

Radio & Records

ISSUE NUMBER 435

THE INDUSTRY'S NEWSPAPER

JUNE 4, 1982

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\$3.50 Single Copy

KHQ Held In Contempt For Airing Trial Tapes

In what station officials are calling an unconstitutional case of prior restraint, KHQ-AM-FM & TV/Spo-kane were cited for contempt of court last week (5-26).

Judge Robert Bibb ruled the stations violated his order against airing tapes used as evidence in the trial of Ruth Coe. She was convicted last Friday of trying to hire a killer to murder the judge and prosecutor responsible for convicting her son on a rape charge.

The tapes, supplied to KHQ by the prosecuting attorney and aired May 21, contained a conversation between Mrs. Coe and an undercover policeman she was attempting to hire for the killings.

Judge Bibb has proposed fining KHQ \$10,000 but won't rule on the punishment for several weeks. Meanwhile, KHQ is preparing an appeal of the contempt citation.

"We're arguing that it's a clear case of prior restraint," News Director Dean Mell told R&R, "The order was null and void on its face and therefore we can't be held in

SYKES PROMOTED

Abrams Teams With MTV

Noted AOR consultant Lee Abrams joined MTV in an advisory capacity, concentrating on the areas of special programming, acquisitions, new musical trends, and lifestyle research. He will be working closely with Warner Amex Sr. VP Bob Pittman, MTV VP/Programming Les Garland, and newly-promoted MTV Director of Programming John Sykes, who was formerly Director of Promotion & Artist Relations for the 24-hour music TV network.

Garland, in making the announcement, commented, "Lee Abrams has proven his ability in the area of radio, and we believe he can bring additional insight to MTV." He told R&R, "In no way will this development af-

fect MTV's strong commitment to the music industry to expose new music." Garland quoted a figure of between 30 and 35% new music being aired over MTV, and pledged a continued spotlighting of new artists. He added that MTV's association with the Sebastian/Casey & Associates research/consulting firm will continue in the area of music research.

Abrams stated, "I'm excited to be involved with this imaginative new venture, and look forward to contributing to MTV's success."



Lee Abrams

contempt of a wrongful order. We had the tapes and we were restrained from playing them." He added, "I don't know of a case where prior restraint has been upheld by a state supreme court or the U.S. Supreme Court."

In deciding to broadcast the tapes, Mell said the stations took into account their acquisition of them by legal means, the fact that transcripts had been furnished to reporters by the court, and the relevance of the recordings to two key issues in the trial — Mrs. Coe's mental state and an allegation of police entrapment of the defendant.

Judge Blocks Shifting Of AP Radio Newscasters

Two female AP Radio newscasters who claim to be the victims of sex discrimination won a preliminary injunction in federal court Monday (6-1) prohibiting the network from moving them out of their airshifts.

The injunction, which replaces an April 2 order that restored them to shifts from which they'd been removed, protects Cynthia Hecht and Candy Crowley from being reassigned until a trial can be held on their sex discrimination charges.

In December, Hecht was removed from her morning drive shift to a midday slot after affiliates began complaining there were too many female voices on AP Radio. Crowley, who had been an evening anchor, was taken off the air in March and assigned editor duties.

AP Radio has denied sex discrimination was its motive. It says replacing the two with male anchors was necessary to stem station dissatisfaction that was eroding its affiliate base.

AP had also urged Judge Pierre Leval to be careful in handling the case because the network is involved in activities that are protected by the First Amendment.

In dismissing that argument, Judge Leval wrote, "There is no allegation that the scheduling charges at issue here were prompted by editorial judgments as to the content of the news being presented. A news organization is not exempt from laws prohibiting race and gender discrimination in employment."

Since 1978 the Wire Service Guild has had a class action suit pending against the entire Associated Press organization alleging sex and race discrimination.

Vandals Topple Tower At Falwell's WRVL

WRVL/Lynchburg, VA was knocked off the air early Monday (5-31) when its 133-foot FM antenna was felled by vandals, who evidently used powerful bolt cutters to slice through two sets of 1½" guy wires. WRVL is licensed to Liberty Baptist College, whose founder and chancellor is Rev. Jerry Falwell.

Operations Manager Jerry Edwards estimated the loss at \$100,000. He told R&R the tower, located on a mountaintop 20 miles from WRVL's studios, crashed into three pieces on impact and was totally destroyed.

Tuesday morning WRVL officials began searching for a temporary tower, amid hopes of being back on the air within a week. Permanent replacement of the antenna will take "some time," Edwards predicted.

WRVL went on the air last summer and immediately stirred controversy by causing interference

on Channel 6 for some television viewers in the Lynchburg area. Edwards said those problems have not been totally cleaned up, and he had no idea whether the tower destruction was linked to the interference.

Rev. Falwell issued a statement in which he said, "Obviously, there are those persons who are committed to preventing a 24-hour Christian radio station from broadcasting in the Lynchburg area. While some persons certainly are sincerely opposed to WRVL because of interference, many oppose the station because of their opposition to the gospel of Christ, Thomas Road Baptist Church, and Jerry Falwell."

Falwell added, "I pray that the Lord will give the investigators the necessary information to determine who did it. If they don't find these criminals, obviously they will do it, or something worse, again."

Greener Promoted To WAOK VP/GM

Richard Greener has been named Vice President/General Manager of Black-formatted WAOK/Atlanta, moving up from General Sales Manager at the station. Greener is an 18-year Black radio veteran

who has spent the last nine years in Atlanta; he became WAOK's GSM in 1981.

Charles Schwartz, President of Broadcast Enterprises National Inc.'s Radio Division, told R&R that Greener "is most deserving of the promotion. His tenure in the marketplace is longstanding, and his association with and love of Black radio span his entire broadcast career. He did an outstanding job heading up our sales efforts as GSM. We're delighted that his appointment was internal, and it's a good solid recognition of an excellent performance."

Greener commented to R&R, "I'm very happy about it. I've been involved in Black radio for 18 years and I'm really looking forward to the challenge of making WAOK a great radio station again." He said he foresaw no immediate changes, "certainly not as far as our on-air presence is concerned, as we have since the last summer placed a heavy emphasis on news, sports, and information as well as entertainment, and it's been very well received."

Greener concluded, "We'd like to see WAOK resume its position as not only the leading Black station in Atlanta but as a major force in broadcasting in this market. It's no secret that our numbers have slipped remarkably in the past few years, but we think we're on the right track toward restoring them."

FIVE STATIONS WOULD DROP

Arbitron Nixes L.A. Reissue

Although it admits that 22 diaries in the winter Los Angeles report were handled in error, Arbitron will not reissue the book. "We did our usual impact analysis," stated spokesperson Connie Anthes, "and there were no total week rank changes as a result of removing the diaries in question." Arbitron did confirm that five stations would have seen their total week shares slip.

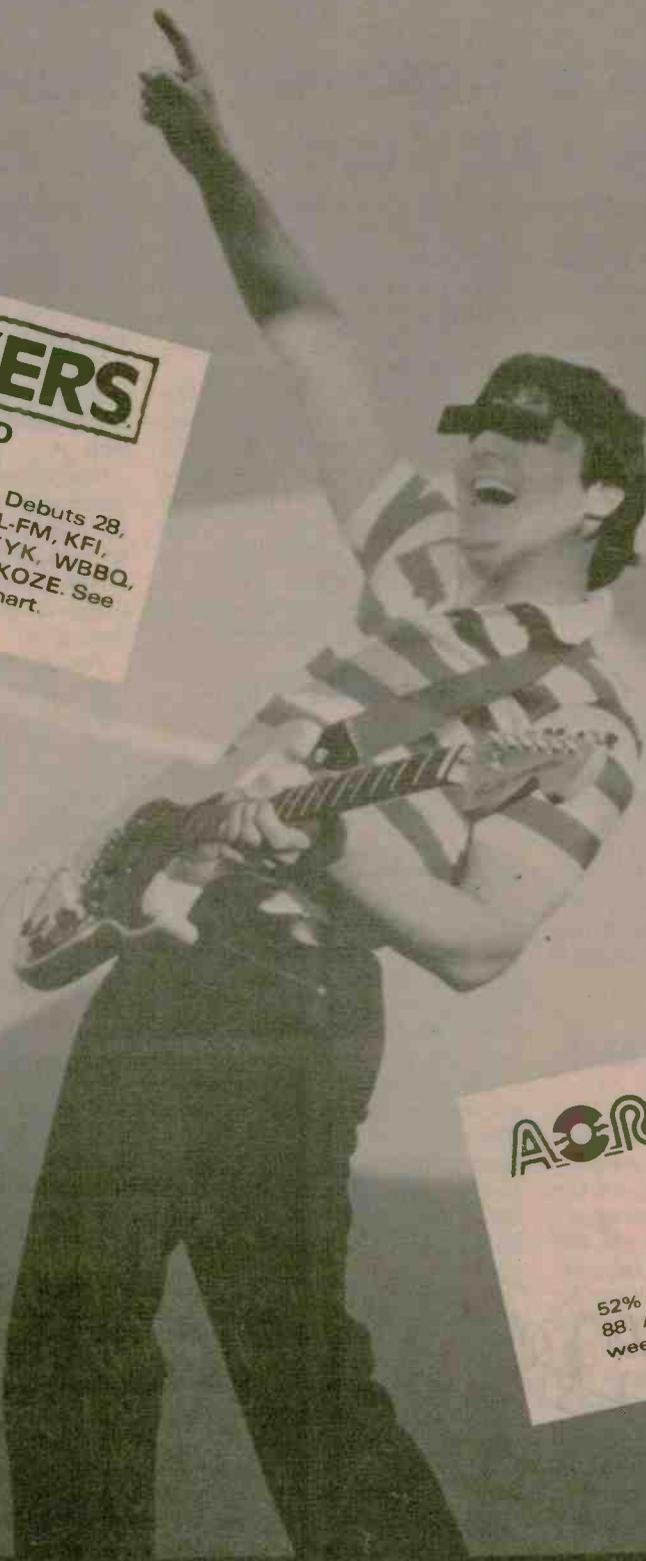
The firm did no analysis beyond a Monday-Sunday 6am-midnight impact among persons 12+, plus men and women 18+. When asked if the 22 diaries would be removed from the winter data base so as to not affect in-tab counts and ascription ratios in future sweeps, Radio Product Manager Claire Kummer told R&R, "I don't believe they have been deleted at this time but we'll examine the situation further." The 22-diary situation was discovered in a post-survey diary review (R&R 5-7).

PRESTO!

CHR BREAKERS

STEVE MILLER BAND
Abacadabra (Capitol)

58% of our reporters on it. Moves: Up 28, Debuts 28, Same 30, Down 0, Adds 34 including WLOL-FM, KFI, XTRA, KUBE, KIMN, KZZP, WDRC-FM, KKYK, WBBQ, WANS-FM, WNAP, KLUC, WCGQ, KFMZ, KOZE. See Parallels, debuts at number 30 on the CHR chart.



AOR BREAKERS

STEVE MILLER BAND
"Abacadabra" (Capitol)
12-inch single

52% of our reporters on it. Total singles reports: 88 A-27, M-37, H-22, S-2. Single debuted this week at number 27.

THE STEVE MILLER BAND

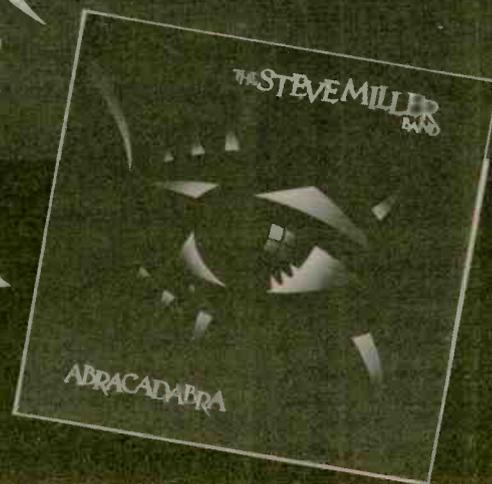
MAKING RADIO MAGIC WITH

ABRACADABRA

from the album

ABRACADABRA

Produced by Steve Miller & Gary Nallaber



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Jazz On The Radio

At last, an airplay chart for jazz, reflecting the records radio stations are actually playing. The Jazz National Airplay/30, every week in R&R.

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Montgomery Promoted To GM At WYYS

Tim Montgomery has been promoted from acting GM to General Manager at Heftel's WYYS/Cincinnati. Montgomery, who took over the station's management on an interim basis from exiting GM John

Cody Takes New Source Position

Longtime AOR programmer Frank Cody has been appointed Director of Affiliate Relations/Program Development at the Source. Cody had been serving as an affiliate consultant to the network for slightly less than a year, having previously served as PD at KLOS/Los Angeles and Division Program Manager for six Sandusky Radio stations.



Frank Cody

Source VP/GM Ellyn Ambrose commented, "As affiliate consultant, Frank's experience as an innovator in full-service AOR programming and his expertise in helping us keep the affiliate station/network dialogue vibrant have proven invaluable in helping the Source maintain its leadership position. We're pleased to recognize his brilliance and creativity with expanded responsibilities, as head of our affiliate relations area and also with increased input into our programming."

Cody told R&R, "I'm elated that in my new position I can be of service to each affiliate, and translate their needs into programming that will make their station clearly better. One area of particular interest to me, as satellite dishes are erected around the country, is that the opportunities for some new concepts in programming are mushrooming. I'm delighted to be a part of that at the Source. The people here are tremendous."

Piccirillo last October, originally joined WYYS from Heftel's WXKS-AM & FM/Boston, where he'd been GSM. Prior to WXKS, Montgomery spent more than eight years at WBCN/Boston.

Commenting on his new appointment at WYYS, Montgomery told R&R, "It was difficult for me to make the decision to leave Boston. My entire broadcast career had been in Boston, but after having been here for six months I've come to love both the city and this radio station. I'm very excited about the opportunity. This is where I should be at this point in my career."

Stulberg Replaces Schein As Polygram Corp. President

Gordon Stulberg has been appointed President/CEO of the Polygram Corporation, replacing Harvey Schein, who has asked to be relieved of his responsibilities, according to the company. Stulberg had been President of Polygram Pictures, based in Los Angeles, and he will continue to direct operations from L.A. (Schein was based in New York).



Gordon Stulberg

Stulberg will be responsible for all Polygram activities in the U.S., including Polygram Records, as well as music publishing, TV, and film operations. Polygram Group President Dr. Wolfgang Hix, in making the announcement, cited Stulberg's wealth of experience, and also praised Schein's accomplishments in "achieving a definite turnabout of Polygram's American operations." Hix added that Polygram will continue to be consulted by Schein on a worldwide basis.

Lange Becomes WSHE & WSRF Operations Manager

Dave Lange, Program Director at WDVE/Pittsburgh for nearly three years, has been named Operations Manager at WSHE & WSRF/Ft. Lauderdale. Lange replaces Neil Mirsky, who resigned recently (R&R 5-7).

WSHE & WSRF GM Steve Dinetz told R&R, "David is a detail-oriented person who wants to move up in the industry. We believe he has the makeup, intelligence, and knowhow to do that. He has the potential to be a fine administrator and came highly recommended with good credentials. I think he'll have the opportunity to realize his potential in this position."

Lange, who was Operations Manager at WILS/Lansing before joining WDVE, commented, "This is a step up for me, to go from PD to Operations Manager for two radio stations. I enjoy the idea of working with several stations, and I'm interested in TK Communications" (owner of WSHE & WSRF). No successor for Lange at WDVE has been named yet.

Goss Joins KRTH In Mornings

Dean Goss, formerly of KGB/San Diego, has officially become the new morning drive personality at KRTH/Los Angeles. As first revealed in Street Talk (R&R 4-30), Goss was selected over 450 other air people who entered KRTH's national talent search. When KRTH lost its morning team of London & Engelman to competitor KWST in May of 1981, a replacement was not immediately hired. Instead, KRTH PD Bob Hamilton decided to embark upon a nationwide talent search for "just the right morning personality."



Dean Goss

Hamilton said, "We are delighted with Dean Goss. We liked him from the first time we heard him because he is entertaining, he's very natural on the air and he really believed he fit in with us. He felt he was the right person and we did, too."

Goss commented, "This job is exactly what I wanted to do. I told everyone else 'no thank you' because I knew this is where I belonged."

Goss's professional background includes on-air work at KOWL/Lake Tahoe, KDON/Salinas, KYA/San Francisco, KROY/Sacramento, KCBQ/San Diego, and KGB. His first day at KRTH was Monday (5-31).

WQAM Elevates Baxter To PD

Tim Baxter, who had been interim PD at WQAM/Miami since Dan Halyburton left the station last October, was officially promoted to Program Director May 21. Baxter candidly told R&R, "I don't know why they waited so long, but it didn't really matter to me. I was just excited to have the job and the opportunity to do it, and now I'm even more excited. I don't have any changes planned. We're just going to keep going after the Country audience and keep promoting as we have been and maybe do a few little tidbits differently than we have in the past. But basically we're just going to keep on truckin'."

Baxter joined WQAM 2½ years ago, just prior to the station's Country conversion. Before that he was PD of WGMA/Hollywood, FL (now WLQY), and on the air at WFTH/Ft. Lauderdale.



CHICAGO RADIO RESEARCH SEMINAR HOSTS BIRCH — The Chicago Radio Research Seminar, a group of professional researchers who meet monthly to share thoughts, hosted a presentation by Tom Birch of the Birch Report last month, and the participants thoughtfully lined up for a photo. Pictured (standing l-r): Jim Smith, Smith & Co.; Lorna Ozmon, WKQX; Dave Kohl of CARS; Kevin Killion, Leo Burnett Co.; Vance Harrison, WXRT; Birch; Trip Reeb, WMET; Brad Bedford, Arbitron; Linda Lyke, WLUP; Bob Heymann, Broadcast Associates; (seated l-r) Karen Caraliero, WLS; Kurt Hanson, Chicago Programming Resources; Sue Eggleton, WIND; Roger Skolnick, Media Service Concepts; Lois Steinberg, Marsteller. This unusual monthly gathering of friends and competitors, openly discussing current research projects, may be the first of its kind nationally.

TRANSACTIONS

Sudbrink To Sell Radio Holdings

Sudbrink Broadcasting will consider selling most of its six radio properties, according to an announcement last week from company President Richard Casper. The move comes

as part of a "program of reorientation" toward Sudbrink's cable interests. Broker Ted Hepburn will handle the sales for the longtime radio company. Sudbrink currently owns WLAC & WJYN/Nashville, KDUK & KPOI/Honolulu, WNWS/Miami, and WJYO/Orlando.

Washington Report

Settlement Halts Challenge To Belo's WFAA & KZEW

Maxwell Broadcasting has agreed to drop its eight-year comparative renewal fight to take away the licenses of Belo Broadcasting's WFAA & KZEW/Dallas, R&R has learned. In return, Belo will reimburse its former foe for expenses up to \$42,500. Both sides agreed to the deal earlier this month and are now awaiting the FCC's stamp of approval.

Belo thought it had won the case in 1978 when the FCC ruled in its favor, renewing both stations. Maxwell's applications were dismissed because it proposed, if victorious, to use Belo's buildings and antenna sites even though Belo vowed it would never let that happen.

However, since 1978, the FCC has changed its rules. It now presumes that an incumbent's sites will be available to a competitor who prevails in a hearing. Based on that change, the Commission last November reopened the case, giving Maxwell a second chance that it has now decided not to pursue.

Major Market Radio Clients Want Liquor Ads

A survey last week of stations repped by Major Market Radio shows they overwhelmingly favor accepting liquor ads. Moreover, opposition seemed soft. Those who objected to liquor ads indicated they could be persuaded to change their minds.

According to Major Market Sr. VP & Marketing Director Roy Lindau, distillers spend \$247 million yearly on advertising, compared to \$337 million for beer and \$115 million for wine.

Liquor ads on radio are legal, but were taboo under the recently-suspended NAB Code. The distillers also have a code which discourages promoting hard liquor on the air. As reported last week in R&R, WITS/Boston ran into a firestorm of protest from public interest groups when it took advantage of the NAB Code suspension by accepting some liquor advertising.

BACKS "PUBLIC'S RIGHT TO BE HEARD"

Marks Running Hard For NAB Presidency

Those who have officially announced they'd like to be the new NAB President include persons with fairly wide existing industry reputations. However, one new player is less well known within the industry. It is with the intention of giving broadcasters a quick glance at this new contender that we are profiling Rep. Marc Marks (R-PA).

An aggressive campaign to win the NAB presidency was launched last week by Rep. Marc Marks, a maverick Republican who has made national headlines recently by criticizing Reaganomics.

Marks, 55, told R&R the back ailment that prompted him to announce his retirement from Congress five months ago is largely healed and "I'm back on my feet."

A member of the House Telecommunications Subcommittee during all six of his years in Congress, Marks is not currently listed as a cosponsor of any of the various broadcast deregulation bills pending before the subcommittee.

Marks told R&R he got into the race at the urging of a "number of people." He declined to identify them at this time, and promised an aggressive campaign. "I will not just throw out my name and hope," he said.

Does he feel NAB should move in any new directions? "Well, I haven't, in all candor, given that a great deal of thought,"

Fowler Sets Fall Target For Minority Aid Ideas

Chairman Mark Fowler has given FCC staffers until early fall to come up with proposals to increase minority ownership in telecommunications. His order came at a full Commission meeting last Thursday (5-27).

As its starting point, the staff will use the final report of Commissioner Henry Rivera's advisory committee on minority ownership. The full Commission voted to accept that report last week.

Rivera's group, made up largely of leaders from the telecommunications and finance fields, avoided proposing new government programs. Instead, it put forth 21 specific ideas for pooling public and private resources, changing FCC rules and federal tax laws and developing a system for providing minorities with management and technical assistance.

Commissioner Rivera commented, "We believe that minorities seeking to buy and successfully operate telecommunications businesses would be greatly aided by implementation of all our recommendations."

Godsey Resigns RTNDA Presidency

Because he is no longer a news director, Wayne Godsey has announced he is stepping down as President of the Radio-Television News Directors Association (RTNDA). On June 2 he was promoted to VP/GM at WTMJ-TV/Milwaukee. Godsey will formally submit his resignation when RTNDA's board of directors meets June 14 in Montreal.

Although the group's rules would have permitted Godsey to stay in office, he explained, "I feel strongly that a working news director should be the spokesperson for the organization."

Replacing Godsey will be RTNDA's President-elect, KHQ/Spokane News Director Dean Mell.

he replies. He would first want to confer with the NAB Board on its goals. Marks praises outgoing President Vince Wasilowski for moving NAB forward enormously in the past 17 years but believes his own leadership style "might be a little more vigorous."

Effective Lobbyist

Just as he'd bucked the GOP establishment, Marks hints he may not lockstep with NAB's thinking. "I've not always agreed with some at NAB as far as the First Amendment is concerned," he explains. "I think my record would bespeak that I believe very strongly that we have to protect the public's right to be heard."

However, Marks asserts he could lobby effectively for whatever position NAB's Board adopts. Moreover, he says, it would

AM STEREO CONFLICT DENIED

AM Radio Gets Crack At Carrier Rental Dollars

For years, many FM stations have been earning thousands of dollars a month by renting out their subcarriers for purposes such as background music services like MUZAK. But AM stations have had no such opportunities.

That all changes July 1. Last week the FCC issued its new rules approving the use of AM carriers for utility load management starting on that date. FM was approved for the same use last year.

Altran Electronics has been running a successful test of load management over KNX/Los Angeles for several years. It works like this: in certain businesses and homes, the circuits that supply power to air conditioners and water heaters are equipped with special AM receivers.

The local power company, using the AM signal of KNX, can send out an inaudible tone that is a command to turn those circuits on or off. This enables the utility to control electricity flow, especially at critical peak demand times.

In Washington, Altran is represented by attorney Peter Tannenwald of the law firm Arant, Fox, Kitner, Plotkin & Kahn. He predicts some utilities will be using AM for load management by year's end. Moreover, he has "no problem" forecasting that stations in major markets could match the earnings of FM outlets when it comes to carrier rental - as much as \$10,000 a month.

Will Design Around AM Stereo

One thing that worried the FCC was whether load management will interfere with AM stereo. The inaudible command tones will go out on the same frequencies used to turn on stereo indicator lights.

Tannenwald doesn't foresee a conflict. "It's obvious the load management people will have to design around AM stereo," he says. He points out there are a number of frequencies available and contends a problem might arise only in the unlikely event that stations using all five

possible AM stereo systems were broadcasting in the same community.

Small Market AM's May Be Left Out

Tannenwald isn't sure small market stations will ever get into the act. A major obstacle, he believes, is the high cost of the computer a utility needs to run a load management system. It might never be cost-effective for a small utility serving relatively few customers to invest in such a system, he fears.

Will only one station per market be used? Probably not, he thinks. A utility may very well need several stations to get the coverage it needs. Still other carriers might be needed if water and gas utilities turn to AM load management, or if the FCC okays still other uses of AM carriers.

Since utilities are just learning about load management, Tannenwald advises broadcasters interested in the technology to contact Altran (213-323-8020) or other firms involved in the field.

Of course, as in all aspects of telecommunications, there's competition in load management. Firms like Vidette Energy Research are marketing FM systems. Cable, private radio, and even AT&T are also vying for a piece of the action.

Ultimately, Tannenwald sees load management via radio carriers becoming increasingly sophisticated. For instance, he envisions a system that shuts off air conditioner cooling units, but leaves the blowers running so customers don't know they've been shut off. Or, customers may have an override switch enabling them to turn a device back on, but they'd be charged a higher rate.



Rep. Marc Marks

be "unusual for any person that has any brains and any semblance of a thinking process" to agree with every stand a trade group takes.

With regard to the many local broadcasters he knows, Marks told R&R, "They really have a great desire to follow up on new technologies, and I think that's going to happen. Certainly competition will force those who resist that to come into the real world. There's just too much happening today too fast for people in the communications business not to want to go on."

Radio Fan

"I love radio," Marks told R&R, re-

calling fond memories of some announcing he did on his college radio station and at a local commercial outlet in Alabama. He predicts as NAB President, "I don't think I would neglect radio."

His personal rapport with members of Congress is one of his strongest qualifications, Marks believes. But would his effectiveness on Capitol Hill be impaired by his outspoken criticism of Reagan economic policies? Just the opposite, he replies.

"My relationship with my colleagues, except for the very extreme right wing, has become even closer since I've been speaking out. They feel my doing that has made it easier for them to speak out."

Defiantly, he continued, "I think if anybody wanted me to apologize for that (speaking out) in an effort to get any job, I would turn the job down."

Since announcing his retirement, Marks has concentrated his fire on Reaganomics, but last week he attacked the new GOP television ads with actors portraying Tip O'Neill and Jimmy Carter.

"It is belittling to have that type of trash appear as representative of Republican thinking," he said on the House floor. "Is it really smart for the Republicans to hire an actor to pretend to be President? People who live in White Houses..."

MOVIN' RIGHT ALONG!



VAN HALEN

AVERAGE MOVE: +4

"Dancing In The Street"

- | | | | | |
|---------------|-------------|----------------|----------------|---------------|
| WBEN-FM 40-36 | Y100 deb 23 | WHFM add | KINT 21-15 | WSSX 20-18 |
| WXKS-FM 24-21 | Q105 add 24 | 92FLY add | KBFM add | WANS-FM 25-19 |
| JB105 31-28 | KEGL 24-17 | WRCK 28-22 | WABB-FM deb 22 | WNOK-FM add |
| CHUM 21-15 | KBEQ deb 35 | WLAN-FM deb 29 | WZYP add | WRVQ deb 22 |
| WIFI deb 30 | WGCL deb 21 | Q106 add | KX104 add | WJXQ 4-2 |
| Z93 add | WPHD 10-9 | KSET-FM 9-9 | WMAK-FM deb 29 | Z104 25-17 |
| | | | WDCG add | FM103 21-18 |

Produced by Ted Templeman

- | | | |
|----------------|-------------|----------------|
| KHYT 24-19 | WSKZ on | WZYQ 24-21 |
| WTSN add | WOKI 30-28 | WOMP-FM deb 36 |
| Q104 17-14 | WSEZ on | WAEV deb 28 |
| WFLB add | WRQK on | WCGQ 29-26 |
| KILE add | WVIC 30-29 | WXLK 25-21 |
| KSEL-FM 10-6 | WKFR on | WGLF 26-25 |
| KQIZ-FM add | KMGK on | WYKS 31-26 |
| KVOL 27-20 | KOFM deb 30 | KKQV deb 26 |
| WCAU-FM on | KZ93 deb 20 | Q101 on |
| B104 on | WLYT deb 28 | KKXL-FM on |
| CKGM on | 92X on | WSPT on |
| KFI on | KKXX 24-21 | WTRU add |
| 3WT 26-26 | KJRB on | KRNA 25-22 |
| WPST 27-23 | KNBQ deb 29 | 99KG 37-32 |
| WYCR on | KBBK on | KFMZ 24-22 |
| WKRZ-FM on | KCPX deb 34 | KDVV on |
| K104 31-29 | KSKD deb 36 | WCIL deb 23 |
| WKEE 31-27 | KLUC deb 29 | KENI 37-31 |
| KHFI on | KIKI 27-27 | KKLV on |
| G100 29-27 | WGUY 26-21 | KSly 24-23 |
| WHHY-FM deb 29 | WACZ 27-24 | KCBN 39-35 |
| BJ105 29-24 | WIGY on | KATI 30-26 |
| CK101 deb 40 | WFBG 22-22 | KYYA 25-21 |
| WBBQ 27-22 | WCIR deb 24 | KOZE deb 30 |

- | | | | |
|---------------|----------------|----------------|---------------|
| Z93 30-21 | WAEV 25-17 | FM100 26-22 | KHYT on |
| 94Q 9-5 | WFOX add 34 | KX104 27-23 | WJBQ on |
| Q105 25-22 | WGLF 31-24 | WMAK-FM deb 23 | WGUY deb 23 |
| KBEQ add | KKRC-FM add 27 | WSKZ deb 23 | WFBG on |
| KEZR 29-19 | KRNA add | WOKI 33-26 | WCIR deb 30 |
| KYYX deb 30 | KKLV add | WQUT deb 25 | Z102 26-24 |
| KZZP 29-26 | KOZE add | WRQK on | 95SGF 28-23 |
| WAEB 30-25 | CKGM on | WCSC 27-22 | WCGQ deb 24 |
| WKEE 33-28 | KRLA on | WSSX on | WISE 33-31 |
| KZFM 27-21 | KFI on | WANS-FM deb 26 | WFLB on |
| G100 add | KIQQ on | WVIC on | KILE 37-35 |
| WHHY-FM 26-17 | WPHD 29-28 | WJXQ 28-27 | Q101 on |
| CK101 add | WHFM on | KMGK deb 30 | KVOL on |
| WBCY 6-5 | KINT deb 23 | KZ93 on | KKXL-FM 25-22 |
| WNOK-FM add | KHFI deb 21 | Z104 deb 29 | KELO 31-27 |
| WRVQ deb 11 | KBFM deb 28 | KIDD deb 30 | WSPT on |
| KOFM add | KROK on | KNBQ on | 99KG deb 36 |
| WIKS add | WJDX 29-24 | KKFM 24-24 | KENI 34-27 |
| KKXX add | WZYP on | KCPX 33-26 | KSly 27-27 |
| KBBK add | BJ105 on | KSKD deb 39 | KCBN 29-23 |
| WOMP-FM add | WDOQ on | KLUC deb 28 | KDZA deb 30 |
| Q104 10-9 | WBBQ 21-17 | KRQ on | KATI deb 32 |



EYE TO EYE

"Nice Girls"

AVERAGE MOVE +5

Produced by Gary Katz



AMBROSIA

"How Can You Love Me"

- | | | | | | |
|---------|---------|------|---------|---------|------|
| KEGL | KZFM | WVIC | KHYT | KVOL | KFMZ |
| WRCK | KSET-FM | WJXQ | WIGY | KKXL-FM | KENI |
| 3WT | KINT | WIKS | Q104 | KFYR | KSly |
| WKRZ-FM | WGH | KCPX | KSEL-FM | KRNA | |

Produced by James Guthrie

Manufactured & Distributed by Warner Bros. Records





Radio Brings Joy To Office World

Since Easy Listening-formatted **WWJF/Ft. Lauderdale** is "the JOY of Florida," the station decided to go one step further and see just how much joy radio brings to office listeners. According to a survey of 1100 offices conducted by Miami-based First Research, office radio listening is more prevalent than previously thought:

- More than half of office workers in the two South Florida metro areas (Miami and Ft. Lauderdale-Hollywood) are listening while they work
- More than half of them listen on individual radios
- Close to one-quarter of all office employees were listening on PA systems.

French Revoke State Broadcasting Monopoly

France recently voted in a new law nullifying direct government control over public broadcasting. Now local radio stations and cable television will be permitted, under the watchful eyes of a nine-member panel.

This panel is authorized to license local radio and cable TV (which won't be allowed to carry commercials), select network presidents, oversee programming between the nets, and help stations maintain professional standards of conduct. Additionally, limits on television advertising income have been lifted, while part of the new

legislation regulates the period between theatre-screened films and their release on videodiscs/cassettes. Although a set time period will be announced soon, it won't extend beyond 18 months.

Still facing amendment and vote is the measure for a primarily state-funded company to market radio and television productions around the world. The firm would also be able to invest in program productions, and would replace the commercial services currently run by individual networks.

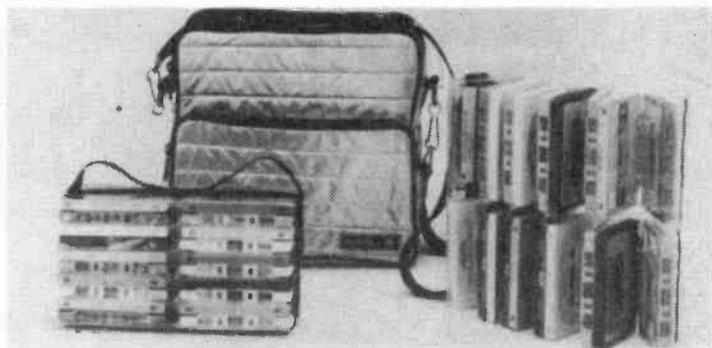
IT Cuts Computer Costs

So you're entertaining the notion of going computer, outfitting the station newsroom with state-of-the-art technology. Just as the notion gains some momentum, however, it's foiled again by those villainous high prices. But **Integrated Technology** has bitten off what stations can't chew and devised a computer system within the affordable grasp of smaller News/Talk and music stations with heavy News emphasis. At \$29,000 it's considerably cheaper than the \$100,000 + tab for the **KCBS/San Francisco** IT system.

This newly-developed system integrates many of the scientific improvements implemented at the major market level. The operation consists of three terminals, which encompass several capabilities: feeding two wire services, full word processing/editing, and a splitscreen that lets a writer refer to a wire story on one side as he/she rewrites it on the other side. Adapting itself to the talk needs of a station, IT's computer can flash vital information concerning, for example, callers to the on-air talk personality.

Call (816) 763-2286 or (913) 677-1041 to find out more about Integrated Technology's computer systems.

Have Tape Tote, Will Travel



E-Z-See Tape Tote and Shoulder Bag

Since summer is almost officially here, you're no doubt planning beach trips and other weekend junkets to get away from it all. As you're cruising along or soaking in those rays, you probably want taped accompaniment — your *kind* of music to help relax and unwind. But now the dilemma begins. How many tapes do I have room for? Which ones should I take or leave behind? Where do I put them because I don't want to be bothered with a clunky case? **Technidyne's** E-Z-See Tape Tote might be the solution.

The tape case is made of foldable plastic, holding up to 20 cassettes whose labels are instantly visible, so you can make a quick selection and not interrupt your fun for a lengthy period. There's also a silver quilted polyurethane shoulder bag which stores two full tape totes (for a total of 40 cassettes) so you don't have to worry about playing through everything you've brought in a couple of hours. A front zippered compartment on the bag also holds a portable stereo system.

Tape Totes retail for \$4.95 each; the bag is \$14.95. For additional details call (212) 355-5049, or write 16 East 52 St., New York, NY 10022.

Games Segue Into Sequels

Sequels aren't just limited to the movies (like this summer's "Grease II" and "Rocky III"). Two favorites, one old, one new, have jumped on the sequel bandwagon: Monopoly and Rubik's Cube.

Although it took 47 years, **Parker Brothers** is introducing an accessory

to its successful standby. "Monopoly Playmaster" meets today's electronic challenge and retains the game's basic principles. While the same board and playing pieces associated with the original are still used, the \$65 Playmaster is a plastic box positioned on the board's midsection that emits

various lights/sounds to direct game progress. It rolls the dice, forces plays to speed up the game (i.e. giving up a monopoly), auctions un-owned property, and lends money. What took several hours to finish is now completed in an hour and a half — giving you time to fit more games. It's available in August.

No less popular is the two-year-old Rubik's Cube. Capitalizing on that fact is the maker of the original cube, **Ideal Toys**, which is launching variations that are as difficult to monitor as the puzzles themselves. There's "Rubik's Revenge," which has 16 small squares on a side instead of the original nine; "Rubik's Pocket Cube," with only four squares to a side; "Rubik's World," a globe whose sections are mixed up (very timely); "Rubik's Race," a two-player game of sliding tiles; "Rubik's Game," a cube with holes in each square for pegs; object is to get three pegs in a row; "Color Match," where you match a Rubik's cube face using cards; and "Alexander's Star," a 12-sided star shaped form covered with six pointed stars, each of six different colors, rotating on six different axes.

Promotion Tags Key Drivetime Audience

Keying its sights on the 70% of all radio listeners who tune in as they turn on the ignition, the **2B System Corporation** has devised another facet of its popular plastic discount card promotion. The "Super-Saver Car Key Tag" is a small plastic square imprinted with station call letters and an individual listener registration number that attaches to a key ring. Stations, advertisers, and listeners alike benefit through increased visibility, increased store traffic, and special merchant discounts.

Contest participants must activate their numbers by registering with local merchants. However, they can increase their chances of winning by registering with more than one store. This promotion also links the station to its community with the "Lost Key Protection" service. It operates in the same fashion as lost hotel key tags. All the finder has to do is drop the keys in any mailbox and return postage is guaranteed by the station. The registered listener only has to call the station to retrieve the lost set of keys. As an extra boon to stations and listeners, the tag glows in the dark. So the message is gotten across both day and night while listeners won't have to fumble in the dark for their keys.

For details on market exclusive availability, call (313) 588-7400.



American Soars As No. 1

The **Airline Passenger Association** conducted its biennial survey of frequent travellers and, once again, it's plane to see that **American Airlines** retains the number one position as the flyers' favorite. American has enjoyed this top-flight status in the last three surveys.

Next up in order of preference were **United, Delta, and TWA**. Among the airlines the surveyed passengers steered away from were **Eastern, Braniff** (did they know something the airline didn't?) **USAir, and Pan American**.

WESTWOOD ONE

AMERICA'S NUMBER ONE

PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES

NEW YORK

WHN

New York

**DOUBLEDAY THOUGHT A NEW YORK
COMPANY OUGHT TO HAVE
A NEW YORK RADIO STATION...
SO WE BOUGHT ONE.**



WAPP(FM) IS NEW YORK'S "APPLE"

On May 3rd, Doubleday Broadcasting acquired WAPP(FM), serving the New York metropolitan area with maximum facilities atop the World Trade Center in Manhattan.

In just a few weeks we'll be offering the listeners in the nation's largest and toughest market that same winning programming that has made Doubleday Broadcasting

the most successful radio group in the country.

Half of our FM facilities are now located within the ten largest markets. No other major market radio group has as many of its stations as highly rated at any one time.

And now, we're in the #1 market. Stand by, as our "APPLE" gets ready to rock The Big Apple.

DOUBLEDAY BROADCASTING ... WE ROCK THE NATION.

WAPP(FM)
New York

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KWK AM/FM
St. Louis

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

Represented Nationally by McGavren Guild,
HN&W, CBS/FM National Sales and Major Market Radio
WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KWK-FM/Granite City-St. Louis, KDWB-FM/Richfield, MN

We Have The...
HOTS FOR YOU

 **ONE WAY**
“CUTIE PIE”

(MCA-52049)

WXKS-FM 21-14	WCSC add	KHYT add
I95 add	KYNO-FM 14-6	WGUY 22-16
KIQQ 4-4	FM102 23-21	WFLB deb 34
KITY deb 32	KGGI add 7	KDZA 30-20
KZFM add	KKFM add 20	

 **OAK RIDGE BOYS**
“SO FINE”

(MCA-52065)

KFI	WSEZ	WNAM
WFBR	WGH	KBBK
WTIX	WVIC	WZYQ
KXX106	KOFM	KELO
WMAK-FM		

 **OLIVIA NEWTON-JOHN**
“LANDSLIDE”

(MCA-52069)

KFI	WYCR	WMAK-FM	WGH	KELO
WTRY	WKEE	WOKI	KOFM	KKLS
KC101	KITY	WSEZ	WFOX	KCBN
WPST	KROK	WRQK	WISE	KDZA
Q106	BJ105	WCSC	WFLB	
	WDOQ	WNOK-FM	WYKS	

MCA RECORDS

Ratings & Research



JHAN HIBER

Week In Review

Birch Makes NY Inroads

Two New York City stations have recently jumped on the Birch Report bandwagon. According to Tom Birch, "Both WMCA and WADO have dropped Arbitron and picked up our service." Talk stations often do well in the Birch figures, which may have prompted the WMCA move, Birch speculated, while he mused that WADO — and possibly other ethnic or Urban stations — was not happy with Arbitron's Hispanic sampling methods.

In recent days Birch has been making a number of presentations to major ad agencies in New York and Chicago. Attended by many major agencies (as well as by several Arbitron observers), the presentations described the Birch Report's Quarterly Summary Report and the firm's methodology. Reportedly major agencies such as J. Walter Thompson, William Esty, Benton & Bowles and BBD&O are prepared

to begin using Birch in some buying and planning situations.

Huntington Exodus

Reportedly, most of the Arbitron subscribers in the Huntington, WV market have chosen not to renew with that firm but have signed instead with the Birch Report. According to station sources in the market, only WKEE & WHTN have renewed their Arbitron paperwork. Arbitron representatives have no comment on the matter at press time, being unable to confirm or deny that three AM-FM combos were no longer with the largest ratings service.

Arbitron Names Research Exec

Donald Hinman, a project manager in Arbitron's Research Department, has been promoted to the post of Manager of Marketing/Research Services. Hinman replaces Paul Rule, who has recently formed a new marketing and media information firm, Marquest, in Beaufort, NC.

Birch Quarterly Premieres

The long wait for the arrival of the first Birch Report Quarterly Summary Reports (QSR's) is over. Many of the major markets have received or will soon get their first QSR's covering the January-March quarter. Since this is one of the most eagerly-awaited ratings/research items in years, I'll spend the next two weeks delving into the Birch effort. This week I'll debut some of the "live" pages from the Chicago QSR, showing examples of information not obtainable in your local Arbitron report. Next week I'll dig more into the technical aspect of the report and how it compares to the Arbitron for the same time period.

Buying, Selling Insights

The point of the Birch QSR is to move the company from a monthly programming-oriented ratings service to a quarterly sales-oriented tool. Let's see what ingredients might contribute to the buying-selling flow.

1. Location Of Listening

Birch breaks down its data into one of three location possibilities — at home, away from home in a vehicle, and away from home, other (such as in-office). Below you'll see an example of how the information is displayed for one of the major demos, adults 18-49.

AVERAGE QUARTER HOUR PERSONS ESTIMATES BY LOCATION

	MON - FRI 6:00AM - 10:00AM			MON - FRI 10:00AM - 3:00PM			MON - FRI 3:00PM - 7:00PM			MON - FRI 7:00PM - MIDNIGHT			SAT - SUN 10:00AM - 3:00PM		
	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER	HOME	CAR	OTHER
	WAAA	20	22	18	47	3	44	15	4	4	64	27	87	7	7
WBBB	331	113	17	62	6	47	75	118	4	59	1	223	106	43	54
WCCC	111	51	17	62	6	47	100	22	9	59	1	304	64	13	13
WDDD	321	9	49	269	9	28	238	16	79	376	32	31	24	142	142
WEEE	85	50	12	42	89	59	31	64	14	4	4	102	85	85	85
WFFF	181	69	176	54	37	356	131	63	178	106	5	54	102	85	85
WGGG	143	8	8	19	25	84	94	17	76	76	10	110	27	27	203
WHHH	171	111	92	187	106	190	223	100	39	88	18	542	246	203	203

What can this type of information tell a broadcaster or ad buyer? For one example, look at the differences in morning drive between WBBB and WDDD. Their average quarter-hour audiences at home are almost identical but WBBB has a significant lead when it comes to reaching commuters in-car. On the other hand, WDDD's audience profile among the "other" category — most likely those on the job — is more notable than that of WBBB. These tidbits of information are extremely valuable when targeting media buys, touting a station's real strength, or designing copy that appeals to the right audience (what are they doing when they are likely to hear a commercial?) at the right time.

You'll note that for sales and programming purposes, Birch has broken out the location data by major daypart. It's interesting to see that besides the usual major Monday-Friday segments, Birch has also shown weekend middays. Listening in these dayparts is usually high, and mobility on the weekends is often a much different pattern from mobility during the weekdays.

2. Cume Duplication

How much of your audience listens to your competitor, and how much of its

audience tunes to you? Programming and sales guidance can be gleaned easily from the data you see below, the cume duplication breakout. The example here is for men 18+, showing each station's exclusive cume and duplicated cume. A broadcaster can compare these to the station's total weekly cume to see how each station fares.

PERCENT OF WEEKLY CUME DUPLICATED

WEEKLY TOTAL CUME PERSONS	WEEKLY EXCLUSIVE CUME PERSONS	MONDAY - SUNDAY 8:00AM - MIDNIGHT																		
		WAAA	WBBB	WCCC	WDDD	WEEE	WFFF	WGGG	WHHH											
		PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT	PCT									
534	45	100.0	32.4																	
4673	825	3.7	100.0	3.4	1.7	4.3	8.9	11.8	5.9											
1462	66		10.9	100.0	1.6	8.5	17.2	5.5	10.1											
1368	60		5.8		100.0		3.9	4.1	5.6											
1226	131		16.4	10.2		100.0	13.2	1.9	22.0											
1704	260		24.5	14.7			100.0	3.4	14.5											
1854	197	3.4	31.1	4.4				100.0	1.2											
1929	234		14.3	7.6					100.0											

advertisers on the basis of rates and merchandising, since it might be likely that a commercial on either station

could reach a worthwhile audience. What the QSR does for the buying and selling of radio time will be a most interesting phenomenon to watch.

both groups. Depending on the salesmanship used and the other qualitative data to back up the pitch, station WFFF could argue that it has a good correlation of working women and grocery shoppers, while WHHH could say that a spot on its air could reach additional shoppers who are not at work, thus broadening the reach of the commercial.

Improvements Needed

While the Birch QSR is a welcome addition to the ratings world, there are some improvements that could be made. The data pages often have the station calls only in the left hand margin, making it tough to follow across the page. Calls in the right-hand margin would be a welcome touch.

3. Qualitative/Product Usage Data

Birch is the first ratings service since Burke to put qualitative or product usage data in its ratings report. 15 categories are included in each QSR, with five categories derived from each month's worth of interviews. On a total week adults 18+ basis, here's a sample of what the Birch qualitative information looks like.

QUALITATIVE/PRODUCT USAGE LISTENING ESTIMATES

	MONDAY - SUNDAY 8:00AM - MIDNIGHT									
	COLLEGE GRADS		HIGH INCOME HSHLDS		HOME OWNERS		GROCERY SHOPPERS		WORKING WOMEN	
	AQH	CUME **	AQH	CUME **	AQH	CUME **	AQH	CUME **	AQH	CUME **
WAAA		40	1	82	1	82	1	42	1	39
WBBB	34	827	46	971	64	1148	30	669	13	292
WCCC	13	350	11	390	18	426	17	409	13	300
WDDD	12	282	31	374	17	360	26	336	13	225
WEEE	6	333	7	277	8	378	6	235	2	119
WFFF	19	533	28	735	51	898	32	619	24	508
WGGG	28	606	19	498	23	581	17	421	16	164
WHHH	12	510	54	988	59	1142	41	804	28	549

Some explanatory words are in order here. Birch defines "High-Income Households" as those with annual incomes of \$25,000+. "Grocery Shoppers" was comprised of those listeners who spent \$76 or more weekly on grocery purchases. "Working Women" were those ladies who worked full-time.

How might this qualitative or product usage data be useful? If you take WFFF and WHHH you'll see an example of how an interesting sales story might be generated.

WHHH has a higher average audience among grocery shoppers than among working women, while WFFF has almost an equal audience among

index, a guide to what is average for the marketplace. It may be great to know that WHHH has a good profile among high-income households, but it would be even better to know how that figure compared to the station's overall cume and quarter hour and how it compared to a marketplace average. Percentages and indexing would solve those two problems.

So much for the "goodies." Now that I've whetted your appetite for the QSR's innovations, we'll next dig into the technical nitty-gritty of the Birch quarterly and look at how it compares to a relevant Arbitron. See you next week!



NBC Radio's Young Adult Network

GREG KIHN BAND. THE ROCK STARTS HERE.

Put on your high-heeled sneakers and turn up your radio. Because Greg Kihn and his band are about to turn your radio into a rockihn' roll machine. Recorded live in concert at The Ritz in New York City. Exclusively on The Source. Your night on the town begins "When The Music Starts," and continues with "Rendezvous," "Woman-kind," "The Breakup Song," "Higher And Higher," "For Your Love," and, of course, "Roadrunner," all on Berserkley Records. And more! Produced by Starfleet Blair Inc. For a night of break-neck rock release, plan to rendezvous with Greg Kihn, Larry Lynch, Steve Wright, Dave Carpender and Gary Phillips. You'll be glad you did!

**The weekend of June 11,
12 & 13.**



Brought to you, in part, by Delco Electronics and by The U.S. Army.

These Are All Chicago Stations:

- | | | |
|---------|---------|---------|
| WLS | WDOQ | KHYT |
| WBEN-FM | CK101 | KIKI |
| Z93 | WBBQ | WGUY |
| 94Q | FM100 | WCIR |
| Q105 | KX104 | 95XIL |
| CKLW | WMAK-FM | WZYQ |
| KEARTH | WOKI | Q104 |
| KFI | WQUT | 95SGF |
| KEZR | WBCY | WFOX |
| WFBR | WAYS | WCGQ |
| WTRY | WRQK | WFLB |
| KC101 | WCSC | WXLK |
| WLAN-FM | WANS-FM | WGLF |
| WAEB | WRVQ | WYKS |
| WKRZ-FM | WZZR | KKQV |
| K104 | KIOA | KKXL-FM |
| WKEE | KMGK | KKLS |
| WTIX | Z104 | WTRU |
| G100 | WNAM | KENI |
| WHHY-FM | WGBF | KCBN |
| Y103 | WKDQ | KATI |
| | KKXX | KOZE |

Chicago



"Hard To Say I'm Sorry"

Produced by David Foster



Manufactured & Distributed by Warner Bros. Records

RATINGS REPORT

ARBITRON RADIO

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Salinas-Monterey METRO RANK **118**
POP(00): 2422

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Spring '81
1 KGO -AM	12.0	KDON-FM	17.1	KDON-FM	11.6 (M)
2 KCTY-AM	9.2	KIDU-AM	9.0	KGO -AM	9.7 (M)
3 KDUN-FM	8.4	KTOM-AM	7.0	KIDU-AM	8.9 (M)
4 KIDU-AM	7.8	KGO -AM	6.5	KSJO-FM	6.5 (A)
5 KWYT-FM	7.2	KWYT-FM	6.5	KTOM-AM	5.9 (C)
6 KWAV-FM	5.8	KOKU-FM	5.4	KWYT-FM	5.9 (M)
7 KLRB-FM	5.8	KWAV-FM	4.9	KCTY-AM	5.9 (S)
8 KDUN-AM	5.0	KCTY-AM	4.7	KCBS-AM	5.4 (M)
9 KCBS-AM	4.2	KCBS-AM	4.1	KWAV-FM	4.6 (A)
10 KTOM-AM	4.2	KLRB-FM	3.6	KBAY-FM	3.2 (M)

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KDON-FM	1	KTOM-AM
2	KSJO-FM	2	KWAV-FM
3	KIDU-AM	3	KDON-FM

Appleton-Oshkosh METRO RANK **119**
POP(00): 2410

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81	Fall '81	Spring '81	Fall '81	Spring '81	Fall '81
1 WRQE-FM	11.6	WHBY-AM	11.6 (AC)		
2 WNAM-AM	10.6	WIXX-FM	10.2 (M)		
3 WYTL-AM	9.3	WYTL-AM	9.4 (C)		
4 WAPL-FM	9.0	WNAM-AM	9.2 (M)		
5 WHBY-AM	8.8	WAPL-FM	9.2 (A)		
6 WIXX-FM	8.5	WRQE-FM	7.5 (M)		
7 WOSH-FM	5.9	WYNE-AM	5.7 (C)		
8 WKAU-FM	4.4	WOSH-FM	5.4 (M)		
9 WKAU-AM	4.1	WCIE-AM	4.3 (C)		
10 WYNE-AM	3.6	WKAU-FM	4.0 (M)		

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WAPL-FM	1	WYTL-AM
2	WIXX-FM	2	WNAM-AM
3	WNAM-AM	3	WHBY-AM

Daytona Beach METRO RANK **120**
POP(00): 2395

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Spring '81
1 WWLV-FM	15.7	WDOQ-FM	17.7	WDOQ-FM	14.3 (AC)
2 WDOQ-FM	15.4	WWLV-FM	17.1	WWLV-FM	13.3 (M)
3 WDBO-FM	14.7	WDIZ-FM	11.2	WEL E-FM	12.0 (C)
4 WEL E-FM	10.4	WDBO-FM	9.8	WDBO-FM	11.5 (M)
5 WDIZ-FM	7.7	WEL E-FM	9.8	WDIZ-FM	8.9 (A)
6 WNUB-AM	6.7	WNUB-AM	6.5	WRUD-AM	7.4 (M)
7 WSBB-AM	5.0	WSBB-AM	4.5	WNUB-AM	5.6 (AC)
8 WEL E-AM	4.3	WEL E-AM	3.1	WSBB-AM	4.1 (AC)
9 WRUD-AM	4.0	WMFJ-AM	2.5	WDAT-AM	3.1 (AC)
10 WKXX-AM	2.0	WRUD-AM	2.5	WMFJ-AM	2.3 (M)

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WDOQ-FM	1	WEL E-FM
2	WDIZ-FM	2	WDOQ-FM
3	WEL E-FM	3	WWLV-FM

Eugene-Springfield METRO RANK **122**
POP(00): 2362

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Spring '81
1 KUGN-AM	14.2	KPNW-FM	14.1	KSND-FM	12.5 (M)
2 KPNW-FM	13.9	KSND-FM	13.9	KUGN-AM	12.3 (AC)
3 KSND-FM	10.5	KUGN-AM	9.8	KPNW-FM	11.7 (M)
4 KZEL-FM	9.9	KEED-AM	7.9	KZEL-FM	10.6 (A)
5 KPNW-AM	9.6	KPNW-FM	7.6	KUGN-FM	8.9 (C)
6 KEED-AM	9.3	KZEL-FM	7.6	KEED-AM	7.8 (C)
7 KBDF-AM	5.1	KQUQ-AM	6.3	KPNW-AM	7.2 (AC)
8 KUGN-FM	3.7	KUGN-FM	6.0	KQUQ-AM	5.8 (M)
9 KASH-AM	2.8	KBDF-AM	4.1	KBDF-AM	4.2 (M)
10 KOKE-AM	2.3	KBMC-FM	3.8	KORE-AM	3.9 (M)

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KZEL-FM	1	KUGN-AM
2	KSND-FM	2	KEED-AM
3	KUGN-FM	3	KUGN-FM

Kalamazoo METRO RANK **123**
POP(00): 2338

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Fall '80	Spring '81	Fall '80	Spring '81	Fall '80	Spring '81
1 WKZO-AM	15.9	WKFR-FM	12.9	WKZO-AM	13.2 (AC)
2 WKFR-FM	12.1	WKZO-AM	11.6	WKFR-FM	12.6 (M)
3 WQLR-FM	9.2	WQLR-FM	10.1	WQLR-FM	9.0 (M)
4 WOOD-FM	6.9	WKRD-FM	8.0	WKMI-AM	8.4 (M)
5 WKRD-FM	6.6	WKMI-AM	7.5	WLAV-FM	7.8 (A)
6 WKMI-AM	6.1	WOOD-FM	7.5	WJFM-FM	6.2 (M)
7 WNNW-FM	4.9	WNNW-FM	7.0	WOOD-FM	5.9 (M)
8 WJFM-FM	4.6	WJFM-FM	5.4	WNNW-FM	5.0 (C)
9 WMAQ-AM	4.6	WLAV-FM	4.4	WMAQ-AM	4.2 (C)
10 WLAV-FM	4.3	WBUR-AM	3.6	WKRD-FM	3.9 (M)

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WKFR-FM	1	WKFR-FM
2	WLAV-FM	2	WQLR-FM
3	WKMI-AM	3	WKZO-AM

Modesto METRO RANK **128**
POP(00): 2273

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81	Fall '81	Spring '81	Fall '81	Spring '81	Fall '81
1 KBEE-FM	10.3	KBEE-FM	15.1 (M)		
2 KUSO-FM	8.8	KUSO-FM	10.0 (AC)		
3 KFIV-FM	8.3	KHOP-FM	8.0 (A)		
4 KHOP-FM	8.3	KTRB-AM	6.6 (C)		
5 KTRB-AM	5.9	KNBR-AM	5.4 (AC)		
6 KCBS-AM	5.6	KFIV-FM	5.1 (AC)		
7 KRAK-AM	5.0	KCEY-AM	5.1 (C)		
8 KCEY-AM	5.0	KCBS-AM	4.3 (M)		
9 KMYT-FM	4.4	KMYT-FM	4.3 (M)		
10 KNBR-AM	4.4	KRAK-AM	3.4 (C)		

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KOSO-FM	1	KBEE-FM
2	KFIV-FM	2	KOSO-FM
3	KHOP-FM	3	KNBR-AM

Roanoke METRO RANK **137**
POP(00): 1935

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81	Fall '81	Spring '81	Fall '81	Spring '81	Fall '81
1 WXLK-FM	22.6	WPVR-FM	17.8 (M)		
2 WPVR-FM	20.4	WSLC-AM	16.6 (C)		
3 WROV-AM	14.7	WXLK-FM	15.8 (M)		
4 WSLC-AM	14.0	WROV-AM	12.6 (AC)		
5 WFLK-AM	7.5	WFLK-AM	12.6 (AC)		
6 WSLQ-FM	6.5	WSLQ-FM	9.3 (C)		
7 WFLY-AM	5.7	WJLM-FM	3.6 (C)		
8 WJLM-FM	2.2	WTUY-AM	2.4 (B)		
9 WRIS-AM	1.4	WKBA-AM	1.2 (RL)		
10 WUEZ-AM	0.7	WKIS-AM	0.8 (RL)		

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WXLK-FM	1	WPVR-FM
2	WSLQ-FM	2	WSLC-AM
3	WROV-AM	3	WROV-AM

Lubbock METRO RANK **143**
POP(00): 1747

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81	Fall '81	Spring '81	Fall '81	Spring '81	Fall '81
1 KLLL-FM	22.7	KLLL-FM	17.4 (C)		
2 KSEL-FM	12.5	KFMX-FM	13.2 (A)		
3 KFMX-FM	11.4	KSEL-FM	12.5 (M)		
4 KSEL-AM	8.6	KTEZ-FM	12.1 (M)		
5 KTEZ-FM	8.2	KSEL-AM	7.5 (M)		
6 KFYU-AM	7.5	KFYU-AM	6.4 (C)		
7 KEND-AM	6.7	KLFB-AM	5.0 (B)		
8 KLLL-AM	5.5	KEND-AM	3.9 (C)		
9 KRAM-AM	3.9	KLLL-AM	3.9 (C)		
10 KRLB-AM	3.5	KRLB-FM	3.6 (AC)		

Adults 18-34		Adults 25-64	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KFMX-FM	1	KLLL-FM
2	KLLL-FM	2	KTEZ-FM
3	KSEL-FM	3	KSEL-AM

A-AOR, AC-Adult/Contemporary, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk, U-Urban Contemporary.

