

Radio & Records

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AUGUST 13, 1982

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PROPAGANDA PROPOSAL GOES TO SENATE

Radio Marti Passes House

President Reagan won a victory late Tuesday night (8-10) when the House approved Radio Marti on a 250-134 vote. The bill (HR 5427) authorizes \$17 million over two years to build an AM station for the U.S. government to broadcast to Cuba.

A series of amendments intended to weaken the bill was defeated, including several proposed by Iowa Congressmen worried about the effect of Cuban retaliatory jamming on WHO/Des Moines. At one point Rep. Tom Harkin (D-IA) unsuccessfully proposed renaming the bill the "John Foster Dulles Cold War Mentality Memorial Broadcasting To Cuba Act."

The measure now goes to the Senate, where it faces an uncertain future. The Senate Foreign Relations Committee has held several days of hearings on Radio Marti, but Chairman Charles Percy (R-IL) is reportedly skeptical about the wisdom of the project.

WILL MANAGE BOTH

RKO L.A. PROPERTIES

Chlowitz Takes Charge Of KHJ

KRTH/Los Angeles VP/GM Allan Chlowitz has been named to the newly created position of VP/GM for both RKO stations in Los Angeles, KHJ & KRTH. In assuming the manager's position at KHJ, Chlowitz succeeds Neil Rockoff, who resigned last week (R&R 8-6).

Chlowitz told R&R, "I was at KHJ during the last of the six-share glory days, and I have some very strong feelings about the station. I'm looking forward to Allan Chlowitz both the challenge and the excitement of building KHJ back to the respectability it once had."

When asked about a possible shift away from KHJ's current Country format, Chlowitz told R&R, "There will be no format change through the remainder of this year — minimum. I have no real desire to change the format now. The cost of any format change is very large, and that is not what the station or the company needs now. I've always had a lot of fun running KRTH, and I think I can give KHJ a shot in the arm."

Chlowitz assumes his new duties immediately.

UPSET VICTORY OVER THURSTON

Fritts Wins NAB Presidency

In a stunning climax to its long and tumultuous search for a new NAB President, the association's Board of Directors met in Chicago Monday (8-9) and narrowly elected NAB Chairman Eddie Fritts to the job.

In a secret ballot vote, the board ignored the recommendation of its leadership and elected Fritts by a margin of 24-20 (with all six major networks voting for Fritts) over Berkshire Broadcasting President Don Thurston. Just last week, Thurston had been nominated unanimously by NAB's Executive Committee, acting on the advice of a search panel that spent months considering a wide range of candidates. (For detailed coverage of how Fritts won and reactions, see stories Page 4.)

Fritts is tentatively scheduled to take office October 1. As head of NAB, which represents 4600 radio stations and 690 television stations, he is expected to earn a salary similar to that of outgoing President Vince Wasilewski — \$130,000 a year plus substantial fringe benefits.



Eddie Fritts

Stakelin New Chairman

Replacing Fritts as NAB Joint Board Chairman is Bill Stakelin, VP/Bluegrass Broadcasting. Stakelin, who had been Radio Board Chairman, was appointed by the NAB Executive Committee, which met Tuesday (8-10) in Washington.

To complete its leadership reshuffling, the committee elevated Radio Vice Chairman Marty Beck, President/Beck-Ross Communications, to the newly vacant Radio Chairman's job.

SNEED TO CONSULT, ACUFF TO PD

WWSH Plans "Soft Hits" Format

WWSH/Philadelphia will drop its Schulke Beautiful Music format on September 6, adopting a live "Soft Hits" A/C format designed by programming consultant Mary Catherine Sneed. Sneed, who currently oversees a similar direction used at Cox Broadcasting sister station WSB-FM/Atlanta, has appointed WSB-FM midday personality Jack Acuff as Program Director of WWSH.

WWSH VP/GM Jim Connor explained the transition. "When I put this station on the air in 1970 with the present format, Beautiful

Replacing Beck as Vice Chairman is Bob Pricer, President of WCLT/Newark, OH.

Fritts, 41, is President of Fritts Broadcasting, headquartered in Indianola, MS. He owns all or part of 10 small radio stations, including several daytimers, in Mississippi, Louisiana, Arkansas and Kentucky.

Fritts told a press conference in Washington on Tuesday he will either divest himself of the stations or place them in a trust. "I will certainly have an arms-length relationship," he said.

Music commanded a 19 share of the market. Now it's under a 10 share. Watching the erosion, we could see that we weren't offering a viable advertising vehicle. It was absolutely necessary to change."

Regarding Sneed and Acuff, Connor said, "I think Mary Catherine is great. She has a real handle on this new format. I like the way she's put it together, and I think she's right on target. I've heard Jack on the air, and I believe he executes the format the way it should be. It's going to be a lot of fun, and a very interesting year."

Commenting on staff adjustments, Connor added, "There will WWSH/ See Page 24

DROPS BEAUTIFUL MUSIC

KFOG Plans Shift To AOR

Longtime Beautiful Music outlet KFOG/San Francisco will drop its Schulke format in mid-September for an AOR approach supervised by Burkhart/Abrams/Michaels/Douglas & Associates.

KFOG GM John Gaston explained to R&R, "We feel that since the Beautiful Music format is in trouble around the country in general, we needed to make a change and felt this was the direction where we can make some major inroads."

Gaston added, "We don't have a PD picked out for the position yet. Obviously Lee Abrams will be offering his input in this area as to the right person. This is a very big change for our owners (General Electric) to make, and we feel very confident in our decision."

Abrams added that he was studying the market preparatory to announcing a precise AOR direction for the station. KFOG plans to retain its call letters, which it has used since 1964.



WCOZ HAS THE RIGHT TOUCH — When WCOZ/Boston personality E.J. Crumme went on vacation, the station made the most of his absence by creating an "E.J. Phone Home" contest. The obvious tie-in with the motion picture "E.T." had listeners calling in at the sound of the E.T. to win tickets to the film, and qualify to have WCOZ pick up their phone bills for a month. Cindy Bailen filled in for E.J. during the contest, and pleaded each morning, "E.J. Phone Home." E.J. is shown in the photo pointing out where he really went on his vacation.

WLYT Switching To AOR

Cleveland's leading, and for the past eight weeks, sole AOR, WMMS, will have new competition shortly when WLYT converts from CHR to the album-oriented format. WLYT VP/GM Zemira Jones wouldn't commit to an exact start date, saying, "I'm not sure yet. All I can say is it'll be very soon."

Jones explained the reasoning behind the format shift, "We feel there is a real need for a strongly-imaged, high-profile AOR in this market. We want to play rock and promote it very heavily."

Regarding the impending battle with WMMS, Jones commented, "People will position this as a WLYT/ See Page 24

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Arbitron Sued Over Ascription, DST

Hartford Beautiful Music station WKSS has sued Arbitron over "unfair procedures" used to compile the spring 1982 ratings estimates. WKSS is seeking a recall of the most recent Hartford Arbitron and is asking for an injunction directing Arbitron "to reform its procedures so as to correctly report market definitions and audience levels."

According to Daniel Blume, attorney for the station, WKSS is not happy with the way Arbitron uses ascription to handle the slogan conflict over "96," used by his client and by WTIC-FM. "We end up with teens, they end up with people 55+. Given Arbitron's monopoly position, they have a heavy burden to see that every station gets its true audience - in this case neither is."

WKSS is also distributed by Arbitron's "payments of a premium to persons under 35 years old to return diaries," the Differential Survey Treatment method. Blume added, "We are against DST and feel that if you pay a certain segment of society more, that's an unfair sampling technique."

Finally, the station is also unhappy about

Harris New WISN & WLPX Program Manager

R.J. Harris has been appointed Program Manager for WISN/Milwaukee. Harris, who currently serves in the same capacity for sister FM station WLPX, will now supervise the programming for both stations. He replaces Ken Warren, who departed WISN last week.

"R.J.'s a guy with a ton of energy, and that's exactly what we need," remarked WISN & WLPX VP/GM John Hinkle. "He's done a marvelous job in turning WLPX around. For a man who 'cut his teeth' in AM radio, it's just a natural move, and I look forward to his innovations and directions for WISN."

Harris told R&R, "The last several months here have been wonderful. I'm very proud and excited about taking over the reins of WISN, a station with a rich history as one of the greatest facilities in America. John Hinkle and the (station owner) Hearst Corporation are the best operators I've ever worked for. The station just needs a bit of a spark."

Harris, who joined WLPX in January, previously worked at WLUP/Chicago, having formerly programmed WYSP/Philadelphia, WLAC & WKQB/Nashville, and Harrisburg stations WRHY, WCMB, and WFSM.

COMBINING BLACK, COUNTRY DIVISIONS

Capitol Closes L.A. Pressing Plant

In a series of economy-related moves, the Capitol Records Group closed its Los Angeles pressing plant last week, closed its Detroit branch, and put into motion combinations of Capitol and EMI America's black and country divisions. The plant move, which leaves Capitol with two pressing plants, affects over 250 employees. In Detroit, sales and promotion staffers will work out of their residences.

The black division reorganization has already taken place, with EMI's efforts being consolidated under Capitol, and EMI staffers (with the exception of Ronnie Jones, who will assist Capitol R&B Promotion Director Rusty Moody) let go. Similarly, EMI will direct both labels' country efforts. Plans are underway for present EMI/Liberty black artists' records to be released under the Capitol logo and for Capitol country acts to switch to Liberty.

