

Radio & Records

ISSUE NUMBER 428

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INSIDE R&R:

Manufacturers May Decide AM Stereo

Winner: Broadcasters, indecisive at NAB, may pass the destiny of the five AM stereo competitors into the hands of receiver manufacturers. 4

Exploring The New Networks:

Carolyn Parks takes a close-up look at the new AP/WSM Music Country Network, while Jeff Green examines ABC Direction's direction. 29, 30

Will Compact Digital Discs Replace Conventional Records?

Sony thinks so and projects major inroads into U.S. market within five years. 6

Fred Haayen Returns To Polygram With New Label:

Polygram-distributed 21 Records, formed in partnership with the man behind Stars On 45, marks reunion for former Polydor President, recently WEA VP. 3

Selling In A Small Market:

WSQV's uptown techniques produce notable results in Jersey Shore, PA. 18

Washington Broadcasters Join To Restore Wolf

Trap: RKO contribution leads way in renovation effort for fire-destroyed concert showcase. 3

Taft Sells KQV:

Buyers include Pittsburgh AM's present GM. 3

NAB From A Research Perspective:

Jhan Hiber recounts the ratings and research highlights of the NAB's Dallas dealings. 12

Dean Thacker WMMS Station Manager:

Moves up from GSM at Cleveland AOR monolith. 3

Ron Saito New GM At KYTE & KLLB:

Moves crosstown from Portland's KINK, and is replaced by Stan Mak. 3

New PD's At KING & WJYW:

John Michaels takes KING/Seattle post; Scott Robbins moves across town from WCKX/Tampa. 3

\$3.50 Single Copy

SLOGAN BATTLE ENDS QUICKLY

"Hot Hits" Heats Up Chicago

A confrontation between consultant Mike Joseph and WLS-AM & FM/Chicago over the use of the term "hot hits" came to an end Monday (4-12) with WLS discontinuing the phrase's use on the air. According to Joseph's counsel, Norman Faber of the New York firm Hall, Dickler, Lawler, Kent & Howley, WLS agreed to drop the term "hot hits" after the station



received a cease and desist order and just prior to "further legal action being taken."

Joseph, who successfully consulted CBS-owned WCAU-FM/Philadelphia to ratings success with his "hot hits" contemporary format, recently agreed to consult CBS's Chicago music station WBBM-FM also. Speculation was widespread that "hot hits" would be the Joseph approach in Chicago, prompting WLS to begin using the promotional phrase.

Faber told R&R, "A suit would have been filed at the close of business Monday (4-12) had ABC not advised WLS to stop using the phrase 'hot hits,' which is a service mark of Mike Joseph. Damages for infringement of state and federal trademark and competition laws would have been sought along with an injunctive order. I'm most pleased it's settled."

WLS-AM & FM VP/GM John Gehron explained to R&R, "We are not here to break the law, and our counsel advised us to stop using the phrase 'hot hits.' I think if nothing else, it showed everyone that WLS is still alive and very much aware of what's happening or about to happen in the market."

HOT HITS/ See Page 24

WBT Appoints

Bishop As PD

Dave Bishop has been named Program Director at WBT/Charlotte, filling the vacancy left by Andy Bickel, who resigned in February to pursue other interests.

A 14-year radio veteran, Bishop most recently spent two years each as PD at WLEE/Richmond and WCOL/Columbus. "I'm still pinching myself to be sure it's really true," he exclaimed. "It's the greatest move I've made in radio. I'm just as excited as I can be. It's a great company and group of people. I don't foresee any major changes, only a little fine-tuning."

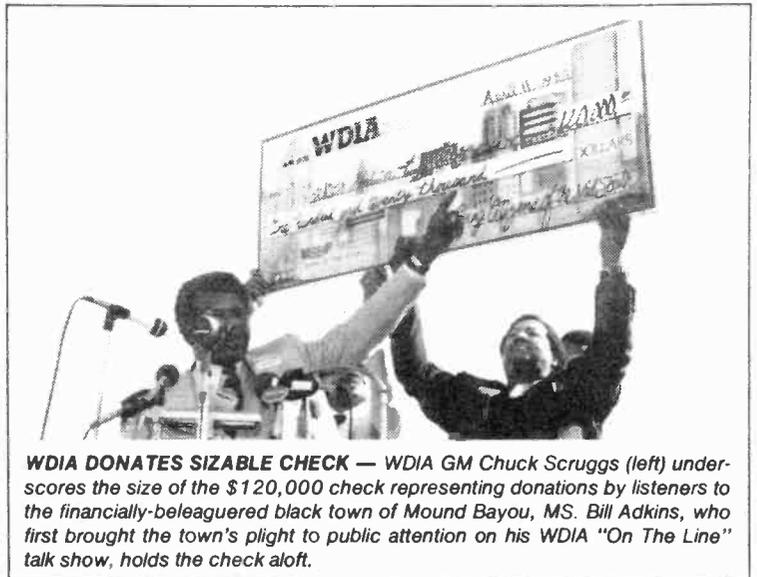
WBT/ See Page 24

RAISES \$120,000 TO RESTORE SERVICES

WDIA Saves Mississippi Town From Financial Ruin

A week-long fundraising drive by WDIA/Memphis raised \$120,000 to stave off financial disaster for the small black community of Mound Bayou, MS. Station GM Chuck Scruggs led a dramatic 700-vehicle "Care-Van" to Mound Bayou Sunday to present Mayor Earl Lucas with a check before a large crowd.

Mound Bayou's problems began in 1978 when a white woman named Alma Ernestine Walker was stopped for speeding in town. She alleged that as she left the police station she stepped into a hole and injured her back, and sued the city for \$250,000. A lower court's all-white jury awarded her \$59,280, and in October 1981 the State Supreme Court upheld the decision. Mound Bayou's mayor and aldermen requested the State Legislature to authorize the city to levy a special tax to pay off the award,



WDIA DONATES SIZABLE CHECK — WDIA GM Chuck Scruggs (left) underscores the size of the \$120,000 check representing donations by listeners to the financially-beleaguered black town of Mound Bayou, MS. Bill Adkins, who first brought the town's plight to public attention on his WDIA "On The Line" talk show, holds the check aloft.

which it otherwise would be unable to pay. But local representatives in the legislature refused to intro-

duce such a bill, and Ms. Walker's attorney obtained writs of garnishment and execution, instituting a freeze on all city funds.

Arbitron Sets Miami Reissue

Arbitron is set to reissue the fall '81 Miami market report due to problems in sampling the Hispanic population. The reissue, which could come at any time, would likely affect the numbers of WRHC, the number one station in the fall report, and possibly WCMQ-AM & FM. All of these Hispanic-language stations posted notable gains in the survey under question.

Station post-survey diary reviews discovered one of the problems — 25% of the Hispanic return in the High Density Hispanic

Area came back from one zip code. Over 100 in-tab diaries were returned from a zip with just 6% of the Hispanic population. This anomaly was due to an error by Arbitron when the sampling of the HDHA was first set up for the fall survey.

In addition, it has been learned that a coding error was made which attributed 19% of WRHC's audience to non-ethnics. In fact, this 19% was all of Cuban extraction.

MIAMI/ See Page 24

The Arbitron Winter Scoreboard

Los Angeles

KHTZ Top Contemporary; AOR Battle Tightens; KABC, KBIG Slip

Chicago

WGN, WGCI Still 1-2; WBMX More Than Doubles; WFYR Takes A/C Crown

San Francisco

KGO Extends Lead; KCBS, KFRC, KSOL Off Slightly; KSAN Gains

Detroit

WRIF Captures AOR Lead; WNIC-FM Increases; WCXI Now Country Leader

Boston

WBZ Grabs First; WCOZ To Third Behind WHDH; WJIB Up Again

Washington, DC

WKYS Almost Topples WMAL; WHUR On Rise; WPGC & WRQX Close Again

Complete results from these markets plus St. Louis, Baltimore, San Diego, Cleveland, and San Jose on Pages 14 & 16.

Emergency Lines Disconnected

WDIA's Scruggs picks up the story: "The city's swimming pool, baseball field, tennis court, and a 19-acre tract of land were all placed under notice of seizure. A public auction was scheduled for early May to pay off the judgment. The city's phone service to the police and fire departments and other emergency services, in fact, the whole city government, had been out since October. They had to call the neighboring county and have emergency calls relayed by two-way radio to the city emergency services."

A newscast on the situation triggered Scruggs's interest. The station staff was celebrating a suc-

WDIA/ See Page 24

Quantum Sues Swanson Over KEGL Sale

Quantum Communications has filed suit in Dallas against Swanson Broadcasting, claiming that Swanson had verbally agreed to sell Quantum KEGL/Ft. Worth, but then sold the station to Sandusky. The suit, which is the result of the KEGL sale last September, charges Swanson with breach of contract and anticipatory repudiation of a contract.

Paul Watler of the Dallas law firm Jenkins & Gilchrist, which is handling the suit for Quantum, explained the basis for the action. "Anticipatory repudiation is when you have an executory contract, which is a contract that two parties have verbally agreed to but have yet to actually perform. Now during the period before the contract is actually signed, if one of the

QUANTUM/ See Page 24

SHE'S NO STRANGER NOW



“JACKIE’S SO BAD” THE NEW SINGLE FROM THEIR DEBUT ALBUM **STRANGER**



Produced By: Tom Werman

**Management:
Pat Armstrong & Associates**

ON
Epic
RECORDS



Washington Report	4
What's New	6
Networks/Suppliers/Reps	8
Ratings: Jhan Hiber	12
Sales: Jonathan Hall	18
Street Talk	20
CHR: Joel Denver	23
AOR: Jeff Gelb	26
A/C: Jeff Green	29
Country: Carolyn Parks	30
Nashville: Biff Collie	34
Black Radio: Walt Love	35
Calendar: Brad Messer	36
Picture Pages	37, 41
Marketplace	38
Opportunities	38

- How did the Beatles meet the Stones?
- When did the first coin-op laundromat open?
- What is a prairie muffin?

For the answers to these tantalizing questions and more, see **Brad Messer's** Calendar and **Dan Formento's** This Week In Music History, exclusively in **R&R**.

The Music Section

Begins on Page 42

This Week In Music History	42
National Music Format	43
AOR	44
Country	50
Black	52
A/C	54
CHR	55

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Haayen Returns To Polygram With "21 Records" Label

Fred Haayen has exited his position as Sr. VP for WEA International to form a new label, 21 Records, to be distributed by Polygram in the U.S. and Polydor International worldwide. The new company is a joint venture between Haayen and Willem Van Kooten, Chairman of Dutch label CNR (which will distribute 21 in the Benelux countries) and Red Bullet Productions. Haayen started his career in Holland with Van Kooten and Red Bullet, producing Golden Earring and other bands; Red Bullet is currently known for the Stars On 45 medleys.



Fred Haayen

Polydor International President Tim Harrold commented, "It is a great pleasure to renew our ties with Freddy Haayen, unquestionably one of the business's brightest record men. Freddy has been responsible for signing many artists who've proven significant for Polydor worldwide, and we're confident that tradition will return with him through his association with Willem Van Kooten, whom we hold in equally high regard."

Polygram President Guenter Hensler added, "I have known Freddy and Willem for many years and feel that Freddy's A&R talents, his rapport with artists, will form a significant asset to our company, especially in combination with Willem Van Kooten."

Before joining WEA, where he had been earmarked to head a domestic WEA International label, plans for which were scrapped, Haayen had been President of Polydor in the U.S., and earlier headed Polydor operations in Holland and England.

Thacker Upped To WMMS Station Manager

Dean Thacker has been promoted from GSM at WMMS/Cleveland to the newly created position of Station Manager. Walt Tiburski, WMMS VP/GM, told R&R, "The operation of WMMS has become increasingly complex. There was a definite need for the services and talents of a Dean Thacker. He will further augment and enhance the continued growth of WMMS. I have the highest opinion of Dean and his abilities. This is a big step forward for WMMS and for Malrite Communications."

Thacker commented, "I'm happy as I can be about the new title. Malrite's a great company... I feel I'm working with some of the best people in the business. It's a real collective effort here and this will allow for more growth within the company."

Thacker joined WMMS in 1976 as an account executive, later becoming Local Sales Manager and GSM. As part of the station's restructuring, the GSM job was eliminated entirely, while Brian Baylog was promoted to National Sales Manager and Bill Smith became Local Sales Manager. All appointments are effective immediately.

Washington Area Broadcasters Aid In Wolf Trap Reconstruction

Radio stations in the Washington, D.C. area have leaped to the aid of Wolf Trap, the outdoor pavilion which burned to the ground last week. It's estimated that reconstruction of Wolf Trap, one of Washington's most famous showcases for ballet, opera, and concerts, will cost \$12-18 million.

RKO General kicked off the fundraising drive among broadcasters by pledging the largest single corporate contribution of \$50,000. Half of that amount will go to match dollars raised by RKO's local O&O's, classical stations WGMS-AM & FM. In the first few hours of their Wolf Trap telethon early this week, the stations had already raised \$12,000.

Other stations recruiting dollars with editorial and PSA support include WMAL, WTOP, WRC, and WPKX.

WMAL midday personality Tom Gauger has been named Public Relations Coordinator for the Wolf Trap "Phoenix" Committee, which is spearheading the overall fundraising drive.

Michaels Becomes KING's New PD

John Michaels has been appointed Program Director at KING/Seattle, resigning at the end of this month after 1½ years as Operations Director at WSEZ/Winston-Salem. Previously, Michaels worked at Dallas stations KVIL-FM and KNUS, and was Music Director/morning personality at KFMB/San Diego.

"I'm so happy and excited, I can't get there fast enough!" said Michaels. "It's a great challenge, and I feel humble and honored to be chosen from all the applicants. One of the things that influenced me to accept the job," he continued, "was General Manager Edith Hilliard. She's dedicated, committed, and a credit to our profession. If that's not strong enough, she's a nice person, too."

Michaels indicated he doesn't plan any immediate changes. "I have some ideas about what I'd like to do," he said, "but will take some time to completely evaluate the situation first."

In announcing the appointment, Hilliard said, "Michaels's track record speaks for itself: he's a winner. He brings both depth and breadth of experience to KING. We already have a great facility and excellent people — he's the right person to put all the elements together to create a winning on-air product."

LETTER

ABC's "All-Male" Radio?

Dear R&R:

ABC's new format (Superadio) features a "supertalent" lineup. Mike Hauptman, the Vice President in charge of ABC Radio Enterprises, predicts that the Rick Sklar-designed format "will increase station revenues and profitability by increasing audiences, with the best on-air talent, programming, and promotions, etc."

As the song goes, I was "blinded by the light" — that is, I saw photos before I even read anything. My first impression of this announcement was all those pictures of the most famous male DJ's in America. I find it hard to believe, in 1982, that a major network has hired not one female announcer for its superstar lineup. In 1970 I could believe it. Twelve years later, I find it rather disappointing. Were ladies even considered? Where are all the talented women or should I say what shelf are their air-checks sitting on? Equal rights in radio? Phooey! AM means all male to ABC.

Nancy Plum
Laydio Productions

MAK PROMOTED TO GM AT KINK

Saito Exits KINK For KYTE & KLLB

Ron Saito has left KINK/Portland, where he had served as General Manager for 3½ years, to join Gaylord Portland Radio Properties as GM of its KYTE & KLLB (KB101)/Portland. Saito, who had been with King Broadcasting (owner of KINK) for more than 13 years, told R&R, "The main reason I'm going is that it's a new challenge for me. I have mixed emotions about leaving KINK and King. KINK's a great radio station; they've come a long way. I'm sad to leave it but I'm very excited about the new job."

Saito, who will replace former KYTE & KLLB GM Verl Wheeler (now at KYXX/Seattle), will join the stations on April 19.

Mak Takes Over KINK

Following the announcement of Saito's departure, current KINK General Sales Manager Stan Mak was promoted to GM. Mak, who joined KINK as Local Sales Manager 3½ years ago and became GSM last year, told R&R, "I love it; I'm excited about it. This is my first GM experience, and I feel privileged that it's with as successful a station as KINK. Ron certainly built a wonderful radio station. I couldn't ask for a better set of circumstances to go into. My biggest challenge will be in maintaining the station's success."

Robbins Joins WJYW As Operations Manager

Scott Robbins has been appointed Operations Manager for Gannett's WJYW/Tampa. Robbins joins the Beautiful Music station after more than two years with Metroplex Communications' WCKX/Tampa, where he served as Operations Manager, Program Director, and air personality. Prior to the Metroplex takeover of WCKX, Robbins programmed the station (then called WOKF) for Broadcast Enterprises National.

Commenting on his new position, Robbins said, "The potential of the station is outstanding. Initially, I'll be concentrating on more visibility and creative promotions for WJYW, which will tie in with additional Tampa Bay community involvement."

The announcement of Robbins's appointment was made by WJYW VP/GM David Strubbe. Prior to his employment in the Tampa Bay area Robbins had been affiliated with WFEC/Harrisburg, WPIX/New York, WHLI/Long Island, WPRO-AM & FM/Providence and WBAB & WGLI/Babylon. He assumed his new position at WJYW on April 9.

TRANSACTIONS

Taft Sells KQV To Calvary

Taft Broadcasting has sold KQV/Pittsburgh to locally-based Calvary Inc. for an undisclosed price, subject to FCC approval. Taft continues to operate WDVE in the same city.

Calvary Chairman Richard Scalfé stated, "Calvary Inc. intends to continue the News and Information format of KQV. Robert Dickey, President of Calvary Inc., will remain as General Manager." KQV has 5000 watts at 1410 kHz.

Central Vermont Sells WDOS & WSRK

Oneonta Communications has purchased WDOS & WSRK/Oneonta, NY from Central Vermont Radio for \$1.3 million in a transaction brokered by Blackburn. Central Vermont is a subsidiary of the Scornix Group, which retains ownership of seven radio stations; while WDOS & WSRK are Oneonta's first radio holdings. WDOS operates with 1kw days on 730 kHz, while WSRK has 850w on 103.9 mHz and an antenna height of 520 feet.

Washington Report

Baker Surprises Senate, Resumes Radio-TV Debate

Majority leader Howard Baker (R-TN) was described by his staff as "very optimistic" as he unexpectedly resumed Senate debate early this week on a resolution to authorize radio and television coverage of Senate floor proceedings (SR 20). Broadcast lobbyists were caught offguard by the development. They considered it a good sign, however, since Baker had said he wouldn't reschedule debate until he was confident of victory.

Opponents were expected to filibuster the resolution, but Baker hoped to shut off the delaying tactic with a cloture vote late this week, aiming for a final vote on SR 20 next Tuesday (4-20).

A number of pending amendments includes one by Sen. Wendell Ford (D-KY) to limit broadcast coverage of the Senate to radio only.

Osburn Challenges Stakelin For NAB Radio Chairmanship

A battle has developed over who will succeed Jefferson-Pilot vp/Radio Cullie Tarleton as Chairman of NAB's Radio Board. First-year board member Dick Osburn, 50% owner of five stations in Texas and Mississippi, has entered the race. He faces the board's current Vice Chairman, Bluegrass Broadcasting VP Bill Stakelin.

Osburn says he'd like the job because he feels NAB needs leadership from the ranks of owners. Also, Osburn believes he'll have adequate time to devote to the chairmanship because he's not active in managing his properties.

In other association election news, NRBA members have until April 23 to return ballots in the selection of directors in seven districts.

AT&T Costs Rise — Again

Broadcasters who were clobbered with a 30% hike in AT&T private line rates last year have been handed another, much more modest increase of 1.6% effective April 2. Ma Bell is expected to earn an extra \$41.4 million a year from the change.

It's part of an overall package of AT&T rate changes designed to make each type of service earn a 12.7% rate of return. While private line, WATS, and regular interstate service are going up in price, some AT&T services are now cheaper. For instance, the discount for evening calls (Sunday-Friday, 5-11 p.m.) has been raised from 35 to 40%.

License Grants Reversed, Losers Come Out On Top

Two broadcast groups which thought they'd won construction permits to build new radio stations received a rude shock this week. The FCC Review Board reversed the awards and granted the licenses to other applicants.

In a Michigan case, the board found that an FCC law judge improperly disqualified Radio Portage for alleged lack of candor in some land dealings. The board put the group back in the running and awarded it a new FM in Portage, MI. The unhappy loser, the Air-Borne Group, had planned to build the station in Kalamazoo, MI.

The second case involved the reversal of a grant to build a new FM licensed to both St. Mary's and Kingsland, GA. The Review Board said the law judge was wrong to give Radio Charlton a preference because of the dual city of license. Stripped of that advantage, the initial winner came in second to Casey Broadcasting, which then won the right to build a station licensed only to St. Mary's.

Paperwork Break For CP Seekers

It's going to be a little easier to apply for a construction permit to build a new station. No longer does the FCC want to see detailed proof that applicants have met local public notice requirements. Until now, CP seekers have had to send in the dates, times, and texts of newspaper and broadcast messages they ran to meet the public notice rules.

Now, they only need to certify that they've complied, rather than send in the proof. In relying increasingly on certification, the Commission is placing more faith in the honesty of broadcasters. However, anyone caught submitting a false certification can expect trouble from the FCC.

Wirth Slates Hearings As Clock Runs Out On Deregulation

Congressmen attending the NAB Convention in Dallas repeatedly said broadcast deregulation will die in the current Congress if the House doesn't follow the Senate's example and pass a bill by July 1. The problem: in an election year members are anxious to get home to campaign.

As the clock runs out, House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) has slated hearings May 7 on deregulation bills offered by Reps. Broyhill, Swift and Collins. Whether any of the bills can make it past the hearing stage this year is doubtful.

Meanwhile, a top GOP staff member on the Wirth panel says a compromise will soon be written into a package of minor FCC reforms that will clear the way for the Commission to award new licenses by lottery. Reportedly, the new bill will sharply cut the large number of groups entitled to a preference. The FCC contends the current law gives so many preferences that a lottery is unworkable.

New Owners Chosen For Dark New Hampshire AM & FM

New licensees have been chosen to operate the former facilities of WOTW-AM&FM/Nashua, NH, whose licenses were yanked by the FCC several years ago. Five parties were in the running, and all agreed that the one judged best qualified would get the FM. The AM would go to the runner-up.

In announcing his initial decision this week, an FCC law judge said local residence and integration of ownership in management were the deciding factors. Merrimack Valley Broadcasting won the FM because seven of its principals will be active in daily operation. Three are women, as well as residents of Nashua with outstanding civic records.

The AM was awarded to Sunrise Broadcasting because all of its principals who will be involved in day-to-day management and operation are Nashua residents.

WHBI/Newark Gets Three Month Reprieve

WHBI/Newark, which has lost its license for lottery, false advertising and logging violations, has had its life extended for three months by the FCC. The Commission had ordered the station to go dark on Monday (4-12). However, since no interim operator has been named, the Commission evidently felt the public interest would be served by letting WHBI stay on the air.

Meanwhile, the Commission has set a cutoff date of May 3 for anyone wishing to file to become interim operator of the station. A permanent operator is also being sought, but no one can apply for both interim and permanent operation.

Receiver Manufacturers May Call AM Stereo Shots

Early broadcaster selections of AM stereo systems indicate they favor the Harris and Kahn systems. But, in the view of one major receiver manufacturer, those are possibly the least attractive to set makers because they're the most expensive to build into radios.

Panasonic's Almon Clegg says Magnavox and Belar radios would be the cheapest to build, Motorola is in the middle, while Kahn and Harris would add the most to the cost of a set.

Clegg declined to say whether any of the five systems would be so expensive as to exceed the 10% extra cost that Panasonic believes is the most consumers would be willing to pay to receive AM stereo. "We think AM stereo is marginal as to whether or not the consumers want it," Clegg told R&R.

NAB Convention Yields No Broadcaster Consensus

Clegg was one of the panelists at an inconclusive AM stereo forum attended by about 1000 broadcasters at last week's NAB Convention in Dallas. Moderating the session was NAB staff engineer Chris Payne, who told R&R, "There was no consensus at all. I think maybe what the receiver people learned out of this is that there will be no direction from broadcasters."



Chris Payne

Payne noted that broadcasters seem to be opting for Kahn and Harris systems, while the only set maker to state a preference, Pioneer, prefers Magnavox. So does National Semiconductor, which announced in Dallas that it has produced integrated circuits for Magnavox AM stereo receivers. As Payne put it, "The very early returns now are that the two industries are going in different directions."

Eyes Turn From Dallas To Delco

Since no clear frontrunner has emerged within the radio industry, attention is focusing increasingly on the receiver manufacturers, particularly Delco. Described by NAB's Payne as "the big gorilla," Delco dominates the car radio market, building an estimated 4 million sets a year for GM cars.

Delco will continue extensive testing of all five systems and plans to announce its choice in late July or early August. Especially after the confusion in Dallas, the choice is being eagerly awaited by an industry hungry for leadership out of the AM stereo chaos.

Delco officials, like broadcasters, found little guidance in Dallas. The firm's Bill Draper told R&R, "I think we came away with a feeling that we didn't see much light, but perhaps more darkness. There was no consensus, certainly."

Extensive testing is also being done by Panasonic. Clegg says a choice will be made "in a couple of months," and that Delco's selection and broadcaster preferences won't play a part. "We'll make our own research and our own recommendations," he says.

Since the systems are technically similar, he adds, keeping the cost increase per set to 10% or less will be a critical factor for Panasonic. Clegg estimates that half of the 8-10 million radios the firm makes each year are candidates for AM stereo.

Moreover, Clegg says his company has little to gain. "Panasonic feels that AM stereo will not increase the number of radios we sell in the marketplace," he told R&R. If AM stereo becomes popular, however, "then we have to have AM stereo in our sets to avoid losing sales."

Satellite's Lively Discussion



An extensive panel on satellite programming was a highlight of the NAB Convention. Pictured responding to audience questions are (l-r) McGavren Guild President Ralph Guild, Drake Chenault President Jim Kefford, TM President Pat Shaughnessy, Doubleday President Gary Stevens, and LIN VP Dick Verne.



**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

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that can cut costs and brighten up
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Bernard Meltzer weekends. So distinc-
tive you have to hear it to believe it.
Call Meddy Woodyard at NBC Radio
collect today (212) 664-4745.**



Turntable Stabilizes Warp Problem



Luxman PD-300

In the past turntables geared themselves to the problems of wow, flutter and rumble. But even after tackling those formidable foes, there was still the problem of those slightly warped plastic records. Not any more. Luxman has developed the \$1000 PD-300, a record player that houses a disc stabilizer, actually a vacuum pump that sucks the record tightly to the playing surface.

JUST A CALL AWAY

Dial Up Software Service

Computers have dramatically reduced many a workload. Now, California-based **Telephone Software Connection** has reduced the time needed to secure desired software. It devised a procedure of delivering its product direct to your computer through the telephone lines.

When you dial or "log on" to the Telephone Software Connection to purchase from its selection of small computer programs, your computer screen shows what's available as well as the prices. After punching in your choice and a credit card number, your selection is then loaded into your computer, which takes between five to eight minutes. After that it's just a matter of loading it onto a cassette tape or floppy disk.

Those wanting to use this time-saving direct dial technique can call (213) 516-9432. If you're not equipped to receive the software through the phone lines, the conventional method of contacting the firm can still be used. Write Box 6548, Torrance,

CA 90504; (213) 516-9430.

SECOND ANNUAL BATTLE OF BANDS

Country Groups To Vie For Seagram Title

Again this summer, **Seagram's** 7 Crown whiskey will sponsor the "Second Annual International Battle of the Bands" competition. Working in conjunction with local nightclubs, which in turn will be teamed with local Country-formatted radio stations, Seagram expects a nationwide battle between an estimated 3000 bands for the coveted title of "Seagram's 7 International Band of the Year," a cash award, and a recording contract donated by veteran record producer **Shelby Singleton**.

June through August have been set aside for local auditions through the clubs and stations; qualifiers win \$1000 and a trip to Nashville to perform in the semifinals October 19-23. Upon reaching semifinal audition status, the groups will also have a demo single produced, with 100 copies for their personal use — if one of the original songs played in the semifinals is about Seagram's 7 Crown. Seven finalists will be chosen the last day, judged according to instrumentation, vocals and stage presence. First place garners the title, contract, and \$2500; second place wins \$1500; while the five third place finishers receive \$1000. In each case, cash awards are doubled if a Seagram themed song is played in the finals.

For further details contact **Jerry Free**, President, International Battle of the Bands, 1612 Church Street, Box 25326, Nashville, TN 37202.

Forecasting Baby Boom Families' Future

By 1990, fully half of all U.S. families will be headed by baby-boomers, according to a recent **American Demographics** forecast. With the statistical help of **Data Resources, Inc.**, the magazine gazed further into its demographic crystal ball and also found that households headed by those in the 35-44 age bracket will increase 46%, baby boom family incomes will rise even in the face of inflation, and the number of individuals 25-44 living alone or with non-relatives should grow more than 60% during the decade from 1908-1990.

Besides the fact that baby-boom members are in the family-forming age range of 19-35, the forecast took into consideration several other control factors like moderate economic growth through the 80's and inclusion of the **Reagan** tax cuts. Although there will be an increase in families manned by 35-44 year olds, those families headed by people between 25 and 34 will grow only 10 percent during the 1980's, since the oldest of the bumper crop boom will be beyond that age. 1980's 12 million families headed by 35-44 year olds will jump to 18 million by 1990.

Earnings Rise

Incomes will increase mainly because these families will be reaching the mid-life peak earning years and many of them will be utilizing two incomes. After allowing for inflation, half of the 35-44 headed families should be bringing home bacon to the tune of \$35,000+ in 1990 while two-thirds will have incomes of \$25,000 or more. In income, again 35-44 headed families will be one of the fastest growing groups, sporting \$50,000 to \$75,000 incomes, a growth of 142% (or 1.4 million to 3.4 million). Those earning over \$75,000 will rise from under half a million to 1.2 million. Addi-

tionally, persons between 25-34 with families should increase their showing in the upper-income bracket, while incomes below \$25,000 for families of this age group should decline.

The increase in people living alone or with non-related persons is attributed to the baby boom generation's inclination to delay marriage, divorce, live alone, or with roommates/unmarried partners. Though these persons will improve their economic status in the coming years, their earnings will still stay below that of families. By 1990, one-fourth of those 25-34 and one-third of those 35-44 should earn \$25,000 or more.

Adding Up TV's Memorable Ads

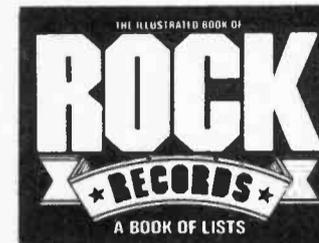
Given the TV network fare that's on the air these days, it's not surprising that some of the more creative and inspiring moments on television come from its commercial end. Often they're more than just the stopwatch you time yourself by as you race to snatch a snack from the refrigerator.

New York-based **Video Storyboard Tests**, a research firm, recently announced its 1981 findings. During the year, the company interviewed some 20,000 consumers and asked them to relate "the most outstanding TV commercial" in the last four weeks. Based upon that, the number one commercial for 1981 was the promotion for **Miller Lite** beer (#3 in '80) which uses the acting talents of ex-athletes in short, humorous skits. Number two: former #1 **Coca-Cola**, with most of those surveyed mentioning spokesman **Bill Cosby**. The remaining top ten are as follows with 1980's ranking in parentheses behind them: 3) **Pepsi-Cola/Diet Pepsi/Pepsi Light** (2); 4) **Dr. Pepper** (5); 5) **McDonald's** (4); 6) **Bell System** (13); 7) **Polaroid** (6); 8) **French's Mustard** (—); 9) **Seven-Up/Diet Seven-Up** (9); and 10) **Oscar Mayer** (7).

Of note is that an expensive ad campaign doesn't necessarily make a memorable ad. For example, French's spent \$3.2 million and jumped into eighth place while Kodak allotted a \$47.2 million budget for TV and came in number 25.

Trivia Book Rocks Music Memories

Did you know that **Bruce Springsteen**, the **Ohio Players**, and **Arthur Brown** recorded three different songs that each had the same title? For that answer and others, music fact and trivia buffs can turn to "The Illustrated Book Of Rock Records." The 192-page paperback covers rock, pop, jazz, blues, country and reggae from the 1920's-1980's, supplemented by over 200 photographs.



The text is divided into three sections: "Firsts," "Best Sellers," and "Potpourri," under which are various subdivisions. For instance, the "Million Sellers" subsection lists the first 20 million-selling rock 'n' roll and country singles. "Best Sellers" focuses on such factual information as the "All Time Best Selling Instrumental Singles in the U.S." And "Potpourri" supplies readers with tidbits like music performers' former occupations, the most censored records, and ten hits that initially premiered on television drama programs.

Compiled by British record experts **Barry Lazell** and **Dafydd Rees**, directors of the **Media Research And Information Bureau (MRIB)**, "The Illustrated Book Of Rock Records" is published by **Delilah Books** at \$5.95. Readers should not confuse this book with the **Dave Marsh/Kevin Stein** collaboration, "Book Of Rock Lists," which is currently available in bookstores.

Observers Predict Compact Audio Disc Prosperity

Within five years after next spring's introduction of the **Sony/Philips** compact digital audio disc system, an industry observer predicts the market for such a system will accommodate 10 million units. The prediction follows a recent market penetration survey implemented by the **Society of Professional Audio Recording Studios (SPARS)**.

According to Sony chairman and chief executive office **Akio Morita**, the system "will breathe new life into both the music and hi-fi businesses" and "in spite of world economy... will be accepted and eventually replace the analog disc." Sony expects to have 12 million players in the U.S. market by 1990, with 15-20 discs per player. This represents an estimated sales total of \$240 million.

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A feeling of
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Produced by MACK for Georgina Moroder Enterprises, Ltd.

**Featuring the single,
“I Predict”**

4030



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Networks/Program Suppliers

NEW PROGRAMMING

● The 1982 edition of "Countdown Canada," will be available from **National Ear To Air**. Well-known Vancouver morning personality "Doc" **Harris** hosts the show, which counts down the top ten Canadian content records since July 1, 1981. This one-hour syndicated program will be developed by writer/producer **Gary Crane**. It's slated to air July 1 to parallel the country's largest national holiday — Canada Day. For more info contact Suite 177, 312 West Hastings St., Vancouver, V6B 1K6.

● **Mutual Broadcasting** recently announced two new programming features. The first is a July 4 country music special presenting **Willie Nelson** and **Merle Haggard**. This three-hour interview/music program will be hosted by **WHN/New York's Lee Arnold**. In addition, the network will soon be broadcasting National Symphony Orchestra concerts. Originating direct from the John F. Kennedy Center for the Performing Arts, these concerts will be aired on classical radio stations across the country. **WGMS/Washington, DC**, a Mutual affiliate, will produce the shows with its Program Director **Paul Teare** acting as host/commentator. A schedule of forth coming performances will be announced in the next several weeks.



A LEMMON IN NEW YORK — Actor **Jack Lemmon** was in New York to promote his current film, "Missing," and **ABC News Correspondent Bill Diehl** was there to record his comments for **ABC Entertainment Network's "Spotlight Program."** Shown (l-r): Lemmon and Diehl.

Greatest Baseball Game Never Played Airs July 14

Veteran baseball announcer **Lindsey Nelson** joins **Jack Buck** when the two pool their play-by-play talents during "The Greatest Game Never Played," slated to air coast to coast July 14.

Conceived by **BFVL Promotions**, the Greatest Game concept pits American and National leaguers on dream teams chosen by fans during a nationwide five week balloting in **The Sporting News**. The career statistics of the selected players will be entered into an Apple computer which, through a special program, will figure out how the teams would play in an actual game. These results comprise the context which Buck and Nelson will announce, complete with sound effects to simulate the excitement of a real contest. Among the stations scheduled to broadcast the event (9pm EDT) are **WGR/Bufalo, WCAU/Philadelphia, WCCO/Minneapolis, and KFH/Wichita.**



Lindsey Nelson

Mutual, RKO, CBS, RADAR Highlights

Early **RADAR 24** findings were discussed recently here (**R&R 3-5**). Since that time, other nets' results have been released. According to **Mutual**, **RADAR** shows that net to reach the highest adult percentages in two significant age brackets: 35-49 and 25-54. More specifically, it appeals to women 35-49, representing 33% of its total audience, and men, 36.5% Monday through Friday; Monday through Sunday it reaches 31.4% women and 34.3% men weekly. In that same latter time frame, 58.9% of Mutual's audience falls within the 25-54 age range.

CBS, meanwhile, dominates the **RADAR** list of Top 20 network-sponsored programs — seven of the Top 10 and 14 of the entire Top 20. This is said to be the 16th consecutive survey whereby CBS has dominated this particular list. Placing in the Top 20 for the first time is the 5pm ET edition of "News-On-The-Hour." The net also claims a 6% audience gain.

RKO One garnered an 18% gain in its target demo, 25-34, placing it at number two among all radio networks for that age group. College-educated listeners make up 45% of its adults 18+. **RKO Two** is scheduled to be measured in **RADAR 25**.

PEOPLE

● **Ed Doherty** to new post of VP and Eastern Sports Sales Manager at **Mutual Broadcasting**. He moves up from his recent in-house post as VP and Eastern Sales Manager.



Ed Doherty

● **Merrilee Cox** to News Director for **ABC Contemporary Network**.

● **KFRC/San Francisco's Dr. Don Rose** joins talent lineup of **ABC Superadio** with weekend show; will maintain AM duties at **KFRC** as well.

● **Peter Donnelly**, formerly day editor, upped to Director/News and Operations at **UPI Audio Network**. Replacing **Jim Buchanan** as Deputy Director/Network News and Operations is the net's former sports director, **Michael Aulabaugh**.

● **Harold "Hal" Terkel**, producer of **CBS Radio Network's "CBS World News Roundup,"** died recently at age 64.

● **John Kane** to Station Clearance Representative at **United Stations**.

● **Shannon LeHere** new audio-journalist at **Mutual News**; formerly Assistant News Director at **WCLG-FM/Morgantown, WV**.

● Eleven editorial staff members to **RadioRadio News**: **Charles Kaye, Jim Morris, Lloyd de Vries, Brian Dakas, Susan O'Connell, Jane Anderson-Hardt, Wanda Levine, Neal Savage, Mark Krefting, Ronald McGee, and Jan Ellen Spiegel.**

● **Jack Doniger** of **AP Radio Network** to supply weather updates and sports capsule on **Music Country Network**.

● **Kelly Holtzclaw** to Production Supervisor at **More Music Programming** syndication firm.

MUSIC FEATURES

CBS

RadioRadio:

On Stage Tonight: Hall & Oates (May 15)

Little River Band (June 5)

Al Jarreau (July 17)

Live Coast To Coast: Barry Manilow (May 22), produced by Creative Factor

Summer Beach Special: Six-hour presentation of summer hits during last 15 years (July 3-5)

Clayton Webster Corporation

Country Calendar:

B.J. Thomas (May 1)

Larry Gatlin (May 2)

T.G. Sheppard (May 6)

Mother Maybelle Carter Tribute (May 9-10)

Waylon Jennings (May 16)

Rarities:

J. Geils Band (May 5)

Blue Oyster Cult (May 10)

Tom Petty (May 11)

Fleetwood Mac (May 13)

Retro Rock:

Cars (May 3)

Earth News

Charlie Daniels Band (April 26-May 2)

Global Satellite Network

Rockline:

Charlie Daniels Band (May 3)

Joan Jett (May 10)

Kansas (May 24)

Mutual

Dynamic Duos:

Hall & Oates, Seals & Crofts, England Dan & John Ford Coley

(May 15)

Narwood Productions

Country Closeup:

Ronnie McDowell (May 3)

Brenda Lee (May 10)

Mickey Gilley (May 17)



Established Nets Meet Satellite Upstarts

The **NAB's** satellite programming panel gave broadcasters a chance to hear plans and opinions of the established radio networks and the new satellite firms. Pictured above (l-r) are "newcomers" **Ivan Bralcker** of **SMN**, **Transtar's Dwight Case**, **ABC Enterprises' Michael Hauptman**, **United Stations' Nick Verbitsky**, and **CNN's Henry Gillespie**. Below (l-r) are **CBS's Dick Brescia**, **RKO's Tom Burchill**, **Mutual's Jack Clements**, **ABC's Ed McLaughlin**, and **NBC's Dick Penn**.

Music Makers:

Johnnie Ray (May 3)

Jo Stafford & Paul Weston (May 10)

Patti Page (May 17)

NBC

"Mother's Day Music Special" with Glen Campbell (April 30-May 2)

Country Sessions:

Burrito Brothers (May 1)

Tammy Wynette (May 8)

Chet Atkins (May 15)

New Faces Show (May 22)

Tom T. Hall (May 29)

Michael Murphey (June 5)

Terri Gibbs (June 12)

Source:

James Taylor (May 7-9)

April Wine (May 14-16)

Sammy Hagar Live (May 22)

RKO

Captured Live!:

Molly Hatchet (May 1-2)

Rolling Stone

Magazine Productions

Continuous History

Of Rock And Roll:

Canadian Rock (May 3)

Doors Profile (May 10)

Sound of San Francisco Part II (May 17)

Memorial Day Tribute to All Rockers Who Have Died (May 24)

Where Rock Began/II (May 31)

United Stations

Weekly Country

Music Countdown:

Terri Gibbs (April 30-May 2)

Earl Thomas Conley (May 7-9)

Loretta Lynn (May 14-16)

Westwood One

Off The Record:

J. Geils Band (April 30-May 2)

Z.Z. Top (May 7-9)

Special Edition:

Lakeside (April 30-May 2)

Sister Sledge (May 7-9)

Quincy Jones/Part I (May 14-16)

Quincy Jones/Part II (May 21-23)

Con Funk Shun (May 28-30)

Live From Gilley's:

Roger Miller (April 30-May 2)

Doug Kershaw (May 7-9)

Razzy Bailey (May 14-16)

In Concert:

Bryan Adams & U2 (May 7-9)

Tommy Tutone (May 21-23)

Budweiser Concert Hour:

The Spinners (May 7-9)

The Rock Years:

Portrait Of An Era:

1969 (April 30-May 2)

1970 (May 7-9)

1971 (May 14-16)

1972 (May 21-23)

1973 (May 28-30)

Rock & Roll

Never Forgets:

Keith Moon (May 14-16)

ABC

Silver Eagle: (prod. by DIR)

Johnny Paycheck (May 1)

Bobby Bare (May 8)

Frizzell & West (May 15)

Con Hunley/Gary Morris (May 22)

George Jones/George Strait

(May 29)

NEWS & INFORMATION

FEATURES

ABC

"The Peace Corps: Alive And Well," five-part series anchored by ABC News Correspondent **Ted David** on ABC FM Network (April 19-23)

CBS

Muhlenberg College challenges Whitman on College Bowl (week of April 19)

1982 NFL Draft covered in 16 live reports with **Hank Stram** (April 27-28)

Mutual

Network to acquire fourth satellite channel on Westar IV

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It's good to know that in these rough times, traditional American values are still very rewarding.

In the middle of the worst economic climate since the 30's, the R&R team really came through. Our advertising volume in 1981 reached an all-time high . . . our circulation was up 10%. Our staff grew and we've added many new features for our subscribers.

We accomplished all this by bringing you the finest news, music, and feature coverage on the industry. And we did it with the dedication of the best newspaper/communications team in the business.

We'd like to thank our readers and our advertisers for their support. And we pledge to continue doing the best we can — all the time.

Radio&Records

Music On TV

The **Bellamy Bros.** join "Merv Griffin" April 16 . . . In a salute to the Grammys, "Solid Gold" for the week of April 16 stars **Debby Boone**, **Christopher Cross**, **Billy Davis** (with his wife, cohost **Marilyn McCoo**), **Jose Feliciano**, **Crystal Gayle**, **Gloria Gaynor**, **Gladys Knight & the Pips**, and **Jerry Reed** . . . **Lakeside** is on "Soul Train" April 17 . . . The **All-Sports Band** guests on "American Bandstand" April 17 . . . **The Rolling Stones** and **Genesis** are on "Rock Concert" April 17 . . . **MTV's** April 17 concert stars the **Henry Paul Band** . . . **ELO's** **Bev Bevan** is profiled on MTV April 18 . . . **Paul McCartney** and **Stevie Wonder** plus **Tommy Tutone** are musical guests on the first prime time "Fridays" telecast April 23 on **ABC** . . . Added to the list of performers on the **ACM** awards telecast April 29 on **NBC** are **Razzy Bailey**, **Moe Bandy**, **Ed Bruce**, **Helen Cornelius**, **Lacy J. Dalton**, **Gail Davies**, **Donna Fargo**, **David Frizzell**, **Joe Stampley**, and **Sylvia**.



ORIGINAL CAST AUTOGRAPH — Capitol artists **Valerie Simpson** (center) and **Nikolas Ashford** (right) autograph "Guiding Light" star **John Wesley Shipp's** cast after the duo performed a song on the CBS song opera. The cast, also signed by recent musical guests **Judy Collins** and **Maurice Gibb**, will be auctioned, with proceeds going to the **T.J. Martell Foundation for Leukemia Research**.

5
YEARS AGO
TODAY

Radio & Records

- **STEVE WAX PROMOTED TO PRESIDENT AT E/A**
- **BOB SHERWOOD UPPED TO VP/PROMOTION AT COLUMBIA**
- **STAN MONTEIRO NAMED VP/PROMOTION AT UA: Pat Pipolo moves to VP/A&R**
- **NUMBER ONE FIVE YEARS AGO: "Hotel California" — Eagles (Asylum)**
- **NUMBER ONE COUNTRY: "She's Got You" — Loretta Lynn (MCA)**
- **NUMBER ONE LP: "Rumours" — Fleetwood Mac (WB)**

Pro:Motions

Luongo Named Director/Corporate Relations At Katz

Lucille Luongo has been appointed Director of Corporate Relations at **Katz Communications**, moving up from her prior Director of Communication Services post. She succeeds VP/Corporate Relations **Kenn Donnellon**, who left to pursue other business ventures.



Lucille Luongo

Gardner Appointed Sr. VP At Panacea

Janis Gardner has been named Senior Vice President at **Panacea Entertainment Management**. She is also co-director with Panacea President **Eric Gardner** of **Garlund Entertainment Corporation**. Gardner was a former Director/Artist Relations at **RSO Records**.

Martine Becomes Director/West Coast Album Promo At Arista

Pat Martine has been appointed Director, West Coast Album Promotion at **Arista Records**. He will be based in the label's Los Angeles office. Martine most recently handled West Coast Regional Promotion for **MCA Records**. Additional experience includes a stint as New York local promotion manager for **Columbia** and **Infinity**.



Pat Martine

Lewis Named GSM At WCZY

Gary Lewis has been elevated to the post of General Sales Manager at **WCZY/Detroit**. He first joined the station in 1980, serving as account executive and Local Sales Manager.

Kaus, Conte Upped At Atlantic

Following the restructuring of **Atlantic Records'** National Publicity Department, **Bob Kaus** has been promoted to Associate Director/National Publicity. He retains his post as Chief Writer. **Patti Conte** moves up from East Coast Publicity Manager for the label to Associate Director/National Publicity, too. In related activity, both **Horace Burrell** and **Joanne Toker** have been appointed Publicity Managers, handling the press coverage of touring artists.

Zellermayer Moves To GSM At KJYO

Chuck Zellermayer, most recently General Sales Manager at **WQUE/New Orleans**, has transferred to sister station **KJYO/Oklahoma City** in the same capacity.

West To Sr. Account Executive At Rockbill, Inc.

Kelly West, former Northeast Regional Promotion manager at **Motown**, has been named to the newly-created position of Senior Account Executive/Merchandising and Premiums at **Rockbill, Inc.** West also has nine years experience in radio programming, including **WNOX/Knoxville** and **WROV/Roanoke**.



Kelly West

Braun Opens Law Offices

David Braun, who recently resigned as President/CEO of **Polygram Records**, is opening law offices in association with **Marsha Gleeman**. Located at 2049 Century Park East, Century City, CA, the law offices will cater to all facets of the entertainment industry.

Campbell Named VP/Marketing, CBS Masterworks

Robert Campbell has been appointed Vice President/Marketing, **CBS Masterworks**. Most recently Director/Marketing there, Campbell joined **CBS Records** in 1975 as National Sales Manager/Columbia Special Products.

M&M Records Created

Monty Matthews and his son **Randy** have launched **M&M Records** with a main office in Nashville and a branch in Los Angeles. M&M Records can be reached at (615) 331-8954 or (213) 353-8165.