Sales



JONATHAN HALL

- Breaking Down CHR Stereotypes For More Sales
- Thorough Training Prepares Sales People
- ▶ Interdepartmental Meetings Enhance Understanding
- ◀ Emphasis On New Sales Calls

WWKX—Selling CHR Creatively

Tex Meyer is VP/General Manager of WWKX(Kicks 104)/Nashville. He did the sales segue from programming while he was PD and Operations Manager of WGOW/Chattanooga, TN from 1969 to 1973. Prior to that he had been National Music Director for Charter and had been involved in other operations as a programmer and announcer.

It's his programming background that helps Tex understand the problems and opportunities associated with selling a well-programmed station. Tex is promotion-minded. For the Fourth of July, the station will be hosting the "Busch 420," a NASCAR event. Busch will be the exclusive sponsor with WWKX giving away custom silk Busch 420 jackets; taking winners into the "pits," and hosting a dinner on the grounds of the race where winners can mix with the racing stars.

I spoke with Tex on his methods of selling his CHR-formatted station.

R&R: Do you have an advertising and promotion person on your staff?

TM: All promotions are worked through programming and sales, which would be through Michael St. John, the Program Director, and myself; we work together closely on ideas. I know we are a highly visible radio station. What we do is get involved with people that can help us and we can help them.



Tex Meyer

R&R: Busch is obviously one example. What else have you done?

TM: We did a model search last fall for a large retail department store at all their metro locations. We obviously sold the promotion to them so everything was tied together in commercial matter on the air. It didn't take a lot of outside promotion. Their commercials really sold the promotion. At each one of their stores on a Saturday, we invited female listeners to come by and have their pictures taken. The winner would be featured in the retailer's ads for television, radio, and newspaper. They took a polaroid picture of each one of the girls that wanted to participate and we gave them a T-shirt. Well, the first Saturday, we ran out of T-shirts, the second Saturday we ran out of T-shirts, and the third Saturday we ran out of T-shirts. It was the hottest promotion I think the station has ever done and the hottest thing the department store has ever done.

R&R: Are your sales people expected to come up with a lot of promotions?

TM: It is done as a joint effort between programming and sales. However, people have definite ideas in the agency business, and we try to learn about their business by asking questions. Then we do brainstorming sessions.

R&R: How often are these sessions?

TM: As often as needed. When we have a specific thing to talk about and need some ideas, we get together. I'll call everyone in and say we need some input on this type of thing.

We did a promotion last month which is unusual for a CHR station. Our PD Michael St. John wanted to get involved in Vanderbilt University's spring intersquad football scrimmage. He thought it would be good community involvement, but I wasn't really that impressed with the thing. Obviously, spring and football don't necessarily go together.

But we printed all the tickets for the game with our four-color logo. We sold a two-week promotion to one sponsor. The only place you could get a ticket was at this particular sponsor. The \$5000 package included a very small commercial schedule.

The result was that Vanderbilt had its biggest attendance ever for the spring "Black and Gold Game." Last year they drew 1000 people, this year they drew 16,000. The sponsor was ecstatic. Vanderbilt was ecstatic. Obviously we made money on it and it was good community involvement.

We had our morning and evening personalities at the game, one on each side of the field. We had 16,000 people who heard nothing that night except Kicks 104. That came out of an idea session.



R&R: Did you broadcast the scrimmage?

TM: All we did was make the tickets available at a sponsor and run promos on the air talking about the spring game. It was just a super promotion. We do a lot of those things where we get involved. One of the things we won't do is a promotion we feel just won't succeed. We sit down and say this is a bad idea, this is a good idea, this is mediocre, let's improve on it. All the people have input into the radio station as far as this is concerned. Because of my programming background, I understand Michael's problems, and we have a good working relationship.

R&R: How many sales people do you have?

TM: We have a total of five.

R&R: Do they have specific assignments?

TM: We work on account lists. Accounts are rotated on a regular basis. Everyone that has started with the station has developed new and exciting accounts.

R&R: Do they have quotas for new accounts?

TM: No, not really. We try to emphasize two new sales calls every day — people who have not been called on. One of the things that we got on the air last month was the Snapper Mower dealer with co-op dollars. Snapper is a very expensive lawnmow-



PRESENTS



Go Gold

1982 VANDERBILT
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SATURDAY, APRIL 24, 1982
7:00 p.m. \$2.00

VANDERBILT STADIUM
General Admission Ticket
No Refunds Permitted



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er. It is a very tough sell for a Contemporary Hit Radio Station because they generally go after an older demo and a higher income level and there is this idea that generally contemporary music stations don't have that type of audience. It was the first time in my radio career that I have been with a contemporary station that has got Snapper on the air. And one of our sales people just did a super job with it.

R&R: Will you generally go after business that's not in your target demo?

TM: It depends. I think there are too many preconceived ideas in radio. I feel that Kicks 104 can sell Snapper mowers. I feel we have people who listen to our radio station who can invest in IRA accounts, even though the demo says maybe we are not the ideal or number one buy for that. However, I want our people to get results and I want them to work to get results. And if I have to say to them I really don't think it's right, then I'd rather have them pass on the business. But Snapper I feel is right for our radio station.



R&R: Do you do any kind of in-house training?

TM: Yes. This was something that was brought up at RAB's Managing Sales Conference. It has been wrong that in the radio industry we have a tendency to take people, bring them in for one day, tell them about the radio station, shuffle them onto the street and then say bring back orders. Xerox and IBM don't do it... they train people.

■ I don't want anybody going out on the street who is not 100% prepared. We have had the opportunity not to have a lot of sales people and not have the turnover. There is a process of osmosis here where we learn from each other. They are prepared when they go out on the street, they are encouraged to write proposals, encouraged to come up with creative selling.

R&R: What other things do you do to keep your people happy?

TM: Number one, if they are successful they are going to stay. It is very hard to steal a successful salesperson in any organization. So what we want to do is make them as successful as absolutely possible to encourage the things that they want to get out of life.

If they want to go to Greece, I say set a goal to go to Greece and let's obtain that goal. I work on a very positive atmosphere rather than a negative. I talk to them on a day-to-day basis on what they are going to do, what they want to accomplish. I encourage our sales people to take an hour out of the day to just think about where they are going and what they want to do in this business.

BROADCASTERS HONOR AGENCIES

Puget "Soundies" Awards Debut

The Puget Sound Radio Broadcasters have begun awarding "Soundies," recognizing "creative excellence" in "making the Puget Sound 'sound' better through a radio campaign." Monthly Soundies will be chosen by the Broadcasters' Creative Committee, comprising KISW/Seattle GM Steve West, and KUBE/GM Michael O'Shea. Clients, agencies, production companies, and others are eligible.

Winners Always Play The Right Kind Of Song

- | | |
|----------------|----------------|
| 94Q add | KKXL-FM deb 25 |
| KEGL add | KKLS 30-24 |
| WPHD add | KFMZ deb 23 |
| WYCR add | KCBN 37-31 |
| KHFI add | KOZE 24-18 |
| WSEZ add | KYYX |
| WSSX add | 3WT |
| WKFR add | KSET-FM |
| KBBK add | KINT |
| WRKR add | G100 |
| 96KX deb 32 | WAXY |
| WXKS-FM 29-24 | WMAK-FM |
| WIFI on | WCSC |
| KFI on | WNOK-FM |
| KEZR 28-24 | WGH |
| XTRA deb 20 | KNBQ |
| KCNR 17-15 | KSKD |
| WPST 33-29 | KHYT |
| WKEE 35-30 | WIGY |
| BJ105 34-28 | WFEA |
| CK101 deb 39 | WCIR |
| WQUT deb 29 | WFOX |
| WJXQ 12-10 | KKQV |
| KZ93 17-15 | WTRU |
| KKXX 19-6 | WAZY-FM |
| KJRB 28-25 | KRNA |
| KRQ 6-11 | KENI |
| WGUY deb 30 | KKLV |
| WOMP-FM deb 34 | KSLY |
| Q104 deb 34 | KYYA |
| WYKS 25-19 | |



“Right Kind Of Love”

QUARTERFLASH

Produced by John Boylan



GEFFEN RECORDS

Distributed by Warner Bros. Records



STREET TALK

An unconfirmed rumor from Cleveland has it that **M105 (WWWM)** is about to drop its AOR format in favor of Adult/Contemporary. Should that take place, **WMMS** then becomes Cleveland's sole AOR outlet. One can't help but wonder just how long it would be before another Cleveland area broadcaster decided to challenge the Buzzard?

KUDL/Kansas City's GM Robert Hensky has stepped down to "pursue other business opportunities." **KUDL Operations Manager Ross Reagan**, who is also **Shamrock Corporate PD**, is now acting GM for the station.

Tim Spencer has resigned as PD of **KISS/San Antonio** effective July 1. He told *Street Talk* his decision was based upon "personal reasons." No immediate replacement was named.

Just as **R&R** went to press, word came from Memphis that the **William B. Tanner Company** was purchased by **Media General** of Richmond. No confirmed details or purchase price, but we hear that as part of the purchase agreement **Tanner President/CEO William Tanner** will stay on with the company for several years. **Media General** is a diversified communications company with holdings in newspapers, broadcast stations, and printing, plus a division that is the world's largest recycler of newspaper print products.

John McLaughlin is apparently no longer VP/GM for **Gannett's KIIS & KPRZ/Los Angeles**. While the station is saying **McLaughlin's** merely on vacation, **Wally Clark**, President/GM of the two stations, will now run both shows.

Superadio has announced client signings in Wichita and Buffalo. **Beautiful Music WACJ** and **Country WWOL** in Buffalo will switch calls to **WNYS-AM & FM** and simulcast **Superadio** beginning July 1. **KBRA/Wichita** will also drop its **Beautiful Music** format for the new **ABC** satellite service next month.

Although **Crystal Gayle** has been heavily rumored to be signing a new recording deal with **RCA**, it now looks as if **Elektra** may be the label picking up the **Columbia** artist's contract.

Former **HefTel** chief **Tom Hoyt** has purchased **KELP** and **KINT/EI Paso**, according to sources in the market. **KELP** is at 920 kHz with 1000/250 watts and **KINT** is 97.5 MHz with 60 kw of power. Formerly **KINT's** CHR competitor, **KELP** is now **Urban**, with **KINT** remaining **CHR**.

Bobby Ocean is the first casualty at **KWST/Los Angeles** under new PD **Jeff Salgo**. **Ocean** is anxious to get back to work and can be reached at (213) 664-2373.

Don Geronimo, formerly of **KIIS/Los Angeles** and **WPGC/Washington**, will join the staff at **KFI/Los Angeles** for weekends and vacation relief.



PIE-EYED BIRTHDAY CELEBRATION — When **RCA Records VP/Promotion John Betancourt** visited **Los Angeles** recently in support of one of **RCA's** many acts, it also happened to be his birthday. Well, as word got around the promotional party gathering that **John's** big day was at hand, suddenly so was someone with a cream pie. The picture says it all as the pie-faced **Betancourt** is flanked by **KFI/Los Angeles PD Tom Bigby** (left) and **KZZP/Phoenix MD Steve Goddard** (right).

Several ex-**Record World** staffers are supposedly working on a new trade publication, **Music Review**, which is due out in about two weeks.

Tom Jefferies has taken over the music duties at **WGCL/Cleveland**.

Our get-well wishes to **WNBC/New York Program Manager Kevin Metheny**, who's laid up at home for a while.

Cousin Brucie Morrow, after more than five years away from **New York City** radio, will return to host a series of Saturday night specials on **WCBS-FM/New York**. **Brucie** continues to be a principal in **Sillerman-Morrow Broadcasting**, owners of **WALL-AM & FM/Middletown, NY** and **WRAN/Dover, NJ**.

MTV is looking for a sixth "VJ" (video jock) to join the **MTV** lineup. Interested parties should apply to **Warner-Amex Satellite Entertainment Company** in **New York**, c/o **VP/Programming Les Garland**.

George Thorogood & the Destroyers and **Rounder Records** have signed a deal with **EMI America**. **George's** new album, "Bad To The Bone," will release on **Rounder** through **EMI America** in late July.

It's not often you hear one station's programming on another station in the same market . . . especially for two hours! But that's what happened (sort of) in **New York** recently, when **WNEW-FM** interrupted its AOR programming for a two-hour radio special, a "Tribute To **WABC**." The show, produced by **WNEW-FM** newsperson **Earl Bailey**, covered **WABC's** **CHR** career with interviews and airchecks, and ran on the eve of the station's recent format switch (5-9).

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EARTH NEWS RADIO ANNOUNCES TWO FIRSTS!

1.

Earth News Radio presents the **first** feature-length interview with REO SPEEDWAGON'S Kevin Cronin and Gary Richrath, talking about their new Epic album "Good Trouble".



2.

This is the **first** Earth News Radio Weekend Special Interview (with more to come). It's available for airing Saturday June 19th, only to Earth News stations.

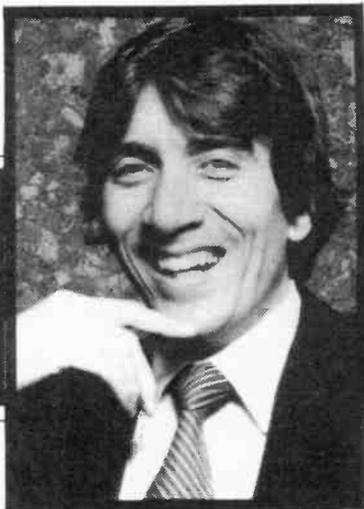


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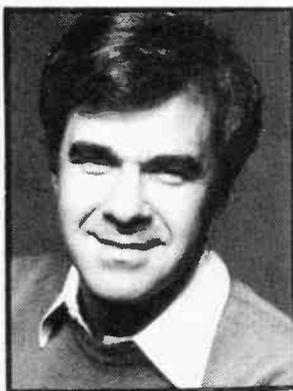


Bob Hamilton
(K-EARTH)

Moderators:



Joel Denver
(Radio & Records)
Major Market P.D.'s Panel



John Young
(Z-93)
Air Personalities Panel



Jim Morrison
(94-Q)
Secondary Market
P.D.'s Panel



Kal Rudman
(Friday Morning Quarterback)
V.P.'s Of Promotion Panel

Record Presenters:

GEORGE WILSON
CHARLES GIDDENS
TOM BIGBY
TOM WEST
JACK ALIX
JERRY ROGERS
STEVE RIVERS
BOB CANADA
BARRY RICHARDS

JOHN YOUNG
JIM MORRISON
ROY LAWRENCE
STEVE KINGSTON
JAN JEFFRIES
HARV MOORE
MIKE ST. JOHN
BRUCE STEVENS
JEFF McCARTNEY
BOB PAIVA

Radio Presenters:

BRUCE WENDELL
VINCE FARACI
RICHARD PALMESE
AL GUREWITZ
BOB EDSON
DICK WILLIAMS
HOWARD ROSEN
RAY ANDERSON
JOHN BETANCOURT

JACK FORSYTHE
SCOTT KRANZBERG
JOHN BARBIS
JERRY SHARELL
SKIP MILLER
PAT PIPOLO
MARGO KNESZ
KEVIN KEOGH
GORDON ANDERSON
FRANK DILEO



Presents
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 At The
Marriott Airport Hotel
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JUNE 25 & 26, 1982

Final Nominees For Record Industry '81

1. Record Company Of The Year '81 (Corporate) Atlantic...Capitol...Arista...Columbia...Epic...Polygram...RCA...Elektra...Atco...MCA
2. Record Company Of The Year '81 (Independent) Boardwalk...Geffen...Motown...Millennium...A&M...Radio...Handshake...Cleveland International...Island...Scotti Brothers
3. Record Company President Of The Year '81 (Corporate) Jim Mazza (EMI/Liberty) Doug Morris (Atlantic) Walter Yetnikoff (CBS) Robert Summer (RCA) Don Zimmerman (Capitol) Bob Siner (MCA) Joe Smith (Elektra) Guenter Hensler (Polygram) Mo Ostin (Warner Brothers) Dick Asher (Columbia)
4. Record Company President Of The Year '81 (Independent) Neil Bogart (Boardwalk) Bob Fead (Alfa) Gil Friesen (A&M) David Geffen (Geffen) Jay Lasker (Motown) Sal LiCata (Chrysalis) Al Coury (RSO) Ron Alexenburg (Handshake) Jerry Greenberg (Mirage) Ed McGlynn (Radio)
5. Record Company Executive Of The Year '81 (Corporate) Don Dempsey (Epic) Jack Craig (RCA) Jack Klerman (Polygram) Jerry Sharell (Elektra) Al Teller (Columbia) Russ Regan (Casablanca) Robert Sherwood (Polygram) Dave Glew (Atlantic) Joe Mansfield (RCA) Perry Cooper (Atlantic)
6. Record Company Executive Of The Year '81 (Independent) Bob Edson (RSO) Irv Biegel (Boardwalk) Michael Leon (A&M) Dick Kline (Radio) Ray Anderson (Pasha) Ed Rosenblatt (Geffen) John Powell (A&M) Herb Corsock (Island) Rich Fitzgerald (RSO) Mike Sullivan (Kat Family)
7. Vice-President Of Promotion Of The Year '81 (Corporate) Vince Faraci (Atlantic) Al Gurewitz (Epic) Dick Williams (EMI/Liberty) John Betancourt (RCA) Howard Rosen (Warner Brothers) Burt Stein (Elektra) Ed Hynes (Columbia) Bill Cataldo (Polygram) Reen Nalli (Atco) Pat Pipolo (MCA)
8. Vice-President Of Promotion Of The Year '81 (Independent) Scott Kranzberg (Boardwalk) Jack Forsythe (Chrysalis) Johnny Barbis (Geffen) Charlie Minor (A&M) Kevin Keogh (Alfa) Skip Miller (Motown) John Schoenberger (Radio) Peter Gidion (Handshake) Doug King (Townhouse) Nick Testa (Scotti Brothers)
9. National Promotion Director Of The Year '81 (Corporate) Steve Mayer (Capitol) Frank DiLeo (Epic) Mike Becce (RCA) Bill Smith (Elektra) Jack Satter (EMI/Liberty) Gordon Anderson (CBS) Reds Richards (Warner Brothers) Glen Lajeski (Arista) Vicki Germaise (Atco) Joe Grossman (Polygram)
10. National Promotion Director Of The Year '81 (Independent) Steve Brack (Boardwalk) Billy Bass (Motown) Ken Franklin (Millennium) Michael Abramson (Chrysalis) Jason Minkler (RSO) Vicki Leben (Alfa) Mark Cooper (Robox) Lauren Siciliano (Swan Song) Michael Plen (I.R.S.) Jeff Robbins (Scotti Brothers)
11. National Promotion Executive Of The Year '81 (Corporate) Sheila Chlanda (Columbia) Louis Lewow (Epic) Rich Totoian (CBS) Andrea Ganis (Atlantic) Scott Regan (Atco) Lou Galliani (Elektra) Sandy Lifson (MCA) Lana Dengrove (Arista) George Chaltas (Columbia) Sue Emmer (Warner Brothers)
12. National Promotion Executive Of The Year '81 (Independent) Jon Konjoyan (A&M) Janis Ross (Chrysalis) Marlene Reyes (Motown) Rick Stone (A&M) Don Wright (Motown) March Edgar (Radio) John Cox (Geffen) Doc Remer (Mirus) Bill Catina (Cleveland International) Edna Colleton (Solar)
13. Regional Promotion Director Of The Year '81 (Corporate) Rish Wood (Polygram) Arthur Field (Capitol) Bill Lemmons (Arista) Frank Turner (EMI/Liberty) Sal Ingeme (Columbia) Alan Smith (Atco) Walter Winnick (Epic) Alan Orem (Columbia) Danny Davenport (Warner Brothers) Geary Tanner (Elektra) Fred DiSipio Jr. (Polygram) Michael Prince (Atlantic)
14. Regional Promotion Director Of The Year '81 (Independent) Joel Newman (Handshake) Mike Martin (Alfa) Al Twanmo (Chrysalis) Jim Francis (Boardwalk) Jeff Hackett (Chrysalis) Bruce Greenberg (Motown) Louie Newman (Chrysalis) Wayne Fogel (Motown) Larry Green (Handshake) Robert Nesbitt (Chrysalis) Rikki Gale (Alfa) Chuck Oliner (Chrysalis)
15. Local Promotion Director Of The Year '81 (Corporate) Mike Lessner (Capitol) Ed Nuhfer (Warner Brothers) Earl Rollison (Columbia) Danny Lyons (Capitol) Larry Van Druff (RCA) Joan Lawrence (Arista) Tommy Schoberg (EMI/Liberty) Robbie Vogt (RCA) Chuck Jones (Elektra) Butch Waugh (Capitol) Jim Stewart (Epic) Frank Sciarra (Atlantic)
16. Local Promotion Director Of The Year '81 (Independent) Eva Wood (A&M) Tommy Teague (RSO) Al Cafaro (A&M) Lee Durham (A&M) Johnny Bee (Pickwick) Mark Weiss (Schwartz) John Schuler (A&M) James Bishop (Motown) Bob Galliani (RSO) Paul Crowley (A&M) Dana Morris (A&M) Patricia Breedlove (RSO)
17. Independent Promotion Director Of The Year '81: Jerry Meyers...Jonas Cash...Lavinthal/Beer...Lu Fields...Barry Resnick...Ernie Phillips...Gary Bird...Sally Jerome/Butch Lowrey...Howie Goodman...Don Graham...Doug Lee...Joe Isgro...Bly/Hakim Bobby Hurt...Tom Gelardi...B.J. McElwee...Paul Gallis...Perry Stevens...Chuck Dembrak...Merv Pilgrim...Bob Patton...Vic Perrotti...Tony Richland...Don Tolle...Sam Karamanos...Tony Muscolo...Mike Manocchio...Dave Carrico
18. Record Distributor Of The Year '81 (Corporate) CBS (Washington) W/E/A (Philadelphia) Polygram (Atlanta) CBS (Atlanta) MCA (Baltimore) CBS (New York City) RCA (Atlanta) CBS (Philadelphia) RCA (Washington) Capitol/EMI (Washington)
19. Record Distributor Of The Year '81 (Independent) Tara (Atlanta) Universal (Philadelphia) BIB (Charlotte) Pickwick (Atlanta) Alpha (New York City) Schwartz Brothers (Charlotte) Big State (Dallas) Malverne (New York City) Lieberman (Atlanta) Progress (Cleveland)

Final Nominees For Radio Industry '81

1. Radio Executive Of The Year '81: Tom Bigby (GCC) Gary Edens (Harte-Hanks) Pat Norman (RKO) Ron Bledsoe (Sumner) Jerry Blum (Jefferson Pilot) Gary Stevens (Doubleday) Bud Polacek (First Media) Jerry Rogers (Weis) Jack Alix (Patten) Gary Rodriguez (Mariner)
2. Radio Consultant Of The Year '81: Dwight Douglas...E. Alvin Davis...Jerry Clifton...Paul Christy...Mike Joseph...Landsman/Rivers...Bob Elliot...Donna Halper...George Burns...Bob Henaberry
3. National Programmer Of The Year '81: Tom West (Rounsville) Steve Roddy (Scripps Howard) Bobby Hatrick (Doubleday) Jay Cook (Gannet) Dan Vallie (E.Z.) George Johns (Fairbanks) Al Casey (Surrey) Andy Bickel (Jefferson Pilot) Jim Ryan (Patten) Ross Regan (Shamrock)
4. Major Market Radio Station Of The Year '81: KSTP-FM (Minneapolis) Z-93 (Atlanta) KFRC (San Francisco) WPGC (Washington) 96KX (Pittsburgh) B104 (Baltimore) WXKS-FM (Boston) WNBC (New York City) WLS AM/FM (Chicago) Q107 (Washington)
5. Major Market Program Director Of The Year '81: Gerry Cagle (KFRC) Jim Morrison (94-Q) Paula Matthews (KIQX) Bobbv Christian (96KX) Chuck Knapp (KSTP-FM) Jan Jeffries (B104) Kevin Metheny (WNBC) Steve Kingston (WPGC) Alan Burns (Q107) Bob Travis (WGCL)
6. Major Market Music Director Of The Year '81: J.J. Jackson (WQXI) Jerry Steele (KFMK) Andy Szulinski (WFBR) Liz Kiley (WIFI) Roger Collins (KFI) Scott Richards (WCAO) Frank Holler (Q107) Jay Stone (WGCL) Rick James (B104) Bob McKay (WZZP)
7. Major Market Air Personality Of The Year '81: Dr. Don Rose (KFRC) Don Geronimo (KHS-FM) Jim Elliot/Scott Woodside (WPGC) Steve McCoy (Z-93) Dick Purtan (CKLW) Steve Dahl (WLS-FM) Gary McKee (94-Q) Don Cannon (WIFI) Jonathan Doll (KEGL) Terry Young (WCAU-FM)
8. Large Market Radio Station Of The Year '81: Q105 (Tampa) WTIC-FM (Hartford) I-95 (Miami) ROCK102 (Buffalo) 92-X (Columbus) KBEQ (Kansas City) WKRQ (Cincinnati) KOPA (Phoenix) WZUU-FM (Milwaukee) KTFM (San Antonio)
9. Large Market Program Director Of The Year '81: Bob Wood (ROCK102) John Driscoll (WZUU-FM) Steve Rivers (KOPA) Scott Shannon (Q105) Dave Anthony (KZZP-FM) John Shomby (B-97) Buddy Scott (92-X) Robb Stewart (KITY) Joe Nasty (KTFM) Garry Wall (WNCI)
10. Large Market Music Director Of The Year '81: Rick Donahue (WTIC-FM) Gary Franklin (WTIX) Pat McKay (Q105) Colleen Cassidy (WCKX) Jerry Lousteau (B-97) Mark Shands (Y100) Chaz Kelley (KOPA) Bill Shannon (WZUU-FM) Steve Goddard (KZZP-FM) Donna Walker (WKTI)
11. Large Market Air Personality Of The Year '81: Harv Moore/Robert Taylor (WPHD) Mason Dixon (Q105) Jonathan Brandmeier (KZZP-FM) B.J. Hunter (WKTI) Bruce Kelly (Y100) Ken Cooper (B-97) Johnny Veitchoff (WCKX) Kid Curry (I-95) Chris Thomas (WIKS) Paul Mendenhall (WNAP)
12. Medium Market Radio Station Of The Year '81: KX104 (Nashville) Y103 (Jacksonville) WBCY (Charlotte) PRO-FM (Providence) KXX106 (Birmingham) W.MC-FM (Memphis) WGH (Norfolk) BJ105 (Orlando) WRVQ (Richmond) WOKI (Knoxville)
13. Medium Market Program Director Of The Year '81: Todd Chase (BJ105) Bob Canada (WGH) Scott Slade (WAYS) Gary Berkowitz (PRO-FM) Bill Thomas (WRVQ) Smokey Rivers (KXX106) Robert John (Y103) Dave Wright (BJ105) Rick Shaw (WAXY) John Jenkins (KOFM)
14. Medium Market Music Director Of The Year '81: Jon Anthony (KX104) Steve Kelly (WRVQ) Chris Trane (KXX106) Terry Long (BJ105) Rick Williams (Y103) Phil Stanley (WMAK-FM) Bill Evans (WNOX) Kenny Lee (WAXY) Joe Dawson (WDJX) Mark Preston (KSFM)
15. Medium Market Air Personality Of The Year '81: John Boy (WBCY) Coyote McCloud (KX104) Paul Barsky (WBBF) Jeff Morgan (WRVQ) Mark Kessler (WAYS) Bill Hickok (WMC-FM) Pete Berry (WKOS-FM) Mike West (WTIC-FM) Dave Mann (Y103) Jeff Warren (KXX106)
16. Secondary Market Radio Station Of The Year '81: WDDQ (Daytona) WHHY-FM (Montgomery) WICC (Bridgeport) Q106 (York) Z102 (Savannah) WCSC (Charleston) Z104 (Fredrick) KC101 (New Haven) WQEN (Gadsden) WPST (Trenton) WJAD (Bainbridge) WYRE (Annapolis)
17. Secondary Market Program Director Of The Year '81: Jack Diamond (WYRE) Larry Stevens (WHHY-FM) Gary Peters (WICC) Bill McCown (WANS) Dan Steele (Q106) Rick Knight (WDOQ) J.D. North (WAEV) Larry O'Neal (Q101) Kemosabi Joe (Z104) Russell Brown (WXLK) Roger Gaither (Q104) Doug Weldon (WSFG)
18. Secondary Market Music Director Of The Year '81: Chris Bailey (WCSC) Stu Wright (WORG) Neil Harrison (WHHY-FM) Leo Davis (Q104) Joe McClure (WCGQ) David Lee Michaels (WXLK) Dave Russell (FM97) Sam Church (WANS) David Ford (WGAD) Jim Forrest (WSSC) David Miller (WETB) Ed Volkman (KHFI)
19. Secondary Market Air Personality Of The Year '81: John Chommie (WHSY) Ron Frederick (WSGA) Larry Cannon (WFLB) Chris Van Dyke (KSET) C.J. & Buzz (WTMA) Rob Leonard (WSEZ) Bart Goynshor (KRRA) Joe Holland (WGAD) David Carroll (KZ106) Dick Phillips (WEVA) Bill Matthews (WIKZ) Greg Simmons (WMYQ)

*Award Winners For '79 & '80 Were Not Eligible For Nomination.

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Contemporary Hit Radio



JOEL DENVER

Paul Drew — The “Ultimate Trained Observer”

Paul Drew is a unique individual. There are few people with his accomplishments after 30 years in radio, sales, and the record industry who still hold an active role within the business. For those reasons alone, Paul takes his place as the “ultimate trained observer.”

Besides programming such legendary stations within the RKO chain as KHJ/Los Angeles, WRKO/Boston, KFRC/San Francisco, WAXY/Ft. Lauderdale, WFYR/Chicago, and WHBQ/Memphis, he has programmed or consulted WIBG/Philadelphia, CKLW/Detroit, KAKC/Tulsa, and WQXI/Atlanta. Paul also has run a record company (Real World) and most recently has completed a 22-city seminar series entitled “Professional Programming Management.” In an open and frank manner, Paul shares some observations from his recent tour, as he prepares for another seminar series which begins July 8 in San Diego.



Paul Drew

A Long Range Plan

R&R: Why have you chosen to do such an exhausting lecture series for so few recoupable dollars?

PD: I've thought about doing something like this as far back as five years ago. It was a year ago that I decided when the series would begin. I find that this is more profitable from a knowledge standpoint than dollarwise for me. If the series was priced too high, it would be out of the reach of those that most need to hear what I have to say.

We start at 8:30am and end at 4:30pm each day of the series. There have been times where I've spent hours on end talking far beyond the times to those interested enough to continue on a one-on-one basis. You've heard of all-nighters? These I call all-dayers.

“All too often, a PD hides his creativity because he is afraid to express what he doesn't know.”

R&R: What kinds of topics come up most often?

PD: It seems the most perplexing area for young programmers continues to be dealing with management and the sales department. Most PD's don't enjoy a good relationship with their upper management. The biggest reason is that they lack a true knowledge of that side of the radio station. Their thoughts and expectations are somewhat unrealistic.

Exploding The Myth Of “Total Control”

R&R: All too often a PD is fired for “philosophical differences” with the GM. What causes these problems?

PD: I find that most programming people, or those that want to get involved in this area, all say at one time or another, “I want total control in programming... the money isn't important, it's just that I want to do a good job.” If you look at Poland, the government wants total control, and they don't even get it.

For a PD to expect total control is totally unrealistic. Even in Russia there isn't total control. If you owned the station you still wouldn't have total control because there are too many outside influences and situations that must be taken into account to operate as a business. When you delegate more responsibility to competent people around you, then you are actually more in control.

R&R: Speaking of control, what about dealing with a staff? There are two schools of thought as to being a nice guy vs. a dictator.

PD: We no longer live in a society where the working situations are like they were even five years ago. People now work for different reasons and look for something different out of the working environment. The old “superior/subordinate” relationship is ineffective. In this kind of situation you will not attract the quality people necessary to win. People want to work in an environment where they can feel good. You accomplish nothing by discipline. People don't come to work to be scolded. Motivating your staff is a personal one-on-one experience, and can't be fully accomplished as a group, although that's a start.

If you are a programmer and hire good people, you are taking the right steps. The same holds true for management. If you believe in your PD, you have got to give him the chance... he might fail! Chances are he won't. If he does then you've got to help him by showing the way. This is the hope for tomorrow in today's young people who need to learn and grow.

Looking At Radio's Future

R&R: There is no doubt that radio and the way it's programmed have changed considerably. Detractors predict that it will be swallowed whole by new technologies.

PD: I think that's wrong. The new technologies will not hurt the levels of listenership that radio currently enjoys. I still believe radio can do things that other media can't achieve. The immediacy of news and entertainment is unsurpassed, plus the cost of running a radio station is a bargain in comparison to other media.

R&R: Since you've recently traveled to so many cities, what do you think of the quality of radio across the country?

PD: I know that some people malign radio in certain markets. What these people fail to realize is that if a homey sound works in a market, it's because the radio is localized. The tastes of the market come first. Part of the reasons for doing these seminars was to expand my knowledge of what's happening too.

R&R: Are there some problems ahead for radio?

PD: I think that radio isn't attracting the right types of people in as large a quantity as necessary to keep the business viable and entertaining. Where are the new Don Imuses, Larry Lujacks, Dr. Dons, and Dick Purtans, to name a few? Most people start in smaller markets, and in those markets today, radio personalities make less money than the average secretary. In my seminar

A Programmer's Top Five Problems

According to Paul Drew, programmers in general need help in the following areas:

- Coping with not having true responsibility for programming with the ability to hire/fire as needed.
- Lack of working knowledge of budgets, their preparation, and efficient means of spending.
- Communication problems with sales.
- Hassles with engineering over equipment problems.
- Management of on-air talent.

Extra concentration on these areas alone, according to Drew, “will make the programmer's job easier and make for improved efficiency at the entire radio station.”

I can't change station owners' minds about this subject, but I hope the people that will one day own stations will remember this.

R&R: In recent years it seems as if radio management has been playing the game of follow the leader, or as you put it, “the lemming factor.” Why?

PD: It's safer to follow than be a leader. Often I've seen stations change successful formats just to follow the current trends, or to try to increase already high ratings and billing. If the format fails, the PD is blamed and usually fired. What it comes down to is that it's easier to change PD's than an entire sales department. I don't agree with this line of thinking at all.

“People look for something different out of the working environment. The old ‘superior/subordinate’ relationship is ineffective... People want to work in an environment where they can feel good... People don't come to work to be scolded.”

Showmanship

R&R: You mentioned the lack of air talent created by poor conditions at the smaller market level. What about the creativity levels of today's PD's. There's considerable controversy about this.

PD: In the past there were some greats like Todd Storz, Gordon McLendon, and Bill Drake. Some more modern-day mavericks include Cecil Heftel and Ted Turner. One thing binds all of these people... they didn't have boards of directors to appease. They were entrepreneurs in an era of expansion. As young as this business is, that era has passed. In big markets all the way down to small markets, things are now run by corporations. Does that mean that someone can't become a leader? No. It just takes a lot more work. There are people out there today that are achieving this kind of status, but it would be very subjective on my part to name them.

R&R: How does one go about setting his or her goals to be a creative leader in radio?

PD: Keep in mind that every radio station is a direct extension of a programmer's personality. No company is blessed with every station being a winner. Generally at least one is in trouble, and all it takes is a young talented programmer who has the energy, drive, and commitment to turn the loser around. You cannot become a star by taking over a winning situation. The other important aspect of a winning PD is “showmanship.”

R&R: Can you give me an example of showmanship and how it works?

PD: Over the years, the one person who showed me the most showmanship was

Gerry Cagle. You just wrote about him and what showmanship he's putting into AM stereo. It was this showmanship that caused him to do such a marvelous job for me at WRKO. As I mentioned, a station is a direct reflection of the PD. Well, Gerry's type of showmanship didn't work as well at KHJ, but he did fine with it at KCBQ.

When Les Garland announced he was leaving KFRC, I called (GM) Pat Norman, who is also a great showman, and hooked the two of them up. It has obviously become a good marriage for both. Call it a second instinct if you like, but I knew that Gerry needed to put on a good show, KFRC needed to put on a good show, and the market was ready for a good show. The greatest PD's are the ones that can put on a good show. Even if it's information radio, it's still a form of entertainment.

All too often, a PD hides his creativity because he is afraid to express what he doesn't know. If he doesn't know something that people think he should, he feels he has to hide it. The ignorance of the subject prevents him from being creative in that particular sphere of influence or situation.

Those people that have attended my seminars already are the ones I feel are tomorrow's superstars. I say that not out of false pride, but because they are learning what I already know. They aren't afraid to say “I don't know.” They don't have the tunnel vision so many others have developed. To me this is improving the business the best way I know how.

R&R: Any predictions for the future?

PD: In the next two or three years you will see some new and fresh ideas coming up. Not all of them will work, but the ideas will be good. There will be new formats aired that haven't even been discussed yet. In situations like our present economy, people are up against the wall and the big winners are those that are going to gamble big.

“I've seen stations change successful formats just to follow the current trends, or to try to increase already high ratings and billing. If the format fails, the PD is blamed and usually fired. What it comes down to is that it's easier to change PD's than an entire sales department.”

I also think that as the FM band becomes more crowded, you'll see people returning to AM, especially with the new fascination of AM stereo. The full effects and benefits of this new technology are some time off. Today's PD's are brighter than ever. With the proper tools they will be great. I'm very encouraged by what I've seen so far in my seminar series.



BACKSTAGE AT THE BOTTOM LINE — After a recent appearance at the Bottom Line, Atlantic recording artist Laura Branigan welcomed some folks from WNBC/New York for a backstage visit. Shown (l-r) are MD Lyndon Abel, PD Kevin Metheny, Atlantic's Sam Kaiser, Branigan, and Sr. VP Vince Faraci.



HOOKED IN DENVER — After a recent concert appearance, Casablanca recording group Dr. Hook invited winners and staffers from Q103/Denver backstage. Shown (l-r, back) are band members Billy Francis, Jance Garfat, and Rik Elswit. Pictured (l-r, front) are winner Renee Stotts, Dr. Hook's John Walters, station Promotion Director Maria C. Baker, band members Ray Sawyer, Christian Baker, and Dennis Locorriere, and station personality Joel Denver.



A CHALLENGING KISS — A kiss for good measure, and an \$8000 check for the lucky young lady receiving a "wet one" from KBEQ/Kansas City afternoon rocker Scott Sherwood. She's being congratulated on winning the Q104 Pepsi Challenge contest.



WDOQ'S POWERFUL NIGHT ROCKER — WDOQ/Daytona may have the strongest night jock in the state. Shown is station personality Bob Mitchell, who recently won the Florida Championship Power Lifting event. When Bob asks for a raise, he gets it, or else.



ATTACK OF THE SAN DIEGO CHICKEN — CKSL/London, Ontario recently imported the famous San Diego Chicken for an appearance at a station basketball game held at the University of Western Ontario. Shown is CKSL morning man Rick Greven promising never to break eggs again, as the San Diego Chicken puts the bite on him.



YOU'VE SPILLED COFFEE ON YOUR SWEATER — On a recent promotional tour, MCA recording act Point Blank hit the streets and stopped into WPST/Trenton. Shown (l-r) are group member Bubba Keith and Operations Manager Tom Taylor. Bubba has either spotted something spilled on Tom's sweater, or is complimenting Tom on his new polyester tie.

Bits

• FM102/Sacramento is running "Super-sweeps" that offer cash. The station starts off a music sweep of four or more songs, and at some point in the sweep lays in a drop giving a cash amount. At the end of the sweep, a specific-number caller is requested to win the cash.

• WFBGF/Altoona is holding the \$50,000 Pepsi Challenge. Numbered inserts have been distributed through the newspaper, with listeners calling in to claim cash prizes worth \$1000 and \$500, plus trips to Disney World, camera equipment, and other valuables.

• WSEZ/Winston-Salem is staging "The Big Event." The station airs seven big events in history via clues, and listeners have to pinpoint the dates they occurred. Then using the last two digits of the dates, listeners come up with a combination. One winner has already walked away with a Datsun 280ZX, an eight-day vacation in Bermuda, plus two \$1000 diamond rings.

• Q101/Meridian is giving away 101 haircuts free as it ties in with Haircut 100's "Love Plus One."

• KEYN-FM/Wichita is holding a "Tug Of War" with winners determined over five consecutive Sundays. The teams are competing for \$1000 and Fuji bikes for all members.

• KFRC/San Francisco and Bill Graham presented the Grateful Dead, Jefferson Starship, and Country Joe McDonald in a benefit for the Vietnam Veterans Project at the Moscone Convention Center.

The Music Section

CHR's Most Accurate Music Information

Begins On Page 55

Our thanks to Chicago's best sounding station

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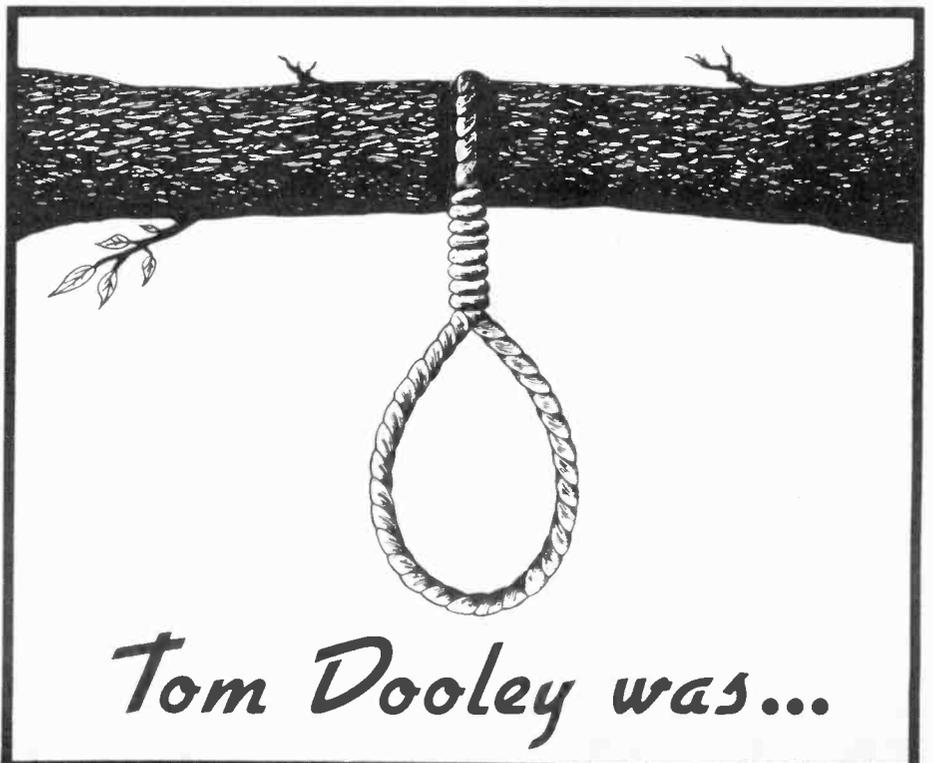
Lots of extra Motion taking place as the Arbitration nears an end and summer approaches. KRNA/Iowa City makes a few changes as PD Rob Norton is promoted to Operations Manager. MD Bart Goynshor is upped to PD, Jeff Harmon is now MD, and morning man Tom Hamilton is given the duties of Production Director. . . . Z102/Savannah PD Jonathan Keyes is now programming WTRX/Flint, with former PD Ray Williams taking over that slot once again. Assisting Ray is Randi Sommers, who continues doing music.

KEYN-FM/Wichita midday man David Stone exits and the shift is being filled temporarily by consultant Al Casey until a permanent staffer can be found. . . . Kirk Clatt leaves WHHY/Montgomery to program WQID/Biloxi, as current PD Nicky Coulter moves into sales. . . . KKYK/Little Rock MD Mike Roberts is now doing middays across town at KLPO. Replacing Mike is Fred Horton from WRUN-WKGM/Utica. . . . K96/Provo MD Kidd Kraddick is taking music calls from 10am to 4pm Thursday and Friday only.

Marge Stage is tapped as MD for WSPT/Stevens Point by PD Brad Fuhr. . . . WIGY/Bath night rock-

er Don Hill upped to Assistant PD. . . . Kevin Kinney moves from WZOK/Rockford to WACI/Fredericton. . . . J.J. Walker leaves his PD drive slot at Y103/Jacksonville. . . . Michael Foxx joins the morning show at WKHI/Ocean City from swing/weekends at B104(WBSB)/Baltimore. . . . CKLW/Detroit morning man Dick Purtan wins his second TV Emmy for his show "The Dick Purtan Comedy Special," which aired in December 1981.

WTRY/Albany welcomes Paul James from across the street at WPTR-WFLY as a news reporter. Also new to WTRY's news department is Wanda Fisher from WCUW/Worcester, and Tony Scardillo from WSAY/Rochester. . . . Chip Mosley, Operations Manager at WBTH-WXCC/Williamson, WV, is taking a year's leave of absence to treat his recently discovered case of Hodgkin's Disease. He would like to receive station airchecks and composites so he can stay up on what radio is sounding like around the country during his hospitalization. Send them on cassette to Chip c/o WBTH & WXCC, P.O. Box 261, Williamson, WV 25661. Get well soon, Chip.





JEFF GELB

AOR Futures Part One: Music

These are challenging times for AOR radio. As R&R columnist Jhan Hiber pointed out recently, "The teens portion of the 12+ picture is dwindling . . . it will get harder and harder this decade for stations that skew 12-24 to make significant inroads in the ratings." If this opinion sounds foreboding, Hiber went on to say that while 25+ stations will have a larger target, they will also face fierce competition to get a worthwhile share of that group.

What all of this means for AOR is that we have by no means reached "the end of the road" as a format that can dominate marketplaces. Indeed, Birch methodology usually shows AOR stronger in listenership than Arbitron, and there is a growing trend toward usage of Birch, which can only be helpful to the format.

We are, however, a format at a crossroads. Certainly the future will see AOR radio fragmenting, as many stations regear their programming away from teen dominance to include more 25+ listeners (who were, perhaps, once AOR fans but have found the format in its present form unacceptable for their listening). Indeed, many AOR's have already established 25+ "beachheads," and bear close watch as they continue to experiment with new forms of AOR programming.

These are times when it pays to keep an eye to the future, to spend some time prognosticating so that none of us will be caught unaware as new technologies are introduced and new formats make their stands against our own. History shows that winners are those who are always prepared, who cannot be taken by surprise.

"The AOR stations that get a little more 'modern' will create more time spent listening, mostly from younger teens." — Lee Abrams

With all this in mind, the next month's AOR columns will deal with our format's future, from several different standpoints. Each week I'll ask PD's and consultants throughout the country to share their insights, ideas, and predictions for AOR's near future. This week, the focus is on AOR radio's music: where is it headed, and what will AOR radio sound like a year from now?

WDHA/North Jersey
GM Bob Linder

"AOR will continue to grow as a mainstream format. Where there is more than one AOR in a market, different offshoots are developing. The 'all-gold' AOR I predicted two years ago in an R&R article is already in existence at most tightly-listed consulted stations. I don't believe that format concept can retain large numbers for long. It has to evolve, by incorporating a higher percentage of new music. The apparent success of KROQ/Pasadena and 'hot hits' WCAU/Philadelphia tells me the radio audience wants a higher repetition of new music over old.

"The biggest change over the next year will be toward what I call 'EOR': Electronic Oriented Rock. Not only will digital recording reveal better fidelity, but computer-assisted editing will allow more

advanced and exciting production. I've been a fan of the synthesizer since Walter Carlos, but the impact on AOR is only just now being felt. Many will make comparisons to the 60's, when the electric guitar replaced the acoustic. However, I don't believe the guitar will ever disappear. What will happen is a natural progression to more electronic assistance, from instrumentation through production and editing right down to the audio-processing at station transmitters. Within the next year, many stations with foresight will be playing the new four-inch digital discs. When software becomes widespread, the older records will go the way of 78's.

"The growth of EOR is already evident in such bands as 707, Police, Human League, Asia, Steve Miller, J. Geils, Cars, and ELO. This growth will continue. AOR is now too large to be as progressive as some of its critics would like, but at least for the immediate future, it looks quite healthy to me, and will continue to evolve gradually as a mainstream format encompassing many variations for a wide demo range."

KZOK/Seattle
PD Jim Robinson

"I suspect the most noticeable change in AOR over the next year or so will be in the texture of the music. The modern pop sound is happening in a big way in some parts of the country, and considering the record companies' commitment to breaking the form, it should spread. The smart programmer will have to selectively spoonfeed these songs to his audience and carefully research his decisions. But even adding one or two modern tracks a month will dramatically alter the overall sound and feel of a station. On the other hand, the PD who overreacts to this phenomenon runs the risk of alienating a large segment of his audience. In other words, a little goes a long way."

KQRS/Minneapolis
PD Doug Sorenson

"I feel people are very bored with music in general right now. No one group is captivating anyone (Asia is a clone of earlier bands). I believe that we will see more new bands, and more and more 'no-name' bands added to radio than ever before. Rock image bands are becoming less important in the wake of fresh-sounding acts like Human League, 707, Motels, Joan Jett, etc.

"In one respect I feel like we're returning to the 60's, when there were lots of one-hit bands, groups like the Kingsmen, Question Mark and the Mysterians, Gentrys, Syndicate of Sound. Record companies are already signing many new bands to one-LP contracts. If the record breaks, they'll get another shot. But it's only the mega-superstars who can con labels into multi-million dollar contracts.

"We're all looking for something to get excited about; we're all looking for the next superstar band or artist. I don't think there will be any one major band, but instead,

Have A Coke And A Cume

KDKB/Phoenix has embarked on a promotion it hopes will hit ten million potential listeners over the next month. The station has pacted with Coca-Cola to become a part of its "Peel a Fortune" campaign. Listeners are encouraged to win prizes by spelling out words from letters printed on the pull-tabs or bottle tops of Cokes to be distributed through June.

KDKB has tied in with local 7-11 stores to distribute its own game card version of the Coke promotion for local listeners. The station has set up prize offerings such as an Atari home video game unit with a Pac-Man cartridge, and with two Midway arcade Pac-Man games. To win that grand prize, listeners must collect letters spelling "KDKB Rocks Arizona."

KDKB is trading out Coke spots promoting the contest (which, in effect, promotes KDKB) in return for the opportunity to have its call letters and a contest blurb printed on ten million cans. Station PD Jeff Sattler enthused, "It embellishes Coke's contest and gives us the chance to be seen and remembered by a massive number of people who see our call letters and dial position every time they drink Coke." For a promotion that's virtually free to KDKB, the results should prove very worthwhile.



many good small bands: Shooting Star, Aldo Nova, Bow Wow Wow, Loverboy, and Scorpions. They all have their cults but no one band will captivate everyone like they did years ago.

"From a musical standpoint, the ones that will be hits are those that are simple to remember. The Beatles were great because we could sing along with them. Have we really changed that much in fifteen years?"

"New bands will have a great opportunity to be very very big for a short time right now. Radio stations must realize they can play the Rolling Stones, Led Zeppelin and Beatles records only so often. New music must be reckoned with. Music and program directors are going to have to start listening to the records again, to decide what's best for the market. '96 Tears' didn't become a hit because of interest in the band or because a major label was pushing it. Neither did the Plimsouls or Joan Jett. They just happened to create great rock and roll and, fortunately, radio happened to listen to these records."

WOUR/Utica
PD Dale Edwards

"I see labels such as new wave, heavy metal, soft rock, etc. giving way to more meaningful considerations. Programmers will need to listen for the music's effect as it is applied to the airsound being cultivated. Thus, new music for its own sake will lose its appeal as will particular musical genres. That is not to say that music will decline in importance. It will take a back seat only to presentation and delivery. The success of Rick Springfield, Joan Jett, Tommy Tutone, Police, Cars and the like, will encourage record companies to continue the avalanche of new product, which in turn will encourage programmers to listen closer. And that's good for radio.

"The biggest change over the next year will be toward what I call EOR: Electronic Oriented Rock." — Bob Linder

"AOR will continue its evolution into a palatable intergration of music, news, sports and information, with an emphasis on personality that is both entertaining and informative. Sounds like any radio station, right? It could be. The difference will be not in what you do, but how you do it."

Consultant Lee Abrams

"I see several musical styles we'll see growth in and some that will see a decline.

"First, the sort of synthesized pop that uses a guitar will come on big, like A Flock

Of Seagulls; sort of like Pink Floyd meets the Police. A key ingredient there is the inclusion of the guitar, which is one of rock's anchors.

"The traditional rock bands are getting into new sounds, particularly synthesizers: Aldo Nova, Loverboy, etc. This is a natural progression from the Cheap Trick sound of years ago. This trend will continue to grow in popularity.

"The good-time pop sort of rock bands, like the Go-Go's or Joan Jett, will be real strong. There's a large young teen audience who don't even remember Led Zeppelin, who find this sort of music real fresh and happening. I don't see teen and older listeners having as disparate musical tastes as they did in the 70's, so I think AOR can accommodate both groups' preferences. Some of these records are just so huge that they have demographic crossover appeal.

"We're already seeing a whole new generation of heavy metal bands. They seem to go in two-three year cycles. I think we'll see more of those.

"Any good progressive rock band that comes along will have instant acceptance; Asia's a great example of that.

"I think we'll see a decline in the mid-seventies rock bands that don't update their sounds, ones that use slick production to hide musical blandness.

"A lot of the new rock groups will be reaching a young teen audience that doesn't listen heavily to AOR right now, and this could sneak up on us if we're not observant. The AOR stations that get a little more 'modern' will create more time spent listening, mostly from younger teens. And I see CHR's picking up on some of this music, in some cases ahead of AOR. Our consulted stations will be quicker to react to new music, because there's finally some worthwhile new sounds coming out."

Y95/Rockford
PD Brent Alberts

"The current music situation is pretty depressing compared to as recently as three years ago. I don't see it changing much in the next year. Current AOR radio must depend on its gold and image tunes to maintain familiarity. I think programmers will continue to keep it in the safe zone and reflect their audience, rather than try to educate listeners to new product and risk tuneout.

WYDD/Pittsburgh
Operations Manager Mike Perkins

"The narrowcasting that AOR has gradually become accustomed to has created a breed of listener short in depth perception and limited in peripheral vision,

EVOLUTION

Dave Kettinger is upped to Operations Manager and PD at WWTR/Ocean City. Brian Krysz is upped to Asst. PD and MD. Mike Bettelli exits as PD of KISM/Bellingham and Brew Michaels succeeds him as PD. Adam Smasher joins DC101/Washington from WIKS/Indianapolis for airwork. J.C. Corcoran joins DC101 for airwork and promotions. KSHE/Fort Louis names Jack Silver MD as John Ulett moves to News Director post, being vacated by Joel Meyers. Charlie Birdsell is named Asst. PD at KREM-FM/Spokane, and Elizabeth Brunty is appointed Promotion Director. Stephen Clean exits afternoon drive at WCOZ/Boston. Terry Mulligan joins CFOX/Vancouver for mornings. WHKC/Evansville midday air personality Ami Donovan gets Promotion Director title. Randy Kramer joins KBOS/Tulare from KPRI/San Diego. He replaces exiting Jerry Longden for middays. Rick Anderson, formerly of DC101/Washington, joins WKLS/Atlanta for 10pm-2am. Lenny Bloch exits morning at KFMG/Albuquerque for airwork at WCCC/Hartford. R.B. Lurch is new to nights at WSLQ/Roanoke from WVBR/Ithaca.

WHMD/Hammond welcomes Chris Combe to late-nights and John Guidry to week-ends.

AOR Reporter Profile

WQDR/
Raleigh



PD: Ron Phillips

MD: Bob Walton

Power: 100,000 watts

Consultant: Superstars

(Research Only)

"Because of WQDR's long history, and the fact that we were the very first Superstars station, we have been looked upon as innovators in AOR radio. Years before consultants started worrying about losing 25+ demos, we positioned ourselves to be a total radio station for the 18-34 year-old adult. We definitely do not target the station to teens, nor do we dilute our image as a rock and roll station. Image is the key word here. We have learned that the audience's perception of WQDR depends not so much on individual records, so long as we play the hits, but on the overall presentation of the station. We employ adult personalities who are talented enough to talk about more than parties, or the last concert they attended. News and information also play a vital role in our programming, as evidenced by our recent George Foster Peabody broadcasting award for our news series on Vietnam veterans.

"Our music policies are generally more liberal than standard AOR's. About 40% of our music is current, insuring a solid music base to draw from five years from now. We are a mass appeal rock and roll station, but inject just enough subtleties to keep from sounding 100% predictable. Charts, graphs and sales information are helpful in picking new music, but we are not afraid to add a new record out of the box if it's something the majority of the airstaff feels positive about. There are also ways of testing new records at certain times of night, when you have a good MD who knows how to put it together. WQDR presents intelligent programming, for now and for the long run."

— Ron Phillips

AOR Futures Part One: Music

Continued from Page 20

as regards to black music and other strains of popular sounds deemed less 'credible' than the distortion and rhythm patterns characteristic of most mainstream rock. This stance has never been adequate. It has created deeply-rooted, if unjustified prejudices in the audience. It has produced a second generation of programmers unequipped to retarget a mass audience. It has fostered, encouraged, and eventually begun to founder upon a monochromatic approach to musical entertainment, a weakness that provides a perfect opening for competitors.

"Musicians very much in the mainstream have begun to widen and deepen their appeal by adjusting their formulae for the prevailing cultural consumption habits of the audience, adjustments that lyrically and melodically reflect a succinct new set of pop perceptions. AOR's initial audience loyalty, like that of early Top 40, can no longer be guaranteed, since its systems have been coopted and adapted to hybrid formats that serve emerging needs. Hence, AOR is no longer automatically resistant to attack by 'outsiders.' Entertainment is a constant, but its tools are not. AOR's available share of the radio market can be spirited away if its presentation pluses (imaging, etc.) do not outweigh the potentially distancing minuses of unfamiliarity, snobishness, even the elusive taste. Listeners need not lock into your station ad infinitum simply because you are the longevity leader, especially if you are ignoring or missing format hunger pangs from your audience.

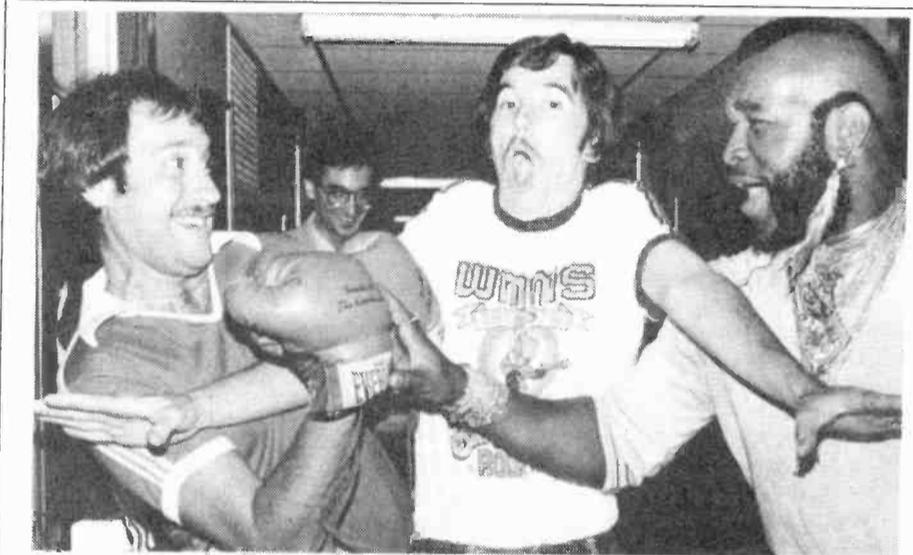
"AOR will almost certainly split its traditional audiences into camps, generally above and below the age of 25, becoming as fractionalized as the traditional Top 40 market in the early 70's. Learning to accurately target and service a specific piece of the audience will become a crucial life-preserving skill for those operating out of habitual 'surety.'"