The moves follow a recent round of employee dismissals. Also exiting the label is longtime A/C promotion staffer Gertie Katzman.

the diary distribution in the Hartford area. "We don't think we (a class B FM) are getting a fair shake when only 1479 of the total of 5029 diaries in the market come from our metro."

Tony Kelsey, General Counsel for Arbitron, told R&R, "We have yet to receive the paperwork on this. All we know is that the station has never complained to us about this prior to the legal action. We don't use DST in Hartford so I'm not sure why they are unhappy about that."

LORIN PROMOTED TO ND

KSDO Names Simon Operations Director

Jim Simon will take over the position of Operations Manager of KSDO/San Diego on August 23. Simon, who is presently part-owner and GM of KGOE/Thousand Oaks, CA, previously served as VP/News at Mutual, Director/News & Programming with KABC/Los Angeles, and VP/GM of WBBM/Chicago.

KSDO President/GM George Mills told R&R, "Jim has the credentials and an extremely strong background in News/Talk radio. We feel that he will be adding a great deal to the success of KSDO."

Concurrent with Simon's appointment, Mills announced the promotion of KSDO morning news anchor, Bill Lorin, to News Director. "He's shown us very strong leadership characteristics, and has done an excellent job. I think the combination of Bill and Jim will only help KSDO."

Sanders's WJKZ Going Country

Mack Sanders's newly acquired WJKZ/Nashville will switch formats to Country in mid-August. Don Keith, Program Director of sister-AM WJRB, will program both stations. WJRB will change call letters to WLKZ with the two stations adopting the single identity of "KZ Country."

Keith commented, "We feel Middle Tennessee wants a good full-service radio station that plays a wide variety of today's country music, and that's just what KZ Country will be."

Bozeman National Music Director

In a related announcement, Keith promoted Janet Bozeman from MD of WJRB to National Music Director for the six Sanders stations (WJRB & WJKZ, WVOK & WRKK/Birmingham, WNOX/Knoxville, and, pending FCC approval, WYSH/Clin-ton, TN). Keith said, "Although local music directors will be responsible for adds, Janet will coordinate research, promotion relations, and group music policy from our headquarters here in Nashville. She has done a tremendous job with music at WJRB, and gained the respect of everyone she works with."

Bozeman's appointment is effective immediately. WJKZ will debut its new Country format as soon as relocation to a new broadcast tower is complete.



KFRC PUTS STEREO ON THE AIR — KFRC/San Francisco became one of the first stations to go on the air with AM stereo, using a Kahn system. Pictured making the switch are (l-r) PD Gerry Cagle, Chief Engineer Phil Lerza, and VP/GM Pat Norman.

Richards Set As WQSR PD

Waylon Richards has been named PD at WQSR (formerly WKTK)/Baltimore, coming to the station from a five-year stint as a WPGC/Washington air personality. Richards will now implement WQSR's localized version of the ABC Superadio format, which the station had been scheduled to adopt.

Richards told R&R, "Naturally, I'm pleased to be given the opportunity to program such a good facility. The signal covers the market well, and we are already on the air with our version of Superadio. We're doing our version with more localism, with local personalities. We border on being a bright CHR-A/C station, playing about 70% oldies at this point. We think that with the personality approach and music selection there's a considerable hole for us to fill."

WQSR Exec. VP/GM Carl Brenner commented to R&R, "Waylon has spent five years just 40 miles away from Baltimore, so he's got a great feel for the area already. This is a great opportunity to show everyone what a talented programmer he is, and we are already seeing his expertise pay off. Waylon felt that Baltimore needed a good clean-sounding radio station aimed at the 25+ audience. His talent as an air personality enables him to translate this sound to the audience easily."

Newman Heads Chrysalis AOR Promotion

Louie Newman has been promoted to the position of National Album Promotion Director for Chrysalis Records. Newman, who has been with the label for a year, was most recently Manager of West Coast Promotion. He will now take responsibility for Chrysalis album air-play nationally.



Chrysalis VP/ Promotion Jack Forsythe commented to R&R, "Album radio and Chrysalis have always had a great respect for one another's needs, and I feel Louie's addition to our national staff will enhance and strengthen our presence even more with album radio." Newman's appointment is effective immediately.

Cuddy Programs WPRO-AM & FM

Tom Cuddy has been officially appointed Operations Manager/Program Director for WPRO-AM & FM/Providence. He had been acting in those capacities on an interim basis for the last two months following the departure of Gary Berkowitz to WROR/Boston (R&R 6-18).

VP/GM Aaron Daniels told R&R, "When Gary Berkowitz left, I had the chance to observe Tom in this position. I interviewed 17 of the 59 applicants for the position and decided the person for the job was right here in the building. I'm very impressed with his abilities, and his prior experience as Gary's assistant has made him ready. We are still using Gary as a consultant, so Tom and Gary will still be putting their heads together on things."

Cuddy, who joined the stations two years ago, commented to R&R, "I grew up listening to Salty Brine on WPRO, and it was always my desire to work at these stations. To have the opportunity to program them is really a dream come true. Gary left things in great shape, and I plan to keep the same directions and philosophies that have kept both stations winning."

Before joining WPRO-AM & FM, Cuddy was Station Manager at WARA/Attleboro, MA.

Washington Report

New Technologies Top Fritts Agenda

Asked to name the top issue facing broadcasters today, NAB President-elect Eddie Fritts told a Washington press conference this week, "I think the impact of the new technologies has to rise to the front of my thinking."

The NAB, he says, must position itself to help broadcasters benefit from new technologies, and to have a hand in molding laws and regulations that will govern how those technologies affect the marketplace.

Sketching out the remainder of his agenda, Fritts offered these priorities:

- Developing a long-range strategic plan for the NAB.
- Instituting more accountability for NAB officers.

- Opening up "better lines of communication" with Congress and the FCC.

• Reestablishing and revitalizing "the Television and Radio Political Action Committee (TARPAC) which raises funds for political contributions.

• Stepping up NAB involvement in the international communications arena as other nations challenge U.S. dominance. "There's only so much spectrum available," Fritts explained.

• Continuing the drive for broadcaster First Amendment rights.

Fritts said he'll leave the day-to-day operation of the NAB to Executive VP/GM John Summers, carving out a role as chief industry lobbyist for himself. In his year as NAB Chairman, Fritts maintained, he has

engaged in far more Capitol Hill, White House and State Department lobbying that is generally realized.

It's widely believed Fritts has significant staff changes in mind for the NAB, but he said the association has a "superb staff," and he doesn't expect anyone to quit due to his election.

Fritts also rules out the possibility of a lasting damaging division within NAB

Fritts Election Analysis

ranks because of the sharp split his candidacy created between the Fritts and Thurston camps.

NAB's President-elect thinks being a broadcaster will help him once he takes over in October, that he'll understand how issues affect broadcasters "perhaps a little more vividly than someone who had not been involved in the day-to-day operation of a broadcast property."

And finally, how much of a commitment is Fritts making to NAB? He'd like to serve "a minimum of five years," he said, and longer if his performance is satisfactory to the Board of Directors.

quarters, and working more closely with other trade groups, especially in trying to reduce the number of conventions by consolidating meetings now sponsored by various associations.

Most of these recommendations, and many others, were carefully worded to make them suggestions for the Executive Committee and President, rather than ironclad edicts.

The NAB Presidential Vote — Democracy Or Backroom Politics?

After NAB's Executive Committee delivered its surprising endorsement of Don Thurston early last week, it quickly became apparent that Eddie Fritts wasn't out of the race.

Fritts claims he pushed ahead at the urging of his backers on the NAB Board: "Their belief and confidence in me still existed," Fritts said later. Although Fritts himself was "out of pocket" most of the week due to a family emergency, his supporters waged a vigorous campaign. These backers included the board's network representatives, who lined up solidly behind Fritts. Their votes could have tipped the balance to Thurston.

Going into Monday's board meeting in Chicago, both Fritts and Thurston believed they had the votes to win. The session opened with a report from the Search Committee, which placed Thurston's name in nomination. Then Walter May, President of WPKE & WHDR/Pikesville, KY, nominated Fritts.

board member is convinced the outcome was engineered by the Search Committee and the Executive Committee, which he believes privately favored Fritts all along.

Search Panel Motives

"It was a classic backroom election," said this board member, who asked not to be identified. "Thurston was used as a smokescreen to cleanse Eddie's candidacy." He believes the Executive Committee realized it couldn't nominate Fritts outright without subjecting itself to severe criticism.

So, instead, it nominated Thurston in the belief he was unlikely to win and thus could be easily defeated by Fritts. Noting that some Executive Committee members stood to gain by Fritts vacating the chairmanship, this board member told R&R, "Some of the same guys who voted for Thurston on the Search Committee were on the phones lobbying for Fritts 24 hours later."

Reacting to that scenario, another board member told R&R, "That's absurd. The Search Committee was made up of reputable and thoughtful people who chose somebody they thought would make the best president."

Another broadcaster, who serves on both the Search and Executive Committees, also denounced the accusation, saying the search panel was "very disappointed" Thurston lost.

No other candidates were nominated, although Cliff Gill of KWVE/San Clemente, CA spoke up to say many people had asked him to nominate American Advertising Federation President Howard Bell.

There was virtually no discussion. On a secret ballot vote, Fritts beat Thurston, 24-20. It was all over in less than an hour.

Although Fritts appears to have beaten Thurston fair and square, one angry NAB

Runners-Up React To Fritts Election

"Well, there has to be a winner and a loser," Berkshire Broadcasting President Don Thurston told R&R after coming four votes away from being the next NAB President. Philosophically, he added, "NAB will continue to function and I will enjoy my life as I always have in the Berkshires.