Aerobic Sequel LP Adds Diet

The preoccupation with self-improvement is as strong as ever. So much so that **Gateway Records** recently released a sequel to its bestselling album, "**Barbara Ann Auer's** Aerobic Dancing." This time, though, the label has gone a step further. "**Barbara Ann Auer's** Advanced Aerobic Dancing" also includes a special DNA (Daily Nutritional Advice) diet plan, put together by nutritional counselor **Sandra Laurel**. Besides a seven-day diet schedule, recipes, and healthy eating advice, the instructional booklet provides health enthusiasts with illustrated aerobic exercises, a personal progress chart, and heartbeat rate reference tables.

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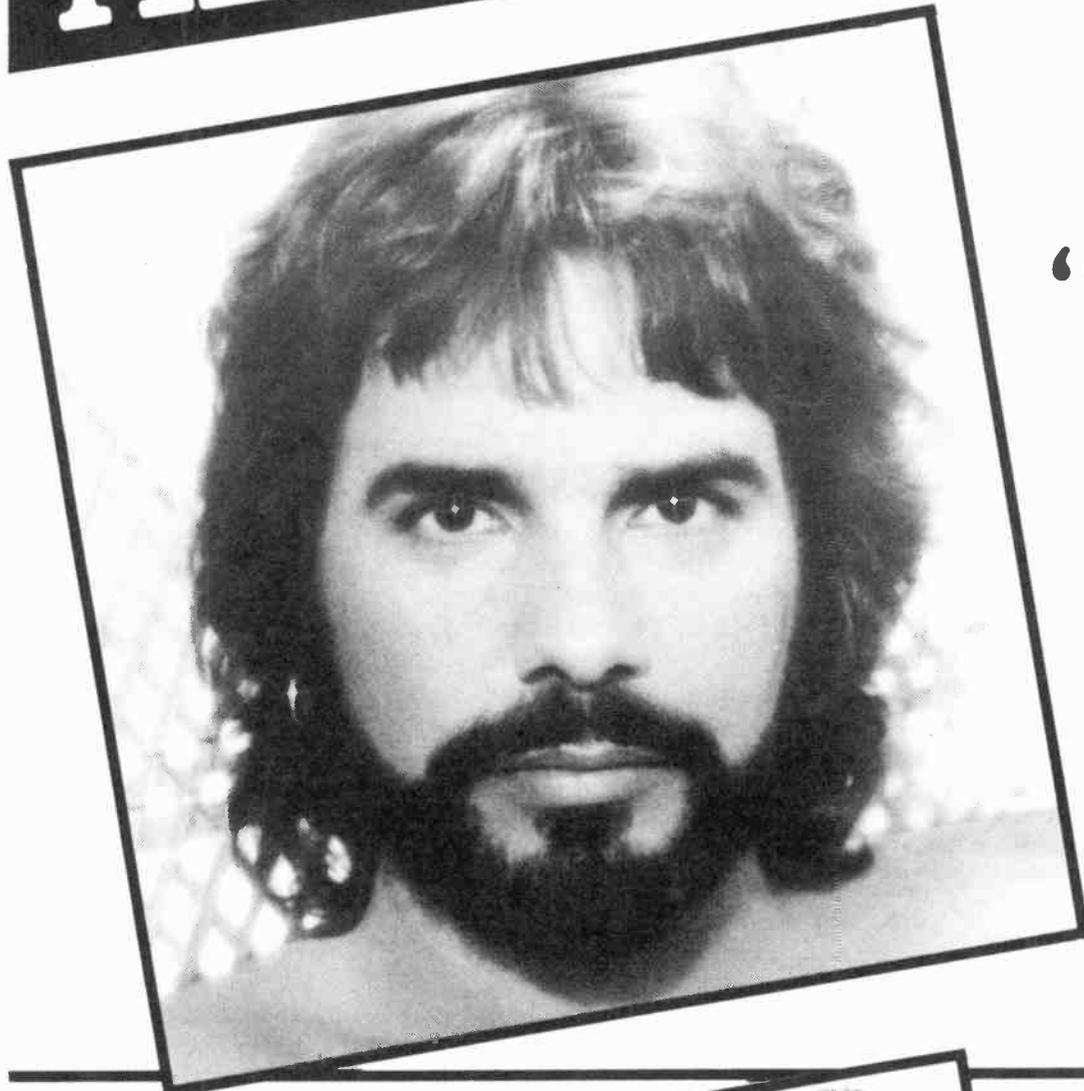
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| WLOL-FM | WHFM | WSKZ | KHYT | WAZY-FM |
| KFRC | WRCK | WOKI | WGUY | WCIL-FM |
| KEZR | 3WT | WSSX | WACZ | 99KG |
| KYYX | K104 | WRVQ | WOMP-FM | KFMZ |
| | WKEE | WVIC | WCIR | KENI |
| | KZFM | WJXQ | 95XIL | KSLY |
| | KINT | KMGK | Q104 | KDZA |
| | WTIX | KBBK | WISE | KATI |

Ratings & Research



JHAN HIBER

NAB Impressions

Although the crowd at the recent NAB convention in Dallas made it seem as though everyone was there, I'm sure many of you were unable to attend. For those of you who were home minding the store, and even for those of you who were there (but whose memories may have been dimmed by the spirits which flowed abundantly), please allow me to offer some impressions and perspective on what happened vis-a-vis the research world. I'll divide my thoughts into several sections — Arbitron, Birch, music/perceptual research, RAB activity in the ratings arena, and syndicator moves.

Arbitron

An appearance on an NAB panel by Executive Vice-President Rick Aurichio, as well as the introduction of the PRIZM[©] qualitative product, highlighted Arbitron's presence at the convention.

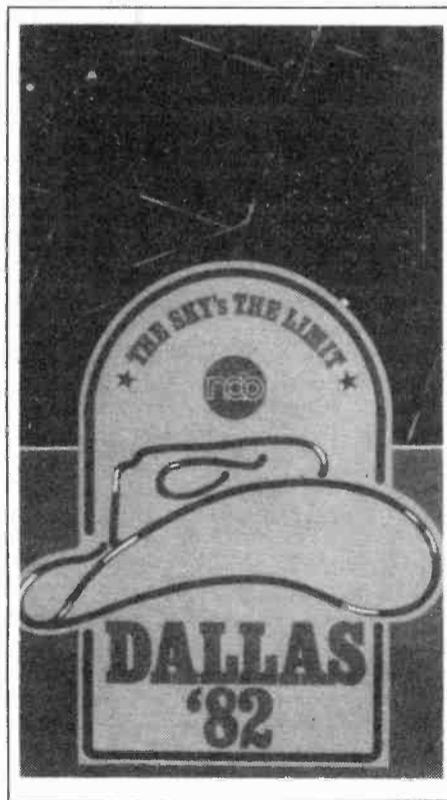
Aurichio joined myself, George Green of KABC/Los Angeles, Steve Trivers of WQLR/Kalamazoo, and Ellen Hulleberg of McGavren-Guild on a panel entitled "The Great American Arbitron Roundup." (Green and Trivers chair and vice-chair, respectively, the Arbitron Radio Advisory Council). The original title for this panel, moderated by Larry Patrick, Senior VP for Research at the NAB, was "The Great American Arbitron Shootout," but was toned down after Arbitron felt that "shootout" was a bit too confrontational.

Patrick organized the panel so that the entire 75 minutes was devoted to Q&A. Some of the questions came from Larry while others were generated from the 300 persons in attendance. Among the most discussed items were Differential Survey Treatment (DST) for blacks, sample size problems as they relate to small markets and to men 18-24, and the challenge of deriving better qualitative information for radio sales.

Differential Survey Treatment (DST) which began in the recent winter survey and hits many more markets this spring was derided by some in the audience. Bill McClenaghan, a former Arbitron executive now with ABC, asked "How does giving blacks \$5 (a diarykeeping premium) cause them to be educated (enough to fill in the diaries properly)?" Aurichio responded by noting that McClenaghan had been the father of Telephone Retrieval (the recently abandoned procedure for High Density Black Areas) and thus was perhaps more concerned than most about seeing TR go and be replaced by DST. In addition, Aurichio cited the research done to develop DST in the hopes that black representation would improve. When asked if any DST impact could yet be measured as the winter results came out, Aurichio responded "In some markets black listening levels have risen but in others they have not. It is too early to tell."

Dean Osmundson, General Manager of WMC/Memphis, asked me, "What does DST portend for the broadcaster without much ethnic audience to his station?" My reply was that DST, and any Arbitron methodology change, is "the new reality" that stations have to cope with. Sales and programming decisions and expectations have to be seen in the light of the new reality.

Several broadcasters queried Aurichio about sample size questions. Some who were from smaller markets wondered "How can Arbitron put out ratings where only 89 diaries represent a population of 100,000?" Aurichio noted that significant sample size increases would be needed to improve the



reliability of the data by a notable margin. "We'll be glad to put in 300, 500, up to 4,000 diaries in a market if there is sufficient subscriber revenue to support the data base."

A persistent problem — that of comparatively poor return among males 18-24 in many markets — was another hot button. Seth Mason, General Manager of WXRT/Chicago, asked if there wasn't some type of DST that could be applied in hopes of garnering a better young male diary return. Aurichio mentioned that Expanded

Week In Review

Arbitron Beefs Up

Arbitron has recently added staff in its New York, San Francisco, and Dallas offices. In New York Linda Brown has been named Manager, Advertising & Promotion for the company. Ms. Brown has held a variety of PR and advertising positions. In San Francisco Rhonda Amoe has been named client service representative, succeeding Bill Rose, who was promoted to account executive. Ms. Amoe will work with radio stations in the Northwest. Finally, Shirley Ward has joined the Dallas office as an account executive for Advertiser/Agency Sales in the Southwest. Ms. Ward comes to Arbitron from J. Walter Thompson.

BRC To Name Choice?

The Broadcast Rating Council may be set to name a choice for Executive Director, succeeding soon-to-retire Mal Beville. Informed sources say that John Dimling, former NAB and Arbitron researcher currently with CPB, has the inside track.

Birch Grows, Has Problems

The good news for the Birch Report is that six stations in Cedar Rapids have cancelled Arbitron and are now supporting the Birch service. Included is WMT. However, Birch has not been without its problems lately, as computer processing mishaps have slowed production. Some monthly reports will be sent out approximately one week late this month, according to Tom Birch.

Sample Frame (ESF) implementation had helped and that Arbitron was still looking for ways to boost the male 18-24 representation, even further. At this point I suggested that there was an obvious solution. DST for young males should include as a diarykeeper premium two rock concert tickets, a comment that brought down the house and led to George Green stating, "That would lead to a 94% return rate undoubtedly."

Seriously, I pointed out that part of the male 18-24 problem is due to the diary methodology used by Arbitron. The seven-day commitment can be a problem, whereas the one-day recall used by Birch is less intrusive. Birch generally shows AOR's much more strongly than does a comparable Arbitron report, I mentioned.

Mason also wondered about the type of qualitative data currently available to help sell radio. Ellen Hulleberg pointed out that groups such as the RAB GOALS Committee are unhappy with Arbitron's current Qualidata offering. Aurichio stated that the firm hopes to improve its qualitative product by making available the PRIZM system from Claritas Co. PRIZM organizers zip code clusters into homogenous groups, giving stations and advertisers a good idea of where their targets lie. Qualitative data can be cross-tabbed by Arbitron numbers to give advertisers another guide to their buying decisions. Aurichio touted PRIZM as a qualitative tool, and I'll be delving into this topic in-depth in a forthcoming column.

The Birch Report

Although there was not a representative of the Birch Report on the ratings panel, there was interest shown in the new ratings challenger. Based on my observations, there was a bustle of traffic into the Birch hospitality suite as interested broadcasters (many of whom had read the "Ratings Rivals" section of the recent R&R Ratings Report) wanted to know more about the company.

According to Tom Birch, "We felt the convention was a success. According to marketing VP David Gingold we did over \$200,000 worth of business in Dallas." Birch mentioned that much of the interest and revenue commitment was coming from smaller markets.

Birch told R&R that his firm's first Quarterly Market Reports will be coming out in early May.

Music/Perceptual Data

Surrey Research and Station Research Systems — among others — displayed their music research systems in Dallas. I spent the most time with Don Hagen from SRS, who showed me how his system not only performs music research functions and questionnaire design, but can also create perceptual research questionnaires. Surrey debuted "MAX," its Music Acceptance System, and the firm's Doug Jones has promised to send me more information on its approach. In the near future I'll do a column examining the music/perceptual research field.

RAB Activities

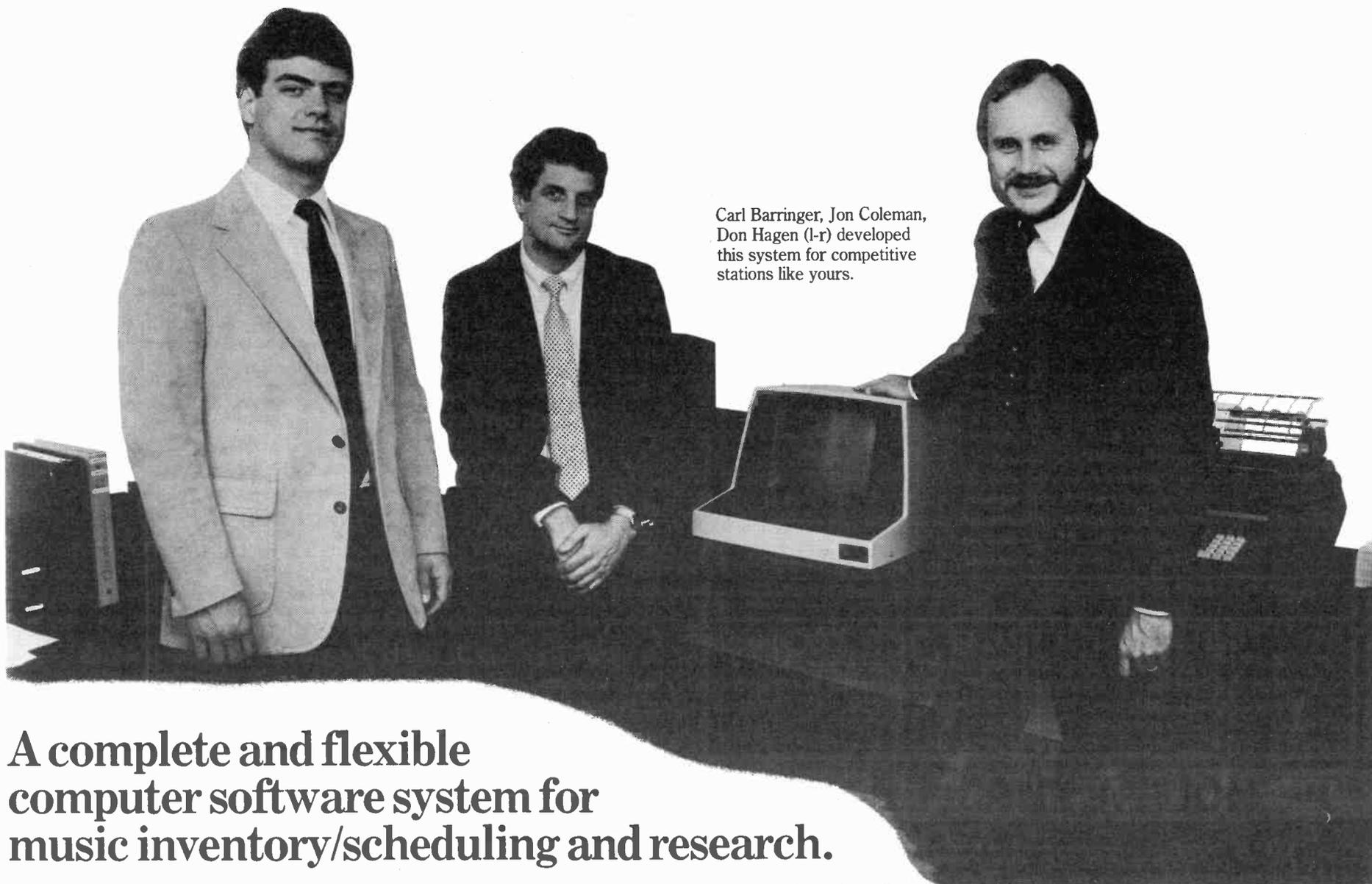
On the ratings front, the most significant RAB activity had to do with the All-Industry Radio Ratings Committee. RAB President Miles David told me that \$115,000 has been raised to underwrite the effort to generate a more responsive radio research industry. Besides this announcement however, there was no update as to the progress — if any — being made by the legal firm hired by the Committee investigating how to proceed on the ratings front.

Syndicator Adjustments

As an indication that there is concern about the audiences shown in the ratings reports, two Beautiful Music syndicators, TM and Bonneville, debuted new more youthfully-oriented sounds. TM and EZ Communications showed me a playlist that in some cases would be congruent to an Adult Contemporary station format. Bonneville went the spectacular route, hiring a 40-piece orchestra and six singers to demonstrate "live" how the new Bonneville satellite-fed music had an updated flavor to it.

All in all, the Dallas NAB was a most worthwhile convention. However, I must be getting older or something, so I'm taking a vacation soon to rest my eyes, kidneys, and other vital organs bruised by the almost constant activity. Maybe I'll be healed by late August, the time of the New Orleans-hosted Radio Programming Conference. See you then.

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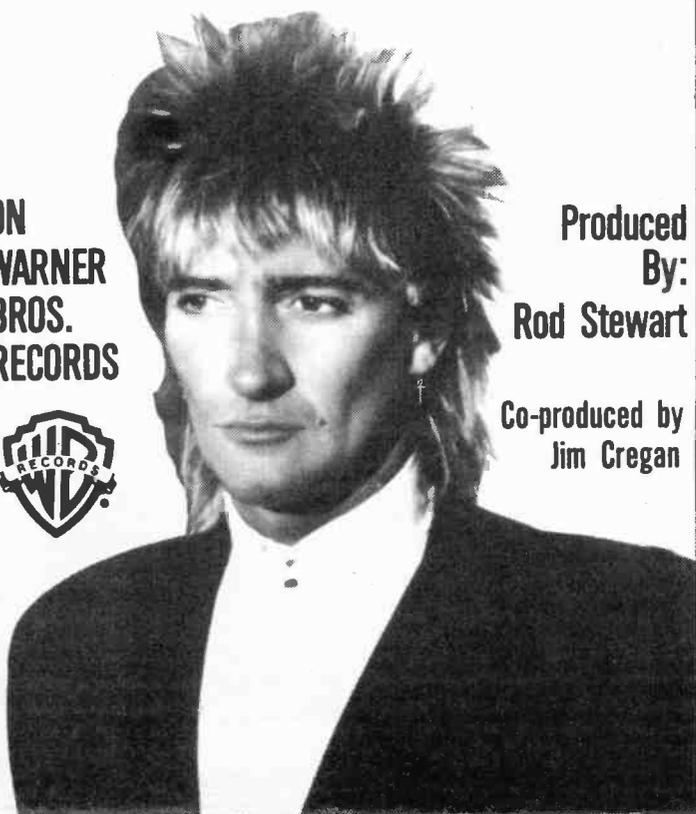
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Produced By:
Rod Stewart

Co-produced by
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RATINGS REPORT

ARBITRON RADIO

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Los Angeles

KABC, KBIG Slip; KHTZ Tops AC/CHR Scene; KROQ, KNX-FM Tighten AOR Contest; KZLA-FM Leads Country

KABC (T) slipped 8.0-5.7 while KBIG (BM) went 5.0-4.6, lowest shares for both stations in 1981 it sweeps. KHTZ (AC) topped the contemporary music scene with a 3.0-4.0 boost, KIIS (R) jumped 2.1-3.1, KIQQ (R) improved 2.5-3.1, and KRTH (R) edged up 3.1-3.3. In the AOR universe, KMET reclaimed the top spot while dropping 4.5-3.9, as KLOS went 4.7-3.8. KROQ (A) continued to rise, gaining 2.4-3.0 this sweep, and KNX-FM (A) was up 2.6-3.2. On the Country front, KLAC lost its lead with a 2.7-2.0 drop while KZLA-FM held steady at 2.5. KHJ (C) slipped 1.8-1.6.

Others with a one share or better were KACE (B) .6-1.3, KALI (S) 2.5-1.2, KDAY (B) 1.4-1.7, KFAC-FM (CL) .8-1.0, KFI (R) 2.2-2.4, KFVB (N) 4.4-4.3, KGFJ (B) 2.4-2.0, KJLH (B) stable at 1.0, KJOI (BM) 3.7-3.5, KKGQ (J) 1.0-1.5, KLVE (S) 1.1-1.3, KMPC (T) 2.0-2.5, KNX (N) 3.2-3.7, KOST (BM) 2.6-2.5, KPRZ (BB) .9-2.3, KRLA (R) 2.8-2.2, KTNQ (S) 2.4-1.8, KUTE (U) stable at 1.8, KWKW (S) 2.1-1.4, KWST (R) .8-1.6, and XTRA (R) 2.4-1.4.

San Francisco

KGO Tightens Grip On First; KCBS, KFRC, KSOL Slip; KRQR Debuts Strongly; KBLX, KDIA Up

KGO (T) lengthened its lead with an 8.4-9.1 score. KCBS (N) remained the runner-up but was down 6.5-5.0 (without 49'ers). KFRC (R) went 5.4-4.5 and KSOL (B) moved 5.8-4.8. KBLX (M) rose 2.6-3.3, KDIA (B) was up 1.9-2.6, and KRQR (A), formerly KCBS-FM, debuted impressively with a 2.6, while San Jose's KSJO climbed 1.5-2.6. KSN (C) improved 2.0-3.1.

Other Bay Area stations with a one share or more were KABL (BM) 2.8-2.3, KABL-FM (BM) 2.7-3.0, KARA (O) .7-1.2, KBAY (BM) 2.4-1.7, KEZR (R) level at 1.2, KFOG (BM) 3.1-2.9, KIBE & KDFC (CL) stable at 1.7, KIOI (AC) 2.7-3.1, KIQI (S) showing at 1.8, KKHI-AM & FM (CL) 1.9-2.2, KLHT (AC) stable at 1.4, KLIV (BB) .8-1.0, KLOK (AC) 1.9-2.0, KMEL (A) 4.7-4.2, KNBR (AC) 3.5-2.5, KNEW (C) 2.9-2.1, KOIT (BM) 2.0-2.5, KOME (A) 2.0-1.6, KSFO (AC) 2.9-3.3, KSFX (A) 2.1-1.6, KYA (O) level at 2.0, and KYUU (AC) 2.5-2.3.

Boston

WBZ Grabs First; WCOZ Drops To Third Behind WHDH; WMJX Makes Vigorous Debut; WJIB Up Again

WBZ (AC) ended a long drought and moved into the top spot with a 8.2-8.5 increase. Competitor WHDH (AC) slipped 8.7-7.9 while former leader WCOZ (A) fell 9.3-6.7 as WBCN (A) stayed even at 5.9. WEEI (N) moved 6.6-6.2 and WJIB (BM) was up 5.3-6.1. Greater Media's WMJX (AC) opened with a 3.5 share overall.

Others that garnered at least a one share included WBOS (R) 1.1-1.0, WCRB (CL) 1.4-1.7, WEEI-FM (A) 4.0-3.9, WHUE (BM) 2.7-3.1, WILD (B) 1.2-1.7, WITS (T) 2.2-1.7, WJDA (AC) .7-1.6, WRKO (T) 2.8-3.1, WROL (RL) 1.0-1.3, WROR (AC) 5.0-4.6, WSSH (BM) 2.6-2.5, WVBF (AC) 4.1-3.1, WXKS (BB) 3.2-3.7, WXKS-FM (R) 6.1-5.8, and WAAF (A) 1.6-1.3.

Chicago

WGN Remains Tops; WGCI Second; WBMX More Than Doubles; WFYR Jumps To A/C Lead

WGN (T) held the top spot with a 9.6-9.2 move while runner-up WGCI (U) also slipped 6.9-6.1. WBBM (N) had a stable 6.0-5.9 showing, WLOO (BM) was down 6.5-5.8, WIND (N) moved 4.7-4.8, and WBMX (B) shot up 2.1-4.6. WLS (R) went 4.7-4.5, WLAK (BM) rose 3.7-4.4, and WLUP (A) had a level 4.2. WFYR (AC) jumped 3.1-3.8.

Other Windy City stations with at least a one share included WAIT (BM) 2.5-2.0, WBBM-FM (AC) 2.7-2.1, WCFL (AC) 1.1-1.6, WCLR (AC) 3.4-3.5, WFMT (CL) 2.2-2.0, WJEZ (C) 3.0-1.6, WJJD (C) level at 1.1, WJPC (B) stable at 2.5, WKQX (AC) 3.3-2.9, WLS-FM (R) 3.5-3.6, WMAQ (C) 4.2-3.9, WMET (A) 3.4-2.3, WOJO (S) 1.3-1.0, WUSN (C) debut 1.3, WVON (B) 1.6-2.0, and WXRT (A) 1.6-2.0.

Detroit

WJR Slips, Retains First; WRIF Takes AOR Lead; WNIC-FM Increases; WCXI Recaptures Country Title

WJR (M) kept its perennial lead although it slipped 9.7-8.4. The new runner-up in the market is WRIF (A), which jumped 5.3-6.7 while WLLZ (A) dropped 7.0-4.7. The Country battle heated up as WCXI emerged on top 2.8-4.3, compared to WWWW's 5.1-3.6 slippage. WWJ (N) was up 5.3-6.0, WXYZ (T) slipped 6.0-5.1, WNIC-FM (AC) rose 4.5-5.6, and WJOI (BM) debuted 4.1 while WJR-FM (BM) moved 4.7-4.4.

Others in Motown with at least a one share were WABX (A) 3.6-3.4, WCHB (B) 1.8-2.0, WCZY (AC) 3.5-3.8, WDRQ (R) 2.3-1.4, WGPR (B) 3.9-3.4, WJLB (B) 2.7-3.7, WJZZ (J) 2.8-3.0, WLBS (B) 3.7-2.5, WMJC (AC) 3.4-3.5, WOMC (AC) 2.4-2.6, WQRS (CL) 1.5-1.8, WTWR (R) 2.5-2.8, WHND (O) level at 1.1, CKLW (R) 3.0-2.7, and CKJY (BB) .3-1.3.

Washington, D.C.

WKYS Almost Topples WMAL; WHUR Jumps; WOOK Up Too

The impact of Differential Survey Treatment for Blacks may have been felt in D.C. as WMAL (AC) was barely able to hold onto first place with a 10.6-9.7 drop, while WKYS (U) surged 8.1-9.5. WGAY-FM (BM) was up 7.8-7.9, while WHUR (B) bolted 6.2-7.6.

Others that achieved the one share threshold included WASH (AC) 4.6-4.5, WAVA (A) 3.3-2.8, WEZR (BM) 3.2-1.8, WGMS-AM&FM (CL) 4.2-3.9, WHFS (A) 1.4-1.2, WJMD (AC) 4.4-3.3, WMZQ (C) 3.3-3.0, WOL (B) 1.4-1.2, WOOK (B) 3.5-3.9, WPGC-AM&FM (R) 5.2-4.9, WPKX (C) .6-1.1, WPKX-FM (C) 3.2-2.9, WRC (T) 3.4-2.9, WRQX (R) 3.8-4.2, WTOP (N) 4.0-3.8, WWDC-FM (A) 5.1-4.7, WUST (RL) .6-1.0, and WYCB (RL) 1.0-1.9.

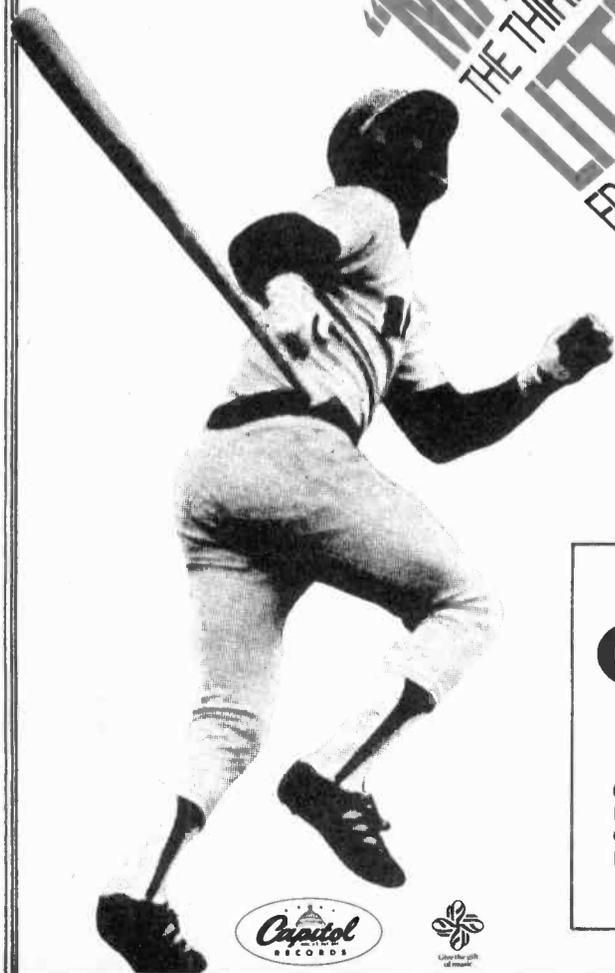
St. Louis

KMOX Dominant; KWK-FM Rises To Second WRTH Healthier; KATZ Doubles

KMOX (T) dominated the first winter report in St. Louis with a 21.8-20 showing. Moving to the number two spot was KWK-FM (A), which rose 6.5-7.5. KEZK (BM) slipped 6.7-6.5, KSHE (A) moved 6.5-6.3, and WIL-FM (C) was softer, 6.3-6.0. WRTH (E) improved 3.6-4.7.

Others with at least a one share were KADI-FM (AC) 2.5-2.1, KATZ (B) 1.6-3.2, KMJM (U) 6.1-5.9, KMOX-FM (AC) 2.8-3.2, KSD (C) 5.2-5.0, KSD-FM (AC) 6.0-5.5, KSLQ (AC) 4.8-3.2, KWK (A) 1.4-1.1, KXOK (AC) level at 3.1, WESL (B) 1.6-2.1, WIL (C) 2.8-2.2, and WZEN (B) 2.4-2.0.

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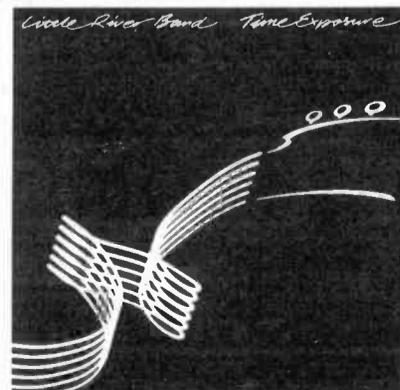


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"Wake Up Little Susie"

- | | | |
|----------------|-------------|---------------|
| WABC deb 34 | WXYP add | WFEA on |
| WNBC 29-25 | WHHY-FM add | WFBG 26-24 |
| WKBW add | WAXY add | WCIR 24-18 |
| WBEN-FM 33-29 | WDOQ on | WZYQ 27-26 |
| B104 deb 27 | CK101 35-33 | WAEV deb 29 |
| WPGC add | WBBQ 30-28 | 95SGF on |
| Z93 deb 28 | KX104 on | WFOX add |
| 94Q 23-19 | WMAK-FM add | WCGQ on |
| KBEQ 37-33 | WQUT on | WISE on |
| KIIS-FM deb 24 | WBCY on | WFLB on |
| B100 on | WAYS 23-19 | WYKS deb 38 |
| KOPA on | WSEZ on | KKQV on |
| WFBR 22-17 | WRQK deb 30 | Q101 add |
| WPHD deb 25 | WCSC on | KVOL on |
| WBLI add | WSSX add | KKXL add |
| KC101 add 28 | KJ100 add | KFYR on |
| WPST 24-20 | WZZR deb 24 | KQWB deb 25 |
| WLAN-FM 28-26 | WVIC 40-33 | KELO 35-32 |
| WAEB 25-23 | WKFR add | WTRU add 29 |
| Q106 add | KSTT add | WAZY-FM 25-22 |
| WYCR on | KIHK on | KENI deb 40 |
| WKRZ-FM 21-18 | KIOA on | KKLV add |
| WKEE 33-29 | WGBF add | KSLY deb 26 |
| V100 deb 23 | WNCI add 25 | KCBN 30-27 |
| KHFI add | KKXX 29-26 | KDZA deb 28 |
| WTIX 30-22 | KSKD add | KATI deb 32 |
| KEEL deb 31 | KHYT 19-15 | KYYA on |
| KXX106 deb 25 | WJBQ deb 37 | KOZE on |
| G100 on | WHEB on | |

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RATINGS REPORT

ARBITRON RADIO

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San Diego

KJQY Climbs Into First, Edges KGB-FM; KYXY Doubles; KMLO Rises

Beautiful Music KJQY rose 7.9-9.2 to retake first place, beating out KGB-FM (A), which climbed 8.2-9.1. XTRA-FM (A) was down slightly 5.7-5.5, KYXY (AC) surged 2.7-5.4, and KSDO (N) slipped 5.9-5.3.

Others with at least a one share were KBZT (AC) 4.4-3.5, KCBQ (C) 3.9-3.5, KCBQ-FM (C) 1.9-2.9, KCNN (N) debuting at 1.9, KEZL (E) 3.4-2.5, KFMB (AC) 3.7-4.4, KFMB-FM (A) 4.5-4.0, KFSD (CL) 3.9-3.3, KIFM (A) 3.0-2.5, KJFM (BM) level at 1.3, KMLO (BB) 2.5-4.0, KOGO (AC) 3.7-2.8, KPRI (A) 4.7-4.6, KSON (C) 2.5-1.6, KSON-FM (C) 2.7-3.1, KABC (T) 1.0-1.1, KNX (N) 2.0-2.1, XHRM (B) 3.8-3.7, and XTRA (R) 3.0-2.7.

San Jose

KSJO Dethrones KGO; KBAY, KOME Slip; KIOI, KYUU Up; KARA, KFOG Healthier

KSJO (A) posted its second consecutive substantial increase 4.9-8.1 and dashed past KGO's (T) 8.8-7.6 to win the top spot. KBAY (BM), formerly tops among San Jose stations, slipped 7.0-5.3 while KOME (A) felt the competitive pressure and moved 4.8-3.8. KFOG (BM) jumped 1.3-3.2, KIOI (AC) gained 2.9-3.7, and KYUU (AC) rose 2.3-3.1. KARA (O) climbed 2.8-4.0.

Others with at least a one share included KEEN (C) level at 2.5, KEZR (R) 4.5-4.3, KFAT (C) 1.2-1.6, KIBE & KDFC (CL) 1.9-1.4, KLIV (BB) 3.0-2.8, KLOK (AC) 5.2-4.4, KNTA (S) 1.6-1.4, and KPEN (AC) 1.2-1.4.

San Francisco stations with at least a one in San Jose were KBLX (M) 2.5-1.7, KCBS (N) 4.9-4.1, KDIA (B) 1.0-1.2, KFRC (R) 4.9-4.0, KKHI-AM & FM (CL) .9-1.8, KLHT (AC) .4-1.1, KMEL (A) 1.3-2.3, KNBR (AC) 2.9-1.9, KOIT (BM) 2.3-2.5, KRQR (A) debut at 1.3, KSAN (C) 2.0-2.8, KSOL (B) 5.1-4.3, and KYA (O) 1.7-1.8.

Baltimore

WBAL Down Two, Still Leads; WXYV Adds Three, Moves To Second; WPOC Earns Best Book Ever; WYST Makes Dent

WBAL (AC) continued to lead the market but dropped 12.6-10.6. Most dramatic gains were posted by WXYV (U), which may have caught a DST wave to rise 5.8-8.9, good enough for second place. WPOC (C) did well too, jumping 6.1-7.9. Other leaders were down - WIYY (A) moved 9.7-7.1 and WLIF (BM) was softer 8.5-6.8. WYST (AC) jumped 1.9-4.1.

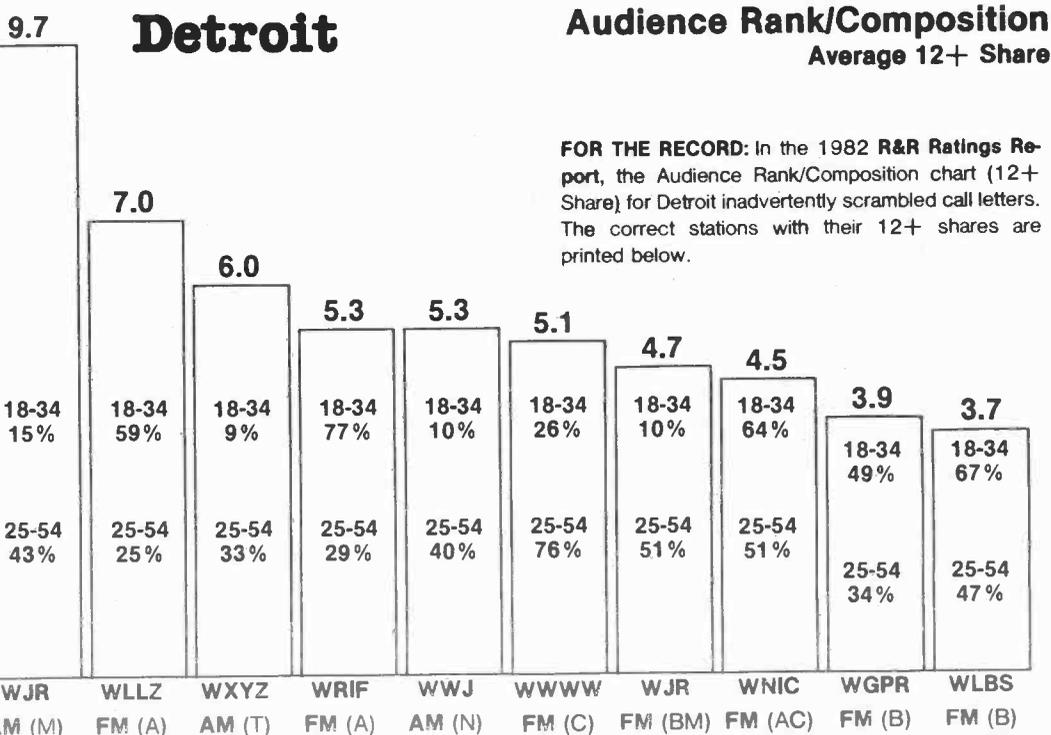
Others with at least a one share were WBKZ (AC) 1.0-1.2, WBSB (R) 5.8-4.5, WCAO (AC) 3.1-2.6, WCBM (AC) 5.3-4.0, WEBB (B) 1.3-2.0, WFBR (R) 3.9-3.4, WITH (AC) 3.4-3.5, WRBS (RL) 1.5-1.2, WRLX (BM) (formerly WMAR) debuting at 2.8, WSID (B) 1.7-2.5, WWIN (B) 3.2-4.3. Washington stations with at least a one share in Baltimore were WHUR (U) .6-1.1, WKYS (U) showing at 1.0, WTOP (N) 1.5-1.0, and WWDC-FM (A) 2.0-1.9.

Cleveland

WDOK Reclaims First; WMMS Slips, Holds Second; WDMT, WZAK Rise Dramatically; WBBG Adds Two

Beautiful Music entity WDOK regained the top spot with a 8.1-9.7 showing. Previous leader WMMS (A) slipped 9.0-8.3. Differential Survey Treatment probably helped WDMT (U) jump into third, 4.9-7.2, and may have keyed the near-tripling of WZAK (U)'s shares 2.2-5.9. WQAL (BM) had a 6.6-6.5, WERE (N) was up 5.8-6.1, and WZZP (AC) slipped 6.1-5.9. WBBG (O) climbed almost two shares, 3.4-5.3.

Other Cleveland stations with at least a one share were WABQ (B) 1.2-3.0, WCLV (CL) 3.0-2.7, WDBN (BM) 1.1-1.3, WGAR (AC) 4.7-5.2, WGCL (R) 5.6-5.2, WHK (C) 6.7-4.8, WJMO (U) stable at 2.7, WJW (AC) 4.4-2.6, WKSW (C) level at 3.7, WLYT (R) 3.9-2.4, WWWE (C) 3.2-3.5, WWW (A) 4.0-3.1, and WKDD (R) .6-1.1.



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NATIONWIDE
#5 MOST PROGRESS
- THE GAVIN REPORT
#6 ALBUM RADIO
PROGRAMMING

CHR FACTS:

WIFI on
B104 on
CKGM 18-13
KEGL 16-11
WLS-FM 29-23
CKLW deb 24
WGCL 29-21
KIQQ on
KEZR add
WPHD 4-3
WPST 22-16
Q106 add
KINT 7-6
WOKI 13-8

WQUT add
WSSX 8-8
WJXQ 5-3
KKXX 12-10
FM103 26-20
KSKD 7-4
WGLF 39-24
KSEL-FM 6-4
WSPT 21-15
KYVA 6-6
KOZE 7-5
CFTR 13-12
CHUM 16-14
WKTI on

WRCK 16-13
WNAM 29-26
KCPX 30-26
Q104 22-19
KVOL deb 30
KCBN 25-19
I95
3WT
WYCR
K104
WKEE
KZFM
KSET-FM
KBFM

WABB-FM
WZYP
BJ105
CK101
WBBQ
WSKZ
WNOK-FM
WRVQ
WVIC
KMGK
WMEE
KJRB
KNBQ
WGUY

WIGY
WOMP-FM
95XIL
WISE
KKQV
Q101
WRKR
KRNA
99KG
KFMZ
KDVV
KENI
KSLY
KATI

PRODUCED BY ALDO NOVA
EXECUTIVE PRODUCERS: VAL AZZOLI & LENNIE PETZE
Distributed by CBS Records

Portrait

Sales



JONATHAN HALL

SALES IN A SMALL MARKET

So You Want Your Own Station

Having been an NAB Regional manager once upon a time, I have to hand it to two NAB Regional Managers who left the fold last year to buy their own station. Recently, I spoke with WSQV/Jersey Shore, PA VP/GSM Tim Menowsky and PD Frank Bell and their co-owner President and GM Curt Van Loon.

The thing that struck me right off the bat was how Tim and Frank were still in sync along with Curt. Each has complete autonomy in his respective area. They share an office, they share careers and most importantly for success, they share philosophies.

The Setting

I first asked Frank about the operation of the station. Jersey Shore is a market of about 150,000 with nine radio signals. The three own the station, along with Dave Wollet, the Production Manager and Jill Wollet, News Director. They feel that together they've done a complete turnaround of the station, both in sales and listeners, since they took over on May 1, 1981.

Initially they changed the format from a soft rock sound to somewhere between CHR and AOR. They refer to it as "Top Tracks." Next they began a lot of promotions.

"When we came into the market, we figured out who the best personalities were and luckily we got them," Frank said. "Then we secured a weather service that features a meteorologist with the number one TV station that hits into the market from Scranton-Wilkes-Barre. We added the Source. Basically the 18-34's were underserved in this market; that's what turned up after our image perception study. We found out what listeners liked and didn't



like about the other stations. And believe it or not, we found a certain percentage of listenership was going to a Philadelphia station which is imported by the local CATV system."

"I Just Charge Admission"

I asked Tim to tell me about sales. "Not being from the area, I initially just listened to the advice of Curt and Frank, who were. Basically, Frank brings people into the auditorium and I just charge admission. As long as we have listeners I haven't had any problems selling it."

The station changed hands a month before the annual ratings period ended, I wanted to know how they were selling without a book. Good promotions and programming was the answer. First there were 15 billboards up, then 50,000 bumper stickers. "Anyway, it's not the book that sells in this market," Curt noted.

What is their setup? "I work it from what Frank gives me. If he says we have 15 units per hour — and that's not minutes, its units

- WSQV Sells "Results" In A Small Market
- Hardheaded "Money" Approach Works
- ▶ Creative Sessions Draw Ideas From Entire Staff
- ▲ No Rate Increase Guarantee Successful

— I sell 15," Tim said. He added, "I have to agree with Frank's philosophy that to the listener a :10 or :30 is the same as a :60 and if it's a tuneout it's going to be a tuneout no matter how long it is, so rather than sell minutes, we chose to sell units."

Unique Selling Position Pays Off

"We thought it would be a unique selling position in terms of attracting listeners if we played fewer commercials," Frank said. "So when business got going real well, we stuck to that and as result, our listeners have stuck with us."

What about raising rates? "Actually we've done so twice in the last year," Tim told me. "We raised them the day we took over and then again recently." How did it work raising rates so soon? Tim explained, "We sold it on an aggressive basis so I was walking into businesses that had never been approached by the previous owner." So they never knew the difference? "Right," Tim agreed. "Right now we are second in the market in terms of rates and we have no major problem with that; we sell results."

Selling Results

● While other radio salespersons are relying on an old book, Tim and his staff are having a lot of success selling "results," Tim explained again. "We walk into a business and find that they want to test us. As with many things the reason to test something is that you have a mindset that it's going to fail.

"So we make them test us with 10 commercials a day and it works. We make sure they run an adequate schedule so they don't fail.

"We have a test format. We will not allow an advertiser to come on the air two commercials a day every other day. We avoid that at all costs. We've actually suggested that a prospective advertiser take his secretary to lunch if his commitment is too low, rather than waste his money on us.

"And our clients have responded very favorably. They say, 'Hey, you want this to work for me, you want to sell my shoes?'"

"After putting together a Total Audience Plan or whatever schedule the client wants to use, we go back before it's over to point out how well it's working."

Making It Pay for The Advertiser

■ Curt described the specific sales approach. "In a nutshell the competitors are walking in and saying they are number one (or saying they want to them and sell them what they want to about their radio station.) All we do is walk in and say, 'Listen, we've got an idea that's going to make you money.'

"And right away we've got a guy who wants to listen to us. He could care less about another station. He wants to know how you're going to help him put money in his cash register."

What about the first call? "We bill our salespeople as advertising consultants," Curt said. "And we make them live up to that. They have to know something about a business before they try to pitch the client."

"One of the lines I use," Tim inserted, "is my ratings book is your cash register. If the numbers are there, he's going to buy again. I get good reaction from that."

"No one goes out without an idea," Curt added. "There's nothing worse than a radio salesperson knocking on the door and saying, 'Wanna buy some spots?'"

Creative Sessions

Frank further described the environment at WSQV. "The neat thing about sales promotions here is that on-air people and other non-sales people are included in whatever sales promotions we do — the copywriter,

the traffic person, even the engineer. And they all really appreciate that."

▶ Tim added, "We have a tool we started from Day One. Every Wednesday at 4pm we bring the entire staff together and have a brainstorming session on any client problem that we run into."

"We came up with a lot of our sales incentive promotions through these sessions," Curt noted. "For example, we want to know what's valuable, whether it's a trip, cash, or a refrigerator."

Do they trade these incentives? "No," Curt said, "We pay for just about everything. We do very few trades at the station. I figure if we do cash business with them, they'll do a cash business with us." Tim further pointed out that by doing trades, commercial inventory is limited, since most people want to trade for the best times.

Packages

WSQV has what it calls its "Total Audience" that is two-thirds drive-time and one-third other. Tim explained, "Right on the rate card, we try to explain what these different elements are. Under the word drive-time, we say 'most listeners.' Under the words total audience plan, it says 'saturation.' Under best time available, it says 'preemptable.'"

Mule Barometer

The Ultimate FM 98

Directions

Hang Outside

If tail is dry FAIR

If tail is wet RAIN

If tail is swinging WINDY

If tail is wet and swinging STORMY

If tail is frozen COLD

WHEN YOU NEED MORE ACCURATE WEATHER INFORMATION TUNE TO TOTAL WEATHER ON

▲ One of the things the sales force has used successfully is a guaranteed "no rate increase" with a yearly plan. Curt explained the psychology. "I've heard several radio stations say that's the wrong way to go because you have to give them weekly rates in order to kick them up. But we've had lots of success — and here again, you do have to live with your revenue long-term — in guaranteeing no rate increase."

Furthermore, Tim told me that the TM packages have worked well for him. "The TM Producer and the TM Master Plan are excellent packages and we've blown clients away with the system. We have sold a lot of radio time because in the system they give you a newspaper logo with certain of their musical images. It blows a merchant away that you are so concerned about his business that you will go out and present a logo and scripts to go with the jingle. That helps us a great deal."

Is RAB material effective? "Very much so," Tim said. "We use the instant money cassettes in our brainstorming sessions. We play that at the opening of our session and then we give an incentive to our salespeople if they go out and sell an idea taken from 'instant money.'"