KPKE/Denver
PD Alan Baxter

"I'm not looking for the second coming of another Beatles in the next 12 months. I remember Lee Abrams saying it was coming three years ago, a prediction based on the 'lull before the storm' theory he had. The music industry has been trying to give us another rage: a grunt, and out comes reggae; another grunt and out comes new wave. As far as another surefire smash form for AOR is concerned, I'm not expecting it soon. Ever since AOR became big-money radio and the consultant wars began, we've been conditioning our demos to think that more music means better radio. That puts pressure on the record companies to consistently produce better and better music. But you can only fit a maximum of

60 minutes of music into a programming hour. Once you've managed that, and your competitors have followed suit with generally the same music, then what? Maybe what we're doing is conditioning our audience to go to MTV or somewhere else, where they can not only hear the same hour's worth of music but get something extra via a creative video.

"Radio has to be an entertainment form first and a jukebox second. It's the only way we can deal with AOR music on fair terms. This way, if the record companies do produce a great new direction it will be a plus and not a necessity. Some new cuts like Rainbow's 'Power' or 707 are interesting, and seem to suggest a nice avenue if not a direction. So let's leave room for creative growth, and appreciate what we can get, not bemoan what we can't."



BRAWL IN THE HALL — "Mr. T.," the protagonist in the "Rocky III" film, stopped in at WMM'S/Cleveland on a promotional tour for the movie. Morning man Jeff Kinzbach (left) challenged Mr. T. (right) to an exhibition fight, but newsman Ed "Flash" Ferenc (center) wisely played referee before the match could get out of hand.

UPDATE

Anyone bemoaning AOR's supposed recent down trend in ratings might want to get in touch with WFYV/Jacksonville for the other side of the story; the station scored a terrific, market-dominant 23.4 in the latest Birch numbers. KSHE/St. Louis has gathered at least 17 former air-staffers for an "oldtimers' week" on the air. Included in those doing guest shifts are Mark Cooper, Jim Singer, Allan Carol, Steve Rosen, Sir Ed, Prince Knight, Big Jack Davis, Don Corey, Ron Stevens, Joy Grdnic, Gary Bennett, Dick Merkle, Tom Gordon, Lee Coffee, Don O'Day, David Rhodes, and Brother Love. WMM'S/Cleveland surprised local Journey fans by paying their parking fee at the group's recent Cleveland concert. KGB-FM/San Diego has produced an hourlong TV special called "KGB-FM Rocks 10," as a pilot for a monthly rock video showcase hosted by KGB-FM jocks. WYSP/Philadelphia just announced sponsorship of the "Ramblin' Raft Race" for later this summer. In the past the race has garnered over 100,000 participants and spectators. Here's another AOR Hot Lines name to remember: Rita Fuqui has joined Scotti Bros. as its AOR rep. Contact her at (213) 450-3193. WAAF/Worcester has announced it will begin airing tapes by unsigned local acts as a part of its regular programming. KMEL/San Francisco has four tickets to the Rolling Stones England concert at Wembley Stadium to give away in a phone-in promotion. Supergroups part two: Yes has already splintered into Asia and Jon Anderson's solo recordings. Now comes word from Atlantic that former Yes-mates Chris Squire and Alan White have joined forces with another old Yes'er, Tony Kaye, and South African guitarist Trevor Rabin, in a new band due from Atlantic this summer. And coming right up from Swan Song (June 24, act-

ually) is a Robert Plant solo album, which includes drumming by Phil Collins. Congratulations to WAAL/Binghamton OM Keith Nelson and new wife Don-

na, now honeymooning. KMGH/Bakersfield has moved. It's now at 924 Truxton Ave., Bakersfield, CA 93304. The new phone number is (805) 327-5772.

COLOR

HERE TODAY GONE TO MAUI: That's what KMTN/Jackson Hole's calling its current bumper sticker promotion. The station has employees on the street acting as spotters of KMTN's new bumper sticker. When spotted, license plates are noted and later read on the air. The plate owner has till the end of the day to call the station to register for several prizes. Grand prize is an expenses-paid trip to Maui, while listeners can also win a \$1000 stereo system, Walkman-type cassettes, record catalogues, etc.

A MOTELS NIGHT TO REMEMBER: WAAF/Worcester's holding a contest in conjunction with Capitol and the Motels that will award a night at an area hotel that's rigged for sex (waterbed, mirrored ceiling, x-rated movies, etc.). Listeners enter by writing descriptions of what they'd do in such a room, and WAAF jocks will judge the wildest idea as the winning entry.

I LEFT MY HEART . . . : KMEL/San Francisco's current contest asks listeners to celebrate San Francisco in song. KMEL will judge entries, and the winner will receive an expenses-paid trip to Hawaii along with a portable 4-track recording studio.

ON A ROLL: MCA and KLOL/Houston joined forces in a recent promotion that drew winners from write-in registrations for a drive by air personality Nick Van Cleve in a Rolls Royce to an exclusive Chinese restaurant for egg rolls, and then given a roll of 101 one-dollar bills.

CAT PEOPLE: KZEW/Dallas and MCA Records joined in a promotion that picked a winner from write-ins to fly expenses-paid to the New Orleans zoo, where the "Cat People" movie was filmed. Also included were hotel accommodations, \$198 spending money, tickets to the film and a copy of the soundtrack album.

KLZR TREASURE HUNT: KLZR/Lawrence listeners were invited to visit client outlets to pick up clues as to the whereabouts of prizes hidden by the station somewhere in town. Two \$1000 certificates were the prizes in the promotion, now in its tenth year for the station.

CONCERTS & CONVERSATIONS

GUEST DJ'S: Greg Kihn on KILO/Colorado Springs.

CONVERSATIONS: Ozzy Osbourne on WHCN/Hartford. Payolas on CHEZ-FM/Ottawa. Chas Sandford on WDHA/North Jersey. Asia, Waitresses on KYTD/Santa Barbara. Jam, Dave Edmunds, Split Enz on CHUM-FM/Toronto. Ozzy Osbourne, Krokus, Split Enz on Q107/Toronto. Asia, Tommy Tutone, Missing Persons on KEZY/Ar. aheim. Franke & Knockouts on KSHE/St. Louis. Ozzy Osbourne, Sparks on WLIR/Long Island. Marshall Crenshaw on WMJQ/Rochester. Dave Edmunds, Glenn Frey on WMM'S/Cleveland. Split Enz, John Cougar, Mick Ronson, Payolas, Girlschool, Toronto on CIFI-FM/Winnipeg. Jefferson Starship on KTIM/San Rafael. Wendy Waldman, Susan Lynch on WQBK/Albany.

Black Radio



WALT LOVE

WZAK/Cleveland: Urban Isn't Always Easy

Many times when we read about successful radio stations, we forget about all the "growing pains" that some of these organizations had to experience prior to the good times. I thought it might be interesting to interview some people who are hard at work trying to make it happen for their station. To clarify that, by no stretch of the imagination am I saying that our interviewee or his station is losing or considered subpar. I am saying (as does my interview subject below) that every business, organization, etc., must crawl before it walks and walk before it can run. Mr. Lee Zapis, Operations Manager of 93FM WZAK/Cleveland, agreed to discuss some of his station's early mistakes and some of its positive moves.

WZAK is a family-owned radio station, which isn't really rare but is becoming less prevalent in our industry. At one time 93FM was a foreign language station that accommodated some 34 different nationalities. Mr. Zapis said, "We had Hispanic, Greek, Italian, Lithuanian — you name it, we had it on the air. All this was bloc programming; we sold the time to a broker who in turn went out and found sponsors for the shows. That format existed from the time the station was started back in 1963 by my father and two other gentlemen — they began from scratch with nothing but a construction permit."



Lee Zapis

Growing Pains

I started by asking Mr. Zapis when WZAK launched its Urban format and what kind of growing pains he and the station went through. "We started our new format in March 1981," he said. "At that time we knew it wouldn't be easy, but we felt if we obtained some good professional help things would get off to a good start. We've had a revolving door here for the past year — practically at the same time we were beginning to show some growth ourselves.

"To be frank about it, we were very new to the format and definitely to any form of contemporary radio. When we first started the station was consulted by TM Productions. The format was called 'Alpha I,' and was first consulted or operated by Jack Patterson (onetime PD at Houston's KMJQ, now an air personality at KDAY/Los Angeles). Then approximately three weeks after we signed our agreement with TM, Patterson took a job as Program Director of WBMX/Chicago with his former boss, Jim Maddox, who was the GM there. Patterson continued to program the TM Alpha I format for us but after approximately two months at WBMX, he left the TM group altogether."

Zapis continued, "Then it was a real mess; they didn't help us with our growing pains at all. I think TM is a fine organization for programming secondary markets, but I don't think that they were really aware of the competition of major markets. They just really turned out to be a tape service. Looking back on things, their original consultation with us was pretty unrealistic. They said that after three months we should be well on our way to being sold out. They also said they

could introduce us to a good rate card, which was fine with us. TM had a certain sales philosophy which I think would work great with a successful station in maybe Dallas, which happens to be where they're located. Stations there sell strictly from their rate card, but in this market everybody discounts and the competition has forced us to discount. So, we have attributed some of our growing pains to them."

Importance Of Research

Based on your experience and growing pains, is there something that you can tell our readership that might be advantageous if they're thinking of changing to an Urban format? "Something I remember from my college days in a public relations course: 'There's no second chance to make a first impression.' In the very beginning you should have a clear cut idea of what you're going to be doing, and then go towards that direction. Once again, looking back on it I wish we could have done some real significant research. Not like the research that was done for us by TM, which was strictly showing which stations had which share in the marketplace and had it broken down by format and what we could expect to get from splitting those shares. I would have liked to have seen some research on listeners' attitudes towards different stations, and have gone for a well-defined position instead of going off into a million different directions. I think the one bit of advice I could give would be to invest in some quality research because it will pay off in the long run."

Knowing that WZAK had enjoyed a

ACTION



• WPDQ/Jacksonville, FL sent us a photo of two staffers backstage with Skyy after a recent concert. Pictured (l-r, rear) are Skyy's Gerald Le Bon and Bonny Dunning; WPDQ's Darren Ray; Skyy's Denise Crawford, Solomon Roberts, and Tommy McConnell; (l-r, front) WPDQ's Public Affair Director Julia Moore; Skyy's Anibal Sierra and Delores Mulligan.



Recently KACE/Los Angeles celebrated its fifth anniversary. Pictured with KACE PD/MD Alonzo Miller (right) are the Valentine Brothers, John (left) and Billy, and the young lady in the middle is Gordy/Motown recording artist Teena Marie. The photo was taken during a party held in Los Angeles.

slight rating increase (2.2 - 2.9), I asked if he thought it was now on the right track? "Yes I do.

We just hired a new Program Director named Lynn Tolliver, who is originally from Cleveland and knows the market. Lynn worked at WJMO in the mid-to-late 70's. Another thing that has really helped us is that we hired a new Sales Manager; his name is Michael J. Hilber. Prior to coming with us he had been with WGCL, a CHR station, for the past nine years and had been the Sales Manager for the last three. He personally has made a huge difference. Mr. Hilber has legitimized the station and given us some credibility. One thing we've found out is to be real sales-oriented, because in our first book we came in with a 2.9 share; our competition was at a 2.8. We couldn't convert that showing into any dollar figure. Now that Mike has joined us, he has done a phenomenal job, and we're trying to build good client relationships, something that will carry us through good and bad ratings."



Lynn Tolliver

Before continuing the interview with PD Lynn Tolliver, I asked Lee, as manager of a white-owned Urban property being programmed to a predominately black audience, how he answers charges from the blacks who feel some Urban/Black stations take from the black community and give nothing in return? "First, let me say that before you can walk you must crawl. We have to start paying off some of our debts before we can do any large community service-oriented functions. In the past, we've done some small things, donated money to certain charities — we do have a heavy public service commitment. A lot of stations have the Urban Contemporary format so they don't have to have a commitment to the black community. Our station is locally-owned. My father was born and raised here — he knows the community of Cleveland and he has a commitment to it. We knew our primary audience would be the black community and my father, the radio station, myself, are all committed to the black community. One of the reasons we decided to try this format was because we didn't feel that the black community was being served properly. My father is known in the community and the station is available to those organizations doing positive things to help others. If you want to be successful you must be important to your listeners. You have to supply them with good music, news, public affairs, and quality personnel on the air — and we're now doing all of that and more."

Tolliver In The Spotlight

Knowing that Lynn Tolliver had only been at the station for a few weeks, I decided to ask him a few basic questions, such as what he thinks needs to be done to help improve WZAK's audience share? "We need to increase the visibility of our personalities and the station's call letters. I also think we need the proper music selection, which has been put into motion already. One thing that's definitely needed is to retain our audience. We need to hold on to them longer — it's called acquisition and retention, all for the ARB. That's our strategy in a nutshell."

Is the staff from Cleveland? "Not everyone. Wanda Harris, K.C. Stewart, and myself are from Cleveland. Ken Allen, who does mornings, is from Pittsburgh — he used to work for WAMO. Eric Fazio is from New Jersey by way of Toledo. We've got a good group of people. I think within a few months down the road, we should be a very influential radio station in this market."

Cleveland is a very polarized city — blacks are over here and whites are over there. How can you reach the people? "Well, I grew up here and what you're saying is correct, but I know that Cleveland is a one-on-one kind of city. By that I mean you've got to be able to touch each individual, so to speak. You've got to touch them by showing yourself, by being out there with them — no matter who it is. In the past no one has done that here. All the others have only been on the radio — nothing really personal. We're gonna take it to the streets, for real!"

Any final statements? "First of all I'm very happy to be here. This is the first time I've had the opportunity to work directly with the owners of a station. The Zapises are very good people, and I'm not saying that to stroke anyone. But it's really a different atmosphere when you're working first-hand with the final decision-makers as opposed to working at a corporate-owned facility. This atmosphere just creates a more positive feeling and I've found that lacking at some other stations where I've worked."

Final Note: I sincerely thank Lee Zapis for sharing his station's story with us — not everyone would be so open and honest!

The Music Section

Black Radio's Most Accurate
Music Information

Begins on Page 52

Columbia Is Hot And Getting Hotter!

CHERYL LYNN "INSTANT LOVE"

WXYV WAOK KDKO WKND KOKY WWWS WAMO WORL
WILD WVEE KDAY WNHC WJJS KACE WNOV WENN
WDAS WEDR XHRM KNOW WANM KPOP-FM WYLD-AM WENZ
WHUR WAIL-FM WSSJ WGIV KAEZ WCIN KGFJ

ALTON EDWARDS "I JUST WANNA (SPEND SOME TIME WITH YOU)"

WXYV XHRM KOKY KACE WIN WVEE KWAM WESL WDAO KCOH
WHRK WATV WJJS WNJR WXYV WSOK WBMX WZEN WTLC WYLD-AM
WEDR WENN WBLX WKND WGIV WORL WNOV WCIN WDMT WAIL
KDAY WJAX WLTH WUFO WPAL WLOK KPRS WVKO KYOK KGFJ

TIME BANDITS "LIVE IT UP"

WAIL-FM KELP WBLS WCAS WPAL WBMX WLBS
WGCI WVOL WRKS WSRC KOKY WESL KYOK
XHRM KPOP-FM WNHC WWDM WJPC WGPR KUTE

CHARLES EARLAND "ANIMAL"

WXYV WNJR WRAP WHYZ WOKS WHRK WAWA WJLB KGFJ
WENN WNHC WGIV WWDM WEDR KWAM KPRS WVKO XHRM
WLOU WILD WSRC WPAL WTMP WBMX WESL WDMT
WDAO WCAS WQMG WLLE WORL WNOV WCHB WYLD-AM

COMING THIS WEEK: The New **THIRD WORLD** Single
"You're Playing Us Too Close"



Columbia Records



Adult/ Contemporary



JEFF GREEN

Breaking Records And Winning Big

"Adults aren't interested in new music, only that which they grew up with."

"You can't get hurt by what you don't play."

"There's no advantage being early on new records."

Sound familiar? Adult/Contemporary record promotion people hear these statements every day, and understand the conservative nature of A/C stations all too well. For it's a fact that, on the average, A/C stations carry shorter current playlists than any other music format.

If it can be said that A/C is radio's most successful format in both ratings and revenue, then it could be argued that this conservative music philosophy pays off. However, there are exceptions to every rule. This week, we look at three of them; i.e., highly successful stations which expose a lot of new product.

Who Said It Couldn't Be Done?

Dave McClary is Music Director for WFMK/Lansing, a station which enjoys double-digit ratings with 25-49 demographics. Dave's confident, aggressive philosophy is reflected by the station's 45-record playlist. When asked how he's able to win with this liberal approach, Dave remarked, "Who said it couldn't be done? Our consultant Paul Christy and I don't



believe the myth that new music scares off listeners. We only feel that *bad* new music will turn listeners off. You have to be careful, but if a song sounds right to you, there's absolutely no reason not to play it. A good-sounding record can only enhance your programming. Our motive is not to exploit the fact that we play a wider music variety than our competitors. We just claim to play the *best* music."

Dave doesn't see preliminary research as a necessary criterion before committing to new records. "We don't do any local research before we add a song," he said, "because we've learned it's almost impossible to get a correct reading about a record until the audience becomes familiar with it. We watch the trades, of course, but gut is a big part of it."

Self-Honesty

Explaining his music philosophy, Dave said, "The key is being honest with yourself. If we feel good about a song, we'll add it. Should we pick up negative responses, we don't hesitate to take it off. You see, we're not out to prove anything to anybody, and therefore aren't afraid to admit when we're wrong. It's never an ego contest to see who can pick the most hits."

Listener Trust

Does Dave believe his station can be hurt by playing a "stiff?" "A single record played every 8-12 hours for a couple of weeks certainly won't hurt you," he asserted. "I've heard enough of this crap about tuning out your entire audience by playing one wrong song. If the record's

that bad, you'd never add it in the first place.

"Furthermore, if your station is successful, you've got a *trust* with your listeners. If they hear you playing something strange or different, they'll trust you enough to stay with you. Besides, listeners find records they initially dislike growing in appeal over time."

This listener trust WFMK has established gives the staff confidence when exposing new product. Dave concluded, "The audience knows we'll never put a trashy record on the air."

Acting As Music Leaders

As Music Director for WHBC/Canton, Mike Dorn is responsible for maintaining the station's ratings success, also represented by double-digit figures. Unlike other full-service stations, which keep very short playlists as basic supplements to the non-music priorities, WHBC's 41-current playlist is rooted in an exactly opposite philosophy. "Because we offer so



much more than just music," Mike began, "we aren't as concerned with precisely selecting the hits as an all-music station might be. That provides us with more freedom. We're not trying to compete with the FM stations, since we concentrate heavily on news and personality. No matter who it's by," he concluded, "as long as the song sounds good, it'll fit and people will like it."

Detailing this last point further, Mike commented, "Radio stations should be leaders. They don't always need to wait and see what people like, because a lot of folks *don't know* what they like. We don't have to wait for someone to tell us what's good. We listen to and evaluate so much music that usually we can tell ahead of time it's right for us. We're not sure if a song will sell, but we know what our audience prefers." Mike emphasized that new music and new artists are vital to format freshness. "New product and particularly developing artists are very important to us in many cases, because some of the superstars' songs tend to sound the same record after record. Our listeners will accept a great song by a new talent faster than an average song by an established artist."

Providing Variety

Mike indicated that, unlike teens, whose interests lean towards certain specific groups, WHBC's adults tend to favor in-

OUTCUE

KTAC's Hardwick Debuts Rickshaw Racing

Twenty-five year broadcaster and current KTAC/Tacoma personality Robert E. Lee Hardwick recently became the first human to ever run a 10,000 meter (6.2 miles) race pulling a man by rickshaw. The 51-year-old Hardwick covered the hilly course, chauffeuring KTAC News Director Chuck Bolland, in under 74 minutes.

Bolland's cargo, plus the custom-built rickshaw, tipped the scale at 210 pounds.

Robert, who remains the only human to swim the 15-mile-wide tidal waters between Bremerton and Seattle, also was the first person to swim with a killer whale. He also once jockeyed a jet ski 737 miles from Ketchikan, AK to Seattle, another record.

So why run with a rickshaw? "Middle-aged people don't like to run because it's boring," he explained. "I want to show them that it can be fun with some imaginative variations."

While the exhausted Hardwick rested beside a street curb, the cool, dry, tuxedo-clad Bolland quipped, "I'm relieved that he didn't expire out there. I mean, what would that do to my image?" Claiming that his tux "dignified the sport," Chuck boasted, "Now that I hold a world record, maybe the Nike Shoe people will want to pay me for endorsements!"



RUN FOR YOUR LIFE — KTAC's Robert Hardwick pulls Chuck Bolland around the 10,000 meter course during the St. Joseph Hospital Heart Run.

dividual songs. "It's sometimes hard to determine who an established artist is," he said. "Even though we back-announce everything, some of the biggest names are still unfamiliar to our audience. So artist name isn't always an important factor. It's more of a song-by-song decision, which tends to provide more variety and an open-minded view."

Suggesting his own approach to considering new product, Mike offered, "If your station is like ours, try not watching the charts so closely. I do my music first, and then look at the charts A) out of curiosity, and B) to confirm my own decisions. Understand that your particular audience isn't necessarily represented by what's on or not on the charts."

Understanding Gut Feel

KTWO/Casper Program Director Terry Gross supervises a 47-song playlist while keeping his station among the highest-rated in the country with 25-49 adults. Terry views his ability to appreciate his own gut instincts as a primary ingredient to winning while exposing new music. "The other day," he recalled, "I heard



Terry Gross

someone talk about how in the old days it was all gut feeling, while now so many programmers are into heavy research. I believe a lot of people will agree with me that you still have to use your gut. What's gut feeling? When you hear a song for the first time, and it really does something for you. You catch yourself tapping your toe, humming it over and over, drumming on the desk — *that's* gut feel. If you react that way, you can bet others will, too."

Terry does not dismiss the value of research, even though he relies on his

ears. "I think research is good — don't get me wrong. But sometimes all it will do is tell you what you're going to find out anyway. If you've been around music long enough, you know good and bad songs when you hear them."

Expanding on his music policy, Terry stated, "We play a lot of album cuts, aside from our current singles, recurrences, and oldies. Whenever I tune into a music

"If your station is successful, you've got a trust with your listeners."

station's talk show, I always hear listeners complaining how that station plays the same music over and over. We play a lot of records and have never gotten that complaint. We use a natural rotation system and don't daypart records, figuring that if it's good enough to play on our station, it's good enough for all times."

Terry stressed that KTWO will play what's right for the station, not just what supposedly there is room for. "The popular syndrome of having room for only 2-4 new records a week is something we really avoid. If there are five or even seven good new releases that come out in any given week, we'll add them all. If they're truly good records, how can they hurt us? The more the merrier!"

It's impressive to see these mavericks of music convention perform so well. I hope their views are useful to other programmers evaluating their playlists and policies in the days ahead.

The Music Section

A/C's Most Accurate
Music Information

Begins on Page 54



CAROLYN PARKS

Programming For The Book Vs. Maintaining Consistency

It used to be easy to tell when a rating period was in process in any market simply by checking out the proliferation of radio billboards, buscards, and television spots, most of which would be touting a particular station's latest "big money" contest. Record promoters, too, never had to check their calendars, for they knew the first day of the sweep was the day programmers stopped adding all but the biggest name artists to their playlists.

Now, with some markets rated year-round and all rated markets involved in the longer 12-week sweeps, the tendency to "hype" a book seems to have died down somewhat. Many stations have adjusted to the longer sweeps by maintaining a fairly stable consistency year-round, while others still feel that the approach of an ARB is the time to gear up for the ratings battle with adjustments ranging from extra promotional efforts to tightened playlists.

With the end of the spring book approaching, I decided it might be an excellent time to air the views of a cross-section of our reporting stations as to their philosophies on this everchanging ratings dilemma. Maybe some of their comments will strike a chord with you, so that the next time those diaries go out in your market, you'll be able to deal with the prospect with a lot less panic and a great deal more self-assurance.

Stan Davis, MD
WVAM/Altoona, PA
(One Book Per Year)

"The ratings don't affect us at all. If you're going to play a good record and the audience is going to like it, why hold off just because you're in a rating period. It just doesn't make a whole lot of sense to me, but I guess I just do things differently. Although we have just one rating period here a year (in the spring), it does not change our music one iota."



Stan Davis

Buddy Owens, OM
KUZZ/Bakersfield, CA
(Two Books Per Year)

"I like to go about the everyday business of the radio station as if we were in a rating period all the time. We do possibly a few more promotions during the ratings, but as far as tightening up the playlist or playing any different kinds songs, or making adjustments of any kind, we just don't. However, I might possibly wait on some records that just didn't reach out and grab me until after the sweep. In this market we try not to watch what R&R, Billboard, and the other trades say is the number one song, because in a couple of instances the songs that do well nationally just do not do very well here. As far as our on-air sound, the music is basically all going to be about the same all year round. I think it helps in our consistency."

John Marks, MD
WSAI/Cincinnati, OH
(Two Books Per Year)

"As far as we're concerned, we don't adjust ourselves in any way, shape, or form to the Arbitron book. We just continue with business as usual. Not because of the book, but because of our poor showing in past books, we have been as a general rule more discriminating about what we play and more image-conscious about songs we may go on. We've been deemphasizing the use of national trades, bullets, and superbullets, and just going more with what we feel will suit the air sound that we're trying to achieve. We also don't emphasize oldies any more or any less during ratings, and that way we don't have what we feel is a conflict of image. We do promote a little more during the sweeps, which I guess is pretty well par for the course, but musically speaking, we don't readjust ourselves at all."



John Marks

Jerry King, MD
KKYX/San Antonio, TX
(Two Books Per Year)

"We don't tighten up much during the rating periods. We still maintain our 68 records. However, we're running with what we consider to be the best songs possible to be played on the radio station. I still think that it's possible to have a hit record and be a new artist. That possibility has got to be there from now on or our industry is in a lot of trouble. Quality is always number one whether it's a large or small label. I would have a tendency to be a little more liberal to some degree after the book is over. Radio stations make their bread and butter according to what the Arbitron says, and the name of the game is to reach the largest number of demographics you can possibly reach. In order to do that you have to play the best music there is to be played. If you're doing your homework year-round, you won't have to worry about the test!"

Warren Johnson, MD
WKKQ/Hibbing(Duluth), MN
(One Book Per Year)

"The ratings really don't have any effect on my music list because our thinking is that we will not gain or lose any listeners just because of that. Our listeners don't know that it's a rating period. We keep the playlist pretty tight and con-

This Man Has A Nose For News

When KDMS/EI Dorado, AR News Director Ted Connor sent along this picture of himself, we weren't sure whether he worked at a radio station or a limburger cheese factory. Actually, Ted just wanted to show off the station's new microphone clips and prove that news directors like to look at both sides of a situation (sister station KLBO's call letters are on the other side of the clip). P.S. Ted passed the eye exam with flying colors, although he has become slightly crosseyed since this photo was taken!



stant year-round. It seems to be working since we're number one in the Duluth market!"

Gary Agnew, PD/MD
WSEN/Baldwinsville, NY
(Syracuse Market)
(Two Books Per Year)

"One of the philosophies we have here is that we don't program for the ratings because we feel you're being rated every day by the listener. When the sweeps come around we're ready for them because we're doing it every day. It's very simple, but it seems to be effective. If I feel strongly enough about a record, I'll put it on whether we're in a rating period or not. As far as oldies and recurrences go, we have an ongoing process of constant change as recurrences go to gold and gold comes off, so we try to keep the gold as fresh as possible and yet retain the most requested, most viable product in there at all times. One way the ratings do affect us is that you tend to take a second look at the station to make sure that everything you're doing is as right as possible. Promotionwise, you can buy one book with a million-dollar contest, but what are you going to do after that? When we do contests, it's just generally ticket or LP giveaways, and the reception has been terrific for it."

Ron Norwood, PD/MD
KMPS/Seattle, WA
(Three Books Per Year)

"The thing that's most important about Seattle is that we were one of the first markets to go to extended ratings, so it's been with us for a couple of years now. I can truly say that Seattle is the most laid-back it has ever been in the way of promotions. For example, in the winter book which we just got through, maybe one or two stations went all out. The rest of us said the hell with it! The buses were not clogged with call letters nor were the local avails on TV. It was just business as usual, and I really think that's healthy. I think it's a classic example of what will happen to radio over a period of time. The thing that I have never done is change anything I do during rating periods. I don't believe in giving people something different when it's most important to us, and when it's not important, going back to the regular format. One of the things we pride ourselves on at KMPS is our extremely consistent rating pattern. Except for the last winter book, we have maintained solid ratings for the last five years. I know this sounds like your basic stock answer, but I truly do program the radio station the same 365 days a year."



Ron Norwood

Trish Hennessey, MD
WPOC/Baltimore, MD
(Three Books Per Year)

"The rating periods have virtually no effect on us except for the fact that we've got renewed energy every time a book comes out. We always try to maintain a balance in our music. We might go through what we have to decide - whether we should possibly delete a record in order to gain more listeners, whether a record is too offensive at this point, whether we should brighten our sound to attract more listeners, or whether we should just maintain things as they have been. But we never get panicky, primarily because we've continued to go up and up. One thing we are careful of these days is to maintain the listeners that we do have by not forcing unnecessary pop material on them. Ultimately, it really makes no difference whether we're in a book or not on whether we'll add something new. We always wait on records anyway. The overall sound of the station is what matters to us... that's the bottom line."



Trish Hennessey

Coyote Calhoun, PD
WAMZ/Louisville, KY
(Three Books Per Year)

"The book does have an influence, but I think it's more a matter of availability of product. If a bunch of really big artists come out with new songs all at once, I'm going to go on them because I feel as though my listeners want to hear something new. When we're not in a book, I'd probably be a little more liberal about adding on something that is not quite as well known. Billy Parker, which we put on this week, is not well known but it's also in a limited rotation, so when something unfamiliar comes up it's not going to hurt me. I like being in three books a year because that way you really get a better overall picture of how a station is doing. There's not as much hype; you can't buy a book."



Coyote Calhoun

Rick Stewart, MD
KXRB/Sioux Falls, SD
(One Book Per Year)

"I don't necessarily tighten up, but I have to admit that I would go with an established artist before a new artist for the familiarity factor. I don't think the Arbitron is that much of a factor on music selection, because we keep a playlist of 50; if I pull five out, I'll put five new ones in. If I don't have five that are real

Continued on Page 26

Country Pictures



4x4 = WIL WINNER — WIL/St. Louis staged a winter promotion called the "Truck and Bucks Giveaway," which elicited two grand prize winners. One lucky listener won a trip for two on Eastern Airlines to any of its 127 destinations, while another local family picked up the keys to their new \$12,000 GMC Custom 4x4 pickup, which PD Mike Carta is shown handing over.



ROWLAND ROLLS INTO KRRK — Following the final Dave Rowland & Sugar concert of their career, Rowland stopped by the KRRK/East Grand Forks, MN studios with a copy of his first solo effort. Pictured with Rowland are air personalities Al Casey (left) and Curt Samson (right).



WWEG'S PORTABLE PORTER PARTY — Prior to embarking on a night on the town with Porter Wagoner, the two winners of WWEG/Racine, WI's "Dinner With Porter" contest are pictured with the man himself and station PD Bucky Albright (right) in front of the evening's transportation — a 1941 Buick limousine.

Biff Collie's column will return next week.



Coors Country News
This Week's Guests:
JOHN CONLEE & GAIL DAVIES

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



BROTHERLY & SISTERLY LOVE — Gary Stewart and Dean Dillon got cozy with radio friends at a listening party given by RCA. There to kick off their debut LP in Nashville's Bullpen Lounge were (l-r) WJRB MD Janet Bozeman, WSM air personality Skip Woolwine, Dillon, WSM MD Janet Forte, and Stewart.



THREE FOR FREE — Bobby Bare, Mel McDaniel & Dotsy made up the KDJW & KBUY/ Amarillo tenth annual Free Country Concert. The sister stations gave away tickets to the two performances, and over 13,000 listeners were treated! Pictured post-concert are (l-r) KDJW & KBUY salesperson Maurine Hopkins, KDJW PD "Shotgun" John Kelly, Dotsy, McDaniel, and KBUY PD Nancy Allen.

Programming For The Book Vs. Maintaining Consistency

Continued from Page 25

ly strong, I'll go with something that I think the audience might enjoy, but I do have a tendency to go with a name artist before I would an unknown. You like to keep the Merle Haggards and Willie Nelsons in front of people during ratings. After all, you're trying to attract an audience, and I think familiar artists do that."

Lee Shannon, MD
WQIK/Jacksonville, FL
(Two Books Per Year)

"We have tightened up with the current rating period, although I think we would have done so anyway since Jon Anthony came on as PD and because we were playing about 60-65 records prior to that. When we're not in a rating period we might give a break to some records that we possibly can't afford to otherwise, which is good because it lets us play some of the artists that otherwise might not get played. It's a shame that it's such a cut-and-dried business like that, but a matter of a percentage point can really make a lot of difference in the bookkeeping end of it."



Lee Shannon

Country Joe Flint, PD/MD
KSOP/Salt Lake City, UT
(Two Books Per Year)
"My belief is that you're being rated

every day of the year by your listeners, and there's no sense in tightening it up during an ARB and then loosening it up afterwards. I don't think you're doing your listeners justice. If there was a record I wanted to add, whether I was absolutely sure of it or not, I'd go with it anyway regardless of the rating situation. We don't go into promoting for the book either because we have ongoing promotions 12 months out of the year. We program the same way 365 days during the year. I take that back... we do put Christmas music on in December!"



Country Joe Flint

It would seem from the comments above that the general consensus is to remain consistent throughout the year rather than trying to restructure a station simply for the ratings. With longer rating periods now a fact of life, this philosophy certainly makes a lot of sense. It also should come as a boon to record promoters who heretofore had to sandwich their less familiar artists between the books.

The Music Section

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

PROMOTIONS:

THE INDUSTRY'S



WAS IT WORTH IT?
The Million Dollar
Giveaways Revisited

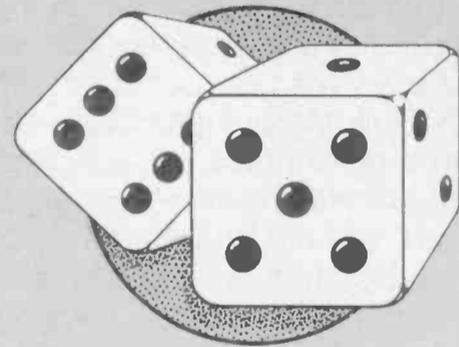
See Page 32



**Ways To Get
Your Record
Played**

See Page 30

THE PAYOFF: Where The Money Goes



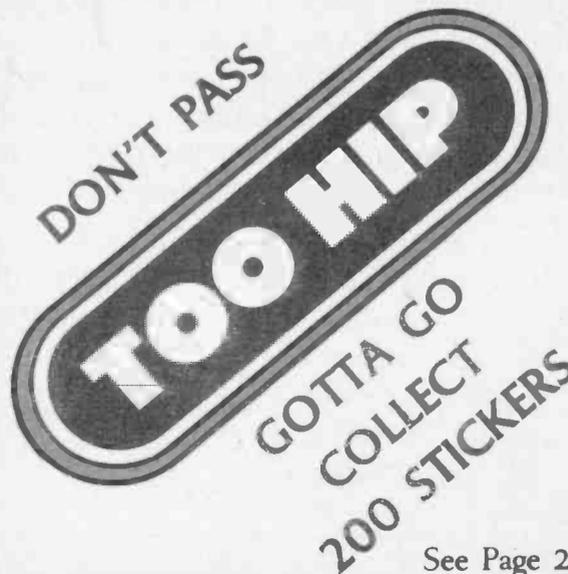
See Page 32



See Page 38

**What's The
Next
Move?**

See Page 34



See Page 29

Improve your first quarter numbers.

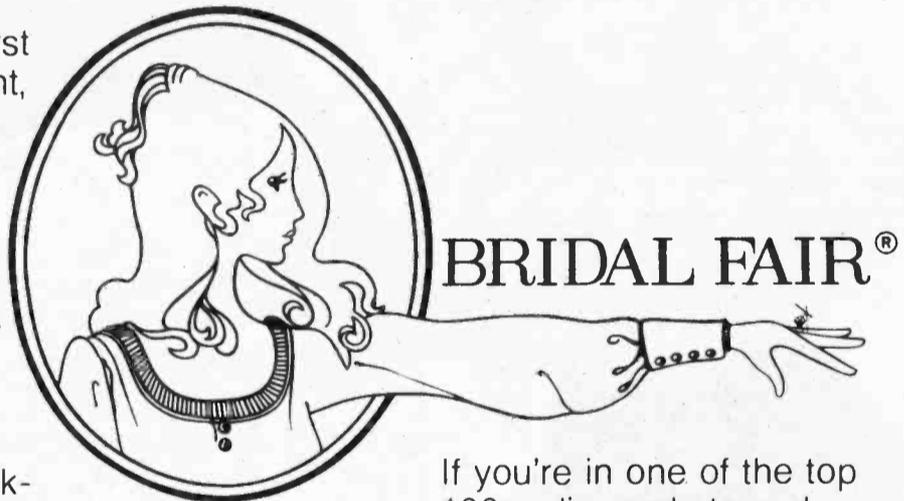
Add in Bridal Fair.®

Bridal Fair® is a marketing concept. It has been used by hundreds of radio stations for over 16 years for one main purpose. To put advertising on the air during the slow first quarter. And because of years of refinement, Bridal Fair® is the most successful tool of its kind in America.

When your station hosts Bridal Fair®, everybody wins. First, depending on your market size, thousands of brides-to-be will attend your event. They'll see merchandise and services they want for their new home and family. Two, retailers and service businesses will get a chance (which they'll love) to talk to buying brides and their check-writing mothers face to face. And three, you'll collect advertising revenue (six-figure numbers are not uncommon) from the participants. Because each participant also becomes a sponsor who pays to promote on your station.

Along with new revenue, one of the best features of Bridal Fair® is how easy it is to have one. Our professional regional managers carefully guide you and your sales staff through every phase. From setting up to selling to servicing the event, we work with you to achieve the maximum results.

There's more to Bridal Fair®, much more. Bonus gifts to help insure registration. A custom computer printout of all the names and addresses of the bride-to-be—it's used by the sponsors as a prospecting tool. An on-the-air advertising program and printed collateral materials.



If you're in one of the top 100 radio markets and you're looking for better first-quarter numbers, add in Bridal Fair®. Call Bill Rivedal, (402) 397-8902, for more information. Or write Bridal Fair®, 8901 Indian Hills Drive, Omaha, Nebraska 68114.



TOO HIP

Sticking With The Frazze That Pays

Even a first-time visitor to Southern California will quickly notice the sticker pictured above (or one of the thousands of text variations) on a bumper, window, T-shirt, billboard, TV commercial or poster. The rainbow sticker is the ubiquitous trademark of KLOS/Los Angeles.

For the story behind one of the most successful stickups in radio history, R&R's Jeff Gelb sat down with KLOS's Director of Creative Services Steve Gaspar for the following conversation.

IN THE BEGINNING

R&R: What is the history of the rainbow-design sticker?

SG: The "racetrack" logo is something that was adopted by ABC (the parent company of KLOS) in about 1974. In 1975 it was filed as a trademark for the ABC stations. KLOS has always used the symbol, and an enormous amount of money had been spent making it familiar throughout Los Angeles. Then, as the station changed its on-air approach over the years, the station's promotion directors modified the logo, changing it to a neon configuration, giving it a metallic center, etc. During that time KLOS began to develop image problems and ratings loss.

Prior to my joining the station, they did some focus group studies on the KLOS logo in its original fluorescent colors. They showed the groups the logo with a blank center to determine whether the logo was well-received; there was some thought of abandoning it. KLOS VP/GM Bill Summers had one made up with "too hip" in the center, and that tested really well. (Editor's Note: The phrase "too hip, gotta go" is the trademark of KLOS morning man Frazer Smith.) The symbol met with strong response from every group that was tested, and the "too hip" sticker was strongly identified with KLOS and Frazer Smith.

When I interviewed to join KLOS in 1980, one of the things that I wanted to do was reestablish that trademark. I figured with L.A.'s new wave accent, the logo's fluorescent colors would be fashionable again.

My problem, when I took the job, was how to best market and promote the logo. I ordered decals with "KLOS" and "too hip," and we thought, let's be a little on the arrogant side and make some with a blank center and give those out too.

Before the decals actually arrived, it was announced that the Who were going to play Southern California. We wanted to do something to steal the show, since KMET had an exclusive relationship at the time with promoters Wolf and Rissmiller. We came up with a free parking promotion where we bought all the parking for all seven nights of the shows. But we wanted to do something else to impress upon people that it was a KLOS show, not KMET's. One of our sales managers, Simon T., suggested that we put "the Who" in the middle of the logo.

Immediately I realized that even if people weren't sure about KLOS, no one could resist the most popular group around, and we could continue the promotion with other groups. I hoped that this would be my saving grace in turning the image of the station around. We gave away 10,000 stickers at each of the seven Who concerts. The response was amazing.

The beauty of the thing is that the trademark itself says "KLOS," while the group name inside says, "KLOS IS the Who, Springsteen, BOC, or whoever." Plus it gave people that went to the concert something free . . . something that said they were there.

DISTRIBUTION

R&R: Are the stickers only used for groups at concerts?

SG: Primarily, yes. We only give out concert decals at concert locations; we don't allow them to be mailed. We wanted to establish within the audience that if they saw it on someone's car, it meant that person was there, and KLOS was there. Now, the recall of people as to which AOR station was involved with the major concerts in town, even if our competitor's call letters were on the advertising, would be that it was a KLOS concert.

R&R: Who decides which shows you'll do stickers for?

SG: Every Monday we have a promotion meeting and talk about it. In general, if it's a major rock act that we play, we cover it. We cannot afford to abandon the promotion at this point. The demand literally forces us to continue. People tell us they drive 50 miles to get a decal.

R&R: What percentage of a concert crowd do you cover with the stickers?

SG: We try to cover 65-70% of the people who go to a show. We don't want to overkill a concert for two reasons: people who take handfuns go out and sell them later on, which we don't want; and we want to retain the collector's item coolness of the campaign.

R&R: How do you control distribution?

SG: We use a lot of people. We'll show up about three hours before the start of a show and set up a table. About four people sit there with a rubber stamp and as people present their concert tickets, we stamp 'em. When it's about an hour before showtime, we have our people positioned around the perimeter of the hall, near the entrances, handing out one sticker to each stamped ticket.

Originally that was a problem with the concert hall owners: they thought the stickers would wind up all over their walls and seats. At first we had to agree that we would pay costs to clean up any such problems. So they gave us a shot. After the first concert not a single sticker showed up on the seats or walls, and since then we've had their complete cooperation.

R&R: Have any bands or managers ever gotten uptight about you infringing on sales of their own merchandise?

SG: Only once. They felt that our decals might diminish sales of their own. After some lengthy conversations back and forth, we knew we couldn't come to any mutual agreement, so we went ahead regardless.

Conversely, we've had groups call us in advance to request we do decals for them. Tom Petty asked us to do an "I ♥ TP," which is his trademark, to give out at a show sponsored by another radio station. Sammy Hagar specifically asked us if we could print his name in red, which is his trademark.

COST

R&R: You've never asked a record company or group to underwrite the cost of the decals?

SG: No. We've offered to sell the backspace, but the prices we ask virtually just pay the cost of printing the ads on the back. It's part of my promotional budget to buy these decals, and that keeps the decision-making process in our hands.

R&R: What's your budget on the decals?

SG: Let's just say that KLOS spends as much money annually for decals as most Southern California stations would spend for a good outdoor showing of billboards in one month.

R&R: Any problems with bootlegging?

SG: We have had people manufacturing similar counterfeit decals, selling them not only here, but all over the country. That concerns me for a number of reasons: 1) they're not authorized to use the KLOS logo; 2) it could suggest implied consent on our part of the usage of the group names; 3) it puts me in a position where some of the audience might think the station is maintaining a supply-and-demand policy in order to sell decals. We have never sold decals.

LICENSING

R&R: But you have licensed the racetrack logo for some people, haven't you?

SG: Yes, for use on T-shirts, but they only say KLOS or "too hip." We were being bootlegged for buttons, but it's very hard to stop the bootlegging business. We were able to find one of these bootleggers, and we filed a cease and desist order, but the reality was someone else would pick up the slack. So we decided it was better to control the buttons by licensing them for distribution. The agreement

TOO HIP/ See Page 36

Steve Gaspar and his assistants Steve Smith, Mark Felsot, and Anne Cerussi have put in a lot of thought and effort on behalf of the KLOS rainbow sticker campaign. It is not an exaggeration to say that it is nearly impossible to go anywhere in the greater Los Angeles area without seeing the colorful KLOS logo. The unlikely combination of a morning man's slogan, a sales manager's idea, and a promotion director's organization and follow-through not only revitalized a logo, it created a longlasting trademark.

What's The Next

Radio stations have been playing the promotion game successfully for decades, earning a reputation as the most creative medium for keeping themselves in the public eye. The history of radio promotions, from the riot-inciting treasure hunts of the 50's to the currently fashionable "Three Songs In A Row Or We'll Pay You \$25,000"-type contests, is a rich and colorful chronicle, covered in anecdotal detail elsewhere in **R&R's** "The Greatest Promotions Of All Time" special last year and also in this section.

Now the future has descended on radio with a vengeance. No one needs to be told about the intensified competition from cable and home taping that radio must counter. The coming years require a careful analysis of where to spend the promotion budget, how much to spend, and what's to be accomplished by those expenditures. **R&R** asked a cross-section of managers, programmers, and promotion directors to consider those questions, and their thoughts are worth contrasting and comparing.

Tube Or Not Tube — TV's The Question

In general, television is still regarded as the one indispensable vehicle for promoting radio. **KLZ/Denver** Programming/Operations Manager **Dave Scott** says, "I think the greatest number of dollars are best spent narrow and deep in television." **KEY103/Austin** PD **Mike Patrick** puts in a good word for billboards too: "On the outside, we see TV and billboards as major promotional vehicles in the future." But **Meryl Cohen**, Director of Advertising/Promotion at **WXYZ/Detroit**, goes all the way down the line with TV: "I can't think of another medium that would be as effective unless something totally new comes... like honing in on people's brainwaves."

KZAP/Sacramento PD **Les Tracy** says simply, "TV is our future. I think it's very important to get specific shows when we buy —

'MASH,' 'Fridays,' 'Saturday Night Live.'" And **WLAV/Grand Rapids** PD **Dave Logan** comments, "In critically competitive markets like Detroit, TV spots are the way you can best reach people to help redefine the image your station is trying to put out. It only helps so much to be talking up rock and roll and bars or whatever on the radio. Sooner or later there has to be that fantasy element that reinforces your station, and nothing really does it like a hot 'Star Wars'-ish TV spot."



Bob Wood

A cautionary note was sounded by **WBEN/Buffalo** VP/Programming **Bob Wood**, who's attempting to modify his station's image through advertising. He remarked, "Most of our dollars will go into TV, as that's the medium I feel will best help alter (our) image," but added, "It takes a very large TV budget to change the impressions people have about your station." And **WZYP/Huntsville** PD **Chris Andrews** was decidedly negative on TV: "I prefer to use bumper stickers, cash on the streets, and community involvement campaigns rather than TV. The medium has become very overcrowded and is quite cost-prohibitive. If I had \$1000 to spend on TV or to give away in \$100 shots to listeners, I'd give it to the listeners."



Chris Andrews

Visibility In the Community: Insights On Staying In Sight

Community involvement is a prime asset to winning radio stations, and even in the impending age of national networks and radio by satellite, community-oriented promotions will retain their importance. "I think that's the way radio is going to be looking," says **KTRH/Houston** PD **Ed Shane** in making exactly that point, "because we are becoming such a national industry. Like what they used to say about rock & roll: what can you do between the records that makes it sound like you? If we can tie in with local organizations, I think that's important."



Ed Shane

When asked his most important promotional consideration, **WBEN's** **Bob Wood** answered, "No doubt, it's to strengthen our ties with the community. People are amazed that we like to come into their lives." **KWAV/Monterey** GM **Terry Gillingham** agrees: "We'll primarily be centering on community-oriented events, rather than contesting. Staging events such as running marathons and concerts reinforces our strengths."

Visibility is the key for **KHS/Los Angeles** VP/Promotion **Meredith May**. "With everyone getting more narrow in their targets, you've got to attract attention to yourself somehow," she says. "When you can get out on the streets and involve your listeners, you're doing your station a lot of good." **Jerry Rogers**, VP/GM of **WSGA & WZAT/Savannah**, remarked, "Promotions as we've known them in the past have lost their impact somewhat. Like everything else, when you get to eat too much candy, you get tired of it. The promotions that give you visibility, like offering gas for a cheap price, make much more sense to me. These things get people out and involved."

Stations active in community-oriented promotions are thoroughly convinced they're on the right course. **KNIX-FM/Phoenix** publicity/promotions staffer **Leyla Kirdar** says, "Getting that name out is a very important part of marketing a station. We do 'KNIX Night' every night at different night clubs; we've been doing it for about ten years now. The jocks have developed a regular following and it's helped us come closer to the public." **Isabelle Lemon**, Manager of Promotions at **KNBR/San Francisco**, maintains, "We have several spectator and participatory events that have become classics, such as our 'Bathtub Reggata' and 'Bridge-To-Bridge Run.' The important underlying aspect to outdoor promotions such as these is that they raise a lot of money for charities. We'll continue to introduce new promotions and

events, but the themes outdoors will almost always center around community involvement."

WCXI-AM & FM/Detroit GM **John Risher** sums it up by saying, "We intend to stay visible through the 80's. I think that visibility outside in the community is integral for any radio station today. People like to see who they're listening to and like to meet them and talk to them."



John Risher

Cars, Vacations, And The Trusty Bumper Sticker

Many radio executives stress the importance of relating promotions and contests to the lifestyle of the station's listeners. **KZAP's** **Les Tracy** is emphatic on that point: "We're putting more and more money



Les Tracy

every year into our lifestyle contest prizes. In the past six months we've given away two trips to Pago Pago, a customized van, a 19-foot competition ski boat, and a Hobie Cat. The promotions are all geared 25+. I see that as a continuing trend, as we get away from things like concert ticket giveaways." **WLAV's** **Dave Logan**, like Tracy an AOR PD, declares, "The coolest thing right now is to give away things like 280Z's, Camaros, Firebirds, things that are big enough to be big but not gaudy. Another thing we're doing a lot of is the 'world tour' contests, which send winning listeners on vacations to see bands. The nice thing about this promotion is that the record store where they register pays for the travel costs, while the record company covers the concert costs. The whole thing costs the station maybe \$50 each time."



Dave Logan



Jerry Rogers

A tried-and-true station promotion that still boasts numerous supporters is the bumper sticker. **WSGA & WZAT's** **Jerry Rogers** feels that "bumper stickers work well as constant reminders for visual call-letter reinforcement. You can also make your money back and then some, as we sell the coupons on the back of the stickers." In a similar vein, **KTXQ/Dallas** Promotion Director **Bernie Lucas** is a strong adherent of merchandising in general. "The trend is toward off-air promotions; keeping the air sound cleaner," he says. "If we can make more gross impressions with the logo, that's a more sensible way to spend the money. Merchandise is the way to



Bernie Lucas

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do that, because your audience becomes walking billboards for the station." See the interview with **KLOS/Los Angeles** Promotion Director **Steve Gaspar** elsewhere in this issue for an example of logo impression saturation.

Spending — More Or Less

Money has always been the prime consideration in promotion, and it's still a significant issue today. On the one hand, escalated competition would seem to indicate more spending is vital for radio, but the economy may well dictate pulling back in expenditures. Opinions seem to be sharply divided. **KINT/El Paso** PD **Jim Zippo** insists, "With increased competition on all levels, radio has to continue to spend to make the public aware of its programming. It's really a situation where you've got to spend money to make money." **Lee Simonson**, VP/GM of **WRKS/New York**, commented, "My bottom-line feeling is that if you find yourself in a competitive environment, you'd better spend more to make sure your marketing effort is not slipping."



Jim Zippo

in the past was to hype the ratings. Now that there's Extended Measurement, there's no station I know that can afford to hype four books a year."

Similarly, **WZYP's** Chris Andrews says, "I think you'll see stations shying away from superheavy promotions. They take up airtime and make the station too busy-sounding at times, plus it's just impossible to promote heavily over an entire sweep." On the other hand, **WKLS/Atlanta** GM **Dick Meeder** sees a place for expensive prizes, especially if they're provided by tied-in businesses. "We're leaning toward big ticket items, perhaps once every six weeks," he said. "These would include cars, jeeps, ski-boats. What's attractive about these prizes is that they are usually supplied by the cosponsor, such as a beer or soft-drink company. The big ticket items also lend themselves to creative promotional spots, which makes the station come alive." See the post-mortem on the famous Cincinnati million-dollar giveaways in this issue for opinions as to whether they were worth it.



Dick Meeder



Perry St. John

Perry St. John, GM of **KSO/Des Moines**, feels entirely differently. He declared, "Broadcasters in management face a tremendous challenge... while the revenues for all of radio have been going up, the profits have not been keeping pace. Management of course has to answer to the presidents of our companies and the boards of directors, and we've got to find a way to take that increased income and translate it into more profit. The only way to do that is to cut expenses."

St. John feels that one place to cut is promotions. "I've seen a lot of broadcasters come into a market and promote like mad, and what happens is they operate at a loss. And what that does to the other broadcasters is to force them to remain competitive, thus increasing all the other stations' spending in the market. Somewhere along the line broadcasters have to recognize that you can't do that. You've got to show at least the same profit if not more than in previous years. You can't keep going backwards. That's definitely a management problem."

Size Of The Prize

Bearing the economic climate in mind, the issue of big money or prize giveaways becomes important. Is it worth it to spend big bucks on an attention-getting promotion? Sentiments leaned toward the negative, with **WRKO/Boston** VP/GM **Bob Fish** citing quarterly ratings as the chief factor: "There'll be a decrease in the amount of on-air station promotion. Giving away trips to Bermuda doesn't work anymore, and the only reason people ever used



Bob Fish

On The Money

Summarizing the question of how much to spend, **WIND/Chicago** VP/GM **David Graves** states, "We have an idea of how many gross rating points we need. It's not hard to work backwards from the cost of those media to determine the level of spending necessary to be in the ballgame. That level has nothing to do with how much money we have or would like to spend; it's how much we have to spend in order to do the job. That takes a lot of mystery out of promotion and advertising planning and makes it a more rational, businesslike process."



David Graves

"The other aspect of planning is what might be called the 'net present value' of advertising dollars. The high cost of money (interest rates), combined with the growing profit squeeze, encourages broadcasters to take a hard look at what they expect from their advertising." And **KNBR's** Isabelle Lemon offers, "Although there's never a promotion or advertising manager who had 'enough' money, the effectiveness of a good one is measured by how far the money that is there can be stretched."



Isabelle Lemon

Philosophies For The Future

Turning their attention to the future, radio people suggested specific promotion goals and useful ideas in general. **WRKS's** Lee Simonson believes "the key word for the future is 'marketing.' We need to think of selling the station as an entire con-

cept, not just running TV spots or dropping turkeys out of airplanes. Radio needs to reexamine itself and market itself as a product, much as any packaged-goods item would. We need to adopt a more sophisticated approach than having DJ's standing on the beach giving away \$50 bills."

Simon Train, PD at **WIRK-FM/West Palm Beach**, foresees a new problem for Country stations: "As the 'Urban Cowboy' era has just about moved out of the country music industry, we are going to have to do something to attract some of the fringe listeners who were gung-ho for Country and have now returned to rock & roll." Stepped-up promotion and merchandising is his prescription.

Steve Fisch, Operations Manager at **KRLY/Houston**, is concerned with reliably establishing the station's Urban Contemporary identity. "We plan to have a consistent image in the '80's," he says. "It's most important that the city of Houston knows that LOVE 94 can be counted on at all times."

Controlling The Medium

KSO's Perry St. John raises a relevant point. "Whatever a radio station does, it should try to control that medium. If somebody else is spending \$100,000 a year in television, don't try to buy television against him if you've only got \$20,000 or \$50,000. Instead, why not control the billboards in town or direct mail? Do something that somebody else is not doing that's just as effective."

KTRH's Ed Shane calls for a return to creativity. "Radio contests and promotions are going to get back to the old days of being inventive, of creating some magic on their own," he says. Talking with other stations, he noted, "People were remarking how dull it is to listen for the number on your registration card, to be the fifth caller, and how they don't care. I'm hoping the way radio promotion is going is back to the old theater of the mind."

WXYZ's Meryl Cohen predicts shorter television spots will come into vogue. "Thirty-second spots will become 20-second spots, and there

will be a lot more ten-second spots. I've seen several radio stations market themselves very effectively and get their entire message across in ten seconds."

The Importance Of Promotion

Finally, our radio respondents recognize the need for promotion, now and in the future. **WHB/Kansas City** GM **Jim Erwin** concentrates on the effectiveness of his promotions. "I see management easing off spending with the intensity of the past. It's just too expensive. I'm not as concerned with how expensive a promotion is as much as the effectiveness of it," he says. "Getting my money's worth is what's important."



Bob Walker

WOKQ/Dover, NH PD **Bob Walker** remarks, "I'm not given permission to throw money away, but I doubt if we'll be cutting back promotionally in the years ahead. After all, we train our sales people to teach people how important advertising is, and it would be silly of us not to think of it in terms of our



Charles Giddens

own business as well." And in conclusion, **WPGC/Washington** VP/GM **Charles Giddens** warns, "You've got to be aware of your bottom line," but adds, "With books on all year 'round, you're probably seeing dollars expended for consistent promotion rather than saving it all up for a big splash. Advertising buyers are now more interested than ever in seeing you do promotions, as they're growing more concerned again not only with demographics but your overall ranking within the market." Giddens then delivered the perfect capper for the promotion-minded: "If you're not out there pounding on the streets, people will forget about you."

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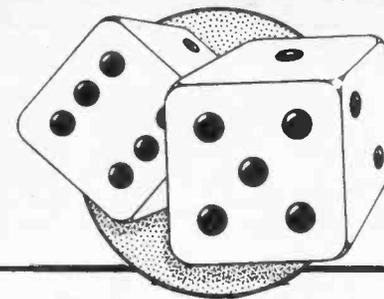
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THE PAYOFF: Where The Money Goes



How do stations spend their promotional budgets? How much do they have to spend in the first place? Those were the two main questions we set out to answer with the following survey (methodology details are provided below). We asked reporting stations in all market sizes the approximate amount of their promotion budgets, and the percentage of the budget they earmarked for on-air giveaways, TV spots, and the other categories listed in the table below. We also polled them on whether they had a fulltime promotion director, and other information which will be published in future issues. We hope we've provided a useful look at how radio spends its promotional budgets.

Conclusions

The job classification of "promotion director" is becoming more popular in radio, according to the results of our survey. Three out of four stations in the top 30 markets report they have a promotion director. In markets 31-50 fully half the stations have a designated promotion director. Even in markets below 50, 25% of the stations answering our questionnaire had a promotion director.

Markets 1-10: Average Promotional Budget \$326,000 — Television is the most popular promotional tool, and it commands the most dollars annually among the ten largest cities. Interestingly, more stations report using newspapers than on-air giveaways, but the latter category accounts for nearly 2½ times more dollars spent. The megamarkets also mention magazine advertising and direct mail as part of their "Other" listings.