"I'm naturally disappointed and I think somewhat surprised that the Search Committee's recommendation would be treated as it was and that, apparently, so many people indicated one thing to me and did another."

Choosing his words carefully, Thurston told R&R, "I felt confident that a majority of the board had indicated to me their support, and that did not happen. Maybe there was something last-minute. I don't know."

Thurston placed a congratulatory call to winner Eddie Fritts shortly after Monday's

vote. Fritts, he related afterwards, "hoped that I would continue to assist NAB where it was deemed necessary, where it was deemed possible. I said, 'Well, we'll cross those bridges when we get there.'"

Thurston added, "I've never been the kind of person that sniped from the outside. So I expect to do as I have always done, and that is to be an active citizen, not only in broadcasting but in my community."

NAB's Executive Vice President/General Manager John Summers, another leading but unsuccessful candidate, told R&R, "In terms of my candidacy, of course I'm disappointed." But Summers made it clear he has no intentions of quitting NAB in a huff. "I just would say that I would be prepared to work with anybody the board selected."

Futures Committee Charts New NAB Direction

While gathered in Chicago this week, the NAB Board didn't merely elect a new President. It also approved a sweeping set of recommendations for a change set forth by its Futures Committee, which has been studying NAB's structure and policies.

The report identifies "government lobbying" as NAB's primary function, and criticizes "the apparent shift of emphasis from government relations lobbying towards station services."

Also recommended was development of a yearly written strategic plan to make NAB more forward-looking and less "reactive." A reshaping of the NAB President's role was suggested, making it clear he is to be "a voice for and to the industry" and "the official lobbying force," rather than a nuts-and-bolts manager.

The Board also favored a major upgrading of NAB's political fundraising arm, the Television and Radio Political Action Committee (TARPAC) and a cut in the size of the Radio Board, which it said is "too large and unwieldy."

A big loser in the recommendations was the Sr. VP/Broadcasting position now held by Jim Hulbert. This office "inhibits the internal flow of communications and creates a bureaucratic layer that membership finds hard to deal with," the Board agreed. Under the plan, the VP's for Radio, TV and Membership would be stripped from the division, reporting instead to Executive VP/GM John Summers.

Winners would be the Government Relations Department, which the Board wants brought up to full strength, and the Public Relations Department, which was earmarked for the strengthening "to present a more positive image of both the industry and the association."

Other recommendations included hiring an international expert, establishing a complete audiovisual studio at NAB head-

Senate Votes For Five-Member FCC

Ignoring last-minute pleas from top White House aides, the Senate voted last week to save \$500,000 a year by reducing the FCC from seven to five members beginning next July 1.

As part of a major budget bill, the cutback now goes to a House-Senate conference committee, where it is expected to survive due to probable support from House Telecommunications Subcommittee Chairman Tim Wirth (D-CO).

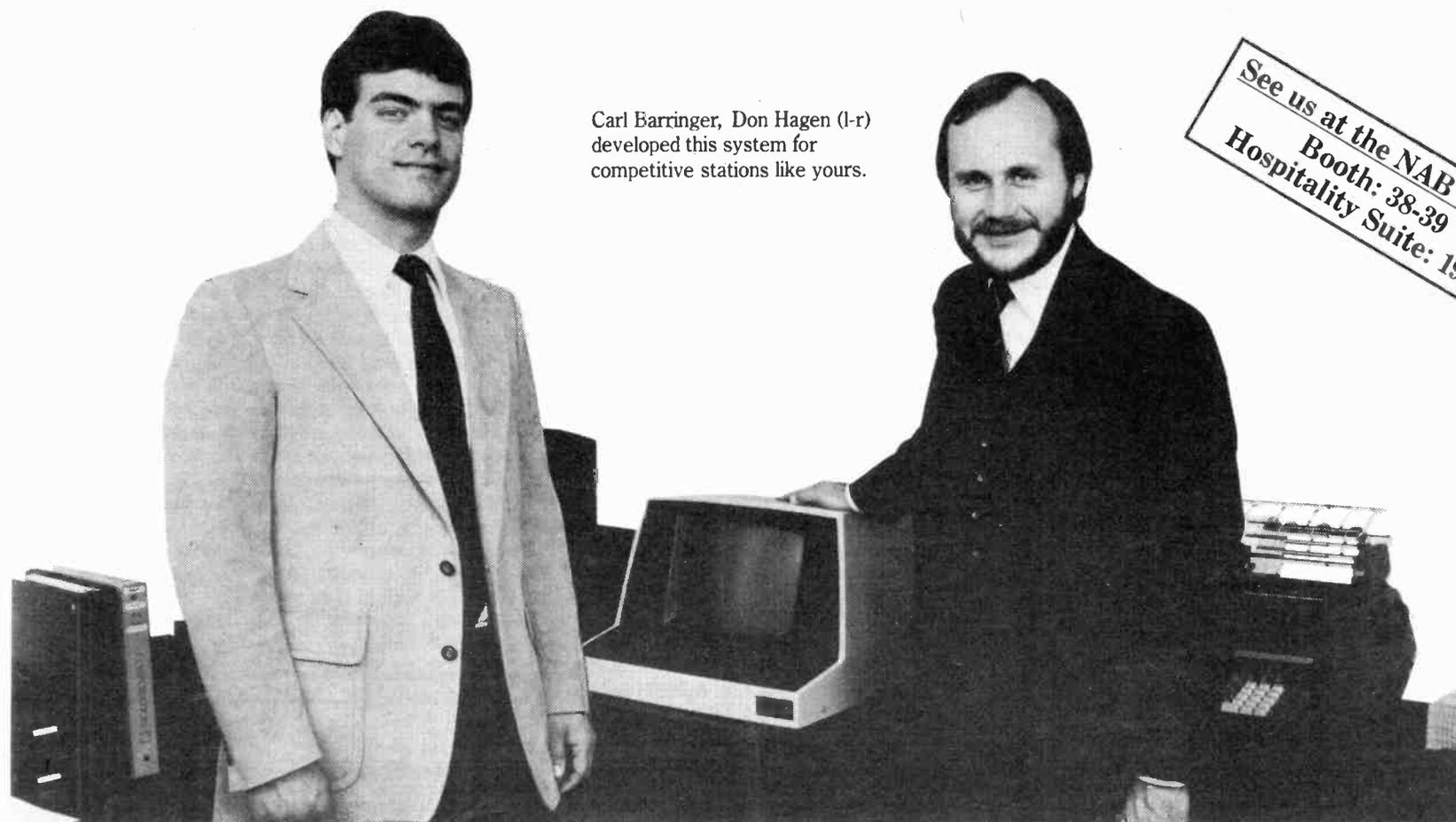
The move was engineered by Senators Bob Packwood (R-OR) and Ted Stevens (R-AK) after the White House named Steve Sharp, rather than their choice, to fill an FCC vacancy. If the cut becomes law, Sharp — who hasn't been confirmed yet — would serve less than a year in office, rather than seven years.

In a brief debate on an amendment that would have blocked the cut, Communications Subcommittee Chairman Barry Goldwater (R-AZ) accused the White House of spreading the false rumor that reducing the FCC would throw it into Democratic control. Not so, Goldwater countered, "So if any of you have been called by Mr. Meese, just mark it up as an error in left field."



NEW NAB LINEUP — Pictured are newly-designated NAB Joint Board Chairman Bill Stakelin (left), VP of Bluegrass Broadcasting; and Radio Board Chairman Marty Beck, President of Beck-Ross Communications. Also named was new Radio Board Vice Chairman Bob Pricer, President of WCLT/Newark, OH.

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Now you don't have to wait for the book to answer your questions about cume and market share. With **MarketTrack**, you track them both yourself and then go deeper. Study the image of your station, the effectiveness of your advertising and the impression made by your personalities. Discover how your station is positioned in the minds of your listeners. You don't have to worry about writing the questions. You'll have access to your own fully indexed file of properly constructed research questions. Of course, you may also add your own questions at any time.

MusicTrack quickly tabulates the results of any type of music research in the most accurate and time-saving way. Your weekly call out research and mass music tests are well within the capabilities of MusicTrack. You can process up to 250 songs per week with as many as 900 respondents. Then, enter data by magnetic card or keyboard. You'll see more meaningful tables: a crosstab of the reactions to your music against all demographic cells, even your competition's cume. A trend of your listener's reactions to your music over as many as 13 weeks. A rank of all songs in order of familiarity, preference or burn, any combination of these or any other areas you choose to research.

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WBT/WBCY	Charlotte
KOA/Q-103	Denver
WMPS/WHRK	Memphis
WUBE	Cincinnati
WSUN	Tampa/St. Petersburg
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What's New

Edited by Gail Mitchell

Mingles Upstage Singles

Used to be *mingle* was what your mother told you to do at parties so you wouldn't be a wallflower. Now in the 80's the word has adopted a whole new meaning that radio should be aware of when gathering demographic and other audience-related data. In the housing industry, *mingle* is defined as two or more unrelated single persons who buy or share housing.

In an effort to tap into what builders say is the fastest-growing market, housing developers coined the new definition and has started building condos with "dual masters." These dwellings house two master suites with full, private bathrooms and situated at opposite ends of the condo. The kitchen and other shared rooms are larger than normal to lessen the friction of living together and to insure additional privacy, these areas are located between the bedroom suites. Two developments embracing this new kind of living have sprung up in Edgewater, NJ and Los Angeles. And coupled with the mingle madness is the notable increase in the number of roommate-matching companies — from six to 60 nationally in only four years.