Tim Menowsky, Frank Bell, and Curt Van Loon are making their dream of station ownership work profitably by applying sophisticated sales technique to a small market arena. In addition, they're able to work smoothly together because Frank has sales experience in addition to his programming abilities, and both Tim and Curt have on-air and/or programming experience. That kind of versatility can only help.

"Pumper Sticker" Promotion Fuels Ad Participation

Like many stations, WSQV took advantage of high gas prices this past summer to offer listeners free fuel and/or reduced-price fill-ups. Autos with station "Pumper Stickers" won free fill-ups when spotted by the station truck, and in the second phase of the promotion, 98-cent a gallon fill-ups at locations announced over the station.

Place this **PUMPER STICKER** on the back of your car

then listen to **WSQV FM 98** (THE ULTIMATE FM) for details on how

you can win **FREE** gasoline from the

MR. COMFORT CARES

MONTOUR AUTO SERVICE COMPANY

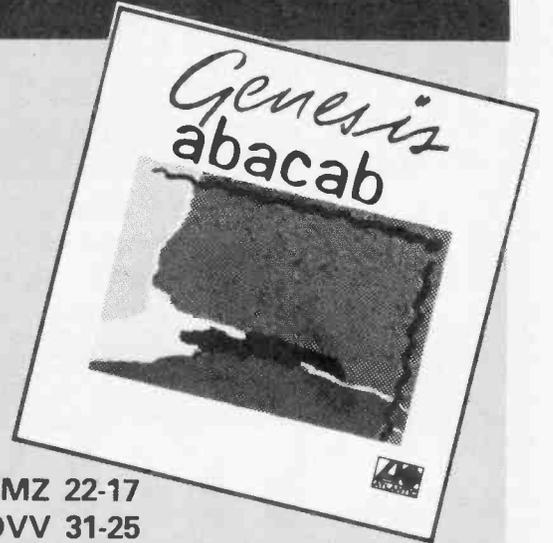
PUMPER TRUCK

WSQV took pains to maximize effective local advertiser participation, limiting "Pumper Sticker" distribution facilities to 20 area businesses and offering 10 mentions a week plus a window banner. Businesses bought 40 60-second spots which were aired over June, July, and August at a special lump sum price. During Phase II, another option was added, with fewer stickers for distribution and just 25 spots in the package, for a 30% reduction. The station aggressively promoted the advantages of the campaign to potential advertisers, citing scheduling flexibility, increased store traffic, the limitation of distribution, and the PR positives to tying in with the public-spirited promotion.

ATLANTIC'S 4 RADIO:

GENESIS "MAN ON THE CORNER"

WBEN-FM 24	KBEQ 25	WRCK 24-22	CK101 add	KCPX add
WIFI deb 28	WGCL 23-22	WPST 21-18	WSSX 15-12	KRQ add
WCAU-FM 37-32	WKTI on	Q106 28-25	WANS-FM 21-17	WJBQ add
96KX 7	KEZR 12-10	KZFM add	WRVQ 18-15	WFBG 27-21
CHUM 24-22	B100 on	KHFI deb 28	WJXQ 9-9	95SGF add
KEGL 20-13	KYYX 26-21	KBFM add	KIOA deb 29	WFLB add
WLS 36-27	KZZP 27-25	WABB-FM deb 28	KZ93 deb 20	KSEL-FM 10-7
WLS-FM 36-27	WPHD 15-8	WZYP add	KJRB 19-13	KVOL add
				KFMZ 22-17
				WRKR add
				KDVV 31-25
				KRLV deb 35



ROBERTA FLACK "MAKING LOVE"

WIFI deb 30	KEARTH 5-5	Q106 17-14	WVIC 28-24
WXKS-FM 9-8	KRLA 23-20	K104 22-19	WKFR deb 20
PRO-FM add	KFI 22-15	V100 deb 25	KSTT add
Z93 14-9	KIIS-FM 12-9	KZFM 21-16	KLIK add
94Q 25-21	KIQQ 9-8	KINT 30-28	WNCI 22-19
WCKX 30-28	WAEB 15-10	WTIX 31-27	KRQ 17-15
			KIKI add
			WGUY 22-19
			WFBG add
			WCIR 17-15
			95XIL 11-8
			95SGF deb 29
			KSLY 22-14
			WFOZ 17-12
			KCBN 16-12



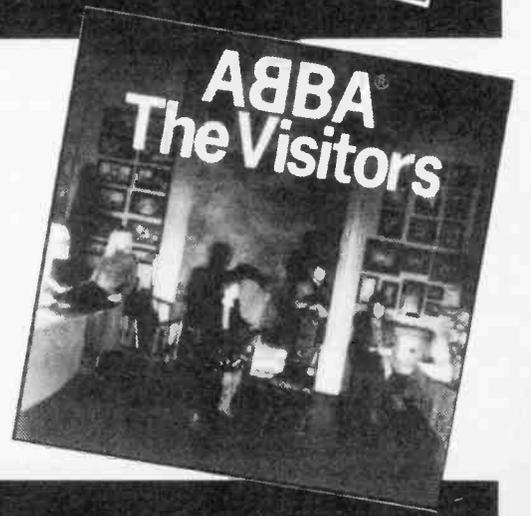
CAROLE KING "ONE TO ONE"

WNBC	WPHD	KZFM	WZZR	WJBQ	WCGQ	KKLS
WIFI	WBLI	WTIX	WKFR	WGUY	WFLB	99KG
WXKS-FM	KC101	KLPO	KSTT	WFEA	WYKS	KDZA
KBEQ	WPST	WOKI	Z104	Q104	KKGQ	KOZE
KIQQ	WLAN-FM	WQUT	WNAM	WAEV	KKQV	
WFBR	WYCR	KJ100	KCPX	WFOZ	KVOL	



ABBA "THE VISITORS"

KEGL	WHHY-FM	KJRB	WTSN	WXLK	KKLS
WRCK	WNOK-FM	KBBK	WOMP-FM	KKQV	WCIL-FM
K104	KMGK	KIKI	95 XIL	KVOL	KWLO
WKEE	KKXX	WGUY	WFOZ	KFYR	KOZE



Another AOR Polygram Breaker

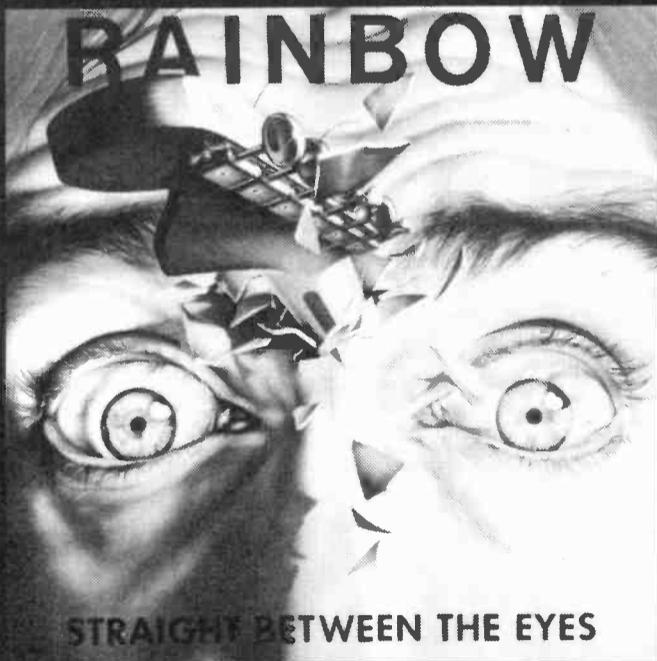
RAINBOW "Stone Cold"
67% of our reporters on it. Total singles reports: 112. A-15, M-54, H-39, S-4. Charted this week at 13.

The Single:
"STONE COLD"
by
RAINBOW

3rd Week Out!

96KX	WKEE	WSSX	KIKI	KSEL-FM
KEZR	KZFM	WGH	WGUY	Q101
WPHD	KSET-FM	WJXQ	WIGY	WSPT
WRCK	KINT	KMGK	WFBG	KRNA
3WT	WABB-FM	KIDD	WZYQ	KFMZ
WPST	WZYP	KNBQ	Q104	KENI
WLAN-FM	BJ105	KBBK	WAEV	KSLY
Q106	WMAK-FM	KCPX	95SGF	KCBN
WYCR	WOKI	FM103	WISE	KDZA
WKRZ-FM	WQUT	KSKD	WFLB	KATI
K104	WCSC	KHYT	WYKS	KYYA
			KILE	KOZE

From The Album



STRAIGHT BETWEEN THE EYES

Shipping
This Week



Manufactured & Distributed by PolyGram Records



STREET TALK

ABC's Superadio has announced another superstar addition to its personality lineup: Dr. Don Rose of KFRC/San Francisco. Like Larry Lujack, Robert W. Morgan, and Dick Purtan, Dr. Don will do a weekend shift for the satellite service. And speaking of Superadio . . . rumors are pretty solid that ABC has signed affiliates in Baltimore and Pittsburgh.

Were those buzzards seen flying down Michigan Avenue? Street Talk hears that WMMS/Cleveland owner Malrite Communications is talking with Heftel about acquiring WLUP/Chicago. There's also been some very discreet conversations going on between Malrite and an undisclosed Los Angeles radio station. More as it develops.

Widespread reports within the industry in recent weeks have Amway looking to sell the Mutual radio network, which it purchased in 1977 for around \$19 million. A Mutual spokesperson categorically denies the net is for sale.

Can it be true that some members of the Senate and House Telecommunications Subcommittees may be discussing a reduction in the number of FCC commissioners from seven to five?

With Fred Haayen rejoining Polygram for his own label deal (see page 3), Street Talk hears that Dick Kline will rejoin Haayen.

Talk station WRNG/Atlanta has applied for the new calls WCNN. A station official confirmed the possible switch to CNN Radio is under consideration, but said no deal had been formally struck. As you may remember, the letters KCNN were snapped up by KGB/San Diego when that station became the first CNN affiliate.

Bearsville Records will close its Burbank offices on April 30 and VP Paul Pieretti will exit the company. Paul told Street Talk, "I've enjoyed the last year with Bearsville, but this is just an economic necessity. My sincere thanks to everyone at WB for their support and help." Bearsville will now do business from its New York office.

The economic trimmers cut a fairly heavy swath through the KIIS/Los Angeles music department this week with MD Danny Lemos and assistants David Schwartz and Robert Cohen all pink-slipped. PD Gerry De Francesco said, "It's certainly not a reflection of their work at all. This is just a further belt-tightening and streamlining of the radio station." We also heard some "mandatory changes" were made in the sales departments of KIIS and sister-AM KPRZ.

WCFL/Chicago is still looking for a strong PD who wants to take on a 50kw A/C challenge. We hear the job pays good money. Interested parties should contact Glenn Morgan at Mutual in Arlington, VA (Washington, DC).

Westwood One has emerged victorious from round one in its battle with NBC's "Today Show" over the use of "On The Record." The program supplier received a preliminary injunction which should halt NBC from calling its "Today Show" music industry news segment "On The Record," which Westwood One claimed was too close to its very successful syndicated show "Off The Record."

El Paso has a new CHR station . . . KAMZ, calling itself 93Z, boasts Z93/Atlanta GM John Frankhouser as General Manager and part-owner; Bob Peyton, who was GM at KELP/El Paso, as GSM; and Jay Stone, late of KUPD/Phoenix and KSET/El Paso, as PD.

What major label is having serious discussions with Dave Urso?

Congratulations to Joe McClure on his promotion from PD to Station Manager of WRCC & WCGQ/Columbus, GA. Along with Joe's new position, MD Bob Raleigh was upped to Assistant PD, helping Joe coordinate programming efforts.

Jeffrey Jay Weber, who made the successful transition from PD to GM, has now moved into ownership. At the age of 28, Weber has purchased KJKJ-FM/Logan, UT pending FCC approval.

Scott Gentry has announced his resignation as PD of KISN/Salt Lake City, effective May 15. No immediate replacement was named.

WGBF/Evansville has promoted PM drive personality Steve Adler to PD with Kevin Carpenter remaining as MD.

Yes, it's true! That *was* Capitol Records heavyweight Bruce Wendell pictured with actress Morgan Fairchild in last week's "National Enquirer." The two are definitely "an item" around Tinsel Town.

The Big Band movement has finally "arrived." Why do we say that? The hottest radio format in the country was featured on page one in Tuesday's (4-13) Wall Street Journal. Al Ham's "Music Of Your Life" was prominently mentioned.

Six well-known Southern California radio personalities have formed a business using their most precious assets: their voices. For the small sum of \$25 for one or \$100 for all six, you too can have special telephone answering machine messages delivered by Al Lohman & Roger Barkley (KFI), Gary Owens, Dick Whittinghill (KPRZ), Bill Ballance, or Emperor Hudson. The company has yet to name itself, but you can bet they'll be busy, however, let's hope they're not too busy when you call (213) 445-7149.

Hats off to R&R's own marketing guru (and right fielder) Dr. Richard Lutz on his new full professorship at the University of Florida in Gainesville. UCLA's and R&R's loss is U. of F.'s gain.

WNAM/Appleton-Oshkosh has tapped Charlie Bennett from WQUA/Moline, IL as its new PD.



stickers.

Ask how ours can be so much better at such a terrific price!

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WINDOW DECALS • BUMPERSTICKERS

THE J. GEILS BAND



"OFF THE RECORD"

with MARY TURNER

Mary Turner, the First Lady of Rock Radio gives you an exclusive inside look at one of today's hottest Rock & Roll bands . . . their thoughts and their music . . . on the world's most listened to Rock Radio series . . . airing the week of April 26th on over 250 of America's finest radio stations; throughout Canada, Australia and New Zealand; and world wide via American Forces Radio and The Voice of America.

**"OFF THE RECORD SPECIALS" coming soon:
Z.Z. TOP, SAMMY HAGAR, ASIA and QUEEN**

a presentation of
**WESTWOOD
ONE**

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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS, & SPECIALS.

Q:

PLAYLIST PROBLEMS?

A:

COLUMBIA SOLUTIONS:

**#1 MOST ADDED
104/60
AVERAGE MOVE+3**

TOTO "ROSANNA"

WBEN-FM 40-37	JB105 add 35	WLOL-FM add	KRLA add	KYYX deb 23
WIFI add	CHUM add	KBEQ add	KFI add	KIMN add
96KX add	KEGL 25-24	WKTJ deb 22	KIQQ deb 37	Q103 add
WXKS-FM add	94Q add	KEARTH deb 29	KEZR deb 25	KZZP add

**87 STATIONS
AVERAGE MOVE
+4**

LOVERBOY

"WHEN IT'S OVER"

WBEN-FM add 38	KIHK add	WOMP-FM add	WTRU add	KEGL 28-25	KIQQ deb 40	KHFI 30-16	WIGY 13-9
Q102 add 30	92X add	WAEV add	KDVV add	94Q 29-24	WPHD 24-17	WFMF 29-20	95XIL 20-16
KEZR add	KBBK add	WISE add	B104 on	WLS-FM on	3WT 20-15	WJXQ 15-11	WZYQ deb 24
KYYX add	KHYT add	KQIZ-FM add	WXKS-FM 24-22	WGCL 30-23	K104 1-3	KZ93 deb 18	Q104 21-16
KBFM add	WGUY add 25	Q101 add	CKGM 17-10	WKTJ on	KSET-FM deb 21	Z104 28-22	KSEL-FM 16-12
WHHY-FM add	WFBG add 29					KNBQ 21-18	WCIL-FM 30-25
						KSKD 30-24	KFMZ deb 25

**72/7
AVERAGE
MOVE +4**

WILLIE NELSON

"ALWAYS ON MY MIND"

WBEN-FM 32-26	KIQQ deb 39	KOPA deb 24	KX104 add	KXX106 3-1	FM100 19-14	KSTT 15-10	WAYS 5-4
Z93 6-3	KEZR deb 30	V100 add	WCGQ add	G100 deb 29	WMAK-FM 7-5	KIHK 35-23	KCPX 14-12
94Q 1-1	KYYX 21-17	KHFI add	KDZA add	WDOQ 16-9	WOKI 5-4	KOFM deb 28	KRQ deb 22
CKLW 9-9	KIMN 30-27	KROK add 27	KZFM 10-6	CK101 27-24	WCSC 6-4	KRAV 10-9	Q104 9-3
KEARTH deb 28	Q103 deb 25	WFMF add	WTIX 6-5	WBBQ 4-2	WNOK-FM 14-10	WNCI 17-10	WFOX 9-8
							WFLB 16-9

DENIECE WILLIAMS

"IT'S GONNA TAKE A MIRACLE" ARC

WABC 6-13	KEARTH 21-19	KEZR 26-23	WKEE on	WBBQ on	KBBK on	WACZ on	
WKBW add	KRLA 30-21	KYYX add	KZFM on	FM100 28-25	KCPX 34-31	WCIR add	WCIL-FM on
WBEN-FM 38-33	KFI deb 30	WFBR 25-21	KINT add	WMAK-FM 27-25	KSKD on	95SGF on	KENI on
WIFI on	KIIS-FM deb 23	WTIC-FM add 29	WTIX 39-33	WCSC 28-23	KHYT on	WFLB 27-21	KSLY deb 25
WXKS-FM 15-13	KIQQ 36-21	KC101 add	KROK on	WGH on	KIKI 23-19	WGLF 40-33	KDZA on
94Q deb 29	KFRC 40-34	Q106 on	WDOQ deb 28	KIDD add	WGUY 27-24	KILE 39-37	

KARLA BONOFF

"PERSONALLY"

KIQQ on	WMAK-FM add	KNBQ on	95SGF on
KEZR add	WCSC add	Q104 add	WFOX on
KCNR add 30	WGH add	WAEV 26-22	WXLK deb 25
KYYX deb 24	WVIC add	Z102 add 34	WCIL-FM add
WAEB add			KATI add

**ON COLUMBIA RECORDS**

Contemporary Hit Radio



JOEL DENVER

A SUBURBAN CHR DOMINATES THE MARKET

KX104 Is Number One In Nashville

Nashville, TN is market No. 45 with a metro population of 720,000, and the dominant station out of 21 rated outlets, according to the Fall '81 Arbitron is KX104(WWKK), programmed by Michael St. John. Interestingly enough, when you look at the TSA figures, the population more than doubles for a total of 1,520,400 . . . and again KX104 is way out in front.

Because of the unique structure of the market, and KX104's being licensed to Gallatin, TN, 35 miles outside of Nashville, the station's success makes an interesting story in positioning, marketing, and growth. Michael takes us from humble beginnings to a prestigious present.

Building A Family Radio Station

VP/Programming Michael St. John is eminently qualified to program in Nashville, having attended Vanderbilt University, worked at WMAK/Nashville for Scott Shannon in his early career, and returned to WMAK after stints doing music and programming at WERC/Birmingham, WTIC-FM/Hartford, and WMPS/Memphis.

"Just before joining KX104 in August 1978, I was PD again at WMAK, and took a chance when owner Ron Bledsoe called to tell me of his idea to take this station in Gallatin and make it into a winner in Nashville," he recalled.

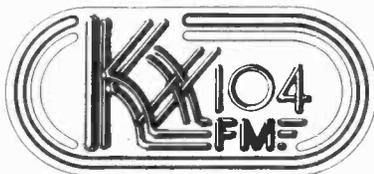


"Since we are not part of a corporation, we really started out at a crawl with a five-year game plan.

"The big trick was to take this suburban station and turn it into a viable force in a city, where the competition was strong from WLAC programmed by Rick Harris, and 92Q, programmed by Dan Vallie. Seven months after I took over, we doubled our power to 100kw, which helped make the inroads necessary in the suburban areas surrounding both sides of the city, which wouldn't have been possible with 50kw.

"Our original philosophy of putting together a family radio station hasn't changed over the years at all," Michael stressed.

"At first we targeted our demos from 12-30, and now we aim at 12-40 year olds, with a strong teen base, and solid adult numbers too. Soundwise we are bright and personable, having moved away from the over-hyped presentation we started with."

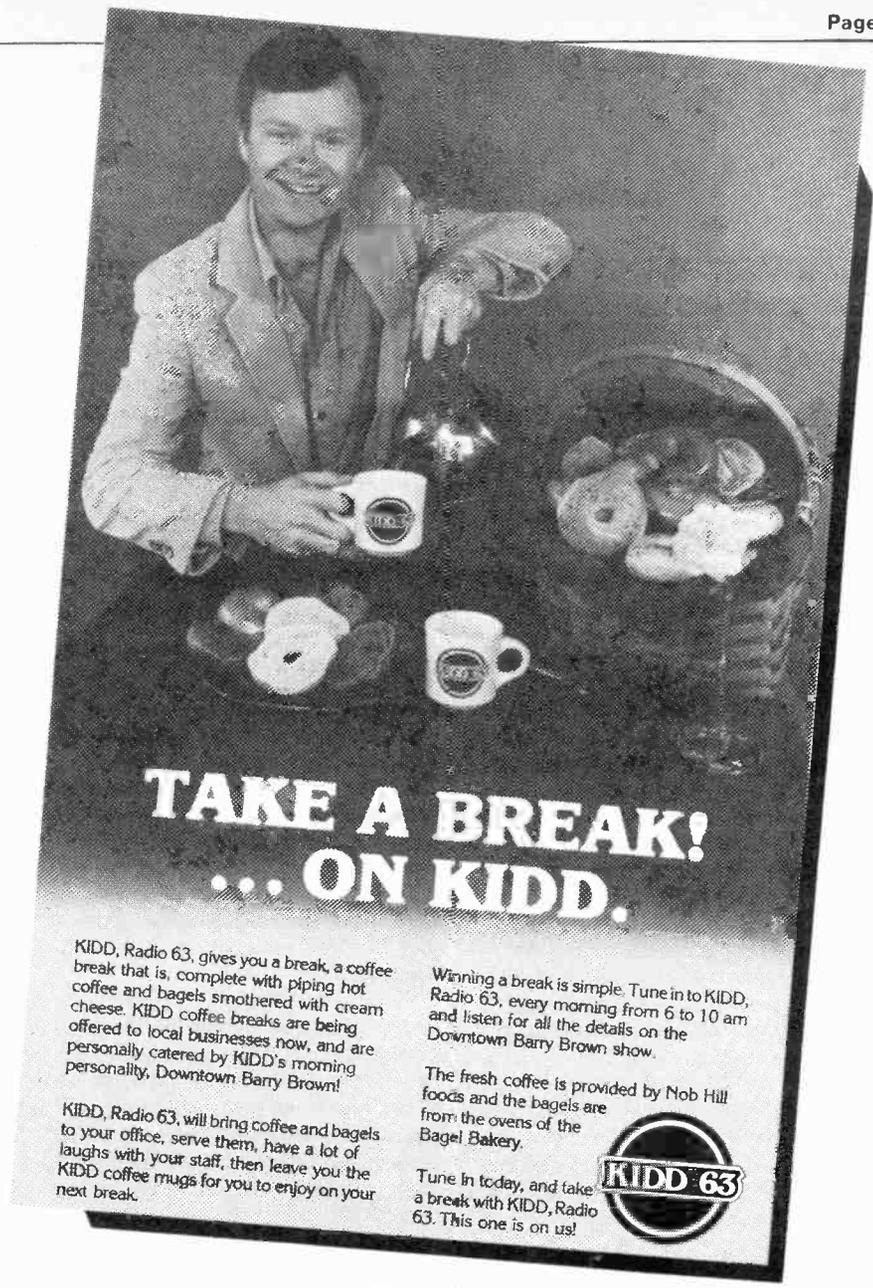


Michael defended his belief in holding onto a strong teen base in his efforts to gain adults. "Anyone will tell you that the 25-54 audience is what you need, and for sure I want those buys too. But if you aim your station totally for the 25+ audience, you are then in competition with that many more stations, Beautiful Music, Country, News/Talk . . . virtually everyone that's got a stick. If I can get most of the teen buys, a chunk of the 25+ orders, and 75% of the those looking for 18-34, I'll make more money than just going for 25+.

"This station is in the leagues now with a Q105/Tampa or Z93/Atlanta, in that we have stayed CHR and done so well. The station hasn't changed drastically over the years to try and become something it isn't. It's not easy to change stripes. We are the relief factor in the market for listeners burned out on too much AOR, A/C, Country, or whatever. When you punch us up, you know you're really getting the hits."

The Hits And More

So if KX104 is playing the right music, it's certain that there's more to the success than meets the eye. Michael elaborated, "While I've got the station musically correct, what happens around the music is



TAKE A BREAK! ... ON KIDD.

KIDD, Radio 63, gives you a break, a coffee break that is, complete with piping hot coffee and bagels smothered with cream cheese. KIDD coffee breaks are being offered to local businesses now, and are personally catered by KIDD's morning personality, Downtown Barry Brown!

Winning a break is simple. Tune in to KIDD, Radio 63, every morning from 6 to 10 am and listen for all the details on the Downtown Barry Brown show.

The fresh coffee is provided by Mob Hill foods and the bagels are from the ovens of the Bagel Bakery.

KIDD, Radio 63, will bring coffee and bagels to your office, serve them, have a lot of laughs with your staff, then leave you the KIDD coffee mugs for you to enjoy on your next break.

Tune in today, and take a break with KIDD, Radio 63. This one is on us!



Free Coffee, No Kidding!

KIDD/Monterey PD/morning man Downtown Barry Brown is giving out free coffee and bagels to the office, complete with KIDD coffee mugs. Shown is the visual that ran in local papers and helped make a great promotional idea even more concrete in the listeners' minds.

equally important. As time has progressed we've become a full-service station. To some that conjures up the notion of lots of talk, but it's not what you're doing, it's how it's presented. We've added a network which provides some interesting features, plus we have a meteorologist in the morning and afternoon. Years ago, stations didn't want networks and this type of programming, but we find these features of great value to all age demos.

"To be a full-service radio station doesn't mean leaving yourself open by stopping for long periods to provide those services. All we are doing is offering what old-line AM stations have done successfully for years in a modern, fresh way. While every station has an 'achilles heel,' this wouldn't be ours," Michael remarked.

AGE	WWKX :
12-17	24.4%
18-24	40.7%
25-34	20.7%
35-44	9.6%
45-54	2.2%
55+	2.2%
12+ TOTAL	13,500

"Sure, someone might come in here, play the hits in hotter rotations, and offer a lower commercial load, but our image would be hard to top. For several years now we've been the most consistent station in the marketplace. Again I'll say it . . . KX104 is virtually the same station it was in 1978, just as bit less hyped, and certainly a lot more professional."

Delegating Responsibilities

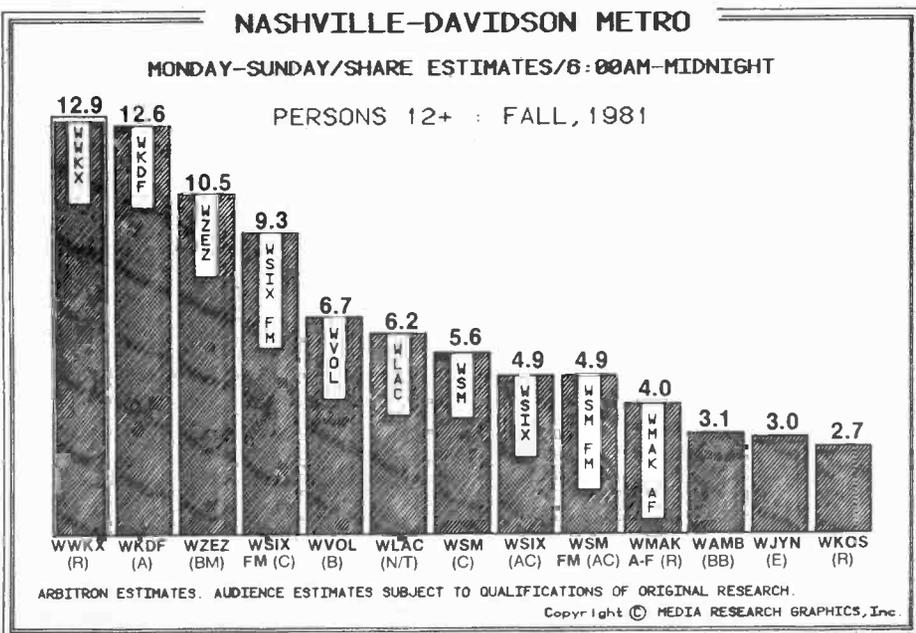
One of the strong points going in Michael's favor is a low staff turnover rate.



Because of this, he's been able to get his people involved with the programming and day-to-day duties at the station. "I think when the airstaffers have more to do than just their air shows, they take a greater pride in the station," he explained.

"In each of their minds is the need to become part of the market, and to take an ac-

Continued on Page 24



KX104 Is Number One In Nashville

Continued from Page 23

tive participatory role. They are out on the streets at high schools and clubs, passing out station stickers or playing basketball with the station team, the 'Dirty Dribblers.' They all assist me in working up station promotions, too.

"We've just put the 'Hi-Lo' game back on the air, but before we did, we all sat down to give the game a new twist," Michael explained. "It's now called the '\$1000 Challenge.' A listener calls in and has 10 seconds to guess the amount between \$1 and \$1000. The jock tells the contestant to guess higher or lower, so it sort of becomes a 'beat the clock'-type game too."

Taking contests and relating them to market situations is something Michael has done very carefully. "You wouldn't believe what the most popular prizes are to give away here besides money. Albums still score well with every demo, and when we give away a coupon for a free pizza the phones go nuts. There is a 12% unemployment rate in Nashville, so these are prizes that next to money are the most appreciated.

"I still think that contests are a positive factor, as they give the active audience (the people who fill out diaries) a challenge. If we only gave away albums in the same old way all the time, they would become ineffective. Our contests are aimed at the 16-30-year-old. We've found bus trips to concerts tied in with album giveaways work real well. I constantly monitor who our winners are, and where they come from within the metro or TSA," Michael stated.

Avoiding 'The Gimme Syndrome'

Stations with the success of a KX104 are usually considerably involved in the community, and that also means involvement

"To be a full-service radio station doesn't mean leaving yourself open by stopping for long periods to provide those services. All we are doing is offering what old-line AM stations have done successfully for years in a modern, fresh way. While every station has an 'achilles heel,' this wouldn't be ours."

with charities. Michael has his own feelings on how to avoid problems in this area. "You can only ask your audience to give but just so much. You can't always be saying 'gimme money for this cause, and for that cause,' because like anything else, too much burns out a good idea. Personally, I'm a bit charitied out.

"We do about three big ones a year now, and they are full-blown events. Keep in mind that they should be big, reputable charities before getting involved with them. With such a high rate of unemployment here, I get the feeling the audience is getting 'thinned' out not only here but in other markets too."

Tying in with fun things seems to be more in line with the profile of the station as Michael noted; "All of our jocks have been here for a good deal of time. Coyote McCloud has been doing mornings for three years, Bryan Sargent's been in middays for a year, and afternoon man Bobby Cook is a market veteran of three years, having been over at 92Q with Dan Vallie. Our night guy and MD Jon Anthony has been here from the beginning, and late-nighter Rocky Knight and all-nighter B.J. Harris have both been here for four years. All these guys have unique personalities and mannerisms

that help make KX104 unique as a whole.

"We just recently scored a major coup. We are presenting the Vanderbilt 'Black and Gold' game, an annual event here. The station will distribute over 100,000 tickets for this annual event through sponsors and on-air activities. At halftime all the jocks will be on the field with some kind of promotion as yet unplanned. With the longevity of our staff, the promotion makes sense to do out on the field, because the crowd knows who they are."

Split Location Positives And Negatives

"We have a unique setup. The studios are in Gallatin, but our sales office is in Nashville," explained Michael. "This tends to create a few problems from time to time as far as getting copy changes done quickly, but it does have the advantage of keeping the sales and programming departments from getting in each other's way.

"We are very fortunate that owner/GM Ron Bledsoe has a record company background (Columbia and Liberty) and our Sales Manager Tex Meyer has a programming background (WGOW/Chattanooga). They've both taught me a lot, and are both very receptive to the needs of programming. We carry 12 minutes of spots in mornings, and 10 throughout the other dayparts, which isn't too tough to work with.

"KX104 is much like a football team . . . as long as no one drops the ball, we score, and we've been doing a lot of that lately. Our signal gets into 75 counties throughout Tennessee and Kentucky, so we call ourselves 'The Mid-South Superstation.' A combination of the music, the fun, the service, and personalities helps KX104 live up that name."

The Music Section

CHR's Most Accurate Music Information Begins on Page 55

WDIA

Continued from Page 1
Successful promotion for the Memphis State basketball team. Scruggs relates, "I mentioned to the staff I'd heard our report on Mound Bayou driving in and they were on the brink of having their utilities disconnected. The city had a rally and raised \$5000 to pay the government's utilities. They had a balance due and would be taken out of service if it was not paid by the end of this month."

Mobilizing For Action

Scruggs continued, "We said, 'Maybe we can do something about this.' We found the total indebtedness of the city was about \$200,000. So we got on the phone that evening and called the mayor and decided to pursue it. We invited the mayor and city judge on Bill Adkins's telephone talk show the next day (4-4). We interviewed them and within 30 minutes the phones were off the hook. People were saying, 'Hey, let's don't just talk about it, let's do something about it.' I was listening and called up Bill and discussed over the air a plan for raising funds."

Because funds sent directly to Mound Bayou would be attached, WDIA had donations made out to its existing charitable fund, which also conferred tax-deductible status on the gifts. Scruggs told R&R, "We opened up the station for donations, started it off with \$1000, and in 15 minutes our lobby was full. That night we raised \$7000 just from people walking in the door. We gave a check to the phone company immediately. From that

point we decided to take collections all week long at the station, and we appealed on the air. We had staffers on hand at 5:30am to catch people going to work."

37-Mile-Long Motorcade

A marathon radiothon Saturday (4-10) netted over \$30,000, and the station ended up with \$113,000 by Sunday. Around 700 cars (stretching 37 miles) made the trip to Mound Bayou, stopping in Clarksdale, MS to pick up \$7000 pledged there, bringing the total to \$120,000. That amount was ceremonially presented to the mayor in Mound Bayou.

Scruggs stressed that the fund-raising efforts were not over. He mentioned that WLOU/Louisville had raised \$1600, and radio stations across the country were launching their own drives. WDIA intends to raise \$209,000 to pay off the city's debts, and continued to solicit funds this week. "But that's just the beginning," Scruggs said. "The real issue is economic development in that area. We're going to start with Mound Bayou and spread further in our effort toward economic development, which will give them a better tax base to bring in city revenues. That's more important and more lasting. We didn't do this just for a show; we're serious about it." Scruggs expressed pleasure over the support the campaign had picked up nationwide, plus national publicity (including "NBC Nightly News"), and concluded, "This proves black folks can come together, and when they do and mean business, they can accomplish a hell of a lot."

"Hot Hits"

Continued from Page 1
Joseph, when contacted by R&R, had another perspective on the story. "It's hard for me to believe," he said, "that WLS, one of the once great music stations of America, could resort to the use of 'hot hits' before checking with the ABC corporate attorneys to see if the phrase was owned by anyone. I marvel and am overjoyed in their reaction and panic. A big 50kw ABC clear-channel station overreacting to an FM station that hasn't gone 'hot hits' yet . . . it's one of the greatest compliments I have ever received in my entire career."

WBBM-FM VP/GM Brian Pussilano termed WLS's use of "hot hits" on the air as "preemptive strategy which would not affect (our) decision to use the term. The format is not dependent on the use of the words 'hot hits.'"

In a related incident, Joseph has asked another station, WILK/Wilkes-Barre, to stop using his service-marked term. WILK VP/GM Jim Morgan told R&R, "I've sent Mr. Joseph's attorneys a letter requesting proof that he indeed owns the rights to 'hot hits.' The request for us to stop using the term was vague, but if he truly has rights to it, I don't want to infringe."

At presstime neither WLS-AM & FM nor WBBM-FM were using the phrase "hot hits" on the air, but Joseph told R&R, "It's my idea; it's my concept, and so I'll use it, but I will make sure my rights to its use are protected."

Miami

Continued from Page 1
To correct these problems Arbitron has decided to reweight the Miami metro, using the oversampled zip as a separate sampling unit. This will lead to more stable estimates for the HDHA. Secondly, WRHC's audience composition is being corrected with come values representing Hispanics given to the 19% originally coded and projected as non-ethnic. The reweighting may cause WRHC to lose some reported audience.

Arbitron VP Rip Ridgeway told R&R that "the data is not out of the computers yet but we expect to make a decision on this book in the next day or two." Herb Levin, VP/GM of WQBA-AM & FM/Miami, told R&R, (ARB's) "Rick Aurichio told me the book would be reissued," while Herb Dolgoff, President of WCMQ-AM & FM, commented, "This reissue will open a real can of worms."



LOVE MEETS ROCK 'N' ROLL — Brian Beirne, better known as "Mr. Rock 'N' Roll" on KEARTH/Los Angeles, recently interviewed Darlene Love, singer of many Phil Spector hits from the 60's and currently launching a comeback. Shown (l-r) are Darlene and Brian.

Quantum

Continued from Page 1
parties does something to lead the other party to believe that the contract is not going to be performed, then that's anticipatory repudiation."

Quantum allegedly had a verbal agreement to purchase KEGL from Swanson through the Blackburn brokerage firm. The agreement was made on a Friday with the official signing to take place the following week. In the interim period (Quantum charges) Swanson sold the station for cash to Sandusky. Since the difference in the price paid by Sandusky was about \$1 million, that is the amount of damages sought in the Quantum legal action. At press time, Swanson had not yet had an opportunity to examine the suit.

WBT

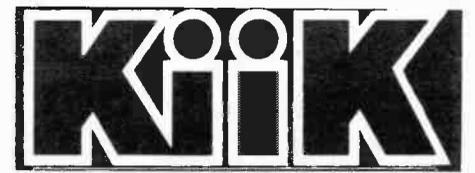
Continued from Page 1

WBT & WBCY VP/Managing Director Bill Jennings told R&R, "We're very proud to have Dave join us. He's well-qualified to head up the programming for WBT. He fits well with the people here, and I look for big and important things to happen through his efforts. He's got my respect and support . . . I couldn't be happier."

Replacing Bishop as PD at WLEE is Yates Davis, who was promoted from his Creative Services position.

Bits

• KLIK/Davenport is on the street with its "Sticker Picker" window visuals for the



spring (pictured). There are tens of thousands being handed out with station spotters looking for winners on the street. Listeners can also fill out the pull-tabs from the back of the stickers, and return them to the station to hear their names announced on the air for more prizes.

• WLS/Chicago is hosting the fifth annual "8.9 Mile Run for the Zoo," set for June 6. All proceeds from the race will benefit the Lincoln Park Zoological Society. Entry blanks are available at area sporting goods stores and health clubs. Entrants receive a race kit complete with a custom T-shirt, all for a \$6.50 fee. This sort of event garners plenty of publicity, and does the community a lot of good.

• WVAQ/Morgantown, WV just completed a 24-hour dance marathon for the benefit of Muscular Dystrophy, raising \$11,000. The station also sent winners skiing this past winter to Killington, VT for a seven-day vacation, and also sent two winners to Logan, UT to follow the West Virginia Mountaineers through the first leg of the recently-completed NCAA finals.

Motion

WOMP-FM/Bellaire morning man Rich McKenzie is promoted to PD, with Jolene Baller handling music duties . . . Carol Van Dam joins WKAU-AM & FM/Kaukauna, WI as a news anchor from WNNO/Wisconsin Dells, and Greg Davis is named News Director at WKAU-AM & FM . . . WTRU/Muskegon MD Mike Stevens joins WJFM/Grand Rapids . . . Dave Allan, MD and afternoon drive at WOXY/Oxford, OH to mornings at WOCQ/Ocean City.

TURNING THE CORNER AND COMING HOME

SHEENA EASTON

“When He Shines”

Produced by Christopher Neil

“Very strong female calls. Could be a classic.”
Jeff McCartney, 94Q Atlanta

CHR NEW & ACTIVE

SHEENA EASTON “When He Shines” (EMI America) 95/18

Moves: Up 27, Debuts 21, Same 29, Down 0, Adds 18 including WBEN-FM, CKGM, WLOL-FM, KUBE, Q103, WLAN-FM, WYCR, WAYS, WSEZ, KJ100, KLIK, WGBF, K96, KQIZ-FM, 99KG.



David LASLEY

“If I Had My Wish Tonight”

Produced by David Lasley

CHR NEW & ACTIVE

DAVID LASLEY “If I Had My Wish Tonight” (EMI America) 68/14

Moves: Up 21, Debuts 7, Same 26, Down 0, Adds 14, Z93, WFBR, KC101, WAEB, K104, WABB-FM, WBBQ, WNOK-FM, WGH, KYNO-FM, KGGI, WOMP-FM, 95XIL, KENI, KEZR 21-19.



JEFF GELB

PD On The Prowl — Charlie Kendall

A list of Charlie Kendall's radio affiliations reads like a biography of AOR radio: WMMR/Philadelphia, WBCN/Boston, KWST/Los Angeles, WMMS/Cleveland, and KZEW/Dallas. During his 18-year radio career he has helped shape the evolving mold of our format, and is still doing so as PD of WMMR. While down in 12+ figures in the just-released Winter Arbitron, WMMR remains the number one AOR in one of the country's most fiercely competitive format battles. This week I spoke with Kendall about his winning philosophies.

Programming Goals

When Jeff Pollack left an immensely successful PD term at WMMR in early 1980, many in the radio and records industry were caught by surprise at his replacement, Charlie Kendall. Not only was Kendall at that time the Station Manager of Dancemusic WIKS/Indianapolis, but he was best known as a former PD of WBCN, a much more musically eclectic station than Pollack's version of WMMR. Kendall, however, felt the move was a logical one: "I'd



Charlie Kendall

known Jeff over the phone for years," he reported. "We used to swap live concerts back and forth when he was at WMMR and I was at WBCN. Jeff is very strong on promotions and imaging a station. These are, I feel, my strengths as well. In any case, radio, regardless of format or systems, is basically the same; a winning radio station is the one that best responds to its community of listeners. The only difference between PD's is the way by which they choose to reach those goals."

To reach his programming goals with WMMR, Kendall moved cautiously. He explained, "The first rule of thumb I follow is to make no changes in my first thirty days in the market. During that time I get to know the market in whatever ways are at my disposal. When I came to Philly, I spent time at the library, going through newspaper microfilms to find out what important local events have happened. I went to the Chamber of Commerce for all of the statistical information I needed. And I asked our affiliated ad agency to set up 2000 personal interviews with listeners, who were asked about musical preferences, personality and feature awareness, and their market awareness of other stations. I also personally conducted about four focus groups."

Music Research Techniques

"I found that listeners wanted more hits more often, both library and current. So I continued to mold WMMR into what it is today: a contemporary hit album station. Relatively speaking, we're still quite loose: there are around 5000 albums available for airplay. But some you only hear every six months. Everything is played in rotations, and cuts are marked for airplay on each album, but within those rotations the jocks have a lot of freedom of choice."

WMMR's musical choices are determined through a number of research techniques, including focus groups, store calls, and in-person interviews. One form of music research in which he is not interested is callouts. "I'm doing okay without it and don't feel like using that as a tool," he ex-

plained. "If you need that bit of rhetoric in your vocabulary to justify whether you want to play a record, do it. I don't need it. It seems like research is mostly a tool for telling a record company why you can't play its records. So far I haven't seen a national act break out from research that I didn't know about or couldn't hear, or someone on the staff couldn't hear. I take input from them as well as others across the country who know music. I feel that's a much better way of finding hits than playing three seconds of a hook down a three kilohertz phone line. That's ridiculous."

Kendall talks semiregularly with several of the other Metromedia AOR PD's, and has a research-only consultation arrangement with the B/A/M/D Superstars organization, but doesn't rely on these conversations to help determine his musical choices. "We talk promotions and concepts. Lee Abrams knows I run the music the way I want to — after all, I beat him when he was consulting WYSP."

Diverse Musical Styles

WMMR's musical base is rock and roll, but the station experiments with other musical styles as well, including reggae, black, and new wave/modern music. "Rock and roll started as dance music," he explained, "and it's cyclical. The whole 'disco sucks' thing screwed everything up for AOR playing any music with a back beat until the Rolling Stones did a disco record and got it played all across the country. It's just another phase of rock and roll and seems to be on the increase; there are dance rock clubs opening everywhere."

"It's a lot harder to program this music than it is to find the next Shooting Star or whatever other band that sounds like everyone else. But by playing other musical subgenres I think you'll be around a lot longer. Our music is heavily dayparted; anyone who's not into dayparting in '82 is looking for the back seat in the ratings. I look at all dayparts and their available audience makeups, and program accordingly. Remember, it ain't what you play but how you play it. I'm not going to presume this format could work elsewhere, but it works well for us."

Potent Personalities

Music is only one element of the WMMR airsound. "We're a personality station," Kendall reported. "I think the individual is still a very important part of broadcasting. We have a very odd puzzle here but every piece fits. They're eclectic and intelligent. Word economy is something every PD is concerned with these days. Liner cards are essential but can sound very automated, very sterile. But a top-quality pro can take that card and say it better than the PD or Promotion Director can write it. We provide the basic ideas while my jocks' objective is to top our ideas through their interpretative

KROQ Reruns "The Jetsons"

Los Angeles radio listeners are already aware that KROQ is a station full of surprises. Still, it comes as a shock to be listening to **Missing Persons**, then **Loverboy**, followed by the theme from TV cartoon show "The Jetsons!"

KROQ's usage of TV clips began two years ago when afternoon drive jock **Freddie Snakeskin** started incorporating drop-ins of the "Three Stooges" and "Dragnet" 's **Jack Webb** over song intros. Listener response was so positive that other jocks began getting requests to hear Jack Webb mini-sermons like, "There's no shortcut to getting through life, fella!" Now KROQ jocks have access to numerous drop-ins, made available by one of the station's program suppliers, who also works at a sound studio where old TV soundtracks are redubbed for reruns.

Most popular by far of the KROQ TV drop-ins is the jazzy vocal theme music to 60's futuristic cartoon show "The Jetsons," which was actually voted by listeners as their 106.7th favorite song of 1981. The mini-song is made available to announcers as a "jock's choice," and is requested so often it will sometimes get aired several times daily.

Why the interest in TV on radio? KROQ PD **Rick Carroll** explained, "It's a format punctuator. It gives it some life. Most of the shows were pretty wild in nature, and fit in perfectly with the music and mind-type listening to KROQ."

Or, as **Moe** of the Three Stooges is often heard to say on KROQ, "Quiet, numbskulls, I'm broadcastin'!"

readings, which are never the same twice. They're encouraged to be economical and yet still have content that makes more of a statement than 'kick ass rock and roll' or 'more music less talk.'"

Kendall was especially excited to announce the return of **Steve Martorano** to the WMMR airstaff for overnights. Kendall credited Martorano as a Philly progressive rock pioneer on the "Marconi Experiment" on WDAS-FM, and also an early jock in the first days of WMMR in the late sixties. "He's an absolute legend in Philly, our **Tom Donahue**," enthused Kendall. "He's excited about returning to Philadelphia radio, and we're thrilled to have him here."

News And Special Programming

Part of the station's overall personality comes from its solid commitment to news and special programming. News is especially important in morning drive, when it runs at the top and bottom of each hour. News also runs at noon and 5pm, and in four prerecorded news breaks, which combine headlines with news of important local happenings and on-the-street interviews. Kendall classified the station's news approach as "somewhere between straight news and the weirder lifestyle stuff. We don't consider ourselves a first-choice station for news, but listeners won't miss any of the stories that are most important to their lives."

a diary. Caller giveaways I don't like. They're clutter for anyone but the people who call in. Professional contest winners are your first callers."

Off air, Kendall is partial to television for increasing station visibility in the market. "TV works best because it's a high come medium, which is always good," he said. "Its primary benefit is call letter reinforcement. A secondary result is new come, which is essential if AOR is going to be competitive with the rest of its market competitors for number one."

WMMR is also famous for its semiannual "block parties," street celebrations with live music that have attracted over a hundred thousand listeners at a time. Additionally, WMMR jocks do club dates and other live appearances weekly. "It all comes back in the ratings," Kendall reported. "My highest-rated jocks are the ones that are most active in the streets and clubs."

All of WMMR's promotional activities are coordinated by station Promotion Director and Assistant PD **John Bloodwell**, of whom Kendall enthused, "He's the brightest kid I've ever run across. Watch out for him; he's a top prospect for a PD job by next year."

