the present I would say yes. We may eventually add an additional minute, but we plan to keep it at four stops an hour to avoid sounding cluttered."

"I'm really proud of the job everyone has done in such a short period of time. It's been a real pleasure to see a station grow from fancy to a giant overnight. Our pace and dedication to good radio will not wane. In fact it grows stronger with our success. Scott and I came here to build an institution, and we're here to stay."

Dean added, "Our visibility will increase dramatically, as we've just launched a merchanting program similar in scope to sister station WMMS. We've already got our Z100 T-shirts out there, which can be bought through any 'Crazy Eddie's' (shrine equipment) outlet or through the mail. This is the beginning for us. As Shannon was quoted in a New York newspaper on our success, 'It's a place to start!'"
JUST ADDED—Z100 NEW YORK, THE #1 STATION IN THE #1 MARKET!

TOP 40 SATELLITE SURVEY
WITH DAN INGRAM

Something new and unique in contemporary hit radio.

Fresh from the explosive success of our A/C TOP 30 USA countUP, RADIORADIO now brings stations a new super-lively CHR countUP program—TOP 40 SATELLITE SURVEY. This new innovative weekly program gives you:

- Outstanding nationally known host, Dan Ingram...
- Three exciting hours of music weekly in our exclusive countUP format...
- An opportunity for your station to actively participate in the research and development of the weekly playlist...
- As a member station, "appearances" in the program on an on-going, rotating basis, and make...
- Your station's air personality a part of the program's actual sound.

TOP 40 SATELLITE SURVEY with Dan Ingram will be delivered by satellite (or high quality discs for stations using them).

It all starts in April 1984 and has already been cleared on major stations in Los Angeles, Chicago, Philadelphia, Boston and St. Louis.

Be sure your station is the one to carry it in your market. Don't miss out. Call Susan Jacobi 212-975-6917 for details.

Source: ARBITRON - Fall 1983, total week, all persons 12+ share

BECAUSE WE'RE TWICE AS GOOD!
From Worst To First

Continued from Page 32

"Because my real passion is programming, I am fortunate to have Christopher Reed as my middy personality and Operations Manager. He really runs the radio station. He creates the middy, does the scheduling, air talent, contests, promo, etc. Christopher knows exactly what I want, and delivers it for me. I am the 'architect' of Z100 and he is the 'construction manager.' I need the time to free up my brain to be on the air and as the creative impetus.

"Having the freedom to think," Scott continued, "allows Z100 to evolve and change every day. I spend a lot of time here, and see almost everyone on a daily basis. We are friends and work very well together. I frequently get ideas while at home or in a car, and I'll call up the jocks on the air for their thoughts. Being on the air every day gives me a unique feel for the audience. I talk with more people in one day than the average DJ does in a whole week. We discuss what they like and don't like about Z100. If you aren't doing that, then all the research in the world is not going to help you."

Finger On The Pulse Of New York

While Scott may use his guts to help interpret the research, he admits that careful analysis of the music has been a major factor in Z100's success. We do extensive retail sales studies, in fact, it's the most intensive retail research I've ever done. We call between 100-100 stores weekly. Because of this market's size and the volume of work, this is the first situation I've ever been in where I needed to have a fulltime, odd MD Assistant. I'm just a programmer who relies on his heart, his brain, and the fear of failure to work harder than the other guy. I do not want to be on the winning team.

"I'm out to make Z100 the greatest radio station ever. This is the station I'll do with most will and I can't do it by imitation. You have to have your own ideas. If broadcasters worked at being the best instead of worrying about money, then the money would come.

I asked Scott if he'd look into his crystal ball for some thoughts on future ratings. "I'm not ready to make any predictions for Z100's next book, but I believe those who adjusted attempting to stop me got hurt. They weren't as good as we thought they were. Our shows hurt the least. WRKS is a good example, since they suffered the least drop among their competitors, which we greatly affected. For WPLJ to take a dip at the height of their popularity is a bad sign. They'll take another dip before they come back, WKTU will remain strong."

Sharing The Credit

"The music heard on Z100 is nothing but the jocks, mixed with certain older and recurenters. Taking a slight urban lean because of the market, Scott plays a wide spectrum of music from Kenny Rogers to ZZ/44/Frederick, MD held its 9th annual "Christmas Hits" for Kids Drive," the most successfuliever fundraiser in the area to help needy children, clothing and other needs. All money raised at WSNBC/Newark, Thanksgiving this year, due to the efforts of children's hearts. A "Christmas Story" to benefit the Marine Corps Children's"The Toys For Tots. Admission was free with cash donations or three brand new stuffed animals, which are sent to the Salvation Army for the Portland Holiday Parade. KEARTH/Los Angeles gave away a Toys R Us gift certificate to the favorite children's charity of every listener who entered the certificate. And WNBC/New York's "N-cop" filled in Santa's sleigh when it assisted the "Toys For Tots" drive.

I would like to take a moment to recognize each and every one of you! Scott McKee, on my behalf, salutes each of you! Scott McKee is thank you!"

“Christmas Bits”

**The Hottest Hit of the Holidays! Cub- bies! Our Cubbie Dolls!** that Hobby Radio stations from Maine to Hawaii gave them away in all sorts of ways. KEYC/Sweden made a big hit out of the contest. KUBE/Seattle opened an adoption service. Listeners wrote in and described why their families would make a good home for the dolls. WMTI/Milwaukee morning men Ritterman & Mueller even threatened to drop over Milwaukee County Stadium, and 89/Buffalo offered to buy people's cabbage patch dolls back for $94 each, and then gave them away to out of town listeners, in conjunction with Copa, donated a "cabbage kid" to the Miami Children's Hospital every time a listener won the doll for being the 10th caller after hearing a Christmas song.

Another Hot Christmas Doll? WZPL/Indianapolis sent air personality John Doll out to offer help. To help begin the celebrations. It also gave away turkeys to lucky listeners who heard the humorous segment "The 13 Turkeys Of Christmas."

From the "Christmas Wish Department" (or the "Santa Isn't The Only One Granting Wishes" file) listeners kept stations like WTIC-FM/Hartford and KRSP/ Salt Lake City busy with wishes for everything from Stuffed Animals to Richard Springer's "October" underwear. WTIC, like many other stations, had the true meaning of the holiday by granting listeners wishes for someone else.

Oh Silent Night! Never in radio! So to replace that celebrating staff, special Christmas programming has become part of the holidays and this year showed a wide variety. KARK/Cincinnati began playing 24 hours of Christmas music on Christmas Eve. KQKI/Los Angeles presented an adaptation of Charles Dickens' "A Christmas Carol" with actors from the "General Hospital" series, including Tony Geary. KRLA/Los Angeles highlighted Christmas songs from the '50s and '60s.

Sequencing from 1983 to 1984: WHY/Fort- detroit hosted a live audio and video simulcast from a local club where it counted down the biggest hits of 1983. CFRW/Winnipeg Convention Center, on New Year's Eve, ending it all with a countdown.

Yes, There is Santa Claus: With the help of some dedicated stations many children now believe in Santa. WJZ/Washington held a screening of a Harry's new movie "A Christmas Story" to benefit the Marine Corps Children's..."Toys For Tots. Admission was free with cash donations or three brand new stuffed animals, which are sent to the Salvation Army for the Portland Holiday Parade. KEARTH/Los Angeles gave away a Toys R Us gift certificate to the favorite children's charity of every listener who entered the certificate. And WNBC/New York's "N-cop" filled in Santa's sleigh when it assisted the "Toys For Tots" drive.

During the co-ordinated routine, the crew made consecutive two-hour stopoffs for toy pickups at three locations. A member of the USMC played Santa, and the toys were delivered to nearby Fort Schuyler, where they would be distributed to needy children.

Too Much Christmas Cheer? QT/ Tampa offered the "Safe-Ride Line" from December thru January to anyone who was feeling too cheerful to drive. KAFM/Dallas, along with the Safety Council of Dallas, celebrates the one-year anniversary of the "D.W. Hotline." The hotline receives calls from people who suspect someone on the road of being drunk. The hotline is manned by volunteers, who take the radio station, police department, and shut-ins from convales- cent centers.

Motion

WAVY/Washington welcomes Marc Mitchell to do afternoons from WOGC/Durham-Raleigh, NC as Tom Kent leaves the PD chair at WOGC-FM/Columbia to do nights and Jon Anthony, last at KX144/Nashville, comes in to do afternoons. Bobby Knight, most recently at WKG/Asheville and WDOK/Cleveland, becomes PD at WCTC/Tobacco. Beau Davis joins the station's music director/producer group. From WKKM/FM/Willow, WV, and Chris Edwards moves from weekends to nights at KHRST/TV in Charleston, WV, to WJLM/Washington, WV. Craig Roberts moves into nights, replacing KC Van Allen, who becomes Production Director, and Bobby Davis moves to weekends from WCLC/Carlisle, PA, to KHRST.

Russ Williams, former PD WSNF/Fla., joins KWK/Zeta at nights at WCLC/Baton Rouge.


Rik Nulton joins WDDO/Detroit at WDDO/Wolfeboro, NH.

WZOA/Allentown hired WSO/Aillux- samps' Sally Sherman for months weeks and then was moved to mornings from WQCB in College, PA...Beau Reyes, formerly PD at 13KBX, is now doing mornings at KBRS/Fremo... KLUC/Las Vegas Assistant PD...Greg Hoppe, recently hired as Promotions Director, was named MD at B95/Seattle...Curtis Mays joins Tom Kelley at PD/MD, Brother John Moore moves from Q104/Gadsden, AL to do mornings, and Wayne Kristall moves to WDKA/Wolfeboro, NH.

Catherine Woods joins WAZY/Lafayette, IN, welcomes Dr. Davi to middays and Thomm Kristall to afternoons at nightman Fred Sparrow adding MD to his duties.

Armied with his new slogan "We're gonna bust our butts to stay number one and make Z100 even better," Scott remarked, "There's always room for improvement. I'm just the manager who relies on his heart, his brain, and the fear of failure to work harder than the other guy. I do not want to be on the winning team.

"I'm out to make Z100 the greatest radio station ever. The station I'll do with most will and I can't do it by imitation. You have to have your own ideas. If broadcasters worked at being the best instead of worrying about money, then the money would come.

I asked Scott if he'd look into his crystal ball for some thoughts on future ratings. "I'm not ready to make any predictions for Z100's next book, but I believe those who adjusted attempting to stop me got hurt. They weren't as good as we thought they were. Our shows hurt the least. WRKS is a good example, since they suffered the least drop among their competitors, which we greatly affected. For WPLJ to take a dip at the height of their popularity is a bad sign. They'll take another dip before they come back, WKTU will remain strong."

Sharing The Credit

"The music heard on Z100 is nothing but the jocks, mixed with certain older and recurenters. Taking a slight urban lean because of the market, Scott plays a wide spectrum of music from Kenny Rogers to
Judge us by the companies we keep.

Some of the world's most prestigious and successful broadcast groups recently renewed membership agreements with Associated Press Broadcast Services. Several others have joined as new members of our growing family.


We at the Broadcast Services Division of AP are proud to be Associated with all of them.

Associated Press Broadcast Services. Without a doubt.
MAKING THE MOVE
From Programming To Management

If you're in the programming ranks and aspire to managing a radio station, your chances of realizing that goal may seem slim. It's no secret that sales, rather than programming, is generally the quickest route to upper management. Though — there are always the GMs who started in programming, and whose successful transitions offer hope to those of us who know what it's like to slave over a hot microphone. For those of you with dreams of upward mobility, here's a look at how the chosen few got there and what it's like having the big office with a window.

Tony Berardini

Tony Berardini climbed the ladder at WBCN/Boston almost reluctantly. Hired in the summer of 1978 as the 10pm-2am jock, he was quickly appointed MD, and then promoted to PD in May of 1979. When Jeff Chard offered him the GM post in December of 1980, he turned it down initially. Berardini didn't want to "get away from the music," which will always be my first love and the basis for why I'm in radio.

He eventually accepted the job, influen-
ced in part by the memory of probably the first AOR PD to segue to the GM chair, the late Tom Donahue. "I admired his programming innovation, and also his ability to take over KSAN/San Francisco and be sensitive to the sales aspects, too." As Berardini explains, his own lack of management experience was appealing to his employers. They felt he'd bring a fresher perspective to the job than a seasoned GM, and avoid mistakes by his willingness to ask a lot of questions.

"I don't know how to make a sales pitch, and I don't think it's necessarily important that I do." — Tony Berardini

Jeff Chard

Jeff Chard's transition to VP/GM at WOXR/Utica was a gradual one that prepared him for the role. In 1973 he joined WBCN as a jockey and friend, but didn't have the sales aspects, too. In 1977, Berardini was hired and training a sales staff while at the same time teaching himself to sell.

When he first took over, I would say I'm the General Manager, but not a general manager. I never made the pretense of knowing everything. If you're selling everybody you know the answers and you really don't, you're trying to cover up and you're going to hurt the radio station. To a certain extent, I'm just beginning to feel how as though I'm coming into my own as a general manager" — Jeff Chard

Berardini also took the smart approach to getting some sales smarts: "I told the sales staff I didn't know what I was doing, but I learn fast and if they tried to fool me I'd find out about it and they'd be in a lot of trouble." Wanting to redress the animosity that often exists between sales and programming, Berardini went on sales calls and got to know the sales staff better. His primary objective, though, was "learning how to organize the station so that the individual departments interact well with each other. I don't know how to make a sales pitch, and I don't think it's necessarily important that I do."

It's more important that I understand the process of what goes on in sales so that I can interweave that with my understanding of programming, promotion, engineering, and finance. I see the GM as the grease in the mechanism, providing the tone and the image that's projected on both a programming and sales level.

When problems arise between sales and programming, he expects the department heads to "solve it between themselves. If they can't, then they come to me and I act as referee. My job is to balance the short-term and long-term goals of the station." Berardini avoids the easy trap of second-guessing his PD, Oedipus. "If you hire some-

one for his ability, don't involve yourself in the day-to-day stuff. I told Oedipus that the only time he'd get in trouble is if his ego wouldn't let him ask me what my experi-

ence was so that he wouldn't make the same mistakes I did when I was PD."

Though he's likely to find him hanging out with the airstaff at clubs and concerts, Berardini is nonetheless aware "you have to create some distance from the staff, and they've got to understand when you're in the role of dictator and not as a general manager."

Seth Mason

Seth Mason's initial foray into radio sounds like the kind of horror story your parents cite to discourage you from entering this wild and wacky business. In less than two years, format changes at three straight stations he worked for left him out on the street. Rather than take a sensible job like selling encyclopedias, he joined John Platt and Bob Shulman in 1973 during the early stages of WXRT/Chicago. They brokered the overnight slot for their progres-

sive rock shows on what was at that time a foreign language station, splitting many of the duties among themselves.

Seth's Salad Days

As the venture became more successful, they decided to divide the jobs in a more traditional fashion. Out to dinner at a restaurant, it was agreed that Platt would be PD and Shulman MD. The waitress told them their meals came with a choice of soup or salad, and Mason asked how much each side dish cost a la carte. Informed that soup was 25 cents and the salad 40 cents, a hungry Mason ordered the salad with the meal and the soup on the side for a net sav-

ings of 5 cents. Having demonstrated this financial wizardry, Mason was tabbed as Business Manager.

"Trial by fire and learn by doing" is how Mason describes his indoctrination into the sales arena. "I didn't know anything about a gross rating point or cost per thousand when I started." As the operation expanded in its first few years, he was in training and hiring a sales staff while at the same time teaching himself to sell.

When he first took over, I would say I'm the General Manager, but not a general manager. I never made the pretense of knowing everything. If you're selling everybody you know the answers and you really don't, you're trying to cover up and want to hurt the radio station. To a certain extent, I'm just beginning to feel how as though I'm coming into my own as a general manager." — Jeff Chard

Berardini also took the smart approach to getting some sales smarts: "I told the sales staff I didn't know what I was doing, but I learn fast and if they tried to fool me I'd find out about it and they'd be in a lot of trouble." Wanting to redress the animosity that often exists between sales and programming, Berardini went on sales calls and got to know the sales staff better. His primary objective, though, was "learning how to organize the station so that the individual departments interact well with each other. I don't know how to make a sales pitch, and I don't think it's necessarily important that I do."

It's more important that I understand the process of what goes on in sales so that I can interweave that with my understanding of programming, promotion, engineering, and finance. I see the GM as the grease in the mechanism, providing the tone and the image that's projected on both a programming and sales level.