Broaden Radio Knowledge Through Television

Utilizing the assets of a rival medium to fully explain the concepts of another is the premise behind "Radio Video." Described as "a TV show about radio," Radio Video is a video-cassette series comprised of one hour "how-to" seminars on topics related to the radio industry.

Borne out of a desire to better explain radio's "buzzwords" and at the same time help defray convention travelling costs and time, the video venture is the brainchild of Ed Shane, program Director of talk-formatted

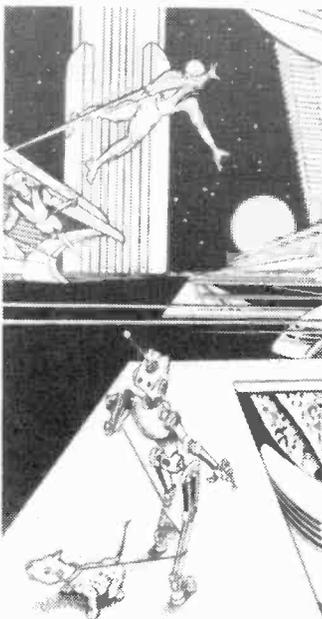
and their radio applications. New cassettes will be released every two months.

Radio Video may be purchased in either the Beta or VHS format at a cost of \$122.50. There's an additional charge of \$25 for ¾" U-Matic tapes. For more details contact **Shane Media Services** at (713) 461-9958.



KTRH/Houston, broadcast consultant and Radio Programming Editor for **Broadcast Communications**. On-camera host Shane interviews industry observers on specific topics, interprets the discussed philosophies, and follows up with step-by-step instruction accompanied by visual aids. Dr. **James Fletcher**, from the University of Georgia, launches the premiere cassette with a look at focus groups

Robots Replacing Human Workers



In a study prepared by Congress's Budget Office, seven million U.S. workers will be replaced with robots by the end of the decade. With two million workers already jobless because of automation, it's predicted that robots will represent 15% of the total workforce by 1990. One of the hardest hit industries will be manufacturing. Either whole generations will have to be retrained for other types of work or the government may have to dig in its pockets a little deeper for extended benefits so displaced employees can at least eat. Judging by the way new technology is moving forward by leaps and bounds, we shouldn't be too surprised when we have radio's new morning team of R2D2 and C3PO trading quips while playing the intergalactic top twenty.

OLYMPIC UPDATE

ABC Watches As Time Goes Buy

ABC executives are no doubt humming the "Casablanca" tune but adding their own lyrics in the wake of the net's recent Olympic announcement that 75% of its commercial air time is already sold out — even though the 1984 games are still a good two years away. Targeting a goal of \$615 million, ABC is definitely on track with a confirmed \$460 million in buys with \$20 million more expected to become final shortly. As you may recall, the ABC Radio Network was awarded exclusive radio broadcast right for the Los Angeles — held contests (R&R 12-4-81).



Games of the XXIIIrd Olympiad Los Angeles 1984



Radio Faces Cable TV Threat

Radio, rather than network television, stands to lose more audience and ad dollars at the expense of cable TV. That conclusion comes from a "Changing Media" commentary released by ad agency **Ogilvy & Mather**. Cable offers programming formats similar to radio (rock and news, for example), thereby competing for a slice of radio's selective listenership. And in the search for added income to help offset costs, local cable operators will consider approaching radio's clients, using strategies similar to radio's own. Two markets with cable franchises, Tulsa and Albuquerque, have already seen portions of radio ad revenues lured away by cable TV.

Other points brought up in the study reveal that there are "must-carry" regulations which legally bind a cable operator to include local television stations. But the same doesn't hold true for radio. With an improved FM signal cable franchises are able to bring subscribers distant radio stations. So even FM's as well as AM's may be battling distant foes for local audience. Ogilvy & Mather acknowledge radio's strength in the car, at work, and at the beach. But that doesn't mean the radio industry should rest on its laurels, content despite minor audience loss. The size of cable franchises is usually under 100,000 households. Thus cable's marketing area is quite similar to radio's and it's natural for cable to pursue the local, not national, adver-

tisers who account for about 75% of radio's revenue.

What can radio do to fight back? O & M suggests the answer lies in network affiliation. Through this radio can seek out those national advertisers who will want radio as part of their media package. The agency also recommends that radio stations take another "fresh" look at their local customers, attract new listeners, and increase time spent listening. One way to do this might be to consider other specialized programming like 24-hour financial news stations which the networks can distribute economically via satellite. Since less than half of all radio stations are network affiliates, the impending struggle for local ad dollars could be advantageous to the growth of networks.

Japanese Unveil Advanced Cameras



The Japanese are always one step ahead of the rest of the world when it comes to innovative and advanced electronic technology. Helping to keep this reputation intact are two cameras which will be marketed in Japan, the U.S., and Europe during the next two to three years. **Sony** has developed the Mavica, a mass-market electronic still camera that electronically records photos on magnetic discs, not film. So instead of driving to the nearest **Fotomat** to pick up processed snapshots, photographers can view them on their television set. Also pictured above is **Panasonic's** prototype of its handheld video camera-cassette recorder which will be about the same size as today's 8-mm movie camera.

WESTWOOD ONE

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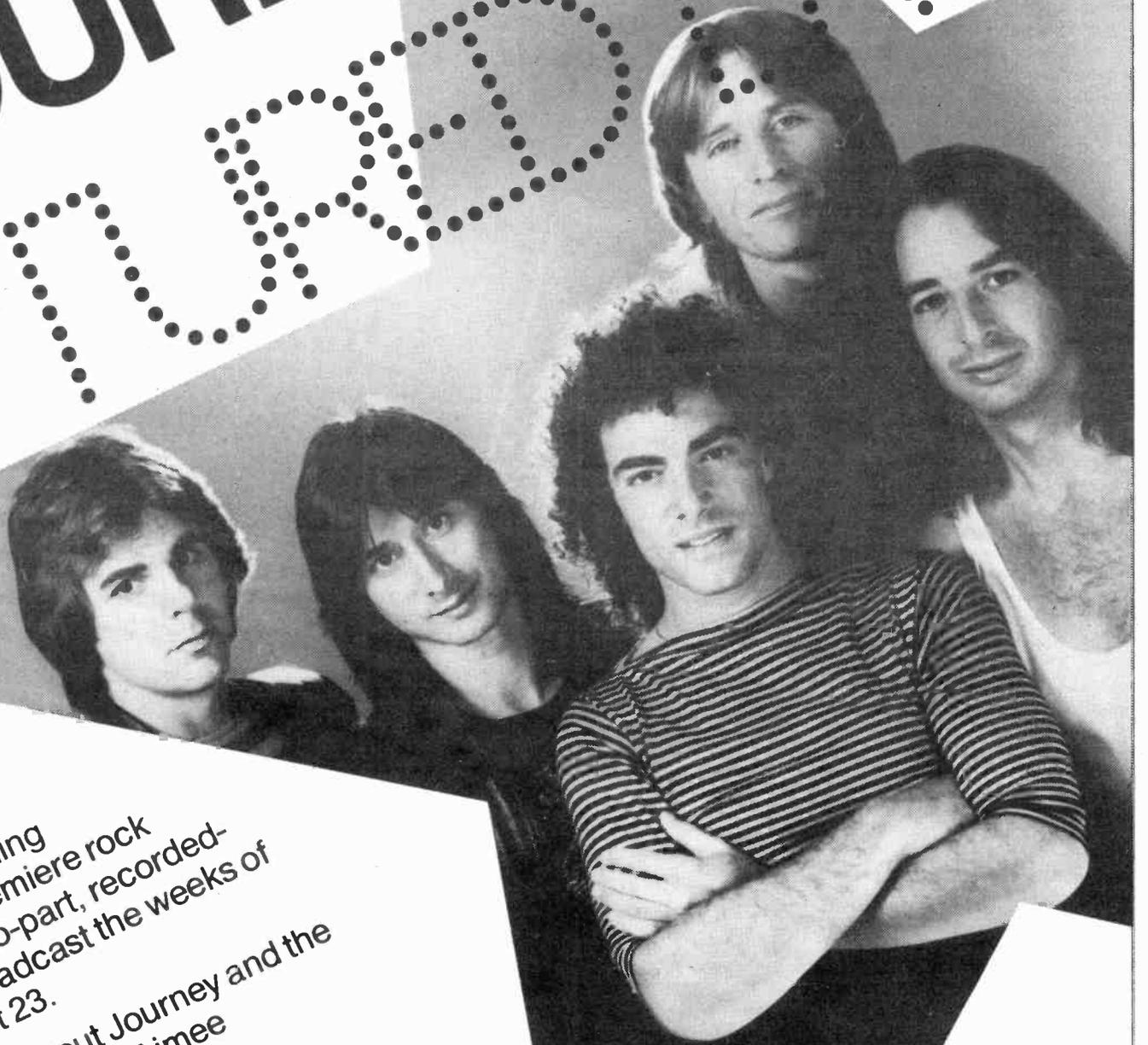
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WTPA/Harrisburg