Competitive Considerations

Kendall's stay at WMMR to date has re-

"It seems like research is mostly a tool for telling a record company why you can't play its records."

WMMR is a recent Source network signing, using newscast feeds intact on week-ends, and cutting up other news material for use by its three-man news department in their regular newscasts. Aside from weekend runs of "Coping With," WMMR does not use any short-form features, but does run Source concert specials, along with the **Rolling Stone** "Guest DJ" show (Kendall is one of the show's producers). He is not fond of syndicated interview programs: "I think they're boring. How many times can you hear about the same tour? We will do interviews if the acts come in personally — then the interviews can be tailored to local interests."

Powerful Promotions

As Kendall noted, WMMR is famous for its ongoing promotions, both on and off-air. Just concluded was "WMMarch," a month of on-air artist interviews, guest DJ stints, and other music specials. Contest giveaways for everything from Pac-Man games to drum kits are prevalent, but done "cleanly and simply," according to Kendall. "Principally we use prerecorded contest explanations, none running over 30 seconds. They're musical and designed to fit in the middle of a set with no jock talk on either side. You can say, 'Write WMMR.' That's a nice reinforcer when someone might be filling in

sulted in some excellent numbers that have kept his AOR competition nipping at his heels. But Jeff Pollack's consulting influence has already been felt across the street at WYSP, which rose in the new ratings to a 4.1 while WMMR was down 6.2-5.1. Of those numbers Kendall commented, "Of course I wish it went up instead of down. But I expected a down book. WYSP's gains didn't surprise me at all; they're very strong. But we still beat them, and that's what counts. We've managed to hold onto our core audience, which is what WYSP was after. They didn't get them."

"WIOQ is pretty much out of the competitive picture except in mornings. They're more in competition with soft rocker **WVGK**. **WCAU-FM** is coming on strongly with teens, and is also starting to get pretty good 18-24 males. While the logic behind playing nothing but current hits eludes me, I must admit they get the numbers, and I wasn't surprised to see them beat us this book."

"We have a hellacious competition going in Philly," Kendall admitted, "and I think it's marvelous. I haven't seen a market like this since the old Top 40 days of the 60's. It's great because I love challenges. I have no interest in growing a pot belly — I like to stay on the prow! If you keep a little fresh blood on your teeth you stay healthy."



NBC Radio's Young Adult Network

FOREIGNER. JUKE BOX HEROES.

Hot blooded rock 'n' roll. Foreigner. They've taken the rock world by storm over and over. In this exclusive special on The Source, Mick Jones, Lou Gramm, Rick Wills and Dennis Elliott take time out from their heavy performing schedule to talk about their lives and their music. No strangers to international stardom, Foreigner's unique blend of gutsy R&B, rave-up rockers, and "heavy melody" tunes has earned them a firm position as one of rock's superpowers. Hear "Hot Blooded," and "Feels Like The First Time." Plus "Urgent," "Waiting For A Girl Like You," "Juke Box Hero," "Break It Up," and more from "4," the new album on Atlantic Records. Produced by Denny Somach Productions.

The weekend of April 23, 24 & 25. On more than 200 radio stations throughout the country. Check your newspaper for local time and station.



Brought to you, in part, by Delco Electronics, and by Butterfinger® and Baby Ruth® Candy Bars.

EVOLUTION

WMMR/Philadelphia MD Joe Bonnadonna steps down but retains airshift ... Harlan Winslow steps down as KZOZ/San Luis Obispo PD but retains airshift. Skip Hanson gets PD post ... Vicky Cunningham is appointed Director of News and P.A. at KRQR/San Francisco ... KMET/Los Angeles appoints Rick Sadle as Operations Director and Katie Arnold as Assistant Promotion Director for the station's press relations department ... Jeff Schwartz signs with WMET/Chicago as Marketing and Promotion Consultant ... Mark Hauser joins WERI/Westerly for nights from WICB/Ithaca ... Greg Thomas is named night personality at KILO/Colorado Springs from WXUS/Lafayette.

Coming Next Week: One of the Winter ARB's first major upsets occurred in Detroit, where WRIF regained its former market-dominant stature for AOR radio over tough competitors WLLZ and WABX. Next week WRIF PD Fred Jacobs talks about his belief in the power of personality radio, and explains his station's unique music research system, in an informative R&R interview.



4MMM BREAKS FOGELBERG DOWN UNDER — Australian AOR 4MMM was presented with a commemorative poster by CBS for the station's exposure of Dan Fogelberg to Brisbane listeners. Pictured (l-r, back row) are Sales Manager Peter Hayden, Program Manager Ted Seymour, Production Manager Brian Pickering, jock Terry Anthony, CBS rep John Saxon, jocks Rod Lockington and Bill Healy; (l-r, front) GM Rob McKay and Phil Maroney.

AOR Reporter Profile

KFRX/Lincoln
PD/MD: Tracy Johnson
Power: 100,000 watts
Consultant: none

"People listen to KFRX/Lincoln for the music, and we don't do anything that would detract from the music. We provide the best in music through careful selection of currents and oldies. We want the sound of the station to be 100% pure and clean, so we don't do any on-air promotions that don't fit the station's image, or on-air hype.

"Jocks are encouraged to be real people on the air, relating on a one-to-one basis with our audience. They're not allowed to editorialize, and if they have nothing special to offer, I'd rather they kept quiet and played another tune. Contests are kept at a bare minimum, with a few ticket and album giveaways. But again, I'd prefer the music to be primary in importance.

"We maintain our market visibility with a van and personal appearances by the jocks.

"Our music is selected basically by monitoring national and local trends, plus gut instinct and studio requests. We average over 700 calls a day, that I go over to be sure we're not missing anything important."

(KFRX is a new R&R AOR reporting station.) Tracy Johnson



LITTLE LUNCH — Rich Little visited WMMR/Philadelphia recently, for lunch and on-air impressions. Pictured (l-r) are Lou Reeve, PD Charlie Kendall, air personality Anita Gevinson, and Little.



KSRR CASH GIVEAWAY — KSRR/Houston held a \$10,000 cash giveaway contest, with entrants registering by mail and then calling the station within 97 minutes when their names were read on the air. Pictured awarding the winner his check (l-r) are PD Alan Sneed, VP/GM Jeff Trumper, contest winner, midday air personality Moby, and Advertising/Promotion Assistant Director Mark Campbell.



A NIGHT WITH GEILS — WFBQ/Indianapolis packed with EMI America to send a winning contest entrant on a night on the town when the J. Geils Band played locally. Pictured (l-r) are contest winner, band's Seth Justman and Peter Wolf, WFBQ MD Jim Pemberton, evening jock Carey Carlson.



SPRINGFIELD ROCKS ROCKLINE — KGB-FM/San Diego brought promotion winners to Los Angeles to meet RCA's Rick Springfield during his recent "Rockline" appearance. Pictured behind KGB-FM's Liz St. John (l-r) are RCA's Kelly Summers, Mrs. Springthorpe (Rick's mom), RCA's Jeff Naumann, winner, Springfield, KGB-FM MD Judy McNutt, winner.



WMET EYES IRIS — MCA's Donnie Iris was welcomed to Chicago, where he played in concert, by WMET airstaffers who interviewed him. Pictured (l-r) are WMET MD Dave Benson, Iris, WMET Production Director Bob Stroud, and MCA's Larry Green.

UPDATE

80,000 locals attended KATT/Oklahoma City's free KattWorld lifestyle fair, a weekend-long celebration that included a concert by A&M's Johnny & the Distractions ... KTXQ/Dallas broadcast a direct digital recording of area favorites Van Wilkes in concert as a part of the station's ongoing "Texas Music Hour," in what may be the first time a radio station has produced its own digital recording for broadcast ... Here's the latest update from R.O.S.E., the upcoming solar energy radiothon being coordinated with AOR radio for early May. Among the more than 35 confirmed artists are Tommy Tutone, Firesign Theatre, Journey's Steve Smith, and Graham Nash. Over 50 AOR's have confirmed their support, including KMET and KLOS/Los Angeles, KGB-FM/San Diego, KZEW/Dallas, WQDR/Raleigh, and WDHA/North Jersey. Also contributing airtime are both the Source and ABC's Rock Radio Network ... KGON/Portland's planning a benefit fundraising radiothon rock memorabilia auction, and needs rock paraphernalia. Contact Promotion Director Marilyn Jones or MD Gloria Johnson at (503) 655-9181 ... Congratulations to WMMR/Philadelphia PD Charlie Kendall, who just announced his engagement to former WYSP/Philadelphia MD Lisa Richards. The two will wed in Philly on September 19 ... WQXM/Tampa just held its second annual Street Nationals, giving away trophies to winning listeners who entered their cars in the competition ... WRIF/Detroit donated 100 tickets for Tigers Opening Day to the local Police Athletic League, a children's charity ... WQDR/Raleigh participated in the Outdoors North Carolina Expo, teaming up

with a local athletic shoe store in a running display with a "Born To Run" theme. WQDR handed out free head sweatbands and held running clinics ... WABX/Detroit airstaffers participated in the local Easter Seals Telethon, raising about \$2000 in listener pledges ... WMET/Chicago is celebrating its third AOR anniversary this month with a "World Tour" promotion that will send two listeners to Europe for the world premiere of Pink Floyd's film "The Wall" ... WHMD/Hammond PD Catt

COLOR

EASTER WRABITS: WHMD/Hammond jocks toured the area during Easter weekend, giving away copies of MCA's Wabbit album. KWK-FM/St. Louis had listeners attempt to guess the number of carrots in a tub display at a record store to win a rabbit coat and a copy of the band's album.

ROCK WARS: WAQX/Syracuse just held a weekend-long "Rock Wars" promotion, pitting popular AOR songs against each other in a series of competitions. The station logged over 10,000 calls throughout the weekend, which culminated in an all-time favorite song win for Led Zeppelin's "Stairway To Heaven."

LIVE IN THE LIMELIGHT: WAAF/Worcester and Full Moon/WB acted for a promotion in support of the Peter Cetera cut "Living In the Limelight." Listeners were invited to play guest DJ's at a club where they were judged by station reps. All entrants got a special WAAF/Cetera T-shirt, with the first 500 in attendance receiving discount cards for the purchase of the Cetera album.

Stone broadcast his morning shows for a week recently from atop a local flagpole, in a benefit for MS research ... KGON/Portland sponsored the first-ever ski competition for the area's Special Olympics ... College AOR WAER/Syracuse celebrated its 35th broadcast anniversary this month with special programming, plus free concerts at local clubs and parks.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WBWB/Bloomington presented McGuffey Lane for \$1.97.

BROADCASTS: Bryan Adams on WSYR/Syracuse.

CONVERSATIONS: Joan Jett, Bob Seger on WIOT/Toledo ... Angel City on KRKN/Anchorage ... Joe Perry, Brad Whitford on WAAF/Worcester ... Aldo Nova, Thin Lizzy on CFOX/Vancouver ... Franke & the Knockouts on WEZX/Scranton ... Sparks, Slow Children, Plimsouls, Jools Holland, Orchestral Manoeuvres In the Dark on KROQ/Pasadena ... Foreigner, Bryan Adams on CHEZ-FM/Ottawa ... John Hiatt on KTYD/Santa Barbara ... Human League on KFMG/Albuquerque ... B.B. King, Greg Kihn on KVRE/Santa Rosa ... Sammy Hagar on KCAL/San Bernardino ... Lamont Cranston on KTIM/San Rafael ... Sammy Hagar, Aldo Nova on WLUP/Chicago.

The Music Section

AOR's Most Accurate
Music Information
Begins on Page 44

Adult / Contemporary



JEFF GREEN

ABC Direction Network: Relatable & Flexible

Just as networks are turning towards adults with music programming (see R&R 3-19), a new "direction" in network news recently arrived with the January debut of ABC's latest news and information service for 25-54 adults, the Direction Network.

In less than four months, 100 stations have signed up to receive "news as it specifically relates to the audience." The Direction approach attempts to add more meaning and value to daily events than traditional "headline" news.

ABC Entertainment & Direction Network VP Chuck King explained how this new network was created. "Network radio as a whole has grown very rapidly over the last few years. We were getting requests for both another adult service from affiliates and additional inventory from advertisers. We've been polling stations for 1½ years and got an overwhelming interest for this type of programming.

"Having already four ABC Radio networks, two of them adult (Information and Entertainment), we wanted to create something new. Direction was designed as a 'streamlined' service, and it's the first such service we've offered. It's a three, not five-minute newscast, with a commercial (if any) following. The news is fed at the :45 mark, but with the ABC pulsing unit, it's available to be played back whenever the station wants it, anywhere in the hour."



Chuck King

Direction Network Features

- Relatable News, Features, Sports
- Streamlined 3-minute broadcast
- Repeat feature local sale option
- ABC Umbrella
- Time-shift flexibility
- Compensation (qualifying stations only)
- Local spot options
- Newscall/Sportscall feeds
- Satellite technology
- Custom correspondent promos

run live during weekday drive times, plus 12 shows on weekends.

"We do have a second feature coming in July," promised Chuck. "It's a psychologist who will help people 'cope' with various problems. This feature was created to specifically reach key mid-30's demographics. These listeners are dealing with major emotional issues every day, so we feel it will be a valuable addition all around."

Like the sports, the features carry a 30-second network spot at the end, but offer an attractive local option. "Stations can repeat the features once per day and sell them locally," said Chuck. "This gives them a piece of the action, too."

As far as music features are concerned, Chuck stated, "We're studying the possibilities, but it's quite complicated because so many different formats carry Direction. However, we will provide them at some time. Furthermore, if our affiliates request additional feature programming, we certainly can make it available."

Affiliate Requirements

"ABC is a flexible network system," emphasized Chuck. "We don't demand that you carry our programming when we feed it to you. Stations unable to carry the newscast and feature, due to whatever priorities, may run the commercials, if any, during the proper time period. In short, we give our stations what they want, rather than tell them what they have to take."

"In short, we give our stations what they want, rather than tell them what they have to take."

"As with any ABC Network arrangement," he continued, "we use a two-year contract, with a 90-day cancellation provision for both parties. Direction is offered to one station per market."

What are the costs? "In major cities there are none," said Chuck, "except for giving up inventory. In the top 100 markets, some stations may qualify for compensation. Outside those areas, stations just pay for their lines. However, that is almost academic, because all the ABC Networks will be broadcast digitally via satellite by January 1, 1984."



NO, IT'S NOT ALL MINE — WCLR/Chicago's Peter Dean has money coming out of his shirt, all from his latest request show that garnered over \$9000 in pledges for the Ronald McDonald cancer project.

Satellite Development

"We're in the process of talking with all our affiliates to encourage them to commit very early on the purchase of certain necessary equipment to be part of the ABC Networks in 1984," commented Chuck. Although he did not specifically mention details, the ABC Network newsletter "What's On" suggests that affiliates take steps to acquire earth stations from sup-

provide almost unlimited flexibility of the hourly clock, to feed simultaneously any and all types of programming. What's more, there will be much better signal quality. Right now, for some of our music networks, we send out our programs on disk, to maintain the quality that land lines just can't match. With satellite, you cannot tell the difference between the feed and the local broadcast."

ABC Umbrella Is Affiliate Magnet

The reputation and diversity of the ABC Network group adds an extra attractive element to prospective affiliates. "By taking Direction," said Chuck, "you get the complete ABC Network umbrella. People want us because they know it's the best in the business. ABC has always been an innovator in network programming, ever since we developed the idea of multi-networks for specific demographic targeting 14 years ago. Because of the ABC umbrella," he concluded, "we've always had more stations requesting ABC service than we could ever satisfy."

"Because of the ABC umbrella, we've always had more stations requesting service than we could ever satisfy."

plier Scientific Atlanta, beginning late this year.

"There are many advantages to satellite," enthused Chuck. "We'll be offering greater flexibility. With our transponder carrying 20 channels, we can

Community Involvement

In response to WOWO/Ft. Wayne's campaign to help the recent flood victims, listeners contributed \$50,000 to the "Penny Pitch Flood Victims Relief Fund" . . . KING/Seattle just sponsored its third annual "Great Garage Sale," featuring over 350 booths operated by non profit organizations, and a celebrity auction. . . Across town, KJR has scheduled its second annual "Food Festival," offering samples, cooking demonstrations, coupons, preparation tips, and over 100 exhibitors. Last year's festival drew 80,000 in two days. . . WSB/Atlanta has launched its sixth annual metro high school Honor Band competition, recognizing high achievers in music. . . WYNY/New York announced two new college awards, bringing the total of separate scholarships to 14, worth \$61,000. . . WHAV/Haverhill, Ma cosponsored the collection of 7000 essays by school children, which were sent to Time Magazine in support of their town, termed the "worst desirable," in the magazine's review of a new book about places to live.

Foundations: WRIE/Erie's annual "Ugliest Bartender" contest just ended, collecting \$28,000 for Muscular Dystrophy, and almost doubling last year's efforts. Meanwhile, KHOW/Denver's version reaped a record-breaking \$92,000 for multiple sclerosis. . . In separate radiothons to raise funds to fight leukemia, KFMB/San Diego raised \$25,000, and WMAL/Washington set a new record with over \$317,000 in pledges. . . KIXI/Seattle's Valentine's Dance netted \$1600 for the Heart Association,

while WIKY/Evansville, IN sponsored a "CPR Day" to teach cardiopulmonary resuscitation to 600 participants. Also for the AHA, WCTC/New Brunswick, NJ conducted its "Operation Heartbeat" radiothon, raising over \$27,000 with help from Franke Previte (of Knockouts fame), Rupert Holmes, Al Martino, and Terry Cashman . . . KISN/Salt Lake City recently sponsored a cross-country Ski Finale, with vacations and other prizes as part of their contribution towards the American Cancer Society . . . WCBM/Baltimore presented its third annual radiothon to raise funds for cancer research/patient care, by requesting a minimum \$5 pledge from listeners wishing to hear their favorite songs. Proving the idea makes good "cents," WCLR/Chicago's Peter Dean collected over \$90,000 this way to help the Ronald McDonald House, a home for parents of children stricken with cancer. . . For their various hospital campaigns, WTAR/Norfolk raised over \$10,000, WASH/Washington broke all its previous records with \$123,000, WBZ/Boston brought in over \$152,000, while powerhouse KDKA/Pittsburgh overwhelmed all efforts, raking in \$1.5 million! Congratulations to all!

Direction Network Personnel Lineup

VP: Chuck King

Director: Vincent Gardino

Director/Programming: Ruth Meyer

News Director: Fred Davis

Sports Director: Shelby Whitfield

News Anchors: John Belmont, Robert R. Houck, Doug Limerick, Tim O'Donnell, Marcia Jeanne Salter, Paul Westpheling, Jeff Young

Relatable News

Describing the difference as in the "manner of presentation," Chuck said, "Direction is a relating newscast. You can't really 'relate' a plane crash or an assassination, but whenever possible we try to relate the stories in the news to the listener. Other newscasters might tell you that 'In Washington, the government reported today inflation increased 2% last month.' We'll say, 'Based on the latest inflation figures, the price of bread will rise 12 cents a loaf starting in June.' We deliberately write the news to make it applicable to people's daily lives."

More Than Just News

In addition to hourly newscasts, Direction also offers 90-second sports breaks and a 90-second afternoon drive feature called, "To Your Good Health," a health and fitness show with nationally-known physician Dr. Paul Donohue.

The sports reports, anchored by veteran sportscasters Bob Buck and Don Chevrier,

The Music Section

A/C's Most Accurate
Music Information

Begins on Page 54

Country



CAROLYN PARKS

MUSIC COUNTRY NETWORK DEBUTS

WSM/AP Cover Radio's Dark Side

Network Country radio programming, still in its infancy, has already begun to branch out to cover special interests. Witness Music Country Network, the WSM, Inc./Associated Press brainchild which took to the airwaves April 1, targeted for the truckers, travelers, late-shift workers, and insomniacs who listen to the radio from 10pm-5am. Hosted by WSM/Nashville's all-night DJ Chuck Morgan from 10pm-2am and Allen Dennis from 2-5am, MCN racked up 70 affiliates before it even got on the air!

WSM Radio and MCN GM Tom Cassetty and AP Broadcast Services Deputy Director Jim Hood were two of the gentlemen instrumental in getting this joint venture off the ground. I recently spoke with both of them regarding the concept behind this type of programming, how the show operates, and their thoughts on the future of not only their network but networks in general.



Tom Cassetty

Jim Hood

Being in the right place at the right time often brings interesting results, as Jim explains. "We were both working on the same thing at the same time and we happened to bump into each other. AP was talking to some independent producers in Nashville with an eye towards doing exactly this kind of show. We had planned to hire them and lease studio facilities and do it ourselves because we thought there was a need for this kind of show."

Tom picks up the story. "About the same time we were trying to do something like that. It was quite by happenstance that Jim and my boss Tom Griscom talked to a mutual friend and this friend got them together, so it was just a lucky break for both of us."

Fulfilling A Need

Obviously, there was a need for this type of programming, as evidenced by the large number of affiliates which signed on in advance of the first program. Jim comments on what first gave AP the idea to launch such a project. "If you look at what was being done and what was being planned in late evening and overnight radio, most of it is

talk and call-in shows. The largest single group of stations that we serve on the AP Radio Network are Country stations, so we're always aware of them. It was just obvious that there was something that somebody could do for them. The trucker's shows are very successful in cities where there are big clear channel stations, and it would really be a natural to do sort of a national version of that and broaden it a little bit so that it doesn't appeal only to truckers. We think, assuming we can clear enough stations, that it should be possible to sell enough time to make this thing worthwhile."

"It's a very versatile show; everything's kind of spontaneous. If one of the performers brings an instrument and wants to do it live, we let him go." — Tom Cassetty

"Most stations," Tom elaborates, "don't put a lot of money into good programming...that's an expense for them. So we felt that this would be a good area to get into, since we had, we felt, a good overnight program anyway. The only difference was we had to tighten it up because the timing had to be exact. It's tough to sell one station overnight, but if you've got 70 or 100 it makes it much more economical for the buyers."

WSM PD Hairl Hensley is also in charge of programming the new network, while AP works on signing up affiliates and answering any problems they might have. AP is also offering some special promotions as part of the regular programming, kicking off with a free weekend in Nashville for two listeners as well as two staffers at the local affiliate.

MCN Features Visiting Artists

One feature that Chuck has always incorporated into his overnight program and



Music Country Network got off to a star-studded start on April 1, 1982, as visiting celebrities (l-r) Bill Monroe, Roy Acuff, and Barbara Mandrell joined host Chuck Morgan for the network's first show.

plans to do even more so now is having visiting celebrities on the air. Tom describes the first show and what they plan for future broadcasts. "We had a little kick-off party down here with about 400 artists and record company people in. Barbara Mandrell cohosted with Chuck, and Bill Monroe and Sylvia were here. Ricky Skaggs came by and played a little live music. It's a very versatile show; everything's kind of spontaneous. If one of the performers brings an instrument and wants to do it live, we let him go."

"We're not going to kid you and say we're going to have a Barbara Mandrell every night. However, Louise Mandrell and T.G. Sheppard have already been cohorts, and Conway Twitty and Loretta Lynn are scheduled for future programs. Most of the artists live here and all of them record here, so when they're in town and are available, we're going to have them on. We'll be originating live from "Fanfare" in June as part of our special broadcasts, and we have a toll-free 800 number too so the listeners can call in and talk to the artists, make requests or whatever."

The seven-day-per-week program is being offered to stations on an exclusive market basis with sixty days notice for cancellation. Besides the weekly \$50 fee, the affiliate is also responsible for connecting to the nearest AP satellite earth station. The network keeps six minutes per hour for national spots, and the affiliate station has about ten minutes of time that it can sell locally.

Stations Can Add Local Flavor

Tom notes how stations can fit the show into their own programming and give it a local flavor. "Stations that aren't automated have the option of covering all of the AP portions that they like, so they can insert their own local news and weather using their own DJ to make it sound like it's local."

Jim expands on that thought. "When radio really does that (maintains localization) it's excellent. I don't think there is any question that there will always be a place for local stations. The stations that have a lot of community involvement, generally speaking, are the top stations in their markets today, and I think they always will be. But for the other 20, I think this kind of thing will be increasingly important. What we're trying to do with the Music Country Network and what we've always done with the AP Radio Network is to try to make it as flexible as possible so that we don't take over the entire radio station and start programming it from Washington or Nashville or wherever. The network is only overnight; it's not a 24-hour service; and the AP Network is noncommercial with no clearance requirement at all, so stations can use it any way they want to enhance their coverage. You can really run the gamut from having stations that carry nothing but network to having stations that

pick and choose the best of several networks."

Bright Future For Networks

"I think that there's a lot of room for overnight shows in networking because it's a time when stations have a hard time producing much more than one person can turn out. I think the same is true of weekends and eventually middays...those are all good times for the networks. Right now, since networks are having sort of a renaissance, it seems almost shocking that you would have three or four different networks doing something overnight; but when you look at how many stations there are in those cities, you could probably use a lot more network programming. I think that eventually stations will be like fast food franchises and you'll be able to hear the same thing in several hundred cities with local inserts added."

Tom also sees a bright future for network programming. "I can see down the road where a station in a smaller market will be fully automated from signon to signoff (if it signs off). All they'll have to do is go in with two or three people, open up the station, pick up the quality networks, and make a living off of it. It comes down to an economic thing. Right or wrong, you've got

"I think that eventually stations will be like fast food franchises and you'll be able to hear the same thing in several hundred cities with local inserts added."

— Jim Hood

to make money. Overnight programming across the country is terrible right now, so that's the area we've gone after. One thing that we're especially proud of is that we announced back in December that we would hit the air April 1, and we did. I don't think any other network has done that."

In talking with some of the program's affiliates I picked up both positive and negative comments on the show, a not uncommon situation. Everyone has a different idea on what will sound right on his or her station, so the best safeguard is simply to listen before you buy. However, everyone I spoke with agreed that the concept is a good one. There's definitely a need for solid overnight programming, and Music Country Network is working hard towards filling that void.

Country Closeup

Conversions

WNOX/Knoxville converts to Country and is in need of record service, both currents and oldies. Contact PD Scott Majors at (615) 637-9900... New facility KAVV-FM/Tucson goes on the air in a few weeks. Record labels please contact Paul S. Lotsof, OM, Box 42977, Tucson, AZ 85733... Another brand new Country station to debut May 3, as 100,000-watt Q92 (KPCQ) cranks it up in Powell, WY. Jay Moore is station PD and re-

quests record product be sent to: Ron Barnhart, GM, KPCQ, 1041 Road 12, Powell, WY 82435... Former A/C KWKN/Wichita went Country March 8 and is simulcasting with FM sister station KGCS. New station lineup is John Williams (PD) 6-10am, Shirley West 10am-3pm, Dan McGraff 3-7pm, and Tim Galway 7-midnight... WPKX-AM switches from Country to Music Of Your Life format, although WPKX-FM remains a Country facility (R&R 3-19)... Please note that WKSU/Cleveland is not changing format. An erroneous press release was mailed out to that effect, but the station remains Country. Some joke, eh?

The Music Section

Country Radio's Most Accurate
Music Information
Begins on Page 50

On The Flip Side



*"No kiddin, baby...that's a real hot label you're wearing.
Wanna go 'round together?"*

"Oh No" RANDY PARTON

JUST SHIPPED

"The Man With The Golden Thumb"

JERRY REED

BB 61 ★ ★ CB 53 ★

"Brotherly Love"

GARY STEWART & DEAN DILLON

BB 57 ★ ★ CB 52 ★

RCA
RECORDS





TAMPA
ATLANTA

PORTLAND

SAN FRANCISCO

CLEVELAND

NEW ORLEANS

WASHINGTON, D.C.

SEATTLE

CHICAGO

Thanks radio for your warm welcome on my promotion tour

Pia

Alan Hotlen
Pat O'Day
Phil Zachary
Bill Tanner
Scott Robbins
Steve Kingston
George Cooper
Sandy Beach
Richard Lippincott
Dave Martin
Bob Travis
Dave Hamilton
Jim Conlee
Bill Minkler
Gerry Cagle
Ben Hill
Andre Laborde
John Young
Scott Shannon
Norm Shrutt
Mike Adams
Don Cannon

Lee Logan
Chuck Rhodes
Mary Pat
B.J. Hunter
Gordon Stenback
Denny Long
Rob Sherwood
Bob Miller
Jeff King
Paula Matthews
Bob Mitchell
Joni
Johnny Vee
Greg Picciano
Reg Johns
Ted Hudson
Gil Rozzo
Roger Garrett
Sandra Bobick
Eddie Hubbard
Ralph Barnes
Roy Leonard
Paul Christy
John Wetherbee
Mike Novak
Robin Mitchell
Bruce Murdock
George Wilson

Joe Patrick
Neil Mirsky
Mason Dixon
Fleetwood Gruver
Al Russo
Andy Ockershausen
Jerry Steele
Larry James
Jack Kelly
Ed Walters
Bob McKay
Doyle Rose
Mike Walters
Janice Wynock
Greg Cook
Charlie Tuna
Chris Brien
Joe Maxwell
Steve Davis
Tom Con
Jim De Caro
Ken Wolt
Rusty Black
Christopher Haze
John Charleston
Rob Edwards

Jeff Baxter
Bob Berglund
John Arling
Elvin Ichiyama
Russ Carlton
Gary Franklin
Mike Roberts
Chuck Martin
John Shomby
Sonny Joe White
Bruce Kelly

Art Wander
Beth Fast
Art Caruso
Tom Bigby
John Volbe
Larry Knight
J.J. Jackson
Al Herskovitz
Kelly McKon
Bob Swanson



On the charts and on the air at...

- | | | | |
|------|------|---------|---------|
| WXKS | KFI | KIQQ | WLOL |
| WZZP | KJR | KYYX | WGN |
| WIFI | WTIX | WCCO | KULF |
| KZFM | WCSC | WZZR | KSKD |
| WTRU | Q101 | KILE | BJ-105 |
| WKRZ | WTRO | KMER | 98Q |
| WBBX | WSFL | WEGP | WILK |
| WGNS | WTYN | KTBC | WHSY |
| WOXE | KCPI | WMMG | KRIG |
| | WBTR | WRON | WCKQ |
| | WORC | KQHU-FM | WCKM |
| | KFMO | WTCM | WRRK-FM |
| | WCKQ | KYMN | KGY |
| | KAAY | WMPX | WGAC |
| | | KVSO | KPRL |
| | | WWNR | KSGT |
| | | WSBA | WJNC |
| | | WSMB | KGLO |
| | | WACI | WJER |
| | | | WKNE |
| | | | WMFR |
| | | | WLEC |
| | | | KORQ |
| | | | KBCQ |

Pia Zadora's Single
"I'm In Love Again"
 (E-47428)

And Album
"Pia"
 (E-1-80109)

Available on Elektra
 Records and Tapes

Inside Nashville



BIFF COLLIE

"ON THE ROW AGAIN": Music Row is bursting at the seams out of "Dogwood Winter." Willie Nelson called from Ft. Worth, the first leg of his new tour, which will end May 3 in Lake Charles . . . Lynn Anderson and Harold "Spook" Stream divorced quietly, with Lynn having custody of their two kids, ages 1 and 2½ . . . Tammy Wynette's latest hospitalization in Denver attributed to a lingering abdominal problem which has put her in hospitals all over the country a dozen times in recent years . . . Kenny Rogers's clothes line totalled over \$40 million in 1981. When asked if he, with TV, movies, concerts and sideline interests, is the top money-earner of the country stars, Kenny often says, "I believe Willie Nelson holds that title." By the way, we plan to broadcast our "Inside Nashville" radio newsfeature daily from Willie's Pedernales Country Club in Austin the third week in May. Tell you more later . . . Roy Clark had to cancel his Wembley Festival performances in London last weekend because of an upper respiratory infection . . . Johnny Cash's hosting of "Saturday Night Live" April 17 will be a "first" for the man in black . . . Johnny Paycheck, sued for \$3 million by the guardians of a 13-year-old Casper, WY girl he was accused of having sex with last April, is scheduled for a preliminary hearing in May on two felony charges that he took indecent liberties with the girl . . . Over 12,000 registrations already for this year's Fan Fair in Nashville, June 17-21, to be held for the first time outdoors at the Tennessee State Fairgrounds. Most ever before was 15,000 last year. This year will far surpass the record . . . Jerry Reed all over the TV tube this week, on the Dean Martin special (4-18) and the "Tonight Show" (4-21) . . . Conway Twitty & Loretta Lynn will record again! Their fans, who've bought their annual duet album for many years, will be happy to know that the potentate of Twitty City will mix again with the maharini of Butcher Holler. MCA and Elektra have agreed to a one-album deal for the most acclaimed country duet of the generation.



Checking the chart action on Allen Tripp's debut single are (l-r) Fischer & Lucus President Bobby Fischer, Tripp, and F&L Marketing Coordinator Gayle Baldwin.

NAMEDROPPER: Loretta Lynn's "The Lady . . . The Legend" TV special, which had a top ten rating on its first airing last November, booked again for Sunday (4-18) on NBC-TV . . . Charlie Louvin, after talking about it for 25 years, finally went into the studio with Jim & Jesse McReynolds for an album of classics from both the Louvin Brothers era and the Jim & Jesse hit file . . . WNOX, the first radio station in Tennessee, returned to its country roots April 1

after Mac Sanders took over the operation of his newly-purchased station. WNOX spawned careers the likes of Roy Acuff, Chat Atkins, Archie Campbell, Dolly Parton, the Carter Family, Carl Smith, Don Gibson, et al.; in recent years it has been an Adult/Contemporary-sounding station . . . James Pirtle changed the name of his J&B Records to Myrtle Records . . . New Shorty Lavendar Agency President Dan Wojcik announced that George Jones is expected to be out of the hospital in time for his Columbus, GA appearance April 29, followed by his mini-tour of the South, including Birmingham, where he is currently hospitalized . . . Jeff Walker, President of Aristo Associates in Nashville, is hosting a weekly live "Nashville Report" on 50 stations in Australia since April 1 . . . Roger Sovine's new job as VP at Tree Music is the latest step in Red's son's trip up the executive ladder in the Music City round table. His itinerary reads like this: Show Biz, Cedarwood, BMI, Welk Music, Tree International . . . George Jones and Merle Haggard considering a duet LP? Merle and Willie already cut "Pancho & Me" . . . Felice & Boudleaux Bryant, who wrote virtually all the Everly Brothers hits, plus many more, are suing songwriters Larry Collins and Sandy Pinkard for copyright infringement on their standard "Rocky Top" of the Collins-Pinkard hit "You're The Reason God Made Oklahoma" . . . Almost half the radio stations in America playing at least some Country music? That's what they tell me.

Delta Records, the Nacogdoches, TX-based company, has loaded its roster with erstwhile hit-record artists and plans a splash at this year's Fan Fair. They've rented the Nashville Municipal Auditorium June 8 to showcase the likes of Faron Young, David Houston, Johnny Bush, Frenchie Burke, Justin Wilson, Bob Wills's Texas Playboys, and Hank Williams's Drifting Cowboys. To my knowledge or memory, no one has ever invested such a concentrated effort into a label-building project with so many names. The Drifting Cowboys have a TV marketing album project test-marketing in Atlanta and Charlotte, with others to follow, I understand. Complimentary tickets for that historic showcase event in Nashville will be available from Ernest Tubbs Record Shops in Nashville or by writing to Delta Records, Box 225, Nacogdoches, TX 75961.

Four-Star Music, whose catalogue includes such classic hits as "Release Me," "There She Goes," "Am I That Easy To Forget," "Just Out Of Reach," and 2200 more, has been sold out of bankruptcy to the giant Acuff-Rose Publications. Wonder if Wesley Rose will change the name to "Four Roses?" (Who'll drink to that?)

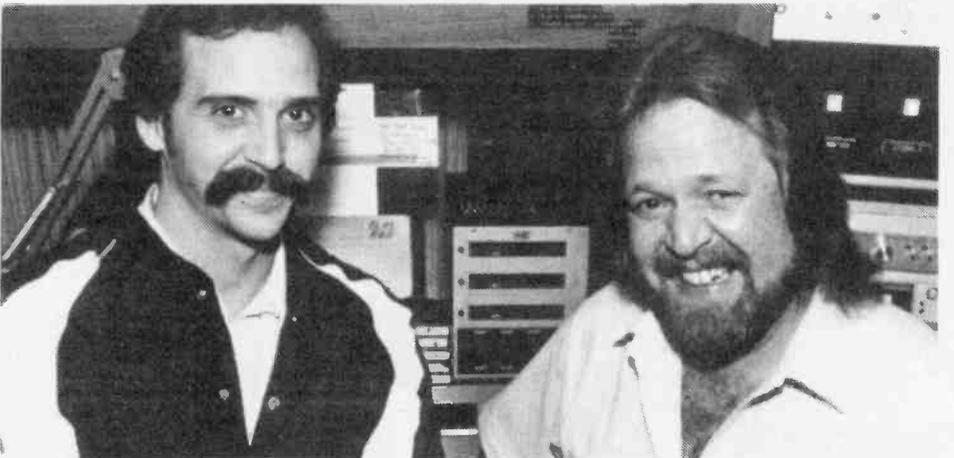
FOR THE RECORD: Those 13 one-hour Jimmie Rodgers-hosted TV shows taped at Los Angeles's Palamino club were filmed by Media Productions. We'd previously inadvertently reported that the shows would be syndicated by Media Productions.



CONLEY & EVERETTE BOXED IN — KBOX/Dallas PD Jack Weston found an opportunity to corner Earl Thomas Conley and Leon Everett following their participation at the River Festival in San Antonio recently. Pictured (l-r) are Conley, Weston, RCA's Wayne Edwards, and Everett.



SO WHO'S CRYING OVER SPILT MILK? WIRE afternoon drive personality Ken Speck, already well-known in the Indianapolis area, has now increased his celebrity status even more by winning the "Celebrity Milking Contest" on Ag-Day at the state fairgrounds, bettering Indiana Governor Robert Orr in the process. Speck is shown holding his silver pitcher first prize trophy as second-best Governor Orr smiles on.



LISTEN! 'S APPRECIATE McDANIEL & KIK-FM — Mel McDaniel (right) and KIK-FM/Orange, CA PD Steve Thomas (left) are shown following McDaniels's live interview at the station and prior to the second annual KIK-FM "Listener Appreciation Night" live concert aired from local club The Cowboy.



WIXL SPONSORS STARESEARCH WINNERS — Following the New Jersey State Finals of the Wrangler Country Staresearch Talent Contest, WIXL-FM/Newton, NJ air personality Fred Masey (left) congratulates winning country singing team of George and Joni Day. The Days now move on to the National Finals in Nashville.



Coors Country News

This Week's Guests:
JOHNNY PAYCHECK
& **DAVE ROWLAND**

Call Pete Howard or Kirt Daniels (213)392-8743
228 Main St., Suite R Venice, CA. 90291

Black Radio



WALT LOVE

WEDR'S OUTSPOKEN GM — JERRY RUSHIN

Black Radio In Miami

After receiving continued requests from my readership for more interviews with black general managers, I reached out to WEDR/Miami and its VP/GM Jerry Rushin. Because of the continuing fight that Black radio experiences trying to attract major advertising dollars, I asked Mr. Rushin if he would be willing to talk with us and "lay it on the line" in some cases. Mr. Rushin and I discussed Arbitron, knowing your market, knowing your audience, and much more. I hope you will enjoy the interview as much as I did.

Offering some background, Mr. Rushin told me he's been in the radio business about 10 years. "I used to be an air personality here at WEDR; I did the afternoon drive show for eight years. My move from air personality to my current GM position represents a unique situation. I think that most General Managers come from a sales background. Fortunately, I had the opportunity to be a programmer and a sales person at the same time. This gave me the experience in sales which is the bulk of a GM's job. I knew the market, I knew the station, and I knew our sales program. It was just a simple matter of a transition from on-air to General Manager and Vice-President." Mr. Rushin still pulls an occasional air shift, as he related, "Now for instance, this evening I'm going on the air. I do a special every six weeks, so tonight I'm going on from 7pm-midnight. I do this just to fool around and hang out with some of the fellas and to keep in touch with the community. I have people call in and talk to me. That's how we stay in touch. I make it my business to do this every six weeks or so. I also do some talk shows that are political in

nature. For example, we talk about the Haitian refugee problem, the Cuban refugee problem, etc."

In the latest ARB, WEDR went from a 5.3 to 6.5 12+ in the Miami Metro Survey Area. In the Miami-Ft. Lauderdale-Hollywood Metro Survey Area it moved 3.2 to 4.3. Black population was weighted 14.9%, and the Hispanic population was weighted 37.6%.

However, Mr. Rushin revealed, "I couldn't tell you off the top of my head; I don't exactly remember but I was told it was very high overall. We don't subscribe to Arbitron. Other than having some qualm with the financial costs of subscribing, I work hard to achieve certain things in a market, I just don't think I should have to pay somebody to tell the truth. I've found that most people interested in buying a market stay on top of it and know all about the city, instead of depending on you the sales person, or on Arbitron. The agencies that I talk to subscribe themselves, so they are just as much aware if not more so than I am about what's happening in Miami. This is just my personal feeling."

How does he sell the radio station on a national and local level? "On a national level I think some buyers definitely go by the ratings. On a local level I think popularity is the key for sales. Anyone can punch you up in a car, at home, at the office, at a friend's house, whatever. High visibility along with local popularity is more important for selling local business. If you go to any city where a station is doing well, you'll know it because you will see their call letters someplace, and listeners, clients, and their competition will all be talking about them. What I'm saying is when people live in a city, work there, and play there, they know who's really considered the best in any business. It's kind of like a hit record — it promotes itself. You don't need a promotion person to go to radio stations; just send the record."

How does Mr. Rushin explain WEDR's recent ratings success? "I think it would probably be our very strong community involvement. Some things happened here last year in November when we had elections. One of our black City Commissioners retired and his seat was up for grabs, and a number of Cubans, other Latins, and caucasians were campaigning for this particular seat. So, we put together a massive rally to maintain some black representation. After that we went right to work on a 'Register To Vote' campaign and then of course a 'Get Out The Vote' campaign. This kind of strong involvement is the basic key for any ethnic radio station in a market like this. Our success is strict community involvement and support."

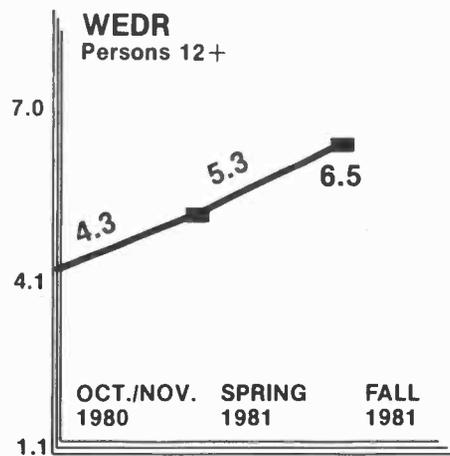
Avoiding Outside Advertising
I asked Mr. Rushin if he ever used televi-

- Black Radio Battle Brews in Miami
- BMA/Summit '82
- ▶ CBS "Evening of Just Jazz"

WEDR SHARE TRENDS : PERSONS 12+

MIAMI METRO

MONDAY-SUNDAY/SHARE ESTIMATES/6:00AM-MIDNIGHT



MIAMI METRO/AQB ESTIMATES/MONDAY-SUNDAY/6AM-MIDNIGHT/FALL, 1981

AGE	WEDR %
12-17	18.2%
18-24	29.9%
25-34	36.4%
35-44	8.0%
45-54	4.3%
55+	3.2%
12+ TOTAL	18,700

ARBITRON ESTIMATES. AUDIENCE ESTIMATES SUBJECT TO QUALIFICATIONS OF ORIGINAL RESEARCH.

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ACTION

"Just Jazz"

•CBS Records will present "An Evening of Just Jazz" to benefit the National Urban Coalition at Constitutional Hall in Washington, D.C. on May 14. Jazz artists Hubert Laws, Ron Carter, Charles Earland, Ramsey Lewis, Arthur Blythe and Wynton Marsalis will perform together for the first time ever, according to CBS Vice President LeBaron Taylor. Consequently, the event is planned to be recorded and videotaped.

•For those interested in attending conferences, the Black Music Association (BMA) will be holding its annual meeting at the New Orleans Hilton Hotel June 2-6. The theme of the BMA/Summit '82 — "Survival: Expand The Black Music Market." The BMA will emphasize four areas of interest and concern: communications (radio, TV, emerging technology), marketing and merchandising, black music/black artistry, and the international black music market. Each of these areas of interest will be explored as the primary focus of a general session.

•Program Director Byron Pitts of KDKO/Denver asked us to pass the following information along to record industry personnel. KDKO will now see promotional reps all day Monday and Tuesday, and will take calls on Monday and Tuesday after 3pm local time only.

sion or any type of advertising. "We have a small advertising budget that I use for other community-oriented projects. I've never done any TV advertising; I don't even go in for billboards. It's like this: when you've got a 24-hour-a-day radio station — once again I'm probably going against the grain — but I've got 24 hours a day to use my own form of advertising... good music... good radio. I feel other people need me (WEDR) to advertise their product. I don't think I need another medium.

"If we were a new station in town, a new format, or if we were changing format from something other than Black to a Black format, then I would use TV or other forms of advertising. But we've been here 12 years and after that length of time, those who don't listen to us know of our existence. A number of stations here are

"I've never done any TV advertising; I don't even go in for billboards."

changing format so they need to let people know what they're doing. As I said before, we've been R&B for the last 12 years, with the same disc jockeys, the same format. I'm very consistent with my staff and my format. I'm pretty sure that those who want to listen, will, and those who don't are aware of what they just chose not to listen to, whatever their personal reasons may be."

Are there any other Black stations competing in Miami? "Not music stations. It's a unique situation — WRBD in Ft. Lauderdale does not come into our market because they're a 1000-watt daytimer, 250 nights. We reach their territory so that makes our circumstances and our attitude a bit different from most cats who are competing in another market."

Finally, I asked Mr. Rushin how he thought his station could draw new listeners without some form of media advertising. "Once again we go back to what we were saying earlier — on a local level it's sheer popularity. If a person is new in town they'll ask someone what's a good Black station here. Number one, I'm the only Black station in town and number

two our station is good, so word of mouth is how we get new listeners. Word of mouth is quicker than television — if you ask you'll find out a lot faster! We're consistent here, my staff and I are trying to increase our respect level here. Not for Black radio only, but particularly for Southern Black radio because I've felt that we have always been overlooked. We want a new respect from the radio industry itself, from the record industry and the advertising media. They've cut out dollars because we're in the South and because we're Black. This type of think is one reason why we want to increase the respect level for Southern Black radio, and we're doing that in numerous ways. One of those ways is through continuous and increasing community involvement. Another is good programming, being sharp, and being concerned about what takes place here in Miami. This is a very complex city, and it takes a lot of hard work to stay on top of things, but we don't mind because of what we get in return."

Whether you agree with Mr. Rushin or not, I think his comments are refreshing. *Respect yourself!*

Postscript

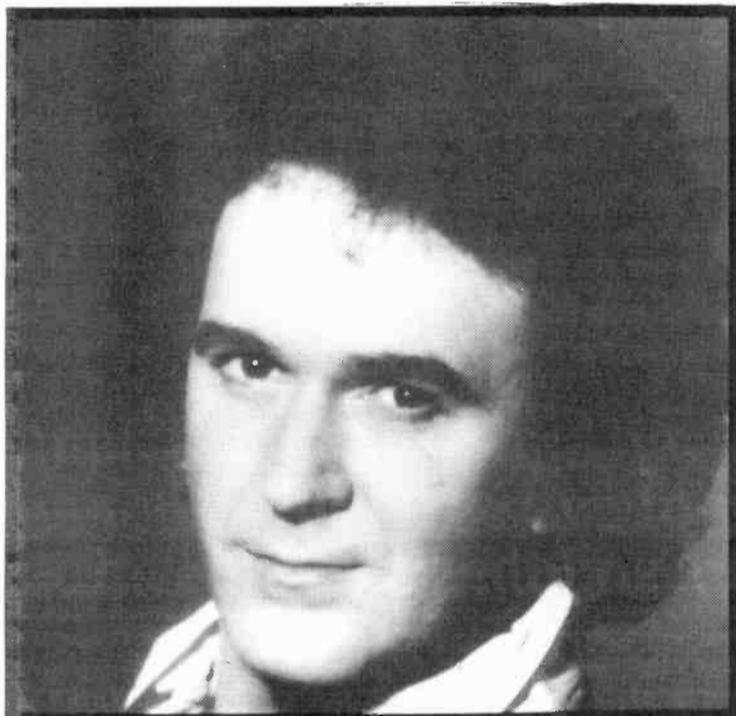
With the new WHTT/Miami format of "Rhythm & Roll," which is directed mostly at the black and Cuban (and some white) residents of Dade County, it should be quite interesting to see who gets and keeps these listeners in future months. WEDR has had it all to itself for quite some time. Just two weeks ago I mentioned that black music was solid as could be expected in these hard times and that some Black formats in radio were rebounding on the profit side. Well, here's Metroplex, a major communications company, not only intending to play black music but making a commitment to win black listeners, which ultimately translates into dollars. We've all been wondering if Black radio will survive in some form, but things are looking pretty good, aren't they?