When problems arise between sales and programming, he expects the department heads to "solve it between themselves. If they can't, then they come to me and I act as referee. My job is to balance the short-term and long-term goals of the station." Berardini avoids the easy trap of second-guessing his PD, Oedipus. "If you hire some-

one for his ability, don't involve yourself in the day-to-day stuff. I told Oedipus that the only time he'd get in trouble is if his ego wouldn't let him ask me what my experi-

ence was so that he wouldn't make the same mistakes I did when I was PD."

Since he still pulls a regular airstaff ("Heavy Metal From Hell" Sunday nights), he continues to attend airstaff and music meetings, but as a jock, not as "a GM who would overrule the PD's policies. If Oedipus were to tell me to hit the call letters four times and the dial position once in every break when I'm on the air, I damn well better do it."

Though you're likely to find him hanging out with the airstaff at clubs and concerts, Berardini is nonetheless aware "you have to create some distance from the staff, and they've got to understand when you're in the role of dictator and not as a general manager."

Seth Mason

Seth Mason's initial foray into radio sounds like the kind of horror story your parents cite to discourage you from entering this wild and wacky business. In less than two years, format changes at three straight stations he worked for left him out on the street. Rather than take a sensible &nbsp;
"ROCK SCHOOL"
AOR Hot Tracks #41 AOR Albums #33

"THE TITLE SONG"
From The Movie Soundtrack
On Your Desk This Week

Kenny Loggins
"COME BACK AND STAY"
The Title Song From The Movie Soundtrack
On Your Desk This Week

On Your Desk This Week

Wire Train
"We've already had success with Wire Train's 'Chamber of Hellos' as an import — They are another of the great new bands keeping San Francisco music fresh and exciting." — KFOG PD DAVE LOGAN

"Wire Train offers an irresistible opportunity to start off the new year with a fresh new sound. The album lends depth and credibility to stations expanding the definition of their format." — WXRT PD NORM WINER
UPDATE

Tony Smith, on WRIF receptacle MICHAEL STANLEY Barr, award poles. Thanksgiving feast wasn't seaworthy, of course "Mayflower" finished in 138. Schwartz wisely attached Mike Simonson, GOES - Defamation League. Schmidt delivers Rhino's "The World's Boom"... a... a... r... s... l... n...

KBOI/Boulder blew some hot air on its listeners during the record cold spell over the holidays. They warned the audience's ears, if not their hearts, by playing an evening of "tropical tunes" ("Hot Stuff," "Heat Wave," Beach Boys, Jimmy Buffett) and talking about nothing but warm weather.

KATT/Oklahoma City called KM106, the radio station that serves US forces in Lebanon, and found out that the troops love to get letters and packages. KATT is encouraging listeners to send mail in care of Joint Public Affairs Bureau, 22 MAU, Fleet Post Office, NY 0692.

A MOBILE SAINT — KZAP/Sacramento offered listeners "Breakfast On The Mayflower" with the station's morning team Thanksgiving Day. The Mayflower wasn't seaworthy, of course — it was a移动 van. Among the winning entries that finished the line "I should have breakfast on the Mayflower because..." was one from "Indian Girl Whining Gales" who wanted to "spendum heap big Thanksgiving feast smuggled up to warm Birdgen deejays and check out totem poles." No word yet from the Indian Anti-Defamation League. Pictured above are morning types Chis Davis (l) and Kevin "Boom Boom" Anderson (r).

KQDS NEWS DEPARTMENT HONORED — KQDS/Duluth received a first place award in the Public/Community Service category, and an honorable mention in the News Documentary category, from Columbia University's Armstrong Memorial Research Foundation. From left, reporters Lisa Rundall and Susan Barr, News Director Mike Simonson, reporter Carol Smith, and Senior Reporter Cindy Hoefling.

MICHAEAL STANLEY GOES TO THE WALL AT WRIF — Michael Stanley leaned on WRIF-Detroit for some airplay recently. From left, Assistant PD Tom Dalton, Stanley, PD Mark Passman, EMI's Linda Vitala, and EMI Midwest AOR Director Tony Smith.

RHINO DUMPS ON KROQ — Rhino's Rich Schmidt delivers Rhino's "The World's Worst Records" to KROQ/Pasadena's Rachael Donahue. Note the regurgitation receptacles that Schmidt wisely attached to the album held by Rachael, who can barely contain herself.

AND WAIT UNTIL YOU SEE WHAT HE DOES WITH GUITARS — Iron Maiden's Bruce Dickinson shows that his Oriental drumming style is nothing to sniff at, while WHY/D Columbus MD Lee Randall (l) and personality Wendy Steele (c) look on in amused terror.

From Programming To Management

Continued from Page 36

Someone from a sales or finance background understands the numbers, but not the heart and soul of the operation. So often, that's the kind of station that changes format every couple of years."

The most important step in making the jump from programming to management is perhaps simply committing to venture into territory unfamiliar to most programmers — sales. Programmers are lucky in that they have the opportunity at their fingertips to learn the "business" side of "show business." Radio stations, unlike many businesses, are usually run loosely enough so that a programmer can soak up knowledge by just spending time on the sales side. Going on sales calls can't help but increase your understanding of the radio business overall, and even cast your own efforts in a new light.

The journey from programming to management is more difficult than getting there from the sales ranks, but the few who make it seem to possess a particularly keen understanding of the need for longterm commitment to both a station's formal and the people who deliver it. I'm looking forward to writing more stories of the people that make the trip.

SEQUES

KGN/Detroit retains the services of B/A/M/D while adding Beau Phillips as a consultant... KYYX/Seattle and KPOP/Sacramento have shifted their Rock Of The 80s to a CHR direction... WZIR/Buffalo now WRXT... KZOM/Beaumont is sticking with AOR and not switching to CHR.

At WDPN/Poughkeepsie, Stew Schantz is upped to PD and Rick Buser steps into the MD post... Les Cook replaces Randy Z as PD at WIGB/Ann Arbor... WMYK/Norfolk owner Robert Bennis takes over the PD and MD positions from John Heimerl and James Scott, respectively... Brian Taylor is upped to PD at KQDS/Duluth, replacing the exiting Bruce McGregor, while Dan Culhane gets the nod as MD.

Mike Beck has stepped down as MD at WIMK/Knoxville and Mike Richards has relinquished that spot at WSCY/Syracuse... MD Ben Smith leaves WEZX/Scanton to become Assistant PD at WTLQ/Pittstown.

Jane Shaye joins KROO/Pasadena as Promotion Director from Samuel Goldwyn Co... WPYX/Albany Promotion Director Rick Van Zach goes to WHIT/Boston as same... Kim Neal is the new Promotion Director at WHOR/Norfolk.

Steve Knoll leaves WYFE/Rockford... Robyn Taylor moves to middays at WPCH, with Matt Walsh upped from parttime to replace her on overnight.

www.americanradiohistory.com
WPEG MD Norman Dies From Gunshot Wound

Les Norman, Music Director at WPEG/Charlotte, died under mysterious circumstances, apparently from a gunshot wound, last week. The 29-year-old Norman was last seen alive at a local nightclub last Tuesday (1-3) morning. His car was found abandoned later that day, and searchers discovered his body in a wooded area in Charlotte the next day. He had suffered a gunshot wound in the leg and had apparently bled to death.

An investigation into Norman's death by local police is going on, but no further details have been officially released. A reward fund has been established by the station, which is running announcements to make listeners aware that donations can be made to the Les Norman Reward Fund at any branch of the Wachovia Bank of Charlotte.

WPEG Station Manager Nancy Cooper commented, "What I would most like for all who knew him to remember was his great charm. At the same time, he took life very seriously and his job very seriously. He was a pleasure to work with, and he'll be sorely missed." Norman is survived by his wife, Trenice, his mother, and four sisters. Funeral services were held Sunday (1-8).

---

The Sin We Don't Discuss

The word "plagiarize" comes from the Latin plagiarism, which literally translates as "man-stealing" or kidnapping. Plagiarism is the act of stealing a plot or passage or idea from someone else's work, and passing it off as one's own. Ever lift a story from the morning paper and air it without attribution? Radio journalists borrow a great number of phrases and ideas during a routine day's work, but the subject of stealing stories seems hardly ever to come up for discussion. One veteran broadcaster tells me cynically that plagiarism is "stealing from only one source" whereas "stealing from two sources elevates it to research."

It appears to be accepted as a simple fact of life that AP andUPI subscribers will broadcast wire copy without crediting the source. In journalism classes we might hear lively arguments about the ethics of that, but despite even the fine-print written agreements to the contrary, I've heard virtually no serious complaints about it in the working world. Likewise there are few objections when the reverse happens and a wire service does it.

Just as there's no ironclad definition of "news," there is no clear borderline beyond which borrowing becomes plagiarism, and little chance of any ongoing industry dialogue about it.

Florida writing coach Roy Peter Clark of the Modern Media Institute (St. Petersburg) wrote in the Washington Journalism Review (March 31) that in the newspaper industry, "editors seem loath to define it, especially in marginal cases. Plagiarism is the skeleton in journalism's closet."

---

Skating Craze Moves Indoors

MONDAY, JANUARY 16 — Clamp-on roller skates were patented in 1906. Irwin Rose of the Roller Skating Foundation of America says the sidewalk skater craze of a few years ago has been replaced by a preference for lavishly-decorated indoor rinks with powerful sound systems and large-screen video. The world record skating speed is only 25mph.

The USA outlawed alcohol in 1920, beginning nearly 14 years of Prohibition. "Bannana" folded after 14 seasons in 1973. Four-time Indy-500 winner A.J. Foyt 49. Others born on the 16th have included singer Ethel Merman (1909) and baseball player Dizzy Dean (1911).

America Loses Hydrogen Bomb

TUESDAY, JANUARY 17 — The USA accidentally dropped four hydrogen bombs in 1960 when a refueling plane and a B-52 collided near the Spanish coast. Two bombs were recovered almost intact, the third broke apart and scattered plutonium near Palomares, and H-bomb #4 was lost. It was found three months later in the sea just off the coast of Spain. Dr. Stan Norris of the Defense Information Center says there are "several other" atomic bombs still missing, including one in the Atlantic "somewhere off the coast of Georgia."

Muhammad Ali 42. James Earl Jones 53. Hair stylist Vidal Sassoon 56. Others born on the 17th: Benjamin Franklin (1706), aircraft pioneer Glenn Martin (1880), and criminal "Scarface" Al Capone (1899).

Ancestors Munched Rocky Bread

WEDNESDAY, JANUARY 18 — To save manpower and machinery during World War II, the U.S. issued an order in 1943 prohibiting bakers from slicing bread. Only whole loaves would be sold; slicing would be done by individuals at home. The idea was quickly recognized as impractical and was forgotten within a few weeks. Morton Sooland, the Editor of Milling and Baking News, says "two or three hundred years ago, bread contained a great deal of rock from millstones used to grind the flour. Most anthropoloogists would tell you that people who reached an old age [centuries ago] had no teeth left because they ground on down eating all the rock that was in the flour used to bake bread."


Others born on this date: "Theanaut" author Peter Roget (1779), statesman Daniel Webster (1782), and author A.A. Milne, who wrote "Winnie the Pooh." (1882)

Fastest Roller Coaster

THURSDAY, JANUARY 19 — The roller coaster was patented 99 years ago today in 1885, about eight years before George Ferris created the ferris wheel. The world's fastest and longest roller coaster is "The Beast" at King's Island near Cincinnati, with a length of 7400 feet and a top speed of 64.7mph.

George Claude of France patented neon in 1915. Volkswagen, after building about 19 million bugs, ended its production run in 1978; the last VW Bug was built six years ago today.

Dolly Parton 38. Phil Everly 47, Jean Stapleton 61.

Others born on this date: the man who perfected the steam-engine and became a father of the Industrial Revolution, James Watt (1736), Confederate Army General Robert E. Lee (1807), writer Edgar Allan Poe (1809), and rock superstar Janis Joplin (1943).

"No Return" Ball In 1st Basketball Game

FRIDAY, JANUARY 20 — When the first competitive basketball game was played 92 years ago today (1892) there was one major problem: every time a score was made, the game stopped until someone climbed the ladder to retrieve the ball. The first basketball players — at the YMCA gym in Springfield, MA — used a real peach basket, and hadn't yet thought of cutting out the bottom.

Three years ago today our hostages were released from Iran, shortly after Ronald Reagan was sworn in to succeed Jimmy Carter.


Tomorrow (1-21) Billy "White Shoes" Johnson 32. Mac Davis and Richie Havens 42. Jack Nicklaus 44. Trinity Savalas 60.
DIRECT APPEAL, PARTICIPATORY METHODS

How To Raise Money For Charity

Last week’s column featured several Christmas promotional efforts by community-oriented A/C stations. If you’ve been putting off conducting a fundraiser because you’re not sure how to go about it, or if you’re just interested in various ways they can be done, this special double column is intended to start your creative juices flowing.

Direct Appeal: Immediate Causes

Profiled in R&R in 1982, WZUU/ Milwaukee morning personality Larry “The Legend” Johnson is as famous for his “Love Funds” as he is for stirring up community controversy. Several times yearly, Larry asks listeners to send in money to help unusually disadvantaged individuals: women who’ve been raped and beaten; blind, brooked, and crippled senior citizens; children whose folks can’t afford lifesaving surgery; families burned out of house and home; etc.

Selecting The Beneficiaries

Larry explained, “The main problem is that after you do one of these successfully, everybody’s after you to do one for them! I get 30 letters a week about it, and I write back explaining that I can only pick one cause every couple of months. If you’re begging every day, before long you’ll won’t get much money and 2) listeners say ‘Oh, here he goes again.’ I make sure it’s local, and that it really touches the heart. Anybody can support a charity, so before you get started, ask yourself, ‘If I were listening, would I give money to this?’”

Throwing a Perfect Pitch

Larry doesn’t believe in a heavy sell. “If I talked about it after every record, I’d drive people crazy! For a maximum of five days, every half hour I explain it all—all we’re doing and why. Except for one campaign to save the Olympic hockey rink, the Love Funds never run more than a week so they don’t get old.”

Convinced the personal approach is the only way to go, Larry revealed, “I’ve found it’s 100% more effective for the announcer to make a sincere plea on the air than to use taped spots or liner cards.”

Setting A Specific Goal

“For this kind of fundraising,” continued Larry, “it’s smart to set a specific financial goal. If you just say, ‘We’re trying to raise money for so-and-so,’ people will think everyone else will send in money. Instead, ask for $300 and say, ‘I’d like to help him the money next Wednesday, would you help?’ That’ll do it.” Larry added that for immediate causes, pledges don’t work for him. “I don’t have the time to follow up each one to get the money. I go strictly for the cash.”

Protecting The Investments

Larry detailed the procedure he uses to make sure the funds are handled correctly. “First, I open all the mail, and make a master list of each donor, address, and the amount. I send form thank-you letters to all, and in the beginning, I’ll open a few letters and thank people personally on the air. But I want whoever gets the money to be able to write back to everybody. The donor logs also protect me in case anybody wonders where all the money went! WZUU is kind enough to offer the services of our comptroller, who counts the money and types up the list. I have the Love Fund account at a local bank which doesn’t charge me a service fee.”

What if Larry gets too much money? “If there’s any left over from a Love Fund drive, it goes into the general account. I explain to the listeners that I may either save the surplus to use later, or will tell them who the money’s for if I’m going to send it to someone else. This way, when there’s a sudden need, I don’t always have to go on the air begging for it.”

Attracting Newspaper Publicity

Because most stations are very competitive with their local newspapers, the press may not line up to give you publicity, despite your good intentions. Larry explained how he gets around this problem. “My best leads for the Love Funds are the papers, so I’ll call the writer of a particular story and tell him how much it touched me. I’ll say because it was his story that got the Love Fund going. I’ll invite him to join me in delivering the check when the campaign is completed. In nearly every case, that paper will then either write a story about what I’m doing, or they’ll go with me and do a full writeup about me presenting the money, ‘as first read in our paper, etc.’”

Making them feel a part of it works very well.”

Direct Appeal: Established Causes

One of the most knowledgeable broadcasters involved in raising large sums of money for established charities is Bud Harbsmeier, Executive Director for the 30-year-old annual Crusade For Children, a nonprofit agency of WHAS, WAMZ, & WHAS-TV/Louisville benefitting handicapped children. The ’83 Crusade netted $1.84 million.