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For more information about Journey and the
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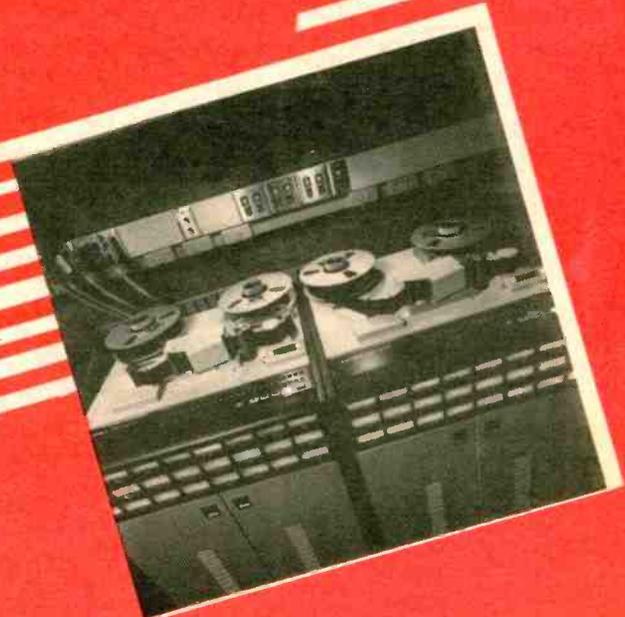
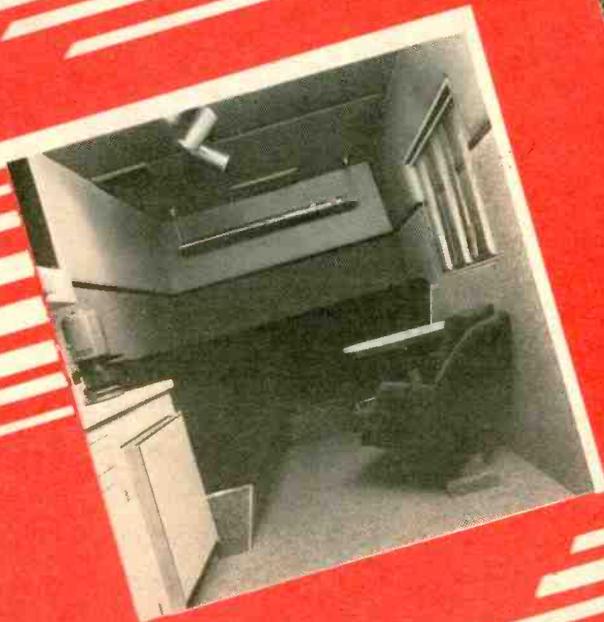
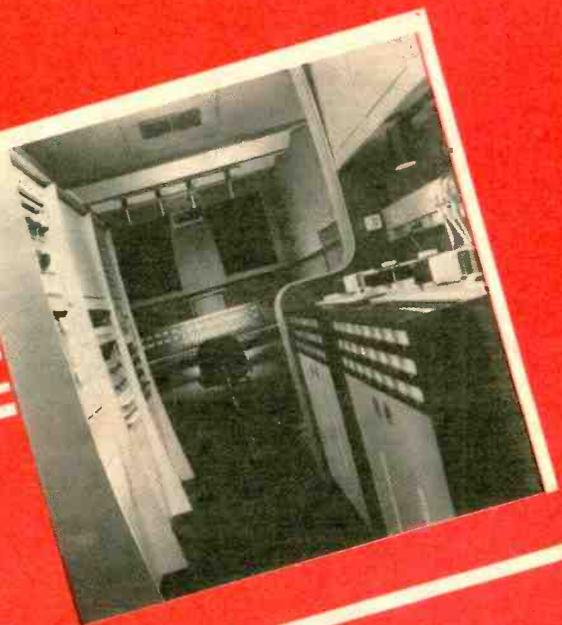
"Captured Live!" is sponsored by
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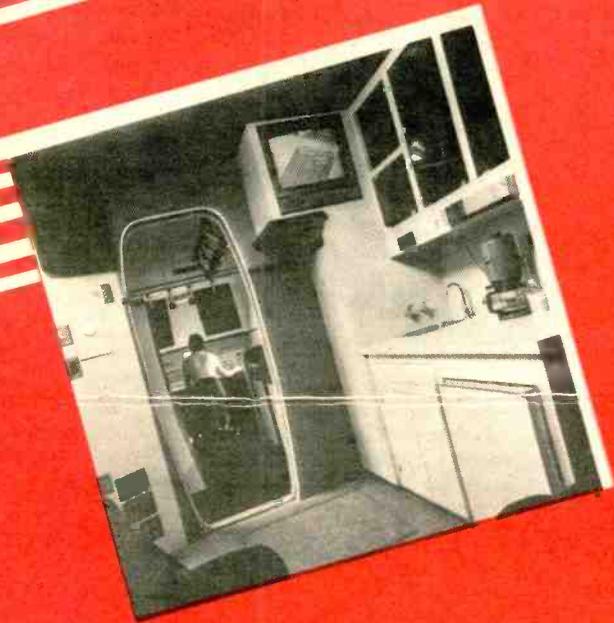


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Networks/Program Suppliers

MUSIC FEATURES

Mutual

From Australia With Love/Dick Clark (August 28-29)
 Rolling Stones: Past and Present (September 30-October 3)

Narwood

Country Closeup:

Gail Davies (September 6)
 Roy Clark (September 13)
 Terri Gibbs (September 20)
 Loretta Lynn (September 27)

Music Makers:

Larry Elgart (August 30)
 Margaret Whiting (September 6)
 Les Brown (September 13)
 Peggy Lee (September 20)
 Lionel Hampton (September 27)

NBC

Source:

Loverboy Concert (August 27-29)
 Iron Maiden (September 3-6)
 Van Halen (September 10-12)
 Blue Oyster Cult/Aldo Nova (Starfleet Blair) (September 24)

RKO

Solid Gold Saturday Night (Dick Bartley)

Platters (August 28)

Rolling Stone

Magazine Productions

Rock Star Guest DJ:

Triumph's Mike Levine (August 30)
 Hall & Oates w/Phil Collins (September 6)
 Ted Nugent (September 13)
 Cheap Trick's Rick Nielsen (September 20)

Continuous History Of Rock & Roll:

Greatest Live Albums (August 30)
 "48-Hour Continuous History Weekend" (September 3-6)
 Rock Books (September 6)
 Great Bass (September 13)
 Worldwide Rock (September 20)
 Greatest Rock Festivals (September 27)

United Stations

Dick Clark's

Rock Roll And Remember:

Elvis Presley (September 4-6)
 Chubby Checker (September 10-12)
 Monkees (September 17-19)

Watermark

Soundtrack Of The 60's:

Tom Jones/Vidal Sassoon/Rascals (August 28-29)
 Sam & Dave/William Shatner/ Monkees (September 4-5)

Westwood One

In Concert:

Pat Benatar (September 3-5)

Live From Gilley's:

Con Hunley (August 27-29)
 Johnny Paycheck (September 3-5)

Off The Record:

Elvis Costello (August 27-29)
 Heart (September 3-5)

Rock Years:

1969 (August 27-29)
 1970 (September 3-5)
 1971 (September 10-12)
 1972 (September 17-19)
 1973 (September 24-26)

Rock & Roll Never Forgets:

John Lennon (September 17-19)

Special Edition:

Ashford & Simpson (August 27-29)
 Donna Summer (September 3-5)
 A Taste of Honey (September 10-12)

Additional Programming:

Elton John Special (September 3-5)

ABC

Contemporary Net/

Spotlight Specials:

Billy Joel (October 24)
 Kenny Loggins (December 19)

Entertainment Net/

Silver Eagle (DIR):

"Ain't Love Grand" Special (August 29)

Rock Net/King Biscuit (DIR):

A Flock Of Seagulls (August 29)

Rock Net/Supergroups (DIR):

Rolling Stones (August 28)

CBS

RadioRadio:

On Stage Tonight: Air Supply (September 4)
 Carole King (October 2)
 Commodores (November 6)

Clayton Webster

Country Calendar:

Mel McDaniel (September 6)
 Jerry Reed (September 7)
 Waylon Jennings (September 8)
 Kieran Kane (September 9)
 Tommy Overstreet (September 10)
 Jacky Ward (September 11)
 Charly McClain (September 12)

Rarities:

AC/DC (September 6)
 Jackson Browne (September 7)
 Queen (September 8)
 Beach Boys (September 9)
 Michael Stanley (September 10)

Retro Rock:

Black Sabbath (August 30)

Creative Factor

J. Geils Band/Alabama (August 21)
 Alabama (August 21)
 Barry Manilow/Cars (Labor Day Weekend)

Earth News

Men At Work (August 27-29)
 Hall & Oates (August 30-September 2)
 707 (September 3-5)
 REO Speedwagon (September 6-9)
 Soft Cell (September 10-12)

Global Satellite

Rockline:

John Cougar/Cameron Crowe (August 23)
 Clash (August 21)
 Supertramp (September 13)

Low Irwin Reports

John Cougar (August 23-29)
 Pink Floyd's Roger Waters (August 30-September 5)

London Wavelength

Jim Morrison (September 1-15)

PEOPLE

● **Bill McClenaghan** has been promoted to VP/Research Services for the **ABC Radio Networks**, moving up from Director of Research, a position he's held for the past five years. He was previously VP/Sales & Administration for **Schulke Radio Productions** and VP/GM of **Arbitron Radio** for four years of a total of 12 with the ratings firm.