The Music Section

Black Radio's Most Accurate
Music Information
Begins on Page 52

"Finally" Is Doing Fine On All These Stations:

KFI add	WRQK on
KIQQ add	WCSC on
KBEQ deb 39	WNOK-FM deb 28
WPGC on	WGH add
Z93 22-19	WZZR on
94Q on	WVIC 39-36
WCKX 24-21	KIOA add
KINT add	KOFM deb 27
WYCR on	WGBF add
KITY add	WKDQ deb 30
Q105 22-21	KCPX deb 33
WFMF on	WGUY on
KXX106 23-17	Q104 28-26
G100 on	WAEV 22-21
WZYP 30-28	Z102 29-25
WHHY-FM 24-21	95SGF on
BJI05 add	WFOX on
WDOQ on	WCGQ 28-25
CK101 32-28	WISE 34-32
WBBQ 25-24	WFLB on
FM100 27-24	KQIZ-FM add
KX104 deb 30	KVOL 28-26
WMAK-FM 30-26	KKLS on
WOKI 33-30	KENI add
WQUT deb 30	KSLY add
WAYS deb 26	KCBN add
WSEZ add	KATI add



"FINALLY"

T.G. SHEPPARD

A/C #1 NEW & ACTIVE

Produced by Buddy Killen



Manufactured and Distributed by Warner Bros. Records

BRAD MESSER



More On Matching Jobs And People

Last week Jeff Gelb and Joel Denver caught my attention with their articles on finding a job . . . what people with Hiring Power really look for among all the tapes and resumes. Fine things were said and important points were made. Now consider the flip-side of that and think about what the applicants themselves might be seeking. Unless a person is hopelessly unemployed and dead broke, he or she will have several qualifications the potential employer must meet also.

Example. When I finally paid enough dues to begin having a real choice about where next to work, I discovered there were really only three things a station absolutely had to offer me beyond the obvious basics like on-time paychecks and a boss capable of locating his own butt freehand within five minutes. My conditions of employment became (1) absolute editorial control, (2) a guarantee that Sales would have no influence whatsoever in News policies, and (3) a parking place. No matter how wonderful a station might seem and how fantastic the working conditions, I simply wouldn't even consider hiring on unless my own specific criteria could be met.

For a Music Director the criteria might include having the final say on adds, or for a PD the opportunity to try some of his own ideas without being vetoed out front. It's a two-way street. The job applicant must have certain characteristics, and so must the potential employer. Everyone's after something. Getting a job is okay, but unless the employee and employer have taken time to learn the real needs and desires of the other, there may be a built-in "trouble down the road" factor. Our industry has so many revolving doors that a bit of honest Q&A out front is prudent.

CALENDAR

1st Coin-Op Laundry

MONDAY, APRIL 19: Traditionally this was the day American women tackled one of the most thankless jobs, scrubbing the family's clothes on a washboard and then spending an hour or more hanging it on the line to dry. The wet clothes were likely to freeze in the winter and get dusty in summer. Our recent ancestors called it Blue Monday. When good washing machines appeared most people couldn't afford them. Then the masses began getting access to effective washers 48 years ago today when the world's first coin-operated public "laundromat" opened in Ft. Worth, TX.

This is Patriots' Day. The "shot heard 'round the world" was fired in 1775 at Lexington, MA to begin the American Revolution.

Don Adams — still best known from the sixties TV show "Get Smart" — is 55. Others born on this date have included French scientist Pierre Curie, poet Lord Byron, and naturalist Charles Darwin.

Master of the "Prairie Muffin"

TUESDAY, APRIL 20: A cowhand would neither fry nor bake a "prairie muffin," because that's just another cutesy name for a cow dropping or "cowchip." The world record for cowchip tossing was set during the "Cimarron Territory Celebration" at Beaver, OK a year ago, when one was thrown 137.5 feet. This year's five-day festival begins there tomorrow.

Twenty years ago today — during the height of the civil rights movement — the Citizens' Council of New Orleans, LA announced its proposed solution to "the race problem" by offering free one-way bus tickets to black people willing to resettle in northern cities. Several families accepted the offer.

Ryan O'Neal is 41. Others born on this date have included hairpin developer Sol Goldberg, retailer Stanley Marcus of Neiman-Marcus, and German dictator Adolf Hitler.

Texas Whips Mexico: Nine Die in Battle

WEDNESDAY, APRIL 21: The eighteen-minute battle in which Texas won its independence from Mexico was 146 years ago today, when Sam Houston's 800 men defeated Santa Ana's 3000 at San Jacinto, just a few miles from present-day Houston. Only nine Texans died.

The radio quiz program "Take It Or Leave It" went on the air on this date in 1940 and popularized the phrase "the \$64 question." That was the top jackpot prize.

Actor Anthony Quinn was born in Chihuahua, Mexico, 67 years ago today. Queen Elizabeth II of England is 56. Comedienne Elaine May is 50. Basketballer Mark Olberding is 26.

Great San Francisco Fire Tapped

THURSDAY, APRIL 22: This is the day in 1906 that the Great San Francisco fire, started five days earlier by the famous earthquake, was finally extinguished. The 'quake of April 18 and the ensuing firestorm killed 674 people (including several shot dead for looting) and caused \$400 million in damage, back when a million was worth a million.

Ten ago today astronauts Duke and Young were riding around on the moon in a so-called electric jeep, during the Apollo XVI mission. That surface vehicle and two others are still up there, along with numerous pieces of equipment including six American flags still attached to six aluminum poles.

Glen Campbell is 44. Peter Frampton is 32. Revolutionary V.I. Lenin and philosopher Immanuel Kant were born on earlier April 22nds.

End of the Tall Ships

FRIDAY, APRIL 23: The beginning of the end of the big sailing ships was 144 years ago today, when the first steam-powered passenger ship arrived in New York from England. Even though the "Sirius" was considered fast, it took 18 days and 12 hours to make the Atlantic crossing. The steamships which made the beautiful old "tall ships" obsolete are now themselves hopelessly outdated, and there is no longer regularly-scheduled year-round trans-Atlantic service. Airplanes have done in the steamships.

Five years ago today the World Health Organization announced the worldwide eradication of the long-dreaded disease smallpox. How many other diseases have been eradicated by modern medicine? None.

Sandra Dee (born Alexandra Zuck) is 40. Lee Majors is 42. Roy Orbison is 46. Shirley Temple Black is 54 and Warren Spahn is 61.

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for the Best in **BUMPER STRIPS**
and **WINDOW LABELS . . .**



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THE PICTURE PAGES

Leaders Of The Pac-Man



Columbia presented Buckner & Garcia with plaques on the occasion of their "Pac-Man Fever" single and album going gold. Pictured (l-r, standing) are CBS's Ted Green, Columbia Sr. VP/GM Al Teller, Gary Garcia, Jerry Buckner, Columbia VP Mickey Eichner, manager Arnie Geller, VP Bob Sherwood, and attorney Joe Zynczak; (l-r, kneeling) CBS VP Chip DeNigris and Columbia's Mason Munoz.

Gypsy Camps At RCA



RCA will distribute the newly-formed Gypsy Records label, created by Ron Weisner and Freddy DeMann. First artist signed to Gypsy is Peter Brown. Pictured at the signing are (l-r) RCA's Barry Gross, VP Barry Oslander, DeMann, Weisner, and RCA VP's Jack Craig and Joe Mansfield.

Shylo Signs With Mercury



Mercury/Polygram has signed Shylo, with a single out early this month. Pictured (l-r) are producer Larry Rogers, Polygram VP Jerry Kennedy, and group's Reggie Casper, Ronny Scaife, Don Singleton, Jerry Hayes, and Perry York.

Handshake Designs Dejean Party



Celebrating the release of Debra Dejean's first album, Handshake Records hosted a party in her hometown, Memphis. Pictured (l-r) are CBS's Tom Croft and Barry Mog, producers Bo Bohannon and Carl Marsh, Max Alexenburg (father of Ron), label President Ron Alexenburg, Dejean, manager Bob DeHoney, Handshake's Marjee Meyer-Tannen, label VP Peter Gidion, independent promoter Phillip Rauls, and CBS's Drew Ponder.

Hall Rolls Through Atlanta



EMI America's John Hall Band recently played Atlanta's Moonshadows. Pictured after the show are (l-r, back row) group's John Tory and Capitol Group's Kirk Melloy; (l-r, middle row) EMIA/Liberty's Chris Hensley, Hall, Capitol Group's Stan Gleason, EMIA's Frank Turner, and group's Bob Lainbach; (l-r, front row) group's Eric Parker, label's Alexis Kelley, and manager Abe Hock.

Atlantic Tosses Dyson Party



Atlantic and Cotillion Records staged a listening party to premiere Ronnie Dyson's first Cotillion LP. Pictured (l-r) are Cotillion President Henry Allen, Atlantic Exec. VP/GM Dave Glew, Dyson, Atlantic President Doug Morris, and Atlantic/Cotillion VP Everett Smith.

Phoenix Rises At A&M



A&M has signed Willie Phoenix to a recording contract. Pictured at the signing are (l-r, rear) A&M Sr. VP Harold Childs, VP David Kershenbaum, and manager Rob Friedheim; (l-r, seated) A&M's David Anderle, VP Martin Kirkup, Phoenix, and A&M President Gil Friesen.

Mandell Handled by E/A



Elektra/Asylum has signed Jim Mandell, with his first album just released. Pictured (l-r, standing) are E/A Sr. VP Kenny Buttice, management's Barry Josephson, and attorney Kim Guggenheim; (l-r, seated) Mandell and producer Robert Appere.

Opportunities

Openings

EAST

WSEN/Syracuse looking for strong afternoon personality. Country experience helpful. Salary commensurate with experience. T&R: Gary Agnew, P.O. Box 1050, Baldwinsville, NY 13027. No calls. EOE M/F (4/16)

Newscaster. Urban Contemporary format in Rochester, NY at WDKX-104-FM. Send T&R: Gloria Lingston, WDKX, 1337 East Main St., Rochester, NY 14609. No calls. EOE M/F (4/16)

WCFR leading A/C in Vermont has midday opening with opportunity for growth. T&R to Rick Joyce, PD, Box 800, Springfield, VT 05156. EOE M/F

WCBM, Metromedia's Baltimore A/C leader, needs Production Director: warm voice, creative mind, disciplined writing, polished technique. Weekend airshift. Production tape to David Arlington, WCBM, Owingsmills, MD 21117. EOE (4-16) •

Program Director, broadcast leader requires individual that possesses proven track record along with top-notch managerial skills. 3-5 years commercial radio experience in programming a must. Send resume to Personnel Department, WJLK, Press Plaza, Asbury Park, NJ 07712. (4-30) •

STABLE, DOMINANT,

legendary A/C station seeks two extremely talented personalities to join one of the happiest staffs you'll ever find. This is an unusual opportunity — maybe your last move.

1. **Mornings.** We'll start you at a 20 share. Heavy service morning show. Tons of on-air adult, guy-next-door act. Personal appearances extra important.

2. **Middays.** Again, we're looking for a warm, adult craftsman. Someone who can lure women without alienating men.

Target: 25-54. Money: Good. Opportunity: Outstanding.

T&R to Radio & Records, 1930 Century Park West, #325, Los Angeles, CA 90067.

New York's AM/FM suburban leader wants adult announcers for news, commercials, DJ. T&R: WHLI, PD, 384 S Clinton St., Hempstead, NY 11550. EOE M/F (4-9)

Openings

WEIM needs real radio personality for afternoon drive. No time & temperature jocks. T&R: Jack Raymond, WEIM, Box 727, Fitchburg, MA 01420. EOE M/F (4-9)

WLAN AM/FM needs top-notch personalities/good production 3-7pm/7pm-12am. T&R: Mel Edwards, WLAN AM/FM, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (4-9)

WHWH/WPST needs Asst. to Chief. Send resume to Alan Boritz, Chief Engineer, WHWH, 221 Witherspoon St., Princeton, NJ 08540. EOE M/F (4-9)

Top Long Island rocker wants to meet conversational, street news pro. Women encouraged. T&R to Bob Buchmann, WBAB, Box J, Long Island, NY 11702. No calls. EOE M/F (4-9)

Salesperson & Account Executive with radio sales experience sought by major radio station. Send resumes to David Saltman, Box 1149, Providence, RI 02912. EOE M/F (4-9)

MOYL needs experienced adult communicator for mornings. Mature, excellent production, community involvement desired. Local applicants preferred. T&R: WRHY-FM, RD #4, Box 312B, York, PA 17404. EOE M/F (4-9)

Program Director for New Jersey's authentic MOR. Experienced PD/MD/DJ ready to move up. T&R, salary requirements: GM, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (4-9)

WNNJ Beautiful Northern New Jersey needs air personalities for MOR. 1 year experience minimum. T&R, salary requirements: GM, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (4-9)

NE AOR needs full-time News Director. T&R to Don Peters, PD, Box 442, Sunapee, NH 03782. EOE M/F (4-9)

Join us on Cape Cod as our new overnighter for Cape's best complimented station. T&R to Doug Ailing, Box 678, W. Yarmouth, MA 02673. EOE M/F (4-9)

News Director with strong personality and ability on street/air. Dedication and experience a must. T&R: Box 16894, Baltimore, MD 21206. EOE M/F (4-9)

New major market AOR looking for air staff. Send T&R to Bob Heymann, 175 E. Delaware Place, Suite 5212, Chicago, IL 60611. EOE M/F (4-9)

Futura openings all shifts, morning drive open now. One of central NY's fastest growing CHR FM's. T&R: Joe Latino, GM, WIEZ, Oneonta, NY 13820. EOE M/F (4-9)

SOUTH

KRZI TX's newest BM station has upcoming announcer opening. May require copywriting for additional pay. Clay Steele, Box 8093, Waco, TX 76714. EOE M/F (4/16)

Openings

Come to the beautiful mountains of GA. WFDX is looking for an afternoon drive person needed yesterday. Call Alan DuPriest, (404) 536-9948. EOE M/F and minorities. (4/16)

ND needed for No. 1 station in market. Send tape, resume and writing samples to Larry O'Neal, Q101, P.O. Box 5314, Meridan, MS 39302. (4/16)

WSSX, No. 1 CHR needs aggressive news person. Can you gather and write lifestyle news? T&R: News, Box 31089, Charleston, SC 29407. Females encouraged. EPE M/F (4/16)

Urban contemporary station looking for midday announcer. Females encouraged to apply. T&R: WTKL, 7249 Florida Blvd., Baton Rouge, LA 70806. EOE M/F (4/16)

Sales Manager needed for top-rated 100,000 watt CHR FM. Excellent salary, commission, benefits. Larry O'Neal, Q101, P.O. Box 5314, Meridan MS 39302. (4-16)

Needed: Talk show host. Must be a personable communicator with knowledge of contemporary events. T&R: Dick Grant, Box 2179, Lynchburg, VA 24501. EOE M/F (4-9)

News-types: Get your T&R to us now. Writing skills a must. Expanding staff. Send to: ND, Box 11202, Chattanooga, TN 37401. No calls. EOE M/F (4-9)

Sunbelt AM/FM combo seeks energetic newspaper person for aggressive news department. Females encouraged. T&R: Ron Chatman, WHSY-AM/FM, Hattiesburg, MS 39401. (601) 545-1230. EOE M/F (4-9)

KTXQ/Dallas AOR has air talent opening. T&R now: Tom Owens, KTXQ, 3628 N. Hall, Dallas, TX 75219. EOE M/F (4-9)

KULF/Houston seeks engineering assistant. Must be self starter and have 1st phone or general. Contact: Ron Haney, KULF (713) 664-7900. EOE M/F (4-9)

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Creative Production Director/air personality needed for June opening at top rated AOR KISS/San Antonio. At least five years rock radio experience preferred. Four-track experience a plus. Send T&R to Tim Spencer, KISS, 1100 N. Main, San Antonio, TX 78212. (5-12) •

Openings

MIDWEST

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Suburban Kansas City A/C. Announcer/news, announcer/copy. T&R to Dan Carney, KIEE, 207 East Pearl, Harrisonville, MO 64701. EOE M/F (4/16)

WIKS/Indianapolis is looking for a night rocker. Must be natural, human sounding and up. T&R to C.C. Matthews, 1800 N. Meridan, IN 46202. EOE M/F (4/16)

KLSS-FM A/C searching for PD/air talent. T&R: Dale Low, 19 1st St., N.E., Mason city, IA 50401. EOE M/F (4/16)

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Opportunities

Openings

WFBQ seeks AOR/CHR talent for immediate opening. T&R to: Joe Krause, WFBQ, 6161 Fallcreek Rd., Indianapolis, IN 46220. No calls. EOE M/F (4/16)

Oldies station. Medium market debuting in June needs air staff. T&R: Ron White, consultant, Box 4189, Little Rock, AR 72214. EOE M/F (4/16)

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WFIW-AM/FM needs ND. Small market experience essential. T&R to Dave Land, Box 310, Fairfield, IL 62837. EOE M/F (4-9)

Wanted imaginative/creative commercial writer. 25-40 hrs. weekly. Experience in copywriting/control board operation helpful. Contact station manager. WAXX/WAYY, (715) 832-1530. (4-9)

Future opening for sharp personality to host total morning news program and PM telephone talk show. Contact: Station Manager, WAYY Radio, (715) 832-1530. (4-9)

KMMJ/Grand Island, NB is accepting T&R's for current and future openings. Dan Arrasmith, Box 1847, Grand Island, NB 68802. EOE M/F (4-9)

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KCMO Radio, 50,000w News/Talk giant has immediate opening for morning host. Successful applicant ideally has proven track record in News/Talk... but may currently be well-read jock or newperson seeking solid career opportunity. We need a sparkling personality who loves phoners and studio interviews and who hungers for community involvement. Rush tape, resume, and salary requirements with first letter (no phone calls, please) to Tom Tradup, OM, 81/KCMO Radio, 4500 Johnson Drive, Fairway, KS 66205 EOE M/F/E

Emergency! Needed now middays for modern Country. Send T&R to 1230 KICKS, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (4-9)

Openings

Q-98FM is still looking for experienced production and on-air personalities. T&R to Shawn Waters, Box 2983, Fargo, ND 58108. (4-9)

ND opening in Appleton-Oshkosh, WI. T&R: Operations Manager, WNAM, Radio Park, P.O. Box 707, Neenah, WI 54956. (4-9)

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Z-103FM/Huntington-Ft. Wayne needs CHR T&R's for immediate use. WHUZ, Tommy Allen, 1600 East Taylor St., Huntington, IN 46750. (4-9)

WEST

New FM needs bright morning, afternoon, evening talent. Brevity and relateability is the key. T&R: Jeff Young, Box 2700, Bakersfield, CA 93309. No calls. (4/16)

Santa Rosa rocker accepting T&R's for possible future production openings. Send production and copy samples: Scott Landers, K93-FM, Box 309, Healdsburg, CA 95448. EOE M/F (4-16)

Orange County/L.A. County leader seeks PD. Good pay/bonus. T&R to Art Astor, KIK-FM, 2 City Blvd East, Orange, CA 92668. No calls. EOE M/F (4-16)

Salt Lake City's newest FM, COLOR 95 needs killer morning man yesterday. T&R: KLRZ, 307 South, 1600 West, Provo, UT 84601. (4/16)

CFOX has immediate opening for morning personality. Must be Canadian citizen or landed immigrant. T&R: Don Shafer, 1006 Richard St., Vancouver, BC V6B1S8. (4/16)

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Openings

KRNS/Burns has a future fulltime opening for air talent/production. Write Dean Carl, KRNS, Box 271, Burns, OR 97720. (4-9)

100,000 watt MT state FM is changing format to a tight personality, family fun A/C. Definite future openings in all time slots. We're ready for the change. If you are come on down!! Send T&R to Radio & Records, 1930 Century Park West, #327, Los Angeles, CA 90067.

Arizona: New FM Country format needs entire staff including Business Manager and five air personalities willing to try new ideas. KAVV, Box 42977, Tucson, AZ 85733. (4-9)

Accepting T&R for opening at Bakersfield AOR. Van Johnson, KMGH, Box 288, Bakersfield, CA 93302. EOE M/F (4-9)

Possible future opening for afternoon drive. Colorful CO. T&R to Scott Aber, 1608 Riverside Drive, Ft. Collins, CO 80524. No calls please. EOE M/F (4-9)

Aggressive reporter/anchor. T&R to Cheryl Nielson, KREM, 4103 S. Regal, Spokane, WA 99203. EOE M/F (4-9)

Positions Sought

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San Diego jock. Great MD/PD potential. Seeks same or other medium/major CA market. Strong AOR, A/C, Jazz experience. MARK (714) 272-1954, (714) 283-6131. (4/16)

Former radio station owner, PD, DJ, Sales Manager, looking for PD/DJ/Management job. "A new challenge." 10 yrs. experience in radio. RICHARD KAUFMAN (201) 992-4881. (4/16)

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for more information.

THE PICTURE PAGES

Skyy's The Limit At RCA



Salsoul artist Skyy received a gold award for their "Skyy Line" album at a party thrown by distributing label RCA. Pictured (l-r, rear) are Salsoul VP Ken Cayre, RCA VP's Keith Jackson and Ray Harris, RCA's Patrick Spencer, group's Bonnie Dunning, Anibal Sierra, and Denise Dunning, Salsoul's Coqnie Johnson and producer Randy Muller's representative Prentice Favors; (l-r, front) RCA's Basil Marshall, Nipper, and group's Solomon Roberts.

Aldo Fans That Fit The Print



Portrait recently threw a reception in Pittsburgh for Aldo Nova during his national tour. Pictured (l-r, front) are E/P/A's Joe Carroll, ECBS's Mike Kraski, and band's Paul Horowitz and Billy Carmassi; (l-r, center) E/P/A's Dan Beck, group's Kevin Carlson, Epic VP Frank Dileo, Nova, CBS VP Don Van Gorp, and Portrait VP/GM Lennie Petze; (l-r, back) Portrait's Bob Feineigle, E/P/A's Eric Heckman and Doug Hamann, and CBS's John Tupper and Jim Hawn.

EMIA Revs Up With RPM



Rock band RPM has signed with EMI America, releasing a first album this month. Pictured relaxing after the signing are (l-r) group's Mark Gendel, EMIA/Liberty VP Don Grierson, producer Brent Maher, group's Bob Johnson, label's Clay Baxter, and group's Tommy Wells and Jimmie Lee Sloas.

Williams Won By MCA



MCA Records has signed Joseph Williams, son of composer John Williams, with his first single just out and an album due in May. Pictured (l-r) are Carousel Records President Rick Frio, Williams, MCA VP Pat Pipolo, producer Jay Gruska, Great Record Company's David Bridger, and Great Record Company President Barry Bregman.

Shaw Signs To Elektra/Musician



Trumpeter Woody Shaw has signed with Elektra/Musician Records, with his first label LP due in late May. He's pictured (right) with Elektra/Musician President Bruce Lundvall.

Manchester Meets With Mardin



Arista's Melissa Manchester (right) is pictured discussing her new LP with producer Arif Mardin in the studio. The album, entitled "Hey Ricky," is just out, with a single to follow.

Hiatt Plugs New LP



Recently-signed Geffen Records artist John Hiatt (left) reacts to high-level discussion of his just-released label debut LP. Producer Tony Visconti is at right.

Chrysalis Gains Waite



Former Babys leader John Waite is readying his first album for Chrysalis, entitled "Ignition." The LP was produced by Pat Benatar's guitarist/songwriter/bandleader Neil Geraldo. Waite (left) and Geraldo are pictured in the studio.

APRIL 16, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

Rockers Say 'No Nukes!'

MONDAY, APRIL 19 — More than 40 rock musicians gathered together on April 19, 1978, to sign a petition to President Carter calling for an end to the administration's endorsement of nuclear power. The petition, which called nuclear energy "a grave threat to life on this planet," was signed by Carly Simon, James Taylor, John Hall and Bonnie Raitt, to name a few. "I think that we have a responsibility to help the things we see that are wrong in society," Raitt commented, "and the fact that we get overpaid for our jobs makes it even more important for us to put some money back into things that are not funded correctly." The artists also donated \$14,000 to the Pacific Alliance, an anti-nuke lobbying group.

Papa John Imprisoned

TUESDAY, APRIL 20 — John Phillips of the Mamas and Papas was imprisoned on this day last year after pleading guilty to charges of pill-pushing. All but 30 days of his eight-year sentence was suspended, and Phillips was placed on five years probation, on condition that he remain in a drug-abuse program and perform 250 hours of "community service" over the next year. John has since helped his daughter Mackenzie Phillips (former star of TV's "One Day At A Time") kick her cocaine habit, and together they've reformed the Mamas and Papas with original Papa Denny Doherty and new Mama Spanky McFarlane, of the '60s group Spanky & Our Gang.

The Beatles Meet The Stones

WEDNESDAY, APRIL 23 — On a historic eve no one captured on film, the Beatles first met the Rolling Stones at the Crawdaddy Club in Richmond on April 21, 1963. "We were playing there on Sunday," Stones bassist Bill Wyman recalls, "and suddenly we looked up and there was four sort of silhouetted guys who stood in front of the stage with black leather overcoats. They were like stereotyped things, they all dressed exactly the same. And we said to ourselves, 'Shit, that's the Beatles!' and got all nervous. But then we had a chat with them afterwards and stayed up all night rapping, and we became really good mates."

Frampton Comes Alive

THURSDAY, APRIL 22 — Rock star and teenage heartthrob Peter Frampton was born April 22, 1950, in Breckenham, Kent, England. Peter first came to attention as the baby-faced singer/guitarist of the Herd, a British popper band that had three hit singles there during the latter part of the '60s. He left that group in 1968 to join with former Small Faces singer Steve Marriott and form Humble Pie, but the big record never happened and Peter left to pursue success on his own in 1971. "Wind of Change," his solo recording debut, featured many rock notables including Ringo Starr and Billy Preston, but it was the release of "Frampton Comes Alive" in 1976 that launched him to superstardom, as it dominated rock charts for seventeen weeks to become the biggest selling double-live set of all time.

Roy Orbison Born

FRIDAY, APRIL 23 — Singer Roy Orbison, affectionately called the "Big O," was born April 23, 1936, in Wink, Texas. Roy was first recorded by Buddy Holly's manager Norman Petty before signing with Sam Phillips and his Sun Records label in 1956 for a moderately successful single, "Ooby Dooby." A brief and unsatisfactory association with RCA put Roy on the road to fame when he signed with Monument Records for a string of memorable recordings, including "Only The Lonely." Over the next four years Orbison enjoyed a staggering run of successes, with hits like "Crying," "Pretty Woman," and "Runnin' Scared."



CHR

**Little River Band,
Fogelberg Break
McCartney Leaps 19-7**

**AOR Crossovers Toto, Asia,
Cougar, Police Most Added**

It's the third cut from Little River Band's "Time Exposure" and the fourth cut from Dan Fogelberg's "Innocent Age" as each grabbed Breakers and debuted at numbers 29 and 30. Rick Springfield dominated the CHR National Airplay/30, with Paul Davis a distant but nonetheless strong number 2. Paul McCartney took the biggest jump, up 12 spots (19-7). Other big chart movers were Kool & the Gang (21-15) and Ray Parker Jr. (30-22).

Many records moved down the chart slowly, as stations hung on to proven hits with a slow burn, including Joan Jett & the Blackhearts (8-8). Ray Parker stalled stronger growth by the Rolling Stones and Human League, and the Charlie Daniels Band held Franke & the Knockouts back as well.

Among the Most Added this week were Toto, Asia, John Cougar, and the Police, all with roots in AOR. Other records with significant add totals included Joan Jett ("Crimson"), Simon & Garfunkel, Rod Stewart, and Lov-erboy.

Lots of Breaker contenders next week, including Donnie Iris, Barry Manilow, Toto, and Asia, among others.

SEE PAGE 55

A/C

**Breakers: Rabbitt,
Sheena, Warwick
& Mathis**

**Bertie Higgins Most Added
McCartney/Wonder Headed
For Top**

Vangelis No. 1 4th Week!

Following last week's record-breaking action, the three latest songs to qualify as Breakers were Eddie Rabbitt (Debut 26), Sheena Easton (Debut 27), and the Dionne Warwick/Johnny

Mathis duet (Debut 29).

Talk about contrast: Bertie Higgins's first single earned just one add the first week, while his newest was No. 1 Most Added, picking up 31 stations! Other new records with good early response included Karla Bonoff, T.G. Sheppard, Larry Lee, Carole King, Manhattan Transfer, and Smokey Robinson.

While Vangelis extended his run at No. 1 to four weeks, the exploding McCartney/Wonder duet continued its charge to the top, roaring 16-6. "Ebony & Ivory" may well take over the crown next week.

Other songs with strong upward movement were Willie Nelson (8-5), Charlene (13-9), Roberta Flack (14-10), Dan Fogelberg (20-14), and Simon & Garfunkel (26-19).

SEE PAGE 54

AOR

**Asia Hugs Top
Airplay Spot**

**Rainbow, Toto,
Point Blank, Tull Break
Outlaws Debut**

New music added considerable spice to this week's chart. Asia stayed way ahead of all competitors in hits and total reports. Rick Springfield edged closer to the top of the chart. Tommy Tutone continued their airplay climb. AOR voiced their choice for heavy metal with the Scorpions.

Also registering significant airplay gains this week were the Charlie Daniels Band, Rainbow, Greg Kihn Band, Duke Jupiter, Franke & the Knockouts, Dregs, Toto, Point Blank, and Human League.

Debuting this week were Jethro Tull (also hitting AOR Breaker status) and the Outlaws.

SEE PAGE 44

Country

**Alabama Claims
Number One**

**Pride's A Big Three Winner
Outlaws Gear Up
For Shootout**

Alabama climbed over all the competition to move 4-1, ousting George Jones (1-3), although Crystal Gayle continued to hang on, moving 3-2. Even with some strong contenders coming on, it's a good bet that Alabama will hang onto the top spot for at least another week.

Charley Pride took the big three this week, debuting at No. 45 as a Breaker and also laying claim to Most Added honors (66). Don Williams and Rezy Bailey also broke big, with 79% and 74% respectively, as Fred Knoblock rounded out the Breaker category with 60%.

Two incredibly hot records in the top ten were Willie Nelson (12-5 and being played on every reporting station!) and the Waylon & Willie duet (16-8 and on 99%). Look for these "Outlaws" to be battling it out in the week's to come. Also keep an eye on the strong new Conway Twitty (60 adds) and Ed Bruce (53 adds) singles. (They're moving fast!) SEE PAGE 50

Black Radio

**"Dimples" Edges
Parker For No. 1**

**Temptations Break
First Week**

In one of the tightest contests for the top spot yet, Richard "Dimples" Fields nosed out Ray Parker Jr., while Atlantic Starr was forced down a notch only because of the torrid competition, and Patrice Rushen looked strong as well.

In its first week of release, the Temptations/Rick James collaboration reached Breaker status and debuted at 30, a most impressive achievement. Also breaking were Ashford & Simpson (debuting at 27), Change (29), and Bobby Womack, with strong immediate response resulting in a debut at 22.

Most Added for the week was the Temptations, no contest; with the Gap Band and Ashford & Simpson also pulling down healthy adds. Deniece Williams, Cheri, and A Taste Of Honey powered into the top ten, insuring an even hotter race in weeks to come (while the Dazz Band, Bloodstone, and Third World took substantial chart jumps).

SEE PAGE 52

VAN HALEN

DIVER DOWN

**"WHERE HAVE ALL THE GOOD
TIMES GONE!"
"DANCING IN THE STREET"**



FEATURING THE HIT,

"(OH) PRETTY WOMAN"[®] (WBS 50003)



PRODUCED BY TED TEMPLEMAN.
ON WARNER BROS. RECORDS & TAPES. (BSK 3677)

VAN HALEN

DIVER DOWN

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National Music Formats

Added This Week



George Williams (214) 343-9205

THE STARSTATION

GORDON LIGHTFOOT "Baby Step Back" (WB)
GENE COTTON
"If I Could Get You (Into My Life)" (Knoll)
SHEENA EASTON "When He Shines"
(EMI America)
Country Coast-To-Coast
RAZZY BAILEY
"Everytime You Cross My Mind" (RCA)
REX ALLEN JR.
"Last Of The Silver Screen Cowboys" (WB)
DON WILLIAMS "Listen To The Radio" (MCA)
LEE GREENWOOD "Ring On Her Finger..." (MCA)
MEL McDANIEL
"Take Me To The Country" (Capitol)



Bob Stevens (214) 934-2121

The 2 Format.

ASIA "Heat Of The Moment" (Geffen)
LOVERBOY "When It's Over" (Columbia)
RAINBOW "Stone Cold" (Polydor/PolyGram)
ROD STEWART "How Long" (WB)
SIMON & GARFUNKEL
"Wake Up Little Susie" (WB)

The A-C Format

DIONNE WARWICK & JOHNNY MATHIS
"Friends In Love" (Arista)
RANDY GOODRUM "Savin' It Up"
(Polydor/PolyGram)
BERTIE HIGGINS
"Just Another Day In Paradise" (Kat Family/CBS)
CAROLE KING "One To One" (Atlantic)
HALL & OATES "Did It In A Minute" (RCA)



ED BRUCE "Love's Found You And Me" (MCA)
BARBARA MANDRELL "Till You're Gone" (MCA)



Chick Watkins (303) 578-0700

DAN FOGELBERG "Run For The Roses"
(Full Moon/Epic)
SIMON & GARFUNKEL
"Wake Up Little Susie" (WB)
JOHN DENVER "Shanghai Breezes" (RCA)



John Iles (800) 426-9082



CHARLENE "I've Never Been To Me" (Motown)
PAUL McCARTNEY w/STEVIE WONDER
"Ebony And Ivory" (Columbia)
SIMON & GARFUNKEL
"Wake Up Little Susie" (WB)

Country Living

BILLY SWAN
"With Their Kind Of Money . . ." (Epic)
JOHN ANDERSON
"Would You Catch A Falling Star" (WB)
DON WILLIAMS "Listen To The Radio" (MCA)



Drake-Chenault
Bob Laurence (213) 883-7400

XT-40

KOOL & THE GANG "Get Down On It"
(De-Lite/Polygram)
FRANKE & THE KNOCKOUTS
"Without You . . ." (Millennium/RCA)
DAN FOGELBERG
"Run For The Roses" (Full Moon/Epic)
STARS ON 45 "Tribute To Stevie Wonder"
(Radio/Atlantic)

Contempo 300

WILLIE NELSON "Always On My Mind" (Columbia)
LITTLE RIVER BAND "Man On Your Mind"
(Capitol)

Great American Country

CHARLEY PRIDE
"I Don't Think She's In Love Anymore" (RCA)
DON WILLIAMS "Listen To The Radio" (MCA)
MEL McDANIEL "Take Me To The Country"
(Capitol)
KIERAN KANE "I Feel It With You" (Elektra)
STEVE WARINER "Kansas City Lights" (RCA)



Kenny Bosak (901) 320-4433

Bright Blue

LITTLE RIVER BAND
"Man On Your Mind" (Capitol)
BERTIE HIGGINS
"Just Another Day In Paradise" (Kat Family/CBS)
WAYLON & WILLIE "Just To Satisfy You" (RCA)
LARRY LEE "Don't Talk" (Columbia)
DENIECE WILLIAMS
"It's Gonna Take A Miracle" (ARC/Columbia)
KARLA BONOFF "Personally" (Columbia)
STARS ON 45
"Tribute To Stevie Wonder" (Radio/Atlantic)
RANDY GOODRUM "Savin' It Up"
(Polydor/PolyGram)
SMOKEY ROBINSON
"Old Fashioned Love" (Tamlam/Motown)
LAURA BRANIGAN "All Night With Me" (Atlantic)

TANner Country

DON WILLIAMS "Listen To The Radio" (MCA)



Lee Nye (916) 7754

Adult Rock

PAUL McCARTNEY w/STEVIE WONDER
"Ebony And Ivory" (Columbia)
ASIA "Heat Of The Moment" (Geffen)
ROD STEWART "How Long" (WB)

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Radio & Records AOR NATIONAL AIRPLAY/40

April 16, 1982

166 REPORTERS

Album cuts are listed in order of airplay preference.

3/26	4/2	4/9	4/16	Artist	Album
22	4	1	1	ASIA	Asia (Geffen)
3	2	2	2	ALDO NOVA	Aldo Nova (Portrait/CBS)
7	5	5	3	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)
1	1	3	4	SAMMY HAGAR	Standing Hampton (Geffen)
2	3	4	5	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)
28	19	9	6	CHARLIE DANIELS BAND	Windows (Epic)
10	9	8	7	TOMMY TUTONE	Tommy Tutone-2 (Columbia)
6	8	6	8	LOVERBOY	Get Lucky (Columbia)
26	14	10	9	SCORPIONS	Blackout (Mercury/PolyGram)
9	10	7	10	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)
14	12	11	11	GAMMA	3 (Elektra)
5	6	12	12	J. GEILS BAND	Freeze-Frame (EMI America)
-	-	34	13	RAINBOW	Stone Cold (Mercury/PolyGram)
-	32	26	14	GREG KIHN BAND	Kihntinued (Beserkley/Elektra-Asylum)
4	7	13	15	PRISM	Small Change (Capitol)
11	13	15	16	LE ROUX	Last Safe Place (RCA)
21	21	18	17	JAY FERGUSON	White Noise (Capitol)
15	16	17	18	CARS	Shake It Up (Elektra)
30	26	24	19	DUKE JUPITER	1 (Coast-Coast/CBS)
12	18	16	20	POLICE	Ghost In The Machine (A&M)
-	33	28	21	FRANKE & THE KNOCKOUTS	Below The Belt (Millennium/RCA)
17	23	19	22	GENESIS	Abacab (Atlantic)
29	29	26	23	DREGS	Industry Standard (Arista)
8	11	14	24	VAN HALEN	(Oh) Pretty Woman (WB)
-	-	38	25	TOTO	IV (Columbia)
-	-	37	26	POINT BLANK	On A Roll (MCA)
19	22	23	27	GO-GO'S	Beauty & The Beat (IRS/A&M)
13	15	20	28	BRYAN ADAMS	You Want It - You Got It (A&M)
18	20	22	29	DWIGHT TWILLEY	Scuba Divers (EMI America)
16	17	21	30	QUARTERFLASH	Quarterflash (Geffen)
-	36	35	31	HUMAN LEAGUE	Dare (A&M)
25	25	30	32	SECRET POLICEMAN'S OTHER BALL	Various Artists (Island/WB)
20	24	27	33	JOHNNY & THE DISTRACTIONS	Let It Rock (A&M)
-	39	36	34	KROKUS	One Vice At A Time (Arista)
27	27	29	35	BONNIE RAITT	Green Light (WB)
-	-	36	36	JETHRO TULL	Broadsword & Beast (Chrysalis)
37	31	32	37	SOFT CELL	Non-Stop Erotic Cabaret (Sire/WB)
24	28	31	38	THIN LIZZY	Renegade (WB)
23	30	33	39	OZZY OSBOURNE	Diary Of A Madman (Jet/CBS)
-	-	40	40	OUTLAWS	Los Hombres Malo (Arista)

"Heat" "Sole" "Dreams" "Time"
 "Fantasy" "Foolin'" "Hot" "Gun"
 "Girls" "Don't" "Kristina"
 "Fall" "Only" "Babys" "Piece"
 "Crimson" Title "Victim"
 "Saigon" "Cajun"
 "867-5309/Jenny"
 "Over" "Take" "Working" "Jump"
 "No One" "Live" Title "Smoke"
 "Believe" "Workin'" "Giving" "Change"
 "Right" "Gone" "Moving" "Girl"
 Title "Rage" "Centerfold" "Flame"
 12-inch 45
 "Testify" "Every" "Everyday" "Happy"
 "Don't" "Turn" "Rain"
 "Addicted" "Nobody" Title "Boys"
 Title "Tonight" "Inside" "Down"
 "Since" Title "Cruiser"
 "Drink" "Wrong" "R&R"
 "Secret" "Spirits" "Sun"
 "Never" "Without" "Keep" "Gina"
 "Man" Title "Keep" "Like"
 "Crank" "Ridin'"
 12-inch 45
 "Rosanna" "Afraid" "Hold" "Lovers"
 "Let" "White" Title "Love"
 "Beat" "Lips"
 "Lonely" "Fits" "Jealousy"
 "Somebody" "Back" "Scuba" "Think"
 "Fool" "Heart" "Right"
 "Don't" "Seconds"
 "Roxanne" "Crossroads" "Air" "Road"
 "Complicated" "Desire" "Shoulder"
 "Stick" "Woman"
 "Keep" "Me" Title "River"
 "Beastie" "Fallen" "Colours" "Clasp"
 "Tainted Love"
 "Angel" "Hollywood" "Leave" Title
 "Flying" "Tonight" "R&R" "Mountain"
 "Stop" "Rebel" "Running" "Foxtail"

MOST ADDED

Artist	4/16	4/9	4/2	3/26	3/19
1 JETHRO TULL	88/85	44	1/1	0/0	0/0
Broadsword &... (Chrysalis)	M-0	M-0	M-0	M-0	M-0
"Beastie"	H-3	H-0	H-0	H-0	H-0
2 OUTLAWS	68/68	0/0	0/0	0/0	0/0
Los Hombres Malo (Arista)	M-0	M-0	M-0	M-0	M-0
"Don't Stop"	H-0	H-0	H-0	H-0	H-0
3 MOTELS	41/41	1/1	1/0	1/0	2/0
All Four One (Capitol)	M-0	M-0	M-1	M-1	M-2
"Only The Lonely"	H-0	H-0	H-0	H-0	H-0
4 POINT BLANK	90/35	72/72	0/0	0/0	0/0
On A Roll (MCA)	M-45	M-0	M-0	M-0	M-0
"Let Her Go"	H-10	H-0	H-0	H-0	H-0
5 TOTO	89/26	75/73	5/5	0/0	0/0
IV (Columbia)	M-41	M-2	M-0	M-0	M-0
"Rosanna"	H-22	H-0	H-0	H-0	H-0
6 GREG KIHN BAND	105/17	89/28	90/88	1/1	0/0
Kihntinued (Beserkley/E-A)	M-61	M-49	M-2	M-0	M-0
"Testify"	H-27	H-12	H-0	H-0	H-0
7 IRON MAIDEN	43/15	31/18	24/24	1/1	0/0
The Number Of... (Capitol)	M-27	M-13	M-0	M-0	M-0
"Run To The Hills"	H-1	H-0	H-0	H-0	H-0
8 DAVE EDMUNDS	13/13	0/0	0/0	0/0	0/0
D.E. 7th (Columbia)	M-0	M-0	M-0	M-0	M-0
"From Small"	H-0	H-0	H-0	H-0	H-0
9 HUMAN LEAGUE	69/12	57/11	50/13	38/7	37/11
Dare (A&M)	M-35	M-25	M-19	M-20	M-17
"Don't You Want Me"	H-22	H-21	H-18	H-11	H-9
10 KROKUS	69/11	62/17	66/68	0/0	0/0
One Vice At A Time (Arista)	M-52	M-41	M-7	M-0	M-0
"Long Stick Go Boom"	H-6	H-4	H-1	H-0	H-0
11 SCORPIONS	121/9	114/5	112/24	79/32	71/70
Blackout (Mercury/PG)	M-51	M-64	M-63	M-38	M-1
"No One Like You"	H-61	H-45	H-25	H-8	H-0
11 WENDY WALDMAN	16/9	11/11	0/0	0/0	0/0
Which Way To... (Epic)	M-6	M-0	M-0	M-0	M-0
"Heartbeat"	H-1	H-0	H-0	H-0	H-0
11 SPARKS	9/9	1/0	1/0	1/0	1/0
Angst In My Pants (Atlantic)	M-0	M-0	M-0	M-0	M-0
"I Predict"	H-0	H-1	H-1	H-1	H-1
14 FRANKE & KNOCKOUTS	88/8	88/26	78/71	8/8	0/0
Below... (Millennium/RCA)	M-63	M-57	M-5	M-0	M-0
"Never Had It Better"	H-17	H-5	H-2	H-0	H-0
14 GIRLSCHOOL	25/8	20/8	19/11	8/8	1/1
Hit And Run (Stiff)	M-15	M-10	M-8	M-0	M-0
"Race With The Devil"	H-2	H-2	H-0	H-0	H-0

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

MEDIUM

Artist	4/16	4/9	4/2	3/26	3/19
1 GAMMA	120/79	122/87	130/80	122/87	117/79
3 (Elektra)	A-0	A-2	A-6	A-8	A-13
"Right The First Time"	H-41	H-33	H-34	H-27	H-25
2 DREGS	87/70	90/72	83/57	75/48	73/8
Industry Standard (Arista)	A-4	A-9	A-14	A-20	A-66
"Crank It Up"	H-13	H-8	H-10	H-5	H-0
3 JAY FERGUSON	88/68	96/73	104/76	93/70	105/77
White Noise (Capitol)	A-1	A-3	A-7	A-9	A-19
Title	H-19	H-20	H-21	H-14	H-15
4 FRANKE & KNOCKOUTS	88/63	88/57	78/5	80	0/0
Below... (Millennium/RCA)	A-8	A-26	A-71	A-8	A-86
"Never Had It Better"	H-17	H-5	H-2	H-0	H-0
5 GREG KIHN BAND	106/61	89/49	90/2	1/0	0/0
Kihntinued (Beserkley/E-A)	A-17	A-26	A-88	A-1	A-0
"Testify"	H-27	H-12	H-0	H-0	H-0
6 DUKE JUPITER	85/60	88/52	86/58	62/44	67/40
1 (Coast-Coast/CBS)	A-2	A-12	A-16	A-11	A-22
"I'll Drink To You"	H-23	H-14	H-12	H-7	H-5
7 DWIGHT TWILLEY	76/56	94/71	109/86	106/83	97/74
Scuba Divers (EMI America)	A-1	A-3	A-2	A-5	A-9
"Somebody To Love"	H-19	H-20	H-21	H-17	H-14
8 KROKUS	69/52	62/41	66/7	0/0	0/0
One Vice At A Time (Arista)	A-11	A-17	A-58	A-0	A-0
"Long Stick Go Boom"	H-6	H-4	H-1	H-0	H-0
9 SCORPIONS	121/51	114/54	112/53	79/38	71/1
Blackout (Mercury/PG)	A-9	A-5	A-24	A-32	A-70
"No One Like You"	H-61	H-45	H-25	H-8	H-0
9 HUEY LEWIS & NEWS	119/51	132/60	133/57	130/51	131/72
Picture This (Chrysalis)	A-0	A-0	A-2	A-2	A-0
"Do You Believe In Love"	H-68	H-72	H-74	H-67	H-59
11 CHARLIE DANIELS BAND	126/50	124/56	113/57	97/8	11/0
Windows (Epic)	A-6	A-16	A-25	A-89	A-11
"Still In Saigon"	H-70	H-52	H-31	H-0	H-0
12 JOHNNY & THE...	63/49	77/55	85/67	90/74	92/78
Let It Rock (A&M)	A-0	A-3	A-2	A-2	A-0
"Complicated Now"	H-14	H-19	H-16	H-14	H-14
13 POINT BLANK	90/45	72/0	0/0	0/0	0/0
On A Roll (MCA)	A-35	A-72	A-0	A-0	A-0
"Let Her Go"	H-10	H-0	H-0	H-0	H-0
14 PRISM	94/44	103/46	133/49	136/45	140/48
Small Change (Capitol)	A-1	A-0	A-0	A-0	A-0
"Don't Let Him Know"	H-49	H-66	H-84	H-91	H-92
15 TOTO	89/41	75/2	5/0	0/0	0/0
IV (Columbia)	A-26	A-73	A-5	A-0	A-0
"Rosanna"	H-22	H-0	H-0	H-0	H-0
15 SECRET POLICEMAN'S...	67/41	71/40	87/46	78/41	92/26
Various Artists (Island/WB)	A-0	A-0	A-10	A-11	A-51
"Roxanne"	H-26	H-31	H-31	H-26	H-15
15 THIN LIZZY	57/41	68/53	82/59	81/64	91/67
Renegade (WB)	A-0	A-2	A-2	A-1	A-4
"Angel Of Death"	H-16	H-13	H-21	H-16	H-20

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

THE HOTTEST

Artist	4/16	4/9	4/2	3/26	3/19
1 ASIA	158/128	152/113	146/80	134/71	0/0
Asia (Geffen)	A-4	A-5	A-20	A-133	A-0
"Heat Of The Moment"	M-26	M-33	M-46	M-0	M-0
2 ALDO NOVA	139/101	140/99	143/97	140/91	139/88
Aldo Nova (Portrait/CBS)	A-3	A-2	A-1	A-4	A-2
"Fantasy"	M-35	M-39	M-45	M-46	M-49
2 RICK SPRINGFIELD	134/101	138/91	140/85	134/74	141/9
Success Hasn't... (RCA)	A-1	A-1	A-3	A-9	A-112
"Calling All Girls"	M-32	M-46	M-42	M-51	M-20
4 SAMMY HAGAR	128/99	131/108	146/123	146/126	151/130
Standing Hampton (Geffen)	A-0	A-0	A-0	A-0	A-1
"I'll Fall In Love Again"	M-29	M-23	M-23	M-21	M-20
5 JOAN JETT...	124/96	135/97	136/108	136/106	105/132
I Love Rock... (Boardwalk)	A-1	A-2	A-0	A-1	A-0
"Crimson & Clover"	M-27	M-36	M-26	M-30	M-18
6 LOVERBOY	118/86	125/93	129/85	123/94	137/109
Get Lucky (Columbia)	A-3	A-0	A-1	A-0	A-0
"When It's Over"	M-29	M-32	M-33	M-29	M-28
7 TOMMY TUTONE	116/84	119/77	126/74	126/60	111/42
Tommy Tutone-2 (Columbia)	A-0	A-3	A-3	A-8	A-12
"867-5309/Jenny"	M-32	M-39	M-49	M-58	M-57
8 CHARLIE DANIELS BAND	135/101	132/103	113/31	97/0	11/0
Windows (Epic)	A-6	A-16	A-25	A-89	A-11
"Still In Saigon"	M-60	M-56	M-57	M-6	M-0
9 HUEY LEWIS & NEWS	119/68	132/72	133/74	130/67	131/59
Picture This (Chrysalis)	A-0	A-0	A-2	A-2	A-0
"Do You Believe In Love"	M-51	M-60	M-67	M-61	M-72
10 J. GEILS BAND	95/53	108/64	132/103	123/91	131/133
Freeze... (EMI America)	A-0	A-0	A-0	A-0	A-0
Title	M-32	M-25	M-29	M-18	M-20
11 SCORPIONS	121/61	114/46	112/25	79/9	71/0
Blackout (Mercury/PG)	A-9	A-5	A-24	A-32	A-70
"No One Like You"	M-51	M-64	M-63	M-38	M-1
12 CARS	78/50	90/61	99/66	107/71	128/88
Shake It Up (Elektra)	A-0	A-0	A-0	A-0	A-0
"Since You're Gone"	M-28	M-29	M-33	M-36	M-40
13 PRISM	94/48	103/56	133/84	136/91	140/52
Small Change (Capitol)	A-1	A-1	A-0	A-0	A-0
"Don't Let Him Know"	M-44	M-46	M-49	M-45	M-46
13 POLICE	77/49	91/59	97/64	111/79	131/100
Ghost In The... (A&M)	A-0	A-0	A-0	A-0	A-1
"Secret Journey"	M-28	M-32	M-33	M-32	M-30
15 LE ROUX	84/48	98/50	114/56	129/56	129/55
Last Safe Place (RCA)	A-0	A-1	A-0	A-2	A-1
"Addicted"	M-38	M-47	M-58	M-71	M-73

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

RCA & AOR BREAKING ARTISTS TOGETHER IN 1982

LE ROUX

2/5

2/26

AOR BREAKERS

LE ROUX
Last Safe Place
(RCA)

54% of our reporters on it. Total album reports: 95. A-38, M-46, H-13. Charted this week at number 22.