Markets 11-30: Average Promotional Budget \$225,000 — TV wins this cell in raw dollars by a large margin, but the percentage of participating stations is somewhat less

Promotional Budget Survey	Markets 1-10	Markets 11-30	Markets 31-50	Markets 51-100	Markets 100+
ON-AIR GIVEAWAYS	72% \$94,000	58% \$40,000	76% \$39,000	74% \$12,000	74% 20,000
TV ADVERTISING	81% \$133,000	66% \$104,000	71% \$47,000	61% \$15,000	51% \$9,000
BILLBOARDS	69% \$72,000	47% \$45,000	53% \$29,000	51% \$12,000	31% \$7,000
NEWSPAPERS	78% \$39,000	35% \$27,000	43% \$11,000	42% \$6,000	48% \$6,000
BUS/TRANSIT CARDS	31% \$46,000	21% \$38,000	25% \$17,000	23% \$8,000	12% \$5,000
BUMPER STICKERS	44% \$29,000	32% \$27,000	56% \$13,000	51% \$7,000	48% \$5,000
SALES PROMOTIONS	59% \$39,000	47% \$25,000	65% \$16,000	54% \$8,000	52% \$9,000
OTHER	38% \$39,000	37% \$34,000	40% \$19,000	22% \$8,000	10% \$5,000

than in markets 1-10. On-air giveaways are again second with 58%, but billboards account for more dollars spent. The "Other" group in this division includes direct mail, community involvement/charity, and magazines as ways to spend promotional money.

Markets 31-50: Average Promotional Budget \$134,000 — That expensive TV advertising finished first again, but the amount of money spent in on-air giveaways was a very close second. Billboards were third with the other categories quite even in dollar distribution. Sales promotions were

reported by a higher percentage of stations in this market group than in any other.

Markets 51-100: Average Promotional Budget \$48,000 — TV, on-air giveaways, and billboards topped the expenditure list, but the on-air goodies were the most popular. A majority of stations also reported using sales promotions and bumper stickers. At this secondary market level the "Other" category includes direct mail, community involvement, and station newsletters.

Markets 100+: Average Promotional Budget \$40,000 — In the

smaller markets on-air giveaways are clearly "king," both in stations participating and dollars spent. Slightly more than half do TV advertising and sales promotions, while a bit less than the majority report doing bumper stickers or newspaper advertising.

Methodology

Radio & Records sent out questionnaires to 750 of our reporting stations in all active music formats, plus News/Talk outlets. The one common denominator among our reporters is that they are all "format dominant" within their respective markets — in

The first figure is the percentage of stations within the markets listed reporting participation in the specific promotional activity. The second figure is the average annual amount a station spends in that promotional endeavor. Example: In markets 1-10, 72% of the stations report doing on-air giveaways. The average annual expenditure on those giveaways is \$94,000.

other words, ratings successes.

We received 424 questionnaires back in the mail, of which we were able to use 414 in our computations. The results should be considered as general guidelines, not absolute facts. Our sincere thanks to all those who took time to complete and return the R&R questionnaire.

—RH

WAS IT WORTH IT?

The Million Dollar Giveaways Revisited

On August 18, 1980, WYYS/Cincinnati debuted its new CHR format offering one listener a chance to win \$500,000 in cash. Broadcasters around the country were shocked. Less than a month later, competitor WKRQ/Cincinnati announced that it would give away \$1,000,000 to one lucky listener. The national radio community was stunned.

When all the smoke had cleared, WYYS had offered an additional \$500,000 (in a second contest), and WKRQ had combined its million-dollar giveaway with sister station WKRC. The results? WYYS debuted in the fall 1980 Arbitron with a 4.1 share overall to finish ninth in the market. WKRQ moved from second to first in the metro standings, its share virtually unchanged 10.7-10.4;

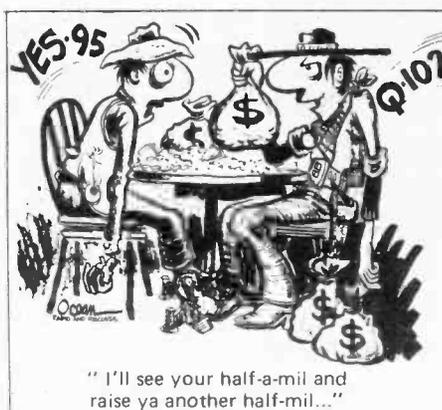
WKRC vaulted from fourth to second, up 8.0-10.4.

Since then, WKRQ and WKRC have generally maintained, while WYYS has not. A new management/programming team and a new format were recently installed at WYYS, which led many market observers to question the wisdom of the giant cash kickoff contest.

WYYS PD Pat O'Brien

R&R contacted the first PD of WYYS — Pat O'Brien, who has since exited the station to become President of Laux Communications, manufacturers of satellite communications equipment. We asked O'Brien if he thought the million-dollar giveaway was worth it for WYYS?

"I really do think that in the initial stages of kicking off a new radio station and format, it was worth it. The whole idea was to attract a lot of attention, and it certainly did



"I'll see your half-a-mil and raise ya another half-mil..."

that. However, I wish that we had given away the million dollars in one shot instead of two half-million-dollar giveaways. When we announced our initial half-million prize, Taft (owners of WKRQ & WKRC) came back and announced a one-million-dollar

contest, which, quite honestly, took some of the wind out of our sails.

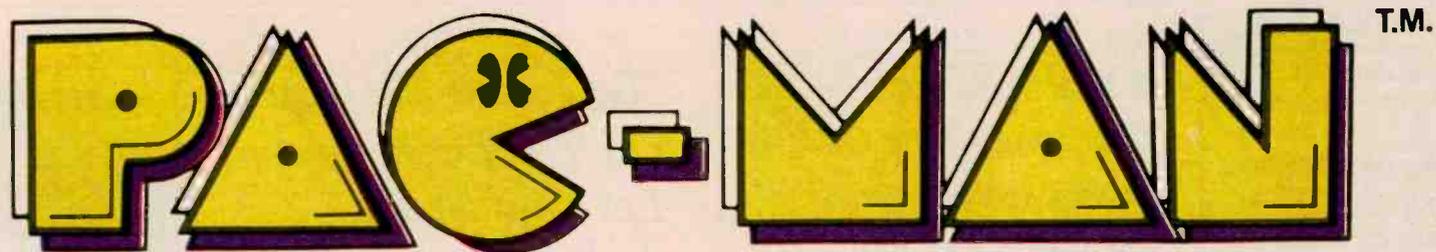
"We wanted to attract that attention and thereby make the radio station an instantly well-known entity in the marketplace. Giving away that amount of money gave the station the kind of instant name value recognition that otherwise might have taken years to establish. So, in that sense it was more than worth the expense."

WKRQ PD Jim Fox

"I definitely think it was worth it from our standpoint. Any time you enter into a promotion you should have in mind 'what is this going to do for the station?' We knew that by giving away a million dollars we weren't going to dramatically increase the awareness of our radio stations because we already had a very high awareness factor with both of them. We viewed the million

GIVEAWAYS/ See Page 37

EAT UP THE COMPETITION WITH

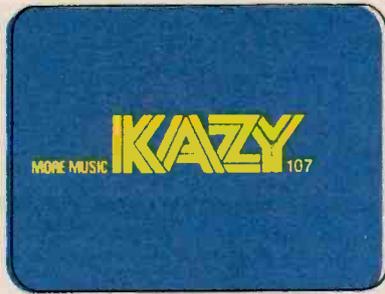


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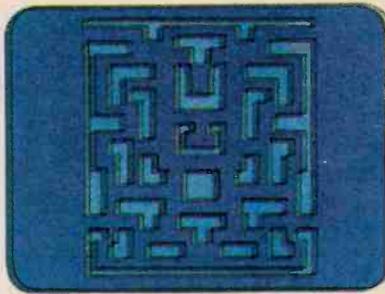
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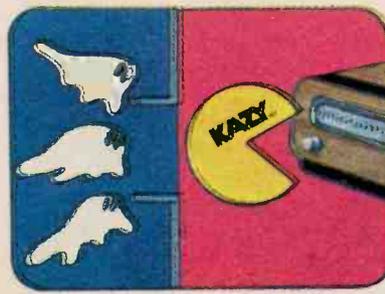
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"Sooner Or Later This Guy's Got To Come Into The Bathroom . . ."

WB VP/Promotion Howard Rosen related a story about how persistence really paid off for him, at least in this particular instance. "There was this certain PD who just would not listen to a particular release I was promoting. I mean he wouldn't even take the time to listen to it once.

"I went out and bought one of those \$49.95 portable turntables, and hid out in the station's men's room for hours. I figured, sooner or later, this guy's got to come into the bathroom. Here I was hiding in one of the stalls, and he walks in. I waited until he had no choice but to listen, and I cranked on the record player.

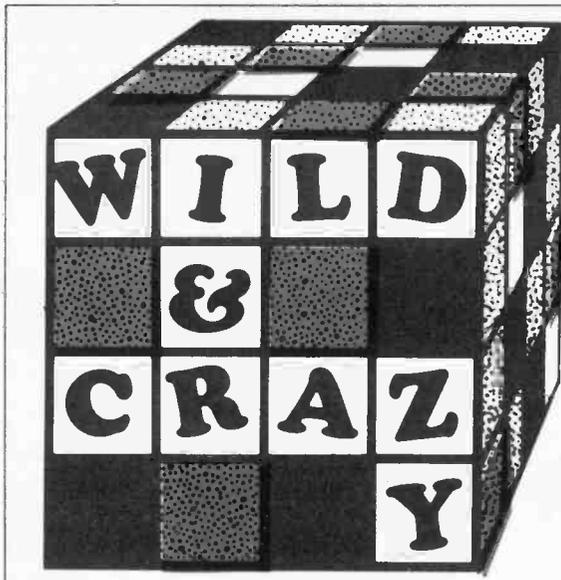
"You could say I had him by the ears . . . he was my prisoner, and he listened to the whole record. And you know what? He added it to his playlist."

Playboy Bunny At 40 Below

"Back in the late 60's we had so much fun promoting records on a local level," Rosen continued. "Once we were trying to break Bread as an FM act, and we had a new album ready to ship. People did the usual things like sending loaves of bread, hero sandwiches and things like that to get attention . . . one guy even delivered the record in a Brinks truck.

"I wanted to get a lot of attention all at once. I told my branch manager, Chuck Torre, what I was going to do, and he thought I was crazy.

"It was extremely cold, but I was determined to go through with this. So, one day at lunchtime I went to the Teen DiscoMat, a very influential retail store at 34th Street near Macy's. I was carrying Bread albums, but I was dressed as a Playboy bunny. It was unbelievably cold, but there I was . . . 40 below zero and I'm dressed like a Playboy bunny. I sure attracted a lot of attention. The TV stations came out; the newspapers took pictures of me standing there. I'm sure all the hundreds of people that stopped by thought I was nuts, but it got everyone's attention, and we got play on FM!"



Ways To Get Your Record Played

It's a puzzle, trying to figure out how to get a record played. Some of the most ingenious minds in the record business have wracked their brains looking for the solution. Their attempts to solve this eternally baffling problem have led to frequent frustration, and out of frustration came desperate and bizarre approaches of persuasion. Below, we've collected a few of the wilder, crazier, and funnier attempts to convince radio stations to play records. The definitive study of outrageous record promotions remains to be compiled someday, but these examples give some of the flavor of ingenuity and humor that have always been part of the best stunts. The craziness is all part of the game, and the game itself would be a lot less colorful without the wild cards of record promotion.

"I Had Arranged To Have The Song Come On The Jukebox As Soon As We Came In The Door . . ."

Capitol National Promotion Director Steve Meyer worked the Miami market for several years, and shares a fond memory of a time one of his elaborate "stunts" did the trick.

"I was really having trouble convincing WQAM/Miami PD Jim Dunlap to play an Anne Murray record I was working. He just wouldn't budge. So, I suggested that he and I go out for a few drinks one afternoon, and he agreed.

"What I had done is called ahead to each of the bars I planned to take Jim, and I had arranged to have the song come on the jukebox as soon as we came in the door, and be played over and over while we sat drinking.

"I had to personally service the song to these jukeboxes ahead of time, but it was worth it, because Jim gave in before the end of the day and added the record."

"So I Laid My Gun On The Desk, And Let Him Stare At It . . ."

"One time I had a record I was so enthused about I went to a radio station with a gun on my hip," RCA's Wayne Edwards recalls. "I laid it on the music director's desk as I was talking to him just to get his attention. This was about ten years ago in my early stages, and I don't even recall the record anymore.

"Anyway, I had been having a problem getting their attention on this record, so I figured if I went into the station and put my gun on the desk, they'd realize I was serious. So I laid my gun on the desk, and let him stare at it for a while. He played the record too! Everyone thinks I'm a little nuts anyhow, so I have to live up to the image.

"Another thing I did when Dolly Parton had a single out called 'Baby I'm Burning' was to rent a fire truck complete with the firemen. I took a Dallas Fire Department truck, which caused me a great deal of grief to get, but I got it, and I went to radio stations with the sirens blowing. I took all of the radio people for a ride on a real live fire truck.

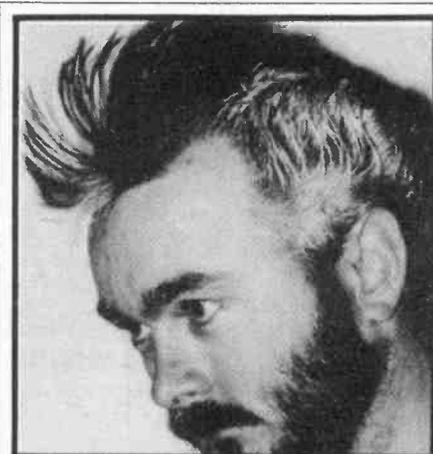
"Once I went and picked up radio people in a helicopter, and talked to them about the record I was promoting in the chopper. I had their undivided attention!"

"It Cost The Stations \$37 To Have The Union Come In And Move The Door . . ."

Jerry Seabolt of Dimension Records remembers a time when he was working with Shelby Singleton promoting a song on the Honor Brigade label. "We had a record by a group from Kansas City called the Jerms. It was a remake of the old 50's hit 'Green Door.'

"Shelby had this idea to go to a junkyard and buy about 100 doors. We had them all spray-painted that bilious green that you find only in public grammar schools, gas chambers, and mental hospitals. Then we railway-expressed them to every major radio station in the U.S. with a note saying, 'Look for the "Green Door."' One of the stations that got the record and the door was WLS/Chicago, and at that time Clark Weber was the PD. I happened to be visiting the station and was informed by Mr. Weber that it had cost the station \$37 to have the union come in and move the door. He expected the station to be compensated, so I had to shell out \$37 to pay them back.

"However, the record was very successful based on the promotion because the group really wasn't very good . . . neither was the record. But we got a lot of airplay and made a lot of noise with that promotion."



"A Blue Mohawk? I Said, 'Sure!'"

In a recent issue of R&R we outlined briefly the story that follows. This time Arista VP/AOR Promotion Mike Bone tells the tale in his own words.

"I was sitting at a KMET/Los Angeles staff lunch. I had five of my six priority records on the air at the station. I proposed a toast, saying I hoped I could get my sixth record on too: Haircut 100.

"PD Sam Bellamy asked what my commitment to the record was, and I said it was substantial. She asked me if it was substantial enough to get my hair cut into a blue mohawk. I said, 'Sure!'

"Well, we called in (KMET air personality) Mary Turner's haircutter, who dyed my hair silver on the sides and blue on the top plume . . . actually I looked more like a cockatoo than an Indian because Sam took pity on me at the last minute and went for the modified cockatoo look instead" (as pictured).

"While I was getting my hair 'styled' I heard Haircut 100 played on KMET. I heard it three more times in the next 18 hours. That made it all worthwhile."

Rats On The Platter

Bone is somewhat of a legend when it comes to doing the outrageous in the line of duty. Take for instance the fact that Mike has "HVY MTL" engraved on two of his gold teeth caps, and "AOR" on another. Strange, you say? Then how about this little anecdote from the Bone chronicles?

"I was working for Mercury Records when the Boomtown Rats' first album came out on the label. I was trying to think of a unique way to promote it. So, I called a local medical school lab to see if I could find some dead rat specimens. They referred me to a place in Wisconsin where they breed animals for lab specimens. I ordered 100 rats from them. They came double-bagged in polyethylene bags in formaldehyde.

"I sent a boxful to someone at Record World magazine. I did an in-store display with some more in Chicago. I presented several of them to radio stations in Chicago. When we did a listening party at the offices, with a cheese platter, well . . . at the end of the evening there were three dead rats on the platter."

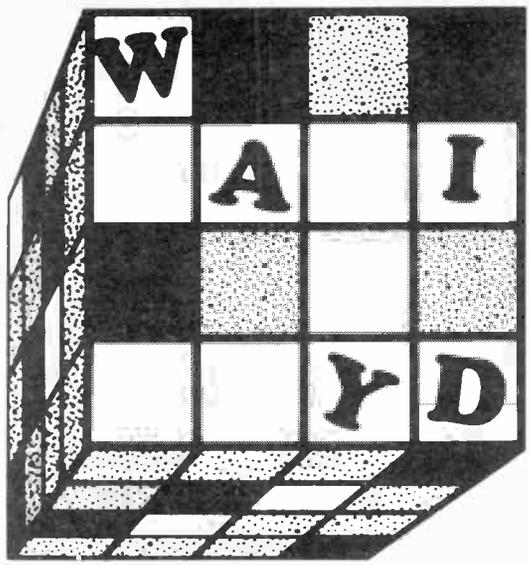


A PROMOTION WITH SOME BITE — KDKO/Denver found out that it wasn't safe to go back in the water when MCA Records crashed the station's 1978 beach party with an extra guest. Promoting the "Jaws 2" soundtrack, the giant cutout was quite a curiosity to the KDKO partygoers. Pictured (l-r): MCA's Chris Kane, KDKO PD Jim O'Brien, Sandy Halper of Dan Jay Music, and MCA's Dan Peterson.

"The Second Night The Ship Got Lost At Sea . . ."

Joel Newman of **Handshake Records** relates a story that took place when he was working for **Infinity**. "We wanted to do a New England cruise for the group **New England**. We rented a boat . . . like an old pirate ship . . . and the first night we took people out from the radio stations. The next night was for the retail accounts in the area, and the second night the ship got lost at sea!

"Everybody freaked out, and we almost got hit by one of those giant freighter barges. All the retail people in the area were on that ship, and they all just went crazy with panic, totally losing their minds. We finally did make it back, although barely, and everyone ended up walking off the boat juiced out of their brains. What a fiasco!"



"He Dressed Up In A Gorilla Suit, And I Dressed Up As A Lion . . ."

Even back in 1962 **Elektra/Asylum's Pat McCoy** knew how to get a record on the radio, even if it meant using TV to do it. Pat explains: "I was doing local promotion for **Liberty Records** in Cleveland. The label was very hot at the time, and they had just come with a record by a California group known as the **Rivingtons**, called 'Papa-Oom-Mow-Mow.'

"There was this guy in Cleveland TV named **Ghoulardi**, who hosted a 'Creature Feature' show late Friday nights. Everyone watched the show, not because of the movies, but because Ghoulardi was such a crazy, hip character.

"I took the record to him, and he immediately loved it. One Friday night soon after that, he dressed up in a gorilla suit, and I dressed up as a lion, and between films we danced on the show to 'Papa-Oom-Mow-Mow.'

"The next week **WHK/Cleveland**, the Top 40 monster in the entire Midwest, got so many calls for the Rivingtons from the play on Ghoulardi's show that they added the record at No. 49. The next week the song went to No. 1, and stayed there for 11 straight weeks! I think we sold more records in Cleveland than we did in the entire rest of the country.

"By then, Ghoulardi was opening and closing his show with the song, replacing film dialogue with excerpts, etc. When interest started waning, he began playing the follow-up, 'Mama-Oom-Mow-Mow.' **WHK** added that also, and it went to No. 1 for another six weeks."

"McCoy is pictured, surrounded by the Rivingtons, in this 1962-vintage photo.



Semi Tough Maneuver

At **ABC** in the mid-70's, McCoy participated in the following incident: "We had just signed a new Boston act called **Duke & the Drivers**. Their first single, 'What You've Got,' was just starting to break regionally. In fact, every station from Maine to the Mason-Dixon line was playing it except **WRKO/Boston**. PD **J.J. Jordan** and MD **Christy Wright** just wouldn't add it.

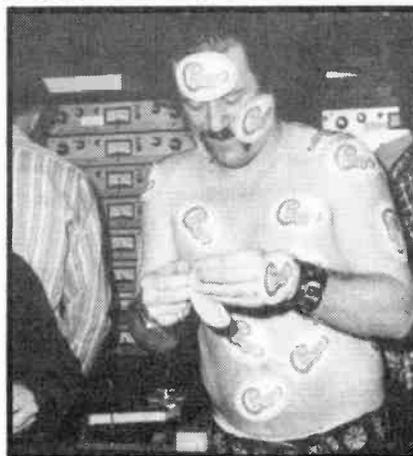
"Well, **WRKO** was hosting its annual 'National Promotion Day,' on which they invited all the label execs to visit the station and attend a huge party that night at the Playboy Club. We knew we had to do something special to draw attention to this record.

"**WRKO** was located on a one-way street that was so narrow two cars would have trouble passing each other. So, we rented a semi-trailer truck, had the entire side painted 'Why Won't **WRKO** Play Duke & The Drivers?' and then parked it

right in front of the station the very morning of their special party. The tractor cab was driven away, leaving the trailer blocking the station and the entire street. We knew it would stay there . . . have you ever tried to tow away a semi?"

"Around 3pm, after all the other national execs from the other labels had seen what we'd done (and a hefty \$350 traffic citation!), we had the trailer moved away. When **J.J.** saw us finally haul it off, he thought, 'OK, you made your point — enough is enough.' But what we did was simply move the trailer from the station to the front of the Playboy Club where the party was to be that evening.

"**J.J.** went berserk! He was really livid, until the other label folks said to him, 'What a great thing to do. This is fantastic!' Then he mellowed out, and realizing the trouble and expense we'd gone to, finally decided to give in. **WRKO** added the record the next week, and played it for about 13 weeks. It was a very big hit in New England."



WOULD HE DO THAT? SHERWOOD! — In his current vice presidential position at **Columbia** it may have been a while since any of us have seen **Bob Sherwood** as pictured, but rest assured that not long ago he was among the best when it came to promotional pomp. In the montage of photos we see Sherwood leading his faithful horsie into battle as a patriotic revolutionary soldier; sticking himself with promotional **Chicago** ovals; and gilding more than just the lily by appearing before a **Columbia** convention with his body painted totally gold. What was the point? Ask **Bob** and he'll say "visibility, excitement, and enthusiasm." When he was excited about a record . . . everybody got excited.

Unfortunately The Dog Bit Some People . . ."

Animals can be just as unpredictable as they are cute, and they have been a part of many a record promotion person's attempts at airplay through publicity. **Jack Lameier** of **Columbia Records** recalls a time when the "horsing around" got a little out of hand.

"We had this promotion where we were giving away a pony. It was working really well . . . we had it tied into the local Country station. However, one thing that we didn't remember is that it gets

extremely hot on blacktop very fast. And there we were on this blacktop parking lot in the hot sun with this little pony.

"To make a long story short, the pony died! We had all sorts of bad publicity from that . . . there were little kids all over the place wanting to pet the thing and he just dropped in his tracks . . . it was just awful.

"At the same time in a different area **RCA** was giving away dogs for a 'His Master's Voice' contest. One of the dogs got loose . . . unfortunately the dog bit some people and they got sued. You've got to be careful with those animals."

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TOO HIP

Continued from Page 29

allows for royalties from their sale to the groups themselves.

R&R: Are there any other stations using the logo now?

SG: WRIF/Detroit has picked up the basic concept. They use a modified logo: a single line track. KSFY/San Francisco, before it became KGO-FM, had begun doing them. I know of no other radio station using the logo, but if one exists, and I find out about it, they'll get a call from our lawyers. That trademark has been the ABC logo for years and, at least in the last two years, has become synonymous with KLOS.

A WINNER

R&R: How much longer can this promotion last?

SG: We've asked ourselves that recently. The fact that the symbol is a rainbow, which has always been a popular color scheme, and that the identification is maintained with the most popular bands of our time... I can't conceive of a point when it would be to our advantage to abandon it and move on to something else. In the 13 years I've been in the business, I must say this is probably the strongest trademark campaign I've ever seen in radio.

R&R: How much of KLOS's current popularity and ratings success would you ascribe to the campaign?

SG: I think the decals have played a significant role. (KLOS PD) Tommy Hedges has done a very good job of turning the station's programming around, making us a very credible rock and roll radio station. The decal campaign would have done well

regardless of the station's programming because of the groups' names. What could not have taken place is the sustaining of audience. Decals don't create quarter hours. They may be responsible for helping create come-awareness, so in that regard they may have helped turn around the station's image.

R&R: Have you got a ballpark figure for the number of stickers on the street today?

SG: 1,583,000... and sometime in September we'll be real close to 2 million. And those are decals out on the street, not sitting in some storehouse somewhere. We've done 70 different decals, including around 50 for concerts. The first time we did Led Zeppelin A-Z on the air, we did a Zeppelin decal... same for the Doors. Surprisingly enough, we have not yet done the Beatles, but we're about to.

The most distributed decal is the Stones... the most asked-for remains Led Zeppelin. I know of many people with complete collections, and many listeners who swap them like baseball cards to complete their collections. It's really something.

RR

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WAYS/Jay Thomas-1974, KHJ/Machine Gun Kelly-1974,
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PROMOTIONS:

THE INDUSTRY'S

Giveaways

Continued from Page 32

dollar prize as our way of maintaining our promotional lead in the marketplace. We wanted the listeners to know that we were on top and would continue to be on top.

"The giveaway upheld a longstanding tradition for us; it made radio history, and well-positioned us in the market so we were not to be beaten when it came to promotional ventures."

Would You Do It Again?

That's the question R&R then asked each programmer, and Fox answered positively. "If it's worth doing once, then it's worth doing again. What I mean is... if we weren't willing to do it again, then why was it worth doing the first time? Either you are willing to defend your franchise from ALL attacks or you are not. I don't think you can pick and choose the times you will compete. You must compete every day, and whatever it takes to remain competitive, that's what

you have to do.

"If you are the leading radio station in your market, and someone decides to come after you, you must protect your position if you intend to still be the leading radio stations, say, ten years down the road. We may have spent a little more than we would have under ordinary circumstances, but essentially we just took an entire year's promotional budget for both stations and used it up in a very unorthodox manner. We were protecting our position in the market and it worked."

While WYYS was in a different position when it undertook the giant cash giveaway, O'Brien adamantly agreed with Fox. "Absolutely... in a similar situation in another city putting a new station on the air... yes, I'd do it again. What has to be realized is that there are very few companies, when faced with this kind of monetary assault, that would up the ante the way Taft did. And by coming in right behind WYYS with a \$1 million giveaway, Taft said to all of its competitors in all its

markets, not just Cincinnati, 'Hey, you don't mess around with Taft Broadcasting.' That was brilliant in my estimation, but the chances of running into that kind of attitude in another market would not be great... how many companies would do that?"

If O'Brien felt that the \$1 million giveaway was a good thing to do in kicking off a new station, and he admitted he'd do it again given the chance, we wanted to know why WYYS was unable to capitalize on its initial showing, and eventually changed management and formats. "There were some upheavals and turmoil in the company that contributed to the station being allowed to decay in my opinion," O'Brien explained. "The theory of giving away a million dollars to get instant recognition is really only good for one time around. You must continue that kind of promotional profile in order to remain successful. Unfortunately the company did not continue to promote WYYS in the marketplace with the same kind of enthusiasm that it did initial-

ly. And I don't mean we should have given away another million... but we should have remained promotionally exciting and involved. We didn't, and we lost our competitive edge."

What's Next?

Both programmers felt the biggest cash giveaway in radio history was a good idea, and both would do it again, but it's interesting to note that the idea of giving away \$1 million in cash has not migrated to other radio markets.

Why? Well, even at the payoff rate of \$25,000 a year for 40 years, the price may be just too much for most companies to bear. While there is a strong amount of "flash value" in offering that much money as a contest prize, it's a tough act to follow. And when it comes to promotions, isn't that what the next one is all about?

Our special thanks to Jim Fox and Pat O'Brien for their candid thoughts on an amazing promotion that may never again be duplicated.

HH

SHOW & TELL

What was the first promotional item to carry a radio station's logo? We're not sure, but it just might be hiding among the literally thousands of items pictured. From baseball caps to coffee cups, belt buckles to key chains, credit cards, Rubik's cubes, pens, buttons, matches, bumper stickers, and T-shirts, radio does it all. The examples shown were submitted by hundreds of radio stations representing several formats and every region of the country. Our special thanks to them for their cooperation. And here's hoping that you might see something that will cause your creative juices to flow. In the world of promotions . . . this is show and tell!



CALENDAR



BRAD MESSER

Secret Code Words, Singing Dogs

Thanks, people, for sharing information about how your stations cope with "little emergencies." These excerpts of letters from fellow broadcasters reveal that policies are as individual as communities.

"Regarding 'Lost and Found Pets,' I don't put these announcements over the air; rather, I keep a file here at the front desk and take the calls as they come in. Any calls the jocks get, they can refer to me. My success rate is great and it's a fun and good feeling getting pets back to their homes. Thanks for the chance to put our '96c' worth in" — Sally Tatala, receptionist and Public Service Director, KBDF & KZEL/Eugene, OR.

"Yes, we do air lost dogs, blood drives, missing persons, etc., but there are few conditions. We're in a very small community (80,000 potential listeners) so there are just a limited number of lost dogs at any one time. These are (taken) by phone and are run for three days. We have a pretty good reunion rate. As for runaways and missing persons, we refer those calls to the local law enforcement people. If they ask for our help, we'll put the information on the air. Those agencies are ready to deal with domestic problems; we are not. One other item you did not mention that gives us trouble: community groups that buy newspaper space and then ask for free time from us. We don't give under those conditions. If a group wants free time from us, they have to also get a donation from the paper" — Ross Hunter, Operations Manager, WJMA-AM & FM/Orange, VA.

"WMT has always aired announcements that related to health or life-threatening situations" (rabies-suspected dog bites, emergency blood requests from hospitals) and "routine lost or found animal announcements are aired three times daily at prescribed times. Candidly speaking, I doubt the true merit of such on-air involvement, but the occasional phone call or letter from a distressed child who's just found a loved pet makes us continue! We do these announcements sincerely, but with just enough tongue-in-cheekness with fun, sort of schlocky intro, including singing dogs" — Rick Sellers, Manager of Operations and Programming, WMT-AM & FM/Cedar Rapids, IA.

My personal bugaboo stems from winter storm announcements. Hordes of little businesses and dance classes and Brownie troops and third-shift operators are enough to drive us mad. When New Hampshire got blitzed with a mid-April blizzard, the phones rang so fast and furious that we stopped asking for the secret code word, figuring no one would be that low. Tell that to the manager of Home Insurance in Manchester who had only 20% of his 600-person work force show up. Not too nice for public relations!" — Ed Brouder, Program Director, WGIR/Manchester, NH.

Ed, that sounds like yet another valuable lesson from the best teacher there is, the School of Experience. Sharing the message was generous of you! And to those whose letters didn't make the space cutoff here, double thanks. As always, I'll respond personally.

He Wore the Pants in His Family

MONDAY, JUNE 7 — George Bryan Brummell, a rich guy who was born 204 years ago today, is credited with inventing and popularizing pants . . . long trousers like we wear now, instead of short ones with long stockings like the Pilgrims wore. "Beau Brummell" was the first influential person to trend away from frills and ruffles toward simpler "poor folk" clothing. A sort of K-Mart kinda guy in what was a Bill Blass society.

Jets from Israel bombed a nuclear reactor in Iraq a year ago today. Forty years ago Japanese troops occupied two islands in the Aleutian chain southwest of Alaska, frightening many Americans who thought the West Coast might be the next stop.

Tom Jones is 42.

America's Favorite Ice Cream Flavors

TUESDAY, JUNE 8 — The graduating class of 1491 may have been ignorant enough to believe Earth is flat, but they were smart enough to know they liked ice cream. In fact, way before that (at least four centuries before the time of Christ) European rulers were sending runners to the mountains to bring back ice, so they could have a delicacy similar to the ice cream of today. On this date in 1786 the first ice cream ad appeared in an American newspaper. Today the five favorite flavors of Americans is ascending order, are strawberry, chocolate chip, neapolitan, chocolate, and No. 1, vanilla. Thirty-five percent of the ice cream consumed in this country is vanilla.

Boz Scaggs is 38. Nancy Sinatra is 42. Robert Preston, best known as the Music Man, is 64.

First Ballistic Missile Submarine

WEDNESDAY, JUNE 9 — Twenty-three years ago today the first ballistic missile submarine became operational. The polaris missiles of 1959 had about a three-thousand mile range and carried single "city buster" warheads.

Automatic income tax withholding started 39 years ago today during World War II. The war ended but payroll deductions didn't.

In 1890 the operetta "Robin Hood" premiered on this date in Chicago. The song "Oh Promise Me" became an American wedding favorite. Today's most popular wedding songs are (#5) "Somewhere," (#4) "You Light Up My Life," (#3) "Tales From The Vienna Woods," (#2) "I Love You Just the Way You Are," (#1) "We've Only Just Begun." (Source: Brides magazine)

Robert Cummings is 72.

Blue Problem in a Gold Mine

THURSDAY, JUNE 10 — In the Washoe mountains of Nevada 123 years ago today, two prospectors digging out a spring in search of a better water supply made one of the richest gold strikes in history. As they began mining the Comstock Lode, workers had to deal with an unwanted blue-grey material in which the gold was imbedded. About a year later an assay revealed the blue-grey stuff they'd been throwing away was really high-grade silver.

America's earliest recorded tornado hit New Haven, Connecticut, today in 1682. Alcoholics Anonymous was formed in 1935. Three years ago we had gas lines.

F. Lee Bailey is 49. Former astronaut Jim McDivitt is 53.

SCUBA Inventor Cousteau Is 72

FRIDAY, JUNE 11 — Until Jacques Cousteau put his mind to it, no one could conveniently swim longer than one breath underwater. Cousteau, who is 72 today, co-invented the Self-Contained Underwater Breathing Apparatus (SCUBA) almost forty years ago. Until he developed the underwater camera, no one knew that prism effects eliminate certain colors at various depths.

John Wayne died three years ago today. One year ago major league baseball players went out on strike. Former auto racing champ Jackie Stewart is 43. TV actor Chad Everett is 45. Gene Wilder is 47.



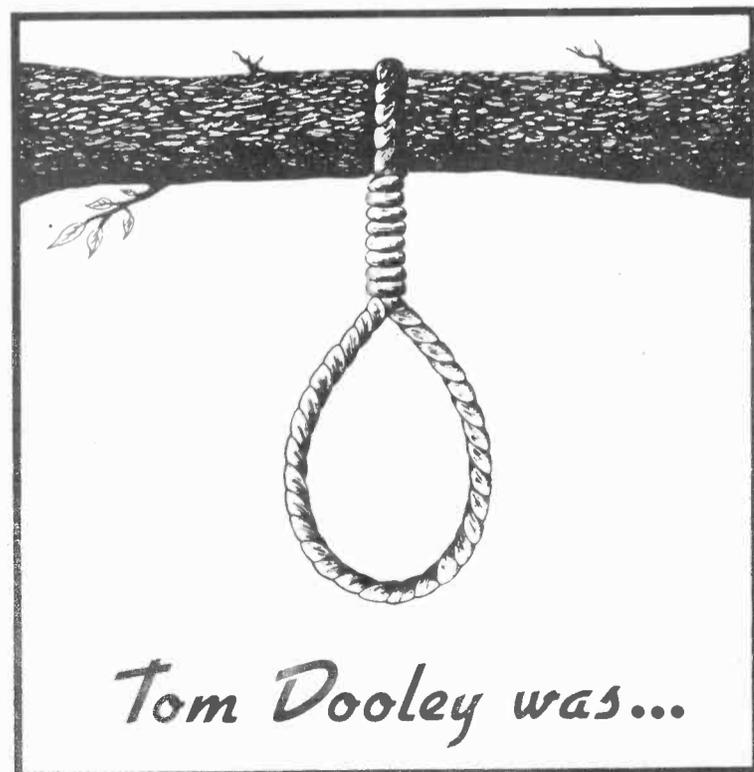
GEILS GETS FREEZEFRAMED — EMIA's J. Geils Band greeted WXUS/Lafayette staffers and the winner of a station-sponsored "Freeze-Frame" contest after the group's Lafayette show. Pictured (l-r) are WXUS PD Stuart McRae, group's Seth Justman, winner, group's Peter Wolf, WXUS MD Bob Majersky.



LE ROUX FINDS LAST SAFE PLACE AT KSHE — RCA's Le Roux visited KSHE/St. Louis to play the band's latest album for station reps. Pictured (l-r) are RCA's Andy Allen, group's Rod Roddy, KSHE VP Shelley Grafman, group's Tony Haselden, KSHE PD Rick Balis.



SCHOOL'S OUT — GIRLSCHOOL'S IN — Stiff recording artists Girlschool recently appeared in concert in Chicago, and then toured the city's AOR's. Along the way they stopped in at WLUP for a chat with MD Sky Daniels. Pictured (l-r) are group's Kelly Johnson, Gil Weston, Denise Dufort, Daniels, band's Kim McAuliffe.



Opportunities

Openings

EAST

W100/Carlisle, PA needs news anchor. Females encouraged to apply. Great place to start. T&R: Vince Grand, PD, 180 York Rd., Carlisle, PA 17013 EOE M/F (6-4)

Immediate Midday Opportunity

WBEN Radio 930, rated #6 nationally, seeks experienced adult talent with production voice and community involvement. Tapes, resumes and picture to: BOB WOOD, Algonquin Broadcasting, 2077 Elmwood Ave., Buffalo, NY 14207.

New Portland area Country station WPIG-FM needs talented PD and DJs. Send T&R: WPIG, Box 567, Saco ME 04072. EOE M/F (6-4)

Chief Engineer for 50,000 watt AM/FM, number one powerhouse in beautiful WV. Top salary and benefits. Resumes: Jim Davis, Box 4318, Charleston, WV 25304. (6-4)

WKZX 95AM/Presque Isle, ME has future opening for mid or morning, must be mature, friendly and brief for this A/C station. Call Fred Martin (207) 769-7611. (6-4)

74/RNR, an A/C AM updating our files for possible future openings. Entertainment/Information format. No beginners. T&R: Bob Masters, Box 709, Martinsburg, WV 25401. (6-4)

Announcers for adult, live assist FM in small market, mid-Atlantic area. On air early July. Smooth delivery/production, minimum 2 years commercial experience. T&R: Operations Director, WKYZ-FM, Route 3, Box 13, Salisbury, MD 21801. EOE M/F (6-4) •

Openings

Production Director/air shift opening at NE AOR. T&R: Zip Zipfel, PD, WECM/WTSV, 221 Washington St., Claremont, NH 03743. EOE M/F (6-4)

ND for NW PA daytimer. Good production. On-air skills. T&R: Jeff Harman, WWCH, Box 391, Clarion, PA 16214. EOE M/F (6-4)

WCLG needs ND. University City in Almost Heaven, WV. We have staff, equipment, ENG, interns, UPI Bureau. Former director moved up to D.C. market. We need strong air newscaster with experience and conversational delivery. Ready to take over department. Send T&R: Garry Bowers, WCLG, Box 885, Morgantown, WV 26505. (6-11) •



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WHA1/Greenfield looking for future full/part-time announcers. T&R: Jay Deane, Box 32, Greenfield, MA 01302. EOE M/F (5-28)

NYC Metro A/C-Info seeks PM drive personality. Experienced only. Production, community involvement necessary. T&R: Bob Recchia, WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (5-28)

WCCC 50,000 watt AOR looking for experienced full/part-time. No calls. T&R: Lich, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (5-28)

Openings

Announcer/MD for Urban Contemporary. T&R: Box 17422, W. Hartford, CT 06117. EOE M/F (5-28)

ABC Superadio station in Baltimore seeking combination Production/Public Relations Director. Call PD (301) 485-2400. EOE M/F (5-28)

Major broadcasting company searching for dedicated professional broadcasters experienced in the areas of programming, news or announcing. Formats include CHR, A/C, Black and Hispanic. Send T&R to Radio & Records, 1930 Century Park West, #340, Los Angeles, CA 90067 EOE M/F

WMGK/Philadelphia has part-time news opening. Experienced & sharp writing skills must complement conversational delivery. T&R: Bob Craig, 1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. EOE M/F (5-28)

Available August 1st, part-time news. Later fulltime probable. T&R: Ruth Ludwig, ND, WBZA, Box 928, Glens Falls, NY 12801. EOE M/F (5-28)

SOUTH

WXQR/Jacksonville, NC accepting T&R's for future openings on-air/production, news. Superstars on coast. Kris Kelly, Box 760, Jacksonville, NC 28540. EOE M/F (6-4)

Experienced Country jock, sales people. New Gulf Coast FM seeks cassettes/resumes for immediate openings! Mail to: 11452 Ed Mermis, El Paso, TX 79936. EOE M/F (6-4)

Future on-air and news openings at #1 Country powerhouse. Strong production. T&R: Bob Roberts, WDAK, Box 1640, Columbus, GA 31994. EOE M/F (6-4)

WKYX/Paducah, KY has opening for creative Production Director. Good copy writing and organizational skills necessary. T&R: Buddy Scheerer, Box 2397, Paducah, KY 42001. EOE M/F (6-4)

Openings

Afternoons, great pay, top company, beautiful coastal area... need bright, mature exciting communicator. T&R: Robert John, Y103, 3100 University Blvd., Jacksonville, FL 32216. EOE M/F (6-4)

G100/Mobile looking for a weekend entertainer. You must sound like a pro. T&R: Scott Griffith, 555 Broadcast Dr., Mobile, AL 36606 or call (205) 479-5555. EOE M/F (6-4)

KOKE/Austin seeking experienced morning air personality. No beginners. T&R: KOKE, Box 1208, Austin, TX 78767. No calls. EOE M/F (6-4)

WXAM/Charlottesville needs ND by Mid-June. Anchor/reporting. Good organizer, upbeat writer, conversational broadcaster. T&R: Steve Reed, Box 1294, Charlottesville, VA 22902. EOE M/F (6-4)

Need aggressive Contemporary news anchor looking to move up to top station in market. T&R: Gary Mitchell, V100, Box 4318, Charleston, WV 25304. EOE M/F (6-4)

Need a PM drive play-by-play combination. T&R: Box 1478, Borger, TX 79007. EOE M/F (6-4)

KZOM-FM looking for dedicated rock professionals. Morning, all-nights, weekends available. Experience a must. T&R: Don Golden, Route 11, Box 484, Orange, TX 77630. No calls. EOE M/F (5-28)

WHBB/Selma has immediate opening for well seasoned announcer/production personality. T&R: PD, Box 1056, Selma, AL 36701, (205) 875-3350. EOE M/F (5-28)

Looking for morning talent. 100,000 watt A/C-FM on Texas Gulf Coast. Top 100 market. Experienced communicator. T&R: PD, Box 6067, Beaumont, TX 77705. EOE M/F (5-28)

AOR tapes needed for future openings amongst the palm trees. T&R: Scott Fisher, WIZD, 200 Palm Beach Lake Blvd., W. Palm Beach, FL 33409. (5-28)

Morning anchor ND with solid delivery. Salary. Upper teens. T&R: Bobby Kay, Box 898, Corpus Christi, TX 78403. (5-28)

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Opportunities

Openings

New KRBE needs newperson to co-anchor afternoon drive. Conversational style, good writing a must. T&R: Sue Schneider, 9801 Westheimer, Suite 700, Houston, TX 77042. EOE M/F (5-28)

KKYK/Little Rock, AR needs air talent. Contact: Ron White, Box 4189, Little Rock AR 72214. No calls please. EOE M/F (5-28)

Can you deliver 25+ demos? Do you excel in A/C? Do you have a minimum of 3 years professional experience? If all yes, send tape, resume and references to Radio & Records, 1930 Century Park West, #346, Los Angeles, CA 90067, Southwest FL location.

MS's top CHR just moved to new studios. Looking for air talent. Great production a must. T&R: Kirk Clitt, Box 4806, Beloxi, MS 30531. (5-28)

WAIM-FM/Greenville-Spartanburg AOR has immediate opening for announcer with strong production. Daytime shift. T&R: Gary Jackson, Box 650, Anderson, SC 29622. (803) 226-1511. EOE M/F (5-28)

On-air announcer. 5 yrs experience. Salary negotiable. Start June 28th. Major market production. T&R: S. Andrews, WVEE, 805 Peachtree St., Atlanta, GA 30308. EOE M/F (5-28)

Openings

Amarillo Country FM looking for morning jock/production. T&R: Nancy Allen, KBUY-FM, Box 5844, Amarillo, TX 79106. EOE M/F (5-28)

Future openings at a great SC coastal adult FM. We're making some exciting changes. T&R: John Roberts, 3040 Boundary St., Beaufort SC 29902. (5-28)

WJBO/WFMF has rare opportunities for ND or anchor. 3 yrs experience. T&R: Randy Rice, Box 496, Baton Rouge, LA 70821. EOE M/F (5-23)

KESI/San Antonio looking for WNEW-AM style A/C personality. T&R: Kevin Fennessy, OM, KESI, Box 20107, San Antonio, TX 78220. EOE M/F (5-28)

If you can help us become Small Market Country Station of the year, we want to hear from you. PM drive or evening slot. Good pay and benefits. Great facilities. Sales combo for bigger bucks. Production skills a must. T&R: to Ben Granger, PD, KVVP-FM, Drawer K, Leesville, LA 71446. (318) 238-0354 12noon-2pm CDT only. EOE (6-4) •

MIDWEST

KQWB/Fargo requires experienced professional to join 4 person news staff. Excellent equipment, top ratings. T&R: Linda Hogan, ND, KQWB, Box 2983, Fargo, ND 58108. (6-4)

Openings

Good money for good morning or midday guy or gal on Modern Country KKOA. Possible MD. T&R: J.J. Cook, Box 10, Minot, ND 58701. EOE M/F (6-4)

Flint's news leader has rare opening for anchor/reporter. Minimum 2 years experience. T&R: Art Reid, WTRX, Box 1330, Flint, MI 48501. No calls. EOE M/F (6-4)

Youngstown, OH AM/FM seeking knowledgeable person for ND. No beginners. T&R: Fidelity Communications, ND, 218 Ewingville Road, Trenton, NJ 08638. EOE M/F (6-4)

Rare opening at medium market AOR for jock with production experience. T&R: Rick Peterson, WWCT, 414 Hamilton, Peoria, IL 61602. EOE M/F (6-4)

Q98-FM/Fargo is seeking on-air talent and production pros. T&R: Shawn Waters, Box 2983, Fargo ND 58108. (6-4)

WKAU/Appleton-Oshkosh-Greenbay, CHR has news opening. Need experience, voice & writing abilities. T&R: Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (6-4)

WLLZ, Detroit's best rock has immediate opening. Owned and operated by Doubleday, the nation's AOR leader, with new studios in attractive suburban location. T&R: Joe Urbiel, WLLZ, 31555 Fourteen Mile Rd., Suite 102, Farmington Hills, MI 48018. No calls please. EOE M/F (6-11) •

Openings

Suburban Chicago station is in need of local talent for part-time and fill-in positions. Commercial experience required. T&R: WXLC, Waukegan, IL 60085. EOE (5-28)

Aggressive suburban sunbelt A/C needs DJ. One yr man experience. T&R and salary requirement: KMYO, 509 N. Aspen, Broken Arrow, OK 74012. EOE M/F (5-28)

Production Director/air shift opening. #1 station in livable Midwest community. T&R: Ron Eric Taylor, KEYN, 2829 Salina Avenue, Wichita, KS 67204. EOE M/F (5-28)

Wanted ND for AM/FM combo in Dubuque, IA. Contact: Chuck Bailey (319) 583-6471. EOE M/F (5-28)

Personality radio ND needed immediately for 2 person staff in Capitol City town. T&R: WVIC, 2517 E. Mt. Hope, Lansing, MI 48910, c/o Jim St. John. EOE M/F (5-28)

WKLC is now accepting T&R for possible openings in morning and afternoon drive positions. Prior experience is a must. T&R: WXLC, Waukegan, IL 60085. EOE M/F (5-28)

WHMQ/Finley, OH has an opening for an afternoon Country pro. Must have good production skills. T&R: D.P. Glass, 101 1/2 Sandusky, Finley, OH 45840. EOE M/F (5-28)

Appleton-Oshkosh-Greenbay's hottest CHR, WKAU-AM&FM, accepting T&R for future PM drive. Must be good with strong production. Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (6-4) •

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Opportunities

Openings

WEST

KISSIN 105, A/C looking for personalities. T&R: Jim Meeker, Box 2959, Merced, CA 95340. EOE M/F (6-4)

K96/Provo is looking for morning drive talent. Great bucks, and a great company. No calls. T&R: Scott Gentry, KFMV, Box 960, Provo, UT 84603. EOE M/F (6-4)

KLZ/Denver has immediate openings for midnight-6am shift. Tight personality, Country format. T&R: Bill Bradley, 2149 S. Holly, Denver, CO 80222. EOE M/F (6-4)

CA opportunity to move up. 7-12pm/12-6am person. Strong production/on-air abilities. T&R: KLPV, 777 Silverspur, Rolling Hills, CA 90274. No calls. EOE M/F (6-4)

Country dj wanted. Knowledge of Country music a must and production. Immediate opening. Call Eddie Briggs, (505) 393-3137. (6-4)

Fulltime and part-time news openings. Contemporary FM, 90 miles from L.A. T&R: Brad Orchard, KVVQ, Box 1477, Victorville, CA 92392. Calls welcome (714) 243-4636. EOE M/F (6-4)

Need morning and other possible jocks at A/C FM in San Jose/San Francisco area. Contact: Ron Dennington, KPEN, 2540 California St., Mountain View, CA 94040. EOE M/F (6-4)

If you force your voice down and use crutch phrases, please go to the next ad. If you have a natural sound and creative production, send me a tape! Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. EOE M/F A/F (All formats may apply). (6-11) •

KIQQ-FM A/C looking for 1 fulltime and 1 part-time announcer. Production skills a must. Now accepting calls 9am-4pm: (805) 466-6511. EOE M/F (5-28)

KAFY/Bakersfield Country immediate opening. Three years experience preferred. Contact: Joseph King, 1527 19th Street, Suite 300, Bakersfield, CA 93301 or call (805) 324-4411. EOE (5-28)

KRKO/Everett has opening for weekend air talent. Send T&R: Bruce Butterfield, Box 1227, Everett, WA 98206 or call (206) 355-1144. EOE M/F (5-28)

KMBY-FM/Monterey has immediate opening for part-time, also future fulltime. Adult format. T&R: Randy Summers, Box 1291, Monterey, CA 93942. EOE M/F (5-28)

The skilling is good. The radio is great! KJQ needs jock/production ace. Adult CHR. T&R: Tom Greenleigh, 1506 Gibson, Ogden, UT 84404. EOE M/F (5-28)

Professional nationwide music production firm seeks articulate, bilingual Mexican music programmer with production experience. Mariachi and Contemporary Mexican music knowledge required. Send T&R to Radio & Records, 1930 Century Park West, #342, Los Angeles, CA 90067

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Tower 94 has gone Country, but I haven't. Former MD and night rocker looking to perform for you. Call KURT KELLY (313) 542-0102. (6-4)

ROY GRAY announcer at KDAY/Los Angeles will go back on the air immediately. Call J.J. Johnson (213) 665-1105 for referral. (6-4)

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Announcer 4 yrs. in AOR, A/C and Country. Great production. Excellent communicator with college degree. Prefer MI and Midwest. Call CHRIS (505) 622-4281, after 12pm. (6-4)

Veteran major market air talent and programmer available immediately. Formerly KIX106, KTSA and WJDX. JOHN WALTON (214) 548-0328. (6-4)

J.J. WALKER leaving afternoon drive at Y103/Jacksonville, FL in June after 5 yrs. Also WMYQ/Miami, KOPA/Phoenix, WYNF/Tampa. Looking for air talent or MD in major market. (904) 744-7912. (6-4)

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Positions Sought

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Black programmer with expertise in CHR & AOR, including stint in Philly. Looking for new challenge, ready to go now! BOB (215) 855-8990. (6-4)

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I want to relocate in Chicago area. Excellent background & references. If you want a communicator, call me. GARY (602) 834-5446. (6-4)

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Experienced announcer seeking full-time position. Good production. Call DON (303) 351-8294 after 4pm MST. (5-28)

Major market air personality currently in Urban Contemporary seriously looking. 6 yrs. experience, including KIIS-FM, KUTE/Los Angeles. Have done CHR, A/C. MARK (314) 361-0956. (5-28)

Experienced MD, Assistant PD in AOR, CHR. Prefer West. Call BOBBY (806) 792-4830 or (806) 745-3129. (5-28)

Lady DJ, 6 yrs. experience, MD, 1st phone, good production. Major market from Los Angeles-Miami, CHR, AOR, A/C. I want the airwaves. (213) 465-9674. (5-28)

Enthusiastic, witty & versatile personality looking for Southern medium market station to grow with. Call EDDIE FARRIS (312) 374-3210. (5-28)

Former radio station owner, PD, DJ, Sales Manager looking for PD/DJ/Management position-a new challenge. 10 yrs. experience. RICHARD KAUFMAN (201) 992-4881. (5-28)

STEVE SUMMERS experienced in major markets. Recently MD/Afternoons at WDRQ/Detroit. Available due to format change, seeking stable CHR format. Let's talk. (313) 474-7097. (5-28)

Positions Sought

Fully qualified country programmer/PD available now. 23 yrs. experience, all phases of radio. BOB (313) 229-4022 anytime. (5-28)

Young, experienced DJ, 5 yrs. in Country, A/C, Rock & News, looking to relocate Chicago/Milwaukee area. Call BRUCE (507) 457-2336. (5-28)

Air talent with MD experience and PD abilities. 8 yr. pro great production, college, 1st phone seeking AM drive or ? THOM (318) 478-9829. (5-28)

Creative personality, loyal employee available. RICK OHMAN (406) 452-2382. (5-28)

AM in radio doldrum. 10 yrs. in broadcasting. Looking for AOR evenings overnights or production position. Excellent skills, warm personality. STEVE SUNBERG (802) 479-0717. (5-28)

11 yr. pro, dependable Sports P-B-P, Talk, DJ, excellent references. DANNY (503) 588-9434. (5-28)

Experienced female announcer & newperson. Any format, available immediately. (213) 375-4869, evenings. (5-28)

PHIL BECKMAN, 11 yrs. AOR, A/C, CHR; WNOR, WAPE, WROX, KTLK. Wife JOANNE 5 yrs. WNOR, WAPE, WIVY, WWDE; A/C, BM & News. (804) 877-9944. (5-28)

AM drive personality with good ratings seeks slot with CHR, AOR. Preferably morning drive and/or MD position. LEE GORDON (713) 775-0883. (5-28)

Major market DJ, BLK/ROCK, heavy production. Looking for great opportunity. No small market please. Have bucks will travel. Call RON COOPER (312) 478-6929. (5-28)

Best possible bet for PD/MD for medium to major market. Currently winning big. Let's talk. (901) 362-2281. (5-28)

Real Pro seeking work at medium or major market station. B.A./Communications. Well-rounded with all formats. Please call MR. HAYES (212) 993-0276 or (212) 733-2583. (5-28)

Hard defined A/C, CHR talent. JOHNNY LUND-QUIST of KS95-FM is inspecting wholesome opportunities. (612) 823-5661. Major markets only (5-28)

JAY DuBARD, tight personality, production wizard with newly acquired audio-visual skills, 14 yrs. experience seeks medium/major market with stable position. (716) 838-6187. (5-28)

CHARLIE GREER, formerly WABC, proven, current numbers at 50 clear AM drive seeking new challenge with aggressive A/C. (716) 671-3470. (5-28)

Medium market with 4 yrs. A/C experience & production & marketing degree seeks creative atmosphere at A/C for CHR. East or South preferred. (717) 299-3227. (5-28)

Starving female seeking on-air position. Medium/major markets. South or East. 8 yrs. experience. CHR & R&B. Great voice, production, numbers. KELLY (717) 299-3227. (5-28)

SAM CORNISH, 5 yrs. AOR experience looking in medium/large market. CA, Southwest, Northwest area. (415) 349-3971. (5-28)

8 yr. pro, excellent production, B.A. degree. Air shift, production, operations. Management background. BRYAN ST. PETERS, 6412 Ironbark Lane, Las Vegas, NV 89107. (702) 870-2420. (5-28)

Experienced reporter/talk show host looking to move up to larger market. Now in Bakersfield. RON B. FINEMAN (805) 834-7372. (5-28)

A/C DJ with 6 yrs. experience looking to relocate. T&R: (615) 388-3636, 9am-5pm CST or (615) 388-7905. (5-28)

Operations Manager inquiry. Established individual seeking opportunity with growing organization. I have a proven track record, positive personality, and enthusiasm which generates a winning atmosphere. Allow me to challenge your staff and stimulate the market! Call for presentation and materials. (804) 384-5483. (6-4) •

Announcer/salesman can sell on air & off. DJ-I'm an up. Sports-I'm exciting, intelligent with looks & personality. J. HOWARD (212) 371-2356. (5-28)

Presently PD, 8 yr. pro with #1 morning show looking for bigger bucks, bigger city. Spontaneously funny, great spots & personal appearances. KEN (914) 457-5397. (5-28)

Clip and save coupon. Attention Los Angeles and San Francisco. This coupon and phone call will get you a fantastic production person, board operator, MD etc. I have worked at KHTZ, KIQQ, 10Q, and the Weedeck Radio Network. If I can be any service to you please call KEVIN (415) 864-3171. (6-4) •

Positions Sought

TERRY TROUJET, 10 yr. pro looking for major market position. Formerly WCBM, gone Newstalk. Good Communicator. (301) 337-5284. (5-28)

Talented night person-evenings, overnights-AOR, CHR, BLK. Call now. Seriously looking (205) 875-3350 "KC". All markets call now.

Changes

RADIO

Carolyn L. Barnes & Bob Stern named Account Executives for WIND/Chicago, IL.

Joy duTrieuille has been promoted to the newly created position of Personnel Administration, Katz Broadcasting Company.

Eric Graves named Account Executive for 76-KFMB/San Diego, CA.

Bernadette Costello appointed Account Executive at WHN/Arlington, VA.

Stephen (Tim) Roll joins the Sales Department of KYW-Newsradio/Philadelphia, PA.

Bruce Wayne joins WMOU-AM/WXLQ-FM/Berlin-Gorham, NH 7pm-12mid, from WIZE-AM/Springfield, OH.

David J. Kirby named KOA-KOQ/Denver, CO Sales Staff.

RECORDS

Michael Goldstone appointed West Coast Manager of Artist Development for Chrysalis Records.

Debbie Banks joins Epic Record's Publicity Department in Nashville.

Teri Muench named Talent Manager, A&R, Contemporary Music, RCA Records.

Tom Bourdon appointed VP of Sales and Promotion for Country International Records.

INDUSTRY

Linda Mills promoted to VP of Media Research for Total Concept Representative, Inc.

Dorothy Norwood joins SESAC as a writer and publisher.

Ron Elliott joins Total Concept Representative, Inc. as VP in charge of Artist Relations.

Miscellaneous

WBLZ/Cincinnati needs CHR record service. Brian Castle, MD, Monday and Tuesday noon-2:30. 3rd & High Streets, Hamilton, OH 45011. (6-4)

New Country FM needs service from all labels. Paul S. Lotsof, OD, KAVV, Box 42977, Tucson, AZ 85733 or (602) 889-9797. (6-4)

WMJY CHR, 156 Broadway St., Long Branch, NJ 07740, needs record service, back and present, from all labels. Send to Beau Richards, c/o WMJY. (201) 222-1071. (5-28)

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12 00	\$20 00	\$25 00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067

JUNE 4, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

"Tommy!"