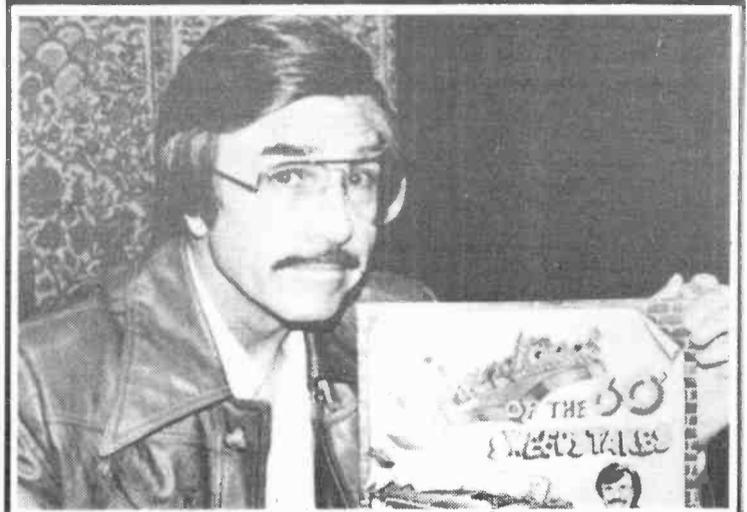
● Also at ABC, the **Direction Network** has formed an Affiliate Advisory Board. Members are acting Chairman **Aaron Daniels**, VP/GM of **WPRO/Providence**, representing the Northeast; **KJR/Seattle** GM **Rich Robertson** (Northwest); **WJW/Cleveland** GM **Art Caruso** (North-Central); **WPOC/Baltimore** VP/GM **Dave Fuleihart** (Southeast); **Capital Broadcasting** Pres. **Ken Johnson** (South-Central); **KTIM/San Rafael, CA** Pres. **Don Platt** (Southwest); and **WJAS/Pittsburgh** VP/GM **John O'Hearn** (member at large).

● **Jerome Navies** has been named Executive Producer for **CBS Radio Stations News Service**, coordinating the exchange of news between CBS's owned stations. He has been with CBS since 1972.

● **Terri Dumas** joins **Progressive Radio Network** as freelance writer. Still retains post as reporter for **Shadow Traffic**.

Reuters Readies Radio News Net

International news service **Reuters** plans to join competitors **AP** and **UPI** in the radio arena with a network featuring hourly newscasts on financial and commodity developments planned for fall. Stations taking the financial reports and/or the commodity newscasts will exchange commercial time. The financial/stock/commodity area is regarded as a strength of the Reuters organization, and thus an obvious choice for its radio kickoff.



AND THE 60'S LIVE ON — During the three-hour special edition of "Soundtrack Of The 60's," **Watermark** will announce the grand prize winner of a restored 1966 candy apple red Mustang convertible — a dream car of the sixties era. Furrowing his brow as if trying to determine the winner by ESP is program host **Gary Owens**, with a sample of a sweepstakes counter card.

NEWS & INFORMATION FEATURES

Clayton Webster

Sporting News Report:

College Basketball Recruiting Violations (September 6)

Earth News

Rutger Hauer of "Blade Runner" (August 26-29)
 Michael McKean of "Young Doctors In Love" (August 30-September 1)
 Comedy with Ron Stevens and Joy Grdnic (September 2-5)

Low Irwin Reports

Actor Rene Auberjonois/Actress Felice Schacter (August 21)
 Photographer Leigh Weiner (August 22)

Narwood

Outlook:

Taping Debate (August 21)
 High School Work Force (August 24)
 Sammy Davis Jr. (August 25)

Progressive Radio Network

Laugh Machine:

Flip Wilson/George Carlin/Rodney Dangerfield (Week of August 16)

News Blimp:

ABSCAM/Drinking Age/Whale Hunting (Week of August 16)



OUTLAW DOES TIME AS DJ — Freddie Salem (l) lead guitarist for the **Outlaws** rock group, was caught redhanded by the camera recently while doing a stretch on **Rolling Stone Magazine Production's "Rock Star Guest DJ"** with **EDR/Entertainment** executive producer **Denny Martin**. Judging by Salem's smile, the "sentence" wasn't a harsh one.



RKO COURTS VIP'S — The **RKO Radio Networks** have inaugurated a **VIP luncheon** series in an effort to establish a more personal relationship with noted newsmakers. **Commerce Secretary Malcolm Baldrige** (second from left) was the honored guest for the premiere luncheon. He's surrounded by (l-r) **Newsweek's Harry Anderson** and **RKO's Dave Cooke, Sam Hall, and Harvey Nagler**.



15 MILLION ROCK WITH ELTON — In association with the **Source, Starfleet Blair** recently presented **Elton John** live in concert from **Kansas City's Starlight Theatre**. According to company estimates, the broadcast reached 15 million people across the country. Enjoying the concert's success are (l-r) **Starfleet's Joe Mirabella**, **Elton** (dressed this time as a law enforcement official), and **Starfleet President Sam Kopper**.

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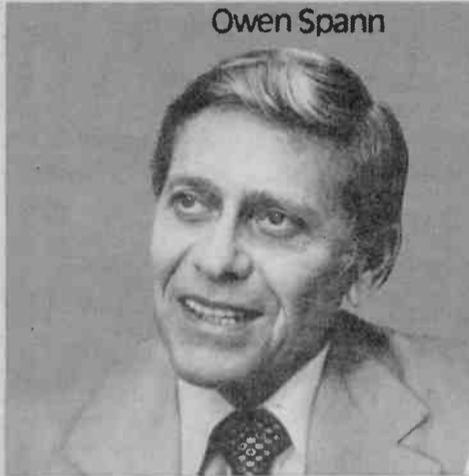
FROM THE TOP 10 ALBUM
GOOD TROUBLE
BILLBOARD ★ SUPERSTAR

REO SPEEDWAGON
GOOD TROUBLE



MAKE OUR TALK

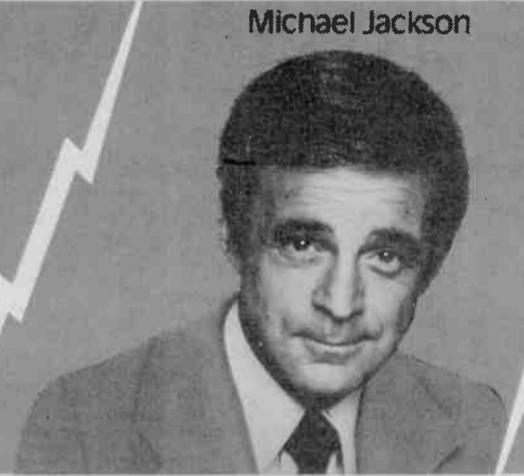
Owen Spann



Dr. Irene Kassorla



Michael Jackson



ABC TalkRadio makes your station the home



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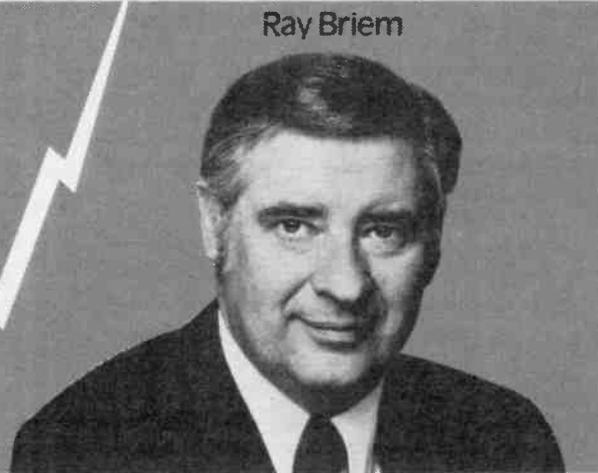
Dr. Toni Grant



Ira Fistell



Ray Briem



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And Dr. Irene Kassorla, leading psychologist, best-selling author, and one of the country's most influential women. Her insight and expertise has earned her the respect of colleagues and celebrities the world over.

Michael Jackson, a talk radio giant. He knows everybody worth knowing and interviews them with a provocative and entertaining style.

Then there's Dr. Toni Grant—the original radio psychologist. Brilliant. Eloquent. With a national reputation as an expert in human behavior—and an extensive following.

And Ira Fistell—the "human encyclopedia." His phenomenal store of knowledge on every possible

subject from sports to philosophy and his conversational ease build nighttime audiences.

And finally Ray Briem, the "king of all-night radio." He brings the world to his listeners, keeps them in touch. Provocative, controversial, and entertaining, Ray attracts one of the largest overnight audiences in the history of radio.

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Colorado Springs	KVOR	Norfolk	WNIS	Saginaw	WSGW	Tucson	KNST
Grand Rapids	WTWN	Pittsburgh	WTKN	San Francisco	KGO-FM	Tulsa	KELI
Honolulu	KGU	Portland, Oregon	KLIQ	Santa Barbara	KTMS	West Palm Beach	WJNO

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JHAN HIBER

Country — Still Kickin'

In my series examining the spring Arbitron results on a format-by-format basis, so far Black/Urban and Beautiful Music have been reviewed. This week it's time for Country, a format that was the rage about one year ago — but what has happened since? Has the "Urban Cowboy" syndrome died down, and with it taken the format into the dumps? Or has the consistent strength of Country helped it maintain its numbers in the wake of Arbitron methodology changes and sociological trends?

The news of Country's demise, I am pleased to say, is premature. In the seven markets that were examined for this article, Country shares were up an average of 22%, no minor feat considering what has changed in Arbitron's way of doing things since the spring '81 sweep. In four of the markets overall Country shares were up; in two they were down slightly; and in one they were virtually identical. Let's examine what happened and consider why Country is still alive and kickin'.

Universal Appeal

Granted that John Travolta may have given up his hat and boots, but what about the rest of the audience for Country radio? Is it confined to any particular portion of the nation, segregated due to lifestyle and income factors? Doesn't appear to be, at least from the cross-section that I took.

"In the seven markets that were examined for this article, Country shares were up an average of 22%."