CHR BREAKERS

LE ROUX
Nobody Said It Was Easy
(Lookin' For The Lights) (RCA)

60% of our reporters on it. Moves: Up 35, Debuts 24, Same 42, Down 0, Adds 27 including WXKS-FM, WGCL, KRLA, KOPA, WHFM, KC101, KHFI, WJDX, WSEZ, WGBF, KJRB, K96, KHYT, WGUY, Z102. See Parallels, debuts at number 29 on CHR chart.

Bill Hard Choice 1/15/82
Album Network Pick 1/18/82

Out now "Last Safe Place" the second hit single

RICK SPRINGFIELD

3/19

3/5

AOR BREAKERS

RICK SPRINGFIELD
Success Hasn't
Spoiled Me Yet (RCA)
"Calling" "Don't" "Excited" "Talk." 82% of our reporters on it. Total album reports: 141. A-112, M-20, H-9. Album debuted this week at number 18.



CHR BREAKERS

RICK SPRINGFIELD
Don't Talk To Strangers
(RCA)

75% of our reporters on it. Moves: Up 14, Debuts 58, Same 19, Down 0, Adds 67 including 96KX, PRO-FM, Q107, CFTR, XTRA, KUBE, WYCR, V100, WABB-FM, FM100, WQUT, KIKK, WIKS, WLYT, FM102, WIGY. See Parallels, debuts at number 27 on CHR chart.

Bill Hard Choice 3/5/82
Album Network Pick 3/8/82

"Success" is spoiling radio with "Don't Talk To Strangers",
"Calling All Girls" & "Kristina"

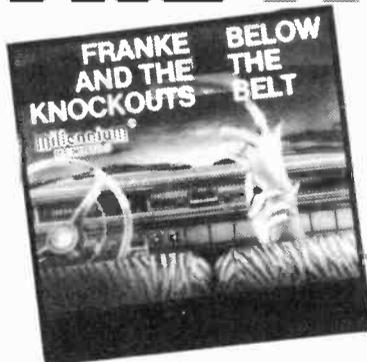
FRANKE & THE KNOCKOUTS

4/9

4/9

AOR BREAKERS

FRANKE & THE KNOCKOUTS
Below The Belt (Millennium/RCA)
"Better" "Fighting" "Without" "Way." 52% of our reporters on it. Total album reports: 88. A-26, M-57, H-5. Album charted this week at number 28.



CHR BREAKERS

FRANKE & THE KNOCKOUTS
Without You (Not Another Lonely Night)
(Millennium/RCA)

64% of our reporters on it. Moves: Up 22, Debuts 21, Same 44, Down 0, Adds 47 including JB105, WPGC, CHUM, Z93, 94Q, KBEO, WGCL, XTRA, Q103, KZZP, 92FLY, B97, KQKQ, KCBN. See Parallels, debuts at number 28 on the CHR chart.

Bill Hard Choice 3/19/82
Album Network Pick 3/22/82

Knockout cuts: "Never Had It Better," "Keep On Fighting,"
& "Without You (Not Another Lonely Night)"

millennium
RECORDS

1982: THE YEAR OF THE DOG

RCA



Country

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

DON WILLIAMS

Listen To The Radio (MCA)

On 79% of reporting stations. National Summary: Up 18, Same 24, Down 0, Debuts 37, Adds 28. A Most Added Record. R&R Chart: 47-43.

RAZZY BAILEY

Everytime You Cross My Mind... (RCA)

On 74% of reporting stations. National Summary Up 27, Same 30, Down 0, Debuts 26, Adds 17. R&R Chart: 48-44.

CHARLEY PRIDE

I Don't Think She's In Love Anymore (RCA)

On 61% of reporting stations. National Summary: Up 2, Same 3, Down 0, Debuts 11, Adds 66. A Most Added Record. R&R Chart: Debut 45.

FRED KNOBLOCK

I Had It All (Scotti Bros./CBS)

On 60% of reporting stations. National Summary: Up 34, Same 29, Down 0, Debuts 13, Adds 5. R&R Chart: 49-46.

MOST ADDED

- CHARLEY PRIDE
I Don't Think She's In Love... (RCA)
- CONWAY TWITTY
Slow Hand (Elektra)
- ED BRUCE
Love's Found You And Me (MCA)
- TERRI GIBBS
Ashes To Ashes (MCA)
- DON WILLIAMS
Listen To The Radio (MCA)
- JOHN ANDERSON
Would You Catch A Falling Star (WB)

HOTTEST

- ALABAMA
Mountain Music (RCA)
- WILLIE NELSON
Always On My Mind (Columbia)
- CRYSTAL GAYLE
You Never Gave Up On Me (Columbia)
- RICKY SKAGGS
Crying My Heart Out (Epic)
- WAYLON & WILLIE
Just To Satisfy You (RCA)
- GEORGE JONES
Same Ole Me (Epic)

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. indicates one of this week's Most Added new songs.

JOHN ANDERSON "Would You Catch A Falling Star" (WB) 73/24
National Summary: Up 16, Same 19, Down 0, Debuts 14, Adds 24 including WADR, WILQ, WAMZ-FM, WQAM, WSIX-FM, WUBE-FM, WDGY, KFH, KRST-FM, KLAC, WGNA-FM 45-39, WIXL-FM 46-25, WCMS-FM 34-25, KEBC-FM 30-23, KCKC 20-17. R&R Chart: Debut 50.

JOE SUN "Holed Up In Some Honky Tonk" (Elektra) 70/4
National Summary: Up 41, Same 18, Down 0, Debuts 7, Adds 4, KOKE-AM-FM, WOKK, KSO, KIGO, WGNA-FM 36-28, WIXL-FM 29-19, WWOD 20-17, WKSJ-FM 22-19, KRMD-AM-FM 42-35, KTTS-AM-FM 26-23, KVOO 48-41, KRWQ-FM 24-19, KWJJ 43-38, KSOP-FM 47-40, KCBQ-AM d-30.

CONWAY TWITTY "Slow Hand" (Elektra) 63/60
National Summary: Up 0, Same 1, Down 0, Debuts 2, Adds 60 including WHN, WEEP, WMZQ-FM, WQAM, WRNL, WCMS-FM, WIRK-FM, WMAQ, WHK, WWWW-FM, WFMS-FM, WIL-AM-FM, KNIX-FM, KWJJ, KCBQ-AM, KEEN.

BILLY SWAN "With Their Kind Of Money..." (Epic) 62/16
National Summary: Up 15, Same 24, Down 0, Debuts 7, Adds 16, WCAW, WOKQ, WPOR-AM-FM, KIXZ, KLVJ, WFNC, WMPS, WSM, WKMF, WITL-FM, WHBF, KRWQ-FM, KEIN, KLAC, KIDN, KCBQ.

JOHNNY CASH "The General Lee" (Scotti Bros./CBS) 57/18
National Summary: Up 9, Same 20, Down 0, Debuts 10, Adds 18, WPOC-FM, WCAW, WOKQ, KIX106, WILQ, KRRV, WCOS-AM-FM, KKYX, WTQR-FM, WAXX, WGEE, WTSO, WDGY, KCJB, KKAL, KEED, KIDN, KRSY.

RAY PRICE "Forty And Fadin'" (Dimension) 57/6
National Summary: Up 28, Same 15, Down 0, Debuts 8, Adds 6, WCAW, WSM, KWKH, WTQR-FM, WMNI, KIDN, WIXL-FM 28-18, WSIX-FM 18-16, KKYX 39-33, KSO 32-25, KEBC-FM 38-31, KKAL 46-38, KEED 45-35, KNIX-FM 30-25, KMPS-AM-FM 30-25.

WRIGHT BROTHERS "When You Find Her Keep Her" (WB) 55/7
National Summary: Up 14, Same 24, Down 0, Debuts 10, Adds 7, WPOR-AM-FM, WSOC-FM, WQYK-FM, WMNI, WITL-FM, WTHI-FM, KKAL, KIXZ 42-39, KRMD-AM-FM 36-30, WKQ-AM-FM 47-39, WHBF 36-29, KTTS-AM-FM 45-38, KFDI-AM-FM 48-41, KEED 47-41.

ED BRUCE "Love's Found You And Me" (MCA) 54/53
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 53 including WSEN-AM-FM, WVVVA, WAMZ-FM, WMC-AM, WSM, WIRK-FM, WMAQ, WUBE-FM, WFMS-FM, KEBC-FM, KFH, KNIX-FM, KYTE, KSOP-FM, KEEN.

MICHAEL MURPHEY "The Two-Step Is Easy" (Liberty) 54/5
National Summary: Up 25, Same 17, Down 0, Debuts 7, Adds 5, KIXZ, KOKE-AM-FM, WQHK, KIDN, KIGO, KLVJ 22-16, WSIX-FM 8-6, WNOE-AM 22-18, KRMD-AM-FM 27-22, WFMS-FM d-31, KEBC-FM 25-20, KFDI-AM-FM 43-36, KEED 42-34, KCBQ-AM 27-23.

JERRY REED "The Man With The Golden Thumb" (RCA) 53/15
National Summary: Up 11, Same 17, Down 0, Debuts 10, Adds 15, WCAW, WSOC-FM, WAXX, WKMF, KWMT, WTSO, KCJB, KEBC-FM, WXCL, WHBF, KVOO, KFH, KEED, KCKC, KEEN.

TERRY GREGORY "I Never Knew The Devil's Eyes..." (Handshake/CBS) 50/4
National Summary: Up 28, Same 9, Down 1, Debuts 8, Adds 4, WHK, KVOC, KLZ, KIGO, WBGW-FM 44-38, KHEY 32-28, KKYX 40-34, WBCS 22-19, KTTS-AM-FM 35-29, WIL-AM-FM d-27, KEED 36-31, KRWQ-FM 29-24, KLAC 31-28, KCBQ-AM d-29, KMPS-AM-FM 4-2.

MERLE HAGGARD "Dealing With The Devil" (MCA) 46/12
National Summary: Up 7, Same 21, Down 0, Debuts 6, Adds 12, WPOR-AM-FM, KIXZ, WMC-AM, WNOE-AM, KKYX, WAXX, WGEE, KVOO, KKAL, KMAK, KWJJ, KTOM, WKSJ-FM 44-39, KFGO 40-35, KCKC 33-21.

BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 46/5
National Summary: Up 28, Same 10, Down 1, Debuts 2, Adds 5, WCAW, KIX106, WFNC, WSLR, KKAL, WHN 16-12, WEEP 8-6, WILQ 13-7, WZZK-FM 8-5, WNOE-AM 18-12, WCMS-FM 22-18, WHK 17-13, WFMS-FM 13-9, WBCS 12-7, KRWQ-FM 22-16.

BOXCAR WILLIE "Bad News" (Main Street) 43/4
National Summary: Up 22, Same 13, Down 0, Debuts 4, Adds 4, WVVVA, WSOE-FM, WOKK, KUGR, WCAW 47-41, WIXL-FM 25-13, WAMZ-FM 44-33, WWOD 33-28, KRAK 40-35, KSOP-FM 33-25.

SIGNIFICANT ACTION

G. STEWART & D. DILLON "Brotherly Love" (RCA) 39/4
National Summary: Up 9, Same 19, Down 1, Debuts 6, Adds 4, WVVVA, WSOE-FM, WOKK, KUGR, WCAW 47-41, WIXL-FM 25-13, WAMZ-FM 44-33, WWOD 33-28, KRAK 40-35, KSOP-FM 33-25.

KIPPI BRANNON "If I Could See You Tonight" (MCA) 38/3
National Summary: Up 16, Same 15, Down 0, Debuts 4, Adds 3, KYYL, WTSO, KSOP-FM, WVAM 36-30, WIXL-FM 27-15, WSIX-FM 19-15, KRMD-AM-FM 44-38, KTTS-AM-FM 48-39, KRWQ-FM 35-30, KRAK 45-40.

ALLEN TRIPP "Love Is" (Nashville) 36/12
National Summary: Up 12, Same 8, Down 0, Debuts 4, Adds 12, KOKE-AM-FM, WDAK, WFNC, KLRA, WOKK, KWKH, WQYK-FM, KBNR, WMNI, WKMF, KOMA, KLAC.

Radio & Records NATIONAL AIRPLAY/50

April 16, 1982

Three Weeks Last Weeks Week

16	10	4	1	ALABAMA/Mountain Music (RCA)
14	7	3	2	CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
4	2	1	3	GEORGE JONES/Same Ole Me (Epic)
9	6	5	4	RICKY SKAGGS/Crying My Heart Out (Epic)
21	19	12	5	WILLIE NELSON/Always On My Mind (Columbia)
17	14	9	6	GAIL DAVIES/Round The Clock Lovin' (WB)
12	8	6	7	D. FRIZZELL & S. WEST/Another Honky-Tonk... (WB/Viva)
28	24	16	8	WAYLON & WILLIE/Just To Satisfy You (RCA)
18	16	13	9	JOHN CONLEE/Busted (MCA)
19	17	14	10	DOLLY PARTON/Single Women (RCA)
13	11	11	11	GEORGE STRAIT/If You're Thinking You Want... (MCA)
7	5	7	12	HANK WILLIAMS JR./A Country Boy Can... (Elektra/Curb)
1	1	2	13	CONWAY TWITTY/The Clown (Elektra)
35	27	20	14	STEVE WARINER/Kansas City Lights (RCA)
24	23	17	15	DOTTIE WEST/You're Not Easy To Forget (Liberty)
27	25	18	16	EDDY RAVEN/A Little Bit Crazy (Elektra)
33	28	22	17	GENE WATSON/Speak Softly (You're Talking...) (MCA)
29	26	21	18	GARY MORRIS/Don't Look Back (WB)
39	33	28	19	MICKEY GILLEY/Tears Of The Lonely (Epic)
34	30	25	20	MOE BANDY/Someday Soon (Columbia)
3	3	8	21	KENNY ROGERS/Through The Years (Liberty)
38	32	29	22	STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
2	4	10	23	ANNE MURRAY/Another Sleepless Night (Capitol)
15	12	15	24	LARRY GATLIN/In Like With Each Other (Columbia)
41	38	34	25	BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)
40	37	32	26	KIERAN KANE/I Feel It With You (Elektra)
10	18	24	27	LORETTA LYNN/I Lie (MCA)
-	41	36	28	EDDIE RABBITT/I Don't Know Where To Start (Elektra)
-	47	40	29	T.G. SHEPPARD/Finally (WB/Curb)
5	9	19	30	EMMYLOU HARRIS/Tennessee Rose (WB)
23	22	23	31	TOMPALL & GLASER BROTHERS/It'll Be Her (Elektra)
47	42	37	32	MEL McDANIEL/Take Me To The Country (Capitol)
-	43	38	33	TAMMY WYNETTE/Another Chance (Epic)
8	13	26	34	JOHNNY LEE/Be There For Me Baby (Full Moon/Asylum)
11	15	27	35	MERLE HAGGARD/Big City (Epic)
-	50	43	36	JOE STAMPLEY/I'm Goin' Hurtin' (Epic)
20	20	30	37	EARL THOMAS CONLEY/After The Love Slips Away (RCA)
49	46	42	38	JACKY WARD/Travelin' Man (Asylum)
6	21	31	39	OAK RIDGE BOYS/Bobbie Sue (MCA)
-	-	44	40	LEE GREENWOOD/Ring On Her Finger... (MCA)
-	-	45	41	LEON EVERETTE/Just Give Me What You... (RCA)
26	29	35	42	BOBBY BARE/New Cut Road (Columbia)
-	-	47	43	DON WILLIAMS/Listen To The Radio (MCA)
-	-	48	44	RAZZY BAILEY/Everytime You Cross My Mind... (RCA)
-	-	49	45	CHARLEY PRIDE/I Don't Think She's In Love Anymore (RCA)
-	-	49	46	FRED KNOBLOCK/I Had It All (Scotti Bros./CBS)
31	31	33	47	PETULA CLARK/Natural Love (Scotti Bros./CBS)
-	-	50	48	REX ALLEN JR./Last Of The Silver Screen Cowboys (WB)
46	44	41	49	LOUISE MANDRELL/Around My Heart (RCA)
-	-	50	50	JOHN ANDERSON/Would You Catch A Falling Star (WB)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

BURRITO BROTHERS "Closer To You" (Curb/CBS) 36/5
National Summary: Up 4, Same 20, Down 0, Debuts 7, Adds 5, WILQ, KKYX, WHBF, KKAL, KCKC, WIXL-FM 45-41, KRMD-AM-FM 48-40, WFMS-FM d-33, KRAK 48-39, KMPS-AM-FM 28-23.

KAREN TAYLOR "Diamond In The Rough" (Mesa) 32/2
National Summary: Up 14, Same 11, Down 1, Debuts 4, Adds 2, WSOC-FM, KFH, WVAM 45-41, KKYX 41-35, WIRK-FM 40-36, KVOO 30-23, KFDI-AM-FM 38-33, KRWQ-FM 13-10, KRAK 46-41, KMPS-AM-FM 21-16.

CORBIN/HANNER BAND "Everyone Knows I'm Yours" (Alfa) 30/5
National Summary: Up 6, Same 14, Down 0, Debuts 5, Adds 5, WVVVA, WSOC-FM, KHEY, WQYK-FM, KIGO, WEEP 19-13, WSIX-FM 25-19, KRMD-AM-FM 45-39, WCMS-FM 42-34, KRWQ-FM 20-15.

RONNIE ROGERS "My Love Belongs To You" (Lifesong) 30/4
National Summary: Up 13, Same 9, Down 0, Debuts 4, Adds 4, WVVVA, KIXZ, KWKH, WITL-FM, WLWI-FM 20-17, WSIX-FM 13-10, WSM 34-24, KVOO 45-38, KFDI-AM-FM 46-39, KRWQ-FM 33-28.

TERRI GIBBS "Ashes To Ashes" (MCA) 29/29
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 29 including WGNA-FM, WSEN-AM-FM, KLRA, WSM, KRMD-AM-FM, WCMS-FM, WKQ-AM-FM, WFMS-FM, KCKC, KMPS-AM-FM.

JOHN DENVER "Shanghai Breezes" (RCA) 27/2
National Summary: Up 11, Same 14, Down 0, Debuts 0, Adds 2, WWOD, KRSY, WHN 14-11, KXLY 25-20, WQAM 6-3, WWWW-FM 27-22, KOMA 39-34, KUGR 25-21, KTOM 42-38, KEEN 35-32.

CHARLENE "I've Never Been To Me" (Motown) 23/8
National Summary: Up 8, Same 4, Down 0, Debuts 3, Adds 8, WVAM, WCAW, WQAM, WKSJ-FM, WJEZ-FM, WXCL, KVOO, KLZ, WHN 27-19, WWWW-FM 24-20.

EDDY ARNOLD "Don't Give Up On Me" (RCA) 18/17
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 17 including WGNA-FM, WBGW-FM, WSIX-FM, KRMD-AM-FM, WCMS-FM, WIRK-FM, KEBC-FM, KFDI-AM-FM, KSOP-FM, KMPS-AM-FM.

JOHNNY PAYCHECK "No Way Out" (Epic) 18/7
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 7, KRRV, WAMZ-FM, KKYX, KRMD-AM-FM, WIRK-FM, KFH, KIGO, WIXL-FM 43-35, WWOD 43-41.

DAVID ALLAN COE "Take Time To Know Her" (Columbia) 18/5
National Summary: Up 3, Same 9, Down 0, Debuts 1, Adds 5, KHEY, WQYK-FM, KFGO, WCUZ-AM-FM, KMPS-AM-FM, KLVJ 25-22, WAMZ-FM 40-25, WMPS on, WIRK-FM on, KTTS-AM-FM 47-40.

SUSIE ALLANSON "Wasn't That Love" (Liberty) 18/4
National Summary: Up 1, Same 8, Down 0, Debuts 5, Adds 4, WOKK, WHBF, KRST-FM, KBYM, WIRK-FM on, KSO d-35, WKQ-AM-FM 48-44, KVOO on, KMPS-AM-FM on.

RANDY PARTON "Oh, No!" (RCA) 17/5
National Summary: Up 1, Same 8, Down 0, Debuts 3, Adds 5, WCAW, WPOR-AM-FM, KXYL, KMAK, KIGO, WSEN-AM-FM on, WBGW-FM on, WSIX-FM d-20, KECK on, KRWQ-FM 45-40.

LACY J. DALTON "Slow Down" (Columbia) 16/12
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 12, WVAM, WSEN-AM-FM, KIX106, WYKR, WYII, WDAK, WFNC, WWOD, KRMD-AM-FM, WCMS-FM, WIRK-FM, WFMS-FM.

JERRY LEE LEWIS "I'm So Lonesome I Could Cry" (Mercury/PolyGram) 16/8
National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 8, WVAM, WLWI-FM, WNOE-AM, KKYX, KRMD-AM-FM, KTTS-AM-FM, KVOO, KFDI-AM-FM, WMPS 26-20.

DAVE ROWLAND "Why Didn't I Think Of That" (Elektra) 15/14
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 14 including WBGW-FM, WADR, WBEU, KLRA, WKQ-AM-FM, KEBC-FM, KTTS-AM-FM, KMAK, KUGR, KCCY-FM.

MUNDO EARWOOD "All My Lovin'" (Primer) 15/5
National Summary: Up 1, Same 9, Down 0, Debuts 0, Adds 5, KHEY, WKSJ-FM, KVOO, KRAK, KSOP-FM, WVAM on, KIXZ 50-47, WSM on, KTTS-AM-FM on, KFDI-AM-FM on.

YOUNGER BROTHERS "Lonely Hearts" (MCA) 14/4
National Summary: Up 3, Same 6, Down 0, Debuts 1, Adds 4, KHEY, WKMF, KFH, KRAK, WVAM 50-43, WIXL-FM 50-33, KOKE-AM-FM on, KRMD-AM-FM 50-43, KSO d-36, KMPS-AM-FM on.

LANE BRODY "He's Taken" (Liberty) 13/4
National Summary: Up 2, Same 7, Down 0, Debuts 0, Adds 4, WKSJ-FM, KSO, WKMF, WBCS, WSIX-FM 21-17, WNOE-AM on, WQYK-FM on, WIRK-FM on, WXCL 44-41, KGA on.



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists stations and artists like Conway Twitty, Charley Pride, Willie Nelson.

Main grid of regional adds and hots for various stations across the country, including WQMA-FM Albany, NY; WSAI-FM Cincinnati, OH; WYCA-FM Dallas, TX; etc.

WEST section listing stations and artists such as KRST-FM Albuquerque, NM; KVOG Coeur, WY; KEED Eugene, OR; etc.

Hottest Tracks: "Take Me Down" ALABAMA (RCA); "Heartbreak Express" DOLLY PARTON (RCA)

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay. ALABAMA - Mountain Music - (RCA) "Take Me Down"; BELLAMY BROTHERS - When We Were Boys - (Elektra/Curb); COWBOY JAZZ - That's What We Like About The West - (Rounder); CHARLIE DANIELS BAND - Windows - (Epic); GAIL DAVIES - Givin' Herself Away - (WB); GARY MORRIS - (I Might Decide To Stay) - (Singing The Blues); WAYLON & WILLIE - You Turn Me On I'm

A Radio "It's Amazing What A Little Love Can Do" "Givin' Herself Away" "Hold On" "All The Fire Is Gone"; MERLE HAGGARD - Big City - (Epic); WAYLON JENNINGS - Black On Black - (RCA); GARY MORRIS - Gary Morris - (WB); WILLIE NELSON - Always On My Mind - (Columbia); OAK RIDGE BOYS - Bobbie Sue - (MCA); DOLLY PARTON - Heartbreak Express - (RCA)

POCO - Cowboys & Englishman - (MCA); CHARLEY PRIDE - Charlie Sings Everybody's Choice - (RCA); DON WILLIAMS - Listen To The Radio - (MCA); HANK WILLIAMS JR. - High Notes - (Elektra/Curb); Most Requested: ALABAMA "Mountain Music" (RCA); RICKY SKAGGS "Crying My Heart Out" (Epic); WILLIE NELSON "Always On My Mind" (Col.); CRYSTAL GAYLE "You Never Gave Up..." (Col.); WAYLON & WILLIE "Just To Satisfy You" (RCA); H. WILLIAMS JR. "A Country..." (Elektra/Curb)

135 Current Reports: The following stations did not report this week: WQIK-FM/Jacksonville; WPLO/Atlanta; KIKK-FM/Houston; WIXY/East Longmeadow; WDAF/Kansas City; WESC-AM-FM/Greenville; KUZZ/Bakersfield; KGEM/Boise

Black Radio

Hottest

April 16, 1982

EAST	SOUTH	MIDWEST	WEST
Cheri Atlantic Starr George Benson Stevie Wonder War	Richard "Dimples" Fields Ray Parker Jr. O'Bryan Stevie Wonder Tom Tom Club	Richard "Dimples" Fields Patrice Rushen Dazz Band O'Bryan Stevie Wonder Atlantic Starr	Atlantic Starr Dazz Band Cameo Ray Parker Jr. O'Bryan

Regionalized Adds & Hots

Stations are listed by region.
Hots are listed in order of their airplay activity.

EAST

WXYV/Baltimore
Tim Watts

TEMPTATIONS
SMOKEY ROBINSON
WARWICK & MATHIS
PULSE
BILL SUMMERS
MERGE
CHANGE
Hottest:
GEORGE BENSON
SECRET WEAPON
LTD
WAR
GEORGE DUKE

WVBN/Baltimore
Curtis Anderson

TEMPTATIONS
SMOKEY ROBINSON
BERNARD WRIGHT
FREDI GRACE & RHI
GEORGE BENSON
ASHFORD & SIMPSON
GENE CHANDLER
DAVID LASLEY
BOBBY WOMACK
ALTON EDWARDS
W.A.G.B. BAND
Hottest:
CHERI
LAKESIDE
RICHARD D. FIELDS
ZZ HILL

WILD/Boston
Steve Crumley

TEMPTATIONS
ASHFORD & SIMPSON
GAP BAND
DIANA ROSS
Hottest:
GEORGE BENSON
CHI-LITES
LAKESIDE
XAVIER
WAR

WSSJ/Camden-Philadelphia
Gary Shepherd

JEAN-LUC PONTY
DIANA ROSS
TEMPTATIONS
FRANCE JOLI
TWENNYNINE/LENNY
BOBBY CALDWELL
DAVID LASLEY
Hottest:
WAR
CHERI
PATRICE RUSHEN
BLOODSTONE

WKND/Hartford
Eddie Jordan

PLEASURE
MCCARTNEY/WONDER
ASHFORD & SIMPSON
WARWICK & MATHIS
CHANGE
BLOODSTONE
Hottest:
STEVIE WONDER
XAVIER
GEORGE BENSON
ATLANTIC STARR
SHALAMAR

WNHC/New Haven
James Jordan

ASHFORD & SIMPSON
RITCHIE FAMILY
TEMPTATIONS
CHANGE
Hottest:
STEVIE WONDER
ATLANTIC STARR
CHERI
SKYY
RAY PARKER JR.

WWRL/New York
Wanda Ramos

ZOOM
GENE CHANDLER
SMOKEY ROBINSON
REDDINGS
GAP BAND
THOMPSON TWINS
MARY WELLS
DRAMATICS
DAVID LASLEY
PLEASURE
GEORGE BENSON
Hottest:
ATLANTIC STARR
SHALAMAR
GEORGE BENSON
BOBBY WOMACK
DENIECE WILLIAMS

WDAS/Philadelphia
Joe Tamburro

TEMPTATIONS
CHIC
MAXINE SINGLETON
AURRA
FUNKAPOLITAN
HERBIE HANCOCK
SOFT CELL
Hottest:
CHERI
THIRD WORLD
ATLANTIC STARR
CHI-LITES
RICHARD D. FIELDS

WAMO/Pittsburgh
John Anthony

GAP BAND
TEMPTATIONS
RJ'S LATEST ARRIV
MARZ
RONNIE DYSON
BILL SUMMERS
ASHFORD & SIMPSON
Hottest:
PATRICE RUSHEN
CHERI
O'BRYAN
RAY PARKER JR.
DENIECE WILLIAMS
RJ'S LATEST ARRIV

WOOK/Washington
Harry Boomer

CAMEO
CHANGE
ASHFORD & SIMPSON
BILL SUMMERS
TEMPTATIONS
Hottest:
STEVIE WONDER
WHISPERS
ATLANTIC STARR
KOOL & THE GANG
CAMEO

WHUR/Washington
Oscar Fields

DAZZ BAND
GOLDIE ALEXANDER
LEVEL 42
VERNON BURCH
Hottest:
STEVIE WONDER
CHERI
PRINCE
THIRD WORLD
SKYY

SOUTH

WVEE/Atlanta
Scotty Andrews

BRANDI WELLS
DIANA ROSS
CHIC
TIME
TEMPTATIONS
DENNIS BROWN
RICHARD JON SMITH
Hottest:
RICHARD D. FIELDS
O'BRYAN
SHALAMAR
LTD
TASTE OF HONEY
ROBERTA FLACK

WAOX/Atlanta
Larry Tinsley

TEMPTATIONS
PLEASURE
VALENTINE BROS.
DAZZ BAND
HERBIE HANCOCK
SYLVIA
COLLAGE
BOOTS COLLINS
GAP BAND
MASS PRODUCTION
Hottest:
O'BRYAN
SECRET WEAPON
RAY PARKER JR.
CAMEO
RICHARD D. FIELDS

KNOW/Austin
Selby Edwards

CHANGE
ONE WAY
PEABO BRYSON
ASHFORD & SIMPSON
BOBBY WOMACK
Hottest:
CHI-LITES
TOM TOM CLUB
RAY PARKER JR.
AL JARREAU
RICHARD D. FIELDS

WENN/Birmingham
Gene Wise

KLIQUE
WHATNAUTS
SYLVIA
Hottest:
RICHARD D. FIELDS
CHERI
DAZZ BAND
TOM TOM CLUB
DENIECE WILLIAMS

WATV/Birmingham
Don January

none
Hottest:
STEVIE WONDER
TOM TOM CLUB
LAKESIDE
XAVIER
PRINCE

MIDWEST

WJPC/Chicago
Jerry Boulding

BLOODSTONE
THIRD WORLD
BRASS CONSTRUCTIO
PLEASURE
GENE CHANDLER
Hottest:
STEVIE WONDER
RAY PARKER JR.
CHERI
ROBERTA FLACK
O'BRYAN

WBMX/Chicago
Lee Michaels

GOLDIE ALEXANDER
TEMPTATIONS
DENNIS BROWN
FAT LARRY'S BAND
WARWICK & MATHIS
GENE CHANDLER
TONY TROUTMAN
SYLVIA
AURRA
MIGHTY FIRE
BOBBY CALDWELL
Hottest:
TOM TOM CLUB
ATLANTIC STARR
PATRICE RUSHEN
RICHARD D. FIELDS
CAMEO

WGUC/Chicago
Pam Wells

GAP BAND
TEMPTATIONS
RICHARD JON SMITH
Hottest:
J. GEILS BAND
STEVIE WONDER
CHERI
ATLANTIC STARR
SHALAMAR

WBLZ/Cincinnati
Harry Lyles

TEMPTATIONS
RARE ESSENCE
ASHFORD & SIMPSON
Hottest:
O'BRYAN
CHI-LITES
CHERI
PATRICE RUSHEN
KOOL & THE GANG

WCIN/Cincinnati
Everett Cork

GREG PERRY
WARWICK & MATHIS
CHANGE
TEMPTATIONS
GAP BAND
CONTROLLERS
SHOTGUN
HERBIE HANCOCK
Hottest:
ATLANTIC STARR
O'BRYAN
DAZZ BAND
RICHARD D. FIELDS
PATRICE RUSHEN

WDMT/Cleveland
Magic James

TASTE OF HONEY
POINTER SISTERS
WHATNAUTS
SKOOL BOYZ
Hottest:
DAZZ BAND
RICHARD D. FIELDS
PRINCE
PRINCE
MANHATTANS

WJMO/Cleveland
Erik Stone

MARZ
BOBBY CALDWELL
WALDO
PEABO BRYSON
SMOKEY ROBINSON
BOBBY WOMACK
KLIQUE
GREG PERRY
Hottest:
PATRICE RUSHEN
ONE WAY
RICHARD D. FIELDS
STEVIE WONDER
ANGELA BOFILL

WDAO/Dayton
Lankford Stephens

GAP BAND
DIANA ROSS
ASHFORD & SIMPSON
WARWICK & MATHIS
DRAMATICS
AURRA
HERBIE HANCOCK
REDDINGS
TEMPTATIONS
GRANDMASTER FLASH
Hottest:
DAZZ BAND
PATRICE RUSHEN
RICHARD D. FIELDS
KOOL & THE GANG
SHALAMAR

WJLB/Detroit
J. Michael McKay

MCCARTNEY/WONDER
RONNIE DYSON
ZZ HILL
TEMPTATIONS
Hottest:
LTD
DAZZ BAND
RAY PARKER JR.
PATRICE RUSHEN
SKYY

WLOU/Louisville
Neal O'Rea

WAR
GROVER WASHINGTON
SYLVIA
BOOTS COLLINS
BRASS CONSTRUCTIO
CHANGE
Hottest:
BILL SUMMERS
CAMEO
DAZZ BAND
PATRICE RUSHEN
BAR-KAYS

WJJS/Lynchburg, VA
Art Young

MIGHTY FIRE
ASHFORD & SIMPSON
BILL SUMMERS
FUNKAPOLITAN
KENI BURKE
WARWICK & MATHIS
Hottest:
MANHATTANS
RAY PARKER JR.
J. GEILS BAND
WAR
TASTE OF HONEY

WDIA/Memphis
Carl Connors

GAP BAND
TEMPTATIONS
BILL SUMMERS
CAMEO
Hottest:
CAMEO
RAY PARKER JR.
WAR
BLOODSTONE
O'BRYAN

WHRK (K97)/Memphis
Ron Olson

GAP BAND
BLOODSTONE
TEMPTATIONS
ZZ HILL
CHIC
Hottest:
TOM TOM CLUB
CAMEO
SHALAMAR
RAY PARKER JR.
DAZZ BAND

WEDR/Miami
Leo Jackson

GAP BAND
CANDI STATON
MCCARTNEY/WONDER
RARE ESSENCE
RICK SMITH
TOM TOM CLUB
LONNIE JORDAN
ARETHA FRANKLIN
MICHELLE WALLACE
PAUL JUSTICE
Hottest:
RICHARD D. FIELDS
RAY PARKER JR.
LTD
ONE WAY
O'BRYAN

WLTH/Gary
Dana Huskisson

GROVER WASHINGTON
BOOTS COLLINS
JEWLE
BLOODSTONE
ROBERTA FLACK
TEMPTATIONS
SMOKEY ROBINSON
RONNIE DYSON
DAVID LASLEY
RICHARD JON SMITH
Hottest:
PATRICE RUSHEN
SHALAMAR
XAVIER
CHERI
J. GEILS BAND

WKWM/Grand Rapids
Frank Grant

BOBBY BELLE
GAP BAND
TEMPTATIONS
BOBBY WOMACK
Hottest:
O'BRYAN
CAMEO
RICHARD D. FIELDS
DATELINE
BRASS CONSTRUCTIO

WTLC/Indianapolis
Jay Johnson

TEMPTATIONS
VALENTINE BROS.
BILL SUMMERS
MARZ
Hottest:
TROUBLE FUNK
LTD
RICHARD D. FIELDS
DAZZ BAND
RAY PARKER JR.

WBLX/Mobile
Michael J. Alexander

none
Hottest:
J. GEILS BAND
KOOL & THE GANG
RICHARD D. FIELDS
STEVIE WONDER
BAR-KAYS

WVOL/Nashville
Fred Harvey

none
Hottest:
O'BRYAN
TOM TOM CLUB
BAR-KAYS
PEABO BRYSON
ZZ HILL

WAIL-FM/New Orleans
Barry Richards

CHIC
PATTI AUSTIN
TEMPTATIONS
GAP BAND
Hottest:
JUNIOR
RAY PARKER JR.
GEORGE DUKE
RICHARD D. FIELDS
O'BRYAN

WYLD-FM/New Orleans
Tony Brown

RONNIE LAWS
ASHFORD & SIMPSON
GREG PERRY
ROSE ROYCE
TEMPTATIONS
SKYY
Hottest:
STEVIE WONDER
JUNIOR
RICHARD D. FIELDS
SMOKEY ROBINSON
WHISPERS

WOWI/Norfolk
Chester Benton

TEMPTATIONS
ASHFORD & SIMPSON
GANGSTERS
HIGH INERGY
WARWICK & MATHIS
Hottest:
DENIECE WILLIAMS
CHERI
RICHARD D. FIELDS
RAY PARKER JR.
BLOODSTONE

WANT/Richmond
Kirby Carmichael

TEMPTATIONS
PATRICE RUSHEN
DAZZ BAND
MCCARTNEY/WONDER
Hottest:
CAMEO
PRINCE
STEVIE WONDER
O'JAYS

-KAEZ/Oklahoma City
Lee Simpson

ELOISE WHITAKER
GENE CHANDLER
COLLAGE
LAFY
RITCHIE FAMILY
FREDI GRACE & RHI
Hottest:
RICHARD D. FIELDS
ATLANTIC STARR
PRINCE
SHALAMAR
CAMEO

WWWS/Saginaw, MI
Kermit Crockett

HIGH INERGY
TEMPTATIONS
ASHFORD & SIMPSON
TROUBLE FUNK
RJ'S LATEST ARRIV
Hottest:
J. GEILS BAND
O'BRYAN
DAZZ BAND
LAKESIDE
WAR

KM/J/St. Louis
Dick Edwards

CHAS JANKEL
GAP BAND
CHERI
PATTI AUSTIN
Hottest:
RICHARD D. FIELDS
STEVIE WONDER
QUINCY JONES
XAVIER
KOOL & THE GANG

WVOI/Toledo
Max Myrick

none
Hottest:
STEVIE WONDER
O'BRYAN
SMOKEY ROBINSON
LAKESIDE
ATLANTIC STARR

WTOY/Roanoke
Donnie Deane

TOM BROWNE
RONNIE DYSON
VERNON BURCH
WEST STREET MOB
MASS PRODUCTION
SMOKEY ROBINSON
DIANA ROSS
THIRD WORLD
ROBERTA FLACK
WAS (NOT WAS)
Hottest:
LAKESIDE
RICHARD D. FIELDS
KOOL & THE GANG
WAR
CAMEO

KTFM/San Antonio
Joe Nasty

J. GEILS BAND
TASTE OF HONEY
TOMMY TUTONE
RAY PARKER JR.
ROBERTA FLACK
Hottest:
JOAN JETT
J. GEILS BAND
JOURNEY
PRINCE
WEST STREET MOB

WANM/Tallahassee
Joe Bullard

MCCARTNEY/WONDER
ASHFORD & SIMPSON
TEMPTATIONS
DIANA ROSS
SHARON BROWN
HIGH INERGY
GAP BAND
WARWICK & MATHIS
Hottest:
STEVIE WONDER
ATLANTIC STARR
RAY PARKER JR.
O'BRYAN
CHARLENE

WTMP/Tampa
Jerry Walker

GAP BAND
MCCARTNEY/WONDER
DIANA ROSS
RICHARD JON SMITH
MIGHTY FIRE
SHOTGUN
BLOODSTONE
T-CONNECTION
TROUBLE FUNK
Hottest:
STONE
RAY PARKER JR.
DENIECE WILLIAMS
SKYY
STARS ON 45

WEST

KDKO/Denver
Byron Pitts

TEMPTATIONS
GAP BAND
ASHFORD & SIMPSON
HIGH INERGY
MYSTIC MERLIN
MIGHTY FIRE
DIANA ROSS
RONNIE LAWS
T-CONNECTION
O.C. SMITH
Hottest:
BAR-KAYS
CAMEO
VERNON BURCH
RAY PARKER JR.
ATLANTIC STARR

KDAY/Los Angeles
J.J. Johnson

TEMPTATIONS
GAP BAND
CHIC
DRAMATICS
FUNKAPOLITAN
Hottest:
RAY PARKER JR.
DAZZ BAND
WAR
PATRICE RUSHEN
ATLANTIC STARR

KACE/Los Angeles
Alonzo Miller

TASTE OF HONEY
CHANGE
GAP BAND
TEMPTATIONS
SIDE EFFECT
Hottest:
WHISPERS
TOM TOM CLUB
ATLANTIC STARR
DAZZ BAND
CHERI

KDIA/Oakland
Jeff Harrison

CHERI
TEMPTATIONS
PEABO BRYSON
ASHFORD & SIMPSON
RICHARD JON SMITH
WARWICK & MATHIS
Hottest:
CAMEO
O'BRYAN
DAZZ BAND
RAY PARKER JR.
ATLANTIC STARR

KUKQ/Phoenix
Steve Smith

RONNIE DYSON
WARWICK & MATHIS
BLOODSTONE
BILL CHAMPLIN
TEMPTATIONS
GROVER WASHINGTON
THOMPSON TWINS
Hottest:
ATLANTIC STARR
XAVIER
RAY PARKER JR.
SHALAMAR
RICHARD D. FIELDS

KPOP-FM/Sacramento
Bill Jeffries

TEMPTATIONS
SMOKEY ROBINSON
BILL SUMMERS
PEABO BRYSON
AURRA
BEATLES
SHEENA EASTON
Hottest:
J. GEILS BAND
J. GEILS BAND
KOOL & THE GANG
DAZZ BAND
CAMEO

XHRM/San Diego
Duff Lindsey

TEMPTATIONS
WALDO
GREG PERRY
B.B.C.S. & A.
DRAMATICS
Hottest:
CAMEO
DAZZ BAND
JUICY
DENIECE WILLIAMS
ONE WAY

KSOL/San Mateo, CA
Bernie Moody

WHISPERS
BILL SUMMERS
T-CONNECTION
Hottest:
STEVIE WONDER
ATLANTIC STARR
SMOKEY ROBINSON
SKYY
O'BRYAN

A.C. Regional Adds & Hots

EAST Parallel One

WFMH/Harrisburg
Bob Paine
ROD STEWART
SHEENA EASTON
SIMON & GARFUNKEL
MANHATTAN TRANSF
STEVE WOODS
HOTTEST:
PAUL DAVIS
CHARLENE
ONJ

WFOU/Boston
Mike Adams
none
HOTTEST:
BETTIE HIGGINS
STEVE WUNDER
VANGELIS
CLIFF RICHARD
PAUL DAVIS

WVBF/Boston
Reg Johns
MCCARTNEY/WONDER
BEATLES
WILLIE NELSON
CARPENTERS
HOTTEST:
JOHN DENVER
CHARLENE
SIMON & GARFUNKEL
AL JARREAU
GORDON LIGHTFOOT
ONJ

WHEW/Buffalo
Roger Christian
SHEENA EASTON
T.G. SHEPPARD
HOTTEST:
VANGELIS
MCCARTNEY/WONDER
ONJ
BETTIE HIGGINS
BEATLES

QNSD/Buffalo
Jerry Rao
none
HOTTEST:
ONJ
BARRY MANLOW
SISTER SLEDGE
WILLIE NELSON
CHARLENE

WYNY/New York
Jeff Mazzei
STARS ON 45
HOTTEST:
PAUL DAVIS
BETTIE HIGGINS
VANGELIS
ONJ
JOURNEY

WVPR/Philadelphia
Bob Russo
WILLIE NELSON
SHEENA EASTON
MCCARTNEY/WONDER
HOTTEST:
none

KDKA/Pittsburgh
Jim Harrington
none
HOTTEST:
RICK SPRINGFIELD
HUEY LEWIS AND THE
PAUL DAVIS
GREG GUIDRY
BEATLES

WTAE/Pittsburgh
Dan Barna
ROBERTA FLACK
SHEENA EASTON
CAROLE KING
RANDY GOODRUM
HOTTEST:
VANGELIS
JOHN DENVER
NEIL DIAMOND
ANNIE MURRAY
BARBARA STREISAND

WPRO/Providence
Gary Bartowitz
none
HOTTEST:
VANGELIS
LARRY CARLTON
ONJ
SISTER SLEDGE
ROBERTA FLACK

WJBD/Washington, D.C.
Bobeban/Lewis
CARPENTERS
AL JARREAU
ONJ
GENE COTTON
ELTON JOHN
HOTTEST:
ROBERTA FLACK
WILLIE NELSON
CHARLENE
EDDIE RABBITT
MCCARTNEY/WONDER