The year-long project, concluding as a 24-hour telethon during the third weekend in May, started as a general fundraising event. A few years later, a volunteer fire department collected several hundred dollars and challenged all the other fire departments to beat them the following year. Today, the Crusade involves 17 fire departments in 39 Kentucky and Southern Indiana counties which raise money through dances, yard sales, pie-eating contests, etc., and combined account for nearly $1 million of the grand total.

AND WE'RE NOT EVEN SLEEPY—Five WGVA/Geneva, NY personalities each took turns at their own 24-hour shifts to help raise several thousand dollars for MD. From left, Jerry Sherwin, Craig Thomas, Mike Thompson, Terry Clifford, and C.R. Stewart (seated).

CASH CRUSADERS — Entertainers and WHAS, WAMZ & WHAS-TV/Louisville staffers celebrate as they set a new fundraising record for the eighth straight year during the station’s Crusade For Children campaign. Over $1.8 million has been contributed in the Crusade’s 30-year history. Also shown: WHAS personality Wayne Perkey interviewing a handicapped beneficiary, and members of the Pleasure Ridge Park Volunteer Fire Dept. giving the #1 sign upon learning their $88,000 contribution topped all other fire department efforts.

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN

DIRECT APPEAL, PARTICIPATORY METHODS

JEFF GREEN
Collecting Pledges

Next to that raised by the fire departments, mailed-in contributions are the Crusade’s second-largest source of revenue. Of ’83’s total, only about $70,000 came from phone pledges. Bud explained how he collects these funds. “When a person calls in with a pledge, we first call back to make sure it’s legitimate. A computerized reminder card is mailed the following morning. About 90% of those who fulfill their pledges do so within the first six weeks. After that time, we run a second mailing, which brings in an additional several thousand dollars.”

Unlike Larry The Legend’s method, WHAS’s Crusade doesn’t set a specific financial goal because of possible negative coverage by most competing media. Bud charged, “If we say we’re trying for $2 million and raise $1.9 million instead, they’ll emphasize the negative and say we fell short.”

Promotion & Development

Bud described the steps leading up to the climactic weekend. “We keep the Crusade visible all year ‘round on all three stations by promoting the various organizations’ fundraising activities. We also solicit taped radio-TV Crusade promos by stars performing in the Louisville area, and most are willing to do them. These promos, which add a bit of glamour, start running a month prior to the telephone. Our air personalities begin their own pitches at the same time, averaging one promo per airshift. If you’re just forming your first campaign, an extra month of pre-promotion is a good idea. This month, we’ll send out applications to over 130 fund-seeking agencies representing mentally and/or physically handicapped children. These materials are due back the first weekend in April.”

Starting Your Own Campaign

To other stations considering launching a large fundraiser for an established charity, Bud gave four pieces of advice. “First, find a cause people can relate to and will support which just needs an organization to get it going.”

Second, get the backing from a hard-working, civic-minded group already receiving support from the public. This is a part of the battle. For us, it was the volunteer fire departments. They risk their own lives for others, and therefore are known and trusted in the community.”

Third, watch who gets involved. If you’re successful, you’ll find a lot of businesses wanting to tie in, which can present some disadvantages. For example, if a hamburger chain donates five cents to the Crusade from each burger sold on a particular day, the public may figure business will take care of the fundraising, and subsequently they won’t want to reach into their own pockets. In a bad economic year, you could lose that business participation and find yourself out in the cold.

Through the years, we’ve been successful by keeping it a people-oriented Crusade—going after the little guy’s dollars, because they add up much faster than those garnered from pawning on corporate doors.”

“Finally, retain control of the program itself. Don’t give it all up to an outside professional fundraiser, because then it’ll become their telephone. You must have the final say about how your campaign will be run, and everybody must abide by those rules.”

Bud added, “Another reason not to use an outside agency to run your project is because they’ll skim so much money off the top for operating expenses. If people find out you’re spending 15-20% of the fund just to conduct it, they won’t support you. One of our rules is that we won’t spend more than 5% of the total Crusade fund to run it.”

Operating Expenses

How does Bud keep his costs so low? “The Crusade involves almost everybody at the stations, because we need a lot of volunteers. Most of the office expenses, as well as my own salary, are paid by WHAS, not by the fund. The security personnel, those in the money room, and computer staff are all station employees. Then there are outside people who are paid, such as the phone company, caterer, etc.”

“The biggest expenses are the talent fees and production costs for the telecast. On one hand, you wish the stars would appear out of the kindness of their hearts. On the other hand, if you’re not paying them, you don’t have control over them, and they might drop out at any time. By having a signed contract, we are also able to say how the material should be scripted.”

Running The Show

Bud commented, “The telethon itself tries not to be maudlin. We don’t bring extremely handicapped children on the air and say, ‘Look, this is what your money is for.’ Instead, we show kids being helped by Crusade dollars.”

“We also don’t auction off items to bring in money. Nor do we give away prizes or incentives, because once these premiums run out, the phones stop ringing. The only thing we offer folks is a better deal for the kids, and we can show them that. We insist that every piece of equipment that Crusade dollars buy, whether it’s a bus or an electron microscope, carries a plaque saying it’s been provided by the campaign. When people see their baby being saved by some machine, they’ll know it’s because they contributed to the Crusade For Children.”

Participatory Method: General Causes

Among the leading stations in participatory fundraisers is KNBR/San Francisco. From its annual Bridge To Bridge Run and Bathtub Regatta to this year’s “Gus” Festival, KNBR does it all “For The Good Times” and for the good of numerous charitable organizations.

Advance Preparation

KNBR Manager of Advertising Isabelle Lemon emphasized that the organization and planning are the most critical elements when bringing together large numbers of people. “Too many stations go into these activities without giving thought to covering all the bases, from permits and police clearance to ‘Porta-Potties.’ We work up to a year in advance, and always leave ourselves leeway, because we don’t know when a new promotion will pop up. We may be working on ten to fifteen different things at once, but they’re all scheduled.”

Getting Support From Outside

“We have only two people in our promotion department so whenever we do a major activity, we need enough volunteer support behind us. We’ll choose a children’s hospital to receive money because we know they have several branches with staffers whose function is to raise money.”

“We seldom utilize advertising dollars to attract attention to our events. Aside from providing posters, these promotions carry themselves largely through on-air mentions, publicity, word-of-mouth, and clients. Many of these clients provide food and drink, which are sold to benefit charity.”

Regarding publicity from other media, Isabelle said, “They get behind us if we do something that’s interesting to them, or is big enough, or has appeal to readers. Then they’ll run it.”

Advantages Of Participation

Does Isabelle feel participatory events are better than going on the air requesting donations? “We don’t really feel comfortable just asking for money, and rarely do it. We always like to feel we’re giving people something back. We do so many participatory events because we’ve found we have an extraordinarily receptive audience which really enjoys taking part in what we do, or even just attending. We gear our promotions so our listeners can take part in some way. It’s fun to talk about on the air, it provides us with a great day of entertainment, and it’s one-on-one with our listeners, and raises money at the same time. It’s perfect.”
A PEOPLE POTPOURRI

**Catching Up On The News**

It seems as if it's been forever since we've had a chance to really "talk," as Joan Rivers would say. Since the columns of the two previous months have preempted a lot of the normal chitchat (a polite euphemism for gossip) I found these pages. I thought I'd spend this week getting you caught up on the comings and goings of many of our friends.

First, as those of you who read the fine print in the music section already know, we have a new panel of reporters. Joining the R&R panel of Country reporters are WPTR/Albany, NY, PD J.W. Wagner and MD Gary Brigger; WCAB/Baltimore, PD/MD Johnny Dark; KJYJ/Des Moines, PD/MD Beaverlee Bleich; WLLR/Davenport, PD Janice and MD Buddy Van Arsdale; KXXY/Oklahoma City, PD Charlie Marcus and MD Scott Jeffries; KEKY (K102)/St. Paul, PD/MD David Malmberg; WKLO/Davison, KY, PD John Randolph and MD Fran Couch; WTVY/Dothan, AL, PD Benjamin Martin and MD Roy Fox; WKQR/Miami, PD Mac Allen and MD Jim Richards; KSSN/Little Rock, PD/MD Dale Turner; KRKT/Albany, OR, PD/MD H.

David Allan; KGHL/Billings, PD/MD Lee Rogers; KFRY/Fresno, PD/MD Bob Mitchell; KQIL/Grand Junction, CO, PD/MD Don Rhea; and KFTN/Provo, PD/MD Charlie Cruz. These people run some of the finest Country radio stations in the United States and the input from their respective markets ensures the information we present to you is more accurate and timely than ever. Welcome aboard!

**People On The Go**

I've always heard there was never a lot of movement towards the end of the year because people like to stay put around the holidays. Either the basic premise is untrue or these folks never got the message.

Have you heard that ... Angel Alexander, formerly with Z107/Hershey, PA, has a new job and name. She's joined the Dene Hallam crew at WRK/R/Albany, New York and is now the voice of the station. Angel is joined by Dene Hallam, who will be heard on afternoons, and Kevin O'Neal, who will be heard on mornings. Angel's new job is in charge of all things morning show related.

Bill Friday has taken over the music duties at KVANK/Anchorage. Tweed Scott is new to the post at WXCL/Peoria. Cathy Martindale, who recently joined WSM/Nashville as weekend air talent from KLIF/Dallas, has succeeded longtime WSM MD Janet Fort Seeder. Janet resigned in December to spend time at home with her new family. Congrats to Janet on the birth of her baby! Speaking of extra work, WPAP/Panama City, FL, PD Kevin O'Neal has added the MD chores to his schedule of things to do. He asked me to relay a new phone number for music calls, which is (904) 792-5818. Talk to him Tuesday or Wednesday between 1-5pm. A couple of things going on at WKIX/Raleigh. Dale Van Horn has been upped to Asst. OM and Production Director, while Bobby Joe Austin returns to the all-night show and Diane Silcox joins as Promotions Director.

**WIREing MONEY HOME** — Barbara Duncan of Indianapolis is the happy winner of the largest single prize ever given by a radio station in that city. She won WIRE's $100,000 Cash Give-A-Way and is shown receiving the check from (l-r) WIRE GM Jack Hopp, Indy Mayor William Hudnut, and WIRE's afternoon personality Ken Speck.

Encouraged by a 35-foot sign on the roof of the WPA studios and on-air appeal to help those less fortunate during the holidays, WPA listeners in and around Petersburg, VA responded by "getting off their cars" and buying canned goods. The groceries brought to the station were donated to several Central Virginia agencies for distribution to the needy in time for Christmas. Station President/General Manager Gary Granger is shown peering over just some of the canned goods accumulated in his office.

One of the greatest Christmas presents of 1983 had to be the KBHQ/Denver gift to listener Linda Brockett. Ms. Brockett was one of over 16,000 KBHQ listeners to register for the opportunity to receive one of 20 keys — only one of which would open the door to a $65,000 townhome. Shown presenting her with the deed are KBHQ GM R.W. Schmidt (left) and John Fuchs, Lehman Homes Marketing Director.

FROM THE MANHATTAN CABBAGE PATCH

WHN/New York took no chances with the 50 authentic Cabbage Patch dolls it was to receive for an on-air promotion. The prospective adoptees were delivered by guards via Brinks armored truck. Shown accepting the first of the precious cargo are WHN's Creative Service Director Susan Storms and newswoman Gene Ladd.

The heat in the battle for Washington DC has gone up a few degrees as another personality "migrates" crosstown. Mary Ball, who has done evenings at WPXK/KIX(106) for the past couple years, has moved to WMDQ where she will coanchor the morning show with Jim London, another ex-KIX(106) staffer. It seems like only yesterday PD Bob Cole made the same trek. "Big" John King has left KJYJ/Des Moines for a gig at KWMT/Fort Dodge. Also new at KWMT is Big Red, who joins the station as an air personality and Assn. MD. It sounds like PD Dale Eicher is assembling a football team — or bodyguards. Before you send your T's & R's to KJYJ, the midday opening has been filled by J. James Beam ... There are a couple of airstaff changes at WCAW/Charleston, WV, as Randy Damren has crossed town from WQRE to do mornings while former morning jock Rick Johnson moves to middays. The big sigh you heard from that part of the country was PD Alan Furst, who used to do middays but will now be able to devote all his time to PDing and lunching.

KIKF/Anaheim has filled its full-time opening in a couple of years at Best West leaves L.A.'s KUTE to do middays on KIK-FM. Another crosstown move has David Bailey signing on with WFOB/Portland, ME, for the evening show from WGAN. James Holl leaves mornings at KMK/Fresno for the same airstaff at KMGN/San Diego ... Finally, a couple of guys looking for a good situation are KSN/ San Francisco weekenders Myles Cameron and former WKDD/Decatur, IL, PD B.J. Thomas. You can contact Myles at (415) 921-8012 and B.J. at (217) 975-5549. Don't forget — more than ever in '84 — you are my eyes and ears, so always call and tell me what it is you have heard!
Wrangler & Radio
Rate Country Hopefuls

Are you familiar with the Wrangler Country Showdown? If you aren’t, Wrangler wants you to be, third year with top notch help.

Wrangler has hired a new production coordinator, Special Promotions, Inc. of Atlanta, and it’s also added a new consultant, Patsy Bruce of the Bruce Agency in Nashville.

The competition, sponsored by Wrangler and Dodge, is designed to select the best country act through local, state, and national contests, and to award the winner the opportunity to achieve stardom in country music.

SPI will coordinate 350 radio stations for local contests, which are scheduled from February 15 to July 15, 1984, the 50-state finals from July to October, and the national Showdown finals November 5, 6, and 7 at the Grand Ole Opry House in Nashville.

Bruce explains her involvement, “My job is to help Wrangler maximize public relations opportunities, maximize exposure at the radio level and in the music business, and to make sure Wrangler is taken seriously by the music business.”

The Charlie Daniels Band’s homecoming concert, widely known as Volunteer Jam X, will happen this year on Saturday, February 4, at the Nashville Municipal Auditorium.

Remember, no one knows who the guest stars are till the night of...

Cabbage For Children

KPLX/Dallas personality Terry Dorsey used the Cabbage Patch doll rage to help a lot of kids. Here’s what happened.... For two weeks he appealed to his listeners to help find one of the in-demand dolls for his own little girl’s Christmas. Then it hit him. This doll could raise some money for the Oak Ridge Boys-sponsored “Stars For Children” fund. So, instead of giving the doll to his daughter he auctioned it off on the air.... He did raise money - $850, which he donated.

Ed Bruce helped two companies add new awards to their respective trophy racks. One was the Nashville Network. TNN won the Award for Cable Excellence for its weekly 90-minute show, “American Sports Cavalcade,” hosted by Bruce. This award is the highest honor given at the National Cable Television Association programming conference. The other was Coors Beer. Coors won a bronze medal award in the International Film and Television Festival for its 10-minute video “The Man And His Music,” featuring Bruce.

Country Rock In Alaska

Is there another Country format in the making? Country radio and country music are usually categorized as either “traditional” or “contemporary.” Now we find a station in Anchorage, KTKN, formerly an AOR station, is changing to yet a third Country format... Country Rock. Utilizing such artists as the Allman Brothers Band, ZZ Top, Poco, and Pure Prairie League, the station hopes to emphasize country’s rock roots. This could be a timely move on the station’s part in view of such newcomers to the country scene as Steve Earle & the Dukes and the Stray Cats. Even Johnny Lee and Eddie Rabbit have embraced this musical form with recent releases.

If this new format flies in Anchorage and there’s enough new product to warrant it, others may also try this Country offshore. Kent Byus, formerly PD at Country-formatted KYAK/Anchorage, is helping this new project and would be interested in any input from both radio and records. You can reach him at (907) 277-2555.

Another dust should be in your hands before too long. Lee Greenwood has written a song for himself and MCA labelmate Barbara Mandrell. Co-producing the single will be Barbara’s longtime producer Tom Collins, and Lee’s producer Jerry Crutchfield.

Country News

Next Week’s Guest:
Too Many Cooks Don’t Spoil This Broth--
Alabama’s JEFF COOK
Visits With CHARLIE COOK
220 Main St., Suite 8 Venice, CA 90291 (213)392-8743
Prior to the holidays, I received a phone call from a person working in a medium market. He wanted to know what I knew about the National Black Media Coalition. At that point, I realized I didn’t know very much about the organization. And that prompted me to contact the person in charge, Chairman Pluria Marshall.