Below you'll find data from seven markets nationwide. The numbers seem to say that yes, there is Country appeal in Oklahoma and Arizona, but don't forget the strength too in Baltimore and New York City . . .

Country Share Trend Chart (12+)

Market	Spring '81 Country shares	Spring '82 Country shares	Spring-to-Spring change
Baltimore	6.1	7.5	+23%
Greensboro	17.7	16.6	-6.1%
Miami-Ft. Lauderdale	2.5	4.1	+32%
New York City	2.4	4.4	+32%
Oklahoma City	25.6	31.0	+21%
Phoenix	15.0	14.9	level
Portland, O.	12.0	11.4	-5%

These kinds of results show that Country is almost universal in its appeal. Some portions of the nation may

have more predisposition to the format than others but Country can be successful in almost any part of this land.

Why The Growth?

There are number of factors that have contributed to the growth seen here and experienced elsewhere. First, there are still more and more stations coming to the Country corral. Just last week, for example, WOW/Omaha abandoned CHR in favor of Country, as did WRKK/Birmingham, which dropped AOR.

In the markets examined for this column, two, Miami and New York City, have seen part of their Country growth come from additional stations playing the format in those metros. In South Florida the new property was an FM, WKQS, which has established a niche for itself while trimming WQAM's shares by half. In New York there is again a relatively new FM entity, WKHK, but WHN's shares have also improved over the last year. Thus, part of the Country growth is due to conversions that are still going on. Apparently, Country is viewed by some broadcasters — AM and FM operators — as a viable option for the 80's.

FM Improvements

Another key reason for the success of Country in this book is the performance of the FM stations carrying the format. Although AM has long been regarded as the mainstay of Country, FM is starting

to assert itself.

The results from this spring book bear witness. 89% of the FM's in the markets

Pittsburgh, Salt Lake Arbitrons Questioned

Two situations have arisen calling into question the integrity of recent Arbitron reports. In Pittsburgh broadcasters have noted that WJAS, which was off the air during almost all of one survey week due to a transmitter fire, nevertheless managed to come 184,000 people and notch an AQH audience of more than 6000 during that week. In Salt Lake City, Arbitron has decided not to send an explanatory letter to its subscribers dealing with the huge oversample poured into some small non-metro counties. Subscribers apparently will have to wonder why Utah County, with more than 150,000 folks, was only represented by 354 diaries, while three small counties with combined populations of 23,000 returned more than 1000 diaries.

Masla Suggests Pricing Option

In the wake of Arbitron's officially-announced new pricing policy (unveiled here several weeks ago), rep firm president Jack Masla offers an alternative. Masla suggests Arbitron "consider a policy based on a fixed percentage profit above actual costs. Such cost-plus pricing would be appropriate here much as it is in the case of public utilities which also don't have competition."

Birch Quarterlies Out; Sacramento Reissued

The first major round of Birch Report Quarterly Summary Reports for the April-June period are out. Production time was approximately 35 days after each respective survey period ended. However, due to the incorrect inclusion of El Dorado and Placer Counties in the metro definition of the QSR, the Sacramento spring report is being reissued. Subscribers will have the corrected version within one week.

shown on this page were up in the spring. Concurrently, only 29% of the Country AM's in these markets were improved this survey.

This set of data seems reasonable enough when you consider the trend to FM nationwide. This type of informa-

"89% of the FM's in the markets shown on this page were up in the spring. Concurrently, only 29% of the Country AM's in these markets were improved this survey."

tion also tends to dispel whatever remains of the prejudice against Country as a format with listeners who couldn't afford stereos or FM radios. Country may not have been in the forefront of the FM movement but it is making up for lost time.

Arbitron Immune?

As noted in the previous two weeks' columns, Arbitron's methodology, with changes such as DST, may have a hand in the rise of Black/Urban and the demise of Beautiful Music this sweep. Country, however, seems to have been relatively immune from damage wrought on other formats by DST for blacks.

For example, since DST hit Baltimore, on top of the 1980 Census updates, WPOC has done nicely at the same time the Urban leader, WXYV, has also risen.

In New York City the trio of Urban

leaders have been doing well lately, yet the growth of WHN and the presence of WKHK are still apparent. In South Florida there is tremendous ethnic population, but the Country share there is still up almost one third, largely due to the advent of WKQS.

One item that Country stations did not have to contend with this book that looms on the horizon is DST for Hispanics. In many of the Sunbelt markets, as well as major metropolitan areas including New York and Chicago in the north, the Hispanics are a major force. A number of the markets where Country is strong didn't have much impact, if any, from DST for blacks — but the Hispanics approach, which will hit next year, could be a different matter.

"One item that Country stations did not have to contend with this book that looms on the horizon is DST for Hispanics."

More Than A Fad

To summarize, the spring Arbitrons saw Country generally do quite well, with average increase overall in the 22% range. Almost 90% of the FM's playing Country improved, while AM's were up nicely also. More and more stations are converting formats to Country, giving the format renewed vigor. All in all it seems to me that Country music, is here to stay, and so is its success in the ratings.

DON HENLEY

"JOHNNY CAN'T READ"

69971

THE NEW SINGLE FROM HIS FIRST SOLO ALBUM

I CAN'T STAND STILL

E1-60048

96KX	KEARTH	KYYX	WRCK	WSEZ	WJXQ	KBBK	WZYQ
Q105	KFI	KZZP	KINT	WSSX	Z104	FM103	Z102
CKLW	KIQQ	WPHD	BJ105	WGH	KIDD	KSKD	KSEL-FM



DAVE SHOLIN'S PERSONAL PICKS-THE GAVIN REPORT — August 6, 1982

"Hot intros make a big difference on the radio and here's a scorcher . . . one of the best examples I've heard recently of a song that is very commercial but at the same time an original melody and lyric of its own rather than copying someone else's."

ROBERT PALMER-THE NEW YORK TIMES — August 4, 1982

"The album's most exciting track and first single is 'Johnny Can't Read.' The song, was written by Mr. Henley and his guitarist and co-producer Danny Kortchmar, roars along at a brisk clip, punching its message home with urgency and panache."

ROBERT HILBURN-THE LOS ANGELES TIMES — August 8, 1982

"There's such a catchy playground sing-along feel to this wisecracking song that it's easy to just get caught up in the rocker's infectious coatings, but the song is a bitter look at the dangers of an unproductive education system. An adventurous choice for a single, the song should be one of the radio hits of the summer."

Produced by Don Henley,
Danny Kortchmar & Greg Ladanyi

Irving Azoff/Front Line Management
© 1982 ELETRA ASYLUM RECORDS A WARNER COMMUNICATIONS COMPANY

THE WEEK OF THE "GAME"

WCAU add	WGCL deb 26	KSKD deb 34	WANS-FM
KEGL add	KEZR 21-16	WCGQ deb 29	WZZR
Q103 add	WPHD 19-17	WFLB deb 34	WKFR
WLAN-FM add	WPST 38-34	KSEL-FM 18-14	KIOA
WKRZ-FM add	WKEE 32-23	KRNA deb 25	KEYN-FM
KJXQ add 29	KINT 19-12	KFMZ 24-18	WMEE
KGGI add	WOKI 30-26	KENI 37-21	KBBK
WJBQ add	WBCY deb 27	KKLV deb 40	WFBC
Q104 add	WCSC 25-22	KSLY 30-27	WCIR
WYKS add	WSSX 28-21	KDZA deb 40	WAEV
WSPT add	WGH deb 19	KOZE 26-20	95SGF
KDVV add	KMGK 29-24	KFI	WFOX
KCBN add	KZ93 23-16	KYYX	WXLK
WBEN-FM deb 35	WNAM deb 29	WYCR	KKQV
96KX 30-26	KKXX 30-24	KZFM	KVOL
CHUM deb 28	KJRB 27-24	WZYP	WAZY-FM
WLWL-FM 30-25	KCPX 35-27	WHHY-FM	99KG
		WQUT	

RATINGS REPORT

The Birch Report

Quarterly results, average quarter-hour persons, 12+, Monday-Sunday 6am-midnight

Chicago

WGN Remains King; WLUP, WBBM Up, Take Second & Third; WJJD, WBBM-FM New Formats Debut Strongly

	Winter '82	Spring '82
WGN (T)	9.7	8.5
WLUP (A)	5.4	5.8
WBBM (N)	4.8	5.7
WIND (T)	5.9	5.2
WBMX (B)	3.2	5.1
WLS (R)	4.9	4.9
WLS-FM (R)	5.8	4.9
WGCI (U)	5.2	4.5
WMAQ (C)	4.3	4.4
WLOO (BM)	5.6	4.3
WMET (A)	3.3	4.2
WKQX (AC)	3.0	3.4
WFYR (AC)	3.7	3.2
WBBM-FM (R)	2.1	3.1
WJJD (BB)	.8	3.1
WLAK (BM)	2.5	2.9
WCLR (AC)	3.4	2.8
WJPC (B)	1.9	2.6
WUSN (C)	.6	2.5
WXRT (A)	3.0	2.5
WFMT (CL)	2.0	2.4
WJEZ (C)	2.4	2.0
WCFL (AC)	1.1	1.6
WVON (B)	1.4	1.5
WAIT (BM)	.5	1.0

Dallas-Ft. Worth

KVIL-FM Up Three, Grabs Lead; KZEW Passes KTXQ, Wins AOR Title; WBAP Up With Rangers; KNOK-FM Closes In On KKDA-FM