WEST Parallel One

KNOW/Denver
Leigh Starnes
GORDON LIGHTFOOT
EDDIE RABBITT
HOTTEST:
BETTIE HIGGINS
STEVE WUNDER
VANGELIS
QUINCY JONES
POINTER SISTERS

KPPD/Denver
Rick Brady
ROBERTA FLACK
HOTTEST:
VANGELIS
JOHN DENVER
CHARLENE
WILLIE NELSON
GORDON LIGHTFOOT
JOHN DENVER

KOY/Phoenix
Charlie Van Dyke
DAN FOGELBERG
MCCARTNEY/WONDER
SIMON & GARFUNKEL
GREG GUIDRY
HOTTEST:
none

KEU/Portland
Bob Swenson
STEVE WOODS
BARBARA MANDRELL
TERRI GIBBS
BETTIE HIGGINS
HOTTEST:
NEIL DIAMOND
ONJ
PAUL DAVIS
JOHN DENVER
WILLIE NELSON

WKAZ/Charleston
Frank George
SHEENA EASTON
T.G. SHEPPARD
HOTTEST:
PAUL DAVIS
BETTIE HIGGINS
CHARLENE
MCCARTNEY/WONDER
ELTON JOHN

WRE/Erie
Ted Abbott
GREG GUIDRY
CARPENTERS
CHARLENE
SIMON & GARFUNKEL
HOTTEST:
BETTIE HIGGINS
WILLIE NELSON
PAUL DAVIS
ROBERTA FLACK
VANGELIS

Parallel Two

WCCB/Bridgeport
Leo Roberts
BETTIE HIGGINS
LBB
ELTON JOHN
EDDIE RABBITT
HOTTEST:
ONJ
NEIL DIAMOND
JOHN DENVER
VANGELIS

WKAZ/Charleston
Frank George
SHEENA EASTON
T.G. SHEPPARD
HOTTEST:
PAUL DAVIS
BETTIE HIGGINS
CHARLENE
MCCARTNEY/WONDER
ELTON JOHN

WRE/Erie
Ted Abbott
GREG GUIDRY
CARPENTERS
CHARLENE
SIMON & GARFUNKEL
HOTTEST:
BETTIE HIGGINS
WILLIE NELSON
PAUL DAVIS
ROBERTA FLACK
VANGELIS

MIDWEST Parallel One

WZLW-FM/Milwaukee
Scott/Shannon
SHEENA EASTON
HOTTEST:
HUMAN LEAGUE
LARRY LEE
LARRY SANTOS
JOEY & LITTLE BIR
HOTTEST:
WILLIE NELSON
JOHN DENVER
CHARLENE
DAN FOGELBERG

WYFC/Chicago
John Wetherbee
WILLIE NELSON
SIMON & GARFUNKEL
DENICIE WILLIAMS
HOTTEST:
JOURNEY
VANGELIS
ONJ
BETTIE HIGGINS
PAUL DAVIS

WYUU/Chicago
Glenn Colligan
BETTIE HIGGINS
PATTI AUSTIN
KARLA BONOFF
WARRICK & MATHIS
HOTTEST:
STEVE WUNDER
POINTER SISTERS
VANGELIS
GREG GUIDRY
ROBERTA FLACK

WTIC/Hartford
Ginny Jeonka
DAN FOGELBERG
HOTTEST:
VANGELIS
NEIL DIAMOND
JOHN DENVER
WILLIE NELSON
MCCARTNEY/WONDER

WELI/New Haven
Walt Pinto
none
HOTTEST:
ONJ
SISTER SLEDGE
BARRY MANLOW
JOHN DENVER
WILLIE NELSON

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel Two

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel Three

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel One

WZLW-FM/Milwaukee
Scott/Shannon
SHEENA EASTON
HOTTEST:
HUMAN LEAGUE
LARRY LEE
LARRY SANTOS
JOEY & LITTLE BIR
HOTTEST:
WILLIE NELSON
JOHN DENVER
CHARLENE
DAN FOGELBERG

WYFC/Chicago
John Wetherbee
WILLIE NELSON
SIMON & GARFUNKEL
DENICIE WILLIAMS
HOTTEST:
JOURNEY
VANGELIS
ONJ
BETTIE HIGGINS
PAUL DAVIS

WYUU/Chicago
Glenn Colligan
BETTIE HIGGINS
PATTI AUSTIN
KARLA BONOFF
WARRICK & MATHIS
HOTTEST:
STEVE WUNDER
POINTER SISTERS
VANGELIS
GREG GUIDRY
ROBERTA FLACK

WTIC/Hartford
Ginny Jeonka
DAN FOGELBERG
HOTTEST:
VANGELIS
NEIL DIAMOND
JOHN DENVER
WILLIE NELSON
MCCARTNEY/WONDER

WELI/New Haven
Walt Pinto
none
HOTTEST:
ONJ
SISTER SLEDGE
BARRY MANLOW
JOHN DENVER
WILLIE NELSON

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel Two

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel Three

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel One

WZLW-FM/Milwaukee
Scott/Shannon
SHEENA EASTON
HOTTEST:
HUMAN LEAGUE
LARRY LEE
LARRY SANTOS
JOEY & LITTLE BIR
HOTTEST:
WILLIE NELSON
JOHN DENVER
CHARLENE
DAN FOGELBERG

WYFC/Chicago
John Wetherbee
WILLIE NELSON
SIMON & GARFUNKEL
DENICIE WILLIAMS
HOTTEST:
JOURNEY
VANGELIS
ONJ
BETTIE HIGGINS
PAUL DAVIS

WYUU/Chicago
Glenn Colligan
BETTIE HIGGINS
PATTI AUSTIN
KARLA BONOFF
WARRICK & MATHIS
HOTTEST:
STEVE WUNDER
POINTER SISTERS
VANGELIS
GREG GUIDRY
ROBERTA FLACK

WTIC/Hartford
Ginny Jeonka
DAN FOGELBERG
HOTTEST:
VANGELIS
NEIL DIAMOND
JOHN DENVER
WILLIE NELSON
MCCARTNEY/WONDER

WELI/New Haven
Walt Pinto
none
HOTTEST:
ONJ
SISTER SLEDGE
BARRY MANLOW
JOHN DENVER
WILLIE NELSON

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel Two

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
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PAUL DAVIS
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HOTTEST:
VANGELIS
ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

Parallel One

WZLW-FM/Milwaukee
Scott/Shannon
SHEENA EASTON
HOTTEST:
HUMAN LEAGUE
LARRY LEE
LARRY SANTOS
JOEY & LITTLE BIR
HOTTEST:
WILLIE NELSON
JOHN DENVER
CHARLENE
DAN FOGELBERG

WYFC/Chicago
John Wetherbee
WILLIE NELSON
SIMON & GARFUNKEL
DENICIE WILLIAMS
HOTTEST:
JOURNEY
VANGELIS
ONJ
BETTIE HIGGINS
PAUL DAVIS

WYUU/Chicago
Glenn Colligan
BETTIE HIGGINS
PATTI AUSTIN
KARLA BONOFF
WARRICK & MATHIS
HOTTEST:
STEVE WUNDER
POINTER SISTERS
VANGELIS
GREG GUIDRY
ROBERTA FLACK

WTIC/Hartford
Ginny Jeonka
DAN FOGELBERG
HOTTEST:
VANGELIS
NEIL DIAMOND
JOHN DENVER
WILLIE NELSON
MCCARTNEY/WONDER

WELI/New Haven
Walt Pinto
none
HOTTEST:
ONJ
SISTER SLEDGE
BARRY MANLOW
JOHN DENVER
WILLIE NELSON

WVAB/Bridgeport
Russ Garrett
BETTIE HIGGINS
SIMON & GARFUNKEL
HOTTEST:
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PAUL DAVIS
MCCARTNEY/WONDER

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PAUL DAVIS

WYUU/Chicago
Glenn Colligan
BETTIE HIGGINS
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KARLA BONOFF
WARRICK & MATHIS
HOTTEST:
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DAN FOGELBERG
HOTTEST:
VANGELIS
NEIL DIAMOND
JOHN DENVER
WILLIE NELSON
MCCARTNEY/WONDER

WELI/New Haven
Walt Pinto
none
HOTTEST:
ONJ
SISTER SLEDGE
BARRY MANLOW
JOHN DENVER
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PAUL DAVIS

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Glenn Colligan
BETTIE HIGGINS
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KARLA BONOFF
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WELI/New Haven
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none
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ONJ
JOHN DENVER
PAUL DAVIS
MCCARTNEY/WONDER

133 Current Reports

The following stations reported frozen playlists this week:

- WBT/Charlotte
- WROR/Boston

The following stations did not report this week and therefore their playlists were frozen:

- KDKA/Pittsburgh
- KEZL/San Diego
- KRBE/Houston
- KSLO/St. Louis
- KTWO/Casper
- WCCO/Minneapolis
- WCTC/New Brunswick
- WELI/New Haven
- WGAC/Augusta
- WPRO/Providence
- WRVA/Richmond
- WSBA/York
- WSKY/Asheville

PARALLEL PLAYLISTS

EAST

98.1 Montreal PD: B. Beau Dean MD: Kevin Shea

1050 chum Toronto PD: Jim Waters MD: Brad Jones

96.1 Pittsburgh PD: Bobby Christian MD: Clarke Ingram

wifi 92 Philadelphia PD: Don Cannon Music Assistant: Verna McKay

CFR 680 Toronto PD: Bob Saint Music Coordinator: Cyd Kaplan

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WKKS-FM Boston PD: Sonny Joe White MD: Joe Carvello

1050 chum Toronto PD: Jim Waters MD: Brad Jones

96.1 Pittsburgh PD: Bobby Christian MD: Clarke Ingram

wifi 92 Philadelphia PD: Don Cannon Music Assistant: Verna McKay

CFR 680 Toronto PD: Bob Saint Music Coordinator: Cyd Kaplan

(H) indicates one of the five "hottest" records on each Parallel One playlist.

ROCK 102 WBEN-FM Buffalo PD: Bob Wood MD: Roger Christian

HOT 101.1 Philadelphia PD: Roy Laurence MD: Elaine Del Ciotto

96.1 Pittsburgh PD: Bobby Christian MD: Clarke Ingram

wifi 92 Philadelphia PD: Don Cannon Music Assistant: Verna McKay

CFR 680 Toronto PD: Bob Saint Music Coordinator: Cyd Kaplan

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WNBC New York Radio 66 PD: Kevin Metheny Music Coord.: Lyndon Abell

BIC 4 WBSB Baltimore PD: Jan Jeffries

92.1 Providence PD & MD: Gary Berkowitz

wifi 92 Philadelphia PD: Don Cannon Music Assistant: Verna McKay

WAL 77 New York PD: Jay Clark MD: James Golden

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WKBW Buffalo PD: Neil McGinley MD: Jon Summers

SOUTH TAMPA PD: Scott Shannon MD: Pat McKay

92.1 Providence PD & MD: Gary Berkowitz

wifi 92 Philadelphia PD: Don Cannon Music Assistant: Verna McKay

WAL 77 New York PD: Jay Clark MD: James Golden

(H) indicates one of the five "hottest" records on each Parallel One playlist.

Z-93 Atlanta PD: John Young

NEW 96 WCKX Tampa PD/MD: Johnny Velchoff

92.1 Providence PD & MD: Gary Berkowitz

wifi 92 Philadelphia PD: Don Cannon Music Assistant: Verna McKay

94-6 Atlanta PD: Jim Morrison MD: Jeff McCartney

(H) indicates one of the five "hottest" records on each Parallel One playlist.

CHR ADDS & HOTS

EAST
Most Added® Hottest
 Toto Rick Springfield
 Asia Paul McCartney
 Elton John Vangelis
 Rod Stewart

SOUTH
Most Added® Hottest
 Rick Springfield
 Asia Paul Davis
 Joan Jett Paul McCartney

Music Key: (DPI) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

EAST

PARALLEL TWO

WKEE/Huntington, WV

Gary Miller

ASIA

ROD STEWART

JOHN COUGAR

ABBA

Hottest: RICK SPRINGFIELD 1-1

HALL & OATES 4-2

CHARLENE 8-3

TOMMY TUTONE 7-4

BEATLES 11-5

WPST/Trenton, NJ

Tom Taylor

JOHN COUGAR

POINT BLANK

Hottest: JOURNEY 1-1

RICK SPRINGFIELD 4-2

TOMMY TUTONE 3-3

VANGELIS 14-4

HUEY LEWIS AND TH 11-7

WTRY/Albany, NY

Bill Cahill

RAY PARKER JR.

Hottest: JOAN JETT 1-1

VANGELIS 10-6

HALL & OATES 19-15

PAUL DAVIS 21-17

MCCARTNEY/WONDER 23-18

WAEB/Allentown, PA

Jeff Frank

WARWICK & MATHIS

KARLA BONOFF

ELTON JOHN

DAVID LASLEY

Hottest: RICK SPRINGFIELD 1-1

CHARLENE 6-4

SHEENA EASTON 22-16

CARPENTERS 26-18

MCCARTNEY/WONDER 30-21

KC101/New Haven, CT

Danny Lyons

SIMON & GARFUNKEL

DIANA ROSS

DAVID LASLEY

DENIECE WILLIAMS

Hottest: VANGELIS 2-1

RICK SPRINGFIELD 6-3

MCCARTNEY/WONDER 28-13

ELTON JOHN 23-19

DAN FOGELBERG 30-24

WFBZ/Baltimore, MD

Andy Szulinski

DONNIE IRIS

DAVID LASLEY

ROD STEWART

Hottest: VANGELIS 1-1

PAUL DAVIS 4-2

KOOL & THE GANG 8-5

BEATLES 17-11

MCCARTNEY/WONDER 21-14

WBLI/Long Island, NY

Bill Terry

BARRY MANILOW

SIMON & GARFUNKEL

Hottest: VANGELIS 1-1

ONJ 4-2

PAUL DAVIS 8-4

MCCARTNEY/WONDER 20-10

RICK SPRINGFIELD 19-11

WTIC-FM/Hartford, CT

Rick Donahue

LRB

DENIECE WILLIAMS

SMOKEY ROBINSON

Hottest: JOAN JETT 1-1

VANGELIS 3-2

KOOL & THE GANG 4-3

J. GEILS BAND 5-4

RICK SPRINGFIELD 7-6

Q106/York, PA

Dan Steele

ALDO NOVA

SIMON & GARFUNKEL

ASIA

RAINBOW

Hottest: ONJ 1-1

RICK SPRINGFIELD 6-3

KOOL & THE GANG 10-7

HALL & OATES 16-10

CHARLENE 24-12

WHFM/Rochester, NY

Almea Peck

TOTO

POLICE

ELTON JOHN

DUKE JUPITER

Hottest: VANGELIS 3-1

PAUL DAVIS 16-11

TOMMY TUTONE 21-17

MCCARTNEY/WONDER 25-18

DAN FOGELBERG 24-21

K104/Erie, PA

Bill Shannon

ELTON JOHN

HUMAN LEAGUE

STEVIE NICKS

DAVID LASLEY

SAMMY HAGAR

ASIA

FOREIGNER

Hottest: VAN HALEN 2-1

QUARTERFLASH 3-2

RICK SPRINGFIELD 11-4

SOFT CELL 14-8

ROLLING STONES 16-10

V100/Charleston, WV

Jay Jarvis

LOVERBOY

RAY PARKER JR.

GORDON LIGHTFOOT

WILLIE NELSON (dp)

DONNIE IRIS (dp)

Hottest: PAUL DAVIS 2-1

CHARLENE 6-3

HALL & OATES 10-5

BEATLES 12-9

MCCARTNEY/WONDER 21-10

WKRR-FM/Wilkes-Barre, PA

Jim Rising

DIANA ROSS

ALESSI

Hottest: RICK SPRINGFIELD 1-1

CHARLENE 6-4

MCCARTNEY/WONDER 17-5

TOMMY TUTONE 8-6

KOOL & THE GANG 15-8

92FLY/Albany, NY

Jack Lawrence

CDB

LRB

DIANA ROSS

Hottest: RICK SPRINGFIELD 1-1

CHARLENE 6-4

MCCARTNEY/WONDER 17-5

TOMMY TUTONE 8-6

KOOL & THE GANG 15-8

WDRF-FM/Hartford, CT

Paul Roberts

ASIA

DONNIE IRIS

TOTO

DIANA ROSS

Hottest: JOAN JETT 1-1

VANGELIS 2-2

RICK SPRINGFIELD 6-3

KOOL & THE GANG 10-8

TOMMY TUTONE 14-10

WRCK/Utica, NY

Jim Reitz

JOAN JETT

TOTO

RAY PARKER JR.

CHUBBY CHECKER

Hottest: JOAN JETT 1-1

TOMMY TUTONE 3-2

RICK SPRINGFIELD 4-3

HUEY LEWIS AND TH 9-6

HALL & OATES 19-11

3WT/Binghamton, NY

Scott Michaels

ROD STEWART

DREGS

Hottest: TOMMY TUTONE 2-1

RICK SPRINGFIELD 6-3

STEVIE NICKS 5-4

PAUL DAVIS 8-5

CDB 16-14

WPHD/Buffalo, NY

Herp Moore

JOHN COUGAR

CHUBBY CHECKER

JOHN MARTYN

Hottest: J. GEILS BAND 1-1

RICK SPRINGFIELD 3-2

ALDO NOVA 4-3

ASIA 17-5

CDB 20-12

WLAN-FM/Lancaster

Dave Russell

BARRY MANILOW

SHEENA EASTON

DIANA ROSS

RAINBOW

ASIA

Hottest: VANGELIS 6-1

RICK SPRINGFIELD 7-2

HALL & OATES 9-6

KOOL & THE GANG 12-8

TOMMY TUTONE 16-11

WYCR/Hanover-York, PA

J.J. Randolph

TOTO

ASIA

SHEENA EASTON

Hottest: PAUL DAVIS 2-1

J. GEILS BAND 4-3

RICK SPRINGFIELD 7-4

KOOL & THE GANG 15-9

TOMMY TUTONE 16-11

PARALLEL THREE

WCIR/Beckley, WV

Jim Martin

ASIA

JOHN DENVER

ROD STEWART

Hottest: TOTO

DENIECE WILLIAMS

Hottest: ONJ 1-1

RICK SPRINGFIELD 2-2

CDB 15-6

RAY PARKER JR. 16-7

TOMMY TUTONE 19-10

WFBG/Altoona, PA

Tony Booth

HUMAN LEAGUE

LOVERBOY

DAN FOGELBERG

JOHN COUGAR

CARS

Hottest: VAN HALEN 2-1

QUARTERFLASH 3-2

RICK SPRINGFIELD 11-4

SOFT CELL 14-8

ROLLING STONES 16-10

WGUJ/Bangor, ME

J.J. Wright

LOVERBOY

RAY PARKER JR.

SHALAMAR

MIKE POST

MOTELS

VANLARA BRANIGAN

ATLANTIC STARR

RAINBOW

ALESSI

Hottest: RICK SPRINGFIELD 4-1

QUARTERFLASH 9-6

MCCARTNEY/WONDER 16-12

ROLLING STONES 19-16

DR. HOOK 20-17

WJBO/Portland, ME

Brian Phoenix

POLICE (dp)

CAROLE KING

GENESIS

DAN FOGELBERG

JOHN DENVER (dp)

BARRY MANILOW

PRISM (dp)

MOTELS

Hottest: J. GEILS BAND 2-1

RICK SPRINGFIELD 20-7

PAUL DAVIS 29-9

ELTON JOHN 34-14

ROLLING STONES 30-15

WTSN/Dover, NH

Jim Sebastian

Hottest: ONJ 1-1

VANGELIS 2-2

NEIL DIAMOND 3-3

QUINCY JONES 5-5

GREG GUIDRY 6-6

WIGY/Beth, ME

Willie Mitchell

TOTO

RAINBOW

Hottest: JOAN JETT 1-1

TOMMY TUTONE 11-2

LOVERBOY 13-9

CHARLENE 17-13

MCCARTNEY/WONDER 21-14

96XIL/Parkersburg, WV

Terry Lee Collins

STEVIE NICKS

DAVID LASLEY

ABBA

HUMAN LEAGUE

ELTON JOHN

TOTO

Hottest: ABBA 3-1

ONJ 6-2

HENRY PAUL BAND 7-4

MIDWEST Most Added Hottest

Toto Rick Springfield
Franke & Knockouts Vangelis
Human League Joan Jett
Charlene

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Toto Rick Springfield
Asia Vangelis
Diana Ross Paul McCartney

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Teri Nutter
MCCARTNEY/WONDER
ELTON JOHN
FRANKE/KNOCKOUTS
LOVERBOY
Hottest:
RICK SPRINGFIELD 5-1
J. GEILS BAND 2-2
PAUL DAVIS 8-6
HUEY LEWIS AND TH 10-8
CHARLENE 22-14

KIOA/Des Moines, IA

A.W. Pantoja
T.G. SHEPPARD
Hottest:
VANGELIS 5-1
CHARLENE 9-3
HUEY LEWIS AND TH 4-4
DR. HOOK 20-15
MCCARTNEY/WONDER 30-20

KOFM/Oklahoma City, OK

Chuck Morgan
BEATLES
ELTON JOHN
Hottest:
VANGELIS 3-1
JOAN JETT 2-2
J. GEILS BAND 1-3
HUEY LEWIS AND TH 5-4
STEVIE WONDER 6-5

KRAV/Tulsa, OK

Gary Reynolds
HUEY LEWIS AND TH
RICK SPRINGFIELD
Hottest:
VANGELIS 1-1
PAUL DAVIS 4-2
ELTON JOHN 6-5
JOHN DENVER 9-8
WILLIE NELSON 10-9

KZ93/Peoria, IL

Keith Edwards
TOTO
JOAN JETT
POLICE
SAMMY HAGAR
Hottest:
QUARTERFLASH 1-1
TOMMY TUTONE 3-2
RICK SPRINGFIELD 6-4
HALL & OATES 11-9
MCCARTNEY/WONDER 19-14

WGRD/Grand Rapids, MI

Seen Stevens
PAUL DAVIS
TOMMY TUTONE
Hottest:
JOAN JETT 1-1
RICK SPRINGFIELD 12-2
ONJ 4-4
JOURNEY 5-5
HUEY LEWIS AND TH 7-7

WHOT/Youngstown, OH

Dick Thompson
JOHN DENVER
ASIA
FRANKE/KNOCKOUTS
Hottest:
JOAN JETT 1-1
VANGELIS 3-2
CHARLENE 19-13
GREG GUIDRY 22-17
MCCARTNEY/WONDER 27-21

WMEE/Fort Wayne, IN

John Curry
JOHN COUGAR
RAY PARKER JR.
ASIA
Hottest:
RICK SPRINGFIELD 3-1
PAUL DAVIS 6-5
CHARLENE 16-10
KOOL & THE GANG 23-19
BEATLES 24-20

WNAP/Indianapolis, IN

Larry Meago
GREG GUIDRY
CDB
POINT BLANK
Hottest:
STEVIE WONDER 1-1
JOAN JETT 2-2
GO GO'S 3-3
RICK SPRINGFIELD 7-4
QUARTERFLASH 6-6

WNCI/Columbus, OH

Steve Edwards
DAN FOGELBERG
SIMON & GARFUNKEL
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 6-3
HALL & OATES 9-6
CHARLENE 12-8
WILLIE NELSON 17-10

WOW/Omaha, NB

Mike Shane
FRANKE/KNOCKOUTS
LRB
POLICE (dp)
Hottest:
VANGELIS 1-1
PAUL DAVIS 2-2
MCCARTNEY/WONDER 4-3
HALL & OATES 7-5
CHARLENE 11-7

WVIC/East Lansing, MI

Jim St. John
SMOKEY ROBINSON
JOHN COUGAR
TOTO
KARLA BONOFF
WARWICK & MATHIS
BILLY KIRKLAND
DAN FOGELBERG
CARPENTERS
LRB
Hottest:
ONJ 1-1
VANGELIS 4-2
PAUL DAVIS 6-4
CHARLENE 27-14
RICK SPRINGFIELD 24-15

KSTT/Davenport, IA

Bill Young
ROBERTA FLACK
LRB
HUMAN LEAGUE
SIMON & GARFUNKEL
Hottest:
GREG GUIDRY 2-1
CDB 5-3
HALL & OATES 11-6
WILLIE NELSON 15-10
MCCARTNEY/WONDER 20-15

WYFM/Youngstown, OH

Jeff Tobin
TOMMY TUTONE
Hottest:
JOAN JETT 1-1
J. GEILS BAND 2-2
RICK SPRINGFIELD 8-5
VANGELIS 15-11
HUEY LEWIS AND TH 17-12

WAKX/Duluth, MN

Dave Strandberg
RICK SPRINGFIELD
MIKE POST
Hottest:
VANGELIS 3-1
CHARLENE 6-5
HALL & OATES 11-7
HUEY LEWIS AND TH 14-10
MCCARTNEY/WONDER D-18

WNAM/Appleton-Oshkosh

Chris Caine
POLICE
ASIA
TOTO
Hottest:
RICK SPRINGFIELD 2-1
CHARLENE 20-9
ELTON JOHN 22-14
BEATLES 26-15
CDB 28-18

WGBF/Evansville, IN

Kevin Carpenter
HUMAN LEAGUE
SIMON & GARFUNKEL
SHEENA EASTON
T.G. SHEPPARD
Hottest:
ONJ 1-1
VANGELIS 4-2
PAUL DAVIS 5-4
RICK SPRINGFIELD 10-5
CHARLENE 14-6

WZOK/Rockford, IL

Mr. Ed
RAY PARKER JR.
Hottest:
ONJ 2-1
RICK SPRINGFIELD 7-2
PAUL DAVIS 4-3
TOMMY TUTONE 9-5
HALL & OATES 10-6

Z104/Madison, WI

Little/Hudson
JUNIOR
ASIA
HAIRCUT 100
Hottest:
JOAN JETT 1-1
TOMMY TUTONE 6-2
VANGELIS 9-3
RICK SPRINGFIELD 4-4
CHARLENE 8-5

US93/South Bend, IN

J.K. Dearing
Hottest:
JOAN JETT 1-1
VANGELIS 2-2
STEVIE NICKS 6-6
POINTER SISTERS 9-9
PAUL DAVIS 10-10

WDJX/Dayton, OH

Steve Allen
PAUL DAVIS
BEATLES
CHARLENE
Hottest:
VANGELIS 3-1
J. GEILS BAND 8-5
RICK SPRINGFIELD 9-6
VAN HALEN 11-9
CHARLENE A-13

WKDQ/Evansville, IN

Gabe Hobbs
LRB
JOAN JETT
ALABAMA
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 2-2
CHARLENE 5-4
MCCARTNEY/WONDER 12-8
DAN FOGELBERG 28-17

WJXQ/Jackson, MI

Ryan/Cheeks
TOTO
DEPECHE MODE
PRISM (dp)
TROUPER (dp)
MIKE POST (dp)
Hottest:
ASIA 1-1
RICK SPRINGFIELD 10-4
RAINBOW 11-8
LOVERBOY 15-11
CDB D-17

KQKQ/Omaha, NB

Mark Evans
ASIA
Hottest:
RICK SPRINGFIELD 5-1
PAUL DAVIS 9-4
CHARLENE 15-7
HALL & OATES 19-10
MCCARTNEY/WONDER 25-14

KLIK/Davenport, IA

Chuck King
MCCARTNEY/WONDER
STARS ON 45
SHEENA EASTON
ROBERTA FLACK
POLICE
LOVERBOY
Hottest:
JOAN JETT 1-1
GO GO'S 3-2
LE ROUX 19-15
HALL & OATES 26-19
BEATLES 33-24

WZZR/Grand Rapids, MI

Brian Thomas
WAYLON & WILLIE
FRANKE/KNOCKOUTS
HUMAN LEAGUE
LRB
TOTO
Hottest:
RICK SPRINGFIELD 2-1
VANGELIS 3-3
PAUL DAVIS 8-4
HALL & OATES 12-6
GREG GUIDRY 13-10

WKFR/Kalamazoo, MI

Swart/Chapman
SIMON & GARFUNKEL
CAROLE KING
JOHN DENVER
DAN FOGELBERG
Hottest:
VANGELIS 2-1
RICK SPRINGFIELD 4-2
CHARLENE 10-3
MCCARTNEY/WONDER 16-8
ELTON JOHN 18-12

WLYT/Cleveland Heights, OH

Scott "Smoker" Howlitt
MCCARTNEY/WONDER
MIKE POST
DAN FOGELBERG
Hottest:
BETTIE HIGGINS 5-1
HUEY LEWIS AND TH 11-9
TOMMY TUTONE 15-11
PAUL DAVIS 20-13
MCCARTNEY/WONDER A-26

KMGK/Des Moines, IA

Michael Stone
LRB
ABBA
DAN FOGELBERG
ALESSI
BOBBY CALDWELL
HOTELS
Hottest:
QUARTERFLASH 2-1
GREG GUIDRY 8-6
RICK SPRINGFIELD 11-7
HUMAN LEAGUE 12-6
TOTO 30-23

PARALLEL THREE

KFYR/Bismarck, ND

Dan Brannan
TOTO
CARPENTERS
JOHN DENVER
Hottest:
JOAN JETT 1-1
J. GEILS BAND 3-2
VANGELIS 5-4
QUARTERFLASH 14-11
GREG GUIDRY 15-13

KKLS/Rapid City

Sherwin/Piper
DAN FOGELBERG
HUMAN LEAGUE
Hottest:
STEVIE NICKS 1-1
ONJ 4-2
J. GEILS BAND 6-4
CHARLENE 12-10
VANGELIS 18-13

KKXL/Grand Forks, ND

Jeff Parker
HUMAN LEAGUE
FRANKE/KNOCKOUTS
SHEENA EASTON
SIMON & GARFUNKEL
Hottest:
ONJ 1-1
PAUL DAVIS 4-2
VANGELIS 6-3
RICK SPRINGFIELD 7-4
HALL & OATES 10-6

WRKR/Racine, WI

Steve Warren
FRANKE/KNOCKOUTS
GENESIS
DONNIE IRIS
GAMMA
JOURNEY
Hottest:
VANGELIS 3-1
RICK SPRINGFIELD 18-15
J. GEILS BAND 21-17
MCCARTNEY/WONDER 28-22
TOMMY TUTONE 31-24

WSPT/Stevens Point, WI

Fuhr/Stage
RAY PARKER JR.
TOTO
POLICE
JOHN COUGAR (dp)
Hottest:
J. GEILS BAND 1-1
RICK SPRINGFIELD 4-2
TOMMY TUTONE 6-4
HUMAN LEAGUE 13-8
HALL & OATES 16-10

WTRU/Muskegon, MI

Mike Stevens
SIMON & GARFUNKEL
HUMAN LEAGUE
BARRY MANILOW
POLICE
ASIA
LOVERBOY
TOTO
Hottest:
RICK SPRINGFIELD 12-1
PAUL DAVIS 9-3
TOMMY TUTONE 15-11
MCCARTNEY/WONDER D-16
RAY PARKER JR. D-27

KDVV/Topeka, KS

Tony Stewart
FRANKE/KNOCKOUTS
LOVERBOY
HUMAN LEAGUE
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 5-2
J. GEILS BAND 3-3
JOAN JETT 4-4
TOMMY TUTONE 12-7

KELO/Sioux Falls, SD

Marc Elliot
JOHN DENVER
ASIA
DAN FOGELBERG
BEATLES
Hottest:
JOAN JETT 2-1
VANGELIS 12-3
J. GEILS BAND 14-9
RICK SPRINGFIELD 20-11
HUEY LEWIS AND TH 23-12

KWLO/Waterloo, IA

Drew Bentley
ABBA
KOOL & THE GANG
HUMAN LEAGUE
Hottest:
JOAN JETT 1-1
VANGELIS 2-2
J. GEILS BAND 3-3
GO GO'S 4-4
JOURNEY 5-5

WAZY-FM/Lafayette, IN

Bob Leonard
TOTO
ROD STEWART
DAN FOGELBERG
Hottest:
RICK SPRINGFIELD 2-1
CHARLENE 9-6
HALL & OATES 10-7
MCCARTNEY/WONDER 21-13
RAY PARKER JR. 18-14

KRNA/Iowa City, IA

Bart Goynahor
MIKE POST
DONNIE IRIS
JOHN COUGAR
SPARKS (dp)
JOAN JETT (dp)
Hottest:
JOAN JETT 1-1
RICK SPRINGFIELD 9-2
HALL & OATES 6-3
HUMAN LEAGUE 10-6
RAY PARKER JR. 24-19

KQWB/Fargo, ND

Wayne Hiller
ELTON JOHN
MIKE POST
HUMAN LEAGUE
FRANKE/KNOCKOUTS
Hottest:
ONJ 1-1
VANGELIS 2-2
RICK SPRINGFIELD 7-3
PAUL DAVIS 6-5
HALL & OATES 11-8

WCIL-FM/Carbondale, IL

Tony Waitkus
GREG GUIDRY
TOTO
JOHN COUGAR
CARPENTERS
KARLA BONOFF
Hottest:
JOAN JETT 1-1
VANGELIS 2-2
DR. HOOK 18-4
TOMMY TUTONE 10-5
STARS ON 45 17-8

KFMZ/Columbia, MO

Steve Graziano
PRISM
SAMMY HAGAR
LARRY LEE
RAINBOW
Hottest:
J. GEILS BAND 3-1
SOFT CELL 9-4
CARS 13-7
ASIA 25-13
GENESIS 22-17

99KG/Salina, KS

Denny Collier
SHEENA EASTON
TOTO
Hottest:
JOAN JETT 1-1
VANGELIS 14-8
HALL & OATES 17-9
CHARLENE 21-16
MCCARTNEY/WONDER 29-20

KKRC-FM/Sioux Falls, SD

Dan Kiley
RAY PARKER JR.
Hottest:
GO GO'S 1-1
JOAN JETT 2-2
J. GEILS BAND 4-3
ONJ 5-4
RICK SPRINGFIELD 6-5

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
GENESIS
AL JARREAU
JOAN JETT
HALL & OATES
CAROLE KING
INNOCENTS
JIMMY HALL
RICHARD D. FIELDS
JOHN COUGAR
Hottest:
ONJ 1-1
PAUL DAVIS 2-2
CHARLENE 7-3
STEVIE WONDER 4-4
GREG GUIDRY 6-5

KJRB/Spokane, WA

Suds Coleman
TOTO
BARRY MANILOW
POLICE
JOAN JETT
Hottest:
J. GEILS BAND 3-1
PAUL DAVIS 12-7
HALL & OATES 11-8
TOMMY TUTONE 17-10
GENESIS 19-13

KRQ/Tucson, AZ

Guy Zapoleon
ELTON JOHN
DONNIE IRIS
GENESIS
Hottest:
BETTIE HIGGINS 2-1
CHARLENE 14-5
VAN HALEN 11-6
GLASS MOON 19-10
MCCARTNEY/WONDER 25-14

Y94/Fresno, CA

John McCorkle
MCCARTNEY/WONDER
BARRY MANILOW
Hottest:
JOAN JETT 1-1
BERTIE HIGGINS 2-2
RICK SPRINGFIELD 7-3
PAUL DAVIS 14-12
ELTON JOHN D-21

KLUC/Las Vegas, NV

Dave Van Stone
RAY PARKER JR.
ASIA
Hottest:
VANGELIS 1-1
RICK SPRINGFIELD 7-4
VAN HALEN 12-9
PAUL DAVIS 14-10
ELTON JOHN 20-16

KYNO/Fresno, CA

Walker/Davis
TOM TOM CLUB
ATLANTIC STARR
RICHARD D. FIELDS
PIA ZADORA (dp)
DAVID LASLEY (dp)
Hottest:
JOAN JETT 1-1
ONJ 2-2
KOOL & THE GANG 3-3
RICK SPRINGFIELD 4-4
JUNIOR 8-5

FM102/Sacramento, CA

Manders/Preston
CDB
ATLANTIC STARR
RAY PARKER JR.
Hottest:
VANGELIS 1-1
ONJ 2-2
RICK SPRINGFIELD 6-3
TOM TOM CLUB 8-5
O'BRYAN 18-13

KSPZ/Colorado Springs, CO

Mike Daniels
JOHN DENVER
MIKE POST
DAN FOGELBERG
Hottest:
VANGELIS 3-1
RICK SPRINGFIELD 8-2
HALL & OATES 12-6
GREG GUIDRY 13-8
MCCARTNEY/WONDER D-14

KHYT/Tucson, AZ

Rich Brother Robbin
STARS ON 45
PATTI AUSTIN
JIMMY HALL
JOHN COUGAR
DUKE JUPITER
WAYLON & WILLIE
MANHATTAN TRANSFF
POLICE
RAINBOW
LOVERBOY
DIANA ROSS
Hottest:
JOAN JETT 1-1
TOM TOM CLUB 2-2
RICK SPRINGFIELD 11-6
RAY PARKER JR. 23-14
MCCARTNEY/WONDER 37-21

KIDD/Monterey, CA

Barry Brown
POLICE
RAINBOW
DENIECE WILLIAMS
HAIRCUT 100
Hottest:
JOAN JETT 2-1
RICK SPRINGFIELD 4-2
J. GEILS BAND 5-4
TOMMY TUTONE 10-7
RAY PARKER JR. 17-14

KGGI/Riverside-San Bernardino

Steve O'Neil
PATTI AUSTIN
DAVID LASLEY
PATRICE RUSHEN
Hottest:
VANGELIS 1-1
J. GEILS BAND 5-4
HALL & OATES 19-17
GREG GUIDRY 20-13
TOTO D-22

KKXX/Bakersfield, CA

Squires/DeRoo
ASIA
TOTO
HAIRCUT 100
Hottest:
PAUL DAVIS 2-1
CDB 23-13
MCCARTNEY/WONDER 26-18
ASIA A-21
SPARKS D-27

KNBQ/Tacoma, WA

Gary Bryan
ASIA
RICHARD D. FIELDS
RAINBOW
Hottest:
RICK SPRINGFIELD 3-1
J. GEILS BAND 2-2
CHARLENE 15-7
VANGELIS 12-10
MCCARTNEY/WONDER 28-21

K96/Provo, UT

Kraddick/Ginsberg
DAN FOGELBERG
SHEENA EASTON
ELTON JOHN
Hottest:
RICK SPRINGFIELD 1-1
PAUL DAVIS 5-2
VANGELIS 4-3
MCCARTNEY/WONDER 12-6
CHARLENE 15-7

FM103/Salt Lake City, UT

Lorraine Winnegar
ASIA
TOTO
Hottest:
J. GEILS BAND 1-1
RICK SPRINGFIELD 3-2
HUEY LEWIS AND TH 4-4
TOMMY TUTONE 10-5
ALDO NOVA 26-20

KBBK/Boise, ID

Bob Lee
DAN FOGELBERG
PATTI AUSTIN
TOTO
LOVERBOY
SHALAMAR
HAIRCUT 100
Hottest:
J. GEILS BAND 2-1
RICK SPRINGFIELD 5-3
PAUL DAVIS 6-4
HALL & OATES 10-7
DR. HOOK 12-8

KSKD/Salem, OR

Len E. Mitchell
TOTO
SIMON & GARFUNKEL
DIANA ROSS
POINT BLANK (dp)
WAYLON & WILLIE (dp)
SHALAMAR (dp)
Hottest:
JOAN JETT 1-1
ALDO NOVA 7-4
RICK SPRINGFIELD 11-8
LOVERBOY 30-24
MCCARTNEY/WONDER 36-32

KKFM/Colorado Springs

Jack Hamilton
LE ROUX
BEATLES
MIKE POST
MCCARTNEY/WONDER
Hottest:
J. GEILS BAND 2-1
JOAN JETT 1-2
HUEY LEWIS AND TH 6-4
KOOL & THE GANG 12-6
HALL & OATES 17-11

KIKI/Honolulu

John Fink
DIANA ROSS
XAVIER
FRANKE/KNOCKOUTS
SMOKEY ROBINSON
SAMMY HAGAR
PETER MOON BAND
LINDA CLIFFORD
RAINBOW
POLICE
ROBERTA FLACK
SPARKS
THIRD WORLD
J. GEILS BAND
Hottest:
J. GEILS BAND 3-1
TOM TOM CLUB 30-9
ALII 20-14
MCCARTNEY/WONDER 21-15
DENIECE WILLIAMS 23-19

PARALLEL THREE

KCBN/Reno, NV

Jim O'Neal
ROD STEWART
RAINBOW
BETTIE HIGGINS
T.G. SHEPPARD
Hottest:
GO GO'S 1-1
RAY PARKER JR. 19-13
HUMAN LEAGUE 27-20
CHARLENE 28-23
MCCARTNEY/WONDER 31-25

KDZA/Pueblo, CO

Rip Avina
DIANA ROSS
WILLIE NELSON
TOTO
SHEENA EASTON
DUKE JUPITER
Hottest:
JOAN JETT 2-1
J. GEILS BAND 4-2
RICK SPRINGFIELD 6-3
PAUL DAVIS 9-6
KOOL & THE GANG 18-13

KOZE/Lewiston, ID

Jay McCall
ASIA
TOTO
ROD STEWART
ABBA
Hottest:
J. GEILS BAND 1-1
ALDO NOVA 7-5
RAY PARKER JR. 10-6
CHARLENE 16-8
MCCARTNEY/WONDER 28-20

KKLV/Anchorage, AK

Art Lewis
SHEENA EASTON
SIMON & GARFUNKEL
TOTO
Hottest:
ONJ 3-1
QUINCY JONES 6-2
RICK SPRINGFIELD 14-10
PAUL DAVIS 16-12
BEATLES 19-14

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK: B94/Pittsburgh Q107/Washington WJDX/Jackson WDCG/Durham KEYN-FM/Wichita WIKS/Indianapolis THE FOLLOWING STATIONS REPORTED A FROZEN PLAYLIST THIS WEEK: U93/South Bend WTSN/Dover WFEA/Manchester

PARALLELS

Parallel I: Selected stations in major markets that are format dominant* and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

211 REPORTS 210 LAST WEEK

JOHN DOE "Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E	33%		Up 51
M	21%		Debuts 20
S	56%		Same 4
W	19%		Down 0
			Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 31 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on the charts.

Adds 25 — Total number of stations adding it this week.

(Charlene continued)

WDRCPM 17-12	WEST	KALV 25-19
KC101 9-7	WYONPH 18-18	KRBL 23-23
WYONPH 19-15	Y94 21-17	KDZA 21-17
WABE 6-4	K100 25-20	KMTI 16-14
O106 24-12	KY3 15-8	Y10A 15-8
WYCR 18-12	KR8 5-4	KOZF 16-8
WYCR 18-12	KR8 5-4	KOZF 16-8
WYCR 18-12	KR8 5-4	KOZF 16-8
WYCR 18-12	KR8 5-4	KOZF 16-8
WYCR 18-12	KR8 5-4	KOZF 16-8

JOHN DENVER
Shanghai Breezes (RCA)
LP: Shanghai Breezes

Regional Reach	83/14	39%	National Summary
E	32%		UP 32
M	36%		DEBITS 3
S	64%		SAME 2
W	56%		DOWN 2
			ADDS 14

(Roberta Flack continued)

Regional Reach	64/6	30%	National Summary
E	38%		UP 36
M	19%		DEBITS 1
S	78%		SAME 12
W	28%		DOWN 1
			ADDS 6

(J. Geils Band continued)

Regional Reach	173/0	82%	National Summary
E	85%		UP 81
M	77%		DEBITS 5
S	88%		SAME 52
W	68%		DOWN 38
			ADDS 0

CHARLIE DANIELS BAND
Still In Saigon (Epic)
LP: Still In Saigon

Regional Reach	131/9	62%	National Summary
E	25%		UP 21
M	10%		DEBITS 2
S	71%		SAME 19
W	65%		DOWN 9
			ADDS 9

DAN FOGELBERG
Run For The Roses (FM/Epic)
LP: The Innocent Age

Regional Reach	133/23	63%	National Summary
E	32%		UP 58
M	60%		DEBITS 26
S	78%		SAME 27
W	78%		DOWN 0
			ADDS 23

GENESIS
Man On The Corner (Ad.)
LP: Abecab

Regional Reach	79/11	37%	National Summary
E	42%		UP 35
M	48%		DEBITS 8
S	37%		SAME 23
W	28%		DOWN 2
			ADDS 11

ASIA
Heat Of The... (Geffen)
LP: Asia

Regional Reach	99/48	47%	National Summary
E	51%		UP 12
M	56%		DEBITS 18
S	34%		SAVE 21
W	44%		DOWN 0
			ADDS 48

CARS
Since You're Gone (Elektra)
LP: Shake It Up

Regional Reach	79/8	37%	National Summary
E	38%		UP 7
M	35%		DEBITS 5
S	50%		SAME 32
W	42%		DOWN 4
			ADDS 6

PAUL DAVIS
'65 Love Affair (Arista)
LP: Cool Night

Regional Reach	191/4	91%	National Summary
E	27%		UP 152
M	8%		DEBITS 3
S	90%		SAME 72
W	91%		DOWN 10
			ADDS 4

SHEENA EASTON
When He... (EMI America)
LP: You Could Have Been With Me

Regional Reach	95/18	45%	National Summary
E	27%		UP 27
M	32%		DEBITS 1
S	51%		SAME 29
W	51%		DOWN 0
			ADDS 18

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional Reach	153/18	73%	National Summary
E	79%		UP 48
M	68%		DEBITS 4
S	67%		SAME 41
W	67%		DOWN 0
			ADDS 18

GO-GO'S
We Got The Beat (IRS/AGM)
LP: Beauty & The Beat

Regional Reach	152/0	72%	National Summary
E	60%		UP 72
M	76%		DEBITS 5
S	74%		SAME 38
W	67%		DOWN 92
			ADDS 0

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E	33%		UP 51
M	21%		DEBITS 20
S	56%		Same 4
W	19%		Down 0
			Adds 25

CHARLENE
I've Never Been... (Motown)
LP: I've Never Been To Me

Regional Reach	161/3	76%	National Summary
E	79%		UP 129
M	79%		DEBITS 7
S	74%		SAME 18
W	74%		DOWN 4
			ADDS 3

PAUL DAVIS
'65 Love Affair (Arista)
LP: Cool Night

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E	27%		UP 152
M	8%		DEBITS 3
S	90%		SAME 72
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LP: You Could Have Been With Me

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S	51%		SAME 29
W	51%		DOWN 0
			ADDS 18

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LP: Below The Belt

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S	67%		SAME 41
W	67%		DOWN 0
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LP: Beauty & The Beat

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E	60%		UP 72
M	76%		DEBITS 5
S	74%		SAME 38
W	67%		DOWN 92
			ADDS 0

ASIA
Heat Of The... (Geffen)
LP: Asia

Regional Reach	99/48	47%	National Summary
E	51%		UP 12
M	56%		DEBITS 18
S	34%		SAVE 21
W	44%		DOWN 0
			ADDS 48

CARS
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LP: Shake It Up

Regional Reach	79/8	37%	National Summary
E	38%		UP 7
M	35%		DEBITS 5
S	50%		SAME 32
W	42%		DOWN 4
			ADDS 6

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LP: Cool Night

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M	8%		DEBITS 3
S	90%		SAME 72
W	91%		DOWN 10
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SHEENA EASTON
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M	32%		DEBITS 1
S	51%		SAME 29
W	51%		DOWN 0
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W	67%		DOWN 0
			ADDS 18

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LP: Beauty & The Beat

Regional Reach	152/0	72%	National Summary
E	60%		UP 72
M	76%		DEBITS 5
S	74%		SAME 38
W	67%		DOWN 92
			ADDS 0

BEATLES
Movie Medley (Capitol)
LP: Real Music

Regional Reach	155/5	73%	National Summary
E	83%		UP 118
M	75%		DEBITS 12
S	66%		SAME 17
W	68%		DOWN 3
			ADDS 5

CHARLENE
I've Never Been... (Motown)
LP: I've Never Been To Me

Regional Reach	161/3	76%	National Summary
E	79%		UP 129
M	79%		DEBITS 7
S	74%		SAME 18
W	74%		DOWN 4
			ADDS 3

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LP: Cool Night

Regional Reach	191/4	91%	National Summary
E	27%		UP 152
M	8%		DEBITS 3
S	90%		SAME 72
W	91%		DOWN 10
			ADDS 4

SHEENA EASTON
When He... (EMI America)
LP: You Could Have Been With Me

Regional Reach	95/18	45%	National Summary
E	27%		UP 27
M	32%		DEBITS 1
S	51%		SAME 29
W	51%		DOWN 0
			ADDS 18

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional Reach	153/18	73%	National Summary
E	79%		UP 48
M	68%		DEBITS 4
S	67%		SAME 41
W	67%		DOWN 0
			ADDS 18

GO-GO'S
We Got The Beat (IRS/AGM)
LP: Beauty & The Beat

Regional Reach	152/0	72%	National Summary
E	60%		UP 72
M	76%		DEBITS 5
S	74%		SAME 38
W	67%		DOWN 92
			ADDS 0

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E	33%		UP 51
M	21%		DEBITS 20
S	56%		Same 4
W	19%		Down 0
			Adds 25

CHARLENE
I've Never Been... (Motown)
LP: I've Never Been To Me

Regional Reach	161/3	76%	National Summary
E	79%		UP 129
M	79%		DEBITS 7
S	74%		SAME 18
W	74%		DOWN 4
			ADDS 3

PAUL DAVIS
'65 Love Affair (Arista)
LP: Cool Night

Regional Reach	191/4	91%	National Summary
E	27%		UP 152
M	8%		DEBITS 3
S	90%		SAME 72
W	91%		DOWN 10
			ADDS 4

SHEENA EASTON
When He... (EMI America)
LP: You Could Have Been With Me

Regional Reach	95/18	45%	National Summary
E	27%		UP 27
M	32%		DEBITS 1
S	51%		SAME 29
W	51%		DOWN 0
			ADDS 18

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional Reach	153/18	73%	National Summary
E	79%		UP 48
M	68%		DEBITS 4
S	67%		SAME 41
W	67%		DOWN 0
			ADDS 18

GO-GO'S
We Got The Beat (IRS/AGM)
LP: Beauty & The Beat

Regional Reach	152/0	72%	National Summary
E	60%		UP 72
M	76%		DEBITS 5
S	74%		SAME 38
W	67%		DOWN 92
			ADDS 0

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(Parallels continued on Page 60)

New & Active Continued from Back Page

ALDO NOVA "Fantasy" (Portrait/CBS) 70/3
Moves: Up 35, Debuts 4, Same 28, Down 0, Adds 3, KEZR, Q106, WQUT, B104 on, CKGM 18-13, KEGL 16-11, WLS-FM 29-23, WGCL 29-21, WRCK 16-13, WPST 22-16, KBFM 26-23, WJXQ 5-3, KXXX 12-10, Q104 22-19, KCBN 25-19.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 68/14
Moves: Up 21, Debuts 7, Same 26, Down 0, Adds 14, Z93, WFBR, KC101, WAEB, K104, WABB-FM, WBBQ, WNOK-FM, WGH, KYNO-FM, KGGI, WOMP-FM, 95XIL, KENI, KEZR 31-19.