It’s very important to know who, what, where, how, and why, especially if you’re going to stay in this competitive business. When I was in radio and felt confused about actions taken by station management, in most cases I didn’t know where to go for guidance or help. I don’t mean to imply that the NBMC has all the answers. But I hope you will attain a better understanding of who and what the National Black Media Coalition is after reading this article.

Not A Minority Organization

I’ve known Pluria Marshall since 1969. We met in Houston, his hometown, when I was starting my career at KYKX. At that time he was the Director of “Operation Breadbasket,” which was affiliated with Reverend Jesse Jackson’s parent Breadbasket operation in Chicago. For the past 15 years, Marshall has been actively involved in civil rights. He touched upon that background in response to negative comments being made about the organization and its leadership.

Just what makes Plura qualified to lead the NBMC? “My basic civil rights background says it. This is what I’ve been doing for the past 15 years. I’m doing it fulltime, getting paid for it, and I’m successful at it.”

“We do what as an organization is work on behalf of blacks in the media to get more of them in the employment ranks at all levels. We also work to get more and better black programming — the type of programming which addresses the black community’s need; we work to increase the ownership of media properties by black people. NBMC is not a minority organization. We’re a black organization working on behalf of black people, and if anybody else benefits from it, that’s fine. But that’s not our audience. Our audience is strictly the black community.”

Early on in our conversation, Pluria mentioned that whites know about the organization, but a lot of blacks are uninformed. I asked him to elaborate on that. “We have an ongoing relationship with the FCC in that we maintain contact with all of the commissioners and many key staffers. We make sure they keep us on their agenda. When I say we mean blacks in broadcasting and the concerns of blacks in broadcasting. We make certain that if there’s an issue which might adversely impact on blacks, well, they’re going to know where we stand. That’s because we’re going to be right down on them to make sure they (the commissioners) don’t make the wrong decision.”

Supplementing Lawyers

Marshall went on to add, “Oftentimes black owners will call lawyers about problems they may have with the FCC. There are times when we have more clout than lawyers do. What I’m getting at is legal fees sometimes put black owners out of business. We’re not in the business of trying just black students. I will say the problem is more pronounced with black students because many black professors and administrators with whom I’ve worked are reluctant to really get involved in the industry. If the instructors would get more involved, the industries would have a better direction. Hell, sometimes I find that the instructors are as crippled as the students are.”

Black Ownership’s Black Eye

I mentioned to Pluria that one of the ever-increasing problems I see in Black/Urban radio is that of low salaries. Whether it be black or white ownership, it’s a real problem. From what I’m being told by those working in the industry, their owners are presently wearing black eyes as the biggest offenders. Pluria remarked, “We don’t see any black organizations in any sense of the word. When you get into salary structure and that kind of thing, we don’t have a whole lot to do with that because of the free enterprise system in this country. I personally haven’t experienced this, but yes I continue to hear the same ramblings.

“Let’s say I’m a brother who owns two or three stations,” he continued, “who’s known for paying his people very poorly. If he is to be interested in future acquisitions, we’ll make sure his raggedy track record of paying becomes an issue when he comes to the table with us. Before he can purchase another station, we will make it a condition of how he’s going to operate in the future. That’s the extent of what we can do at that point. We can identify him, write about him, and embarrass him. But we can’t take any direct action against him because of underpaying employees.”

Agencies & Racism

Finally, Pluria and I discussed the NBMC’s probe at the agency level and the possible allocation of more advertising dollars to Black/Urban stations. Here’s what he had to say: “Right this minute we have people researching the situation. We do know that the advertising industry is ten times more racist toward the black community than the broadcast stations. I think the advertising industry really needs to be dealt with because it refuses to recognize and support a medium that’s directed at black consumers. The advertising community doesn’t give a damn about that medium (Black/Urban), and some of them are so inherently racist that they don’t want the medium to succeed and thrive. Even stations like WBLS in New York. As the number one station in town they didn’t get the key advertising dollars they deserved.”

If you would like to contact the National Black Media Coalition, the address and phone number are as follows:

**NBMC**

516 U Street, NW
Washington, D.C. 20001
(202) 387-8155

The NBMC will be celebrating its 11th anniversary during the month of October. There’s also a conference planned which will be held at the Shoreham Hotel in Washington, October 11-14. Our thanks to Pluria Marshall for his time and cooperation.
HERBIE HANCOCK
“Autodrive”
Black Radio BREAKERS 1/6/84
R&R Black/Urban Chart: 33
Billboard: 31*

CHERYL LYNN
“Encore”
60/3 - 80%
R&R Black/Urban Chart: 23 to 12
Billboard: 22* to 14*

PHILIP BAILEY
“Trapped”
Black Radio NEW & ACTIVE 37/4
Billboard: 43*

BILLY GRIFFIN
“Serious”
WYLD-FM WLVW WGIW WWDM KACE KDAY KJLH

EARTH, WIND & FIRE
“Touch”
WWDM WBLZ KDIA WGCW KACE
Marketplace

Aircheck Factory
- BOSTON PROFILE: top stations and talent... 9.50
- ATD 79: Shannon/Britain-WHTZ: O'Brien/Gerry-WHTX, Gary Lockwood KJR; Don Generson 94.75
- ATD 880: LANDECKER's first day-WLUP; Stephen B. & The Hawk KBPI and more! 94.75
- VUOLO VIDEO #5: Shannon/Britain with Joey Reynolds. VHS 624.00
- VUOLO VIDEO #4: KRAK: Detroit, Philadelphia, Landecker interviews; San Francisco plus more! 2 full hours VHS 634.00

"Aircheck Acres"
Wald Rose, WI 54981
(715) 846-8269
MC Add $1.00
Visa +shipping/handling COD

FREE ISSUE of radio's most popular humor service
For sample, write on station letterhead to: O'Liners
1237 Armcoast Ave., PO Box 90225
Los Angeles, CA 90025

FREE ISSUE of Galaxy
Radio's most complete personality highlight book!
Current artist Bio & update, record facts, daily calendar/download, trivia, etc. Send for samples on ALL SERVICE READY station letterhead
Box 28093E, Long Beach, CA 90801

Contemporary Comedy
Hundreds renewed again!
Free sample!
Write on station letterhead:
Contemporary Comedy
5804 D Tawney St
Dallas, TX 75227

The Cat's Pajamas
For sample write:
P.O. Box 5591, Wilmington, NC 28403-4155
(919) 703-5356

MARKETPLACE ADVERTISING
Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

Per Insertion
1 Time $50.00
6 Insertions $45.00
12 Insertions $40.00
26 Insertions $35.00

Inquire Rates Available

Additional $10.00 per week charge for Blind Box ads.
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date.
Marketplace ads are non-commissionable.
Submit to:
MARKETPLACE
RADIO & RECORDS 1930 Century Park West Los Angeles, Calif., 90067 (213) 553-4330

Rainbow of Tone on One
1983 Complete 50 Issues.
Thousands of jokes, bits, liners, intros! Hundreds of promotions, artist profiles, self-improvement articles!
Send to: Cree/Radio Services, P.O. Box 9787 Fresno, CA 93723. Offer expires 1/31/1984.

A computer assisted music motion and filing system. Hardware included under $1,300.
... and it works!

ELECTRIC GOLD BOOK
5509 Foster Street, Dallas Heights, MO 63147

CHUCK WUELLS
TIME LINE PRODUCTIONS
Box 9341 Fax 303-441-2414
Denver, CO 80209

Do your weekends sound like everyone else's? Highlight it impressively with well-known personality Chuck Buell and a strong specialized program. Each week 3 hours of hits from the '50s, '60s & '70s and the stories behind them. Send or call for your demo tape today!

PROFESSIONAL CHEAP COMEDY
Market exclusively is just one reason why we're the best in the market. For free sample, write on company letterhead to:
P.O. Box 6344, Virginia Beach, VA 23456

RADIO PERSONNEL NEEDED
The books are out, the holidays are over, and radio stations from all over the United States are placing job orders with NATIONAL. To help fill these positions we need announcers, news people, programmers and sales people. If you are ready for a move, don't delay. NOW is the time. NATIONAL places from coast-to-coast. For complete details, including brochure and registration form enclose $2.00 postage and handling to:
NATIONAL BROADCAST TALENT COORDINATORS Dept. R, P.O. Box 20551, Birmingham, AL 35216

ACT NOW! (205) 822-9144

DIAL FILE NOTES
New & Improved for 1984. Ad-lib material for your show from topical short stories, interview prospectus, and music people to trivia and daily calendar and more. Coming to a mailbox near you... hopefully yours! Send for free sample on station letterhead to:
DIAL PRODUCTIONS
P.O. Box 50702, Indianapolis IN 46250

FREE PLACEMENT SERVICE
Takes the Headache out of Hiring...
- Qualified pre-screened graduates trained as DJs, Account Executives, Writers, Engineers
- Trained beginners + Experienced Pros
- Offices Nationwide
Call me, Michelle A. Becker, Job Placement Director
(213) 493-4321
COLUMBIA SCHOOL OF BROADCASTING
(inc. affiliated with CBS, Inc.)
6290 Sunset Blvd. Hollywood, CA 90028

Columbia School of Broadcasting
FREE PLACEMENT SERVICE
(inc. affiliated with CBS, Inc.)
6290 Sunset Blvd. Hollywood, CA 90028

PROMOTE IN STYLE
Custom T-shirts, Polo-shirts, Sweaters, Satin Jackets and novelty items...
RMC DESIGNS (213) 274-2876
Excellent Quality-Good Prices-Fast Service

Electric Weenie
RADIO'S MOST RESPECTED DJ QG SHEET SINCE 1970
For FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866
Honolulu, Hawaii 96825 (808) 395-9600

Radio's Complete Personel Promotion Service
Free details/call or write today:
3954 Peachtree Rd.
Suite 202
Atlanta, GA 30319
MC VISA
(404) 286-1977
MONEY BACK GUARANTEED

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Disk Jockey Comedy
Hilarious 30-90 sec. comedy bits — 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Funny Commercials, write HITPENK... Box 69561... LA, CA 90069

Disk Jockey Comedy
Hilarious 30-90 sec. comedy bits — 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Funny Commercials, write HITPENK... Box 69561... LA, CA 90069

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224

Scotchcart AristoCart Audiopak Fidelipak
SALES RECONDITIONING
BROADCAST CARD STRIPE SERVICE
Brochure. (714) 898-7224
**Opportunities**

**Openings**

**KSW**
KSW seeks mature A/C all talent with 3-5 yrs. experience. Must be able to communicate. T/R: PO, Box 1300, Waterloo, IA 50701. 319-686-9724. EOE (M/F).

**XMTR**
Musical-Disc jockey seeks full or part-time intelligent AOR jock. T/R: Steve Bridges, 2138 Mulberry, Muscatine, IA 52761. Phone: 563-266-4596. EOE (M/F).

**ANNIVERSARY DRIVE AT THE TOP 10 MARKET CHR STATION**


**WST**

**KIMN**

KIMN is seeking a killer midday personality. A pro who is warm, relatable, understands listener involvement, is entertaining, uses phones cognizely, is a real person who enjoys personal contact with the listener. Style should be up, quick and concise. No "jock" comedians and beginners please. This is a rare opportunity to join a great radio station known for its personalities and stability. Tape, resume and photos (no calls) to: Doug Erickson, KIMN, 5350 West 20th Avenue, Denver, CO 80214. EOE.

**KSTP**

**PROMOTION DIRECTOR**

Great opportunity to join the most visible, the most personality-oriented station in America — KIMN. Must be creative, enthusiastic, an implementer who does not hear "NO" five years experience minimum. Resume and photo to: Doug Erickson, KIMN, 5530 West 20th Avenue, Denver, CO 80214. EOE.

**SOUTHERN CALIFORNIA FM CHR**

Looking for morning man who is witty, funny up and appeals to adults — we are part of our side of L.A. (competing with KISL, KFMR, etc.). Strong production and public appearance abilities a plus. If you have fun with the radio... send tape and salary requirements (a must): Radio & Records, 1930 Century Park West, #507, Los Angeles, CA 90067.

**Las Vegas**
New blood needed in news department. Please only call: PD, KVEG, 4321 Yucca, Box 93882, Las Vegas, NV 89109. No calls. EOE (M/F (1-13)

**SOUTHERN CALIFORNIA FM CHR**

Looking for morning man who is witty, funny up and appeals to adults — we are part of our side of L.A. (competing with KISL, KFMR, etc.). Strong production and public appearance abilities a plus. If you have fun with the radio... send tape and salary requirements (a must): Radio & Records, 1930 Century Park West, #507, Los Angeles, CA 90067.

**San Diego**
We need a top-notch, 4:15 to 7 a.m. disc jockey. Act as own promotion. A strong personality is a must. T&R: Greg Williamson, 1780 Fremont Dr., Salt Lake City, UT 84104. EOE (M/F (1-13)

**AOR MORNING PERSONNEL WANTED**

Leave the cold and come and join the top AOR in a growing Southwest city. The world you are in, the better! T&R to: Radio & Records, 1930 Century Park West, #650, Los Angeles, CA 90067. Phone: 213-686-9724. EOE (M/F).

**SW florida**

**WFMJ**

**Positions Sought**

**KSW**
Seeking experienced programming and/or on-air position. Experience includes KIQQ, KGIL, WRDR, KMBY, WSNY/WMBR, CHR, Adult and News/Talk. For tape and full story, contact: CRAIG HINES at (805) 528-0600. Your reply will be in strict confidence.

**Billboard Award Winner**

Billboard Award for Programming of the Year for Small Markets seeks career opportunity. Presently Asst. PD at "Superstar's" outlet. Over 7 years experience on-air, programing; production; promotions; BSC. Stable one-on-one communicator. MARK LAPIDUS (919) 347-1836.

**Changes**

**Radio**
Jann Dieter named Account Executive for WDR/WNY.

**Records**

**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 (Openings, Positions Sought, and Changes). You may place your free listings by phone on Wednesday, Thursday & Friday 9am-9pm (PST).

**Deadline**
To appear in the program next week, you must receive your deadline ad by your 12 noon Thursday (PST) prior to issue date.

**Display Advertising**
Display: $20 per inch with maximum .05 words per inch (includes border and logo)

**Blind Box**
$35 per inch with maximum .35 words per inch. $20 for border, box number, $15 for postage/handling.

**Payable In Advance**
Display & Blind Box advertising orders must be typed or printed and accompanied by check mailed to our office in advance.