MONDAY, JUNE 7 — "Tommy," the Who's two-record rock opera, first entered the charts on June 7, 1969. Group guitarist/vocalist Pete Townshend composed the piece, the story of a boy who is struck deaf, dumb, and blind after witnessing an adulterous act between his mother and uncle, but who nevertheless develops a talent for playing pinball through the sense of smell alone. After a "mystical experience," Tommy recovers his faculties to find he's become a Messiah to an adolescent army, which soon turns against him.

EXTRA FACTS: Chuck Berry arrested for income tax evasion, 1979 . . . Tom Jones born in 1940.

Boz Born

TUESDAY, JUNE 8 — Singer/guitarist Boz Scaggs was born William Royce Scaggs in Ohio on June 8, 1944. His life turned to music at age 15 when he met Steve Miller at school in Dallas, and joined his group, the Marksmen, as vocalist and tambourine player. Scaggs parted to tour Europe for a time, and cut his first album, "Boz," in Stockholm. He rejoined Miller in San Francisco in 1967, recorded two albums with the Steve Miller Band, then split again over "musical differences." Boz's next three solo albums attracted little attention, but the fourth, "Silk Degrees," garnered him three hit singles . . . "Lowdown," "Lido Shuffle," and "What Can I Say."

EXTRA FACTS: Brian Jones quits the Stones, 1969 . . . Rick Wakeman departs Yes, 1974.

Richard Pryor Burned

WEDNESDAY, JUNE 9 — Comedian/actor Richard Pryor suffered third degree burns when a concoction of alcohol and cocaine (freebasing) ignited and exploded at his home in Northridge, California, on June 9, 1980. Pryor sustained extensive burns to his upper chest, arms and face, all requiring delicate and painful skin-grafting operations. Even though the popular comic has a history of heart and kidney disorders, and came close to death following this incident, both he and his unique sense of humor happily survive.

EXTRA FACTS: Born this day were Les Paul, 1923 . . . and Jackie Wilson, 1934.

A Star Is Born

THURSDAY, JUNE 10 — Superstar actress and singer Judy Garland, born Frances Gumm on June 10, 1922, in Grand Rapids, Minnesota, had an early introduction to show business. Her mother and father were both vaudeville players, and she herself was signed to MGM after a breathtaking audition at age 12. From her earliest screen appearance, "Every Sunday," a two-reel short, to classics such as "The Wizard of Oz" and "A Star Is Born," Garland's magnetic presence graced nearly 40 films over her 26-year moviemaking career. In 1961 Judy's live Carnegie Hall recording won a gold record, the first double album ever to sell a million copies.

EXTRA FACTS: The Who play four sold-out nights in New York, 1974 . . . Bluesman Howlin' Wolf born, 1910.

Joey Dee's Birthday

FRIDAY, JUNE 11 — Singer Joey Dee was born Joseph Dinicola in Passaic, New Jersey, on June 11, 1940, and started his famous Starlites in 1958. The group landed a residency in 1960 at New York's Peppermint Lounge, the home of the Twist. In 1962 Joey Dee and the Starlites signed a record deal with Roulette, and released a million-selling single, "Peppermint Twist," which topped U.S. Charts for three weeks. Dee was tempted out of retirement in November, 1980, to appear at the opening of the "new" Peppermint Lounge in NYC.

EXTRA FACTS: Composer Richard Strauss born in 1864.



	CHR	A/C	AOR	Country	Black Radio
# 1	McCARTNEY/WONDER (4th week)	McCARTNEY/WONDER (7th week)	ASIA (9th week)	T.G. SHEPPARD (2nd week)	GAP BAND
Next Week's #1 Contenders:	TOTO (2-2) HUMAN LEAGUE (3-3) ASIA (5-4)	RONNIE MILSAP (2-2) JUICE NEWTON (5-3) NEIL DIAMOND (12-4)	38 SPECIAL (2-2) JOHN COUGAR (4-3) RAINBOW (6-5)	EDDIE RABBITT (3-2) DON WILLIAMS (5-3)	CHANGE (5-3) ASHFORD & SIMPSON (6-4) JEFFREY OSBORNE (9-5)
Breakers:	RICK SPRINGFIELD (63%) STEVE MILLER BAND (58%) JOURNEY (57%)	AIR SUPPLY (54%) TOTO (48%)	KANSAS (88%) HEART (72%) GENESIS (45) (71%) SURVIVOR (45) (59%) STEVE MILLER BAND (52%)	JOHN SCHNEIDER (70%) OAK RIDGE BOYS (67%) ROSANNE CASH (64%) LARRY GATLIN (61%)	REDDINGS (59%) RITCHIE FAMILY (59%)
Most Added:	REO SPEEDWAGON AIR SUPPLY RICK SPRINGFIELD GLENN FREY ROLLING STONES GARY U.S. BONDS	AIR SUPPLY CHICAGO REDDINGS LESLIE PEARL GLENN FREY	HEART KANSAS 707 JOHN WAITE	OAK RIDGE BOYS EARL THOMAS CONLEY HANK WILLIAMS JR. TOMPALL & GLASER... R. MILLER/W. NELSON SYLVIA ROSANNE CASH	ATLANTIC STARR CHERYL LYNN DREAMGIRLS ODYSSEY SOUL SONIC FORCE
Hottest:	McCARTNEY/WONDER TOTO HUMAN LEAGUE ASIA JUICE NEWTON JOHN COUGAR	McCARTNEY/WONDER RONNIE MILSAP JUICE NEWTON WILLIE NELSON KARLA BONOFF SHEENA EASTON	ASIA 38 SPECIAL VAN HALEN JOHN COUGAR TOTO PAUL McCARTNEY	C. TWITTY "Slow" T.G. SHEPPARD RONNIE MILSAP DON WILLIAMS CHARLEY PRIDE	GAP BAND DAZZ BAND TEMPTATIONS/JAMES
Biggest Chart Jumps:	SOFT CELL (29-19) RONNIE MILSAP (24-16) KANSAS (23-18)	NEIL DIAMOND (12-4) DENIECE WILLIAMS (18-13) KARLA BONOFF (11-7)	HEART (35-19) 707 (25-20)	JOHN SCHNEIDER (50-41) M. HAGGARD "Good" (30-22) JANIE FRICKE (26-19) JOHNNY LEE (27-20) LACY J. DALTON (28-21)	JUNIOR (17-11) STEVIE WONDER (21-15) LARRY GRAHAM (23-17)
Debuts:	KARLA BONOFF (27) ALABAMA (28) RICK SPRINGFIELD (29) STEVE MILLER BAND (30)	TOTO (22) AIR SUPPLY (24)	GENESIS (45) (23) SURVIVOR (45) (24) STEVE MILLER BAND (27) AXE (37)	OAK RIDGE BOYS (42) ROSANNE CASH (43) LARRY GATLIN (44) MARTY ROBBINS (48) MEL TILLIS (49) SYLVIA (50)	REDDINGS (25) RITCHIE FAMILY (26) HIGH FASHION (27) WAR (29) QUEEN (30)
	CHR	A/C	AOR	Country	Black Radio

National Music Formats

Added This Week



George Williams (214) 343-9205

THE STARSTATION AIR SUPPLY

"Even The Nights Are Better" (Arista)

CHICAGO

"Hard To Say I'm Sorry" (Full Moon/WB)

REDDINGS

"(Sittin' On) The Dock Of The Bay"

(Believe In A Dream/CBS)

Country Coast-To-Coast

RICKY SKAGGS "I Don't Care" (Epic)

DOLLY PARTON "Heartbreak Express" (RCA)

HANK WILLIAMS JR. "Honky Tonkin"

(Elektra/Curb)

OAK RIDGE BOYS "So Fine" (MCA)



Cal Casey (214) 634-8511



RICK SPRINGFIELD

"What Kind Of Fool Am I" (RCA)

GLENN FREY "I Found Somebody" (Asylum)

VAN HALEN "Dancing In The Street" (WB)

SURVIVOR

"Eye Of The Tiger" (Scotti Bros./CBS)



DENIECE WILLIAMS

"It's Gonna Take A Miracle" (ARC/Columbia)



MOE BANDY

"She's Not Really Cheatin'" (Columbia)

REBA McENTIRE

"I'm Not That Lonely Yet" (Mercury/PolyGram)

EARL THOMAS CONLEY "Heavenly Bodies" (RCA)

EDDY RAVEN

"She's Playing Hard To Forget" (Elektra)

MARTY ROBBINS

"Some Memories Just Won't Die" (Columbia)



Bob Stevens (214) 934-2121

The 3 Format.

AIR SUPPLY

"Even The Nights Are Better" (Arista)

RICK SPRINGFIELD

"What Kind Of Fool Am I" (RCA)

STEVIE WONDER "Do I Do" (Tamla/Motown)

The A-C Format

AIR SUPPLY

"Even The Nights Are Better" (Arista)

STEVIE WONDER "Do I Do" (Tamla/Motown)

LESLIE PEARL "If The Love Fits Wear It" (RCA)



JACK GRAYSON

"Tonight I'm Feelin' You (All Over Again)" (Joe-Wes)

SYLVIA "Nobody" (RCA)

ROGER MILLER, WILLIE NELSON, & RAY PRICE

"Old Friends" (Columbia)

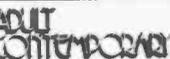
EDDY RAVEN "She's Playing Hard To Forget" (Elektra)

TOMPALL & GLASER BROS.

"I Still Love You..." (Elektra)



John Iles (800) 426-9082



TOTO "Rosanna" (Columbia)

BILL LABOUNTY "Never Gonna Look Back" (WB)

CHICAGO

"Hard To Say I'm Sorry" (Full Moon/WB)

Country Living

ROSANNE CASH "Ain't No Money" (Columbia)

SYLVIA "Nobody" (RCA)

OAK RIDGE BOYS "So Fine" (MCA)

HANK WILLIAMS JR.

"Honky Tonkin" (Elektra/Curb)

LARRY GATLIN

"She Used To Sing On Sunday" (Columbia)

ROGER MILLER, WILLIE NELSON, & RAY PRICE

"Old Friends" (Columbia)



MUSIC TELEVISION

Buzz Brindle (212) 944-5399

HEART "City's Burnin'" (Epic)

HEART "This Man Is Mine" (Epic)

AMBROSIA "How Can You Love Me" (WB)

KIM WILDE "Chequered Love" (EMI America)



Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue

MAXUS "Keep A Light On" (WB)

DR. HOOK "Loveline" (Casablanca/PolyGram)

HUEY LEWIS & THE NEWS

"Hope You Love Me..." (Chrysalis)

JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS)

CHICAGO

"Hard To Say I'm Sorry" (Full Moon/WB)

LESLIE PEARL "If The Love Fits Wear It" (RCA)

JOURNEY "Still They Ride" (Columbia)

EARL KLUGH "I'm Ready For Your Love" (Liberty)

JON & VANGELIS

"I'll Find My Way Home" (Polydor/PolyGram)

STEVIE WONDER "Do I Do" (Tamla/Motown)

AIR SUPPLY

"Even The Nights Are Better" (Arista)

TANner Country

RICKY SKAGGS "I Don't Care" (Epic)

HANK WILLIAMS JR.

"Honky Tonkin" (Elektra/Curb)

LARRY GATLIN

"She Used To Sing On Sunday" (Columbia)

MEL TILLIS "The One That Got Away" (Elektra)

ROSANNE CASH "Ain't No Money" (Columbia)

OAK RIDGE BOYS "So Fine" (MCA)

JACK GRAYSON

"Tonight I'm Feeling You (All Over Again)" (Joe-Wes)

SYLVIA "Nobody" (RCA)

BOBBY BARE

"If You Ain't Got Nothin'..." (Columbia)

REBA McENTIRE

"I'm Not That Lonely Yet" (Mercury/PolyGram)

CRISTY LANE

"Fragile — Handle With Care" (Liberty)



Lee Nye (916) 782-7754

Adult Rock

STEVE MILLER BAND "Abracadabra" (Capitol)

RICK SPRINGFIELD

"What Kind Of Fool Am I" (RCA)

BLONDIE "Island Of Lost Souls" (Chrysalis)

GLENN FREY "I Found Somebody" (Asylum)

HALL & OATES "Your Imagination" (RCA)

SURVIVOR

"Eye Of The Tiger" (Scotti Bros./CBS)

REDDINGS "(Sittin' On) The Dock Of The Bay"

(Believe In A Dream/CBS)



Chick Watkins (303) 578-0700

HEART "This Man Is Mine" (Epic)
ALABAMA "Take Me Down" (RCA)

BUFFALO IS GONE.

Buffalo's gone Superadio. WNYS-AM & FM has just signed with us. (Formerly WACJ-FM and WWOL-AM.)

So if you were thinking about being the Superadio station in Buffalo, don't give it any further thought.

But there are other major markets still available, so call David Pollei at (212) 708-8172. Before it's too late.



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1930 Century Park West, L.A., CA 90067

Radio & Records NATIONAL AIRPLAY/40

June 4, 1982

170 REPORTERS

Album cuts are listed in order of airplay preference.

6/4	5/21	5/28	6/4	Artist	Album	Album Cuts
1	1	1	1	ASIA	Asia (Geffen)	"Heat" "Only" "Time" "Sole"
6	12	2	2	38 SPECIAL	Special Forces (A&M)	"Caught" "Chain" "Back"
7	4	4	3	JOHN COUGAR	American Fool (Riva/PolyGram)	"Hurts" "Jack" "Thundering"
2	2	3	4	VAN HALEN	Diver Down (WB)	"Dancing" "Woman" "Good" "Guitars"
5	5	6	5	RAINBOW	Straight Between The Eyes (Mercury/PG)	"Stone" "Power" "Death"
4	3	5	6	SCORPIONS	Blackout (Mercury/PolyGram)	"No One" Title "Dynamite"
15	10	9	7	MOTELS	All Four One (Capitol)	"Lonely" "Mission" "L" "L.A."
9	8	8	8	PAUL McCARTNEY	Tug Of War (Columbia)	"Ballroom" "Take" "Pound" "Here"
-	21	11	9	QUEEN	Hot Space (Elektra)	"Fire" "Body" "Girls" "Power"
8	7	10	10	TOTO	IV (Columbia)	"Rosanna" "Afraid" "Africa" "Waiting"
-	-	7	11	KANSAS	Vinyl Confessions (Kirshner/CBS)	"Game" "Right" "Face" "Crossfire"
3	6	12	12	ALDO NOVA	Aldo Nova (Portrait/CBS)	"Fantasy" "Ball" "Foolin'" "Gun"
11	13	15	13	HUMAN LEAGUE	Dare (Virgin/A&M)	"Don't" "Action" "Open"
13	11	13	14	JETHRO TULL	Broadsword & Beast (Chrysalis)	"Fallen" "Beastie" "Watching"
-	27	18	15	CHEAP TRICK	One On One (Epic)	"Want" "If" "Tight" Title
10	14	14	16	GREG KIHN BAND	Kihntinued (Beserkley/E-A)	"Testify" "Happy" "Every" "Seeing"
14	16	17	17	LOVERBOY	Get Lucky (Columbia)	"Over" "Top" "Working"
-	30	19	18	FRANKIE MILLER	Standing On The Edge (Capitol)	"Danger" "Dream" "Stop" "Coming"
-	-	35	19	HEART	Private Audition (Epic)	"City's" "Man" "Bright" "Perfect"
-	-	25	20	707	Mega Force (Boardwalk)	Title "Can't" "Hell"
12	15	16	21	JOAN JETT & THE BLACKHEARTS	I Love Rock-N-Roll (Boardwalk)	"Crimson" Title
29	25	23	22	ELTON JOHN	Jump Up (Geffen)	"Garden" "Ball" "John" "Legal"
-	-	→	23	GENESIS	Paperlate (Atlantic)	12-inch single
-	-	→	24	SURVIVOR	Eyes Of The Tiger (Scotti Bros./CBS)	12-inch single
30	31	24	25	SHERBS	Defying Gravity (Atco)	"Alive" "Ride" "Steppin'"
19	17	22	26	FRANKE & THE KNOCKOUTS	Below The Belt (Millennium/RCA)	"Never" "Fighting" "Without" "Morning"
-	-	→	27	STEVE MILLER BAND	Abracadabra (Capitol)	12-inch single
22	19	21	28	POINT BLANK	On A Roll (MCA)	Title "Let" "Don't" "Great"
25	22	26	29	KROKUS	One Vice At A Time (Arista)	"Long" "Woman"
20	18	20	30	BLUE OYSTER CULT	Extraterrestrial Live (Columbia)	"Roadhouse" "Reaper" "Joan" "Burnin'"
-	-	34	31	MONROES	The Monroes (Alfa)	"People" "Pay"
16	20	27	32	RICK SPRINGFIELD	Success Hasn't Spoiled Me Yet (RCA)	"Don't" "Calling" "Kristina"
-	40	36	33	AMBROSIA	Road Island (WB)	"How" "Satisfied" "Kid"
36	33	32	34	DAVE EDMUNDS	D.E. 7th (Columbia)	"Small" "Guys"
-	-	38	35	A FLOCK OF SEAGULLS	A Flock Of Seagulls (Jive/Arista)	"I Ran" "Space"
24	24	28	36	HUEY LEWIS & THE NEWS	Picture This (Chrysalis)	"Do" "Workin'" "Hope" "Is"
-	-	→	37	AXE	Offering (Atco)	"Party" "Steel" "Jennifer"
21	23	31	38	SAMMY HAGAR	Standing Hampton (Geffen)	"Piece Of My Heart" "One Way"
27	29	30	39	OUTLAWS	Los Hombres Malo (Arista)	"Stop" "Rebel" "Running"
32	34	29	40	CAT PEOPLE	G. Moroder/D. Bowie (Backstreet/MCA)	Title

New Entry →

MOST ADDED

Rank	Artist	Album	6/4	5/28	5/21	5/14	5/7
1	HEART	Private Audition (Epic)	123/107	16/12	00	00	00
2	KANSAS	Vinyl... (Kirshner/CBS)	149/100	29/15	00	00	00
3	707	Mega Force (Boardwalk)	83/59	2/1	00	00	00
4	JOHN WAITE	Ignition (Chrysalis)	36/35	3/2	00	00	00
5	AXE	Offering (Atco)	66/28	56/55	1/1	00	00
6	JON ANDERSON	Animation (Atlantic)	23/22	1/1	1/0	1/0	2/0
7	CLASH	Combat Rock (Epic)	31/20	10/10	00	00	00
8	FRANK ZAPPA	Ship... (Barking Pumpkin)	30/17	14/12	00	00	00
9	SOFT CELL	Non-Stop... (Sire/WB)	40/14	32/2	33/1	36/1	37/2
10	MARSHALL TUCKER	Tuckerized (WB)	27/14	25/25	00	00	00
11	A FLOCK OF SEAGULLS	A Flock Of... (Jive/Arista)	59/13	53/14	39/7	38/13	34/24
12	BOW WOW WOW	The Last Of The... (RCA)	46/11	34/13	21/6	17/6	11/4
13	COLD CHISEL	Circus Animals (Elektra)	11/11	1/1	1/0	1/0	1/0
14	RIOT	Restless Breed (Elektra)	10/10	1/0	2/0	2/0	4/0

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

Rank	Artist	Album	6/4	5/28	5/21	5/14	5/7
1	FRANKIE MILLER	Standing On... (Capitol)	98/79	102/68	81/36	60/0	2/0
2	SHERBS	Defying Gravity (Atco)	84/75	86/72	72/55	74/44	50/17
3	JETHRO TULL	Broadsword... (Chrysalis)	104/65	120/74	120/74	123/71	118/68
4	QUEEN	Hot Space (Elektra)	136/63	130/67	128/6	1/0	0/0
5	CHEAP TRICK	One On One (Epic)	101/63	101/59	100/5	12/0	0/0
6	GREG KIHN BAND	Kihntinued (Beserkley/E-A)	96/57	114/66	116/70	130/79	123/82
7	MOTELS	All Four One (Capitol)	149/55	140/74	131/72	120/73	107/65
8	RAINBOW	Straight... (Mercury/PG)	144/51	144/57	142/62	147/66	138/67
9	POINT BLANK	On A Roll (MCA)	69/50	84/61	90/71	97/74	97/78
10	KROKUS	One Vice At A Time (Arista)	62/49	72/53	75/56	78/58	83/66
11	MONROES	The Monroes (Alfa)	67/49	60/38	43/21	34/9	15/2
12	DAVE EDMUNDS	D.E. 7th (Columbia)	63/48	62/46	61/42	56/42	57/39
13	ELTON JOHN	Jump Up (Geffen)	82/46	80/42	77/31	71/37	66/24
14	AMBROSIA	Road Island (WB)	63/45	61/39	51/24	45/4	4/0
15	SCORPIONS	Blackout (Mercury/PG)	134/44	140/41	135/35	140/40	137/46

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

Rank	Artist	Album	6/4	5/28	5/21	5/14	5/7
1	ASIA	Asia (Geffen)	162/154	162/153	162/155	166/159	164/158
2	38 SPECIAL	Special Forces (A&M)	154/133	155/111	144/25	23/3	0/0
3	VAN HALEN	Diver Down (WB)	146/127	143/117	144/113	147/116	145/103
4	JOHN COUGAR	American Fool (Riva/PG)	157/119	151/104	148/91	139/71	124/43
5	TOTO	IV (Columbia)	123/102	122/97	135/101	140/89	131/70
6	PAUL McCARTNEY	Tug Of War (Columbia)	141/100	141/86	142/82	133/64	114/10
7	RAINBOW	Straight... (Mercury/PG)	144/93	144/87	142/80	147/78	138/64
8	SCORPIONS	Blackout (Mercury/PG)	134/90	140/98	135/98	140/98	137/90
9	MOTELS	All Four One (Capitol)	149/85	140/63	131/49	120/36	107/26
10	QUEEN	Hot Space (Elektra)	136/67	130/50	128/0	1/0	0/0
11	HUMAN LEAGUE	Dare (Virgin/A&M)	97/61	98/63	102/67	114/66	112/55
12	ALDO NOVA	Aldo Nova (Portrait/CBS)	100/60	111/75	129/93	143/108	139/111
13	LOVERBOY	Get Lucky (Columbia)	78/48	85/53	86/54	102/71	111/78
14	JOAN JETT	I Love Rock... (Boardwalk)	73/43	92/57	98/71	108/72	118/79
15	JETHRO TULL	Broadsword... (Chrysalis)	104/39	120/42	120/44	123/46	118/41

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.

AOR BREAKERS

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

KANSAS

Vinyl Confessions (Kirshner/CBS)

"Game" "Right" "Face" "Crossfire." 88% of our reporters on it. Total album reports: 149. A-100, M-16, H-33. Album charted this week at number 11.

HEART

Private Audition (Epic)

"City's" "Man" "Bright" "Perfect." 72% of our reporters on it. Total album reports: 123. A-107, M-11, H-5. Album charted this week at number 19.

GENESIS

"Paperlate" (Atlantic) 12-inch single 71% of our reporters on it. Total singles reports: 120. A-115, M-3, H-2. Single debuted this week at number 23.

SURVIVOR

"Eye Of The Tiger" (Scotti Bros./CBS)

59% of our reporters on it. Total singles reports: 101. A-71, M-21, H-8, S-1. Single debuted this week at number 24.

STEVE MILLER BAND

"Abracadabra" (Capitol)

52% of our reporters on it. Total singles reports: 88. A-27, M-37, H-22, S-2. Single debuted this week at number 27.

Significant Action JAZZ

- BOW WOW WOW** . The Last Of The Mohicans (RCA) "I Want Candy" . . . Total: 45. A-11, M-30, H-4
- STEVIE WONDER** . Original. . . (Tamla/Motown) "Line" "Ribbon" . . . Total: 42. A-5, M-26, H-11
- GLENN FREY** . . . 12-inch single (Elektra) "I Found Somebody" . . . Total: 42. A-41 M-0, H-0, S-1
- SOFT CELL** . . . Non-Stop Erotic Cabaret (Sire/WB) "Tainted Love" . . . Total: 40. A-14, M-20, H-6
- CHARLIE DANIELS BAND** . . . Windows (Epic) "Still" "Gal" . . . Total: 38. A-0, M-30, H-8
- MARSHALL CRENSHAW** . Marshall Crenshaw (WB) "Someday" "Girl" . . . Total: 38. A-9, M-22, H-7
- GRAHAM PARKER** . Another Grey Area (Arista) "Hit" . . . Total: 36. A-0, M-25, H-11
- IRON MAIDEN** . The Number Of The Beast (Capitol) "Run" "Beast" . . . Total: 36. A-0, M-30, H-6
- JOHN WAITE** . Ignition (Chrysalis) "Change" "Temptation" . . . Total: 36. A-35, M-0, H-1
- CHAS SANDFORD** . Parallax View (Elektra) "Surrender" . . . Total: 33. A-4, M-29, H-0

Last This Week

- 1 1 **PAT METHENY GROUP** . Offramp (ECM/WB) "Eighteen" "Going" "James"
- 2 2 **JEFF LORBER** . . . It's A Fact (Arista) "Always There"
- 3 7 **NIGHTWINDS** . A Casual Romance (Pausa) . . . Various Cuts
- 4 4 **JEAN-LUC PONTY** . Mystical Adventures (Arista) "Rhythms" "Truth"
- 6 5 **LEE RITENOUR** . Rio (Musican/Elektra) "Rio" "San Juan" "Rainbow" "Happens"
- 5 6 **AL DI MEOLA** . Electric Rendezvous (Columbia) "Cruisin'" "Passion" Title "Cat"
- 3 7 **DAN SIEGEL** . Dan Siegel (Elektra) "Great" "Enchanted" "Soaring"
- 8 8 **B.B. KING** . Love Me Tender (MCA) "Those"
- 7 9 **WEATHER REPORT** Weather Report (ARC/Col.) "Dara"
- 9 10 **LARRY CARLTON** . Sleepwalk (WB) "Last" "Bird" "Song"

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold type. Artists in larger type registered significant airplay gains this week.

REGIONAL AOR ACTIVITY

EAST

MOST ADDED

- Heart Kansas (29/23)
- 707 (36/21)
- Axe Clash (17/7)
- Jon Anderson (14/7)

MEDIUM

- Frankie Miller (23/20)
- Queen (36/19)
- Jethro Tull (28/19)
- Sherbs (21/19)
- Dave Edmunds (20/17)

THE HOTTEST

- Asia (40/40)
- Van Halen (37/32)
- 38 Special (38/30)
- Rainbow (37/29)
- Scorpions (37/28)

NOTE: Two numbers follow each name. The first totals all reports in all rotations in the given region. The second displays the number of reports in that region for the noted rotation.

WPY/Aibany (818) 784-0800

- ASIA (Capitol)
- 38 SPECIAL (Arista)
- RAINBOW (Mercury/Polygram)
- QUEEN (Capitol)
- SCORPIONS (Mercury/Polygram)
- THE LAST THING I CAN SAY (Mercury/Polygram)
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WYV/Baltimore (301) 889-0088

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WZL/Baltimore (410) 684-0511

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WAL/Birmingham (205) 773-8850

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WTP/Harrisburg (717) 236-1402

- ASIA (Capitol)
- 38 SPECIAL (Arista)
- RAINBOW (Mercury/Polygram)
- QUEEN (Capitol)
- SCORPIONS (Mercury/Polygram)
- THE LAST THING I CAN SAY (Mercury/Polygram)
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WRK/Bridgeport (203) 579-9985

- ASIA (Capitol)
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WCC/Hartford (203) 233-4426

- ASIA (Capitol)
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WQRQ/Bufalo (716) 841-4555

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WECM/Clemlont (603) 542-7375

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- SCORPIONS (Mercury/Polygram)
- THE LAST THING I CAN SAY (Mercury/Polygram)
- THE RISE (Capitol)
- THE RISE (Capitol)
- THE RISE (Capitol)
- THE RISE (Capitol)

WZL/Baltimore (410) 684-0511

- ASIA (Capitol)
- 38 SPECIAL (Arista)
- RAINBOW (Mercury/Polygram)
- QUEEN (Capitol)
- SCORPIONS (Mercury/Polygram)
- THE LAST THING I CAN SAY (Mercury/Polygram)
- THE RISE (Capitol)
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WZL/Baltimore (410) 684-0511

- ASIA (Capitol)
- 38 SPECIAL (Arista)
- RAINBOW (Mer



EAST

WYFF/Jacksonville (904) 442-1058
WYZZ/Knoxville (615) 325-8000
WZLX/Dayton (937) 233-1311
WZLW/Dayton (937) 233-1311
WZLX/Dayton (937) 233-1311

MIDWEST

WOWO/Dallas (817) 388-4148
WTKX/Pennacook (604) 438-7543
WQFM/Louisville (502) 588-4400
WQDR/Raleigh (919) 832-8311
WQXI/Charlotte (704) 461-1194

SOUTH

WYFF/Jacksonville (904) 442-1058
WYZZ/Knoxville (615) 325-8000
WZLX/Dayton (937) 233-1311
WZLW/Dayton (937) 233-1311
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WQXI/Charlotte (704) 461-1194

SOUTH MOST ADDED

- Heart Kansas (26/23)
707 (32/19)
Axe (21/13)
Soft Call (20/8)
Frankie Miller (23/18)
Cheap Trick (23/16)
Rainbow (36/15)
Scorpions (31/14)
Sherbs (14/14)

MEDIUM

- Frankie Miller (23/18)
Cheap Trick (23/16)
Rainbow (36/15)
Scorpions (31/14)
Sherbs (14/14)
Asia (35/34)
38 Special (35/33)
Van Halen (35/32)
John Cougar (34/27)
Paul McCartney (32/25)

THE HOTTEST

- Asia (35/34)
38 Special (35/33)
Van Halen (35/32)
John Cougar (34/27)
Paul McCartney (32/25)
WYMX/Augusta (404) 722-1302
WYZZ/Knoxville (615) 325-8000
WZLX/Dayton (937) 233-1311
WZLW/Dayton (937) 233-1311
WZLX/Dayton (937) 233-1311

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WZLX/Dayton (937) 233-1311

WEST

WEST
SPT CELL (Singer/AM)
RICK SPRINGFIELD (RCA)

KBCO/Boulder
(303) 444-6600
PO: DENNIS CONSTANTINE
BO: BRUCE McCALE

ADD: REGGAE (Epic)
COLD CHISEL (Epic)
JOHN WATTS (Capitol)
JOHN ANDERSON (Atlantic)

ADD: STEVE WINDER (Tama/Motown)
JOHN MARTIN (Dun/Atlantic)
A FLOOR... SEAGULLS (J&R/Arista)

ADD: SQUEEZE (AM)
JOHN COUGAR (Riva/PolyGram)
KIM WILDE (EMI America)

ADD: EYE TO EYE (MCA)
POLICE (A&M)
ELTON JOHN (Geffen)

ADD: JIM CARROLL BAND (A&M)
MISSING PERSONS (Capitol)
RITA MARLEY (Sparrows)

ADD: R. & L. THOMPSON (Mercury)
FAY RAY (Arista)
J. CELLS BAND (EMI America)

ADD: JOHN COUGAR (Riva/PolyGram)
SHEETS (Arista)
JETHRO TULL (Chrysalis)

ADD: BUNNY RAITT (MCA)
VAN HALEN (MCA)
FRANKIE MILLER (Capitol)

ADD: HEART (Epic)
"Two Face Stripping"
GARY U.S. BONDS (EMI America)

ADD: "Bring Her Back"
"Turn The Music Up"
KANSAS (Krisnar/BDS)

ADD: "Boogie Man"
"Play The Game"
JOHN COUGAR (Riva/PolyGram)

ADD: "Still In Love"
"Change"
"Love Me"
JOHN ANDERSON (Atlantic)

ADD: "Blondie (Chrysalis)"
"Dr. Jekyll & Mr. Hyde"
"Crusaders (MCA)"
"Genesis (Atlantic)"

ADD: "Glen Frey (Atlantic)"
"Chicago (Full Moon)"
Medium
SCORPIONS (Mercury/PolyGram)

ADD: SHREBS (Arista)
GAMA (Epic)
ROBERT PALMER (Arista)
JETHRO TULL (Chrysalis)

ADD: POINT BLANK (RCA)
FRANKIE MILLER (Capitol)
QUEEN (Epic)

ADD: "A Flock of Seagulls"
"Jive/Arista"
"707 (Boardwalk)"
"707 (Boardwalk)"

ADD: "Stevie Nicks (Capitol)"
"John Cougar (Riva/PolyGram)"
"707 (Boardwalk)"
"707 (Boardwalk)"

ADD: "Stevie Nicks (Capitol)"
"John Cougar (Riva/PolyGram)"
"707 (Boardwalk)"
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ADD: "Stevie Nicks (Capitol)"
"John Cougar (Riva/PolyGram)"
"707 (Boardwalk)"
"707 (Boardwalk)"

HUMAN LEAGUE (Virgin/AM)
GRU, MAN, DARR (Virgin)
MARCUT 100 (Arista)

HOTTEST
DAVE EDWARDS (Capitol)
STEVE WINDER (Tama/Motown)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
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POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
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38 SPECIAL (A&M)
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HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
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38 SPECIAL (A&M)
POINT BLANK (RCA)
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38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
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38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

38 SPECIAL (A&M)
POINT BLANK (RCA)
HUMAN LEAGUE (Virgin/AM)

454 (Geffen)
TOTO (Capitol)
SCORPIONS (Mercury/PolyGram)

RENEE GETER (Portrait/Las)
ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
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Jazz
LORBER (Arista)
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ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
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Jazz
LORBER (Arista)
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ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
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Jazz
LORBER (Arista)
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Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

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ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

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Jazz
LORBER (Arista)
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Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

RENEE GETER (Portrait/Las)
ROBERT WILSON (Epic)
Jazz
LORBER (Arista)
WYNN MARSHALL (Capitol)

KREM/Spokane
(509) 448-2000
PO: DANIEL BRUNY
DAVE CHISEL (Epic)

KREM/Spokane
(509) 448-2000
PO: DANIEL BRUNY
DAVE CHISEL (Epic)

KREM/Spokane
(509) 448-2000
PO: DANIEL BRUNY
DAVE CHISEL (Epic)

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DAVE CHISEL (Epic)

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PO: DANIEL BRUNY
DAVE CHISEL (Epic)

KREM/Spokane
(509) 448-2000
PO: DANIEL BRUNY
DAVE CHISEL (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

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Medium
DRE (Epic)

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DRE (Epic)

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DRE (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

KVRE/Santa Rosa
(707) 544-8875
PO: CINDY PALOS
Medium
DRE (Epic)

Country

BREAKERS

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

JOHN SCHNEIDER
Dreamin' (Scotti Bros./CBS)

On 70% of reporting stations. National Summary: Up 40, Same 29, Down 0, Debuts 11, Adds 14. R&R Chart: 50-41.

OAK RIDGE BOYS
So Fine (MCA)

On 67% of reporting stations. National Summary: Up 17, Same 22, Down 0, Debuts 15, Adds 37. A Most Added Record. R&R Chart: Debut 42.

ROSANNE CASH
Ain't No Money (Columbia)

On 64% of reporting stations. National Summary: Up 22, Same 31, Down 0, Debuts 9, Adds 25. A Most Added Record. R&R Chart: Debut 43.

LARRY GATLIN

She Used To Sing On Sunday (Columbia)

On 61% of reporting stations. National Summary: Up 22, Same 26, Down 0, Debuts 17, Adds 17. R&R Chart: Debut 44.

MOST ADDED

- OAK RIDGE BOYS (37)
So Fine (MCA)
- EARL THOMAS CONLEY (34)
Heavenly Bodies (RCA)
- HANK WILLIAMS JR. (32)
Honky Tonkin' (Elektra/Curb)
- TOMPALL & GLASER BROTHERS (30)
I Still Love You (After All...) (Elektra)
- R. MILLER & W. NELSON (28)
Old Friends (Columbia)
- SYLVIA (26)
Nobody (RCA)
- ROSANNE CASH (25)
Ain't No Money (Columbia)

HOTTEST

- CONWAY TWITTY (60)
Slow Hand (Elektra)
- T.G. SHEPPARD (47)
Finally (WB/Curb)
- RONNIE MILSAP (42)
Any Day Now (RCA)
- DON WILLIAMS (37)
Listen To The Radio (MCA)
- CHARLEY PRIDE (36)
I Don't Think She's In Love (RCA)

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. Indicated one of this week's most added new songs.

MARTY ROBBINS "Some Memories Just Won't Die" (Columbia) 80/10

National Summary: Up 40, Same 19, Down 0, Debuts 11, Adds 10, WSEN-AM-FM, WSAI-AM-FM, WUBE-FM, WFMS-FM, WDAF, WITL-FM, WDGY, KKAL, KIDN, KEEN, WIRK-FM 34-25, WXCL 40-27, WHBF 43-33, KEED 37-27, KRWQ-FM 25-16. R&R Chart: Debut 48.

MEL TILLIS "The One That Got Away" (Elektra) 75/14

National Summary: Up 22, Same 25, Down 0, Debuts 14, Adds 14, WOKQ, WKYG, KWKH, WQYK-FM, WQHK, WITL-FM, KECK, WTSO, KCJB, WHBF, KLZ, KYGO-FM, KEED, KSOP-FM. R&R Chart: Debut 49.

SYLVIA "Nobody" (RCA) 73/26

National Summary: Up 9, Same 26, Down 0, Debuts 12, Adds 26 including WOKQ, WNYR, KIXZ, WESC-AM-FM, WOKK, WSM, KRMD-AM-FM, WCXI, WTSO, WBCS, WXCL, WTHI-FM, KVEG, KRAK, KBBQ. R&R Chart: Debut 50.

BILLY PARKER "The Last Country Song" (Soundwaves) 70/14

National Summary: Up 29, Same 18, Down 0, Debuts 9, Adds 14, WIXL-FM, WQIK-FM, WAMZ-FM, WCII, WWOD, WKQO-AM-FM, WFMS-FM, KECK, WTSO, KFH, KRWQ-FM, KVEG, KIDN, KEEN, WVAM 33-24, KRMD-AM-FM 36-29.

REBA McENTIRE "I'm Not That Lonely Yet" (Mercury/PolyGram) 63/15

National Summary: Up 10, Same 26, Down 0, Debuts 12, Adds 15, WCAW, WRKZ-FM, WKYQ, WCOS-AM-FM, WMC-AM, WNOE-AM, WQYK-FM, WHBF, KFH, KKAL, KVEG, KLAC, KNIX-FM, KIGO, KBBQ.

DAVID FRIZZELL "I'm Gonna Hire A Wino To Decorate..." (WB/Viva) 61/13

Rotations: Up 17, Same 25, Down 0, Debuts 6, Adds 13, WNYR, KIX106, KHEY, WQIK-FM, WNOE-AM, WHOO, KWKH, WQYK-FM, WFMS-FM, WXCL, KNIX-FM, KCKC, KBBQ, WIXL-FM 36-29, WAXX 40-30, KTTS-AM-FM 43-35, KGA 35-25.

BOBBY BARE "If You Ain't Got Nothin'..." (Columbia) 58/10

National Summary: Up 17, Same 20, Down 0, Debuts 11, Adds 10, KOKE-AM-FM, WCOS-AM-FM, KHEY, WKSJ-FM, KWKH, WQYK-FM, WMNI, WXCL, KBMY, KSOP-FM, WIXL-FM 31-25, KKYX 37-30, WIRK-FM 37-32, KNIX-FM 35-27, KRAK 49-42.

ROGER MILLER & WILLIE NELSON "Old Friends" (Columbia) 56/28

National Summary: Up 5, Same 14, Down 0, Debuts 9, Adds 28 including WPOC-FM, WOKQ, KLRA, WCII, WLWI-FM, WNOE-AM, WCXI, WFMS-FM, KEBC-FM, WIL-AM-FM, KFH, KEED, KNIX-FM, KRYS, KEEN.

JACK GRAYSON "Tonight I'm Feeling You (All Over Again)" (Joe-Wes) 53/8

National Summary: Up 10, Same 25, Down 0, Debuts 10, Adds 8, WADR, KIX106, WVA, WSM, WIRK-FM, WAXX, WDGY, KBBQ, WGNA-FM 41-38, WCAW 49-38, KOKE-AM-FM 38-34, KXYL 43-39, KHEY 50-42, KTTS-AM-FM 42-34, KTOM 45-43.

ROY CLARK "Paradise Knife & Gun Club" (Churchill) 48/8

National Summary: Up 19, Same 14, Down 0, Debuts 7, Adds 8, WILQ, WYII, WQIK-FM, KRMD-AM-FM, WMNI, WITL-FM, KCJB, WHBF, WVAM 37-29, KOKE-AM-FM 35-31, KHEY 44-39, KKYX 40-34, KFDI-AM-FM 38-32, KRAK 42-37, KTOM 44-39.

JERRY LEE LEWIS "I'm So Lonesome I Could Cry" (Mercury/PolyGram) 48/2

National Summary: Up 28, Same 16, Down 0, Debuts 2, Adds 2, WPOR-AM-FM, WQAM, KIXZ 32-28, WESC-AM-FM 40-36, KIKK-FM 37-28, WMC-AM 24-18, WNOE-AM 35-31, KBMR 44-40, WSAI-AM-FM 21-17, KSO 39-35, KFH 35-31, KUUY 26-20, KEED 30-24, KRAK 35-29, KEEN 34-29.

TOMPALL & GLASER BROTHERS "I Still Love You (After All...)" (Elektra) 44/30

National Summary: Up 0, Same 12, Down 0, Debuts 2, Adds 30 including WIXL-FM, WSEN-AM-FM, KHEY, WESC-AM-FM, WAMZ-FM, KRMD-AM-FM, KFGO, WKME, KEBC-FM, KTTS-AM-FM, KEED, KMAK, KRYS, KRAK, KSOP-FM.

RAY STEVENS "Where The Sun Don't Shine" (RCA) 44/2

National Summary: Up 22, Same 17, Down 1, Debuts 2, Adds 2, WIXY, WXBQ-FM, WCAW 32-23, WIXL-FM 29-19, WLWI-FM 27-22, WNOE-AM 34-29, KKYX 49-43, WIRK-FM 36-30, WXCL 45-35, KFH 34-29, KKAL 38-33, KUZZ 40-34, KEED 50-45, KRWQ-FM 24-17, KWJJ 35-27.

EARL THOMAS CONLEY "Heavenly Bodies" (RCA) 40/34

National Summary: Up 0, Same 4, Down 0, Debuts 2, Adds 34 including WGNA-FM, WCAW, WSEN-AM-FM, WFNC, WESC-AM-FM, KLRA, WLWI-FM, WNOE-AM, WKKQ-AM-FM, KEBC-FM, KTTS-AM-FM, KKAL, KLZ, KUGR, KMPS-AM-FM.

ALBERT COLEMAN & ATLANTA POPS "Hooked On Country" (Epic) 40/15

National Summary: Up 11, Same 10, Down 0, Debuts 4, Adds 15, WCAW, WYII, KRVR, WDAK, WQIK-FM, WQYK-FM, WCMS-FM, WSAI-AM-FM, WFMS-FM, WIRE, WIL-AM-FM, KVOO, KBMY, KUUY, KMAK.

SIGNIFICANT ACTION

KENDALLS "Cheater's Prayer" (Mercury/PolyGram) 39/11

National Summary: Up 3, Same 18, Down 0, Debuts 7, Adds 11, WOKQ, WPOR-AM-FM, WSOC-FM, KHEY, KIKK-FM, KWKH, WSAI-AM-FM, WKMF, WHBF, KRAK, KSON-AM-FM.

SONNY JAMES "A Place In The Sun" (Dimension) 39/5

National Summary: Up 24, Same 7, Down 0, Debuts 3, Adds 5, WFNC, WWOD, WKSJ-FM, WSAI-AM-FM, KFH, WVAM 42-35, KHEY 37-30, KKYX 33-27, KRMD-AM-FM 24-18, KVOO 40-36, KFDI-AM-FM 39-34, KEED 42-38.

Radio & Records NATIONAL AIRPLAY/50

June 4, 1982

Three Weeks
Two Weeks
Last Week

5	2	1	1	T.G. SHEPPARD/Finally (WB/Curb)
10	7	3	2	EDDIE RABBITT/I Don't Know Where To Start (Elektra)
13	9	5	3	DON WILLIAMS/Listen To The Radio (MCA)
8	5	4	4	BELLAMY BROTHERS/For All The Wrong... (Elektra/Curb)
18	15	10	5	CONWAY TWITTY/Slow Hand (Elektra)
16	13	8	6	CHARLEY PRIDE/I Don't Think She's In Love (RCA)
3	3	2	7	MICKEY GILLEY/Tears Of The Lonely (Epic)
25	19	13	8	RONNIE MILSAP/Any Day Now (RCA)
11	10	9	9	TAMMY WYNETTE/Another Chance (Epic)
15	14	12	10	LEE GREENWOOD/Ring On Her Finger... (MCA)
27	21	14	11	BARBARA MANDRELL/Til You're Gone (MCA)
23	20	17	12	JOHN ANDERSON/Would You Catch A Falling Star (WB)
20	18	15	13	RAZZY BAILEY/Everytime You Cross My Mind... (RCA)
19	17	16	14	LEON EVERETTE/Just Give Me What You... (RCA)
31	23	21	15	ED BRUCE/Love's Found You And Me (MCA)
6	6	7	16	STATLER BROTHERS/You'll Be Back... (Mercury/PolyGram)
1	1	6	17	WAYLON & WILLIE/Just To Satisfy You (RCA)
12	11	11	18	MEL McDANIEL/Take Me To The Country (Capitol)
39	30	26	19	JANIE FRICKE/Don't Worry 'Bout Me Baby (Columbia)
38	29	27	20	JOHNNY LEE/When You Fall In Love (Full Moon/Asylum)
40	32	28	21	LACY J. DALTON/Slow Down (Columbia)
43	38	30	22	MERLE HAGGARD/Are The Good Time Really Over (Epic)
34	27	25	23	BILLY SWAN/With Their Kind Of Money... (Epic)
33	25	22	24	JOHNNY CASH/The General Lee (Scotti Bros./CBS)
30	24	23	25	RAY PRICE/Forty And Fadin' (Dimension)
37	31	29	26	JERRY REED/The Man With The Golden Thumb (RCA)
2	8	18	27	WILLIE NELSON/Always On My Mind (Columbia)
42	34	31	28	TERRI GIBBS/Ashes To Ashes (MCA)
-	42	34	29	ALABAMA/Take Me Down (RCA)
45	40	33	30	OSMONDS/I Think About Your Lovin' (Elektra/Curb)
4	4	20	31	STEVE WARINER/Kansas City Lights (RCA)
-	-	37	32	RICKY SKAGGS/I Don't Care (Epic)
-	49	38	33	DOLLY PARTON/Heartbreak Express (RCA)
-	47	40	34	CON HUNLEY/Oh Girl (WB)
-	46	39	35	EMMYLOU HARRIS/Born To Run (WB)
-	45	41	36	RONNIE McDOWELL/I Just Cut Myself (Epic)
-	-	42	37	HANK WILLIAMS JR./Honky Tonkin' (Elektra/Curb)
-	48	43	38	JUICE NEWTON/Love's Been A Little Bit Hard (Capitol)
17	16	19	39	JOE STAMPLEY/I'm Goin' Hurtin' (Epic)
7	12	24	40	GENE WATSON/Speak Softly (You're Talking... (MCA) New Entry
-	-	50	41	JOHN SCHNEIDER/Dreamin' (Scotti Bros./CBS)
-	-	42	42	OAK RIDGE BOYS/So Fine (MCA) →
-	-	43	43	ROSANNE CASH/Ain't No Money (Columbia)
-	-	44	44	LARRY GATLIN/She Used To Sing On Sunday (Columbia)
9	22	32	45	ALABAMA/Mountain Music (RCA)
22	28	36	46	CRYSTAL GAYLE/You Never Gave Up On Me (Columbia)
14	26	35	47	GARY MORRIS/Don't Look Back (WB)
-	-	48	48	MARTY ROBBINS/Some Memories Just Won't Die (Columbia)
-	-	49	49	MEL TILLIS/The One That Got Away (Elektra)
-	-	50	50	SYLVIA/Nobody (RCA)

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.

JIM REEVES & PATSY CLINE "I Fall To Pieces" (MCA) 37/10

National Summary: Up 6, Same 14, Down 0, Debuts 7, Adds 10, WPOR-AM-FM, WSOC-FM, WQYK-FM, WITL-FM, WHBF, KTTS-AM-FM, KFDI-AM-FM, KEED, KMAK, KRAK, KIX106 48-38, KEBC-FM 44-39.

MAC DAVIS "Rodeo Clown" (Casablanca/PolyGram) 34/8

National Summary: Up 6, Same 17, Down 0, Debuts 3, Adds 8, WXBQ-FM, KHEY, WESC-AM-FM, WSM, WXCL, KWJJ, KSOP-FM, KMPS-AM-FM, KTTS-AM-FM 41-33, KVOO 44-39.

STEPHANIE WINSLOW "Slippin' & Slidin'" (Primer) 31/1

National Summary: Up 16, Same 11, Down 0, Debuts 3, Adds 1, WMNI, WVAM 26-22, KHEY 33-29, WAMZ-FM 40-35, KRMD-AM-FM 32-26, KWKH 18-14, KFDI-AM-FM 34-31, KFH 47-43, KUUY 19-16, KTOM 28-17.

BILL NASH "Survivor" (Liberty) 26/2

National Summary: Up 8, Same 13, Down 0, Debuts 3, Adds 2, WESC-AM-FM, KVOO, WBGW-FM 29-26, KIKK-FM 38-36, WOKK 27-26, KXYX 43-41, KTTS-AM-FM 47-38, KEED 39-31, KRAK 46-38, KMPS-AM-FM 28-23.

MARGO SMITH "Either You're Married Or You're Single" (AMI/NSD) 25/2

National Summary: Up 11, Same 8, Down 0, Debuts 4, Adds 2, KRVR, KEEN, WVAM 47-38, KHEY 40-36, KKYX 41-35, WQYK-FM 45-43, KTTS-AM-FM 39-32, KFDI-AM-FM 45-40, KUZZ 39-35, KEED 40-34.

LOUISE MANDRELL & R.C. BANNON "Our Wedding Band" (RCA) 24/5

National Summary: Up 5, Same 12, Down 0, Debuts 2, Adds 5, WLWI-FM, KKYX, KTTS-AM-FM, KVEG, KRYS, WGNA-FM 39-35, WIXL-FM 46-37, KRMD-AM-FM 49-42, KRWQ-FM 47-46, KRAK 50-46.

CINDY HURT "Talk To Me Loneliness" (Churchill) 22/16

National Summary: Up 0, Same 6, Down 0, Debuts 0, Adds 16 including WVAM, KOKE-AM-FM, KHEY, WLWI-FM, KKYX, KWMT, KTTS-AM-FM, KEED, KMAK, KRWQ-FM.

JIM & JESSI & CHARLIE LOUVIN "North Wind" (Soundwaves) 22/4

National Summary: Up 7, Same 11, Down 0, Debuts 0, Adds 4, WYII, KHEY, WLWI-FM, KGA, WIXL-FM 27-24, WXCL 30-25, KVOO 50-48, KFDI-AM-FM 48-43, KUUY 30-22, KRWQ-FM 9-5.

CALAMITY JANE "Walkin' After Midnight" (Columbia) 20/16

National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 16 including WVAM, WYII, KLRA, KFGO, KTTS-AM-FM, KFDI-AM-FM, KLZ, KRWQ-FM, KMPS-AM-FM, KIGO.

CHARLIE ROSS "The High Cost Of Lovin'" (Townhouse) 20/8

National Summary: Up 3, Same 8, Down 0, Debuts 1, Adds 8, WIXL-FM, WNYR, KHEY, WESC-AM-FM, KRMD-AM-FM, KRST-FM, KEED, KIGO, WHN 40-37, WNOE-AM 49-46, WXCL 42-38.

TOM CARLILE "Hurtin' For Your Love" (Doorknob) 19/3

National Summary: Up 6, Same 8, Down 0, Debuts 2, Adds 3, KFGO, KLZ, KMPS-AM-FM, KIXZ 50-46, KHEY 34-31, KKYX 4-45, KSO 38-37, KFDI-AM-FM 44-39, KEED 41-35, KRAK 47-44.

STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 16/7

National Summary: Up 3, Same 5, Down 0, Debuts 1, Adds 7, WVAM, WCAW, WPOR-AM-FM, KXYL, KRMD-AM-FM, KWMT, KUGR, WKSJ-FM 37-33, KUUY 42-36, KRWQ-FM 23-15.

JUDY TAYLOR "A Step In The Right Direction" (WB) 16/3

National Summary: Up 6, Same 5, Down 0, Debuts 2, Adds 3, KKAL, KRWQ-FM, KRYS, WVAM 39-33, WIXL-FM 35-32, KIKK-FM 39-37, KSO 29-28, KUZZ 44-43, KUGR 40-38, KTOM 4-49.

DEAN DILLON "Play This Old Working Day Away" (RCA) 14/13

National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 13, WVAM, WYII, KBMR, KFGO, KFDI-AM-FM, KRST-FM, KMAK, KRWQ-FM, KUGR, KWJJ, KRYS, KGA, KIGO.

BRENDA LEE "Keeping Me Warm For You" (MCA) 14/13

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 13, WGNA-FM, WVAM, WADR, WBEU, KKYX, KRMD-AM-FM, KBMR, WAXX, KEBC-FM, KFDI-AM-FM, KUZZ, KRYS, KEEN.

MOE BANDY "She's Not Really Cheatin'..." (Columbia) 14/13

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 13, WBGW-FM, WADR, WYII, WFNC, WWOD, WCMS-FM, WIRK-FM, WESC-AM-FM, KFGO, WGEE, KXRB, KLZ, KMPS-AM-FM.

RONNIE ROGERS "First Time Around" (Lifesong) 13/9

National Summary: Up 0, Same 3, Down 0, Debuts 1, Adds 9, WNGA-FM, WKSJ-FM, KKYX, WIRK-FM, KFGO, KTTS-AM-FM, KVOO, KFDI-AM-FM, KNIX-FM, WIXL-FM 4-49.

LANE BRODY "He's Taken" (Liberty) 13/3

National Summary: Up 5, Same 3, Down 2, Debuts 0, Adds 3, KUUY, KRWQ-FM, KIGO, WNOE-AM 39-38, WBCS 25-21, KCJB on, KXRB 25-22, WTHI-FM on, KRYS 38-37, KCBO-AM 23-21.

BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 13/2

National Summary: Up 4, Same 5, Down 1, Debuts 1, Adds 2, WZZK-FM, KIGO, WVAM 32-25, WSEN-AM-FM 42-37, WMZO-FM 27-23, WILQ 1-19, KXYL 31-29, WLWI-FM on, WQYK-FM, KCCY-FM on.



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTEST. Lists radio stations and their programming.

Main grid of radio stations categorized by region: EAST, MIDWEST, SOUTH, WEST. Each entry includes station call letters, location, and program details.

135 Current Reports

The following stations did not report this week: WPLO/Atlanta, WYKR/Wells River, WGVM/Greenville, WSIX-FM/Nashville, KVCX/Odessa, WTQR-FM/Winston-Salem, KVOC/Casper

Hottest Tracks:

- 'She Got The Goldmine (I Got The Shaft)' - JERRY REED (RCA)
'Just A Little Old Country Band' - 'You Make Love So Easy' - 'Get Into Reggae Cowboy'
GAIL DAVIES - Givin' Herself Away - (WB)
'You Turn Me On I'm A Radio' - 'Movin' (I Might Decide To Stay)' - 'It's Amazing What A Little Love Can Do'
LEE GREENWOOD - Inside And Out - (MCA)
'Thank You For Changing My Life' - 'Home Away From Home'
GARY MORRIS - Gary Morris - (WB)
'Day By Day' - 'No Place To Hide'
JUICE NEWTON - Quiet Lies - (Capitol)
'Falling In Love' - 'Break It To Me Gently' - 'Adios Mi Corazon' - 'I'm Gonna Be Strong' - 'Ever True' - 'Heart Of The Night'
JERRY REED - The Man With The Golden Thumb - (RCA)
'She Got The Goldmine (I Got The Shaft)' - '44' - 'The Best I Ever Had' - 'Shu Doo Pa Poo Poop' - 'Love Being Your Fool' - 'It Tears Me Up'
DON WILLIAMS - Listen To The Radio - (MCA)

- 'Mistakes' - 'If Hollywood Don't Need You' - 'Standing In A Sea Of Tearsdrops' - 'Fool, Fool Heart' - 'Don't Stop Loving Me'
HANK WILLIAMS JR. - High Notes - (Elektra/Curb)
'The South's Gonna Rattle Again' - 'If Heaven Ain't A Lot Like Dixie' - 'High And Pressurized' - 'I've Been Down' - 'If You Wanna Get To Heaven'

- Most Requested:
CONWAY TWITTY 'Slow Hand' (Elektra)
LEE GREENWOOD 'Ring On Her Finger...' (MCA)
ALABAMA 'Take Me Down' (RCA)
T.G. SHEPPARD 'Finally' (WB/Curb)
JOHN ANDERSON 'Would You Catch A...' (WB)

Black Radio

BREAKERS

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

REDDINGS

(Sittin' On) The Dock Of The Bay
(Believe In A Dream/CBS)

59% of our reporting stations on it. Rotations: Heavy 2/1, Medium 18/2, Light 15/0, Extra Adds 4, Total Adds 7, WWIN, KMJQ, WJMO, KNOW, WENN, WJJS, KDIA. Debuts at number 25 on the Black Radio Chart.

RITCHIE FAMILY

I'll Do My Best (For You Baby) (RCA)

59% of our reporting stations on it. Rotations: Heavy 2/0, Medium 18/0, Light 16/1, Extra Adds 3, Total Adds 4, WWRL, WATV, WANT, WTMP. Heavy: WEDR, WJLB. Debuts at number 26 on the Black Radio Chart.

NEW & ACTIVE

Recent releases 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.

HIGH FASHION "Feelin' Lucky Lately" (Capitol) 37/3

Rotations: Heavy 2/0, Medium 16/0, Light 17/1, Extra Adds 2, Total Adds 3, WAIL-FM, WBLZ, WCIN. Heavy: WAOK, WHRK. Medium: WWIN, WDAS, WHUR, KDAY, XHRM, WKND, WNHC, WWRL, WGIV, WVOL, WTOY, WTLC, KAEZ, KACE, KPOP-FM, WJLB. Debuts at number 27 on the Black Radio Chart.

WAR "Outlaw" (RCA) 32/7

Rotations: Heavy 6/1, Medium 12/1, Light 11/2, Extra Adds 3, Total Adds 7, WBMX, WGCI, KDAY, KELP, WJMI, WVOI, KUKQ. Heavy: WHUR, WVEE, WSSJ, WWWWS, KACE. Medium: WWIN, WXYV, WILD, WDAS, WEDR, KDKO, WOIC, WJAX, WBLX, WVOL, WTMP. Debuts at number 29 on the Black Radio Chart.

DREAMGIRLS "And I Am Telling You I'm Not Going" (Geffen) 29/12

Rotations: Heavy 6/1, Medium 4/0, Light 16/8, Extra Adds 3, Total Adds 12, WXYV, KMJQ, WDIA, WYLD-FM, WJPC, KDKO, KDAY, WKND, WVOL, WOWI, WKWM, KDIA. Heavy: WWIN, WHUR, WHRK, WGCI, KNOW. Medium: WVEE, WWRL, KOKY, WANM.

SISTER SLEDGE "All The Man I Need" (Cotillion/Atco) 29/1

Rotations: Heavy 3/0, Medium 11/0, Light 14/0, Extra Adds 1, Total Adds 1, KUKQ. Heavy: WPDQ, WDAO, WLTH. Medium: WILD, WDAS, WVEE, WDIA, WYLD-FM, KDAY, XHRM, WATV, WJJS, WOWI, WTLC.

CARRIE LUCAS "Show Me Where You're Coming From" (Solar/Elektra) 28/9

Rotations: Heavy 1/0, Medium 12/2, Light 10/2, Extra Adds 5, Total Adds 9, WXYV, WDAS, WAMO, WDIA, WHRK, WENN, WGIV, WTMP, WLTH. Heavy: WWIN, WOOK, WHUR, WAOK, WEDR, WSSJ, WNHC, WANM, WTLC, KAEZ, KACE.