ROBERTA FLACK "Making Love" (Atlantic) 64/6
Moves: Up 36, Debuts 9, Same 12, Down 1, Adds 6, PRO-FM, KX104, KSTT, KLIK, KIKI, WFBG, WXKS-FM 9-8, Z93 14-9, 94Q 25-21, KEARTH 5-5, KIIS-FM 12-9, WAEB 15-10, KZFM 21-16, WMAK-FM 11-9, WGUY 22-19.

DIANA ROSS "Work That Body" (RCA) 59/17
Moves: Up 13, Debuts 11, Same 18, Down 0, Adds 17 including KRLA, KFRC, KZZP, 92FLY, WDRG-FM, WLAN-FM, WKZZ-FM, KBFM, WTIK, WBBQ, KSKD, KHYT, KIKI, KDZA, KATI.

RAINBOW "Stone Cold" (Mercury/PolyGram) 57/18
Moves: Up 5, Debuts 6, Same 28, Down 0, Adds 18 including WLAN-FM, Q106, KSET-FM, KINT, WCSC, WGH, KIDD, KNBQ, KIKI, WGUY, WIGY, KILE, KFMZ, KENI, KCBN.

T.G. SHEPPARD "Finally" (WB/Curb) 54/14
Moves: Up 18, Debuts 8, Same 14, Down 0, Adds 14, KFI, KIQQ, KITY, KINT, BJ105, WSEZ, WGH, KIOA, WGBF, KQJZ-FM, KENI, KSLY, KCBN, KATI, KXX106 23-17.

DUKE JUPITER "I'll Drink To You" (Coast-Coast/CBS) 51/7
Moves: Up 10, Debuts 3, Same 31, Down 0, Adds 7, WHFM, WTIK, WSKZ, KHYT, WACZ, WISE, KDZA, KEGL d-28, WLOL-FM on, KFRC on, WPHD 21-18, WJXQ 20-18, KCPX 31-25, WAZY-FM 26-21.

STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 50/3
Moves: Up 30, Debuts 2, Same 15, Down 0, Adds 3, WABB-FM, KLIK, KHYT, B104 21-18, PRO-FM 18-14, WPGC 16-13, CKGM 32-23, WCKX 28-23, WLOL-FM 30-27, WFBR 18-15, WKEE 40-33, KZFM 15-10, FM100 11-8, WFLB 23-19, WCIL-FM 17-8.

SIGNIFICANT ACTION

JUNIOR "Mama Used To Say" (Mercury/PolyGram) 47/7
Moves: Up 25, Debuts 1, Same 11, Down 3, Adds 7, CKGM, KIIS-FM, WTIK, CK101, Z104, WFOX, KVOL, WIF 7-4, WCAU-FM 17-13, WPGC 19-16, KFI 15-8, KX104 29-23, KYNO-FM 8-5, Z102 22-16, 95SGF 29-23.

JOHN COUGAR "Hurts So Good" (Riva/PolyGram) 46/29
Moves: Up 0, Debuts 2, Same 15, Down 0, Adds 29 including 96KX, 94Q, KIQQ, KEZR, WPST, WKEE, KSET-FM, WMEE, KCPX, WFBG, WZYQ, Q104, KRNA, KSLY.

DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 46/7
Moves: Up 18, Debuts 5, Same 15, Down 1, Adds 7, WKWB, KYXX, WTIK-FM, KC101, KINT, KIDD, WCIR, WBEN-FM 38-33, KEARTH 21-19, KRLA 30-21, KIQQ 36-21, WFBR 25-21, FM100 28-25, WCSC 28-23, KIKI 23-19.

ROD STEWART "How Long" (WB) 44/19
Moves: Up 0, Debuts 8, Same 17, Down 0, Adds 19 including WBEN-FM, CFTR, CKGM, WFBR, 3WT, WKEE, KHFI, WQUT, WNOK-FM, WCIR, 95SGF, KSEL-FM, WAZY-FM, KCBN, KOZE.

GLASS MOON "On A Carousel" (Radio/Atlantic) 42/3
Moves: Up 25, Debuts 2, Same 11, Down 1, Adds 3, KOPA, WSSX, WRVQ, WLOL-FM 28-26, KIQQ 37-34, KZZP 20-13, WRCK 14-12, KZFM 17-11, KSET-FM 8-4, WGH 17-15, Z104 15-12, KBBK 23-18, KRQ 19-10, WISE 28-25, WAZY-FM 24-19.

CAROLE KING "One To One" (Atlantic) 39/6
Moves: Up 13, Debuts 0, Same 20, Down 0, Adds 6, WIF 1, KZFM, WKFR, KCPX, WJBO, WFLB, WNBC 22-20, KBEQ 31-29, KIQQ 40-36, WFBR 30-28, WPST 29-26, WZZR on, KSTT 25-21, WGUY 26-22, WFOX 30-27.

GAMMA "Right The First Time" (Elektra) 39/1
Moves: Up 10, Debuts 1, Same 27, Down 0, Adds 1, WRKR, 96KX on, WXKS-FM on, KFI on, WPHD 23-20, WKEE on, WOKI on, WJXQ 21-19, KZ93 on, KXXX 30-25, KCPX 36-32, WIGY on, WOMP-FM 35-32, KILE on, KSEL-FM 11-9, KCBN 24-21.

RICHARD "DIMPLES" FIELDS "If It Ain't One Thing ..." (Boardwalk) 37/12
Moves: Up 7, Debuts 6, Same 12, Down 0, Adds 12, Z93, Q105, WGL, WBBQ, KX104, WAYS, KYNO-FM, KNBQ, KCPX, Z102, WYKS, Q101, WABC d-23, KIQQ 35-19, WNOK-FM 28-25.

JOAN JETT & THE BLACKHEARTS "Crimson And Clover" (Boardwalk) 34/22
Moves: Up 3, Debuts 4, Same 5, Down 0, Adds 22 including WPGC, Z93, B100, WRCK, KSET-FM, KHFI, WZYP, WRVQ, KZ93, WKDQ, KJRB, KCPX, WISE, KILE, KRNA.

SHALAMAR "A Night To Remember" (Solar/Elektra) 25/9
Moves: Up 5, Debuts 5, Same 6, Down 0, Adds 9, WBEN-FM, KRLA, WTIK, KBBK, KSKD, WGUY, WISE, Q101, KENI, WXKS-FM 28-26, Y100 d-23, KIQQ 34-30, WTIK-FM 28-24, KYNO-FM 19-16, KVOL on.

ABBA "The Visitors" (Atlantic) 24/6
Moves: Up 2, Debuts 3, Same 13, Down 0, Adds 6, WKEE, KMGK, 95XIL, KVOL, KWLO, KOZE, KEGL 26-16, WRCK on, K104 on, WHHY-FM on, KXXX d-29, KJRB d-28, WFOX 33-28, KKLS d-30, WCIL-FM on.

PRISM "Turn On Your Radar" (Capitol) 20/4
Moves: Up 1, Debuts 4, Same 11, Down 0, Adds 4, KZFM, WJXQ, WJBO, KFMZ, KEZR d-29, KINT 38-32, WABB-FM on, WOKI on, WCSC on, WGUY on, WFEA on, WISE on, WFLB on, KILE on.

SOFT CELL "Tainted Love" (Sire/WB) 20/1
Moves: Up 9, Debuts 2, Same 5, Down 3, Adds 1, XTRA, WIF 13-6, WCAU-FM 9-5, Y100 6-5, KRLA 4-4, KIQQ 3-3, WRCK 5-5, WLAN-FM d-23, K104 14-8, KMGK d-29, WLYT 17-15, WJBO 12-6, 95XIL 28-22, KRNA 22-18, KFMZ 9-4.

KARLA BONOFF "Personally" (Columbia) 18/11
Moves: Up 1, Debuts 2, Same 4, Down 0, Adds 11, KEZR, KCBN, WAEB, WMAK-FM, WCSC, WGH, WVIC, Q104, Z102, WCIL-FM, KATI, KIQQ on, KYXX d-24, WAEV 26-22, WXLK d-25.

JIMMY HALL "Fool For Your Love" (Epic) 18/9
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 9, KIQQ, KEZR, KROK, WGH, KCPX, KHYT, WAEV, WFLB, KSLY, WABB-FM on, WZYP on, WDOQ on, WCSC d-28, KMGK on KIKI on, KVOL on.

JOHN HALL BAND "You Sure Fooled Me" (EMI America) 18/3
Moves: Up 5, Debuts 1, Same 9, Down 0, Adds 3, WABB-FM, WOKI, WFLB, WLOL-FM 26-24, KZFM d-29, KINT 34-29, WJXQ 23-21, KMGK on, KBBK on, KCPX 38-36, WIGY on, WAEV on, 99KG on, KFMZ on, KSLY on.

GEORGE BENSON "Never Give Up On A Good Thing" (WB) 18/0
Moves: Up 11, Debuts 0, Same 4, Down 3, Adds 0, WCAU-FM on, Y100 20-17, WCKX 17-16, KIIS-FM 22-15, KIQQ 20-16, WTIK-FM 16-15, WDRG-FM on, WAXY 12-10, WDOQ 17-15, CK101 17-15, WZZR 30-27, KYNO-FM 10-9, WJBO 11-8.

CARPENTERS "Beechwood 4-5789" (A&M) 17/4
Moves: Up 7, Debuts 1, Same 5, Down 0, Adds 4, KEEL, WVIC, KFYZ, WCIL-FM, WFBR on, WAEB 26-18, CK101 39-37, WSEZ 33-30, WGH 16-13, KSTT 19-16, WNCI 25-22, KGGI on, WFLB on, KELO 19-18, KSLY d-29.

TOM TOM CLUB "Genius Of Love" (Sire/WB) 17/2
Moves: Up 7, Debuts 0, Same 5, Down 3, Adds 2, KITTY, KYNO-FM, Y100 7-6, KRLA 5-5, KIQQ 5-5, KFRC 12-10, XTRA on, B97 6-4, WZYP on, FM102 8-5, KHYT 2-2, KIKI 30-9, WRKR 13-12, WCIL-FM 8-7.

GORDON LIGHTFOOT "Baby Step Back" (WB) 16/3
Moves: Up 6, Debuts 2, Same 4, Down 1, Adds 3, V100, KEEL, WRQK, CKLW on, KCBN 12-10, CK101 40-38, FM100 on, WZZR d-30, WVIC 38-31, WKFR on, KIOA 24-22, WNCI 24-20, KSPZ d-22, WIGY on.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 15/5
Moves: Up 1, Debuts 3, Same 6, Down 0, Adds 5, WXKS-FM, WCSC, KGGI, KBBK, KHYT, Y100 on, KRLA on, KFI on, KIIS-FM d-25, KIQQ d-38, WFBR 20-18, WKZZ-FM on, WGUY on, KILE d-39, KSLY on.

O'BRYAN "The Gigolo" (Capitol) 15/0
Moves: Up 11, Debuts 0, Same 4, Down 0, Adds 0, WXKS-FM 17-14, KEARTH 19-18, KRLA 17-15, KFI 18-11, KIQQ 16-14, KFRC 6-5, XTRA on, KZFM 28-23, BJ105 on, FM102 18-13, KGGI 26-20, KIKI 29-23, WFLB 25-22, WGLF on, KVOL on.

SMOKEY ROBINSON "Old Fashioned Love" (Tamla/Motown) 14/8
Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 8, KFI, KFRC, WTIK-FM, KINT, WDOQ, WOKI, WVIC, KIKI, WCSC on, WGH on, KYNO-FM 33-27, KCPX d-40, KHYT on, WYKS on.

POINT BLANK "Let Her Go" (MCA) 14/6
Moves: Up 3, Debuts 1, Same 4, Down 0, Adds 6, WPST, KSET-FM, WSSX, WNAP, KSKD, KVOL, KEGL d-27, KINT 35-30, KHFI on, WOKI on, WVIC on, WJXQ 22-20, KQOV on, KSEL-FM 17-15.

CHERI "Murphy's Law" (Venture) 14/4
Moves: Up 2, Debuts 2, Same 6, Down 0, Adds 4, WIF 1, WCAU-FM, JB105, WCSC, WXKS-FM d-27, CKGM on, Y100 25-21, KIQQ d-32, WGH on, KYNO-FM 16-15, KGGI on, WFBG on, WFLB on-dp, KSLY on.

ATLANTIC STARR "Circles" (A&M) 13/3
Moves: Up 4, Debuts 2, Same 3, Down 1, Adds 3, KYNO-FM, FM102, WGUY, WXKS-FM 26-24, KIQQ 28-25, WDRG-FM on, WTIK d-38, BJ105 35-31, WCSC d-30, KBBK on, 95SGF 28-21, WFLB on-dp.

AL JARREAU "Teach Me Tonight" (WB) 13/3
Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 3, KZFM, KCPX, KSLY, WABC d-38, KEEL on, KROK 26-23, WNOK-FM on, WGH on, KJ100 on, WVIC 15-13, KIOA 19-17, WLYT on, KVOL on.

INNOCENTS "Hold My Hand" (Boardwalk) 13/1
Moves: Up 3, Debuts 2, Same 7, Down 0, Adds 1, KCPX, WHFM d-30, KINT 36-35, WJXQ on, KMGK 26-25, WIGY on, KQOV on, KILE d-40, Q101 on, KENI on, KKLV on, KSLY on, KCBN 34-30.

GENE COTTON "If I Could Get You (Into My Life)" (Knoll) 13/0
Moves: Up 4, Debuts 1, Same 6, Down 2, Adds 0, KZFM 23-19, KSET-FM on, KEEL on, KROK on, WSEZ 15-11, WVIC 33-27, WJXQ on-dp, KHYT on, WFBG on, WFLB 29-27, KSLY d-28.

BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 31/31
Rotations: Heavy 0/0, Medium 13/13, Light 15/15, Extra Adds 3, Total Adds 31, WLTA, WSB, KEX, WICC, WWYZ, WGY, KEY103, WIS, Y106, WSRZ, WHBY, WHIO, KMBZ, KBOI, KIKI, KCEE, WNAB, WKZE-FM, WEIM, WCHV, WDEF, KSEL, WLVA, WORG, WWSA, WDAY, WJON, KFQD, KMED, KRNO, KRKK.

LARRY LEE "Don't Talk" (Columbia) 31/11
Rotations: Heavy 0/0, Medium 10/2, Light 18/6, Extra Adds 3, Total Adds 11, KEY103, WSLI, WHBY, WFMK, WMHE, KIKI, WKBR, KRBC, KSEL, KPAT, WBOW. Medium: KEX, WGAC, KBOI, WEIM, WSKY, WJON, KRKK.

SIGNIFICANT ACTION

HUEY LEWIS AND THE NEWS "Do You Believe In Love" (Chrysalis) 28/1
Rotations: Heavy 7/0, Medium 15/0, Light 6/1, Extra Adds 0, Total Adds 1, K108. Heavy: KDKA, WFYR, WHHY, WSRZ, WLVA, KPAT, WBOW. Medium: KVIL, WGAR, WZZP, KMGC, KRBE, WQUE, WFMK, WMHE, KYUU, WSKY, Q96, WORG, WDAY, KRKK, WNNR.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 26/2
Rotations: Heavy 3/0, Medium 15/0, Light 8/2, Extra Adds 0, Total Adds 2, KPPL, KADE. Heavy: WHHY, WFMK, WBOW. Medium: KDKA, WWYZ, WGAC, WRVA, WSRZ, WHBC, KRNT, WENS, WMHE, WNAB, WKBR, KRBC, Q96, WORG, WSGW.

WAYLON & WILLIE "Just To Satisfy You" (RCA) 24/2
Rotations: Heavy 2/0, Medium 16/1, Light 6/1, Extra Adds 0, Total Adds 2, WSLI, WMHE. Heavy: WLVA, WDAY. Medium: WSB, WCCO, KPLZ, WAFB, WSGN, WHBY, KMBZ, WFMK, KBOI, KSL, KRBC, WSKY, WORG, KFOR, WJON.

DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 23/6
Rotations: Heavy 1/0, Medium 15/1, Light 7/5, Extra Adds 0, Total Adds 6, WFYR, KULF, WSLI, WRVR, KKUA, K108. Heavy: WNNR. Medium: WROR, WBEN, WASH, WLTA, WBT, WHBC, KSL, WKZE-FM, WEIM, KRBC, WSKY, WORG, WWSA, KRNO.

LE ROUX "Nobody Said It Was Easy (Lookin' For The Lights)" (RCA) 23/1
Rotations: Heavy 9/0, Medium 8/0, Light 6/1, Extra Adds 0, Total Adds 1, KBOZ. Heavy: WRIE, WAFB, WHHY, WSRZ, WOVW, WFMK, WNNR, WCHV, WROV. Medium: KVIL, WZZP, KRBE, WMHE, KYUU, WEIM, WBOW, KRKK.

STARS ON 45 "Tribute To Stevie Wonder" (Radio/Atlantic) 20/2
Rotations: Heavy 2/0, Medium 10/1, Light 8/1, Extra Adds 0, Total Adds 2, WYNY, WQUA. Heavy: WHHY, WLVA. Medium: WCBM, WCLR, WICC, WBT, WIS, KRNT, KKUA, WNNR, KCRG.

SMOKEY ROBINSON "Old Fashioned Love" (Tamla/Motown) 19/9
Rotations: Heavy 1/0, Medium 9/2, Light 8/6, Extra Adds 1, Total Adds 9, WLTA, 97AIA, WGAR, KULF, WSLI, WRVR, WHIO, KSEL, WJON. Heavy: WLVA. Medium: WSB, KEY103, KKUA, KRBC, WSKY, KCRG, WDAY.

RANDY GOODRUM "Savin' It Up" (Polydor/PolyGram) 17/6
Rotations: Heavy 0/0, Medium 4/1, Light 11/3, Extra Adds 2, Total Adds 6, WHYN, WHBY, KRNT, WKZE-FM, WEIM, KISN. Medium: WLTA, KBOI, KRBC.

PATTI AUSTIN with JAMES INGRAM "Baby Come To Me" (Qwest/WB) 17/2
Rotations: Heavy 3/0, Medium 9/0, Light 5/2, Extra Adds 0, Total Adds 2, WWYZ, WARM98. Heavy: KULF, KKUA, WLVA. Medium: WCBM, WBEN, SM95, WHIO, WCHV, WWSA, WDAY, KBOZ, KRNO.

BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 15/2
Rotations: Heavy 0/0, Medium 10/1, Light 5/1, Extra Adds 0, Total Adds 2, KRNT, KMED. Medium: WBEN, WLTA, WCCO, WIS, WHBC, KWAV, KSL, WSKY, WDEF.

LAURA BRANIGAN "All Night With Me" (Atlantic) 12/1
Rotations: Heavy 0/0, Medium 3/1, Light 9/0, Extra Adds 0, Total Adds 1, KULF. Medium: WHIO, KFQD.

DONNIE IRIS "My Girl" (MCA) 11/5
Rotations: Heavy 0/0, Medium 4/1, Light 7/4, Extra Adds 0, Total Adds 5, KULF, WHHY, WQUA, KKRD, WROV. Medium: KWAV, WNNR, WSRZ.

MICKEY GILLEY "Tears Of The Lonely" (Epic) 11/3
Rotations: Heavy 0/0, Medium 3/1, Light 7/1, Extra Adds 1, Total Adds 3, WHIO, WIBA, KRBC. Medium: WLTA, WCZY.

BOYS BAND "Please Don't Stop Me Baby (I'm On Fire)" (Elektra) 11/1
Rotations: Heavy 1/0, Medium 6/0, Light 4/1, Extra Adds 0, Total Adds 1, WBOW. Heavy: WSKY. Medium: WGY, SM95, WFMK, WNNR, WLVA, KFQD.

MANHATTAN TRANSFER "Route 66" (Atlantic) 10/9
Rotations: Heavy 0/0, Medium 5/4, Light 4/4, Extra Adds 1, Total Adds 9, WFSM, KULF, WHBC, KOB, KBOI, WEIM, KRBC, WDEF, KRKK. Medium: WBT.

ROD STEWART "How Long" (WB) 10/7
Rotations: Heavy 0/0, Medium 2/1, Light 8/6, Extra Adds 0, Total Adds 7, WFSM, WHHY, KWAV, WNNR, Q96, KSEL, KSRO. Medium: WEIM.

TOTO "Rosanna" (Columbia) 9/4
Rotations: Heavy 1/0, Medium 4/1, Light 3/2, Extra Adds 1, Total Adds 4, WSLI, KKUA, WDAY, KISN. Heavy: KWAV. Medium: WHHY, WSRZ, KFOR.

CHARLIE DANIELS BAND "Still In Saigon" (Epic) 9/3
Rotations: Heavy 0/0, Medium 6/1, Light 3/2, Extra Adds 0, Total Adds 3, KULF, WKZE-FM, KRKK. Medium: WHEN, WHHY, WSRZ, WROV, WDAY.

FRANKE & THE KNOCKOUTS "Without You..." (Millennium/RCA) 9/3
Rotations: Heavy 1/0, Medium 5/1, Light 2/1, Extra Adds 1, Total Adds 3, WLVA, WROV, KPAT. Heavy: WHHY. Medium: KWAV, WNNR, WSRZ, WSKY.

PAUL OVERSTREET "Beautiful Baby" (RCA) 9/3
Rotations: Heavy 0/0, Medium 3/0, Light 6/3, Extra Adds 0, Total Adds 3, KTCT, WCHV, WORG. Medium: WLTA, WGY, WDEF.

ALESSI "Put Away Your Love" (Qwest/WB) 8/4
Rotations: Heavy 0/0, Medium 5/2, Light 3/2, Extra Adds 0, Total Adds 4, WSB, KULF, KUGN, WEIM. Medium: KEX, KBOI, WSKY.

DON WILLIAMS "Listen To The Radio" (MCA) 8/4
Rotations: Heavy 0/0, Medium 4/2, Light 4/2, Extra Adds 0, Total Adds 4, WSB, KKRD, WDEF, KMED. Medium: WWSA, WDAY.

RAY PARKER JR. "The Other Woman" (Arista) 8/3
Rotations: Heavy 2/0, Medium 3/1, Light 3/2, Extra Adds 0, Total Adds 3, WSGN, Y106, WORG. Heavy: WHHY, WSKY. Medium: WQUE, WSRZ.

ABBA "The Visitors" (Atlantic) 8/1
Rotations: Heavy 0/0, Medium 4/0, Light 4/1, Extra Adds 0, Total Adds 1, SM95. Medium: WHHY, KRMG, WSKY, KCRG.

BARBARA MANDRELL "Til You're Gone" (MCA) 7/7
Rotations: Heavy 0/0, Medium 4/4, Light 2/2, Extra Adds 1, Total Adds 7, WLTA, KEX, KMBZ, WDAY, KFOR, WJON, KBOZ.

ALABAMA "Mountain Music" (RCA) 7/2
Rotations: Heavy 0/0, Medium 3/1, Light 4/1, Extra Adds 0, Total Adds 2, WSJS, WNNR. Medium: WHBC, WDAY.

STEVE CARLISLE "I'll Fall In Love Again" (Sweet City/MCA) 7/0
Rotations: Heavy 1/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WLTA. Medium: WHIO, WSKY.

TIGHT FIT "The Lion Sleeps Tonight" (Jive/Arista) 7/0
Rotations: Heavy 0/0, Medium 1/0, Light 6/0, Extra Adds 0, Total Adds 0. Medium: WDEF.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 6/1
Rotations: Heavy 1/0, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, KTCT. Heavy: KULF. Medium: WSKY.

STEVIE WOODS "Fly Away" (Cotillion/Atco) 5/5
Rotations: Heavy 0/0, Medium 2/2, Light 3/3, Extra Adds 0, Total Adds 5, WLTA, KEX, WFSM, KULF, WHBY.

PETER NOONE "You Got Me Anyway" (Johnston/CBS) 5/4
Rotations: Heavy 0/0, Medium 0/0, Light 5/4, Extra Adds 0, Total Adds 4, WQUA, WCHV, WORG, KFQD.

DIANA ROSS "Work That Body" (RCA) 5/2
Rotations: Heavy 0/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, WQUE, WEIM. Medium: KULF, KFOR.

TERRY CASHMAN "Talkin' Baseball (Willie, Mickey, And The Duke)" (Lifesong) 5/1
Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Extra Adds 0, Total Adds 1, WDF. Heavy: WOMC. Medium: WIP, KNBR.

CHR SIGNIFICANT ACTION

Continued

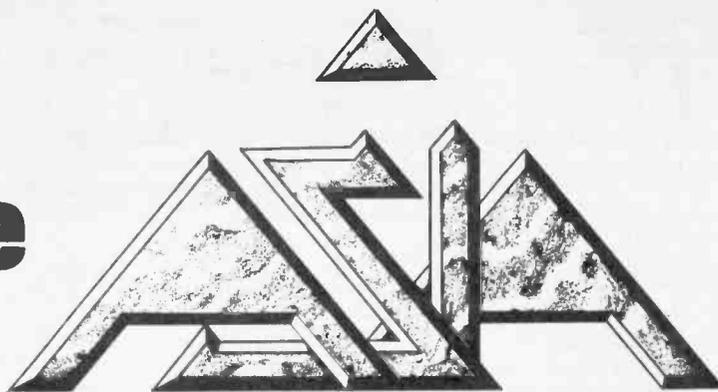
WAYLON & WILLIE "Just To Satisfy You" (RCA) 12/5
Moves: Up 2, Debuts 1, Same 4, Down 0, Adds 5, KFI, WZZR, KSKD, KHYT, WISE, KIQQ on, KEZR on, KYXX on, KZFM 24-18, WSEZ 35-31, KBBK on, 95XIL d-40.

MOTELS "Only The Lonely" (Capitol) 11/10
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 10, KFI, WABB-FM, BJ105, WDOQ, WMAK-FM, WGH, KMGK, WJBO, WGUY, WACZ, WBCY on.

EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 11/2
Moves: Up 3, Debuts 1, Same 5, Down 0, Adds 2, Y103, WOMP-FM, WFBR on, WAEB 24-22, WFMF 30-27, WAYS d-30, KIOA on, WZYQ on, WFLB 28-23, KKLS on.

Continued on Page 61

In CHR, the "Heat Of The Moment" is



From The No. 1 AOR Album (2nd week) **ASIA**

Produced and Engineered by Mike Stone

WBEN-FM 39-36
WIFI add
96KX 23-16
B104 on
JB105 on
CFTR add 34
CHUM 10-7
CKGM on
KEGL deb 26
Z93 add
94Q deb 28
I95 deb 22
Q105 23-22
Q107 add
KBEQ add 40
WKTI deb 21
KEZR add
B100 add
KYYX on
KZZP add 27
WPHD 17-5
WRCK deb 29
3WT on
WDRF-FM add
WPST deb 30
WLAN-FM add
Q106 add
WYCR add
WKRZ-FM 22-16
K104 add
WKEE add
KITY add
KSET-FM on
KBFM add

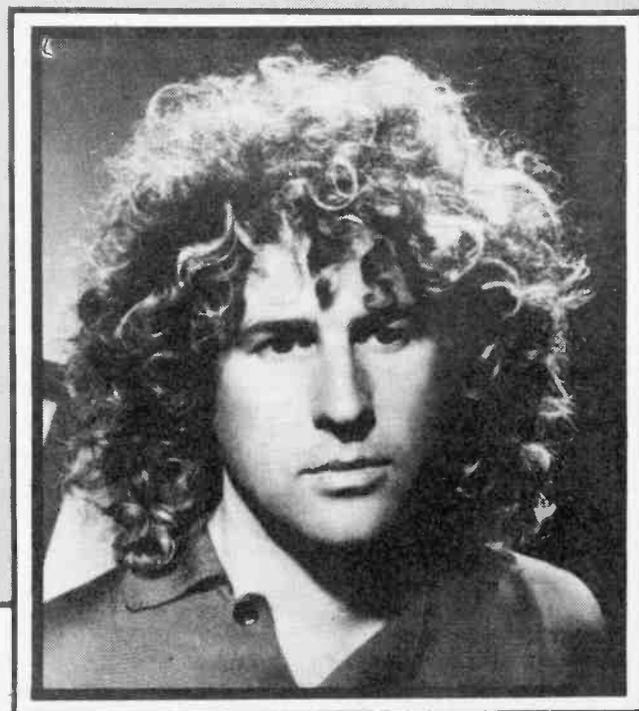
WFMF add
KLPO add
G100 add 31
WZYP on
WHHY-FM add
Y103 add
WDOQ add
WBBQ on
KX104 on
WSKZ on
WOKI add
WQUT on
WBCY on
WAYS add
WCSC add
WSSX 24-19
WANS-FM deb 29
WRVQ 20-12
WJXQ 1-1
KMGK 28-21
KZ93 deb 17
Z104 add
WNAM add
WMEE add
KQKQ add
WHOT add
WIKS 17
KKXX add 21
KIDD on
KJRB on
KNBQ add
KCPX deb 28
FM103 add
KLUC add

KHYT deb 30
WACZ add
KIGY on
WOMP-FM add
WCIR add
WZYQ deb 22
Q104 deb 33
WAEV on
95SGF add
WCGQ deb 29
WISE add
WXLK on
WGLF deb 31
WYKS add 40
KKQV add
KILE add
KSEL-FM 22-18
KPUR add
KELO add 31
KKLS on
WSPT deb 30
WTRU add
KRNA deb 22
99KG add
KFMZ 25-13
KDVV on
KENI deb 38
KSLY deb 24
KCBN 38-34
KDZA on
KATI on
KYA add
KOZE add

SHIPPING THIS WEEK

The New Single From **SAMMY HAGAR** "Piece Of My Heart"

Produced by Keith Olsen



GEFFEN RECORDS Distributed by Warner Bros. Records

Three Weeks Last
Weeks Weeks Week

8	2	1	1	RICK SPRINGFIELD/Don't Talk To Strangers (RCA)
13	10	5	2	PAUL DAVIS/'65 Love Affair (Arista)
9	6	3	3	J. GEILS BAND/Freeze-Frame (EMI America)
7	5	4	4	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
3	1	2	5	OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
18	12	10	6	DARYL HALL & JOHN OATES/Did It In A Minute (RCA)
-	28	19	7	P. McCARTNEY with S. WONDER/Ebony And Ivory (Columbia)
4	8	8	8	JOAN JETT & BLACKHEARTS/I Love Rock 'N Roll (Boardwalk)
5	7	7	9	GO-GO'S/We Got The Beat (IRS/A&M)
6	9	9	10	HUEY LEWIS & THE NEWS/Do You Believe In Love (Chrysalis)
19	14	12	11	GREG GUIDRY/Goin' Down (Badland/Columbia)
25	21	14	12	CHARLENE/I've Never Been To Me (Motown)
2	3	6	13	STEVIE WONDER/That Girl (Tamla/Motown)
22	19	17	14	TOMMY TUTONE/867-5309/Jenny (Columbia)
-	29	21	15	KOOL & THE GANG/Get Down On It (De-Lite/PolyGram)
1	4	15	16	JOURNEY/Open Arms (Columbia)
12	11	11	17	STEVIE NICKS/Edge Of Seventeen (Modern/Atco)
15	13	13	18	Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
28	24	22	19	BEATLES/Movie Medley (Capitol)
30	25	23	20	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
17	16	16	21	QUARTERFLASH/Find Another Fool (Geffen)
-	-	30	22	RAY PARKER JR./The Other Woman (Arista)
29	26	24	23	ROLLING STONES/Hang Fire (Rolling Stones/Atco)
-	-	27	24	HUMAN LEAGUE/Don't You Want Me (A&M)
-	-	29	25	CHARLIE DANIELS BAND/Still In Saigon (Epic)
-	-	28	26	FRANKE & THE KNOCKOUTS/Without You... (Millennium/RCA)
21	20	20	27	VAN HALEN/(Oh) Pretty Woman (WB)
16	15	18	28	LE ROUX/Nobody Said It Was Easy (Lookin' For The Lights) (RCA)
-	-	-	29	LITTLE RIVER BAND/Man On Your Mind (Capitol)
-	-	-	30	DAN FOGELBERG/Run For The Roses (Full Moon/Epic)

Three Weeks Last
Weeks Weeks Week

1	1	1	1	VANGELIS/Chariots Of Fire (Polydor/PolyGram)
4	3	2	2	OLIVIA NEWTON-JOHN/Make A Move On Me (MCA)
11	6	4	3	PAUL DAVIS/'65 Love Affair (Arista)
12	9	5	4	JOHN DENVER/Shanghai Breezes (RCA)
18	15	8	5	WILLIE NELSON/Always On My Mind (Columbia)
-	25	16	6	P. McCARTNEY with S. WONDER/Ebony And Ivory (Columbia)
2	2	3	7	NEIL DIAMOND/On The Way To The Sky (Columbia)
17	12	10	8	BARRY MANILOW/Let's Hang On (Arista)
26	18	13	9	CHARLENE/I've Never Been To Me (Motown)
20	17	14	10	ROBERTA FLACK/Making Love (Atlantic)
5	5	6	11	SISTER SLEDGE/My Guy (Cotillion/Atco)
6	4	7	12	Q. JONES featuring J. INGRAM/One Hundred Ways (A&M)
8	8	9	13	STEVIE WONDER/That Girl (Tamla/Motown)
-	27	20	14	DAN FOGELBERG/Run For The Roses (Full Moon/Epic)
28	21	19	15	GREG GUIDRY/Goin' Down (Badland/Columbia)
24	20	18	16	AL JARREAU/Teach Me Tonight (WB)
3	7	11	17	JOURNEY/Open Arms (Columbia)
7	11	12	18	BERTIE HIGGINS/Key Largo (Kat Family/CBS)
-	-	26	19	SIMON & GARFUNKEL/Wake Up Little Susie (WB)
-	26	22	20	GORDON LIGHTFOOT/Baby Step Back (WB)
-	28	24	21	CARPENTERS/Beechwood 4-5789 (A&M)
10	10	15	22	LARRY CARLTON/Sleepwalk (WB)
15	14	17	23	BARBRA STREISAND/Memory (Columbia)
-	30	27	24	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
25	22	21	25	GENE COTTON/If I Could Get You (Into My Life) (Knoll)
-	-	-	26	EDDIE RABBITT/I Don't Know Where To Start (Elektra)
-	-	-	27	SHEENA EASTON/When He Shines (EMI America)
9	13	23	28	CLIFF RICHARD/Daddy's Home (EMI America)
-	-	-	29	DIONNE WARWICK & JOHNNY MATHIS/Friends In Love (Arista)
14	16	25	30	POINTER SISTERS/Should I Do It (Planet/Elektra-Asylum)

TOTO (60)
ASIA (48)
JOHN COUGAR (29)

POLICE (25)
DAN FOGELBERG (23)

**MOST
ADDED**

BERTIE HIGGINS (31)
SIMON & GARFUNKEL (27)
D. WARWICK/J. MATHIS (24)

SHEENA EASTON (20)
KARLA BONOFF (19)
DAN FOGELBERG (17)

RICK SPRINGFIELD (132)
VANGELIS (81)
PAUL McCARTNEY (78)

PAUL DAVIS (66)
J. GEILS BAND (62)
CHARLENE (61)

HOTTEST

OLIVIA NEWTON-JOHN (73)
VANGELIS (69)
WILLIE NELSON (57)

PAUL DAVIS (54)
JOHN DENVER (48)
CHARLENE (44)

BREAKERS

LITTLE RIVER BAND

Man On Your Mind (Capitol)

64% of our reporters on it. Moves: Up 51, Debuts 29, Same 34, Down 0, Adds 20 including WKBW, WGCL, KIIS-FM, KIMN, Q103, 92FLY, WTIC-FM, KROK, KXX106, Y103, WZZR, KSTT, KMGK. Debuts at number 29 on the CHR chart.

DAN FOGELBERG

Run For The Roses (Full Moon/Epic)

63% of our reporters on it. Moves: Up 55, Debuts 28, Same 27, Down 0, Adds 23 including JB105, CFTR, WLOL-FM, B100, KCNR, KUBE, KIMN, WZYP, WSSX, WLYT, WNCI, KSPZ, KBBK, K96. Debuts at number 30 on the CHR chart.

12-34

NEW & ACTIVE

DONNIE IRIS "My Girl" (MCA) 108/17

Moves: Up 32, Debuts 21, Same 38, Down 0, Adds 17 including CKLW, KIQQ, KIMN, Q103, WFBR, WDRC-FM, V100, WTIK, FM100, KRQ, Q104, 95SGF, KSEL-FM, WRKR, KRNA.

BARRY MANILOW "Let's Hang On" (Arista) 108/10

Moves: Up 61, Debuts 10, Same 25, Down 2, Adds 10, WBLI, WLAN-FM, WOKI, WAYS, Y94, KJRB, WJBO, WACZ, WAEV, WTRU, JB105 35-30, KBEQ 29-26, KIIS-FM 25-18, KITY 24-19, WJSC 20-17.

MIKE POST "Theme From 'Magnum P.I.'" (Elektra) 106/13

Moves: Up 51, Debuts 3, Same 29, Down 10, Adds 13, WNBC, CKLW, WABB-FM, FM100, KX104, WJXQ, WAKX, WLYT, KKF, KSPZ, WGU, KQWB, KRNA, KEARTH 20-17, WHYY-FM 16-11.

TOTO "Rosanna" (Columbia) 104/60

Moves: Up 8, Debuts 23, Same 13, Down 0, Adds 60 including WIF1, 96XK, WXKS-FM JB105, CHUM, 94Q, WLOL-FM, KBEQ, KRLA, KFI, KIMN, Q103, KZZP, WRCK, WNAM.

ASIA "Heat Of The Moment" (Geffen) 99/48

Moves: Up 12, Debuts 18, Same 21, Down 0, Adds 48 including WIF1, JB105, CFTR, Z93, KBEQ, KEZR, B100, KZZP, WLAN-FM, WFMF, Z104, KNBQ, WACZ, KELO, KYA.

SHEENA EASTON "When He Shines" (EMI America) 95/18

Moves: Up 27, Debuts 21, Same 29, Down 0, Adds 18 including WBEN-FM, CKGM, WLOL-FM, KUBE, Q103, WLAN-FM, WYCR, WAYS, WSEZ, KJ100, KLIK, WGBF, K96, KQIZ-FM, 99KG.

SIMON & GARFUNKEL "Wake Up Little Susie" (WB) 89/22

Moves: Up 23, Debuts 18, Same 25, Down 1, Adds 22 including WKBW, WPGC, WBLI, Q106, WHYY-FM, WMAK-FM, WSSX, WKFR, WGBF, WNCI, KSKD, WFOX, Q101, KKKL, KKL.

LOVERBOY "When It's Over" (Columbia) 87/19

Moves: Up 32, Debuts 18, Same 14, Down 2, Adds 19 including WBEN-FM, Q102, KEZR, KYXX, KBFM, WHYY-FM, KIK, 92X, KHYT, WGU, WFBG, WOMP-FM, WISE, WTRU, KDVV.

POLICE "Secret Journey" (A&M) 84/25

Moves: Up 17, Debuts 16, Same 26, Down 0, Adds 25 including WIF1, CFTR, WGCL, KFI, KYXX, WHFM, WZYP, CK101, WQUT, KZ93, KJRB, KIKI, Z102, WTRU, KYA.

JOHN DENVER "Shanghai Breezes" (RCA) 83/14

Moves: Up 32, Debuts 3, Same 23, Down 2, Adds 14, WNBC, JB105, WGCL, KROK, WAXY, KX104, WHOT, KSPZ, WJBO, WCIR, 95SGF, WXLK, KFYR, KELO.

GENESIS "Man On The Corner" (Atlantic) 79/11

Moves: Up 35, Debuts 8, Same 23, Down 2, Adds 11, KZFM, KBFM, WZYP, CK101, KCPX, KRQ, WJBO, 95SGF, WFLB, KVOL, WRKR, WCAU-FM 37-32, KEGL 20-13, KEZR 12-10, WPHD 15-8.

CARS "Since You're Gone" (Elektra) 79/6

Moves: Up 32, Debuts 5, Same 32, Down 4, Adds 6, XTRA, WTIK, KROK, WFBG, KILE, KSLY, JB105 25-22, KIQQ 31-26, WPHD 18-14, KSET-FM 23-18, WRVQ 21-17, FM103 17-14, KLUC 18-15, WAEV 30-27, WGLF 30-26.

WILLIE NELSON "Always On My Mind" (Columbia) 72/7

Moves: Up 46, Debuts 8, Same 11, Down 0, Adds 7, V100, KHFI, KROK, WFMF, KX104, WCGO, KDZA, WBEN-FM 32-26, Z93 6-3, 94Q 1-1, KYXX 21-17, KZFM 10-6, KXX106 3-1, WBBQ 4-2, WNCI 17-10, Q104 9-3.

EDDIE RABBITT

I Don't Know Where To Start (Elektra)

52% of our reporters on it. Rotations: Heavy 4/0, Medium 43/3, Light 28/8, Extra Adds 2, Total Adds 13, WASH, KHOW, KFMB, KPLZ, WICC, KULF, WAIV, WRVR, KUDL, WIBA, KCEE, WSGW, Q96. Debuts at number 26 on the A/C chart.

DIONNE WARWICK & JOHNNY MATHIS

Friends In Love (Arista)

49% of our reporters on it. Rotations: Heavy 1/0, Medium 36/7, Light 33/14, Extra Adds 3, Total Adds 24 including WISN, KPLZ, WWYZ, WHAM, KEY103, KMGC, WAIV, WVLK, WRVR, WOMC, WFDF, WENS, KUGN, KTKT, and 10 more. Debuts at number 29 on the A/C chart.

SHEENA EASTON

When He Shines (EMI America)

47% of our reporters on it. Rotations: Heavy 3/0, Medium 45/9, Light 19/8, Extra Adds 3, Total Adds 20 including WCBM, WBEN, WIP, KGW, WFSM, WHYN, KEY103, WAFB, WAIV, WARM98, KRNT, WFDF, WFMK, KING, and 6 more. Debuts at number 27 on the A/C chart.

NEW & ACTIVE

25-49

T.G. SHEPPARD "Finally" (WB/Curb) 62/13

Rotations: Heavy 8/0, Medium 33/6, Light 19/5, Extra Adds 2, Total Adds 13, WBEN, 97AIA, WKAZ, WHAM, WAFB, WAAV, KRNT, WOMC, WIBA, WLVA, WJBC, KPAT, KFQD. Heavy: WLTA, WCCO, WSGN, WHYY, WHIO, KRBC, WDEF, WDAY. Medium: WSB, WCZY, KEX, WRVR, WARM98, KLTE, WQUA, KSL, WFSM.

BEATLES "Movie Medley" (Capitol) 62/6

Rotations: Heavy 4/0, Medium 40/3, Light 18/3, Extra Adds 0, Total Adds 6, WVBF, KNBR, WAAV, YES95, KUDL, KFOR. Heavy: WBEN, KPLZ, KULF, KRNO. Medium: WCBM, WROR, KDKA, WGAR, KEX, WICC, WFSM, WWYZ, WBT, KMGC, WHYY, WRVA, WAKR, WHBC, WOWO, KOB, KBOI, KWAV, KIXI, KCEE.

RICK SPRINGFIELD "Don't Talk To Strangers" (RCA) 50/4

Rotations: Heavy 2/0, Medium 24/4, Light 17/4, Extra Adds 1, Total Adds 10, WBYN, Y106, KBOI, KISN. Heavy: KDKA, WZZP, WFSM, WSGN, WAAV, WHYY, SM95, WQUE, WSRZ, WQWO, WFMK, WMHE, KWAV, K108, KTKT, WNNR, WKBR, Q96, WLVA, WORG, WBOW, KBAI. Medium: WJMD, WASH, WFYR, KS94.

DARYL HALL & JOHN OATES "Did It In A Minute" (RCA) 50/2

Rotations: Heavy 17/1, Medium 24/0, Light 9/1, Extra Adds 0, Total Adds 2, Y106, WKBR. Heavy: WRIE, WAFB, WAAV, WHYY, WQUE, WSRZ, WFMK, KKUA, KWAV, WNNR, WCHV, WLVA, WORG, WBOW, KBAI, KRKK. Medium: WCBM, WASH, WFYR, WGAR, WZZP, WZUU, KULF, 610TVN, WOWO, WMHE, KMJJ, KYUU.

CAROLE KING "One To One" (Atlantic) 47/10

Rotations: Heavy 4/0, Medium 24/4, Light 17/4, Extra Adds 2, Total Adds 10, WBYN, KEY103, WQUA, WMHE, KSL, WKBR, KRBC, Q96, WJBC, KFOR. Heavy: WSRZ, WFMK, WKZE-FM, WDEF. Medium: WCZY, WHB, WICC, WSLI, SM95, WHBY, WARM98, WHIO, KKRD, KBOI, KUGN, KWAV, WNNR, WCHV, KSEL, KRNO.

KARLA BONOFF "Personally" (Columbia) 37/19

Rotations: Heavy 2/0, Medium 19/8, Light 13/8, Extra Adds 3, Total Adds 19, 97AIA, WWYZ, KEY103, WSLI, WHBY, KRNT, KMBZ, KKRD, KKUA, KIXI, WEIM, WKBR, KRBC, WLVA, WORG, WDAY, KPAT, KFQD, KBOZ. Heavy: WLTA, SM95. Medium: WSB, KEX, KPLZ, WGAC, WHYY, KBOI, KWAV, WKZE-FM, KRNO.

LITTLE RIVER BAND "Man On Your Mind" (Capitol) 32/6

Rotations: Heavy 4/0, Medium 11/0, Light 17/6, Extra Adds 0, Total Adds 6, WICC, WQUE, WFMK, K108, WNNR, WEIM. Heavy: WSRZ, KWAV, WKZE-FM, WLVA. Medium: KEX, WAFB, KULF, WHYY, SM95, KRNT, KYUU, WCHV, KCRG, WJON, KBOZ.