For Opportunities, call (213) 535-4330 (Wednesday, Thursday or Friday) or mail to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.
National Music Formats
Added This Week

Satellite Music Network
George Williams (214) 343-9205

The Starstation
JOHN LENNON “Nobody Told Me”
CRYSTAL GAYLE “The Sound Of Goodbye”
GENESIS “That’s All”

Country Coast-To-Coast
EXILE “Wake Up In Love”
CONWAY TWITTY “Three Times A Lady”
MICKEY GILLEY “You’ve Really Got A Hold On Me”
JOHNNY RODRIGUEZ “Back On Her Mind Again”
LYNN ANDERSON & GARY MORRIS “You’re Welcome To Tonight”

TM Programming
Car Casey (214) 534-8517

Stereo Rock
DURAN DURAN “New Moon On Monday”
MICHAEL JACKSON “Thriller”
VAN HALEN “Jump”
KENNY ROGERS “This Woman”

TM A/C
STEVIE NICKS w/SANDY STEWART “Nightbird”
GENESIS “That’s All”

TM Country
WILLIE NELSON “Without A Song”
EARL THOMAS CONLEY “Don’t Make It Easy For Me”

BPI
John Iles (800) 426-9082

Country Living
ALABAMA “Roll On (Eighteen Wheeler)”
MICKEY GILLEY “You’ve Really Got A Hold On Me”
JANIE FRICKE “Let’s Stop Talkin’ About It”

Peters Productions, Inc.
Debbie Walsh (619) 565-8511

Country Lovin’
ALABAMA “Roll On (Eighteen Wheeler)”
DEBORAH ALLEN “I’ve Been Wrong Before”
JANIE FRICKE “Let’s Stop Talkin’ About It”

The Great Ones
GENESIS “That’s All”
GLADYS KNIGHT & THE PIPS “Hero”

Concept Productions
Dick Wagner (916) 762-7754

Adult Rock
POLICE “Wrapped Around Your Finger”
HUEY LEWIS & THE NEWS “I Want A New Drug”

Radio Arts
John Benedict (213) 844-0225

Country’s Best
EARL THOMAS CONLEY “Don’t Make It Easy For Me”
GUS HARDIN “Faded Angel (Playin’ High Tonight)”
LYNN ANDERSON & GARY MORRIS “You’re Welcome To Tonight”

Soft Contemporary
GLADYS KNIGHT & THE PIPS “Hero”
LANNY HALL “Send In The Clowns”

Sound 10
KENNY ROGERS “This Woman”
LANNY HALL “Send In The Clowns”

Century 21
Greg Stephens (214) 934-2121

The Z Format
JOHN LENNON “Nobody Told Me”
POLICE “Wrapped Around Your Finger”
KENNY ROGERS “This Woman”

The A/C Format
LANNY HALL “Send In The Clowns”
DONNA SUMMER “Love Has A Mind Of Its Own”
POLICE “Wrapped Around Your Finger”

Super-Country
EARL THOMAS CONLEY “Don’t Make It Easy For Me”
ALABAMA “Roll On (Eighteen Wheeler)”
KENDALLS “Thank God For The Radio”
JOHNNY LEE “Say When”
STEPHANIE WINSLOW “Don’t You Kick Me”

Media General

Bright Blue A/C
RICK JAMES & SMOKY ROBINSON “Ebony Eyes”
PEABO BRYSON/ROBERTA FLACK “You’re Looking Like Love To Me”
OLIVIA NEWTON-JOHN “Twist Of Fate”
CAROLE KING “Crying In The Rain”
STEVIE NICKS w/SANDY STEWART “Nightbird”

Country
CONWAY TWITTY “Three Times A Lady”
WILLIE NELSON “Without A Song”
MICKEY GILLEY “You’ve Really Got A Hold On Me”
JUDOS “Had A Dream (For The Heart)”
LYNN ANDERSON & GARY MORRIS “You’re Welcome To Tonight”
BILL MEDLEY “Fill Your Memory’s Gone”
EARL THOMAS CONLEY “Don’t Make It Easy For Me”

Red Satin Rock
SHANNON “Let The Music Play”
POLICE “Wrapped Around Your Finger”
VAN HALEN “Jump”

Drake-Chenault
Bob Sanders (213) 863-7400

XT-40
MICHAEL JACKSON “Thriller”
KENNY ROGERS “This Woman”
VAN HALEN “Jump”
IRENE CARA “The Dream (Hold On To Your Dream)”
DURAN DURAN “New Moon On Monday”
QUIET RIOT “Bang Your Head (Metal Health)”

Contempo 300
KENNY ROGERS “This Woman”

Great American Country
DAVID WILLS “Miss Understanding”
CONWAY TWITTY “Three Times A Lady”

Transtar
Chuck Watts (303) 578-0700
CRYSTAL GAYLE “The Sound Of Goodbye”
OLIVIA NEWTON-JOHN & JOHN TRAVOLTA “Take A Chance”

Bonneville Broadcasting
System Dave Verderoy (800) 531-1600

RONNIE MILSAP “Show Him”
BERTIE HIGGINS “When You Fall In Love Again”

WHAT A WAY TO MAKE A LIVING — KFRC/San Francisco air personality Jack Armstrong couldn’t believe he was lucky enough to have been the host of the Freeman Cosmetics “California Girl” contest. Shown here is a happy Jack surrounded by the eight finalists.

Q105 FILLS CHILDREN’S STOCKINGS — Q105/Tampa, in conjunction with Coca-Cola, enacted a Christmas tree in a local mall. Each quarter donated by listeners and shoppers put another ornament on the tree. Pictured are Q105 staffers and Santa taking donations to help fill empty stockings.

HOLIDAYS WITH THE HOLLIES — CJOM/Windsor, Ontario caught Graham Nash backstage during the Hollies’ recent tour through Canada. Shown (l-r) are Nash and PD Ian Davies.

MOUSKETEER FOUND IN BAKERSFIELD — Former Mousketeer Annette Funicello dropped by Oldies station KGEO/Bakersfield, CA to drop off her new single. Pictured (l-r) are KGEO/Mousketeer Annette Funicello, Dave Kimm, news personalities Dan Beggis, Newman Pat Flom, News Director Lisa Kimble, and newsman Len Turon.

RICK DERRINGER SHOWS ‘EM HOW — WPST/Trenton, NJ recently hosted a guitar clinic for 300 people with Jimm/Paige/Recording artist Rick Derringer in the spotlight. Shown joining in (l-r) are Trenton Times pop music reporter Randy Alexander, Derringer and WPST morning man Pat Gallen.

www.americanradiohistory.com
J. BLACKFOOT
Taxi (Sound Town/Alliance)

60% of our rotating stations on it. Rotations: Heavy 21/1, Medium 9/0, Light 13/4, Extra Adds 2, Total Adds 7, WCIN, WKND, WLW, WMK, WOTY, WAAA, KUDK. Moves 36-23 on the Black/Urban chart.

PHILIPPE WYNNE
Wait 'Til You See (Fantasy)

60% of our rotating stations on it. Rotations: Heavy 3/1, Medium 2/2, Light 0/0, Extra Adds 0, Total Adds 1, WNWQ, Heavy: WXYV, WDMT, KJLH, Debuts at number 35 on the Black/Urban chart.

RICK JAMES & SMOKYO ROBINSON
Down On You (Gordy/Motown)

59% of our rotating stations on it. Rotations: Heavy 15/0, Medium 16/0, Light 9/1, Extra Adds 0, Total Adds 1, WNWQ, Heavy: WXYV, WDMT, KJLH, Debuts at number 35 on the Black/Urban chart.

Recent mention is listed in order of their rotation. The numbers following the artist, title, label designation example: "Heavy: WXYV, WDMT, KJLH," refers to the number of stations that added the song and 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. It need not be the same song to move in the same direction on different charts. The number in brackets is the previous chart position.

RON BANKS
"Make It Easy On Yourself" (CBS) 39/1
Rotations: Heavy 11/0, Medium 15/0, Light 12/1, Extra Adds 2, Total Adds 4, XHRM, KRLY, WJS, Want: Heavy: WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

PHILIPWEY "Trapped" (Columbia) 37/4
Rotations: Heavy 9/0, Medium 11/0, Light 12/1, Extra Adds 2, Total Adds 4, KJWQ, KRLY, WJS, Want: Heavy: WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

DIANA ROSS
"Let's Go" (RCA) 37/4
Rotations: Heavy 6/0, Medium 11/0, Light 12/1, Extra Adds 0, Total Adds 4, WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

JENNY BURTON
"Remember What You Like" (Atlantic) 35/3
Rotations: Heavy 6/0, Medium 10/0, Light 12/1, Extra Adds 0, Total Adds 1, WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

LENNY WILLIAMS
"Love Soldier" (Roccos) 33/2
Rotations: Heavy 6/0, Medium 11/0, Light 14/1, Extra Adds 0, Total Adds 4, WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

CUBA GOODING
"Happiness Is Just Around The Bend" (Streetwise) 31/3
Rotations: Heavy 6/0, Medium 11/0, Light 16/1, Extra Adds 0, Total Adds 4, WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

JEFREY OSBORNE
"Name Love" (A&M) 30/19
Rotations: Heavy 6/0, Medium 11/0, Light 16/1, Extra Adds 0, Total Adds 19, WXYV, WDMT, KJLH, MGPQ, Add: 0. Heavy: WXYV, WDMT, KJLH, MGPQ, Add: 0.

BAMBRYS/ROBERTA FLACK
"Looking Like Love To Me" (Capitol) 30/5
Rotations: Heavy 2/0, Medium 10/2, Light 17/0, Extra Adds 0, Total Adds 19, WXYV, WDMT, KJLH, MGPQ, Add: 0. Heavy: WXYV, WDMT, KJLH, MGPQ, Add: 0.

KLIXIE "Flashback" (MCA) 30/3
Rotations: Heavy 6/0, Medium 10/1, Light 20/2, Extra Adds 0, Total Adds 19, WXYV, WDMT, KJLH, MGPQ, Add: 0. Heavy: WXYV, WDMT, KJLH, MGPQ, Add: 0.

DREAMBOY-Don't Go" (Quest/WB) 29/2
Rotations: Heavy 2/0, Medium 10/0, Light 12/1, Extra Adds 0, Total Adds 2, WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

BOBBY NUNN
"Hangin' Out At The Mall" (Motown) 26/1
Rotations: Heavy 2/0, Medium 10/0, Light 13/1, Extra Adds 0, Total Adds 1, WXYV, WDMT, KJLH, Add: 0. Heavy: WXYV, WDMT, KJLH, Add: 0.

FREEZ "Pop Goes My World" (Streetwise) 26/1
Rotations: Heavy 1/0, Medium 10/0, Light 15/1, Extra Adds 0, Total Adds 1, WXYV, KJLH, Add: 0. Heavy: KJLH, Add: 0.

DENIZE WILLIAMS
"Haven In Your Eyes" (Columbia) 1/0
Rotations: Heavy 2/0, Medium 3/0, Light 5/0, Extra Adds 0, Total Adds 0, KJLH, WXYV, WDMT, Add: 0. Heavy: KJLH, WXYV, WDMT, Add: 0.
BEST PERFORMERS
IN A SUPPORTING ROLE.

PEABO & ROBERTA
YOU'RE LOOKIN' LIKE LOVE TO ME

GEORGE CLINTON
NUBIAN NUT

PEABO BRYSON & ROBERTA FLACK
LIVIN' FOR YOUR LOVE

ASHFORD AND SIMPSON
I'M NOT THAT TOUGH

MAZE FEATURING FRANKIE BEVERLY
I WANNA THANK YOU

MELBA MOORE
LIVIN' FOR YOUR LOVE

TINA TURNER
LET'S STAY TOGETHER

NOW PLAYING ON RADIO STATIONS EVERYWHERE
Capitol
## Black/Urban Regionalized Adds & Hots

<table>
<thead>
<tr>
<th>EAST</th>
<th>SOUTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC STARR</td>
<td>ATLANTIC STARR</td>
</tr>
<tr>
<td>DeeDee Midnight Star</td>
<td>DeeDee Midnight Star</td>
</tr>
<tr>
<td>Rod See</td>
<td>Luther Vandross</td>
</tr>
<tr>
<td>Dionte Warwick</td>
<td>Siedah Garrett</td>
</tr>
<tr>
<td>Rockwell</td>
<td>Michael Jackson</td>
</tr>
</tbody>
</table>

- **Hottest:** None

<table>
<thead>
<tr>
<th>MIDWEST</th>
<th>NORTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/Urban</td>
<td>Black/Urban</td>
</tr>
<tr>
<td>WAR</td>
<td>WBBM</td>
</tr>
<tr>
<td>Legend</td>
<td>The Gang</td>
</tr>
<tr>
<td>Dee Jay</td>
<td>Bell &amp; James</td>
</tr>
<tr>
<td>Jay</td>
<td>Shalamar</td>
</tr>
</tbody>
</table>
| Jerry | Tammi 

- **Hottest:** None

<table>
<thead>
<tr>
<th>WEST</th>
<th>WEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/Urban</td>
<td>Black/Urban</td>
</tr>
<tr>
<td>KOOL</td>
<td>KOOL</td>
</tr>
<tr>
<td>Definition</td>
<td>Definition</td>
</tr>
<tr>
<td>Howard</td>
<td>Jamaican Taffy</td>
</tr>
<tr>
<td>David</td>
<td>D.J. Follies</td>
</tr>
<tr>
<td>Jerry</td>
<td>James Brown</td>
</tr>
<tr>
<td>Jerry</td>
<td>Miki &amp; The Bumps</td>
</tr>
<tr>
<td>Jerry</td>
<td>The Gang</td>
</tr>
<tr>
<td>Jerry</td>
<td>The Gang</td>
</tr>
</tbody>
</table>

- **Hottest:** None

---

### Stations by Region

#### EAST

- **NY/WNY**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **PA/WPSX**: WIFM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

#### SOUTH

- **GA/WBRO**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **FL/WQWQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

#### MIDWEST

- **IL/WAS**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **WI/WQWQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **MI/WBRO**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

#### NORTH

- **MN/WQXQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **WI/WQXQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **ND/WQXQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

#### WEST

- **CO/WQXQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **NM/WQXQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

- **WA/WQXQ**: WBBM
  - Dee Dee Midnight Star
  - Rod See
  - Dionte Warwick
  - Luther Vandross

---

### JAZZ

**Jazz Radio National Airplay/30**

**January 13, 1984**

1. **DAVID SANDBORN/Backstreet (WB)**
2. **SADAO WATANABE/Fill Up The Night (Musician/Electrica)**
3. **GARIOTT/Bend Over (WB)**
4. **MICHAEL JACKSON/Off The Wall**
5. **AZYMUTH/Slow It Down (Milestone)**
6. **TOM SCOTT/Target (Atlantic)**
7. **HUBERT LAWES/Make It Last (Columbia)**
8. **RAMSEY LEWIS/Too Shy (Columbia)**
9. **DAVID BENETTI/What Am I (A&M)**
10. **DAVID MATTHEWS ORCHESTRA/Grand Connection (GNP Crescendo)**
11. **PIECES OF A DREAM/Imagine This (Elektra)**
12. **JIMMY SMITH/Keep On Comin’ (Musician/Electrica)**
13. **BOB JAMES/Touch Me (Columbia)**
14. **WILLIE JOHNSON/TGI/You/Have/IT (Atlantic)**
15. **STEVE TURNER/Hold It Down (Boomer/Vanguard)**
16. **DAVE VALENTINE/A Night At The Juke (GRP)**
17. **LES MCCANN/The Long Time You Wait (JAM)**
18. **HANK CRAWFORD/Indigo Blue (Milestone)**
19. **ANDY NARELL/Intown Light/In Your Eyes (Hippodrome)**
20. **MANHATTAN TRANSFER/Together (Atlantic)**
21. **FRED DUBOIS/Sweet Return (Atlantic)**
22. **JIMMY JONES/Can’t We Talk It Out (Atlantic)**
23. **SUPERB/S & L VOICES (Columbia)**
24. **EARL CLINE/When She Was Mine (Shikira)**
25. **DON LATARKS/Lover’s Prone (Pasha)**
26. **HERB ALPERT/Blow Your Own Horn (A&M)**
27. **RANDY CRAWFORD/Choose Love (Atlantic)**
28. **DOUG WATSON/Hold It Down (Boomer/Vanguard)**
29. **MILES DAVID/Head ‘Round The World (Columbia)**
30. **JOSE ROBERTO BERTRAN/Blue Wave (Milestone)**

---

**Jazz Reporting Stations**: WBZ/New Haven; KYW/Tampa; KSAS/Dallas; WINS/Atlanta; WWL/New Orleans; WSU/Detroit; WLS/San Antonio; WBT/Richmond; WDFN/Indianapolis; WPEN/Philadelphia; WPLJ/New York; WJZ/Baltimore; WMJX/Washington, D.C.; WOR/New York; WHYY/Philadelphia; WJZ/Tampa; WOR/New York; WLS/San Antonio; WBT/Richmond; WDFN/Indianapolis; WMJX/Washington, D.C.
On the Country chart.

KYGO, KSON, KCUB.

On DEBUT of reporting stations. Rotations: Heavy

43 45 20 11 23 21 13

45 45 45

JUDDS/Had Where

EDDIE MERLE

BILL L.

LARRY WHITES/Give Our

McDANIEL/I

THOMAS CONLEY/Don't

Familiar Feeling (WB/Curb((Columbia)

CARNES/Does (Epic)

CRAIG ROGERS

JANIS MURPHY

Let Somebody Else Drive (WB)

JOHNNY RODRIGUEZ (27)

Too Late To Go Home (Epic)

MICHAEL MURPHY (27)

Will It Be Love By Morning (Liberty)

DID YOU KNOW THAT CMA:

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?