VALENTINE BROTHERS "Money's Too Tight" (Bridge) 28/4

Rotations: Heavy 3/0, Medium 10/1, Light 15/3, Extra Adds 0, Total Adds 4, WDIA, WDAO, WLTH, WKWM. Heavy: WAOK, WJMO, KACE. Medium: WWIN, WXYV, WDAS, WAMO, WHRK, WEDR, WCIN, WSSJ, WTLC.

GENE CHANDLER "Make The Living Worthwhile" (Chi-Sound Int'l.) 28/3

Rotations: Heavy 2/0, Medium 8/0, Light 14/2, Extra Adds 1, Total Adds 3, WXYV, WKND, WOIC. Heavy: WAOK, WGCI, WWRL, WLTH, KACE. Medium: WBMX, KDAY, XHRM, KNOW, WTLC, KPOP-FM, WJLB, WBLX, WTLC.

HIGH INERGY "First Impressions" (Gordy/Motown) 26/2

Rotations: Heavy 3/0, Medium 10/0, Light 12/1, Extra Adds 1, Total Adds 2, WAMO, WAOK. Heavy: WATV, WWWWS, KACE. Medium: WGCI, KDAY, WENN, KOKY, WTOY, WLTH, WTLC, WLUM, KAEZ, KPOP-FM.

O'BRYAN "Still Water" (Capitol) 26/2

Rotations: Heavy 3/0, Medium 7/0, Light 14/0, Extra Adds 2, Total Adds 2, WJMI, WJJS. Heavy: WWIN, WXYV, KDKO. Medium: WEDR, KDAY, WATV, WJAX, KOKY, WKWM, KACE.

QUEEN "Body Language" (Elektra) 26/1

Rotations: Heavy 6/0, Medium 14/1, Light 6/0, Extra Adds 0, Total Adds 1, WLTH. Heavy: WAIL-FM, WGCI, WBLZ, WNHC, KPOP-FM, WDMT. Medium: WHUR, WJPC, KDAY, KSOL, KNOW, KELP, WJAX, WBLX, WVOL, WTMP, WVOI, KDIA, KUKQ. Debuts at number 30 on the Black Radio Chart.

ST. TROPEZ "Femmes Fatales" (Destiny) 25/5

Rotations: Heavy 3/0, Medium 9/1, Light 9/0, Extra Adds 4, Total Adds 5, WBMX, WJMO, WATV, WKXI, WLTH. Heavy: WHUR, KELP, WJAX. Medium: WILD, WEDR, WGCI, KDAY, WSSJ, WOWI, WTLC, KACE.

DRAMATICS "Live It Up" (Capitol) 25/2

Rotations: Heavy 3/0, Medium 14/0, Light 6/0, Extra Adds 2, Total Adds 2, WBMX, WKXI. Heavy: WAOK, WJLB, KAEZ. Medium: WDAS, KDAY, XHRM, WGIV, WJJS, WOWI, WANT, WTOY, WKWM, WTLC, WWWWS, WVOI, KACE, WCIN.

DENNIS BROWN "Love Has Found Its Way" (A&M) 24/2

Rotations: Heavy 7/0, Medium 7/1, Light 9/0, Extra Adds 1, Total Adds 2, KNOW, WLOU. Heavy: WBMX, WGCI, WGIV, WJAX, WLTH, WLUM, WYLD-FM. Medium: WXYV, WILD, WAMO, WWRL, KACE.

ATLANTIC STARR "Love Me Down" (A&M) 23/15

Rotations: Heavy 2/0, Medium 4/2, Light 6/2, Extra Adds 11, Total Adds 15, WWIN, WILD, WHRK, WYLD-FM, WGCI, KDAY, WGIV, WOIC, KOKY, WVOL, WOWI, WANM, WTMP, WVOI, KPOP-FM. Heavy: WHUR, KACE. Medium: KSOL, WATV.

CHERYL LYNN "Instant Love" (Columbia) 23/14

Rotations: Heavy 1/1, Medium 4/1, Light 8/2, Extra Adds 10, Total Adds 14, WXYV, WVEE, KDKO, XHRM, WSSJ, WKND, WNHC, KNOW, WGIV, WJJS, WANM, KAEZ, WWWWS, KPOP-FM. Medium: WHUR, WAIL-FM, KACE.

FREDI GRACE & RHINSTONE "Help (...Save This Frantic Heart Of Mine)" (RCA) 23/2

Rotations: Heavy 3/0, Medium 9/0, Light 10/1, Extra Adds 1, Total Adds 2, WILD, WJAX. Heavy: WOOK, WEDR, WOIC. Medium: WAOK, WHRK, WJMO, XHRM, KSOL, KELP, WLOU, WLTH, WTLC.

SOUL SONIC FORCE "Planet Rock" (Tommy Boy) 22/10

Rotations: Heavy 4/0, Medium 6/2, Light 6/2, Extra Adds 6, Total Adds 10, WXYV, WAMO, WHUR, WAOK, WJMO, XHRM, WVOL, WOWI, WLTH, WTLC. Heavy: WATV, WJAX, WPDQ, WTMP. Medium: WDAS, WAIL-FM, WJLB, WANM.

SHOTGUN "Ladies Choice" (Montage/Capitol) 22/0

Rotations: Heavy 5/0, Medium 11/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WENN, WJAX, WOWI, WTLC, KAEZ. Medium: WAOK, WDIA, WHRK, WCIN, WKND, KOKY, WVOL, WTOY, WTMP, WLTH, WWWWS.

SIGNIFICANT ACTION

CANDELA "Love You Madly" (Arista) 21/8

Rotations: Heavy 0/0, Medium 6/1, Light 9/1, Extra Adds 6, Total Adds 8, WVEE, WHRK, WJMO, KSOL, WKND, WPDQ, WTLC, WWWWS. Medium: WDAS, XHRM, KACE, KUKQ, WLTH.

KLIQUE "Dance Like Crazy" (MCA) 21/4

Rotations: Heavy 2/0, Medium 11/0, Light 7/3, Extra Adds 1, Total Adds 4, WXYV, WDIA, KDIA, KUKQ. Heavy: XHRM, WENN. Medium: WHUR, WAOK, WEDR, WGCI, WJPC, KSOL, WGIV, WJAX, WLOU, WOWI, KAEZ.

AURRA "A Little Love" (Salsoul/RCA) 21/3

Rotations: Heavy 2/0, Medium 13/0, Light 4/1, Extra Adds 2, Total Adds 3, WATV, WVOI, KUKQ. Heavy: WGIV, WLTH. Medium: WAMO, WAOK, WVEE, WBMX, WJMO, XHRM, KSOL, WSSJ, WJAX, WBLX, WOWI, WTOY, WTLC.

R.J.'S LATEST ARRIVAL "(Aerobic Dancin) Keep Dancin'" (Zoo York) 21/1

Rotations: Heavy 6/0, Medium 7/0, Light 7/0, Extra Adds 1, Total Adds 1, WGCI. Heavy: WEDR, WJMO, WJLB, WGIV, WTLC, WWWWS. Medium: WWIN, WILD, WDIA, WCIN, WDAO, WLTH, WVOI.

SEQUENCE "I Don't Need Your Love" (Sugar Hill) 19/6

Rotations: Heavy 0/0, Medium 7/0, Light 6/0, Extra Adds 6, Total Adds 6, WHRK, WJMO, WOIC, WKXI, WLOU, WWWWS. Medium: WOOK, WAIL-FM, XHRM, WNHC, WJJS, WVOL.

MICHAEL WYCOFF "Looking Up To You" (RCA) 19/4

Rotations: Heavy 1/1, Medium 7/0, Light 9/1, Extra Adds 2, Total Adds 4, WDAS, WAMO, KRLY, KDKO. Medium: WAOK, WHRK, WGCI, WJLB, KDAY, WLUM, KACE.

XAVIER "Do It To The Max" (Liberty) 19/4

Rotations: Heavy 2/0, Medium 8/0, Light 6/1, Extra Adds 3, Total Adds 4, WVEE, WGCI, KELP, WKWM. Heavy: WHRK, WBMX. Medium: WEDR, KDAY, XHRM, KNOW, WLOU, WOWI, WLTH.

Radio & Records NATIONAL AIRPLAY/30

June 4, 1982

Three Weeks Last

Weeks	Two Weeks	Last Week		
5	1	2	1	GAP BAND/Early In... (Total Experience/PGM)
3	3	1	2	TEMPTATIONS/R. JAMES/Standing On... (Gordy/Motown)
9	8	5	3	CHANGE/The Very Best In You (RFC/Atlantic)
8	6	6	4	ASHFORD & SIMPSON/Street Corner (Capitol)
18	15	9	5	JEFFREY OSBORNE/I Really Don't Need No Light (A&M)
1	2	3	6	DAZZ BAND/Let It Whip (Motown)
7	5	7	7	BLOODSTONE/We Go A Long Way Back (T-Neck/CBS)
17	17	10	8	RICK JAMES/Dance Wit' Me (Gordy/Motown)
25	14	11	9	ONE WAY/Cutie Pie (MCA)
2	4	4	10	DENIECE WILLIAMS/It's Gonna Take... (ARC/Columbia)
-	29	17	11	JUNIOR/Too Late (Mercury/PolyGram)
14	12	12	12	P. McCARTNEY/S. WONDER/Ebony And Ivory (Columbia)
6	9	13	13	RAY PARKER JR./The Other Woman (Arista)
4	7	8	14	PATRICE RUSHEN/Forget Me Nots (Elektra)
-	-	21	15	STEVIE WONDER/Do I Do (Tamla/Motown)
-	28	16	16	CHIC/Soup For One (Mirage/Atlantic)
30	26	23	17	LARRY GRAHAM/Don't Stop When You're Hot (WB)
29	21	18	18	NARADA MICHAEL WALDEN/You're #1 (Atlantic)
26	24	20	19	WHISPERS/Emergency (Solar/Elektra)
23	22	22	20	D. WARWICK & J. MATHIS/Friends In Love (Arista)
-	-	26	21	"D" TRAIN/Keep On (Prelude)
10	10	14	22	CHERI/Murphy's Law (Venture)
20	19	19	23	SMOKEY ROBINSON/Old Fashioned Love (Tamla/Motown)
-	30	24	24	LAKESIDE/Something About That Woman (Solar/Elektra)
-	→	→	25	REDDINGS/(Sittin' On) The Dock... (Believe In A Dream/CBS)
-	→	→	26	RITCHIE FAMILY/I'll Do My Best (For You Baby) (RCA)
-	→	→	27	HIGH FASHION/Feelin' Lucky Lately (Capitol)
11	11	15	28	SHALAMAR/A Night To Remember (Solar/Elektra)
-	→	→	29	WAR/Outlaw (RCA)
-	→	→	30	QUEEN/Body Language (Elektra)

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.

MOST ADDED

- ATLANTIC STARR (15)
- CHERYL LYNN (14)
- DREAMGIRLS (11)
- ODYSSEY (10)
- SOUL SONIC FORCE (10)

HOTTEST

- GAP BAND (34)
- DAZZ BAND (32)
- TEMPTATIONS/JAMES (24)
- ONE WAY (21)
- BLOODSTONE (20)
- P. McCARTNEY/S. WONDER (20)

SUPERIOR MOVEMENT "Wide Shot" (CIM/CBS) 18/3

Rotations: Heavy 2/0, Medium 5/0, Light 9/1, Extra Adds 2, Total Adds 3, WATV, WKXI, WDAO. Heavy: WHRK, WLTH. Medium: WAOK, WEDR, KSOL, WJMI, KOKY.

HERBIE HANCOCK "Lite Me Up" (Columbia) 18/0

Rotations: Heavy 1/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: KACE. Medium: WXYV, WDAS, WJMO, WSSJ, WJJS, WLUM, KAEZ.

RANDY CRAWFORD "One Hello" (WB) 17/2

Rotations: Heavy 1/0, Medium 6/0, Light 8/0, Extra Adds 2, Total Adds 2, WVEE, WGCI. Heavy: WSSJ. Medium: WWIN, WDAS, WEDR, WWRL, WJAX, KPOP-FM.

HEATWAVE "Lettin' It Loose" (Epic) 16/3

Rotations: Heavy 0/0, Medium 8/0, Light 6/1, Extra Adds 2, Total Adds 3, WXYV, WAOK, KUKQ. Medium: WWIN, WHRK, WGCI, WCIN, XHRM, KOKY, WANM, WTLC.

STARPOINT "Do What You Want To Do" (Chocolate City/PolyGram) 16/1

Rotations: Heavy 0/0, Medium 4/0, Light 11/0, Extra Adds 1, Total Adds 1, WANT. Medium: WEDR, WATV, WOWI, KAEZ.

SINNAMON "Thanks To You" (Becket) 16/1

Rotations: Heavy 1/0, Medium 9/1, Light 6/0, Extra Adds 0, Total Adds 1, WLTH. Heavy: WWIN. Medium: WXYV, WDAS, WHUR, WHRK, WGCI, WJLB, WVOL, KACE.

MIGHTY FIRE "Sixth Street (Turn It Up)" (Elektra) 16/0

Rotations: Heavy 1/0, Medium 5/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WENN. Medium: XHRM, WSSJ, WOWI, WTLC, KACE.

RICH LITTLE "President's Rap" (Boardwalk) 15/5

Rotations: Heavy 0/0, Medium 2/0, Light 9/1, Extra Adds 4, Total Adds 5, WVEE, WDIA, WATV, KOKY, WTMP. Medium: KMJQ, KMJM.

EDWIN BIRDSONG "She's Wrapped Too Tight..." (Salsoul/RCA) 15/5

Rotations: Heavy 1/0, Medium 6/1, Light 5/1, Extra Adds 3, Total Adds 5, WAOK, WDIA, WBMX, WLOU, WOWI. Heavy: WHRK. Medium: WWIN, WEDR, WJMO, KDKO, WVOL.

SHARON BROWN "I Specialize In Love" (Profile) 15/0

Rotations: Heavy 4/0, Medium 10/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WVEE, WBMX, WANM. Medium: WXYV, WDAS, WOOK, WJMO, XHRM, WOWI, WANT, WLTH, WKWM, WTLC.

LESLIE SMITH & MERRY CLAYTON "Before The Night Is Over" (Elektra) 15/0

Rotations: Heavy 1/0, Medium 4/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: KNOW. Medium: WGCI, XHRM, WKND, WLTH.

ODYSSEY "Inside Out" (RCA) 14/10

Rotations: Heavy 0/0, Medium 3/0, Light 3/2, Extra Adds 8, Total Adds 10, WVEE, WEDR, WYLD-FM, WGCI, XHRM, WSSJ, WWRL, KELP, WOWI, WWWWS. Medium: WHRK, WJLB, WNHC.

CAMEO "Flirt" (Chocolate City/PolyGram) 14/9

Rotations: Heavy 1/0, Medium 3/0, Light 3/2, Extra Adds 7, Total Adds 9, WAOK, KMJQ, WAIL-FM, WCIN, WATV, WOIC, WTOY, WKWM, KUKQ. Heavy: WANT. Medium: WHUR, WEDR, WVOL, WWWWS.

BILLY OCEAN "Calypso Funkin'" (Epic) 14/9

Rotations: Heavy 0/0, Medium 3/0, Light 4/2, Extra Adds 7, Total Adds 9, WVEE, XHRM, WJMI, WJAX, KOKY, WANM, WDAO, WTLC, KPOP-FM. Medium: WHUR, WHRK, KACE.

IMAGINATION "Just An Illusion" (MCA) 14/6

Rotations: Heavy 1/0, Medium 4/0, Light 6/3, Extra Adds 3, Total Adds 6, WXYV, WDAS, KMJQ, KELP, WOWI, KAEZ. Heavy: WGCI. Medium: WHUR, WHRK, WJLB, WLTH.

THOMPSON TWINS "In The Name Of Love" (Arista) 14/2

Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Extra Adds 2, Total Adds 2, WBMX, WTOY. Medium: WWIN, WDAS, WAIL-FM, XHRM, WWWWS, KUKQ.

TEDDY PENDERGRASS "This Gift Of Life" (Phil. Int'l./CBS) 14/1

Rotations: Heavy 1/0, Medium 6/0, Light 6/0, Extra Adds 1, Total Adds 1, WJMO. Heavy: WOIC. Medium: WXYV, XHRM, WJAX, WVOL, WOWI, WTMP.

SECRET WEAPON "Must Be The Music" (Prelude) 14/0

Rotations: Heavy 7/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WWIN, WGCI, WDMT, WJMO, WSSJ, WATV, WANT. Medium: KMJQ, KRLY, WHRK, WJPC.

KID CREOLE AND THE COCONUTS "I'm A Wonderful Thing, Baby" (Sire/WB) 13/3

Rotations: Heavy 2/0, Medium 7/0, Light 2/1, Extra Adds 2, Total Adds 3, WBMX, WDMT, WWRL. Heavy: WDAS, WSSJ. Medium: WWIN, WHUR, WHRK, WEDR, WVOL, WTLC.

ALTON EDWARDS "I Just Wanna (Spend Some Time With You)" (Columbia) 13/1

Rotations: Heavy 0/0, Medium 6/0, Light 6/0, Extra Adds 1, Total Adds 1, WATV. Medium: WHRK, WEDR, KDAY, XHRM, WLTH, KACE.

BERNARD WRIGHT "Won't You Let Me Love You" (GRP/Arista) 13/1

Rotations: Heavy 0/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WWRL. Medium: WWIN, WEDR, XHRM, WTOY, WLUM.

DAVID LASLEY "If I Had My Wish Tonight" (EMI America) 13/0

Rotations: Heavy 2/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WSSJ, KUKQ. Medium: WXYV, WAMO, WYLD-FM, XHRM, WKND, WWRL, WOWI.

Black Radio Regionalized Adds & Hots

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

EAST

WVIN/Baltimore
Curtis Anderson

REDDINGS
ATLANTIC STARR
CHI-LITES
WALDO
LIVE BAND
Hottest:
GAP BAND
SINNAMON
HUMAN LEAGUE
DAZZ BAND

WYV/Baltimore
Tim Watts

QUEEN
HIGH FASHION
GREG PERRY
AURRA
ST. TROPEZ
MIKE & BRENDA
SOUL SONIC FORCE
CARRIE LUCAS
RJ'S LATEST ARRIV
HUEY LEWIS & NEWS
CHARLES EARLAND
Hottest:
MCCARTNEY/WONDER
STEVIE WONDER
HUMAN LEAGUE
CHANGE
CHIC

WILD/Boston
Steve Crumley

FREDI GRACE & RHI
ATLANTIC STARR
Hottest:
TEMPTATIONS/JAMES
RAY PARKER JR.
PATRICE RUSHEN
MCCARTNEY/WONDER
DAZZ BAND

WSSJ/Camden-Philadelphia
Gary Shepherd

CHERYL LYNN
RICHARD D. FIELDS
MURPHY'S
ODYSSEY
KAREN YOUNG
BRUTUS
Hottest:
DAZZ BAND
GAP BAND
RAY PARKER JR.
SECRET WEAPON
JEFFREY OSBORNE

WKND/Hartford
Eddie Jordan

STEVIE WONDER
DREAMGIRLS
CHERYL LYNN
GENE CHANDLER
CANDELA
Hottest:
CHERI
BLOODSTONE
ASHFORD & SIMPSON
TEMPTATIONS/JAMES
ONE WAY

WNHC/New Haven
James Jordan

CHERYL LYNN
MAGIC LADY
Hottest:
RAY PARKER JR.
BLOODSTONE
MCCARTNEY/WONDER
RICK JAMES
QUEEN

WVRL/New York
Wanda Ramos

RICHARD D. FIELDS
CHI-LITES
ODYSSEY
O.C. SMITH
SADANE
BERNARD WRIGHT
RITCHIE FAMILY
KID CREOLE
JUGGY & CUBA
Hottest:
MCCARTNEY/WONDER
BLOODSTONE
CHANGE
TEMPTATIONS/JAMES
DENIECE WILLIAMS

WDAS/Philadelphia
Joe Tamburro

SADANE
NOEL POINTER
CAPTAIN SKY
FELIX & JARVIS
MICHAEL WYCOFF
IMAGINATION
DAYTON
CARRIE LUCAS
Hottest:
GAP BAND
DAZZ BAND
RICK JAMES
JEFFREY OSBORNE
ASHFORD & SIMPSON

WAMO/Pittsburgh
John Anthony

MICHAEL WYCOFF
CARRIE LUCAS
SOUL SONIC FORCE
FAT LARRY'S BAND
HIGH ENERGY
Hottest:
DAZZ BAND
BLOODSTONE
STEVIE WONDER
JUNIOR
THIRD WORLD

WOOK/Washington
Dwight Langley

none
Hottest:
GAP BAND
TEMPTATIONS/JAMES
CHERI
JEFFREY OSBORNE
BLOODSTONE
STEVIE WONDER

WHUR/Washington
Oscar Fields

PLUSH
SADANE
SOUL SONIC FORCE
Hottest:
STEVIE WONDER
RAY PARKER JR.
SHALAMAR
DAZZ BAND
PATRICE RUSHEN

SOUTH

WAOJ/Atlanta
Larry Tinsley

HEATWAVE
CAMEO
EDWIN BIRDSONG
TASTE OF HONEY
SOUL SONIC FORCE
HIGH ENERGY
STEVEN & STERLING
KLEENER
Hottest:
DAZZ BAND
JEFFREY OSBORNE
ASHFORD & SIMPSON
BLOODSTONE

WVEE/Atlanta
Scotty Andrews

VIDEO
BILLY OCEAN
ODYSSEY
KAREN YOUNG
RICH LITTLE
XAVIER
EARL KLUGH
RANDY CRAWFORD
CANDELA
JEAN-LUC PONTY
FREDDIE HUBBARD
CHERYL LYNN
VIOLA WILLS
Hottest:
ONE WAY
BLOODSTONE
RICK JAMES
JEFFREY OSBORNE
MCCARTNEY/WONDER

KNOW/Austin
Selby Edwards

REDDINGS
LARRY GRAHAM
CHERYL LYNN
JUNIOR
INSTANT PUNK
DENNIS BROWN
Hottest:
DAZZ BAND
GAP BAND
ONE WAY
DREAMGIRLS
LAKESIDE

WATV/Birmingham
Ron January

RITCHIE FAMILY
MURPHY'S
DENIECE WILLIAMS
CAMEO
TEMPTATIONS
TROUBLE PUNK
ST. TROPEZ
SMOKEY ROBINSON
CHIC
AURRA
TOM TOM CLUB
RICHARD D. FIELDS
ALTON EDWARDS
SUPERIOR MOVEMENT
BILLY ALWAYS
RICH LITTLE
Hottest:
TEMPTATIONS/JAMES
TIME
JEFFREY OSBORNE
SOUL SONIC FORCE
FELIX & JARVIS

WJAX(95X)/Jacksonville
Steve Fox

QUINCY JONES
BILLY OCEAN
CHAS JANKEL
FREDI GRACE & RHI
BAR-KAYS
TEDDY PENDERGRASS
ODYSSEY
IMAGINATION
ROSE ROYCE
TIME BANDITS
RICK JAMES
TIME
XAVIER
CHAS JANKEL
DAZZ BAND
Hottest:
TOP TOM CLUB
CHANGE
PATRICE RUSHEN
BRASS CONSTRUCTION
ONE WAY

KRLY/Houston
Steve Harris

MICHAEL WYCOFF
AZYMUTH
DAZZ BAND
Hottest:
ONE WAY
DAZZ BAND
O'BRYAN
CAMEO
TEMPTATIONS/JAMES

WENN/Birmingham
Gene Wise

NARADA M. WALDEN
LEGEND
CHARLES EARLAND
FELIX & JARVIS
J.P. RODGERS
ASHFORD & SIMPSON
REDDINGS
CARRIE LUCAS
TROUBLE PUNK
DON HOLLINGER
Hottest:
PATRICE RUSHEN
GAP BAND
TIME
JEFFREY OSBORNE
ONE WAY

WGIV/Charlotte
Chris Turner

CHERYL LYNN
ATLANTIC STARR
CARRIE LUCAS
PLUSH
CAROLE SYLVAN
DAYTON
Hottest:
DENIECE WILLIAMS
GAP BAND
RAY PARKER JR.
D TRAIN
CHANGE

WJMI/Jackson
Carl Haynes

WAR
STEVIE WOODS
TASTE OF HONEY
O'BRYAN
BILLY OCEAN
Hottest:
ONE WAY
RICK JAMES
MCCARTNEY/WONDER
DOROTHY MOORE
GAP BAND

WPCJ/Jacksonville
Earl James

COFFEE
CANDELA
Hottest:
MCCARTNEY/WONDER
SOUL SONIC FORCE
ASHFORD & SIMPSON
BLOODSTONE
DAZZ BAND

WJAX(95X)/Jacksonville
Steve Fox

QUINCY JONES
BILLY OCEAN
CHAS JANKEL
FREDI GRACE & RHI
BAR-KAYS
TEDDY PENDERGRASS
ODYSSEY
IMAGINATION
ROSE ROYCE
TIME BANDITS
RICK JAMES
TIME
XAVIER
CHAS JANKEL
DAZZ BAND
Hottest:
TOP TOM CLUB
CHANGE
PATRICE RUSHEN
BRASS CONSTRUCTION
ONE WAY

WEDR/Miami
Leo Jackson

ELECTRA
B.B. KING
PEECH BOYS
VIDEO
IMAGINATION
DREAMGIRLS
COOPER & ROSS
SOUL SONIC FORCE
MURPHY'S
HOTTEST:
JEFFREY OSBORNE
DAZZ BAND
RAY PARKER JR.
GAP BAND

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

KMJQ/Houston
Ross Holland

IMAGINATION
BOBBY CALDWELL
REDDINGS
CON FUNK SHUN
SEQUENCE
DENNIS BROWN
CAMEO
Hottest:
SYLVIA
DAZZ BAND
PATRICE RUSHEN
TEMPTATIONS/JAMES
RICH LITTLE

WXXI/Jackson
Tommy Marshall

DRAMATICS
SUPERIOR MOVEMENT
LAKESIDE
ST. TROPEZ
HOWARD JOHNSON
SEQUENCE
HOTTEST:
DAZZ BAND
DENIECE WILLIAMS
CAMEO
TEMPTATIONS/JAMES

WJMI/Jackson
Carl Haynes

WAR
STEVIE WOODS
TASTE OF HONEY
O'BRYAN
BILLY OCEAN
Hottest:
ONE WAY
RICK JAMES
MCCARTNEY/WONDER
DOROTHY MOORE
GAP BAND

WHRK(897)/Memphis
Ron Olson

CANDELA
CARRIE LUCAS
VIDEO
ATLANTIC STARR
HOWARD JOHNSON
SEQUENCE
PEECH BOYS
Hottest:
TEMPTATIONS/JAMES
GAP BAND
DREAMGIRLS
REDDINGS
RICK JAMES

WEDR/Miami
Leo Jackson

ELECTRA
B.B. KING
PEECH BOYS
VIDEO
IMAGINATION
DREAMGIRLS
COOPER & ROSS
SOUL SONIC FORCE
MURPHY'S
HOTTEST:
JEFFREY OSBORNE
DAZZ BAND
RAY PARKER JR.
GAP BAND

KOKY/Little Rock
Ronda Curtis

ATLANTIC STARR
RICH LITTLE
BILLY OCEAN
Hottest:
TEMPTATIONS/JAMES
GAP BAND
LARRY GRAHAM
RICK JAMES
ASHFORD & SIMPSON

WLOU/Louisville
Neal O'Rea

STEVIE WOODS
EDWIN BIRDSONG
CON FUNK SHUN
SEQUENCE
DENNIS BROWN
CAMEO
Hottest:
SYLVIA
DAZZ BAND
PATRICE RUSHEN
TEMPTATIONS/JAMES
CHANGE

WJUS/Lynchburg, VA
Art Young

CHERYL LYNN
O'BRYAN
REDDINGS
Hottest:
DENIECE WILLIAMS
MCCARTNEY/WONDER
BLOODSTONE
TOM TOM CLUB
STEVIE WONDER

WDAI/Memphis
Carl Connors

EDWIN BIRDSONG
DREAMGIRLS
CARRIE LUCAS
DOROTHY MOORE
KLIQUE
SHALAMAR
VALENTINE BROS.
RICH LITTLE
Hottest:
ONE WAY
GAP BAND
TEMPTATIONS/JAMES
DAZZ BAND
REDDINGS

WHRK(897)/Memphis
Ron Olson

CANDELA
CARRIE LUCAS
VIDEO
ATLANTIC STARR
HOWARD JOHNSON
SEQUENCE
PEECH BOYS
Hottest:
TEMPTATIONS/JAMES
GAP BAND
DREAMGIRLS
REDDINGS
RICK JAMES

WEDR/Miami
Leo Jackson

ELECTRA
B.B. KING
PEECH BOYS
VIDEO
IMAGINATION
DREAMGIRLS
COOPER & ROSS
SOUL SONIC FORCE
MURPHY'S
HOTTEST:
JEFFREY OSBORNE
DAZZ BAND
RAY PARKER JR.
GAP BAND

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WBLX/Mobile
Michael J. Alexander

none
Hottest:
DENIECE WILLIAMS
RAY PARKER JR.
DAZZ BAND
BLOODSTONE
MCCARTNEY/WONDER

WVOL/Nashville
Fred Harvey

ATLANTIC STARR
SADANE
SOUL SONIC FORCE
DREAMGIRLS
STEVEN & STERLING
SALSOU ORCHESTRA
O.T. SYKES
Hottest:
RAY PARKER JR.
CAMEO
ONE WAY
O'JAYS
TEMPTATIONS/JAMES

WAIL-FM/New Orleans
Barry Richards

HIGH FASHION
TIME BANDITS
CAMEO
O'JAYS
ONE WAY
HERB ALPERT
ROBERTA FLACK
Hottest:
DAZZ BAND
DENIECE WILLIAMS
GAP BAND
MCCARTNEY/WONDER
PATRICE RUSHEN

WYLD-FM/New Orleans
Tony Brown

ODYSSEY
DREAMGIRLS
SADANE
MARY WELLS
ATLANTIC STARR
Hottest:
DENIECE WILLIAMS
BLOODSTONE
MCCARTNEY/WONDER
CHERI
PATRICE RUSHEN

WOW/Norfolk
Chester Benton

ATLANTIC STARR
ODYSSEY
EDWIN BIRDSONG
IMAGINATION
DREAMGIRLS
COOPER & ROSS
SOUL SONIC FORCE
MURPHY'S
HOTTEST:
JEFFREY OSBORNE
DAZZ BAND
RAY PARKER JR.
GAP BAND

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WANT/Richmond
Kirby Carmichael

BRASS CONSTRUCTION
BOBBY CALDWELL
RITCHIE FAMILY
LONNIE JORDAN
THIRD WORLD
JUNIOR
STARPOINT
PRINCE
Hottest:
RAY PARKER JR.
CAMEO
ONE WAY
O'JAYS
TEMPTATIONS/JAMES

WTOY/Roanoke
Robert Tucker

NORWOOD B.
MILLIE JACKSON
DEODATO
BRANDI WELLS
THOMPSON TWINS
CAMEO
GEORGE DUKE
SALSOU ORCHESTRA
Hottest:
PATRICE RUSHEN
DAZZ BAND
TEMPTATIONS/JAMES
JEFFREY OSBORNE

KTFM/San Antonio
Joe Nasly

SHEENA EASTON
RONNIE MILSAP
PLEASURE
HOTTEST:
MCCARTNEY/WONDER
JOAN JETT
RICHARD D. FIELDS
GRANDMASTER FLASH
RICH LITTLE

WYLD-FM/New Orleans
Tony Brown

ODYSSEY
DREAMGIRLS
SADANE
MARY WELLS
ATLANTIC STARR
Hottest:
DENIECE WILLIAMS
BLOODSTONE
MCCARTNEY/WONDER
CHERI
PATRICE RUSHEN

WOW/Norfolk
Chester Benton

ATLANTIC STARR
ODYSSEY
EDWIN BIRDSONG
IMAGINATION
DREAMGIRLS
COOPER & ROSS
SOUL SONIC FORCE
MURPHY'S
HOTTEST:
JEFFREY OSBORNE
DAZZ BAND
RAY PARKER JR.
GAP BAND

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WEST

KDKO/Denver
Byron Pitts

DREAMGIRLS
MAGIC LADY
CHERYL LYNN
MORNING STAR
COFFEE
DAN SEALS
SHADOW
JUICY
CHI-LITES
TRAMA
MICHAEL WYCOFF
VIDEO
Hottest:
TEMPTATIONS/JAMES
DAZZ BAND
GAP BAND
O'BRYAN
DENIECE WILLIAMS

KDAY/Los Angeles
J.J. Johnson

WAR
DEODATO
PLUSH
RICHARD D. FIELDS
DREAMGIRLS
ATLANTIC STARR
Hottest:
ONE WAY
MCCARTNEY/WONDER
RICK JAMES
CHIC
CHANGE

KACE/Los Angeles
Alonzo Miller

JEFFREY OSBORNE
ROBERTA FLACK
Hottest:
ONE WAY
TEMPTATIONS/JAMES
PATRICE RUSHEN
STEVIE WONDER
ASHFORD & SIMPSON

KDIA/Oakland
Jeff Harrison

REDDINGS
CHIC
DREAMGIRLS
KLIQUE
GAP BAND
JUNIOR
Hottest:
CAMEO
CAMEO
GAP BAND
ONE WAY
T-CONNECTION
RICK JAMES

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

KUKO/Phoenix
Steve Smith

KLIQUE
LEVEL 42
WAR
AURRA
TIME
SISTER SLEDGE
HEATWAVE
BOBBY CALDWELL
CAMEO
D TRAIN
LINDA FIELDS
Hottest:
CHANGE
GAP BAND
WHISPERS
JEFFREY OSBORNE
ONE WAY

KPOP-FM/Sacramento
Bill Jeffries

STYLISTICS
RONNIE DYSON
CHERYL LYNN
BILLY OCEAN
BLONDIE
TIME BANDITS
ATLANTIC STARR
CHAS JANKEL
VIDEO
Hottest:
GAP BAND
RICK JAMES
HUMAN LEAGUE
TOM TOM CLUB
LAKESIDE

XHRM/San Diego
Duff Lindsey

JEFF LORBER
BILLY OCEAN
CHERYL LYNN
ODYSSEY
CARRIE LUCAS
WAR
SOUL SONIC FORCE
VIDEO
DREAMGIRLS
Hottest:
GAP BAND
ONE WAY
TEMPTATIONS/JAMES
RARE ESSENCE
RICK JAMES

KSQL/San Mateo, CA
Bernie Moody

D TRAIN
DENIECE WILLIAMS
JUNIOR
CANDELA
Hottest:
PATRICE RUSHEN
T-CONNECTION
ONE WAY
JEFFREY OSBORNE
QUEEN

MIDWEST

WJPC/Chicago
Jerry Boulding

STEVIE WONDER
D TRAIN
RICK JAMES
JUNIOR
DREAMGIRLS
DIANA ROSS
Hottest:
DENIECE WILLIAMS
RAY PARKER JR.
DAZZ BAND
ROBERTA FLACK
MCCARTNEY/WONDER

WGCH/Chicago
Pam Wells

WAR
ODYSSEY
CHIC
RANDY CRAWFORD
XAVIER
CHI-LITES
CAMEO
ATLANTIC STARR
TIME BANDITS
RJ'S LATEST ARRIV
DUNN & BRUCE
Hottest:
SECRET WEAPON
QUEEN
DREAMGIRLS
JEFFREY OSBORNE
MCCARTNEY/WONDER
STEVIE WONDER

WBMX/Chicago
Lee Michaels

KID CREOLE
WAR
ST. TROPEZ
THOMPSON TWINS
DRAMATICS
MAGNUM FORCE
EDWIN BIRDSONG
Hottest:
DAZZ BAND
BLOODSTONE
GAP BAND
LAKESIDE
BOBBY WOMACK

WBLZ/Cincinnati
Harry Lyles

HIGH FASHION
HUEY LEWIS & NEWS
PRINCE
AMBROSIA
LAKESIDE
Hottest:
DAZZ BAND
RAY PARKER JR.
GAP BAND
GAP BAND
MCCARTNEY/WONDER

WCRC/Cincinnati
Everett Cork

CAMEO
ZZ HILL
HIGH FASHION
SALSOU ORCHESTRA
DUNN & BRUCE
Hottest:
TEMPTATIONS/JAMES
JEFFREY OSBORNE
GAP BAND
RICK JAMES
BLOODSTONE

WJMO/Cleveland
Erik Stone

LAKESIDE
JEFFREY OSBORNE
KID CREOLE
D TRAIN
Hottest:
ONE WAY
MCCARTNEY/WONDER
QUEEN
SECRET WEAPON
HUMAN LEAGUE

WDAO/Dayton
Lankford Stephens

STEVIE WONDER
QUINCY JONES
CON FUNK SHUN
BILLY OCEAN
SHADOW
VALENTINE BROS.
PLEASURE
SUPERIOR MOVEMENT
Hottest:
GAP BAND
TEMPTATIONS/JAMES
BLOODSTONE
PATTI AUSTIN
CHIC

WJLB/Detroit
J. Michael McKay

QUINCY JONES
Hottest:
DAZZ BAND
STEVIE WONDER
GAP BAND
ONE WAY
RJ'S LATEST ARRIV

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WKWM/Grand Rapids
Frank Grant

MCCRAYS
XAVIER
VALENTINE BROS.
BILLY ALWAYS
DREAMGIRLS
CAMEO
D TRAIN
HOWARD JOHNSON
Hottest:
BLOODSTONE
DAZZ BAND
RAY PARKER JR.
DENIECE WILLIAMS
TEMPTATIONS/JAMES

WTLC/Indianapolis
Jay Johnson

BILLY OCEAN
CHI-LITES
CANDELA
TRAMA
PLUSH
SOUL SONIC FORCE
GENERAL CAINE
SHOCK
Hottest:
TEMPTATIONS/JAMES
DONALD BYRD
BOOTS COLLINS
GAP BAND
SHOTGUN

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

WVWS/Seghaw, MI
Kermit Crockett

SEQUENCE
CHERYL LYNN
MAGIC LADY
HOWARD JOHNSON
CANDELA
ODYSSEY
DAYTON
COFFEE
Hottest:
DAZZ BAND
RJ'S LATEST ARRIV
BLOODSTONE
GAP BAND
WAR

JAZZ RADIO

NATIONAL AIRPLAY/30

June 4, 1982

Last Week	Rank	Artist/Album
14	1	PAT METHENY GROUP/Offramp (ECM/WB)
2	2	JEFF LORBER/It's A Fact (Arista)
3	3	RAMSEY LEWIS/Live At The Savoy (Columbia)
6	4	DAN SIEGEL/Dan Siegel (Elektra)
4	5	PATRICE RUSHEN/Straight From The Heart (Elektra)
5	6	FATHERS & SONS/Fathers & Sons (Columbia)
9	7	MAYNARD FERGUSON/Hollywood (Columbia)
1	8	BEN SIDRAN/Old Songs... (Antilles/Island)
7	9	HEATH BROTHERS/Brotherly Love (Antilles/Island)
15	10	MILES DAVIS/We Want Miles (Columbia)
11	11	FREDDIE HUBBARD/Ride Like The Wind (Musician/Elektra)
12	12	LEE RITENOUR/Rio (Musician/Elektra)
8	13	JEAN LUC-PONTY/Mystical Adventure (Atlantic)
17	14	WEATHER REPORT/Weather Report (ARC/Columbia)
20	15	SONNY ROLLINS/No Problem (Milestone/Fantasy)
16	16	JUDY ROBERTS/Nights In Brazil (Inner City)
21	17	PHIL UPCHURCH/Free & Easy (JAM)
18	18	TANIA MARIA/Taurus (Concord)
10	19	GROVER WASHINGTON JR./Come Morning (Elektra)
13	20	GEORGE DUKE/Dream On (Epic)
19	21	CHARLES EARLAND/Earland's Jam (Columbia)
22	22	ERNIE WATTS/Chariots Of Fire (Qwest/WB)
23	23	MICHAEL FRANKS/Objects Of Desire (WB)
24	24	FUSE ONE/Silk (CTI)
25	25	MARCIO MONTARROYOS/Magic Moment (Columbia)
26	26	HERB ALPERT/Fandango (A&M)
27	27	AL JARREAU/Breakin' Away (WB)
28	28	AL DI MEOLA/Electric Rendezvous (Columbia)
29	29	ERIC GALE/Blue Horizon (Musician/Elektra)
30	30	SARAH VAUGHAN/Gershwin Live! (CBS)

New Entry →

JAZZ REPORTING STATIONS: WYBC/New Haven, CT, Art Russell; WYRS/Stanford, CT, Rick Petrone; KSAX/Dallas-Ft. Worth, TX, Bob Stewart; WDBS/Durham, NC, Rob Gringle; WBYY/Columbus, OH, Tim Hodges; WJZZ/Detroit, MI, John Hill; KTWN/Minneapolis, MN, Tom Palissero; WJFM/Chicago, IL, Jim Walsh; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Denver, CO, Ira Gordon; KJZZ/Seattle, WA, Jeff Hanley.

(J) Black reporters also contributing to Jazz chart.

PARALLEL ONE PLAYISTS

EAST

CFIR 680
Toronto
PD: Bob Saint
Music Coordinator: Cyd Kaplan

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 ASIA/Heat Of The Moment
H 3 3 CHARLENE/I've Never Been To Me
H 4 4 TOTO/Rosanna
H 5 5 QUEEN/Body Language
H 6 6 SPLT ENZ/Six Months In A Leaky
H 7 7 JOAN JETT/D'Inson And Clover
H 8 8 RAY PARKER JR./The Other Woman
H 9 9 TOMMY TUTORNE/867-5309/Jenny
H 10 10 JOHN COUGAR/Hurts So Good
H 11 11 JUICE NEWTON/Love's Been A Little
H 12 12 ELTON JOHN/Empty Garden/Hey Hey
H 13 13 HUMAN LEAGUE/Don't You Want Me
H 14 14 RICK SPRINGFIELD/Don't Talk To Strangers
H 15 15 PAUL DAVIS/65 Love Affair
H 16 16 DAN FOULBERG/Run For The Roses
H 17 17 HUMAN LEAGUE/Don't You Want Me
H 18 18 VAN GELIS/Charlots Of Fire
H 19 19 FRANKIE KNOCKOUTS/Without You/Not Anoth
H 20 20 GARNETT FORD/Stay The Way You Are
H 21 21 LOVERBOY/When It's Over
H 22 22 HUEY LEWIS & NEWS/Hope You Love Me Like
H 23 23 JOHN COUGAR/Hurts So Good
H 24 24 STEVE MILLER BAND/Abracadabra
H 25 25 KANSAS/Play The Game Tonight
H 26 26 GARNETT FORD/Stay The Way You Are
H 27 27 DONNIE IRIS/My Girl
H 28 28 LYDIA TAYLOR BAND/Some Guys
H 29 29 ROSETTA STONE/Walking From Love
H 30 30 MENTAL AS ANYTHING/Too Many Times
H 31 31 JOAN JETT/I Love Rock 'N Roll
H 32 32 DAN FOULBERG/Run For The Roses
H 33 33 JOAN JETT/I Love Rock 'N Roll
H 34 34 TORONTO/Your Daddy Don't Know
H 35 35 HUEY LEWIS & NEWS/Do You Believe In Love
H 36 36 SURVIVOR/Eye Of The Tiger
H 37 37 LARRY ELGORT & HI/Robbed On Swing
H 38 38 KATE & ANNA RAGAN/Love Over And Over
H 39 39 HALL & OATES/Out In A Minute
H 40 40 LRB/Man On Your Mind

ADDS NONE

OK HICK SPRINGFIELD/What Kind Of Fool Am I
MONROES/What Do All The Peopl
ROLLING STONES/Going To A Go-Go
VAN HALEN/Dancing In The Street
DAN FOULBERG/Run For The Roses
WARRICK & MATHEIS/Friends In Love
SIMON & GARFUNKEL/Make Up Little Suzie
JUICE NEWTON/Love's Been A Little
HEART/This Man Is Mine

Hot 100
WCAU 103
Philadelphia
PD: Roy Laurence

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 CHARLENE/I've Never Been To Me
H 3 3 TOMMY TUTORNE/867-5309/Jenny
H 4 4 DAZZ BAND/Let It Whip
H 5 5 RAY PARKER JR./The Other Woman
H 6 6 HUMAN LEAGUE/Don't You Want Me
H 7 7 ELTON JOHN/Empty Garden/Hey Hey
H 8 8 ASIA/Heat Of The Moment
H 9 9 CHERI/Murphy's Law
H 10 10 KOO & THE GANG/Get Down On It
H 11 11 PAUL DAVIS/65 Love Affair
H 12 12 RICK SPRINGFIELD/Don't Talk To Strangers
H 13 13 DAN FOULBERG/Run For The Roses
H 14 14 JOHN COUGAR/Hurts So Good
H 15 15 JUICE NEWTON/Love's Been A Little
H 16 16 ELTON JOHN/Empty Garden/Hey Hey
H 17 17 HUMAN LEAGUE/Don't You Want Me
H 18 18 RICK SPRINGFIELD/Don't Talk To Strangers
H 19 19 PAUL DAVIS/65 Love Affair
H 20 20 DAN FOULBERG/Run For The Roses
H 21 21 HUMAN LEAGUE/Don't You Want Me
H 22 22 JOAN JETT/D'Inson And Clover
H 23 23 HALL & OATES/Out In A Minute
H 24 24 SOFT CELL/Tainted Love
H 25 25 ATLANTIC STARR/Circles
H 26 26 WILLIE NELSON/Always On My Mind
H 27 27 QUEEN/Body Language
H 28 28 J. GELLS BAND/Angel In Blue
H 29 29 DAN FOULBERG/Run For The Roses
H 30 30 LRB/Man On Your Mind
H 31 31 WHITESSES/I Know What Boys Like
H 32 32 QUEEN/Body Language
H 33 33 DAN FOULBERG/Run For The Roses
H 34 34 KANSAS/Play The Game Tonight
H 35 35 JOURNEY/Still They Ride
H 36 36 WILLIE NELSON/Always On My Mind
H 37 37 SOFT CELL/Tainted Love
H 38 38 RICK SPRINGFIELD/Don't Talk To Strangers
H 39 39 JOURNEY/Still They Ride
H 40 40 HUEY LEWIS & NEWS/Hope You Love Me Like

ADDS 28, 39 HUEY LEWIS & NEWS/Hope You Love Me Like
30 HUEY LEWIS & NEWS/Hope You Love Me Like
31 DAN FOULBERG/Run For The Roses
32 STEVE WONDER/Do I Do

OK LESLIE PEARL/If The Love Fits near
RINOW/Stone Gold
VAN HALEN/Dancing In The Street
MOTELS/Only The Lonely
DAN FOULBERG/Run For The Roses
WARRICK & MATHEIS/Friends In Love
SIMON & GARFUNKEL/Make Up Little Suzie
JUICE NEWTON/Love's Been A Little
HEART/This Man Is Mine

92
PRO-FM
Providence
PD & MD: Gary Berkowitz

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 RAY PARKER JR./The Other Woman
H 3 3 ROBERTA FLACK/Making Love
H 4 4 HUMAN LEAGUE/Don't You Want Me
H 5 5 LRB/Man On Your Mind
H 6 6 WILLIE NELSON/Always On My Mind
H 7 7 JOURNEY/Open Arms
H 8 8 KOO & THE GANG/Get Down On It
H 9 9 ASIA/Heat Of The Moment
H 10 10 JUICE NEWTON/Love's Been A Little
H 11 11 DENICIE WILLIAMS/It's Gonna Take A Mir
H 12 12 RICK SPRINGFIELD/Don't Talk To Strangers
H 13 13 CHARLENE/I've Never Been To Me
H 14 14 TOTO/Rosanna
H 15 15 JOAN JETT/D'Inson And Clover
H 16 16 SHEENA EASTON/When He Shines
H 17 17 PAUL DAVIS/65 Love Affair
H 18 18 SOFT CELL/Tainted Love
H 19 19 GREG GUY/D'Inson And Clover
H 20 20 JOHN COUGAR/Hurts So Good

ADDS AIR SUPPLY/Even The Nights Are...
BLONDE/Island Of Lost Souls
HUEY LEWIS & NEWS/Hope You Love Me Like
MOTELS/Only The Lonely

ROCK 102
Buffalo
PD: Bob Wood
MD: Roger Christian

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 WILLIE NELSON/Always On My Mind
H 3 3 ASIA/Heat Of The Moment
H 4 4 QUEEN/Body Language
H 5 5 HUMAN LEAGUE/Don't You Want Me
H 6 6 TOMMY TUTORNE/867-5309/Jenny
H 7 7 PATRICE RUSHEN/Forget Me Not
H 8 8 TOTO/Rosanna
H 9 9 CHARLENE/I've Never Been To Me
H 10 10 DENICIE WILLIAMS/It's Gonna Take A Mir
H 11 11 RAY PARKER JR./The Other Woman
H 12 12 LOVERBOY/When It's Over
H 13 13 STEVE WONDER/Do I Do
H 14 14 JOAN JETT/D'Inson And Clover
H 15 15 ELTON JOHN/Empty Garden/Hey Hey
H 16 16 KANSAS/Play The Game Tonight
H 17 17 SHEENA EASTON/When He Shines
H 18 18 DAN FOULBERG/Run For The Roses
H 19 19 JOHN COUGAR/Hurts So Good
H 20 20 JUICE NEWTON/Love's Been A Little
H 21 21 SOFT CELL/Tainted Love
H 22 22 SOFT CELL/Tainted Love
H 23 23 MOTELS/Only The Lonely
H 24 24 HIRICUT 100/Love Plus One
H 25 25 ROBERTA FLACK/Making Love
H 26 26 JOHN COUGAR/Hurts So Good
H 27 27 RONNIE MILSAP/Any Day Now
H 28 28 BERTIE HIGGINS/Just Another Day In
H 29 29 HUEY LEWIS & NEWS/Hope You Love Me Like
H 30 30 HEART/This Man Is Mine
H 31 31 KARLA BONOFF/Personality
H 32 32 JOURNEY/Still They Ride
H 33 33 STEVIE NICKS/After The Glitter...
H 34 34 ALABAMA/Take Me Down
H 35 35 J. GELLS BAND/Angel In Blue
H 36 36 VAN HALEN/Dancing In The Street
H 37 37 STEVE MILLER BAND/Abracadabra
H 38 38 BLONDE/Island Of Lost Souls
H 39 39 GLENN FREY/I Found Somebody
H 40 40 RICK SPRINGFIELD/What Kind Of Fool Am I

ADDS 39, 40 SURVIVOR/Eye Of The Tiger
41 GLENN FREY/I Found Somebody
42 MONROES/What Do All The Peopl
43 BOB HOPE/WO! I Had My Wish Com
44 RINOW/Stone Gold

105
Providence
PD & MD: Todd Chase

H 1 1 TOTO/Rosanna
H 2 2 MCCARTNEY/WONDER/Ebony And Ivory
H 3 3 RAY PARKER JR./The Other Woman
H 4 4 HUMAN LEAGUE/Don't You Want Me
H 5 5 SHEENA EASTON/When He Shines
H 6 6 MOTELS/Only The Lonely
H 7 7 ASIA/Heat Of The Moment
H 8 8 RICK SPRINGFIELD/Don't Talk To Strangers
H 9 9 J. GELLS BAND/Angel In Blue
H 10 10 LOVERBOY/When It's Over
H 11 11 CHARLENE/I've Never Been To Me
H 12 12 DAN FOULBERG/Run For The Roses
H 13 13 LRB/Man On Your Mind
H 14 14 WHITESSES/I Know What Boys Like
H 15 15 QUEEN/Body Language
H 16 16 DAN FOULBERG/Run For The Roses
H 17 17 ROBERTA FLACK/Making Love
H 18 18 RICK SPRINGFIELD/Don't Talk To Strangers
H 19 19 JOHN COUGAR/Hurts So Good
H 20 20 BERTIE HIGGINS/Just Another Day In...
H 21 21 ROBERTA FLACK/Making Love
H 22 22 JOURNEY/Still They Ride
H 23 23 WILLIE NELSON/Always On My Mind
H 24 24 SOFT CELL/Tainted Love
H 25 25 JOURNEY/Still They Ride
H 26 26 36 SPECIAL/Caught Up In You
H 27 27 HUEY LEWIS & NEWS/Hope You Love Me Like
H 28 28 JOAN JETT/D'Inson And Clover
H 29 29 HUEY LEWIS & NEWS/Hope You Love Me Like
H 30 30 VAN HALEN/Dancing In The Street
H 31 31 HEART/This Man Is Mine
H 32 32 RICK SPRINGFIELD/What Kind Of Fool Am I
H 33 33 KANSAS/Play The Game Tonight
H 34 34 DENICIE WILLIAMS/It's Gonna Take A Mir
H 35 35 GARY U.S. BONDS/Out Of Work
H 36 36 ROLLING STONES/Going To A Go-Go
H 37 37 AIR SUPPLY/Even The Nights Are...