For information on joining, write to:

Country Music Association
P. O. Box 22799-P
Nashville, TN 37202

**NEW & ACTIVE**

- **KENDALLS** "Thank God For The Radio" (Mercury/PolyGram) 8/49
  - Rotations: Heavy, Medium, Light, Total Adds: 40
  - 49

- **GUS HARDIN** "Fallen Angel (Flyin' High Tonight)" (RCA) 8/49
  - Rotations: Heavy, Medium, Light, Total Adds: 45

- **CRAIG DILLINGHAM** "Have You Loved Your Woman Today" (Curb/MCA) 8/3/14
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **STEPHANIE WINSLOW** "Dancin' With The Devil" (Curb/MCA) 5/19
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **BOXCAR WILLIE** "The Man I Used To Be" (Main Street) 5/14
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **MIKE CAMPBELL** "Sweet And Easy To Love" (Columbia) 5/29
  - Rotations: Heavy, Medium, Light, Total Adds: 40

---

**ACTION SIGNIFICANT**

**BIG AL DOWNING** "The Best Of Families" (Team Entertainment) 4/42
- Rotations: Heavy, Medium, Light, Total Adds: 40

- **JAMES & MICHAEL YOUNGER** "Shoot First, Ask Questions Later" (MCA) 4/44
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **Sissy Spacek** "I Can Just Get Through The Night" (Atlantic America) 4/44
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **MARVEL FEATS** "Fool" (Everal) 4/44
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **BILLY JO SPEARS** "Midnight Blue (Parliament) 4/43
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **OSMOND BROTHERS** "Where Does An Angel Go When She Dies" (WB/Curb) 3/19
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **JIM REEVES** "The Image Of Me" (RCA) 3/04
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **JOHNNY RODRIGUEZ** "Too Late To Go Home" (Epic) 2/27
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **KAREN TAYLOR-GOOD** "Handsome Man" (Mescal) 2/12
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **MICHELLE ORR** "Love By Morning" (Liberty) 2/27
  - Rotations: Heavy, Medium, Light, Total Adds: 40

- **JAN GRAY** "Bad Night For Good Girls" (Laser) 1/15
  - Rotations: Heavy, Medium, Light, Total Adds: 40

---

**COUNTRY ALBUM TRACKS**

**JIM GLASER** "I Could Dance With You" (Noble Vision) 2/27
- Rotations: Heavy, Medium, Light, Total Adds: 40

**DEBORAH ALLEN** "I've Been Wrong Before" (RCA) 2/22
- Rotations: Heavy, Medium, Light, Total Adds: 40

**SAM NELLY** "Old Photographs" (MCA) 2/14
- Rotations: Heavy, Medium, Light, Total Adds: 40

**ROBIN LEE** "Angel In Your Arms" (Evangram) 2/29
- Rotations: Heavy, Medium, Light, Total Adds: 40

**JACK GRAYSON** "Learn On Me" (Amb) 1/7
- Rotations: Heavy, Medium, Light, Total Adds: 40

**MARK GRAY** "Left Side Of The Bed" (Columbia) 16/15
- Rotations: Heavy, Medium, Light, Total Adds: 40

**JANIE'S A Winner...Again!**
- "Let's Stop Talkin' About It"

**ARTIST/Song Title (Label)**

**GEORGE JONES/Radio Love (Epic)**

**HANK WILLIAMS JR./Lovestick Blues (WB/Curb)**

**EVELYN "Chet" Ellis** To Meet The River (Epic)

**HANK WILLIAMS JR./Man Of Steel (WB/Curb)**

**MICHAEL MURPHY/The Heart Never Lies (Liberty)**

**RICKY SKAGGS/Children Go (Liberty)**

**JOHN ANDERSON/An Occasional Eagle (WB)**

**EMILY ROSS/On The Radio (WB)**

**GOARD/BreakdownInTheNight (MCA)**

**KENNY EDWARDS/In The Pines (MCA)**

**BARBARA MANDRELL/Overspent Sensation (MCA)**

**CHUCK BERRY/If I Don't Have A Home (EMI)**

**Buddy Holly/If I Don't Have A Home (EMI)**

**POPPY HORTON/My Baby Is A Wildflower (Columbia)**

**JOHNNY RODRIGUEZ/Man In The Mirror (Columbia)**

**SHADY GROVE/Queenington Star (RCA)**

**BARBARA MANDRELL/Overspent Sensation (MCA)**

**OAK RIDGE BOYS/I Guess It Never Hurts To Hurt (MCA)**

**RICKY SKAGGS/Honey (Open That Door) (Epic)**

---

**Cuts are listed in order, with the first cut receiving the heaviest airplay.**

---

**ALBUM TITLE**

**JONES COUNTRY**
- Don't Chea In Our Hometown
- Man Of Steel

**EXILE**
- The Heart Never Lies
- Don't Chea In Our Hometown
- The Man In The Mirror
- Spun Gold

**RICKY SKAGGS/Honey (Open That Door) (Epic) Delivered Eyes That See In The Dark**

**Delivered don't Chea In Our Hometown**

---

**Most Added 55**

**Produced by Bob Montgomery on Columbia Records**

---

**www.americanradiohistory.com**
## Regional Adds & Hots

<table>
<thead>
<tr>
<th>WEST</th>
<th>EAST</th>
<th>MIDWEST</th>
<th>SOUTH</th>
<th>WEST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alabama (RCA)</td>
<td>Ronnie Miles (RCA)</td>
<td>Don Williams (RCA)</td>
<td>Crystal Gayle (WB)</td>
<td>Alabama (RCA)</td>
</tr>
<tr>
<td>Kansas (Mercury/Polygram)</td>
<td></td>
<td></td>
<td></td>
<td>Kentucky (RCA)</td>
</tr>
</tbody>
</table>

### Most Added

- **EAST**
  - Alabama (RCA)
  - Ronnie Miles (RCA)
  - Don Williams (RCA)
  - Crystal Gayle (WB)

- **MIDWEST**
  - Alabama (RCA)
  - Charles McClain (Epic)
  - Merle Haggard (RCA)
  - David Eilie (WB)

- **SOUTH**
  - Alabama (RCA)
  - Charles McClain (Epic)
  - Merle Haggard (Epic)
  - Crystal Gayle (WB)

### Hottest

- **EAST**
  - Alabama (RCA)
  - Ronnie Miles (RCA)
  - Don Williams (RCA)
  - Crystal Gayle (WB)

- **MIDWEST**
  - Alabama (RCA)
  - Charles McClain (Epic)
  - Merle Haggard (RCA)
  - David Eilie (WB)

- **SOUTH**
  - Alabama (RCA)
  - Charles McClain (Epic)
  - Merle Haggard (Epic)
  - Crystal Gayle (WB)

### Regional HD Stations

- **WEST**
  - Alabama (RCA)
  - Ronnie Miles (RCA)
  - Don Williams (RCA)
  - Crystal Gayle (WB)

### Frozen Playlists

- The following stations failed to report and therefore their playlists were frozen:
  - WXL/Harrison
  - KBAR/Boise
  - WHDD/Ithaca
  - WABD/Brice
  - KERA/Sacramento
  - WOCN/Savannah
  - KKTS/Springfield
  - WQRN/Tampa-St. Petersburg
  - KXON/Houston
  - KUGN/Logan
  - WBIR/Cleveland
  - WCMS/Nashville
  - WTIP/Provo

**151 Reports**

**148 Current Reports**

The following stations reported frozen playlists:

- WUBE/Cincinnati
- KEIN/Great Falls
- WKY/Indianapolis
- WRQX/Detroit
- WRIF/Eugene
- WCLB/Columbus
- KKPS/Lake Clay, OH
- WRIT/Little Falls, MN

---

The following stations reported frozen playlists:

- WXL/Newton
- KBAR/Sporwalk
- WHDD/Ithaca
- WABD/Brice
- KERA/Sacramento
- WOCN/Savannah
- KKTS/Springfield
- WQRN/Tampa-St. Petersburg
- KXON/Houston
- KUGN/Logan
- WBIR/Cleveland
- WCMS/Nashville
- WTIP/Provo
KENNY ROGERS
This Woman (RCA)
POLICE (40)
Wrapped Around Your Finger (A&M)
JONNIE LENNON (28)
Nobody Told Me (Polydor/PolyGram)
DONNA SUMMER (27)
Love Has A Mind Of Its Own (Mercury/PolyGram)
PAUL McCARTNEY (25)
So Bad (Columbia)
GENESIS
That's All (Atlantic)
59% of our reporters on it. Rotations: Heavy 1/1, Medium 10/2, WTRX, WENS, KOFM, KFI, WNGS, WJON, KRNO. Debuts at number 23 on the A/C chart.

JAMES INGRAM with MICHAEL McDONALD
Yah Mo B There (Qwest/ West)
59% of our reporters on it. Rotations: Heavy 10/0, Medium 45/7, Light 23/11, Extra Adds 1, Total 37, VSKY, WKSQ, KWFS, WCCO, WEIM, WTRX, WJBC, WCIL, KTWO, WJNN, WBN, WCCO, WEIM, WTRX, WUNC, KWSQ, WBN, KRSB.

FRANK STALLONE & CYNTHIA RHODES
"I'm Never Going to Give You Up" (RS/PG) 9/15
Rotations: Heavy 0/0, Medium 5/0, Light 6/0, Extra Adds 0, Total 6, 15/15, 15/15, 5/0, WTRX, WENS, KOFM, KFI, WNGS, WJON, KRNO.

JUMP 'N THE SADDLE
"The Curly Shuffle" (Atlantic) 57/3
Rotations: Heavy 2/0, Medium 28/2, Light 27/2, Total 3, Extra Adds 0, 3/3, KRQZ, WHAV, Heavy: WQX, Medium: WQX, WQX, WQX, WKQX, Light: WQX.

POLICE
"Wrapped Around Your Finger" (A&M) 51/40
Rotations: Heavy 2/0, Medium 19/8, Light 32/0, Extra Adds 2, Total 6, Extra Adds 2, Total 8, 40/40, 19/19, 32/32, 2/2, Heavy: WQX, Medium: WQX, WTAE, WHBY, WKQX, Light: WQX.

PEBBO BRYSON/ROBERTA FLACK
"You're Looking Like Love To Me" (Capitol) 45/14
Rotations: Heavy 1/0, Medium 23/6, Light 21/8, Total 3, Extra Adds 0, Total 3, 45/45, 23/23, 21/21, 1/1, Heavy: WQX, Medium: WJNN, WBN, KRSB, Light: WQX.

LANI HALL
"Send In The Clowns" (A&M) 44/22
Rotations: Heavy 0/0, Medium 12/6, Light 28/13, Extra Adds 6, Total 8, 44/44, 22/22, 6/6, Heavy: WQX, Medium: WQX, WQX, Light: WQX.

RICK JAMES & MICKEY ROBINSON
"Ebony Eyes" (Gordy/Motown) 44/9
Rotations: Heavy 2/0, Medium 17/2, Light 24/8, Extra Adds 1, Total 6, 44/44, 9/9, Heavy: WQX, Medium: WQX, Light: WQX.

OLIVIA NEWTON-JOHN
"Twist Of Fate" (MCA) 37/1
Rotations: Heavy 0/0, Medium 2/0, Light 17/0, Extra Adds 6, Total 23, 37/37, 1/1, Heavy: WQX, Medium: WJNN, WBN, KRSB, Light: WQX.

BERTIE HIGGINS
"When You Fall In Love" (Katt Family/CBS) 37/2
Rotations: Heavy 4/0, Medium 61/6, Light 171/0, Extra Adds 1, Total 3, 37/37, 2/2, Heavy: WQX, Medium: WQX, WQX, Light: WQX.

STEVIE NICKS with SANDY STEWART
"Nightbird" (Modern/Atco) 30/7
Rotations: Heavy 0/0, Medium 16/1, Light 15/1, Extra Adds 0, Total 7, 30/30, 7/7, Heavy: WQX, Medium: WQX, WQX, Light: WQX.

Most Added & Hottest list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in least Added & hottest indicates the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 29/27
Rotations: Heavy 0/0, Medium 10/0, Light 19/0, Extra Adds 2, Total 27, 29/29, 27/27, Heavy: WQX, Medium: WQX, WQX, Light: WQX.

EDDIE RABBITT "Nothing Like Falling In Love" (WB) 28/1
Rotations: Heavy 0/0, Medium 12/0, Light 16/1, Extra Adds 0, Total 1, 28/28, Heavy: WQX, Medium: WQX, Light: WQX.

JOHN LENNEN "Nobody Told Me" (Polydor/PolyGram) 28/28
Rotations: Heavy 2/2, Medium 37/7, Light 18/1, Extra Adds 1, Total 28, 28/28, Heavy: WQX, Medium: WQX, Light: WQX.

ROMANTICS "Talking In Your Sleep" (Napoleon/CBS) 22/7
Rotations: Heavy 6/0, Medium 8/3, Light 7/3, Extra Adds 1, Total 15, 22/22, Heavy: WQX, Medium: WQX, Light: WQX.

MICHAEL SAMBELLO "Talk To" (WB) 21/18
Rotations: Heavy 0/0, Medium 3/3, Light 16/13, Extra Adds 2, Total 18, 21/21, Heavy: WQX, Medium: WQX, Light: WQX.

IRENE CARA "The Dream" (Motown/Geffen) 10/9
Rotations: Heavy 0/0, Medium 5/0, Light 6/0, Extra Adds 0, Total 6, 10/10, Heavy: WQX, Medium: WQX, Light: WQX.

MICHAEL JACKSON "Thriller" (Motown) 13/8
Rotations: Heavy 1/1, Medium 4/2, Total 4, 13/13, Heavy: WQX, Medium: WQX, Light: WQX.

JEFFREY OSBORNE "Stay With Me Tonight" (A&M) 11/5
Rotations: Heavy 2/0, Medium 3/0, Light 4/3, Extra Adds 0, Total 5, 11/11, Heavy: WQX, Medium: WQX, Light: WQX.

COMMODORES "Turn Off The Lights" (Motown) 10/9
Rotations: Heavy 0/0, Medium 3/3, Light 7/8, Extra Adds 0, Total 9, 10/10, Heavy: WQX, Medium: WQX, Light: WQX.

RONNIE TYLER "Take Me Back" (Columbia) 8/0
Rotations: Heavy 0/0, Medium 5/0, Light 2/0, Extra Adds 0, Total 6, 8/8, Heavy: WQX, Medium: WQX, Light: WQX.

(L.J. BIRD) "You're That Song" (Bermuda Dunia) 7/1
Rotations: Heavy 0/0, Medium 1/1, Light 4/4, Extra Adds 1, Total 5, 7/7, Heavy: WQX, Medium: WQX, Light: WQX.

MICHELLE MANCHESTER "Don't Care What The People Say" (Atlantic) 6/8
Rotations: Heavy 0/0, Medium 1/1, Light 4/4, Extra Adds 1, Total 5, 6/6, Heavy: WQX, Medium: WQX, Light: WQX.

SHALAMAR "You Can Count On Me" (Soler/Elektra) 6/3
Rotations: Heavy 1/0, Medium 1/0, Light 2/1, Extra Adds 0, Total 3, 6/6, Heavy: WQX, Medium: WQX, Light: WQX.

JOHN COUGAR MELLENCAMP "Pick Houses" (Riva/PolyGram) 6/2
Rotations: Heavy 0/0, Medium 2/0, Light 2/1, Extra Adds 0, Total 2, 6/6, Heavy: WQX, Medium: WQX, Light: WQX.

MOTELS "Remember The Nights" (Capitol) 6/2
Rotations: Heavy 0/0, Medium 3/0, Light 4/2, Extra Adds 0, Total 6, 6/6, Heavy: WQX, Medium: WQX, Light: WQX.

JIM GLASER "I Could Only Dance With You" (Noble Vision) 5/5
Rotations: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 0, Total 6, 5/5, Heavy: WQX, Medium: WQX, Light: WQX.

LIONEL RICHIE "Running With The Night" (Motown)

MATTHEW WILDER "Break My Stride" (Private I/CBS)

New & Active includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title label designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add) the two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

New & Active/Most Added includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title label designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add) the two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.
### Regional Adds & Hots

#### EAST Parallel One

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFMK/HLN</td>
<td>Lansing, MI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQCD</td>
<td>Detroit, MI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WWJ</td>
<td>Detroit, MI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WABC</td>
<td>New York, NY</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WOR</td>
<td>New York, NY</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WJFK</td>
<td>Boston, MA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WRQX</td>
<td>Washington, DC</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WINS</td>
<td>New York, NY</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WOR-FM</td>
<td>New York, NY</td>
<td>CHR, AC</td>
</tr>
</tbody>
</table>

#### MIDWEST Parallel One

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>WZPL</td>
<td>Indianapolis, IN</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WABX</td>
<td>Detroit, MI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fort Wayne, IN</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WREX</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WJGS</td>
<td>Cleveland, OH</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WLS</td>
<td>Chicago, IL</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WTMX</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WKOK</td>
<td>Indianapolis, IN</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQFM</td>
<td>Fort Wayne, IN</td>
<td>CHR, AC</td>
</tr>
</tbody>
</table>

#### SOUTH Parallel One

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXXM</td>
<td>Nashville, TN</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQX</td>
<td>Atlanta, GA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WSB</td>
<td>Atlanta, GA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WAXX</td>
<td>Charlotte, NC</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WHH</td>
<td>Houston, TX</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WAFS</td>
<td>Atlanta, GA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WSVG</td>
<td>Savannah, GA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WKTU</td>
<td>New York, NY</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WNYC</td>
<td>New York, NY</td>
<td>CHR, AC</td>
</tr>
</tbody>
</table>

#### WEST Parallel One

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLLI</td>
<td>Seattle, WA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KMTT</td>
<td>Seattle, WA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KJQI</td>
<td>Portland, OR</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KIOE</td>
<td>Portland, OR</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KUNA</td>
<td>San Diego, CA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KFRC</td>
<td>Los Angeles, CA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KFST</td>
<td>Salt Lake City, UT</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KSLC</td>
<td>Salt Lake City, UT</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>KUKY</td>
<td>Houston, TX</td>
<td>CHR, AC</td>
</tr>
</tbody>
</table>

#### Parallel Three

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCHR/CHR</td>
<td>Charleston, SC</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WSNW</td>
<td>Austin, TX</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WTOC</td>
<td>Savannah, GA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WJOK</td>
<td>Orlando, FL</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WFLY</td>
<td>Dallas, TX</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQXI</td>
<td>Atlanta, GA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQDK</td>
<td>Richmond, VA</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WRQX</td>
<td>Cleveland, OH</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQAM</td>
<td>Miami, FL</td>
<td>CHR, AC</td>
</tr>
</tbody>
</table>

#### Parallel Two

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>WYLD/CHR</td>
<td>Fort Lauderdale, FL</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WKNF</td>
<td>St. Louis, MO</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WCGA</td>
<td>Chicago, IL</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WJFK</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WQIC</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WREX</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WTMX</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WJQS</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
<tr>
<td>WDCO</td>
<td>Milwaukee, WI</td>
<td>CHR, AC</td>
</tr>
</tbody>
</table>

### 125 Current Reports

The following stations reported frozen playlists this week:
- WFMK/Lansing
- KEY103/Austin
- WROR/Boston

The following stations did not report this week and therefore their playlists were frozen:
- WTIC/Hartford
- WPKX/New York
- WARM95/Cincinnati
- WCZY/Detroit
- WMYX/Milwaukee

Note: The following stations have changed formats and therefore are no longer reporting:
- WCPI/Wheeling, WV (P3)
- KEXO/Grand Junction, CO (P3)
- WISM-FM/Madison (P2) has switched call letters to WMGN.
Already Booked At

WBAB  KSHE  WAAL  WSCY  WZXY  WLVQ  WWCT  KROY  KSMB
WYSP  KMET  WTPA  WKLC  KMJX  WTUE  KICT  KZAP  KUFO
WDVE  KRCK  WCCC  KLBJ  KISS  KQDS  KZEL  KLPX  WYER
WHJY  KRQR  WPLR  KRIX  KXZL  WXKE  KKDJ  WMGM  KOZZ
WKLS  KSJO  WDHA  WKTU  WKZL  WLAU  KPOI  WRKI
WQFM  KZOK  WCMF  KLAQ  WAPL  WIBA  KOMP  WBLM

R&R 1/13 AOR Albums Debut

Medium Rotation on MTV

Distributed by MCA Distr. Corp.
January 13, 1984

177 REPORTERS

**SMOKEY ROBINSON**

**RICK DERRICK**

**PHIL COLLINS**

**DAVE LEE**

**GENESIS/Genesis (Atlantic)**

**YES/90125 (Atco)**

**VAN HALEN/1984 (WB)**

**36 SPECIAL/Tour De Force (A&M)**

**JOHN COUGAR MELLENCAMP/U-Huh (Riva/PolyGram)**

**ROLLING STONES/Undercover (RollingStn/Atco)**

**TWO OF A KIND/Soundtrack (MCA)**

**BILLY IDOL/Rebel Yell (Chrysalis)**

**DURAN DURAN/Seventeen And The Ragged Tiger (Capitol)**

**HEU LEWI'S & THE NEWS/Sports (Chrysalis)**

**OZZY OSBOURNE/Bark At The Moon (CBS/Associated)**

**ROMANTICS/In Heat (Nepero/CBS)**

**NIGHT RANGER/Midnight Madness (Came/MA)**

**MANFRED MANN'S EARTH.../Somewhere... (Arista)**

**MOTLEY CRUE/Shout At The Devil (Elektra)**

**MOTELS/Little Robbers (Capitol)**

**BLUE OYSTER CULT/The Revolution By Night (Columbia)**

**JOHN DILLON/Infidels (Columbia)**

**RE-FLEX/The Politics Of Dancing (Capitol)**

**REAL LIFE/Heartland (Curb/MCA)**

**U2/Under A Blood Red Sky (Island/Atco)**

**ABC/Beauty Stab (Mercury/PolyGram)**

**HEADPINS/Line Of Fire (Solid Gold/MCA)**

**ALAN PARSONS PROJECT/Best Of The Alan... (Arista)**

**A NIGHT IN HEAVEN/Soundtrack (A&M)**

**DON FELDER/Airborne (Elektra)**

**POLICE/Synchronicity (A&M)**

**VANDENBERG/Heading For A Storm (Atco)**

**STEVIE NICKS/The Wild Heart (Modern/Atco)**

**EDDIE MONEY/Where's The Party? (Columbia)**

**FIXX/Reach The Beach (MCA)**

**STREETS/1st (Atlantic)**

**HEAVEN/Where Angels Fear To Tread (Columbia)**

**Eurythmics/Touch (RCA)**

**BIG COUNTRY/The Crossing (Mercury/PolyGram)**

**QUIET RIOT/Metal Health (Pasha/CBS)**

**CYNDI LAUPER/Shes So Unusual (Portrait/CBS)**

**PAUL RODGERS/Cut Loose (Atlantic)**

**ZZ TOP/ Eliminator (WB)**

**ALCATRAZZ/No Parole From Rock & Roll (Rocahire)**

---

**CHART EXTRAS**

ROBERT PLANT

*The Principle of Moments (Es Paranza/Atlantic)*

DOKKEN

*Breaking The Chains (Elektra)*

---

**BREAKERS**

VAN HALEN

1984 (WB)

93% of our reporters on it. 164/43, including adds at WBCN, WAPP, DC101, KZWE, KSRR, WLLZ, WQFM, KMET, KDKB, KGB, KISW.

REAL LIFE

*Heartland (MCA/Curb)*

53% of our reporters on it. 93/19, including adds at WDVE, WLUP, KUPD, KMEL, WCMF, WAOX, WYMX, KLBJ, WCKN, WZXR, WTRUE, WOT, KRSP.

ABC

*Beauty Stab (Mercury/PolyGram)*

50% of our reporters on it. 89/9, including adds at KSR, KBPI, WAPI, WOKE, KNCC, WKOQ, KROY, KZAP, KIRQ.

---

**WANG CHUNG**

The sound of a hand striking strings.

---

**ADVERTISEMENT**

www.americanradiohistory.com
Utopia (Obilovin/Passport) 57/51 (7/7)
Add: 51 including WMMR, WDVE, WKLS, KQRS, KOME, WHCN, WNNR, WOCT, KFMG. Hots: 2 WQMK, KTCI. Medium: 32 including WYSP, WAAL, WPDQ, KQDS.

Hyts (Gold Mtn./A&M) 44/34 (14/14)
Add: 34 including WBEB, WQFM, KLOD, KGJ, WCMAF, WKZL, KMOD, KFIV, WMMR. Hots: 2 KSJO, WCCC. Medium: 31 including KSJO, WCCC.

PREVIEW/Preview (Geffen) 42/5 (35/8)
Add: 5 ECA, WIZX, KSMB, WCPZ, WOHL. Hots: 2 WQFM, KRCK. Medium: 39 including WBAB, KZEW, WYNF, KQRS, KLOS, KISW, WPDQ, KLAA, WLAV, KZAP.

Ian Anderson/’Walk Into Light’ (Chrysalis) 41/4 (45/3)
Add: 4 WILP, KFOG, KICT, KLKP. Hots: 9 including WXRT, KBCO. Medium: 31 including CHUM-FM, KZEW, KINK, WDHQ, WTXX, KQDS, KILO.

English Beat/’What A Beat’ (IRS/A&M) 32/6 (25/5)
Add: 6 including WLPX, KCLA. Hots: 7 including KBCO, KROQ, WAAF. Medium: 22 including WBCN, WCKO, KSHE, KGJ, WLVW.

Girlschool/’Play Dirty’ (Mercury/PolyGram) 30/2 (31/1)
Add: 2 KNAQ, WXKE. Hots: 6 including KZEW, KRCK, KSJO, KZOK. Medium: 23 including DC101, KTXQ, WQFM, KSHE, KGJ, WDFP.

Elton John/’Too Low For Zero’ (Geffen) 29/3 (27/3)
Add: 3 WMMR, WQMS, KSQY. Hots: 15 including WBAB, WAPP, K97, WKZL, WXKE. Medium: 12 including KELG, KKBW, WZUO, WKPW.

Baxter Robertson/Panorama View (RCA) 27/7 (18/8)
Add: 7 including WZIR, KUDP, WAAL, WKKX, KROY. Hots: 0. Medium: 21 including WDWV, KSHE, KGJ, WPLR, WQMF, KQDS.

Adam Ant/’Strip’ (Epix) 26/3 (30/2)
Add: 3 WKLS, KLAA, WCKX. Hots: 9 including WILR, KROQ, 91X. Medium: 16 including WDVE, WCKO, KIBP, WAGY, WDFP.

Lionel Rich/’Can’t Slow Down’ (Motown) 21/0 (23/4)
Add: 0. Hots: 11 including WMET, WVMMS. Medium: 10 including KWM, WDMX, WYMN, WRNO, KREM.

Mink Deville/’Where Angels Fear To Tread’ (Atlantic) 20/6 (14/0)
Add: 6 including KOAK, WTXX, KZKL. Hots: 4 including WBCN, WNEW-FM, WXRT. Medium: 10 including KCOB, WQBD, KQDS.

Nick Heyward/North Of A Miracle (Arista) 17/2 (15/0)
Add: 2 WKLC, KTMS. Hots: 3 WXRT, KSPN. Medium: 13 including KBCO, WQBB, WPDQ, WQDR.

Riot/(Born In America/Quality) 16/2 (18/0)
Add: 2 KRXI, KCT. Hots: 1 WQFM. Medium: 13 including KSHE, KMET, KZEL.

Paul Young/’No Parole’ (Columbia) 15/1 (14/0)
Add: 1 WBAB. Hots: 3 including WXRT. Medium: 11 including WMMMS, WDHA, WXCT.

Midnight Oil/’10, 9, 8, 7, 6, 5, 4, 3, 2, 1’ (Columbia) 13/2 (12/1)
Add: 2 CHEZ-FM, WDEK. Hots: 2 KNAC, KDKJ. Medium: 10 including CHUM-FM, WXRT, KQDS.

Kind/’In And Out’ (Channel) 12/0 (8/2)
Add: 5 including WQFM, KBCO, KRCK. Hots: 0. Medium: 8 including WLUP, WXRT, KSJO.

Add: 10 including KTXQ, KZES, KLLO, KMET. Hots: 0. Medium: 8 including KGON.

UB40/’Labour Of Love’ (Virgin/A&M) 11/0 (11/1)
Add: 0. Hots: 8 including CHUM-FM, KBCO, 91X. Medium: 3 including WCKO, CHEZ-FM.

Matthew Wilder/’Don’t Speak’ (Private I/CBS) 10/4 (8/8)
Add: 4 including WAPP. Hots: 4 including WMMMS, WRNO. Medium: 4 including WXRT, WMK.

Let’s Active/’Afoot’ (IRS/A&M) 10/1 (8/0)
Add: 1 WYER. Hots: 2 WILR. 91X. Medium: 7 including WBAB, WXRT, WPDH.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are BOLDED. Also listed is present week’s change in reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week’s figures. Records showing significant upward momentum are bolded.

AOR BREAKERS — Records that have fallen off the chart but continue to receive substantial airplay.

AOR BREAKERS — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.
From The **HEARTLAND** To
The Shores Of America Comes...

REAL LIFE

Featuring The Hit Single,

**"SEND ME AN ANGEL"**

- **Bob Kranes—WBCN**
  
  "Real Life has been progressing ever since it went on the air. 'Send Me An Angel' is extremely strong."

- **Erin Riley—WMRR**
  
  "Real Life is real music. I'm driving everyone nuts with how much I'm playing it. 'Angel' captures my heart, and 'Heartland' breaks it."

- **Zak Phillips—KBPI**
  
  "'Send Me An Angel' is a great song. It's going to be a hit in Denver."

- **Gordon Atkins—KSHE**
  
  "Good vocals, great production. 'Send Me An Angel' is a well-rounded song. The more I listen, the more I like it."

**THE ALBUM STORY!**

- **Radio & Records**
  
  DOUBLE BREAKER! AOR Albums © AOR Hot Tracks ©

**THE SINGLE STORY!**

- **Billboard**
  
  Singles Chart © 40

- **Radio & Records**
  
  CHR NATIONAL AIRPLAY/40 ©
<table>
<thead>
<tr>
<th>Album/Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nobody Told Me</td>
<td>#118</td>
</tr>
<tr>
<td>Lenny</td>
<td>#1</td>
</tr>
<tr>
<td>JOURNEY</td>
<td>#3</td>
</tr>
<tr>
<td>GENESIS</td>
<td>#4</td>
</tr>
<tr>
<td>YES</td>
<td>#6</td>
</tr>
<tr>
<td>John Lennon</td>
<td>#9</td>
</tr>
<tr>
<td>Real Life</td>
<td>#12</td>
</tr>
<tr>
<td>O'DOHERTY</td>
<td>#15</td>
</tr>
<tr>
<td>O'Clock Tick Tock</td>
<td>#18</td>
</tr>
<tr>
<td>Manfred Mann's Earth Band</td>
<td>#21</td>
</tr>
<tr>
<td>Earth</td>
<td>#24</td>
</tr>
<tr>
<td>Genesis</td>
<td>#27</td>
</tr>
<tr>
<td>Manfred Mann</td>
<td>#30</td>
</tr>
<tr>
<td>Genesis</td>
<td>#33</td>
</tr>
<tr>
<td>John Lennon</td>
<td>#36</td>
</tr>
</tbody>
</table>

**Additional Notes:***
- The chart includes songs by various artists, with their respective chart positions and artists noted.
- Chart positions range from #1 to #100.
- Artists include Nobody Told Me, Lenny, JOURNEY, GENESIS, YES, John Lennon, Real Life, O'DOHERTY, O'Clock Tick Tock, Manfred Mann's Earth Band, Earth, and Genesis.
- The chart also notes additional songs by Manfred Mann, Genesis, and John Lennon, among others.
Thirteen years ago, Jeff Tenenbaum, Ed Grossi, and Marty Scott were college students and music fans with a better idea. They formed a distribution company called JEM Records that employed students to sell albums on campus at discount prices. Taking things a step further, they began importing new rock albums that had been previously unavailable in the United States. JEM soon became the pre-eminent import of rock music. Over the years, JEM introduced to America such classic albums as Elton John’s “Empty Sky,” Deep Purple’s “Live In Japan,” Genesis “Foxtrot,” Elvis Costello’s “My Aim Is True,” Sex Pistols’ “Anarchy In The UK,” and Cheap Trick’s “Live At Budokan,” to name a few, before these records were licensed in America.

The Company then became a key distribution source for the new burgeoning American indie labels. You probably first heard “X,” “Romeo Void,” “B-52’s,” and “Devo” on JEM distributed records.

JEM has now grown to become America’s largest independent distributor, with branch offices and warehouses in N.J., Dallas and Los Angeles. JEM distributes both regionally and nationally to retail and rack locations. Always at the forefront of music trends through its Passport and PVC labels and its manufacturing and licensing arrangements with WEA International and Editions EG, JEM is poised...