ADDS 33, 34, 35

OK FOUR TOPS/Back To School Again
GLENN FREY/I Found Somebody
HIRICUT 100/Love Plus One
MONROES/What Do All The Peopl
BOB HOPE/WO! I Had My Wish Com
RINOW/Stone Gold

105
Tampa
PD: Scott Shannon
MD: Pat McKay

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 RAY PARKER JR./The Other Woman
H 3 3 JOAN JETT/D'Inson And Clover
H 4 4 TOMMY TUTORNE/867-5309/Jenny
H 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
H 6 6 ASIA/Heat Of The Moment
H 7 7 HUMAN LEAGUE/Don't You Want Me
H 8 8 RICHARD D. FIELDS/If It Ain't One Thing
H 9 9 WILLIE NELSON/Always On My Mind
H 10 10 ROBERTA FLACK/Making Love
H 11 11 SOFT CELL/Tainted Love
H 12 12 VANGELIS/Charlots Of Fire
H 13 13 DAZZ BAND/Let It Whip
H 14 14 KOO & THE GANG/Get Down On It
H 15 15 JUICE NEWTON/Love's Been A Little
H 16 16 ALDO NOVAFantasy
H 17 17 SO GO GO'S/Me Got The Beat
H 18 18 ALABAMA/Take Me Down
H 19 19 JOHN COUGAR/Hurts So Good
H 20 20 JOURNEY/Still They Ride
H 21 21 EYE TO EYE/Nice Girls
H 22 22 JOURNEY/Still They Ride
H 23 23 VAN HALEN/Dancing In The Street
H 24 24 CHICAGO/Hard To Say I'm Sorry
H 25 25 PATRICE RUSHEN/Forget Me Not
H 26 26 FRANKIE KNOCKOUTS/Without You/Not Anoth

ADDS 24, 25, 26, 27

WYKS-FM
KISS
Boston
PD: Sonny Joe White
MD: Joe Carvello

H 1 1 RAY PARKER JR./The Other Woman
H 2 2 MCCARTNEY/WONDER/Ebony And Ivory
H 3 3 LOVERBOY/When It's Over
H 4 4 SHALAMAR/A Night To Remember
H 5 5 MCCARTNEY/WONDER/Ebony And Ivory
H 6 6 PATRICE RUSHEN/Forget Me Not
H 7 7 JOAN JETT/D'Inson And Clover
H 8 8 MOTELS/Only The Lonely
H 9 9 DAZZ BAND/Let It Whip
H 10 10 TOTO/Rosanna
H 11 11 TEMPTATIONS/JAMES/Standing On The Top
H 12 12 TOMMY TUTORNE/867-5309/Jenny
H 13 13 SISTER SLUDGE/All The Man I Need
H 14 14 ONE WAY/Cutie Pie
H 15 15 STEVIE WONDER/Do I Do
H 16 16 SHARON BROWN/I Specialize In Love
H 17 17 ASIA/Heat Of The Moment
H 18 18 LRB/Man On Your Mind
H 19 19 WARRICK & MATHEIS/What Boys Like
H 20 20 JOHN COUGAR/Hurts So Good
H 21 21 VAN HALEN/Dancing In The Street
H 22 22 JUICE NEWTON/Love's Been A Little
H 23 23 HEART/This Man Is Mine
H 24 24 QUARTERFLASH/Right Kind Of Love
H 25 25 J. GELLS BAND/Angel In Blue
H 26 26 GAP BAND/Early In The Morning
H 27 27 ODYSSEY/In Love
H 28 28 HUEY LEWIS & NEWS/Hope You Love Me Like
H 29 29 RITCHIE FAMILY/It's My Best For You
H 30 30 CHIC/Soup For One

ADDS MANNA/TANS/If You See Me Going To
ROLLING STONES/Going To A Go-Go
16 WILLIE NELSON/Always On My Mind
17 HUMAN LEAGUE/Don't You Want Me
18 LARRY ELGORT & HI/Robbed On Swing
19 LESLIE PEARL/If The Love Fits near
20 EFFIE/Goodbye/Really Don't Need N
21 KARLA BONOFF/Personality
22 ELTON JOHN/Blue Eyes
23 KIM WILDE/Kids In America

OK HIRICUT 100/Love Plus One
ASHFORD & SIMPSON/Street Corner
MONROES/What Do All The Peopl
RINOW/Stone Gold
EFFIE/Goodbye/Really Don't Need N
KARLA BONOFF/Personality
ELTON JOHN/Blue Eyes
KIM WILDE/Kids In America

ckgm
Montreal
PD: Kevin Shea

H 1 1 JOAN JETT/D'Inson And Clover
H 2 2 RAY PARKER JR./The Other Woman
H 3 3 MCCARTNEY/WONDER/Ebony And Ivory
H 4 4 JOURNEY/Still They Ride
H 5 5 ASIA/Heat Of The Moment
H 6 6 CHERI/Murphy's Law
H 7 7 LOVERBOY/When It's Over
H 8 8 HUMAN LEAGUE/Don't You Want Me
H 9 9 CHARLENE/I've Never Been To Me
H 10 10 TOTO/Rosanna
H 11 11 QUEEN/Body Language
H 12 12 ALDO NOVAFantasy
H 13 13 SHARON BROWN/I Specialize In Love
H 14 14 TOMMY TUTORNE/867-5309/Jenny
H 15 15 MEN AT WORK/Man On Your Mind
H 16 16 RICK SPRINGFIELD/Don't Talk To Strangers
H 17 17 MOTELS/Only The Lonely
H 18 18 JOAN JETT/I Love Rock 'N Roll
H 19 19 J. GELLS BAND/Freeze Frame
H 20 20 SOFT CELL/Tainted Love
H 21 21 JOHN COUGAR/Hurts So Good
H 22 22 KOO & THE GANG/Get Down On It
H 23 23 BEATLES/You Know What I Mean
H 24 24 LRB/Man On Your Mind
H 25 25 SPLT ENZ/Six Months In A Leaky
H 26 26 PATRICE RUSHEN/Forget Me Not
H 27 27 HUEY LEWIS & NEWS/Do You Believe In Love
H 28 28 NAMETTE WORMAN/Call Girl
H 29 29 HIRICUT 100/Love Plus One
H 30 30 HUEY LEWIS & NEWS/Hope You Love Me Like
H 31 31 RICHARD D. FIELDS/If It Ain't One Thing
H 32 32 STARS ON 45/ tribute To Stevie N
H 33 33 JUICE NEWTON/Love's Been A Little
H 34 34 BRYAN ADAMS/Fits To Beat
H 35 35 DO GO'S/Me Got The Beat
H 36 36 HUEY LEWIS & NEWS/Hope You Love Me Like
H 37 37 TERRY CRAWFORD/Running
H 38 38 DAZZ BAND/Let It Whip
H 39 39 MENTAL AS ANYTHING/Too Many Times
H 40 40 DENICIE WILLIAMS/It's Gonna Take A Mir

ADDS BLONDE/Island Of Lost Souls
HUEY LEWIS & NEWS/Hope You Love Me Like
36 SPECIAL/Caught Up In You
37 STEVE MILLER BAND/Abracadabra
38 HIRICUT 100/Love Plus One
39 STEVIE WONDER/Do I Do
40 HIRICUT 100/Love Plus One

OK EYE TO EYE/Nice Girls
A FLOCK OF SEAGULS/Run So Far Away
HUEY LEWIS & NEWS/Hope You Love Me Like
36 SPECIAL/Caught Up In You
37 STEVE MILLER BAND/Abracadabra
38 HIRICUT 100/Love Plus One
39 STEVIE WONDER/Do I Do
40 HIRICUT 100/Love Plus One

WNBC
Radio 66
New York
PD: Kevin Metheny
Music Coord.: Lyndon Abell

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 GREG GUY/D'Inson And Clover
H 3 3 HALL & OATES/Out In A Minute
H 4 4 CAROLE KING/One To One
H 5 5 CHARLENE/I've Never Been To Me
H 6 6 RICK SPRINGFIELD/Don't Talk To Strangers
H 7 7 BERTIE HIGGINS/Key Largo
H 8 8 VANGELIS/Charlots Of Fire
H 9 9 QUINCY JONES/One Hundred Ways
H 10 10 PAUL DAVIS/65 Love Affair
H 11 11 AIR SUPPLY/Sweet Dreams
H 12 12 DAN FOULBERG/Run For The Roses
H 13 13 JOHN DENVER/Shanghai Breezes
H 14 14 HUEY LEWIS & NEWS/Do You Believe In Love
H 15 15 MIKE POST/Theme From Magnum P.I.
H 16 16 NEIL DIAMOND/Don't Take My Love
H 17 17 RONNIE MILSAP/Any Day Now
H 18 18 ROBERTA FLACK/Making Love
H 19 19 BARRY WILLOW/Let's Hang On
H 20 20 TOTO/Rosanna
H 21 21 WARRICK & MATHEIS/Friends In Love
H 22 22 DAN FOULBERG/Run For The Roses
H 23 23 NEIL DIAMOND/Don't Take My Love
H 24 24 KARLA BONOFF/Personality
H 25 25 HIRICUT 100/Love Plus One
H 26 26 LRB/Man On Your Mind
H 27 27 HIRICUT 100/Love Plus One
H 28 28 HIRICUT 100/Love Plus One
H 29 29 HIRICUT 100/Love Plus One
H 30 30 HIRICUT 100/Love Plus One

ADDS 28

96 KX
LUCKY 13 STEREO
Pittsburgh
OM: Bobby Christian
MD: Clarke Ingram

H 1 1 TOTO/Rosanna
H 2 2 ASIA/Heat Of The Moment
H 3 3 JOURNEY/Still They Ride
H 4 4 DONNIE IRIS/My Girl
H 5 5 RINOW/Stone Gold
H 6 6 JOURNEY/Still They Ride
H 7 7 KANSAS/Play The Game Tonight
H 8 8 FRANKIE KNOCKOUTS/Without You/Not Anoth
H 9 9 JOAN JETT/D'Inson And Clover
H 10 10 POLICE/Secret Journey
H 11 11 NORMAN SLEETER/Hang On
H 12 12 LOVERBOY/When It's Over
H 13 13 DONNIE IRIS/That's The Way Love...
H 14 14 JOHN COUGAR/Hurts So Good
H 15 15 JOHN COUGAR/Hurts So Good
H 16 16 FOREIGNER/Break It Up
H 17 17 HALL & OATES/Did It In A Minute
H 18 18 RICK SPRINGFIELD/Don't Talk To Strangers
H 19 19 STEVIE NICKS/After The Glitter...
H 20 20 CHEAP TRICK/If You Want My Love
H 21 21 ROBERTA FLACK/Making Love
H 22 22 HUMAN LEAGUE/Don't You Want Me
H 23 23 GLENN FREY/I Found Somebody
H 24 24 MCCARTNEY/WONDER/Ebony And Ivory
H 25 25 SAMMY HAGAR/Place Of My Heart
H 26 26 GREG KINN/Teatily
H 27 27 SOFT CELL/Tainted Love
H 28 28 RONNIE MILSAP/Any Day Now
H 29 29 STEVE MILLER BAND/Abracadabra
H 30 30 RED SPEEDWAGON/Keep The Fire Burning
H 31 31 STEVIE NICKS/After The Glitter...
H 32 32 QUARTERFLASH/Right Kind Of Love

ADDS 27, 28, 30
SCORPIONS/No One Like You
THRILLS/No One Like You
PAUL MCCARTNEY/Here Today

OK HUEY LEWIS & NEWS/Hope You Love Me Like
MOTELS/Only The Lonely
ASIA/Here Comes The Feelin
MONROES/What Do All The Peopl

7-93
Atlanta
ATLANTA'S RADIO STATION
PD: John Young
MD: Chris Thomas

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 HUMAN LEAGUE/Don't You Want Me
H 3 3 ASIA/Heat Of The Moment
H 4 4 RAY PARKER JR./The Other Woman
H 5 5 JOAN JETT/D'Inson And Clover
H 6 6 RAY PARKER JR./The Other Woman
H 7 7 JOHN COUGAR/Hurts So Good
H 8 8 RICK SPRINGFIELD/Don't Talk To Strangers
H 9 9 LRB/Man On Your Mind
H 10 10 LOVERBOY/When It's Over
H 11 11 JOHN COUGAR/Hurts So Good
H 12 12 HALL & OATES/Did It In A Minute
H 13 13 PATRICE RUSHEN/Forget Me Not
H 14 14 JUICE NEWTON/Love's Been A Little
H 15 15 TOMMY TUTORNE/867-5309/Jenny
H 16 16 ALABAMA/Take Me Down
H 17 17 FRANKIE KNOCKOUTS/Without You/Not Anoth
H 18 18 ROBERTA FLACK/Making Love
H 19 19 36 SPECIAL/Caught Up In You
H 20 20 DAN FOULBERG/Run For The Roses
H 21 21 EYE TO EYE/Nice Girls
H 22 22 SOFT CELL/Tainted Love
H 23 23 DAZZ BAND/Let It Whip
H 24 24 MOTELS/Only The Lonely
H 25 25 HIRICUT 100/Love Plus One
H 26 26 RICK SPRINGFIELD/Don't Talk To Strangers
H 27 27 KOO & THE GANG/Get Down On It
H 28 28 HUEY LEWIS & NEWS/Hope You Love Me Like
H 29 29 J. GELLS BAND/Angel In Blue
H 30 30 CHICAGO/Hard To Say I'm Sorry

ADDS ROLLING STONES/Going To A Go-Go
AIR SUPPLY/Even The Nights Are...
GLENN FREY/I Found Somebody
GARY U.S. BONDS/Out Of Work
VAN HALEN/Dancing In The Street

OK LARRY ELGORT & HI/Robbed On Swing
KANSAS/Play The Game Tonight
HEART/This Man Is Mine

94-6
Atlanta
PD: Jim Morrison
MD: Jeff McCartney

H 1 1 TOTO/Rosanna
H 2 2 ASIA/Heat Of The Moment
H 3 3 MCCARTNEY/WONDER/Ebony And Ivory
H 4 4 JOHN COUGAR/Hurts So Good
H 5 5 EYE TO EYE/Nice Girls
H 6 6 LOVERBOY/When It's Over
H 7 7 RAY PARKER JR./The Other Woman
H 8 8 HUMAN LEAGUE/Don't You Want Me
H 9 9 ELTON JOHN/Empty Garden/Hey Hey
H 10 10 DENICIE WILLIAMS/It's Gonna Take A Mir
H 11 11 MIKE POST/Theme From Magnum P.I.
H 12 12 JUICE NEWTON/Love's Been A Little
H 13 13 WILLIE NELSON/Always On My Mind
H 14 14 ALABAMA/Take Me Down
H 15 15 LRB/Man On Your Mind
H 16 16 SHEENA EASTON/When He Shines
H 17 17 36 SPECIAL/Caught Up In You
H 18 18 TOMMY TUTORNE/867-5309/Jenny
H 19 19 STEVIE WONDER/Do I Do
H 20 20 KARLA BONOFF/Personality
H 21 21 MOTELS/Only The Lonely
H 22 22 FRANKIE KNOCKOUTS/Without You/Not Anoth
H 23 23 SOFT CELL/Tainted Love
H 24 24 RICK SPRINGFIELD/Don't Talk To Strangers
H 25 25 RONNIE MILSAP/Any Day Now
H 26 26 HEART/This Man Is Mine
H 27 27 CHICAGO/Hard To Say I'm Sorry
H 28 28 LARRY ELGORT & HI/Robbed On Swing
H 29 29 HUEY LEWIS & NEWS/Hope You Love Me Like
H 30 30 KANSAS/Play The Game Tonight
H 31 31 RED SPEEDWAGON/Keep The Fire Burning

ADDS 30
AIR SUPPLY/Even The Nights Are...
QUARTERFLASH/Right Kind Of Love
GLENN FREY/I Found Somebody
GARY U.S. BONDS/Out Of Work

OK BLONDE/Island Of Lost Souls

WJCC
FM 95.5 & AM 1580
Washington, D.C.
PD: Steve Kingston
MD: Bruce Kelly

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 WILLIE NELSON/Always On My Mind
H 3 3 TOMMY TUTORNE/867-5309/Jenny
H 4 4 RAY PARKER JR./The Other Woman
H 5 5 QUEEN/Body Language
H 6 6 ASIA/Heat Of The Moment
H 7 7 DONNIE IRIS/My Girl
H 8 8 FRANKIE KNOCKOUTS/Without You/Not Anoth
H 9 9 HUMAN LEAGUE/Don't You Want Me
H 10 10 SHALAMAR/A Night To Remember
H 11 11 SHALAMAR/A Night To Remember
H 12 12 JUICE NEWTON/Love's Been A Little
H 13 13 ELTON JOHN/Empty Garden/Hey Hey
H 14 14 ROBERTA FLACK/Making Love
H 15 15 DENICIE WILLIAMS/It's Gonna Take A Mir
H 16 16 SOFT CELL/Tainted Love
H 17 17 LRB/Man On Your Mind
H 18 18 DAZZ BAND/Let It Whip
H 19 19 RICK SPRINGFIELD/Don't Talk To Strangers
H 20 20 RONNIE MILSAP/Any Day Now
H 21 21 DAN FOULBERG/Run For The Roses
H 22 22 LOVERBOY/When It's Over
H 23 23 KANSAS/Play The Game Tonight
H 24 24 ALABAMA/Take Me Down

ADDS NONE

1050 chum
Toronto
PD: Jim Waters
MD: Brad Jones

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 TOMMY TUTORNE/867-5309/Jenny
H 3 3 TOTO/Rosanna
H 4 4 QUEEN/Body Language
H 5 5 SPLT ENZ/Six Months In A Leaky
H 6 6 MOTELS/Only The Lonely
H 7 7 JOAN JETT/D'Inson And Clover
H 8 8 RINOW/Stone Gold
H 9 9 DAVID BOWIE/Let's Dance
H 10 10 JAM/Turn Called Malice
H 11 11 ASIA/Heat Of The Moment
H 12 12 JOHN COUGAR/Hurts So Good
H 13 13 PETE SHELLEY/Homospiten
H 14 14 VAN HALEN/Dancing In The Street
H 15 15 BRYAN ADAMS/Fits To Beat
H 16 16 LOVERBOY/When It's Over
H 17 17 TEEBAG HEAD/Some Kind Of Fun
H 18 18 BROW HAILEN/Run To The Hills
H 19 19 SPOONS/Nowa Here
H 20 20 36 SPECIAL/Caught Up In You
H 21 21 SCORPIONS/No One Like You
H 22 22 GANNA/Right The First Time
H 23 23 GENESIS/Man On The Corner
H 24 24 ALDO NOVAFantasy
H 25 25 HEART/This Man Is Mine
H 26 26 TORONTO/Your Daddy Don't Know
H 27 27 A FLOCK OF SEAGULS/Run So Far Away
H 28 28 PAYOLAS/Eyes Of A Stranger

ADDS MAZARETH/Love Leads To Madness
KANSAS/Play The Game Tonight
RED SPEEDWAGON/Keep The Fire Burning
707/Mega Force
ROLLING STONES/Going To A Go-Go

OK RICK SPRINGFIELD/What Kind Of Fool Am I
MOTELS/Only The Lonely
GLENN FREY/I Found Somebody

WBZZ
Pittsburgh
PD: Dan Vallie
MD: Chuck Tyler

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 RAY PARKER JR./The Other Woman
H 3 3 WILLIE NELSON/Always On My Mind
H 4 4 HUMAN LEAGUE/Don't You Want Me
H 5 5 ASIA/Heat Of The Moment
H 6 6 HALL & OATES/Did It In A Minute
H 7 7 GREG GUY/D'Inson And Clover
H 8 8 KOO & THE GANG/Get Down On It
H 9 9 CHARLENE/I've Never Been To Me
H 10 10 DENICIE WILLIAMS/It's Gonna Take A Mir
H 11 11 RAY PARKER JR./The Other Woman
H 12 12 LOVERBOY/When It's Over
H 13 13 SHEENA EASTON/When He Shines
H 14 14 RICK SPRINGFIELD/Don't Talk To Strangers
H 15 15 JOAN JETT/D'Inson And Clover
H 16 16 KOO & THE GANG/Get Down On It
H 17 17 QUEEN/Body Language
H 18 18 TOTO/Rosanna
H 19 19 JOHN COUGAR/Hurts So Good
H 20 20 RONNIE MILSAP/Any Day Now
H 21 21 DONNIE IRIS/My Girl
H 22 22 HIRICUT 100/Love Plus One
H 23 23 36 SPECIAL/Caught Up In You
H 24 24 ALABAMA/Take Me Down
H 25 25 STEVIE WONDER/Do I Do
H 26 26 HUEY LEWIS & NEWS/Hope You Love Me Like
H 27 27 KARLA BONOFF/Personality
H 28 28 ALDO NOVAFantasy

ADDS 27, 28, 30
SCORPIONS/No One Like You
THRILLS/No One Like You
PAUL MCCARTNEY/Here Today

OK HUEY LEWIS & NEWS/Hope You Love Me Like
MOTELS/Only The Lonely
ASIA/Here Comes The Feelin
MONROES/What Do All The Peopl

104 WBSB
Baltimore
PD: Jan Jeffries

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 RAY PARKER JR./The Other Woman
H 3 3 WILLIE NELSON/Always On My Mind
H 4 4 HUMAN LEAGUE/Don't You Want Me
H 5 5 ASIA/Heat Of The Moment
H 6 6 HALL & OATES/Did It In A Minute
H 7 7 GREG GUY/D'Inson And Clover
H 8 8 KOO & THE GANG/Get Down On It
H 9 9 CHARLENE/I've Never Been To Me
H 10 10 DENICIE WILLIAMS/It's Gonna Take A Mir
H 11 11 RAY PARKER JR./The Other Woman
H 12 12 LOVERBOY/When It's Over
H 13 13 SHEENA EASTON/When He Shines
H 14 14 RICK SPRINGFIELD/Don't Talk To Strangers
H 15 15 JOAN JETT/D'Inson And Clover
H 16 16 KOO & THE GANG/Get Down On It
H 17 17 QUEEN/Body Language
H 18 18 TOTO/Rosanna
H 19 19 JOHN COUGAR/Hurts So Good
H 20 20 RONNIE MILSAP/Any Day Now
H 21 21 DONNIE IRIS/My Girl
H 22 22 HIRICUT 100/Love Plus One
H 23 23 36 SPECIAL/Caught Up In You
H 24 24 ALABAMA/Take Me Down
H 25 25 STEVIE WONDER/Do I Do
H 26 26 HUEY LEWIS & NEWS/Hope You Love Me Like
H 27 27 KARLA BONOFF/Personality
H 28 28 ALDO NOVAFantasy

ADDS 27, 28, 30
SCORPIONS/No One Like You
THRILLS/No One Like You
PAUL MCCARTNEY/Here Today

OK HUEY LEWIS & NEWS/Hope You Love Me Like
MOTELS/Only The Lonely
ASIA/Here Comes The Feelin
MONROES/What Do All The Peopl

100
Miami
PD: Bill Tanner
MD: Colleen Cassidy

H 1 1 MCCARTNEY/WONDER/Ebony And Ivory
H 2 2 SHALAMAR/A Night To Remember
H 3 3 HUMAN LEAGUE/Don't You Want Me
H 4 4 SOFT CELL/Tainted Love
H 5 5 QUINCY JONES/One Hundred Ways
H 6 6 ASIA/Heat Of The Moment
H 7 7 TOMMY TUTORNE/867-5309/Jenny
H 8 8 DENICIE WILLIAMS/It's Gonna Take A Mir
H 9 9 PATTY AUGUST/Body Come To Me
H 10 10 ALDO NOVAFantasy
H 11 11 JOHN COUGAR/Hurts So Good
H 12 12 RICK SPRINGFIELD/Don't Talk To Strangers
H 13 13 ROBERTA FLACK/Making Love
H 14 14 SOUL SONIC FORCE/Planet Rock
H 15 15 STEVIE WONDER/Do I Do
H 16 16 DAZZ BAND/Let It Whip
H 17 17 VAN HALEN/Dancing In The Street
H 18 18 TOTO/Rosanna
H 19 19 ALLESS/Put Away Your Love
H 20 20 QUEEN/Body Language
H 21 21 VAN HALEN/Dancing In The Street
H 22 22 KOO & THE GANG/Get Down On It
H 23 23 HALL & OATES/Did It In A

CHR

Parallel One Playlists

94FM WKTI Milwaukee
PD: B.J. Hunter
MD: John Grant

H 1 1 TOT/Robanna
 2 2 HUMAN LEAGUE/Don't You Want Me
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
 13 13 DAVID BOWIE/Let It Whip
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 29 29 DAVID BOWIE/Let It Whip
 30 30 DAVID BOWIE/Let It Whip

WLS Chicago
FM 95
PD: Richard Lippincott
MD: Steve Perun

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
 13 13 DAVID BOWIE/Let It Whip
 14 14 DAVID BOWIE/Let It Whip
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 27 27 DAVID BOWIE/Let It Whip
 28 28 DAVID BOWIE/Let It Whip
 29 29 DAVID BOWIE/Let It Whip
 30 30 DAVID BOWIE/Let It Whip

Q102 Cincinnati
PD: Jim Fox
MD: Tony Galluzzo

H 1 1 TOT/Robanna
 2 2 HUMAN LEAGUE/Don't You Want Me
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
 13 13 DAVID BOWIE/Let It Whip
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 23 23 DAVID BOWIE/Let It Whip
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 30 30 DAVID BOWIE/Let It Whip

WJOL 99.7 FM St. Paul
PD: Bob Berglund
MD: Phil Huston

H 1 1 HUMAN LEAGUE/Don't You Want Me
 2 2 TOT/Robanna
 3 3 RAY PARKER JR./The Other Woman
 4 4 MCCARTNEY/ROBERTSON/Ebony And Ivory
 5 5 RAY PARKER JR./The Other Woman
 6 6 KODOL & THE GANG/Get Down On It
 7 7 JOHN COUGAR/Hurts So Good
 8 8 RICK SPRINGFIELD/Don't Talk To Strangers
 9 9 ELTON JOHN/Empty Garden/Hey Hey
 10 10 DONNIE IRIS/My Girl
 11 11 ASIA/Heat Of The Moment
 12 12 WILLIE NELSON/Always On My Mind
 13 13 JUICE NEWTON/Love's Been A Little
 14 14 38 SPECIAL/Caught Up In You
 15 15 38 SPECIAL/Caught Up In You
 16 16 38 SPECIAL/Caught Up In You
 17 17 38 SPECIAL/Caught Up In You
 18 18 38 SPECIAL/Caught Up In You
 19 19 38 SPECIAL/Caught Up In You
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 24 24 38 SPECIAL/Caught Up In You
 25 25 38 SPECIAL/Caught Up In You
 26 26 38 SPECIAL/Caught Up In You
 27 27 38 SPECIAL/Caught Up In You
 28 28 38 SPECIAL/Caught Up In You
 29 29 38 SPECIAL/Caught Up In You
 30 30 38 SPECIAL/Caught Up In You

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WEST
Los Angeles
100FM
PD: Paula Matthews
MD: Robert Moorhead

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
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 28 28 DAVID BOWIE/Let It Whip
 29 29 DAVID BOWIE/Let It Whip
 30 30 DAVID BOWIE/Let It Whip

64KFI Los Angeles
The #1 hit station.
PD: Tom Bigby
MD: Roger Collins

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
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 30 30 DAVID BOWIE/Let It Whip

KCNR Portland
FM 97
PD: Richard Harker
MD: Trevlyn Holdridge

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
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 29 29 DAVID BOWIE/Let It Whip
 30 30 DAVID BOWIE/Let It Whip

KUBE 93FM Seattle
PD: Charlie Brown
MD: Tom Hutley

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
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 28 28 DAVID BOWIE/Let It Whip
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 30 30 DAVID BOWIE/Let It Whip

(H) indicates one of the five "hottest" records on each Parallel One playlist.

99.1 XTRA San Diego
amradio
PD: Jeff Hunter
MD: Jim Richards

H 1 1 FRANK ZAPPA/Volley Girl
 2 2 MCCARTNEY/ROBERTSON/Ebony And Ivory
 3 3 DENISE WILLIAMS/It's Gonna Take A Mir
 4 4 HUMAN LEAGUE/Don't You Want Me
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 JOAN JETT/Love Rock 'N Roll
 7 7 KODOL & THE GANG/Get Down On It
 8 8 J. GEILS BAND/Angel In Blue
 9 9 J. GEILS BAND/Angel In Blue
 10 10 TOMMY TUTOR/66-5509/Jenny
 11 11 TOT/Robanna
 12 12 TOMMY TUTOR/66-5509/Jenny
 13 13 RAY PARKER JR./The Other Woman
 14 14 HUMAN LEAGUE/Don't You Want Me
 15 15 SHEENA EASTON/When He Shines
 16 16 DAVID BOWIE/Let It Whip
 17 17 ALABAMA/Take Me Down
 18 18 J. GEILS BAND/Angel In Blue
 19 19 STEVIE NICKS/After The Glitter
 20 20 QUARTERFLASH/Run For The Roses
 21 21 PATRICE RUSHEN/Forget Me Not
 22 22 KIM WILDE/Kids In America
 23 23 KIM WILDE/Kids In America
 24 24 KIM WILDE/Kids In America
 25 25 KIM WILDE/Kids In America
 26 26 KIM WILDE/Kids In America
 27 27 KIM WILDE/Kids In America
 28 28 KIM WILDE/Kids In America
 29 29 KIM WILDE/Kids In America
 30 30 KIM WILDE/Kids In America

64KFI Los Angeles
The #1 hit station.
PD: Tom Bigby
MD: Roger Collins

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 RAY PARKER JR./The Other Woman
 4 4 ASIA/Heat Of The Moment
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
 13 13 DAVID BOWIE/Let It Whip
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 30 30 DAVID BOWIE/Let It Whip

101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 PATRICE RUSHEN/Forget Me Not
 4 4 TOT/Robanna
 5 5 WILLIE NELSON/Always On My Mind
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 RICK SPRINGFIELD/Don't Talk To Strangers
 9 9 CHARLENE/I've Never Been To Me
 10 10 CHARLENE/I've Never Been To Me
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 12 12 CHARLENE/I've Never Been To Me
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 28 28 CHARLENE/I've Never Been To Me
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 30 30 CHARLENE/I've Never Been To Me

66.9 KYYK Seattle
PD: Gary Ryan
MD: Elvin Ichiyama

H 1 1 TOT/Robanna
 2 2 MCCARTNEY/ROBERTSON/Ebony And Ivory
 3 3 DENISE WILLIAMS/It's Gonna Take A Mir
 4 4 HUMAN LEAGUE/Don't You Want Me
 5 5 RICK SPRINGFIELD/Don't Talk To Strangers
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 JOAN JETT/Glison And Clover
 9 9 DAVID BOWIE/Let It Whip
 10 10 DAVID BOWIE/Let It Whip
 11 11 DAVID BOWIE/Let It Whip
 12 12 DAVID BOWIE/Let It Whip
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 30 30 DAVID BOWIE/Let It Whip

(H) indicates one of the five "hottest" records on each Parallel One playlist.

101 FM Phoenix
PD: Steve Rivers
MD: Chaz Kelley

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 ELTON JOHN/Empty Garden/Hey Hey
 4 4 TOT/Robanna
 5 5 HUMAN LEAGUE/Don't You Want Me
 6 6 RAY PARKER JR./The Other Woman
 7 7 DAN FOGLBERG/Run For The Roses
 8 8 BEATLES/Hey Jude
 9 9 GREG GUY/Get Down On It
 10 10 HIRE POST/From Magnolia Pt.
 11 11 SIMON & GARFUNKEL/Meek Little Susie
 12 12 KODOL & THE GANG/Get Down On It
 13 13 LRB/Man On Your Mind
 14 14 YANGLIS/Charlots Of Fire
 15 15 RICK SPRINGFIELD/Don't Talk To Strangers
 16 16 BARRY MANILOW/Let's Hang On
 17 17 PAUL DAVIS/65 Love Affair
 18 18 JUICE NEWTON/Love's Been A Little
 19 19 RONNIE MILSAP/Any Day Now
 20 20 SHEENA EASTON/When He Shines
 21 21 HILL & GATES/Dig It In A Minute
 22 22 ROBERTA FLACK/Making Love
 23 23 GLASS HOOVER/On A Carousel
 24 24 LARRY GRAMM/Don't Stop When You're
 25 25 JOURNEY/Open Arms
 26 26 NEIL DIAMOND/Be Mine Tonight
 27 27 ALABAMA/Take Me Down
 28 28 SISTER SLEAZEBAGS
 29 29 POINTER SISTERS/Should I Do It
 30 30 QUINCY JONES/One Hundred Years

101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 PATRICE RUSHEN/Forget Me Not
 4 4 TOT/Robanna
 5 5 WILLIE NELSON/Always On My Mind
 6 6 RAY PARKER JR./The Other Woman
 7 7 HUMAN LEAGUE/Don't You Want Me
 8 8 RICK SPRINGFIELD/Don't Talk To Strangers
 9 9 CHARLENE/I've Never Been To Me
 10 10 CHARLENE/I've Never Been To Me
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 13 13 CHARLENE/I've Never Been To Me
 14 14 CHARLENE/I've Never Been To Me
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101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
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 4 4 TOT/Robanna
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101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
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 3 3 PATRICE RUSHEN/Forget Me Not
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(H) indicates one of the five "hottest" records on each Parallel One playlist.

610 KFRC San Francisco
PD: Gerry Cagle
MD: Kate Ingram

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 JOAN JETT/Love Rock 'N Roll
 3 3 RAY PARKER JR./The Other Woman
 4 4 DAZZ BAND/Let It Whip
 5 5 DENISE WILLIAMS/It's Gonna Take A Mir
 6 6 JOAN JETT/Glison And Clover
 7 7 PAUL DAVIS/65 Love Affair
 8 8 RAY PARKER JR./The Other Woman
 9 9 HUMAN LEAGUE/Don't You Want Me
 10 10 RAY PARKER JR./The Other Woman
 11 11 DAN FOGLBERG/Run For The Roses
 12 12 BEATLES/Hey Jude
 13 13 GREG GUY/Get Down On It
 14 14 HIRE POST/From Magnolia Pt.
 15 15 SIMON & GARFUNKEL/Meek Little Susie
 16 16 KODOL & THE GANG/Get Down On It
 17 17 LRB/Man On Your Mind
 18 18 YANGLIS/Charlots Of Fire
 19 19 RICK SPRINGFIELD/Don't Talk To Strangers
 20 20 BARRY MANILOW/Let's Hang On
 21 21 PAUL DAVIS/65 Love Affair
 22 22 JUICE NEWTON/Love's Been A Little
 23 23 RONNIE MILSAP/Any Day Now
 24 24 SHEENA EASTON/When He Shines
 25 25 HILL & GATES/Dig It In A Minute
 26 26 ROBERTA FLACK/Making Love
 27 27 GLASS HOOVER/On A Carousel
 28 28 LARRY GRAMM/Don't Stop When You're
 29 29 JOURNEY/Open Arms
 30 30 NEIL DIAMOND/Be Mine Tonight

101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
 2 2 DENISE WILLIAMS/It's Gonna Take A Mir
 3 3 PATRICE RUSHEN/Forget Me Not
 4 4 TOT/Robanna
 5 5 WILLIE NELSON/Always On My Mind
 6 6 RAY PARKER JR./The Other Woman
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101 FM Los Angeles
PD: Bob Hamilton
MD: David Grossman

H 1 1 MCCARTNEY/ROBERTSON/Ebony And Ivory
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 21 21 CHARLENE/I've Never Been To Me
 22

EAST
Most Added Hottest
 REO Speedwagon P. McCartney
 Air Supply Toto
 Rolling Stones Human League

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest
 REO Speedwagon Toto
 Air Supply Paul McCartney
 Rick Springfield Human League

EAST

PARALLEL TWO

WKEE/Huntington, WV

Gary Miller
 AIR SUPPLY
 REO SPEEDWAGON
 GENESIS
 ONJ
 SURVIVOR
 CHICAGO
 ROLLING STONES
 GARY U.S. BONDS
 GLENN FREY
 LARRY ELGART & HI (dp)
 Hottest:
 TOTO 1-1
 38 SPECIAL 4-3
 JUICE NEWTON 5-4
 JOHN COUGAR 8-5
 HEART 10-6

WPST/Trenton, NJ

Tom Taylor
 AIR SUPPLY
 GARY U.S. BONDS
 MARSHALL CRENSHAW
 ONJ
 REO SPEEDWAGON
 ROLLING STONES
 Hottest:
 ASIA 2-1
 RAY PARKER JR. 3-2
 FRANKIE MILLER 4-3
 TOTO 7-5
 JOHN COUGAR 10-6

WTRY/Albany, NY

Bill Cahill
 AIR SUPPLY
 ONJ
 REO SPEEDWAGON
 CHICAGO
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 4-2
 ASIA 17-11
 SOFT CELL 21-12
 JOHN COUGAR 20-16

WAEB/Allentown, PA

Jeff Frank
 CHICAGO
 MARSHALL CRENSHAW
 JON & VANGELIS
 AIR SUPPLY
 PATRICE RUSHEN
 GARY U.S. BONDS
 Hottest:
 HUMAN LEAGUE 2-1
 SOFT CELL 9-4
 HUEY LEWIS & NEWS 21-14
 DENICIE WILLIAMS 25-19
 HEART 28-22

KC101/New Haven, CT

Danny Lyons
 ROBERTA FLACK (RA)
 HUMAN LEAGUE
 CHICAGO
 HALL & OATES
 AIR SUPPLY
 ONJ
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 9-3
 RONNIE MILSAP 15-10
 ALABAMA 27-21
 HUMAN LEAGUE A-26

WFBR/Baltimore, MD

Andy Szulinski
 AIR SUPPLY
 STEVE MILLER BAND
 GLENN FREY
 LARRY ELGART & HI
 Hottest:
 WILLIE NELSON 1-1
 MCCARTNEY/WONDER 2-2
 DENICIE WILLIAMS 3-3
 PATRICE RUSHEN 6-5
 JUICE NEWTON 13-8

WBLI/Long Island, NY

Bill Terry
 ALABAMA
 KARLA BONOFF
 PATRICE RUSHEN
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 17-12
 WILLIE NELSON 19-14
 LRB 16-15
 DENICIE WILLIAMS 20-16

WTIC-FM/Hartford, CT

Rick Donahue
 HUEY LEWIS & NEWS
 STEVIE NICKS
 HALL & OATES
 Hottest:
 MCCARTNEY/WONDER 1-1
 JUICE NEWTON 11-6
 WILLIE NELSON 20-9
 PATRICE RUSHEN 15-12
 STEVIE WONDER 26-19

Q106/York, PA

Dan Steele
 JOURNEY
 VAN HALEN
 ONJ
 JON & VANGELIS
 LESLIE PEARL
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 6-3
 CHERI 14-7
 HUMAN LEAGUE 19-9
 JUICE NEWTON 21-13

WHFM/Rochester, NY

Almee Peck
 BOW WOW WOW
 RICK SPRINGFIELD
 J. GEILS BAND
 REO SPEEDWAGON
 SURVIVOR
 VAN HALEN
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 3-2
 FRANKIE MILLER 11-8
 JUICE NEWTON 16-11
 HUMAN LEAGUE 14-12

K104/Erie, PA

Bill Shannon
 AIR SUPPLY
 REO SPEEDWAGON
 ROLLING STONES
 Hottest:
 FOREIGNER 1-1
 JOURNEY 2-2
 KANSAS 8-3
 BALANCE 10-6
 JOAN JETT 12-7

V100/Charleston, WV

Gary Mitchell
 RICK SPRINGFIELD
 J. GEILS BAND (dp)
 DENICIE WILLIAMS (dp)
 NEIL DIAMOND (dp)
 Hottest:
 MCCARTNEY/WONDER 1-1
 JUICE NEWTON 4-2
 TOTO 9-4
 RONNIE MILSAP 10-7
 WILLIE NELSON 15-8

WKRZ-FM/Wilkes-Barre, PA

Jim Rising
 AIR SUPPLY
 GARY U.S. BONDS
 MARSHALL CRENSHAW
 ONJ
 REO SPEEDWAGON
 ROLLING STONES
 Hottest:
 ASIA 2-1
 RAY PARKER JR. 3-2
 FRANKIE MILLER 4-3
 TOTO 7-5
 JOHN COUGAR 10-6

WTRY/Albany, NY

Jack Lawrence
 REO SPEEDWAGON
 VAN HALEN
 STEVE MILLER BAND
 RICK SPRINGFIELD
 KARLA BONOFF
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 4-3
 JOHN COUGAR 6-5
 JUICE NEWTON 8-8
 REO SPEEDWAGON D-24

92FLY/Albany, NY

Paul Roberts
 REO SPEEDWAGON
 ROLLING STONES
 JOURNEY
 STEVIE NICKS
 SURVIVOR
 HUMAN LEAGUE 2-2
 LRB 14-9
 SOFT CELL 17-12
 JUICE NEWTON 20-15

WDRF-FM/Hartford, CT

Paul Roberts
 REO SPEEDWAGON
 ROLLING STONES
 JOURNEY
 STEVIE NICKS
 SURVIVOR
 HUMAN LEAGUE 2-1
 SOFT CELL 9-4
 HUEY LEWIS & NEWS 21-14
 DENICIE WILLIAMS 25-19
 HEART 28-22

WRCK/Worcester, MA

Jim Reitz
 REO SPEEDWAGON
 ROLLING STONES
 SURVIVOR
 GARY U.S. BONDS
 Hottest:
 ASIA 1-1
 TOTO 3-2
 QUEEN 7-6
 JOHN COUGAR 10-7
 38 SPECIAL 17-14

3WT/Binghamton, NY

Scott Michaels
 REO SPEEDWAGON
 AIR SUPPLY
 ROLLING STONES
 SURVIVOR
 GARY U.S. BONDS
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 2-2
 ALDO NOVA 5-5
 ASIA 8-8
 QUEEN 10-10

WPHD/Buttalo, NY

Moore/Piccolo
 REO SPEEDWAGON
 ROLLING STONES
 APRIL WINE
 QUARTERFLASH
 GARY U.S. BONDS
 Hottest:
 MCCARTNEY/WONDER 1-1
 QUEEN 4-3
 RAINBOW 5-4
 HAIRCUT 100 14-11
 MOTELS 22-18

WLAN-FM/Lancaster, PA

Deve Russell
 WILLIE NELSON
 RICK SPRINGFIELD
 ROLLING STONES
 CHICAGO
 GLENN FREY
 BLONDIE
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 3-2
 TOTO 5-3
 JOAN JETT 12-8
 JUICE NEWTON 19-9

WYCR/Hanover, York, PA

J.J. Randolph
 REO SPEEDWAGON
 GARY U.S. BONDS
 AIR SUPPLY
 GENESIS
 ROLLING STONES
 ONJ
 QUARTERFLASH
 Hottest:
 MCCARTNEY/WONDER 1-1
 LRB 5-3
 HUMAN LEAGUE 6-4
 TOTO 8-5
 JOHN COUGAR 14-10

PARALLEL THREE

WCIR/Beckley, WV

Jim Martin
 AIR SUPPLY
 GENESIS
 REO SPEEDWAGON
 PATRICE RUSHEN
 STEVE MILLER BAND
 SURVIVOR
 Hottest:
 WILLIE NELSON 1-1
 JOHN COUGAR 5-4
 RONNIE MILSAP 10-6
 FRANKIE MILLER 15-7
 ALABAMA 16-9

WFBG/Altoona, PA

Tony Booth
 AIR SUPPLY
 LARRY ELGART & HI
 GLENN FREY
 ROLLING STONES
 REO SPEEDWAGON
 CHEAP TRICK
 PATRICE RUSHEN
 HAIRCUT 100
 DR. HOOK
 Hottest:
 MCCARTNEY/WONDER 2-1
 WILLIE NELSON 4-4
 JOAN JETT 8-7
 38 SPECIAL 12-9
 JUICE NEWTON 16-10

WGUY/Bangor, ME

Jim Randall
 DAZZ BAND
 JOAN JETT
 MONROES
 FRANKIE MILLER
 RITCHIE FAMILY
 CHICAGO
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 15-5
 PATRICE RUSHEN 20-10
 MOTELS 21-15
 ASIA 28-17

WJBO/Portland, ME

Brian Phoenix
 Hottest:
 MCCARTNEY/WONDER 1-1
 JOHN COUGAR 6-3
 QUEEN 25-15
 CHARLENE 32-23
 JOURNEY 38-29

WTSN/Dover, NH

Jim Sebastian
 GLENN FREY
 RICK SPRINGFIELD
 AIR SUPPLY
 GARY U.S. BONDS
 VAN HALEN
 GENESIS
 REO SPEEDWAGON
 Hottest:
 MCCARTNEY/WONDER 1-1
 ASIA 12-4
 JUICE NEWTON 8-5
 MOTELS 11-7
 HUMAN LEAGUE 13-9

WIGY/Bath, ME

Willie Mitchell
 REO SPEEDWAGON
 FRANKIE MILLER
 ALDO NOVA
 SURVIVOR
 MONROES
 HAIRCUT 100
 Hottest:
 ASIA 1-1
 JOHN COUGAR 10-5
 38 SPECIAL 12-6
 MOTELS 21-14
 FOREIGNER 23-19

96XII/Parkersburg, WV

Terry Lee Collins
 REO SPEEDWAGON
 ROLLING STONES
 AIR SUPPLY
 CHEAP TRICK
 CHICAGO
 Hottest:
 MCCARTNEY/WONDER 3-1
 ALDO NOVA 5-2
 SAMMY HAGAR 25-18
 JON & VANGELIS 31-21

WACZ/Bangor, ME

Michael O'Hara
 ALABAMA
 REO SPEEDWAGON
 GLENN FREY
 Hottest:
 MCCARTNEY/WONDER 1-1
 RAY PARKER JR. 2-2
 LRB 7-6
 LOVERBOY 9-9
 KOOL & THE GANG 10-10

WZYQ/Fredrick, ND

Kemosabi Joe
 HALL & OATES
 GARY U.S. BONDS
 AIR SUPPLY
 707
 CHEAP TRICK
 ROLLING STONES
 REO SPEEDWAGON
 Hottest:
 RAY PARKER JR. 3-1
 JUICE NEWTON 13-7
 LOVERBOY 15-9
 QUEEN 16-11
 38 SPECIAL 20-14

WHEB/Portsmouth, NH

Rick Bean
 HUEY LEWIS & NEWS
 STEVIE WONDER
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 6-2
 LRB 8-5
 JUICE NEWTON 10-7
 JOHN COUGAR 15-11

WFEA/Manchester, NH

Keith Lemire
 Hottest:
 MCCARTNEY/WONDER 1-1
 WILLIE NELSON 4-4
 JOHN COUGAR 7-7
 JUICE NEWTON 10-10
 DONNIE IRIS 13-13

SOUTH

PARALLEL TWO

BJ106/Orlando, FL

Tom West
 ONJ
 SURVIVOR
 GLENN FREY
 PATRICE RUSHEN
 DR. HOOK
 CHEAP TRICK
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 3-2
 ASIA 4-3
 TOTO 5-4
 LRB 10-6

KEEL/Shreveport, LA

Tom Kenny
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 6-6
 WARWICK & MATHIS 11-11
 RONNIE MILSAP 13-13
 JUICE NEWTON 18-18

KTSA/San Antonio, TX

J.J. Rodriguez
 AIR SUPPLY
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 20-16
 JUICE NEWTON 24-20
 HUMAN LEAGUE 27-22
 RONNIE MILSAP 29-25

KXX106/Birmingham, AL

Chris Trane
 AIR SUPPLY
 OAK RIDGE BOYS
 PATRICE RUSHEN
 Hottest:
 HUMAN LEAGUE 4-1
 DAN FOELBERG 11-7
 TOTO 20-16
 FRANKIE MILLER 23-17
 RONNIE MILSAP 24-18

WAXY/Ft. Lauderdale, FL

Rick Shaw
 PAUL MCCARTNEY
 LARRY ELGART & HI
 REO SPEEDWAGON
 AIR SUPPLY
 Hottest:
 MCCARTNEY/WONDER 1-1
 ROBERTA FLACK 5-5
 WILLIE NELSON 6-6
 HUMAN LEAGUE 8-8
 ASIA 10-10

WAYS/Charlotte, NC

Lou Simon
 REO SPEEDWAGON
 AIR SUPPLY
 RICK SPRINGFIELD
 GARY U.S. BONDS
 Hottest:
 MCCARTNEY/WONDER 2-1
 HUMAN LEAGUE 3-2
 TOTO 5-3
 ASIA 9-6
 QUEEN 12-9

WBBQ/Augusta, GA

Bruce Stevens
 STEVE MILLER BAND
 GLENN FREY
 ROLLING STONES
 AIR SUPPLY
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 10-4
 JOHN COUGAR 6-1
 JOAN JETT 10-5
 38 SPECIAL 12-7
 DAZZ BAND 18-8
 JUICE NEWTON 19-11

WFMF/Baton Rouge, LA

Rica Watkins
 GLENN FREY
 REO SPEEDWAGON
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 4-2
 JUICE NEWTON 14-7
 ALABAMA 22-15
 QUEEN 30-22

WGH/Norfolk, VA

Bob Canada
 ONJ
 DR. HOOK
 AMBROSIA
 RICK SPRINGFIELD
 MELISSA MANCHESTE
 AIR SUPPLY
 Hottest:
 WILLIE NELSON 2-1
 JUICE NEWTON 6-2
 RONNIE MILSAP 13-3
 BERTIE HIGGINS 10-4
 ALABAMA 18-8

WJDX/Jackson, MS

Bill Crews
 AIR SUPPLY
 KARLA BONOFF
 GLENN FREY
 RICK SPRINGFIELD
 GAP BAND
 RAINBOW
 Hottest:
 MCCARTNEY/WONDER 1-1
 WILLIE NELSON 7-2
 HUMAN LEAGUE 4-3
 TOTO 5-4
 JUICE NEWTON 13-8

Y103/Jacksonville, FL

Robert John
 RICK SPRINGFIELD
 REO SPEEDWAGON
 Hottest:
 MCCARTNEY/WONDER 1-1
 LRB 12-8
 HUMAN LEAGUE 15-10
 ASIA 17-12
 JUICE NEWTON 19-16

WRVQ/Richmond, VA

Bill Thomas
 GENESIS
 ROLLING STONES
 SOFT CELL
 Hottest:
 MCCARTNEY/WONDER 1-1
 FRANKIE MILLER 13-7
 LRB 19-13
 JUICE NEWTON 22-16
 J. GEILS BAND 24-17

FM100/Memphis, TN

Garry Wall
 AIR SUPPLY
 GLENN FREY
 KARLA BONOFF
 LESLIE PEARL
 Hottest:
 MCCARTNEY/WONDER 1-1
 DENICIE WILLIAMS 11-8
 JUICE NEWTON 12-9
 PATRICE RUSHEN 28-24
 STEVE MILLER BAND 30-26

WSKZ/Chattanooga, TN

David Carroll
 JOURNEY
 GARY U.S. BONDS
 REO SPEEDWAGON
 Hottest:
 TOTO 4-1
 LRB 6-3
 JUICE NEWTON 18-5
 38 SPECIAL 17-14
 ALABAMA 19-16

KINT/EI Paso, TX

Jim Zippo
 STEVIE WONDER
 MELISSA MANCHESTE
 SPLIT ENZ
 FRANKIE MILLER
 DR. HOOK
 MONROES
 Hottest:
 MCCARTNEY/WONDER 1-1
 LOVERBOY 2-2
 ASIA 3-3
 KANSAS 4-4
 TOTO 6-5

KX104/Nashville, TN

Jon Anthony
 AIR SUPPLY
 REO SPEEDWAGON
 VAN HALEN
 DAZZ BAND
 DR. HOOK
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 3-2
 HUMAN LEAGUE 4-3
 JOAN JETT 15-8
 JUICE NEWTON 14-9

KJ100/Louisville, KY

Dave McCann
 HUMAN LEAGUE
 JOURNEY
 NEIL DIAMOND
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 10-4
 JOHN COUGAR 8-6
 JOAN JETT 23-16

KHFI/Austin, YX

Ed Volkman
 QUARTERFLASH
 RICK SPRINGFIELD
 REDDINGS
 GLENN FREY
 REO SPEEDWAGON
 STEVIE WONDER
 DAZZ BAND
 BLONDIE
 SURVIVOR
 Hottest:
 HUMAN LEAGUE 1-1
 TOTO 2-2
 LOVERBOY 4-3
 ASIA 7-4
 JOHN COUGAR 9-5

KBFM/McAllen-Brownsville

Steve Owens
 NEIL DIAMOND
 VAN HALEN
 AIR SUPPLY
 HAIRCUT 100
 STEVE MILLER BAND
 REO SPEEDWAGON
 Hottest:
 RAY PARKER JR. 1-1
 JOAN JETT 10-6
 JUICE NEWTON 20-15
 MOTELS 21-17
 FOREIGNER 23-18

G100/Mobile, AL

Scott Griffith
 CHICAGO
 KARLA BONOFF
 SURVIVOR
 PATRICE RUSHEN
 EYE TO EYE
 Hottest:
 TOTO 3-1
 JOHN COUGAR 7-5
 LOVERBOY 8-6
 QUEEN 12-8
 SOFT CELL 18-13

CK101/Cocoa Beach, FL

Mike Lowe
 STEVIE WONDER
 SURVIVOR
 REO SPEEDWAGON
 PATRICE RUSHEN
 LARRY LEE
 EYE TO EYE
 CHICAGO
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 10-7
 QUEEN 22-14
 JUICE NEWTON 24-15
 38 SPECIAL 28-21

WSEZ/Winston-Salem, NC

Bob Mahoney
 QUARTERFLASH
 JOURNEY
 ONJ
 GLENN FREY
 STEVIE MILLER BAND
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 11-9
 JOAN JETT 21-16
 J. GEILS BAND 29-23
 BLONDIE 32-27

KSET-FM/EI Paso, TX

Kris Van Dyke
 707
 CHEAP TRICK (dp)
 Hottest:
 TOTO 1-1
 ALDO NOVA 3-3
 38 SPECIAL 5-5
 MOTELS 6-6
 SCORPIONS 11-11

897/New Orleans, LA

Shomby/Voipe
 REO SPEEDWAGON
 AIR SUPPLY
 ASIA
 ROLLING STONES
 Hottest:
 MCCARTNEY/WONDER 1-1
 QUEEN 4-2
 JOAN JETT 9-5
 DAZZ BAND 14-7
 TOTO 17-12

WOKI/Knoxville, TN

Gary Adkins
 RICK BOWLES
 GLENN FREY
 ONJ
 GARY U.S. BONDS
 APRIL WINE
 ROLLING STONES
 CHICAGO
 AIR SUPPLY
 Hottest:
 MCCARTNEY/WONDER 1-1
 JOHN COUGAR 12-7
 JOAN JETT

MIDWEST
Most Added® Hottest
 REO Speedwagon Toto
 Gary U.S. Bonds Paul McCartney
 Air Supply Asia
 Rick Springfield

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST
Most Added® Hottest
 Rick Springfield P. McCartney
 Glenn Frey Toto
 REO Human League
 Speedwagon

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Teri Nutter
 HUEY LEWIS & NEWS
 REO SPEEDWAGON
 Hottest:
 MCCARTNEY/WONDER 1-1
 ASIA 6-4
 TOTO 13-10
 WILLIE NELSON 22-17
 JOHN COUGAR 23-19

KIOA/Des Moines, IA

A.W. Pantoja
 GARY U.S. BONDS
 CHICAGO
 GLENN FREY
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 14-4
 FRANKIE MILLER 10-7
 WILLIE NELSON 13-8
 KARLA BONOFF 19-13

KOFM/Oklahoma City, OK

Brock/Morgan
 JOURNEY
 REO SPEEDWAGON
 EYE TO EYE
 BLONDIE
 GLENN FREY
 ONJ
 LARRY ELGART & HI
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 10-5
 RAY PARKER JR. 13-10
 ASIA 14-11
 JOAN JETT 21-16

KRAV/Tulsa, OK

Gary Reynolds
 AIR SUPPLY
 NEIL DIAMOND
 RICK SPRINGFIELD 2-1
 TOTO 5-3
 JUICE NEWTON 9-6
 ROBERTA FLACK 10-8
 DENIECE WILLIAMS 15-11

KZ93/Peoria, IL

Keith Edwards
 SURVIVOR
 GENESIS
 GLENN FREY
 REO SPEEDWAGON
 Hottest:
 HUMAN LEAGUE 8-1
 KANSAS 7-4
 JOHN COUGAR 10-7
 SCORPIONS 16-13
 SOFT CELL D-19

WGRD/Grand Rapids, MI

J.J. Dulling
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 2-2
 TOTO 3-3
 ALDO NOVA 4-4

WHOT/Youngstown, OH

Dick Thompson
 RICK SPRINGFIELD
 Hottest:
 MCCARTNEY/WONDER 1-1
 JOHN COUGAR 21-15
 38 SPECIAL 26-20
 RONNIE MILSAP 27-21
 ROBERTA FLACK D-24

WMEE/Fort Wayne, IN

John Curry
 Hottest:
 RAY PARKER JR. 1-1
 ASIA 5-5
 QUEEN 6-6
 JOHN COUGAR 7-7
 TOTO 8-8

WNAP/Indianapolis, IN

Larry Mago
 MOTELS
 RICHARD D. FIELDS
 SOFT CELL
 STEVE MILLER BAND
 Hottest:
 MCCARTNEY/WONDER 1-1
 LRB 3-2
 TOTO 6-3
 ASIA 8-7
 JOHN COUGAR 9-8

WNCI/Columbus, OH

Steve Edwards
 SOFT CELL
 AIR SUPPLY
 DENIECE WILLIAMS
 Hottest:
 MCCARTNEY/WONDER 1-1
 ROBERTA FLACK 3-2
 ELTON JOHN 5-3
 LRB 7-5
 TOTO 13-8

WOW/Omaha, NB

Ralph Caldwell
 SOFT CELL
 J. GEILS BAND
 ALABAMA
 ROBERTA FLACK
 NEIL DIAMOND
 REO SPEEDWAGON
 Hottest:
 MCCARTNEY/WONDER 1-1
 LRB 3-2
 JUICE NEWTON 6-4
 RONNIE MILSAP 9-6
 WILLIE NELSON 11-7

WVIC/East Lansing, MI

Jlm St. John
 CHEAP TRICK
 GARY U.S. BONDS
 CHER
 BOW WOW WOW
 BLONDIE
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 4-2
 JUICE NEWTON 10-6
 ALABAMA 38-18
 BERTIE HIGGINS 32-20

KSTT/Davenport, IA

Bill Young
 REO SPEEDWAGON
 MOTELS
 RICK SPRINGFIELD
 MELISSA MANCHESTE
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 7-2
 JUICE NEWTON 9-4
 JOHN COUGAR 17-10
 HEART 19-15

KEYN-FM/Wichita, KN

Terrie Springs
 ROBERTA FLACK
 AIR SUPPLY
 RICK SPRINGFIELD
 REO SPEEDWAGON
 Hottest:
 MCCARTNEY/WONDER 1-1
 RAY PARKER JR. 2-2
 HUMAN LEAGUE 7-5
 WILLIE NELSON 10-7
 KANSAS 16-13

WYFM/Youngstown, OH

Jeff Tobin
 SOFT CELL
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 5-2
 ASIA 7-6
 ALDO NOVA 13-8
 JOHN COUGAR 16-10

WAKX/Duluth, MN

Dave Strandberg
 HUEY LEWIS & NEWS
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 7-3
 ELTON JOHN 5-4
 WILLIE NELSON 9-5
 JUICE NEWTON 12-8

WNAM/Appleton-Oshkosh

Chris Caine
 HAIRCUT 100
 REO SPEEDWAGON
 AIR SUPPLY
 SURVIVOR
 ROLLING STONES
 GENESIS
 CHICAGO
 STEVE MILLER BAND
 GLENN FREY
 Hottest:
 MCCARTNEY/WONDER 1-1
 JUICE NEWTON 16-12
 JOHN COUGAR 20-15
 ALABAMA 25-18
 SOFT CELL 29-22

WGBF/Evanville, IN

Kevin Carpenter
 AIR SUPPLY
 STEVIE NICKS
 CHICAGO
 Hottest:
 MCCARTNEY/WONDER 1-1
 WILLIE NELSON 4-2
 ASIA 7-5
 TOTO 13-6
 JUICE NEWTON 12-7

WZOK/Rockford, IL

Mr. Ed
 ROLLING STONES
 MOTELS
 RICK SPRINGFIELD
 Hottest:
 TOTO 2-1
 HUMAN LEAGUE 4-3
 JOHN COUGAR 11-7
 WILLIE NELSON 16-10
 ASIA 19-11

Z104/Madison, WI

Little/Hudson
 REO SPEEDWAGON
 GARY U.S. BONDS
 STEVE MILLER BAND
 ROLLING STONES
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 4-2
 LRB 10-6
 JOHN COUGAR 17-13
 VAN HALEN 25-17

WIKS/Indianapolis, IN

Jay Stevens
 EYE TO EYE
 SOFT CELL
 STEVIE NICKS
 REO SPEEDWAGON
 GLENN FREY
 Hottest:
 JOHN COUGAR 1-1
 KANSAS 2-2
 TOTO 11-3
 ASIA 8-4
 CHUBBY CHECKER 12-5

US3/South Bend, IN

J.K. Deering
 JUICE NEWTON
 Hottest:
 MCCARTNEY/WONDER 1-1
 CHARLENE 2-2
 RAY PARKER JR. 5-3
 ELTON JOHN 16-7
 LRB 30-19

WDJX/Dayton, OH

Steve Allen
 AIR SUPPLY
 HUMAN LEAGUE
 JOAN JETT
 Hottest:
 MCCARTNEY/WONDER 1-1
 WILLIE NELSON 3-2
 DAN FOGELBERG 7-5
 KOOL & THE GANG 11-6
 TOTO 19-11

WKDQ/Evansville, IN

Hobbs/Payne
 REO SPEEDWAGON
 KARLA BONOFF
 STEVE MILLER BAND
 CHICAGO
 GARY U.S. BONDS
 Hottest:
 RAY PARKER JR. 1-1
 ALABAMA 3-2
 JOHN COUGAR 10-6
 HUMAN LEAGUE 15-9
 WILLIE NELSON 25-11

WJXQ/Jackson, MI

Ryan/Cheeks
 CHEAP TRICK (dp)
 RICK BOWLES (dp)
 BLONDIE (dp)
 MEN AT WORK (dp)
 MARSHALL CRENSHAW (dp)
 GARY U.S. BONDS (dp)
 REO SPEEDWAGON
 ROLLING STONES
 Hottest:
 ASIA 1-1
 VAN HALEN 4-2
 JOHN COUGAR 5-4
 REO SPEEDWAGON A-17
 ROLLING STONES A-18

KQKQ/Omaha, NB

Jay Taylor
 STEVE MILLER BAND
 RICK SPRINGFIELD
 KARLA BONOFF
 SURVIVOR
 Hottest:
 TOTO 2-1
 ASIA 5-3
 QUEEN 6-5
 JUICE NEWTON 12-7
 KANSAS 19-12

KIKK/Davenport, IA

Chuck King
 JOURNEY
 RICK SPRINGFIELD
 NEIL DIAMOND
 BLONDIE
 Hottest:
 MCCARTNEY/WONDER 1-1
 QUEEN 20-17
 JOHN COUGAR 28-23
 JUICE NEWTON 32-24
 RONNIE MILSAP 34-28

WZZR/Grand Rapids, MI

Brian Thomas
 SURVIVOR
 GARY U.S. BONDS
 MOTELS
 SPLIT ENZ
 LARRY ELGART & HI
 REO SPEEDWAGON
 Hottest:
 TOTO 3-1
 HUMAN LEAGUE 2-2
 ASIA 6-5
 JUICE NEWTON 20-9
 WILLIE NELSON 13-10

WKFR/Kalamazoo, MI

Swart/Chapman
 KARLA BONOFF
 RICK SPRINGFIELD
 AIR SUPPLY
 REO SPEEDWAGON
 QUARTERFLASH
 STEVE MILLER BAND
 Hottest:
 MCCARTNEY/WONDER 1-1
 JUICE NEWTON 8-4
 JOHN COUGAR 13-10
 JOAN JETT 16-12
 NEIL DIAMOND 28-21

WLYT/Cleveland, OH

Scott "Smoker" Howitt
 NEIL DIAMOND
 HEART
 MOTELS
 KARLA BONOFF
 Hottest:
 TOTO 10-7
 JOAN JETT 20-15
 JOHN COUGAR 23-17
 LOVERBOY 21-18
 JUICE NEWTON 29-23

KMGK/Des Moines, IA

Michael Stone
 REO SPEEDWAGON
 GLENN FREY
 GARY U.S. BONDS
 A FLOCK OF SEAGUL
 Hottest:
 ASIA 1-1
 KIM WILDE 13-9
 QUEEN 16-15
 SPARKS 26-21
 SURVIVOR D-25

PARALLEL THREE

KFYR/Blairmont, ND

Dan Brannan
 GLENN FREY
 AIR SUPPLY
 GARY U.S. BONDS
 ROLLING STONES
 HALL & OATES
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 4-2
 JOAN JETT 9-6
 RONNIE MILSAP 12-8
 JUICE NEWTON 14-10

KKLS/Rapid City

Sherwin/Piper
 ONJ
 AIR SUPPLY
 BLONDIE
 CHICAGO
 Hottest:
 TOTO 3-1
 RAY PARKER JR. 10-5
 ASIA 9-7
 38 SPECIAL 16-9
 JUICE NEWTON 19-12

WRKR/Racine, WI

Steve Warren
 LAURA BRANIGAN
 QUARTERFLASH
 GARY U.S. BONDS
 Hottest:
 MCCARTNEY/WONDER 1-1
 RAY PARKER JR. 5-2
 WILLIE NELSON 6-5
 JOHN COUGAR 21-16
 DAZZ BAND D-32

WSPT/Stevens Point, WI

Fuhr/Stage
 GARY U.S. BONDS
 GRASS ROOTS
 REO SPEEDWAGON
 AIR SUPPLY
 CHEAP TRICK (dp)
 SPLIT ENZ (dp)
 Hottest:
 HUMAN LEAGUE 2-1
 ALDO NOVA 3-3
 ASIA 4-4
 TOTO 6-5
 JUICE NEWTON 14-8

WTRU/Muskegon, WI

Larry Olek
 RICK SPRINGFIELD
 BLONDIE
 LESLIE PEARL
 GLENN FREY
 GENESIS
 ROBERTA FLACK
 REO SPEEDWAGON
 VAN HALEN
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 4-2
 LRB 7-4
 ASIA 11-7
 JUICE NEWTON 17-10

KDVV/Topeka, KS

Tony Stewart
 BLONDIE
 RICK SPRINGFIELD
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 2-2
 ASIA 3-3
 JOHN COUGAR 11-5
 38 SPECIAL 12-6

KELO/Sioux Falls, SD

Marc Elliot
 AIR SUPPLY
 ONJ
 SURVIVOR
 OAK RIDGE BOYS
 LARRY ELGART & HI (dp)
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 8-4
 HUMAN LEAGUE 9-5
 38 SPECIAL 12-8
 JUICE NEWTON 24-15

KWLO/Waterloo, IA

Draw Bentley
 REO SPEEDWAGON
 AIR SUPPLY
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 5-2
 ASIA 8-3
 TOTO 16-6
 JUICE NEWTON 17-7

WAZY-FM/Lafayette, IN

Bob Leonard
 GLENN FREY
 RICK SPRINGFIELD
 REO SPEEDWAGON
 GENESIS
 SURVIVOR
 STEVIE WONDER
 ROLLING STONES
 Hottest:
 TOTO 3-1
 JUICE NEWTON 11-7
 38 SPECIAL 12-8
 MOTELS 15-9
 SOFT CELL 26-17

KRNA/Iowa City, IA

Jeff Harmon
 ROLLING STONES
 REO SPEEDWAGON
 GARY U.S. BONDS
 JUICE NEWTON
 APRIL WINE (dp)
 NAZARETH (dp)
 FRANKIE MILLER (dp)
 EYE TO EYE (dp)
 PINUPS (dp)
 HAIRCUT 100 (dp)
 Hottest:
 ASIA 2-1
 TOTO 4-2
 QUEEN 10-6
 38 SPECIAL 11-7
 JOAN JETT 14-9

KQWB/Fargo, ND

Wayne Hiller
 HEART
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 2-2
 HUMAN LEAGUE 4-3
 ASIA 6-4
 WILLIE NELSON 8-6

KFMZ/Columbia, MO

Steve Graziano
 GENESIS
 STEVE MILLER BAND
 REO SPEEDWAGON
 ROLLING STONES
 GARY U.S. BONDS
 Hottest:
 TOTO 1-1
 ASIA 2-2
 METELS 8-6
 JETHRO TULL 22-18
 SURVIVOR D-24

99KG/Salina, KS

Denny Collier
 RICK SPRINGFIELD
 ALABAMA
 STEVIE NICKS
 KARLA BONOFF
 SURVIVOR
 REO SPEEDWAGON
 Hottest:
 TOTO 1-1
 ASIA 2-2
 JOHN COUGAR 10-6
 38 SPECIAL 17-12
 LOVERBOY 18-13

KKRC-FM/Sioux Falls, SD

Greg Fisher
 JUICE NEWTON
 ROLLING STONES
 SOFT CELL
 EYE TO EYE
 J. GEILS BAND
 JOURNEY
 SPLIT ENZ
 Hottest:
 HUMAN LEAGUE 2-1
 ASIA 4-2
 TOTO 3-3
 TOMMY TUTONE 1-6
 LOVERBOY 17-10

KKXL/Grand Forks, ND

Gary Leigh
 SURVIVOR
 J. GEILS BAND
 KARLA BONOFF
 CHICAGO
 Hottest:
 ASIA 1-1
 HUMAN LEAGUE 2-2
 TOTO 3-3
 TOMMY TUTONE 1-6
 LOVERBOY 17-10

KIDD/Monterey, CA

Barry Brown
 REO SPEEDWAGON
 JOURNEY
 STEVIE NICKS
 RICK SPRINGFIELD
 GLENN FREY
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 4-2
 JOAN JETT 15-10
 DENIECE WILLIAMS 20-14
 PATRICE RUSHEN 29-22

KGGI/Riverside-San Bernardino

Steve O'Neil
 ONE WAY
 DAZZ BAND
 REO SPEEDWAGON
 AIR SUPPLY
 Hottest:
 HUMAN LEAGUE 2-1
 QUEEN 14-6
 ONE WAY A-7
 DENIECE WILLIAMS 19-14
 KARLA BONOFF 20-16

KKXX/Bakersfield, CA

Squires/DeRoo
 FRANK ZAPPA
 ROLLING STONES
 REO SPEEDWAGON
 HEART
 STEVIE WONDER
 RICK SPRINGFIELD
 EYE TO EYE
 Hottest:
 SOFT CELL 1-1
 LOVERBOY 10-4
 QUARTERFLASH 19-6
 FRANK ZAPPA A-14
 STEVE MILLER BAND 26-16

KNBQ/Tacoma, WA

Bryan/Roberts
 REO SPEEDWAGON
 GARY U.S. BONDS
 STEVIE WONDER
 CHEAP TRICK
 GLENN FREY
 JOURNEY
 BOW WOW WOW
 Hottest:
 MCCARTNEY/WONDER 1-1
 TOTO 4-3
 ASIA 7-5
 JUICE NEWTON 10-7
 HUEY LEWIS & NEWS 20-14

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
 FRANKIE MILLER
 STEVIE WONDER
 DR. HOOK
 HAIRCUT 100
 REO SPEEDWAGON
 LARRY ELGART & HI
 Hottest:
 MCCARTNEY/WONDER 1-1
 RONNIE MILSAP 15-6
 STEVIE NICKS 30-20
 SOFT CELL 37-29
 PATRICE RUSHEN 38-30

KJRB/Spokane, WA

Suds Coleman
 BLONDIE
 JOURNEY
 REO SPEEDWAGON
 SOFT CELL
 Hottest:
 MCCARTNEY/WONDER 1-1
 WILLIE NELSON 10-7
 JUICE NEWTON 14-8
 JOHN COUGAR 12-9
 RONNIE MILSAP 17-12

KRQ/Tucson, AZ

Guy Zapoleon
 HAIRCUT 100
 REO SPEEDWAGON
 JOURNEY
 ROLLING STONES
 PAUL MCCARTNEY
 Hottest:
 TOTO 1-1
 BLONDIE 11-5
 QUEEN 10-6
 STEVIE NICKS 27-14
 KARLA BONOFF 26-17

Y94/Fresno, CA

John McCorkle
 RONNIE MILSAP
 NEIL DIAMOND
 Hottest:
 MCCARTNEY/WONDER 1-1
 HUMAN LEAGUE 6-3
 ASIA 10-7
 RAY PARKER JR. 13-8
 WILLIE NELSON 16-11

KLUC/Las Vegas, NV

Dave Van Stone
 STEVE MILLER BAND
 GLENN FREY
 RICK SPRINGFIELD
 Hottest:
 MCCARTNEY/WONDER 1-1
 ELTON JOHN 3-2
 ASIA 9-7
 JOHN COUGAR 14-11
 JUICE NEWTON 21-18

KYNO-FM/Fresno, CA

Walker/Davis
 HUMAN LEAGUE
 STEVIE WONDER
 GREG KIHN
 Hottest:
 MCCARTNEY/WONDER 3-1
 ATLANTIC STARR 9-5
 ONE WAY 14-6
 DAZZ BAND 16-10
 WILLIE NELSON 11-11

FM102/Sacramento, CA

Billy Manders
 ALABAMA
 MOTELS
 LARRY ELGART & HI
 Hottest:
 MCCARTNEY/WONDER 1-1
 CHARLENE 2-2
 WILLIE NELSON 4-4
 HUMAN LEAGUE 9-5
 DAZZ BAND 19-12

KSPZ/Colorado Springs, CO

Mike Daniels
 FRANKIE MILLER
 LOVERBOY
 KARLA BONOFF
 Hottest:
 MCCARTNEY/WONDER 1-1
 LRB 3-2
 HUMAN LEAGUE 5-4
 TOTO D-6
 WILLIE NELSON 20-11

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-12 Midnight, 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.

206 REPORTS
215 LAST WEEK

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E	33%		UP 51
S	21%		DEBUTS 20
M	21%		SAME 4
H	56%		DOWN 0
W	19%		ADDS 25

ASIA
Heat Of The... (Geffen)
LP: Aala

Regional Reach	172/1	83%	National Summary
E	53%		UP 120
S	84%		DEBUTS 0
M	88%		SAME 40
H	79%		DOWN 11
W	79%		ADDS 1

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 24 — 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 their charts.

Adds 25 — Total number of stations adding it this week.

A

AIR SUPPLY
Even The Nights... (Arista)
LP: Now And Forever

Regional Reach	71/70	34%	National Summary
E	44%		UP 42
S	41%		DEBUTS 5
M	26%		SAME 32
H	24%		DOWN 1
W	24%		ADDS 70

B

ALABAMA
Take Me Down (RCA)
LP: Mountain Music

Regional Reach	128/9	62%	National Summary
E	53%		UP 63
S	78%		DEBUTS 31
M	43%		SAME 25
H	69%		DOWN 0
W	69%		ADDS 9

C

BLONDIE
Island Of Lost... (Chrysalis)
LP: The Hunter

Regional Reach	91/21	44%	National Summary
E	44%		UP 15
S	84%		DEBUTS 27
M	24%		SAME 20
H	62%		DOWN 0
W	62%		ADDS 21

D

JOHN COUGAR
Hurts So Good (Riva/PG)
LP: American Foot

Regional Reach	166/0	81%	National Summary
E	84%		UP 139
S	81%		DEBUTS 9
M	88%		SAME 27
H	88%		DOWN 0
W	88%		ADDS 12

E

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional Reach	143/1	69%	National Summary
E	67%		UP 34
S	71%		DEBUTS 3
M	10%		SAME 22
H	57%		DOWN 23
W	57%		ADDS 1

F

ROBERTA FLACK
Making Love (Atlantic)
LP: Soundtrack "Making Love"

Regional Reach	119/4	58%	National Summary
E	60%		UP 65
S	49%		DEBUTS 14
M	64%		SAME 19
H	69%		DOWN 23
W	69%		ADDS 4

KARLA BONOFF
Personality (Columbia)
LP: Wild Heart Of The Young

Regional Reach	132/16	64%	National Summary
E	53%		UP 22
S	72%		DEBUTS 22
M	88%		SAME 20
H	76%		DOWN 16
W	76%		ADDS 16

G

J. GEILS BAND
Angel In Blue (EMI America)
LP: Freeze-Frame

Regional Reach	112/11	54%	National Summary
E	53%		UP 37
S	60%		DEBUTS 34
M	41%		SAME 77
H	60%		DOWN 11
W	60%		ADDS 11

H

NEIL DIAMOND
Be Mine Tonight (Columbia)
LP: On The Way To The Sky

Regional Reach	75/12	38%	National Summary
E	31%		UP 27
S	38%		DEBUTS 9
M	31%		SAME 27
H	45%		DOWN 12
W	45%		ADDS 12

I

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional Reach	143/1	69%	National Summary
E	67%		UP 34
S	71%		DEBUTS 3
M	10%		SAME 22
H	57%		DOWN 23
W	57%		ADDS 1

J

FRANKE & KNOCKOUTS
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LP: Below The Belt

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E	67%		UP 34
S	71%		DEBUTS 3
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H	57%		DOWN 23
W	57%		ADDS 1

K

FRANKE & KNOCKOUTS
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LP: Below The Belt

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E	67%		UP 34
S	71%		DEBUTS 3
M	10%		SAME 22
H	57%		DOWN 23
W	57%		ADDS 1

L

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

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E	67%		UP 34
S	71%		DEBUTS 3
M	10%		SAME 22
H	57%		DOWN 23
W	57%		ADDS 1

M

FRANKE & KNOCKOUTS
Without... (Millennium/RCA)
LP: Below The Belt

Regional Reach	143/1	69%	National Summary
E	67%		UP 34
S	71%		DEBUTS 3
M	10%		SAME 22
H	57%		DOWN 23
W	57%		ADDS 1

N

GARY U.S. BONDS
Out Of Work (EMI America)
LP: On The Line

Regional Reach	52/50	26%	National Summary
E	27%		UP 0
S	22%		DEBUTS 0
M	22%		SAME 2
H	28%		DOWN 0
W	28%		ADDS 50

CHICAGO
Hard To Say (Full Moon/WB)
LP: Summer Lovers

Regional Reach	64/38	31%	National Summary
E	29%		UP 3
S	44%		DEBUTS 7
M	22%		SAME 18
H	24%		DOWN 0
W	24%		ADDS 36

CHICAGO
Hard To Say (Full Moon/WB)
LP: Summer Lovers

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H	24%		DOWN 0
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S	44%		DEBUTS 7
M	22%		SAME 18
H	24%		DOWN 0
W	24%		ADDS 36

CHICAGO
Hard To Say (Full Moon/WB)
LP: Summer Lovers

Regional Reach

(Juice Newton continued)

SOUTH
 293 20-14
 940 12-12
 Y100 on
 0105 17-15

MIDWEST
 WLOLPH 16-13
 0102 30-26
 WKTI 9-5

WEST
 KEARTH 26-19
 KRJA on
 KFI 30-25
 KISFM 16-14
 KIOO on
 KPRC 4-34
 KEZR 4-4
 KCRN 17-10
 KYYX 9-4
 KIMN 10-7
 KIO3 11-5
 KOVA 23-18
 KZZP 10-10

EAST
 WFRB 13-11
 WTRF 10-15
 92FLY 20-15
 DMT 19-19
 WLLI 29-25
 WTCFPM 11-6
 WDRCPM 13-6
 WCLIO 8-5
 WPT 24-20
 WMAPM 19-9
 WYV 18-12
 Q106 21-13
 WYCR 19-12
 WREKFM 4-8
 WROA 16-32
 WKEE 5-4
 V100 4-2

SOUTH
 KITY 28-22
 KTSB 24-20

Regional 134/11 **85%** National Summary
 Reach UP 82
 E 288
 S 688
 M 578
 W 648

(Ray Parker Jr. continued)

SOUTH
 293 4-6
 Y100 8-12
 0105 17-15

MIDWEST
 WLOLPH 16-13
 0102 30-26
 WKTI 9-5

WEST
 KEARTH 26-19
 KRJA on
 KFI 30-25
 KISFM 16-14
 KIOO on
 KPRC 4-34
 KEZR 4-4
 KCRN 17-10
 KYYX 9-4
 KIMN 10-7
 KIO3 11-5
 KOVA 23-18
 KZZP 10-10

EAST
 WFRB 13-11
 WTRF 10-15
 92FLY 20-15
 DMT 19-19
 WLLI 29-25
 WTCFPM 11-6
 WDRCPM 13-6
 WCLIO 8-5
 WPT 24-20
 WMAPM 19-9
 WYV 18-12
 Q106 21-13
 WYCR 19-12
 WREKFM 4-8
 WROA 16-32
 WKEE 5-4
 V100 4-2

SOUTH
 KITY 28-22
 KTSB 24-20

Regional 58/9 **28%** National Summary
 Reach UP 16
 E 248
 S 208
 M 478
 W 338

(Rainbow continued)

SOUTH
 293 4-6
 Y100 8-12
 0105 17-15

MIDWEST
 WLOLPH 16-13
 0102 30-26
 WKTI 9-5

WEST
 KEARTH 26-19
 KRJA on
 KFI 30-25
 KISFM 16-14
 KIOO on
 KPRC 4-34
 KEZR 4-4
 KCRN 17-10
 KYYX 9-4
 KIMN 10-7
 KIO3 11-5
 KOVA 23-18
 KZZP 10-10

EAST
 WFRB 13-11
 WTRF 10-15
 92FLY 20-15
 DMT 19-19
 WLLI 29-25
 WTCFPM 11-6
 WDRCPM 13-6
 WCLIO 8-5
 WPT 24-20
 WMAPM 19-9
 WYV 18-12
 Q106 21-13
 WYCR 19-12
 WREKFM 4-8
 WROA 16-32
 WKEE 5-4
 V100 4-2

SOUTH
 KITY 28-22
 KTSB 24-20

Regional 89/88 **43%** National Summary
 Reach UP 0
 E 498
 S 438
 M 478
 W 338

STEVIE NICKS
After The... (Modern/Atco)
 LP: Bella Donna

Regional 134/11 **85%** National Summary
 Reach UP 82
 E 288
 S 688
 M 578
 W 648

QUARTERFLASH
Right Kind Of Love (Geffen)
 LP: Quarterflash

Regional 58/9 **28%** National Summary
 Reach UP 16
 E 248
 S 208
 M 478
 W 338

REO SPEEDWAGON
Keep The Fire Burning (Epic)
 LP: Good Trouble

Regional 89/88 **43%** National Summary
 Reach UP 0
 E 498
 S 438
 M 478
 W 338

ALDO NOVA
Fantasy (Portrait/CBS)
 LP: Aldo Nova

Regional 54/1 **26%** National Summary
 Reach UP 26
 E 228
 S 178
 M 318
 W 408

QUEEN
Body Language (Elektra)
 LP: Hot Space

Regional 137/0 **87%** National Summary
 Reach UP 15
 E 608
 S 608
 M 538
 W 818

ROLLING STONES
Going To... (Rolling Stone/Atco)
 LP: Still Life

Regional 52/51 **25%** National Summary
 Reach UP 51
 E 308
 S 268
 M 208
 W 178

RAY PARKER JR.
The Other Woman (Arista)
 LP: The Other Woman

Regional 167/0 **76%** National Summary
 Reach UP 47
 E 788
 S 798
 M 718
 W 768

RAINBOW
Stone Cold (Mercury/PG)
 LP: Straight Through The Eyes

Regional 80/2 **39%** National Summary
 Reach UP 37
 E 388
 S 388
 M 338
 W 368

PATRICE RUSHEN
Forget Me Nuts (Elektra)
 LP: Straight From The Heart

Regional 79/15 **38%** National Summary
 Reach UP 37
 E 448
 S 418
 M 328
 W 608

ALDO NOVA
Fantasy (Portrait/CBS)
 LP: Aldo Nova

Regional 54/1 **26%** National Summary
 Reach UP 26
 E 228
 S 178
 M 318
 W 408

QUEEN
Body Language (Elektra)
 LP: Hot Space

Regional 137/0 **87%** National Summary
 Reach UP 15
 E 608
 S 608
 M 538
 W 818

ROLLING STONES
Going To... (Rolling Stone/Atco)
 LP: Still Life

Regional 52/51 **25%** National Summary
 Reach UP 51
 E 308
 S 268
 M 208
 W 178

RAY PARKER JR.
The Other Woman (Arista)
 LP: The Other Woman

Regional 167/0 **76%** National Summary
 Reach UP 47
 E 788
 S 798
 M 718
 W 768

RAINBOW
Stone Cold (Mercury/PG)
 LP: Straight Through The Eyes

Regional 80/2 **39%** National Summary
 Reach UP 37
 E 388
 S 388
 M 338
 W 368

PATRICE RUSHEN
Forget Me Nuts (Elektra)
 LP: Straight From The Heart

Regional 79/15 **38%** National Summary
 Reach UP 37
 E 448
 S 418
 M 328
 W 608

SOFT CELL
Tainted Love (Sire/WB)
 LP: Non-Stop Erotic Cabaret

Regional 144/15 **70%** National Summary
 Reach UP 76
 E 818
 S 758
 M 788
 W 748

38 SPECIAL
Caught Up In You
 LP: Special Forces

Regional 158/0 **77%** National Summary
 Reach UP 129
 E 698
 S 818
 M 788
 W 768

VAN HALEN
Dancing In The Streets (WB)
 LP: Diver Down

Regional 98/15 **48%** National Summary
 Reach UP 40
 E 568
 S 568
 M 518
 W 438

REO SPEEDWAGON
Keep The Fire Burning (Epic)
 LP: Good Trouble

Regional 89/88 **43%** National Summary
 Reach UP 0
 E 498
 S 438
 M 478
 W 338

38 SPECIAL
Caught Up In You
 LP: Special Forces

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 LP: Diver Down

Regional 98/15 **48%** National Summary
 Reach UP 40
 E 568
 S 568
 M 518
 W 438

RICK SPRINGFIELD
What Kind Of Fool... (RCA)
 LP: Success Hasn't Spoiled Me Yet

Regional 129/68 **63%** National Summary
 Reach UP 16
 E 678
 S 618
 M 578
 W 718

TOTO
Rosanna (Columbia)
 LP: Toto IV

Regional 203/0 **99%** National Summary
 Reach UP 152
 E 908
 S 918
 M 818
 W 1008

DENICE WILLIAMS
It's Gonna... (A&M/Columbia)
 LP: Nlecy

Regional 74/3 **38%** National Summary
 Reach UP 42
 E 518
 S 518
 M 468
 W 528

RICK SPRINGFIELD
What Kind Of Fool... (RCA)
 LP: Success Hasn't Spoiled Me Yet

Regional 129/68 **63%** National Summary
 Reach UP 16
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 S 618
 M 578
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TOTO
Rosanna (Columbia)
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Regional 203/0 **99%** National Summary
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Regional 74/3 **38%** National Summary
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 E 518
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NEIL DIAMOND "Be Mine Tonight" (Columbia) 75/12

Moves: Up 27, Debuts 9, Same 27, Down 0, Adds 12, KIIS-FM, XTRA, V100, KBFM, KJ100, KIIK, KRAV, WOW, WLYT, Y94, KENI, KKL, WKBW 20-17, WKEE 30-24, KCPX 18-11.

DENIECE WILLIAMS "It's Gonna Take A Miracle" (ARC/Columbia) 74/3

Moves: Up 42, Debuts 6, Same 18, Down 5, Adds 3, KOPA, V100, WNCI, PRO-FM 14-11, WPGC 21-17, Y100 13-9, KEARTH 3-2, WBLI 20-16, WTIC-FM 4-3, WDRC-FM 19-15, WTX 7-4, KIDD 20-14, WGUY 8-3, KDZA 14-9.

AIR SUPPLY "Even The Nights Are Better" (Arista) 71/70

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 70 including WNBC, WBEN-FM, B94, PRO-FM, JB105, Z93, 94Q, Y100, KEARTH, KIIS-FM, KIQQ, KYYX, WYCR, B97.

SURVIVOR "Eye Of The Tiger" (Scotti Bros./CBS) 69/36

Moves: Up 5, Debuts 10, Same 18, Down 0, Adds 36 including WBEN-FM, WLS-FM, WLOL-FM, KIQQ, WKEE, WABB-FM, WZYP, WBBQ, WZZR, KZ93, KQKQ, WCIR, WFOX, WAZY-FM, KDZA.

STEVIE WONDER "Do I Do" (Tamla/Motown) 65/15

Moves: Up 26, Debuts 10, Same 14, Down 0, Adds 70 including WNBC, WBEN-FM, B94, PRO-FM, JB105, Z93, 94Q, Y100, KEARTH, KIIS-FM, KIQQ, KYYX, WYCR, B97.

CHICAGO "Hard To Say I'm Sorry" (Full Moon/WB) 64/36

Moves: Up 3, Debuts 7, Same 18, Down 0, Adds 36 including WBEN-FM, Q105, WLS, KEARTH, KFI, KEZR, WAEB, CK101, WQUT, KIOA, KIKI, 95XIL, WXLK, KKLS, KATI.

DAZZ BAND "Let It Whip" (Motown) 64/5

Moves: Up 36, Debuts 8, Same 15, Down 0, Adds 5, KHFI, KX104, KGGI, WGUY, Q104, WCAU-FM 9-4, B94 25-19, KZFM 14-10, WDOQ 2-1, KYNO-FM 16-10.

GREG KIHN BAND "Happy Man" (Beserkley/Elektra-Asylum) 59/5

Moves: Up 12, Debuts 6, Same 3, Down 0, Adds 5, WCAU-FM, WHHY-FM, KYNO-FM, FM103, WYKS, B104 on, WPST 30-26, WKEE 32-26, KINT 20-17, KR0D 2-25, WSSX 22-19, KSTT 28-25, KSKD 39-34, KFMZ 11-9, KCBN 27-21.

QUARTERFLASH "Right Kind Of Love" (Geffen) 58/9

Moves: Up 18, Debuts 8, Same 22, Down 1, Adds 9, 94Q, WPHD, WYCR, KHFI, WSEZ, WSSX, WKFR, KBBK, WRKR, WXXS-FM 29-24, KEZR 28-24, WPST 33-29, WJXQ 12-10, KXXX 19-16, WYKS 25-19.

BERTIE HIGGINS "Just Another Day In Paradise" (Kat Family/CBS) 57/0

Moves: Up 34, Debuts 4, Same 19, Down 0, Adds 0, WBEN-FM 31-27, JB105 23-20, WFBZ 22-17, WDRC-FM 30-26, V100 18-15, KZFM 18-13, CK101 23-20, WGH 10-4, WVIC 32-20, KSTT 16-13, WNCI 8-6, WCIR 21-10, WXLK 16-12, KSLY 12-8, KCBN 8-4.

MELISSA MANCHESTER "You Should Hear How She Talks..." (Arista) 54/7

Moves: Up 20, Debuts 8, Same 19, Down 0, Add 7, KEZR, KZFM, KINT, WTX, WGH, KSTT, KIKI, WAEB 16-11, CK101 39-31, WMAK-FM 23-17, WNCI 25-19, WAEV 23-16, WYKS 27-22, WAZY-FM 23-19, KCBN 21-15.

ALDO NOVA "Fantasy" (Portrait/CBS) 53/0

Moves: Up 17, Debuts 0, Same 21, Down 15, Adds 0, Y100 15-11, I95 16-12, 3WT 5-5, KSET-FM 3-3, KHFI 17-14, WTX 35-29, B97 23-17, WSSX 2-2, WRVQ 6-3, WGRD 4-4, WYFM 13-8, FM103 2-2, 95XIL 5-2, WXLK 21-18, KELO 21-19.

ROLLING STONES "Going To A Go-Go" (Rolling Stones/Atco) 52/51

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 51 including 96KX, B94, WXXS-FM, JB105, CHUM, Z93, WLS-FM, KUBE, K104, WNOK-FM, Z104, KRQ, WFBG, WCGQ, KFMZ.

GARY U.S. BONDS "Out Of Work" (EMI America) 52/50

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 50 including WXXS-FM, JB105, Z93, 94Q, WL0L-FM, KRLA, KIQQ, XTRA, KYYX, WYCR, WOKI, KMGK, WZYQ, KILE, KFYY.

JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 51/4

Moves: Up 17, Debuts 4, Same 26, Down 0, Adds 4, KEZR, WAEB, Q106, KSKD, KEARTH 24-20, WKZR-FM 23-19, K104 11-9, KZFM 29-23, CK101 40-35, WBCY 19-16, 95XIL 31-21, Q104 33-29, WAZY-FM 22-18, KKYA 24-19, KOZE 30-27.

HAIRCUT 100 "Love Plus One" (Arista) 50/11

Moves: Up 19, Debuts 2, Same 18, Down 0, Adds 11, KBFM, WMAK-FM, WNAM, KCPX, KRQ, WIGY, WFBG, WFLB, KRNA, KKL, KDZA, CHUM 7-5, KEARTH 17-9, KRLA 28-14, KFI 24-16.

SIGNIFICANT ACTION

LESLIE PEARL "If The Love Fits Wear It" (RCA) 46/7

Moves: Up 6, Debuts 3, Same 30, Down 0, Adds 7, WXXS-FM, KIMN, Q106, FM100, WAEV, WFOX, WTRU, WCAU-FM on, KEARTH on, WKEE on, KINT 29-25, WZZR on, KYNO-FM 32-29, KCPX 28-23, WFLB 31-28.

MONROES "What Do All The People Know" (Alfa) 43/7

Moves: Up 4, Debuts 4, Same 28, Down 0, Adds 7, KINT, WQUT, WGUY, WIGY, WFLB, Q101, KDZA, 96KX on, JB105 on, KEZR 23-20, KZFM 28-28, KNBQ on, KCPX 36-32, KSEL-FM 22-16, WRKR 34-31.

GENESIS "Paperlate" (Atlantic) 40/18

Moves: Up 2, Debuts 5, Same 15, Down 0, Adds 18 including KYYX, WYCR, WKZR-FM, WKEE, WZYP, WRVQ, KZ93, WNAM, WCIR, WFOX, KKQV, KSEL-FM, KVOL, WTRU, WAZY-FM, KFMZ.

BOW WOW WOW "I Want Candy" (RCA) 40/6

Moves: Up 6, Debuts 4, Same 24, Down 0, Adds 6, WCAU-FM, KFRC, WHFM, WNOK-FM, WVIC, KNBQ, JB105 on, WL0L-FM on, XTRA on, WPST 36-32, KZFM 30-24, KSKD 34-25, WZYQ on, KFMZ 23-20, KCBN 31-27.

KIM WILDE "Kids In America" (EMI America) 33/3

Moves: Up 13, Debuts 1, Same 16, Down 0, Adds 3, WSSX, WNOK-FM, WYKS, WXXS-FM on, Y100 on, WL0L-FM 30-28, WPST 31-27, K104 35-25, KMGK 13-9, KBBK 28-25, KSKD 26-16, WACZ 29-25, WRKR 29-27, KRNA 24-20, KFMZ 21-19.

DIONNE WARWICK & JOHNNY MATHIS "Friends In Love" (Arista) 33/0

Moves: Up 12, Debuts 2, Same 18, Down 1, Adds 0, KYYX on, K104 40-38, KBFM 29, WTX 23-20, KR0K 15-13, B105 on, WMAK-FM 10-8, WGH 9-9, WVIC 24-22, KOFM on, WNAM 23-21, WNCI 17-13, WHEB 29-26, WGLF 30-29, KSLY 10-6.

CHEAP TRICK "If You Want My Love" (Epic) 32/14

Moves: Up 4, Debuts 2, Same 12, Down 0, Adds 14, KFI, KEZR, KSET-FM, BJ105, WVIC, WJXQ, KNBQ, WFBG, 95XIL, WZYQ, KSEL-FM, KVOL, WSPT, KSLY, Z104 21-19.

LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 28/17

Moves: Up 0, Debuts 3, Same 8, Down 0, Adds 17 including WFBZ, WKZR-FM, WKEE, KZFM, WTX, WAXY, WBBQ, WCSC, WZZR, KOFM, FM102, WFBG, WISE, WGLF, KELO.

SPLIT ENZ "Six Months In A Leaky Boat" (A&M) 28/7

Moves: Up 4, Debuts 3, Same 13, Down 1, Adds 7, WKZR-FM, KINT, WZZR, Q101, KKRC-FM, WSPT, KDZA, CFTR 8-6, CKGM 29-25, WBBQ on, WOKI 40-38, WBCY on, KMGK on, WISE on.

OLIVIA NEWTON-JOHN "Landslide" (MCA) 27/26

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 26 including KFI, WTRY, Q106, WKEE, KITY, WMAK-FM, WOKI, WRQK, WNOK-FM, KOFM, WFOX, WFLB, KELO, KKLS, KCBN.

AMBROSIA "How Can You Love Me" (WB) 22/3

Moves: Up 4, Debuts 4, Same 11, Down 0, Adds 3, WGH, KHYY, KENI, WIGY 27-24, Q104 34-31, KSEL 21-15.

SPARKS "I Predict" (Atlantic) 22/0

Moves: Up 9, Debuts 2, Same 10, Down 1, Adds 0, CHUM 26-22, WKZR-FM 20-18, KMGK 26-21, KRNA 19-15.

GAP BAND "Early In The Morning" (Total Experience/PGM) 19/6

Moves: Up 6, Debuts 1, Same 5, Down 1, Adds 6, I95, WJDX, WMAK-FM, 95SGF, WFOX, KVOL.

LE ROUX "Last Safe Place On Earth" (RCA) 19/1

Moves: Up 7, Debuts 1, Same 10, Down 0, Adds 1, KIQQ, WSSX 25-21, WIKS 17-13.

SCORPIONS "No One Like You" (Mercury/PolyGram) 17/2

Moves: Up 9, Debuts 0, Same 6, Down 0, Adds 2, 96KX, WLS, CHUM 27-23.

DR. HOOK "Loveline" (Casablanca/PolyGram) 16/10

Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 10 including KZFM, KX104, WGH, KCPX, WFBG, KILE.

CHERI "Murphy's Law" (Venture) 16/0

Moves: Up 10, Debuts 0, Same 4, Down 2, Adds 0, CKGM 8-7, KFRC 22-16, WDRC-FM 23-16, Q106 14-7.

ONE WAY "Cutie Pie" (MCA) 14/6

Moves: Up 5, Debuts 2, Same 1, Down 0, Adds 6, I95, KZFM, WCSC, KGGI, KKF, KHYY.

OAK RIDGE BOYS "So Fine" (MCA) 13/3

Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 3, WTX, KXX106, KELO, KOFM 27-23.

RICK BOWLES "Too Good To Turn Back Now" (Polydor/PolyGram) 12/4

Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 4, WOKI, WCSC, WJXQ, WAEV, WAYS 2-30, WNOK-FM on.

EDDIE RABBITT "I Don't Know Where To Start" (Elektra) 12/0

Moves: Up 5, Debuts 0, Same 5, Down 2, Adds 0, V100 23-19, KEEL 10-10, Y103 33-32, WVIC 17-15, WGBF 11-9.

SHAKIN' STEVENS "You Drive Me Crazy" (Epic) 12/0

Moves: Up 2, Debuts 0, Same 10, Down 0, Adds 0, KINT 30-29, WJXQ on, KCPX 31-25, WFBG on, KENI on.

FRANKIE MILLER "To Dream The Dream" (Capitol) 11/8

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 8 including KZFM, KINT, WMAK-FM, WCSC, WGUY, WIGY.

JON & VANGELIS "I'll Find My Way Home" (Polydor/PolyGram) 32/5

Rotations: Heavy 4/0, Medium 12/0, Light 15/4, Extra Adds 1, Total Adds 5, WFYR, KOB, WNNR, WNAB, WSGW. Heavy: WRVA, WAKR, KWAV, WLVA. Medium: WSB, KPLZ, KEY103, SM95, Y106, WSRZ, KBOI, WSKY, WORG, KFOR, KFQD, KRKK.

HUEY LEWIS & THE NEWS "Hope You Love Me Like You..." (Chrysalis) 31/2

Rotations: Heavy 3/0, Medium 12/1, Light 16/1, Extra Adds 0, Total Adds 2, WLTT, KFOR. Heavy: KWAV, WLVA, KBAI. Medium: WAFB, WHHY, WQUE, WSRZ, WMHE, KYUU, WNNR, WKZE-FM, WORG, WDAY, KRKK.

DR. HOOK "Loveline" (Casablanca/PolyGram) 30/8

Rotations: Heavy 0/0, Medium 9/0, Light 18/5, Extra Adds 3, Total Adds 8, WCZY, WCCO, WRVR, WNNR, WKBR, KBAI, KISN, KSRO. Medium: WLTA, WRVA, KBOI, KUGN, KRBC, WLVA, WWSA, WDAY, KBOZ.

SIGNIFICANT ACTION

EARL KLUGH "I'm Ready For Your Love" (Liberty) 28/3

Rotations: Heavy 0/0, Medium 11/1, Light 17/2, Extra Adds 0, Total Adds 3, Y106, KMBZ, WDAY. Medium: WCCO, KEY103, WDFD, KBOI, KSL, WNAB, KRBC, WDEF, WORG, WWSA.

RAY PARKER JR. "The Other Woman" (Arista) 25/2

Rotations: Heavy 7/0, Medium 16/2, Light 2/0, Extra Adds 0, Total Adds 2, WCHV, KBAI. Heavy: WROR, WFYR, KEY103, WSGN, WSKY, WORG, WSRZ. Medium: WASH, WGAR, WZZP, KHOW, WHEN, WAFB, WAAY, WHHY, Y106, 610TVN, WOWO, WNNR, WEIM, Q96.

LARRY ELGART & HIS ORCHESTRA "Hooked On Swing" (RCA) 24/6

Rotations: Heavy 1/0, Medium 7/0, Light 16/6, Extra Adds 0, Total Adds 6, WLTA, KVIL, KJR, WFSM, WEIM, WSKY. Heavy: WBSA. Medium: KFMK, KPLZ, KRNT, WNAB, WDEF, KFQD, KBOZ.

JOURNEY "Still They Ride" (Columbia) 22/4

Rotations: Heavy 0/0, Medium 9/0, Light 12/3, Extra Adds 1, Total Adds 4, WHHY, WKBR, WCHV, WROV. Medium: WSRZ, KKUA, WKZE-FM, WEIM, WSKY, KSEL, WORG, KBOZ, KRKK.

GLENN FREY "I Found Somebody" (Asylum) 20/12

Rotations: Heavy 1/1, Medium 8/5, Light 11/6, Extra Adds 0, Total Adds 12, WCZY, WFSM, WHHY, WSRZ, WARM98, KWAV, KYUU, WCHV, WLVA, WORG, KBOZ, KISN. Medium: SM95, KTCT, KBAI.

BILL CHAMPLIN "Sara" (Elektra) 19/6

Rotations: Heavy 0/0, Medium 5/1, Light 13/4, Extra Adds 1, Total Adds 6, WLTT, WSB, WNAB, WDAY, KPAT, KFQD. Medium: WCCO, WARM98, KSL, KBOZ.

B.J. THOMAS "But Love Me" (MCA) 19/4

Rotations: Heavy 2/0, Medium 10/1, Light 5/1, Extra Adds 2, Total Adds 4, WRVA, KKRD, KOB, KTWO. Heavy: WDEF, WLVA. Medium: WLTA, WSB, WCCO, KEX, WHBC, KRNT, KSEL, KCRG, KBOZ.

OAK RIDGE BOYS "So Fine" (MCA) 16/4

Rotations: Heavy 2/0, Medium 7/1, Light 5/1, Extra Adds 2, Total Adds 4, WSB, KKRD, WJBC, KFQD. Heavy: WLTA, WCCO. Medium: WCZY, WSGN, WRVA, KRBC, KSEL.

MICHAEL MURPHEY "What's Forever For" (Liberty) 15/6

Rotations: Heavy 0/0, Medium 8/3, Light 7/3, Extra Adds 0, Total Adds 6, WSB, WHBC, WHIO, WDFD, WWSA, WSGW. Medium: WCCO, KEX, KEY103, KSL, WDAY.

RICK SPRINGFIELD "What Kind Of Fool Am I" (RCA) 15/6

Rotations: Heavy 0/0, Medium 5/1, Light 10/5, Extra Adds 6, WLTT, KJR, WHHY, WQUE, KSLQ, K108. Medium: WSRZ, WFMK, WEIM, WSKY.

MOTELS "Only The Lonely" (Capitol) 15/1

Rotations: Heavy 4/0, Medium 7/0, Light 4/1, Extra Adds 0, Total Adds 1, KSLQ. Heavy: Y106, KWAV, Q96, KRKK. Medium: WHHY, SM95, WSRZ, WEIM, WSKY, KSEL, WDAY.

BOBBY CALDWELL "Jamaica" (Polydor/PolyGram) 14/1

Rotations: Heavy 2/0, Medium 5/0, Light 7/1, Extra Adds 1, Total Adds 1, KBAI. Heavy: WSKY, KRNO. Medium: WBEN, 97AIA, WCCO, KBOI, WDEF.

MAXUS "Keep A Light On" (WB) 13/2

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 1, Total Adds 2, WCZY, WJON. Medium: SM95, Y106, KRBC, WSKY.

LESLIE SMITH & MERRY CLAYTON "Before The Night Is Over" (Elektra) 13/1

Rotations: Heavy 1/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WSLI. Heavy: KKUA. Medium: SM95, WNNR, KFQD, KBOZ.

BLONDIE "Island Of Lost Souls" (Chrysalis) 12/3

Rotations: Heavy 0/0, Medium 6/2, Light 6/1, Extra Adds 0, Total Adds 3, WYNY, KMBZ, KWAV. Medium: WSB, WEIM, WLVA, KBAI.

FRANKE & THE KNOCKOUTS "Without You..." (Millennium/RCA) 12/2

Rotations: Heavy 5/1, Medium 5/0, Light 2/1, Extra Adds 0, Total Adds 2, WRIE, WHEN. Heavy: WSRZ, KWAV, WNNR, WLVA. Medium: WGAR, WHHY, KMJJ, WROV, KPAT.

JOSEPH WILLIAMS "That First Night" (MCA) 12/0

Rotations: Heavy 0/0, Medium 4/0, Light 8/0, Extra Adds 0, Total Adds 0, Medium: 97AIA, KOB, KWAV, KRNO.

DON WILLIAMS "Listen To The Radio" (MCA) 11/0

Rotations: Heavy 0/0, Medium 6/0, Light 5/0, Extra Adds 0, Total Adds 0. WCCO, KMBZ, KBOI, WDEF, WWSA, WSGW.

HUMAN LEAGUE "Don't You Want Me" (Virgin/A&M) 10/3

Rotations: Heavy 4/0, Medium 3/1, Light 3/2, Extra Adds 0, Total Adds 3, WHEN, WHME, KYUU. Heavy: WHHY, WFMK, KSLQ, Q96. Medium: KWAV, WKZE-FM.

QUARTERFLASH "Right Kind Of Love" (Geffen) 9/0

Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KRNO. Medium: KEX, KGW, KWAV, WSKY.

OLIVIA NEWTON-JOHN "Landslide" (MCA) 8/8

Rotations: Heavy 0/0, Medium 5/5, Light 1/1, Extra Adds 2, Total Adds 8, WNNR, KRBC, WSKY, KSEL, KFOR, KBOZ, KTWO, KBAI.

CHARLIE ROSS "The High Cost Of Loving" (Townhouse) 8/3

Rotations: Heavy 0/0, Medium 2/1, Light 6/2, Extra Adds 0, Total Adds 3, KRBC, WSKY, WHBC. Medium: KOY.

ASIA "Heat Of The Moment" (Geffen) 7/3

Rotations: Heavy 1/0, Medium 2/1, Light 4/2, Extra Adds 0, Total Adds 3, WHEN, Y106, KWAV. Heavy: WSRZ. Medium: WHHY.

LEO SAYER "Have You Ever Been In Love?" (WB) 7/1



FOUR TIFY YOUR PLAYLIST WITH COLUMBIA RECORDS



JOURNEY "STILL THEY RIDE"

CHR BREAKERS

JOURNEY
Still They Ride (Columbia)

57% of our reporters on it. Moves: Up 34, Debuts 31, Same 31, Down 0, Adds 21 including Q102, Q106, KITY, KROK, WSKZ, WSEZ, WRQK, KOFM, KIDD, KNBO, KRQ, WISE, KPUR, KKRC-FM, KYVA. See Parallels, will debut next week on the CHR chart.

AVERAGE MOVE +5

DENIECE WILLIAMS "IT'S GONNA TAKE A MIRACLE"

TOP TEN AT THESE STATIONS:

WBEN-FM	KFRC	KROK
94Q	XTRA	WJDX
Y100	WFBR	FM100
KEARTH	WTIC-FM	WMAK-FM
KRLA	KC101	KIKI
KFI	KZFM	WGUY
KIIS-FM	WTIX	WFLB
KIQQ		KDZA

A/C CHART TREND:

— 25 18 13

DENIECE WILLIAMS/It's Gonna Take A Miracle (ARC/Columbia)



NEIL DIAMOND "BE MINE TONIGHT"

KIIS-FM add	Q103	WDOQ	KCPX
XTRA add	KOPA	CK101	KSKD
V100 add	WHFM	WMAK-FM	KHYT
KBFM add	WTIC-FM	WSEZ	WTSN
KJ100 add	WDRC-FM	WRQK	WFBG
KIHK add	KC101	WCSC	WCIR
KRAV add	WAEB	WGH	95SGF
WOW add 18	Q106	WZZR	WFOX
WLYT add	K104	WVIC	WISE
Y94 add	WKEE	WKFR	WFLB
KENI add	KZFM	WAKX	WXLK
KKLV add	KINT	KIOA	KILE
WNBC	KHFI	KOFM	Q101
WKBW	WTIX	WNAM	KVOL
KRLA	KEEL	WGBF	KFYR
KFI	KROK	KQKQ	KELO
KIQQ	G100	KYNO-FM	WAZY-FM
KEZR	WAXY	KGGI	KSly
KIMN	Y103	KBBK	

LARRY LEE "DON'T TALK"

CHR:

WAEB	WRQK	KIOA
CK101	WNOK-FM	WFLB
WDCG	WZZR	KSly

77 A/C STATIONS INCLUDING THESE:

3WS	WHB	KEZL
WLTT	KS94	KFMB
WSB	KEX	KJR
WCZY		KPLZ

Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks	Two Weeks	Last Week		
1	1	1	1	McCARTNEY/WONDER/Ebony And Ivory (Columbia)
6	3	2	2	TOTO/Rosanna (Columbia)
5	5	3	3	HUMAN LEAGUE/Don't You Want Me (Virgin/A&M)
10	6	5	4	ASIA/Heat Of The Moment (Geffen)
4	4	4	5	RAY PARKER JR./The Other Woman (Arista)
21	18	8	6	JUICE NEWTON/Love's Been A Little Bit Hard On Me (Capitol)
12	8	7	7	LITTLE RIVER BAND/Man On Your Mind (Capitol)
17	14	9	8	JOAN JETT & BLACKHEARTS/Crimson And Clover (Boardwalk)
19	16	13	9	JOHN COUGAR/Hurts So Good (Riva/PolyGram)
14	12	10	10	FRANKE & KNOCKOUTS/Without You... (Millennium/RCA)
30	17	12	11	WILLIE NELSON/Always On My Mind (Columbia)
2	2	6	12	RICK SPRINGFIELD/Don't Talk To Strangers (RCA)
23	20	16	13	38 SPECIAL/Caught Up In You (A&M)
27	22	18	14	LOVERBOY/When It's Over (Columbia)
22	19	17	15	QUEEN/Body Language (Elektra)
29	26	24	16	RONNIE MILSAP/Any Day Now (RCA)
9	9	11	17	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
28	25	23	18	KANSAS/Play The Game Tonight (Kirshner/CBS)
-	-	29	19	SOFT CELL/Tainted Love (Sire/WB)
-	-	30	20	ROBERTA FLACK/Making Love (Atlantic)
-	-	29	21	MOTELS/Only The Lonely (Capitol)
-	-	28	22	HUEY LEWIS & NEWS/Hope You Love Me Like You... (Chrysalis)
7	11	14	23	TOMMY TUTONE/867-5309/Jenny (Columbia)
18	15	15	24	DONNIE IRIS/My Girl (MCA)
-	-	28	25	HEART/This Man Is Mine (Epic)
-	-	30	26	STEVIE NICKS/After The Glitter Fades (Modern/Atco)
-	-	27	27	KARLA BONOFF/Personally (Columbia)
-	-	28	28	ALABAMA/Take Me Down (RCA)
-	-	29	29	RICK SPRINGFIELD/What Kind Of Fool Am I (RCA)
-	-	30	30	STEVE MILLER BAND/Abracadabra (Capitol)

Three Weeks	Two Weeks	Last Week		
1	1	1	1	McCARTNEY/WONDER/Ebony And Ivory (Columbia)
15	6	2	2	RONNIE MILSAP/Any Day Now (RCA)
18	12	5	3	JUICE NEWTON/Love's Been A Little Bit Hard On Me (Capitol)
27	19	12	4	NEIL DIAMOND/Be Mine Tonight (Columbia)
10	8	6	5	SHEENA EASTON/When He Shines (EMI America)
9	7	7	6	EDDIE RABBITT/I Don't Know Where To Start (Elektra)
19	13	11	7	KARLA BONOFF/Personally (Columbia)
16	14	10	8	BERTIE HIGGINS/Just Another Day In Paradise (Kat Family/CBS)
13	9	9	9	D. WARWICK & J. MATHIS/Friends In Love (Arista)
2	2	3	10	DAN FOGELBERG/Run For The Roses (Full Moon/Epic)
3	3	4	11	WILLIE NELSON/Always On My Mind (Columbia)
4	4	8	12	ROBERTA FLACK/Making Love (Atlantic)
-	25	18	13	DENIECE WILLIAMS/It's Gonna Take A Miracle (ARC/Columbia)
-	26	17	14	ALABAMA/Take Me Down (RCA)
20	18	15	15	T.G. SHEPPARD/Finally (WB/Curb)
5	5	13	16	SIMON & GARFUNKEL/Wake Up Little Susie (WB)
11	11	14	17	ELTON JOHN/Empty Garden (Hey Hey Johnny) (Geffen)
26	24	22	18	MANHATTAN TRANSFER/Route 66 (Atlantic)
6	10	16	19	CHARLENE/I've Never Been To Me (Motown)
-	27	24	20	MELISSA MANCHESTER/You Should Hear How She... (Arista)
23	20	19	21	CAROLE KING/One To One (Atlantic)
-	22	22	22	TOTO/Rosanna (Columbia)
-	29	25	23	LARRY LEE/Don't Talk (Columbia)
-	29	25	24	AIR SUPPLY/Even The Nights Are Better (Arista)
-	-	29	25	BILL LaBOUNTY/Never Gonna Look Back (WB/Curb)
8	16	20	26	JOHN DENVER/Shanghai Breezes (RCA)
7	15	23	27	PAUL DAVIS/'65 Love Affair (Arista)
12	17	21	28	GORDON LIGHTFOOT/Baby Step Back (WB)
-	-	30	29	MECO/Big Band Medley (Arista)
14	21	26	30	BARRY MANILOW/Let's Hang On (Arista)

REO SPEEDWAGON (88)
AIR SUPPLY (70)
RICK SPRINGFIELD "Fool" (56)

GLENN FREY (53)
ROLLING STONES (51)
GARY U.S. BONDS (50)

MOST ADDED

AIR SUPPLY (75)
CHICAGO (39)
REDDINGS (24)

LESLIE PEARL (18)
GLENN FREY (12)
D. WILLIAMS (11) S. WONDER (11)

P. McCARTNEY/S. WONDER (139)
TOTO (123)
HUMAN LEAGUE (78)

ASIA (75)
JUICE NEWTON (67)
JOHN COUGAR (49)

HOTTEST

P. McCARTNEY/S. WONDER (87)
RONNIE MILSAP (57)
JUICE NEWTON (52)

WILLIE NELSON (44)
KARLA BONOFF (38)
SHEENA EASTON (35)

BREAKERS

RICK SPRINGFIELD

What Kind Of Fool Am I (RCA)

63% of our reporters on it. Moves: Up 16, Debuts 30, Same 27, Down 0, Adds 56 including WBEN-FM, WKTI, KRLA, KFI, KIIS-FM, KIQQ, KIMN, Q103, KOPA, 92FLY, WLAN-FM, KHFI, KIIK, KBBK, 99KG. See Parallels, debuts at number 29 on the CHR chart.

STEVE MILLER BAND

Abracadabra (Capitol)

58% of our reporters on it. Moves: Up 28, Debuts 28, Same 30, Down 0, Adds 34 including WLOL-FM, KFI, XTRA, KUBE, KIMN, KZZP, WDRC-FM, KKYK, WBBQ, WANS-FM, WNAF, KLUC, WCGQ, KFMZ, KOZE. See Parallels, debuts at number 30 on the CHR chart.

JOURNEY

Still They Ride (Columbia)

57% of our reporters on it. Moves: Up 34, Debuts 31, Same 31, Down 0, Adds 21 including Q102, Q106, KITY, KROK, WSKZ, WSEZ, WRQK, KOFM, KIDD, KNBQ, KRQ, WISE, KPUR, KKRC-FM, KYA. See Parallels, will debut next week on the CHR chart.

12-34

NEW & ACTIVE

J. GEILS BAND "Angel In Blue" (EMI America) 112/11
Moves: Up 40, Debuts 34, Same 27, Down 0, Adds 11, KRLA, KIMN, KZZP, WHFM, V100, KROK, WOW, KKFM, Q101, KKXL-FM, KKRC-FM, JB105 20-8, Z93 d-29, WLOL-FM 28-23, XTRA 26-18.

VAN HALEN "Dancing In The Street" (WB) 98/15
Moves: Up 40, Debuts 18, Same 25, Down 0, Adds 15, Z93, Q105, WHFM, 92FLY, Q106, KBFM, WZYP, KX104, WDCG, WNOK-FM, WTSN, WFLB, KILE, KQIZ-FM, WTRU.

GLENN FREY "I Found Somebody" (Asylum) 91/53
Moves: Up 1, Debuts 9, Same 28, Down 0, Adds 53 including WBEN-FM, 94Q, WLOL-FM, KRLA, KFRC, KEZR, KYXX, Q103, KZZP, WKRC-FM, FM100, WIKS, KSKD, WACZ, WAEV.

BLONDIE "Island Of Lost Souls" (Chrysalis) 91/21
Moves: Up 15, Debuts 27, Same 28, Down 0, Adds 21 including PRO-FM, CKGM, KUBE, WLAN-FM, WHHY-FM, WBCY, WVIC, WJXQ, KOFM, KJRB, Z102, WISE, WXLK, WYKS, KDVV.

REO SPEEDWAGON "Keep The Fire Burning" (Epic) 89/88
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 88 including 96KX, B94, CHUM, 94Q, Y100, WLS, WLS-FM, WLOL-FM, KIQQ, KYXX, KZZP, 3WT, KEYN-FM, FM103, KRNA.

EYE TO EYE "Nice Girls" (WB) 86/12
Moves: Up 30, Debuts 20, Same 24, Down 0, Adds 12, G100, CK101, WNOK-FM, KOFM, WIKS, KXXX, KBBK, WFOX, KKRC-FM, KRNA, KKL, KOZE, Z93 30-21, 94q 9-5, KEZR 29-19.

FOREIGNER "Break It Up" (Atlantic) 82/2
Moves: Up 42, Debuts 5, Same 32, Down 1, Adds 2, KLPO, KYA, KEZR 7-6, WRCK 16-13, WPST 28-24, K104 1-1, KZFM 16-12, KBFM 23-18, G100 20-16, KZ93 14-10, WIKS 25-22, FM103 24-20, WJBJ 33-28, KKRC-FM 21-17, KCBN 25-20.

RAINBOW "Stone Cold" (Mercury/PolyGram) 80/2
Moves: Up 37, Debuts 1, Same 38, Down 2, Adds 2, WJDX, KSKD, 96KX 5-5, CHUM 10-9, WPHD 5-4, WPST 15-12, KZFM 24-18, KLPO 30-25, WRVQ 18-15, KMGK 10-8, Z104 29-22, WIGY 28-25, WTSN 27-24, 95SGF 18-15, KDVV 16-10.

PATRICE RUSHEN "Forget Me Nots" (Elektra) 79/15
Moves: Up 37, Debuts 11, Same 16, Down 0, Adds 15, Q105, Q103, WBLI, WAEB, KXX106, G100, BJ105, CK101, KHYT, KIKI, WFBG, WCIR, WISE, KATI.

AIR SUPPLY

Even The Nights Are Better (Arista)

54% of our reporters on it. 75 adds sets new record for most adds in one week. Rotations: Heavy 6/6, Medium 38/38, Light 22/22, Extra Adds 9, Total Adds 75 including WCBM, WBEN, WYNY, 3WS, WLTT, WSB, WCZY, WCCO, KPPL, KOY, KEX, KEZL, KFMB, WSFM, KLTE, and 60 more. Debuts at number 24 on the A/C chart.

TOTO

Rosanna (Columbia)

48% of our reporters on it. Rotations: Heavy 24/0, Medium 32/6, Light 9/1, Extra Adds 1, Total Adds 8, WROR, 3WS, KPPL, KOY, KNBR, KMGC, KRNT, WKBR. Debuts at number 22 on the A/C chart.

NEW & ACTIVE

25-49

LITTLE RIVER BAND "Man On Your Mind" (Capitol) 60/5
Rotations: Heavy 26/0, Medium 27/3, Light 7/2, Extra Adds 0, Total Adds 5, WLTT, 97AIA, KOY, WENS, KMBZ. Heavy: WROR, WZZP, KS94, WRIE, WSFM, WGY, KEY103, WSGN, SM95, Y106, WSRZ, KSLQ, KYUU, KTKT, WNNR, WKZE-FM, WEIM, WCHV, Q96, WLVA, WORG, KCRG, KPAT, WBOW, KBAI, KRKK.

CHICAGO "Hard To Say I'm Sorry" (Full Moon/WB) 59/39
Rotations: Heavy 2/1, Medium 30/16, Light 24/19, Extra Adds 3, Total Adds 39 including WCBM, WBEN, WTAE, WLTT, WSB, KFMB, WFYR, KEZL, KFMB, KPLZ, WICC, WKAZ, WRIE, WWWW, WBT, WAAY, WSLI, WRKA, WRVR, WQUE, WARM98, WHIO, WDFD, KYUU, KIXI, KTKT, WNAB, KCRG, WDAY, KFOR.

LESLIE PEARL "If The Love Fits Wear It" (RCA) 56/18
Rotations: Heavy 4/0, Medium 25/8, Light 25/8, Extra Adds 2, Total Adds 18, WCBM, WBEN, WLTT, WCZY, WCCO, KEX, KFMB, KPLZ, WSFM, WAFB, WRVA, WSJS, WDFD, KMBZ, KBOI, KSL, KIXI, KBAI. Heavy: WLTA, KEZL, KEY103, WLVA. Medium: WSB, WICC, WYYZ, WSBA, SM95, WHBC, WARM98, KCRG.

JOHN SCHNEIDER "Dreamin'" (Scotti Bros./CBS) 51/6
Rotations: Heavy 6/0, Medium 23/0, Light 22/6, Extra Adds 0, Total Adds 6, WLTT, KOB, KKUA, WNAB, WCTC, WCHV. Heavy: WLTA, WCCO, WRVA, WFMK, WDEF, WLVA. Medium: WSB, WCZY, KEX, WICC, KEY103, WPTF, WHBC, WHIO, WDFD, WMHE, KBOI, KSL, KIXI, WEIM, WSKY, KSEL, KRNO, KSRO.

REDDINGS "Sittin' On The Dock..." (Believe In A Dream/CBS) 45/24
Rotations: Heavy 3/0, Medium 17/10, Light 22/11, Extra Adds 3, Total Adds 24, WBEN, WCZY, KFMB, KPLZ, WSLI, WMAZ, Y106, WSRZ, WHBC, KMBZ, KBOI, KUGN, KSL, WKBR, KRBC, WCHV, KSEL, WLVA, WJBC, KCRG, KFOR, KFQD, KRNO, KSRO. Heavy: WLTA, WRVA, KKUA. Medium: WSB, KEZL, WICC.

STEVIE WONDER "Do I Do" (Tamla/Motown) 39/11
Rotations: Heavy 3/0, Medium 18/3, Light 17/7, Extra Adds 1, Total Adds 11, KVIL, WFYR, WYYZ, WAFB, WSLI, SM95, WQUE, Y106, WQUA, WKBR, KPAT. Heavy: WBEN, WLTT, KWAV. Medium: WCBM, WASH, WCCO, KEX, WRIE, WBT, WHHY, WSRZ, KKRD, KRBC, WSKY, WCHV, KSEL, WORG, KBOZ.

HEART "This Man Is Mine" (Epic) 36/4
Rotations: Heavy 5/0, Medium 14/2, Light 17/2, Extra Adds 0, Total Adds 4, WKAZ, WARM98, KRNT, KFOR. Heavy: KJR, KPLZ, WQUE, KKUA, KWAV. Medium: 97AIA, WGY, WHHY, Y106, WSRZ, KIXI, WNAB, KRBC, WCHV, WORG, KRNO, KISN.

STEVIE NICKS "After The Glitter Fades" (Modern/Atco) 34/5
Rotations: Heavy 4/0, Medium 18/1, Light 10/2, Extra Adds 2, Total Adds WICC, KBOI, KWAV, WROV, KFQD. Heavy: WHHY, SM95, WLVA, KFOR. Medium: WSB, WZUU, WRIE, KEY103, WSGN, WQUEK, WSRZ, WHBY, WFMK, WNNR, KSEL, WORG, WDAY, KPAT, WJON, KBOZ, KSRO.

BARBARA MANDRELL "Til You're Gone" (MCA) 34/1
Rotations: Heavy 6/0, Medium 18/0, Light 10/1, Extra Adds 0, Total Adds 1, WEIM. Heavy: WCZY, WCCO, WRVA, KMBZ, KSL, WLVA. Medium: WLTA, WSB, KEX, WICC, WSBA, KEY103, KRNT, WDFD, KBOI, WNNR, WCTC, WDEF, WWSA, WJON, KFQD, KBOZ, KRNO, KSRO.