In the months to come, JEM will be releasing albums by some very exciting, very familiar names. Utopia is one. AOR has been playing their music for years, and Passport/Utopia Records is proud to release their newest, “Oblivion.” JEM will be backing up the release with a full marketing campaign including posters, flats, contests, video (“Crybaby,” already in production), local and national print advertising, etc., etc. After only one week, “Oblivion” is already on...

WYSP, WGRQ, WDHA, WAAL, WQBU, WPDH, WRLN, WKQQ, WCPC, KFMH, KBLE, KQDS, KWHL, KNCN, WNEW-FM, WMMR, KTXQ, KZET, WMMS, KBCO and more!

R&R 1/16 NEW & ACTIVE ALBUMS 57/51
NEW & ACTIVE HOT TRACKS 49/43

WYSP * Mark DiDia—WYSP has been hanging the Upper Darby boy since day one. “Crybaby” is by far the most accessible radio cut since “Something Anything.”

WGRQ * Brian Krysz—Their best LP since “Oops Wrong Planet.” LP which is one of my Top 10 of all time. “Crybaby” and “Welcome To My Revolution” could both be hit singles.

WDHA * Bob Linder—from Oblivion to 1984 smash, Todd and the boys are in rare form. “Crybaby” is our lead track, good initial response.

We don’t have to release our product... we want to!

JEM RECORDS, INC., 3619 Kennedy Road, South Plainfield, N.J. 07080 • (201) 753-6100

www.americanradiohistory.com
### SOUTH (continued)

<table>
<thead>
<tr>
<th>Parallel One</th>
<th>Parallel Two</th>
<th>Parallel Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKII/Akron</td>
<td>KSST/San Antonio</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>1060 AM</td>
<td>KMCD-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1070 AM</td>
<td>KGLF-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1070 AM</td>
<td>KMCD-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1190 AM</td>
<td>KGLF-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1190 AM</td>
<td>KGLF-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1230 AM</td>
<td>KGLF-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1230 AM</td>
<td>KGLF-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
<tr>
<td>1230 AM</td>
<td>KGLF-San Antonio</td>
<td>KROI/Ridley</td>
</tr>
</tbody>
</table>

### MIDWEST

<table>
<thead>
<tr>
<th>Parallel One</th>
<th>Parallel Two</th>
<th>Parallel Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>WZLX/Grand Rapids</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>102.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>103.5 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>104.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>105.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>106.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>107.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>108.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>109.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
<tr>
<td>110.1 FM</td>
<td>KGIL/Granbury</td>
<td>KGIL/Granbury</td>
</tr>
</tbody>
</table>

Continued on next page
%MIDWEST (continued)%

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Sign</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGOL</td>
<td>Minneapolis</td>
<td>News</td>
<td>KGOL</td>
<td>Wurster Broadcasting</td>
</tr>
<tr>
<td>WLCI</td>
<td>Chicago</td>
<td>Adult Contemporary</td>
<td>WLCI</td>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison</td>
<td>News</td>
<td>WIBA</td>
<td>WPIC Communications</td>
</tr>
<tr>
<td>WRRF</td>
<td>Youngstown</td>
<td>News</td>
<td>WRRF</td>
<td>World Media Partners</td>
</tr>
<tr>
<td>WCBS</td>
<td>New York</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>WQW</td>
<td>Milwaukee</td>
<td>News</td>
<td>WQW</td>
<td>WCI Communications</td>
</tr>
<tr>
<td>WCBS</td>
<td>San Francisco</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>KZMW</td>
<td>Phoenix</td>
<td>News</td>
<td>KZMW</td>
<td>Cumulus Media</td>
</tr>
<tr>
<td>KGOL</td>
<td>Minneapolis</td>
<td>News</td>
<td>KGOL</td>
<td>Wurster Broadcasting</td>
</tr>
<tr>
<td>WLCI</td>
<td>Chicago</td>
<td>Adult Contemporary</td>
<td>WLCI</td>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison</td>
<td>News</td>
<td>WIBA</td>
<td>WPIC Communications</td>
</tr>
<tr>
<td>WRRF</td>
<td>Youngstown</td>
<td>News</td>
<td>WRRF</td>
<td>World Media Partners</td>
</tr>
<tr>
<td>WCBS</td>
<td>New York</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>WQW</td>
<td>Milwaukee</td>
<td>News</td>
<td>WQW</td>
<td>WCI Communications</td>
</tr>
<tr>
<td>WCBS</td>
<td>San Francisco</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>KZMW</td>
<td>Phoenix</td>
<td>News</td>
<td>KZMW</td>
<td>Cumulus Media</td>
</tr>
</tbody>
</table>

Parallel Two

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Sign</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGOL</td>
<td>Minneapolis</td>
<td>News</td>
<td>KGOL</td>
<td>Wurster Broadcasting</td>
</tr>
<tr>
<td>WLCI</td>
<td>Chicago</td>
<td>Adult Contemporary</td>
<td>WLCI</td>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison</td>
<td>News</td>
<td>WIBA</td>
<td>WPIC Communications</td>
</tr>
<tr>
<td>WRRF</td>
<td>Youngstown</td>
<td>News</td>
<td>WRRF</td>
<td>World Media Partners</td>
</tr>
<tr>
<td>WCBS</td>
<td>New York</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>WQW</td>
<td>Milwaukee</td>
<td>News</td>
<td>WQW</td>
<td>WCI Communications</td>
</tr>
<tr>
<td>WCBS</td>
<td>San Francisco</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>KZMW</td>
<td>Phoenix</td>
<td>News</td>
<td>KZMW</td>
<td>Cumulus Media</td>
</tr>
<tr>
<td>KGOL</td>
<td>Minneapolis</td>
<td>News</td>
<td>KGOL</td>
<td>Wurster Broadcasting</td>
</tr>
<tr>
<td>WLCI</td>
<td>Chicago</td>
<td>Adult Contemporary</td>
<td>WLCI</td>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison</td>
<td>News</td>
<td>WIBA</td>
<td>WPIC Communications</td>
</tr>
<tr>
<td>WRRF</td>
<td>Youngstown</td>
<td>News</td>
<td>WRRF</td>
<td>World Media Partners</td>
</tr>
<tr>
<td>WCBS</td>
<td>New York</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>WQW</td>
<td>Milwaukee</td>
<td>News</td>
<td>WQW</td>
<td>WCI Communications</td>
</tr>
<tr>
<td>WCBS</td>
<td>San Francisco</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>KZMW</td>
<td>Phoenix</td>
<td>News</td>
<td>KZMW</td>
<td>Cumulus Media</td>
</tr>
</tbody>
</table>

Parallel One

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Sign</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGOL</td>
<td>Minneapolis</td>
<td>News</td>
<td>KGOL</td>
<td>Wurster Broadcasting</td>
</tr>
<tr>
<td>WLCI</td>
<td>Chicago</td>
<td>Adult Contemporary</td>
<td>WLCI</td>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison</td>
<td>News</td>
<td>WIBA</td>
<td>WPIC Communications</td>
</tr>
<tr>
<td>WRRF</td>
<td>Youngstown</td>
<td>News</td>
<td>WRRF</td>
<td>World Media Partners</td>
</tr>
<tr>
<td>WCBS</td>
<td>New York</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>WQW</td>
<td>Milwaukee</td>
<td>News</td>
<td>WQW</td>
<td>WCI Communications</td>
</tr>
<tr>
<td>WCBS</td>
<td>San Francisco</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>KZMW</td>
<td>Phoenix</td>
<td>News</td>
<td>KZMW</td>
<td>Cumulus Media</td>
</tr>
</tbody>
</table>

Parallel Three

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>Call Sign</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGOL</td>
<td>Minneapolis</td>
<td>News</td>
<td>KGOL</td>
<td>Wurster Broadcasting</td>
</tr>
<tr>
<td>WLCI</td>
<td>Chicago</td>
<td>Adult Contemporary</td>
<td>WLCI</td>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>WIBA</td>
<td>Madison</td>
<td>News</td>
<td>WIBA</td>
<td>WPIC Communications</td>
</tr>
<tr>
<td>WRRF</td>
<td>Youngstown</td>
<td>News</td>
<td>WRRF</td>
<td>World Media Partners</td>
</tr>
<tr>
<td>WCBS</td>
<td>New York</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>WQW</td>
<td>Milwaukee</td>
<td>News</td>
<td>WQW</td>
<td>WCI Communications</td>
</tr>
<tr>
<td>WCBS</td>
<td>San Francisco</td>
<td>News</td>
<td>WCBS</td>
<td>CBS Corporation</td>
</tr>
<tr>
<td>KZMW</td>
<td>Phoenix</td>
<td>News</td>
<td>KZMW</td>
<td>Cumulus Media</td>
</tr>
</tbody>
</table>

Continued on next page
The following stations failed to report this week and therefore their lists were frozen:

- KATT/Oklahoma City
- Q107/Toronto
- WHJY/Providence
- WROQ/Charlotte
- WSHE/Miami

The following station has failed to report for the past two weeks and therefore its data is not included in this week's chart:

- WIZD/PI, Pierce

An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.
<table>
<thead>
<tr>
<th>Station</th>
<th>PD</th>
<th>MD</th>
<th>City</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXKS-FM</td>
<td>Sonny Joe White</td>
<td>P.J. Fox</td>
<td>Boston</td>
<td>Kiss</td>
</tr>
<tr>
<td>WNYE</td>
<td>Ray St. James</td>
<td>Keith Abrams</td>
<td>New York</td>
<td>HitRadio 96</td>
</tr>
<tr>
<td>Q105</td>
<td>Mason Dixon</td>
<td>Diana Thomas</td>
<td>Orlando</td>
<td>WMMR</td>
</tr>
<tr>
<td>WBEN-FM</td>
<td>Michael Ellis</td>
<td>Lisa Toneri</td>
<td>Toronto</td>
<td>CFTR 680</td>
</tr>
<tr>
<td>WPLJ 95.5</td>
<td>Larry Roger</td>
<td>Norma Towner</td>
<td>New York</td>
<td>92 PRO-FM</td>
</tr>
<tr>
<td>WKBW</td>
<td>Don Bailey</td>
<td>Bob Bialek</td>
<td>Buffalo</td>
<td>Pro-FM</td>
</tr>
<tr>
<td>CKGM</td>
<td>Bob Brattle</td>
<td></td>
<td>Montreal</td>
<td>1050 CHUM</td>
</tr>
<tr>
<td>WAMX</td>
<td>Rick Peters</td>
<td></td>
<td>Washington, D.C.</td>
<td>WMUZ</td>
</tr>
<tr>
<td>WMCX</td>
<td>Hero Moore</td>
<td></td>
<td>Miami</td>
<td>Y100</td>
</tr>
<tr>
<td>WQAM</td>
<td>Robert W. Walker</td>
<td></td>
<td>Miami</td>
<td>Talk Radio 1450</td>
</tr>
<tr>
<td>KBQD</td>
<td>John Landis</td>
<td></td>
<td>Houston</td>
<td>KYKQ 100.3</td>
</tr>
<tr>
<td>WBBN</td>
<td>Jan Jeffries</td>
<td></td>
<td>Baltimore</td>
<td>B104 WBSB</td>
</tr>
<tr>
<td>B94 FM</td>
<td>Jon Summers</td>
<td></td>
<td>Pittsburgh</td>
<td>B94 FM</td>
</tr>
</tbody>
</table>

R&R/Friday, January 13, 1984
CHR REPORTERS

\[ \text{www.americanradiohistory.com} \]
### CULTURE CLUB

**Narre Grammar (Virgin/Epic)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>2222</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

### JOHN DOE

**"Hit Song" (Amyl & The Sniffers)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>19025</td>
<td>68%</td>
<td></td>
</tr>
</tbody>
</table>

### JOHN DOE

**"Hit Song" (Amyl & The Sniffers)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>19025</td>
<td>68%</td>
<td></td>
</tr>
</tbody>
</table>

### EXAMPLE

<table>
<thead>
<tr>
<th>Program</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Summary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td>Week</td>
<td>Network</td>
</tr>
<tr>
<td>National Summary</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Regional Summary**

- **Number of stations moving up**
- **Number of stations moving down**
- **Number of stations moving steady**

### BOB DYLAN

**Sweetheart Like You (Columbia)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1917</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

### SHEENA EASTON

**Almost Gone (EMI America)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1916</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

### RICK JAMES & SMOKY ROBINSON

**Fancy (Epic)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1918</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

### BILLY JOEL

**An Innocent Man (Columbia)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>98%</td>
<td></td>
</tr>
</tbody>
</table>
AIR delivers the ears that help you deliver the hits.  
It All Starts With Listening.

**AIR Response Records**

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, January 18, 1984.

<table>
<thead>
<tr>
<th>#</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2121</td>
<td>LOST WITHOUT YOUR LOVE</td>
<td>JACQUI BROOKES</td>
<td>MCA</td>
</tr>
<tr>
<td>2122</td>
<td>SOMEONE LIKE YOU</td>
<td>MICHAEL STANLEY BAND</td>
<td>EMI AMERICA</td>
</tr>
<tr>
<td>2123</td>
<td>TELL ME IF YOU STILL CARE</td>
<td>S.O.S. BAND</td>
<td>TABU/CBS</td>
</tr>
</tbody>
</table>
86% of our reporters on it. Moves: Up 17, Debuts 86, Same 34, Down 0, Adds 59 including WBEN-FM, Z100, Q107, 94Q, WLS-FM, Q103. KMJK. See Parallels, debuts at number 39 on the CHART.

JOHN LENNON
Nobody Told Me (Polydor/PolyGram)
85% of our reporters on it. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 192, a new record for most adds in the first week of reported airplay. Adds include WXXS-FM, WPLJ, WHTX, Z93, B96, KMJK, KNBG. Complete airplay in Parallels.

MICHAEL JACKSON
Thriller (Epic)
93% of our reporters on it. Moves: Up 55, Debuts 30, Same 21, Down 0, Adds 83 including WBKB, PRO-FM, CHUM, WLS, WGCL, KIMN, KUBE. See Parallels, debuts at number 23 on the CHART.

NENA
99 Luftballons (99 Red Balloons) (Epic)
66% of our reporters on it. Moves: Up 51, Debuts 22, Same 31, Down 3, Adds 44 including WPHD, WCAU-FM, 94Q, WHYT, KHTR, KZZP, KWSS. See Parallels, debuts at number 38 on the CHART.

DURAN DURAN
New Moon On Monday (Capitol)
66% of our reporters on it. Moves: Up 6, Debuts 34, Same 48, Down 0, Adds 62 including WHHT, WNY5, WBLL, B94, 93FM, WKT1, KEARTH. Complete airplay in Parallels.

SHANNON
Let The Music Play (Mirage/Atco)
65% of our reporters on it. Moves: Up 71, Debuts 19, Same 26, Down 6, Adds 22 including PRO-FM, WLOL-FM, KZSP, KMJK, Q100, WBKY, KIJI. Complete airplay in Parallels. Moves: 38-29 on the CHART.

IRENE CARA
The Dream (Hold On To Your Dream) (Network/Geffen)
61% of our reporters on it. Moves: Up 56, Debuts 19, Same 49, Down 0, Adds 16 including CKGM, KOPA, KITS, KKF1, KKF5, KO93, WIGY. Complete airplay in Parallels.
ADD: EBONY
ADDS: 195, KFRC, KITS, WPST, KHFI, WNOK-FM, WIGY, KNOE-FM, Y94, KXSS.
DEBUTS: WBEN deb 36, WNYS deb 25, WYCR deb 39, WRQK deb 39, WFM1 deb 38,
103CIR deb 38, WKHI deb 39, 95XIL deb 36, WAEV deb 29, WGLF deb 37,
KDZA deb 40
P-1's: B104, WXKS-FM, WBLI, WCAU-FM, WHTX, Z93, WGCL, KEARTH, KIIS-FM,
KIQQ
MOVES: WFLY 32-29, WTIC-FM 19-17, WKEE 37-31, WBBQ 37-34, FM100 32-26,
KMGX 14-7, KYNO-FM 14-11, KGGI 26-23, KHYT 22-20, WOMP-FM 7-4,
WCGQ 33-29, Q104 32-25, WFOX 40-34, Q101 29-26, Z102 17-13, KXDJQ 40-34,
KBIM 37-34

From The Rick James' Album
COLD BLOODED
Written, Arranged & Produced by Rick James

On Your Desk Now!
ROCKWELL
"Somebody's Watching Me"

On Motown Records