	Winter '82	Spring '82
KVIL-FM (AC)	6.9	9.6
KZEW (A)	6.1	7.9
KSCS (C)	7.9	7.7
KTXQ (A)	8.0	7.2
WBAP (C)	4.7	6.2
KKDA-FM (B)	8.1	5.5
KNOK-FM (B)	4.0	5.3
KPLX (C)	5.1	5.3
KEGL (R)	4.8	5.1
KMEZ (BM)	4.6	4.7
KMGC (AC)	3.8	4.0
KRLD (N)	5.8	4.0
WFAA(N/T)	4.8	3.4
KFJZ (BB)	3.2	3.3
KAFM (AC)	1.5	2.7
KLVU (AC)	1.6	2.3
KBOX (C)	3.0	2.2
KOAX (BM)	2.7	2.1
WRR (CL)	1.8	1.1
KKDA (B)	.2	1.0

Atlanta

WKLS-FM Remains Top; WVEE Jumps Into Second; WQXI-FM, WSB-FM Up; WKHX Widens Country Lead

	Winter '82	Spring '82
WKLS-FM (A)	13.6	15.3
WVEE (U)	8.5	11.8
WZGC (R)	10.5	10.6
WQXI-FM (R)	8.2	9.3
WKHX (C)	6.4	8.1
WSB (AC)	8.8	7.6
WSB-FM (AC)	3.9	5.3
WPCH (BM)	5.4	5.2
WPLO (C)	5.3	3.7
WGST (N)	6.5	3.6
WLTA (AC)	4.9	3.5
WRNG (T)	3.0	2.3
WQXI (R)	1.6	1.8
WAOK (B)	3.3	1.4

San Francisco

KGO Stays In Double Digits; KMEL Slips As KRQR, KSJO Climb; KSAN Tops Country; KYUU Jumps

	Winter '82	Spring '82
KGO (T)	11.4	10.0
KMEL (A)	8.5	5.4
KFRC (R)	5.2	5.0
KRQR (A)	4.0	5.0
KSOL (B)	3.6	4.7
KCBS (N)	5.2	4.3
KSJO (A)	2.0	3.9
KSAN (C)	2.2	3.5
KSFO (AC)	4.2	3.4
KBLX (B)	4.3	3.1
KYUU (AC)	1.8	3.0
KIOI (AC)	2.9	2.8
KNBR (AC)	2.6	2.6
KDIA (B)	2.3	2.4
KABL-FM (BM)	2.2	2.3
KFOG (BM)	2.6	2.3
KNEW (C)	2.9	2.1
KEZR (R)	.5	1.9
KYA (O)	1.3	1.8
KBAY (BM)	.1	1.6
KLHT (AC)	1.5	1.5
KABL (BM)	1.7	1.4
KDFC-FM (CL)	1.9	1.4
KEEN (C)	.5	1.3
KLOK (AC)	1.0	1.3
KOIT (BM)	1.5	1.2
KOME (A)	1.5	1.2
KJAZ (J)	1.1	1.1
KFAT (C)	.3	1.0
KKHI (CL)	1.5	1.0

Miami-Ft. Lauderdale-Hollywood

WHYI Adds Two, Widens Lead; WQBA Up Two; WSHE, WINZ-FM Rise; WAIA Grows; WKQS Doubles

	Winter '82	Spring '82
WHYI (R)	8.4	10.2
WSHE (A)	6.9	7.7
WQBA (S)	5.0	7.1
WINZ-FM (R)	6.3	6.9
WLYF (BM)	4.7	5.3
WINZ (N)	5.4	4.9
WRHC (S)	3.8	4.5
WAXY (R)	4.3	4.3
WNWS (N)	4.6	4.1
WAIA (AC)	2.3	3.8
WCKO (A)	4.5	3.8
WKQS (C)	1.5	3.3
WWWL (A)	4.1	3.0
WIOD (AC)	3.7	2.9
WTMI (CL)	2.1	2.6
WCMQ (S)	1.4	2.5
WQAM (C)	2.5	2.5
WCMQ-FM (S)	1.1	2.0
WQBA-FM (S)	1.4	1.8
WYOR (BM)	2.2	1.8
WWJF (BB)	1.9	1.7
WGBS (AC)	.5	1.5
WOCN (S)	1.2	1.5
WEDR (B)	3.1	1.3
WLQY (BM)	1.1	1.0

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.

Washington, D.C.

WKYS, WMAL, WHUR Slip, Remain 1-2-3; WAVA Ties WWDC-FM; WPGC Passes WRQX; WGMS Up

	Winter '82	Spring '82
WKYS (U)	11.0	9.7
WMAL (AC)	8.5	8.1
WHUR (B)	8.9	7.3
WGAY-FM (BM)	5.2	6.2
WAVA (A)	3.9	5.8
WWDC-FM (A)	7.9	5.8
WPGC-AM & FM (R)	5.2	5.7
WRQX (R)	5.9	5.3
WGMS-AM & FM (CL)	3.5	4.8
WLTT (AC)	4.4	3.8
WMZQ (C)	3.8	3.8
WRC (T)	4.3	3.4
WPXX-FM (C)	2.5	3.1
WASH (AC)	3.1	2.9
WOOK (B)	3.8	2.9
WTOP (N)	3.4	2.7
WHFS (A)	1.1	2.1
WEZR (BM)	1.6	1.4
WXTR-FM (AC)	—	1.4
WYCB (RL)	1.1	1.4

Pittsburgh

KDKA Even Stronger With Pirates; WDVE Stable In Second; WAMO Up; WJAS Slips

	Winter '82	Spring '82
KDKA (AC)	23.0	28.2
WDVE (A)	9.6	9.8
WBZZ (R)	6.8	7.0
WAMO (B)	6.4	6.8
WJAS (BB)	6.1	4.7
WSHH (BM)	4.2	4.3
WTAE (AC)	4.8	4.2
KQV (N)	5.3	4.0
WXKX (R)	4.6	3.9
WWSW-FM (AC)	3.0	2.8
WYDD (A)	4.0	2.7
WEPP (C)	1.7	2.4
WPNT (BM)	2.4	2.3
WDSY (C)	1.7	1.9
WWSW (AC)	1.4	1.7
WFFM (AC)	1.1	1.5

Seattle

KISW Widens Lead As KIRO Slips; KZOK, KNBQ, KKFY Advance; KOMO, KSEA Soft

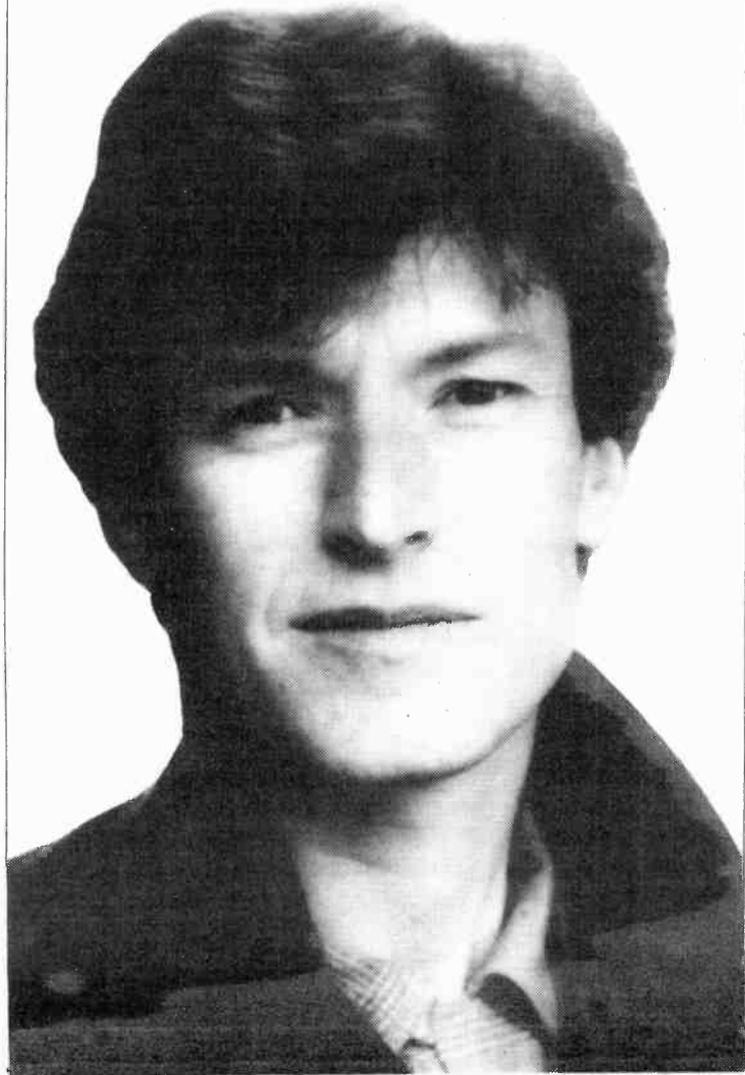
	Winter '82	Spring '82
KISW (A)	11.8	12.3
KIRO (N)	10.6	8.1
KZOK (A)	5.3	6.7
KUBE (R)	5.7	5.8
KOMO (AC)	5.7	4.9
KVI (N/T)	4.4	4.5
KSEA (BM)	5.0	3.9
KNBQ (R)	2.9	3.7
KING-FM (CL)	3.0	3.6
KJR (AC)	3.9	3.6
KBRD (BM)	3.7	3.4
KKFY (B)	1.6	3.3
KZAM (A)	3.3	3.0
KMPS (C)	2.5	2.7
KMPS-FM (C)	3.1	2.7
KIXI-FM (AC)	1.7	2.5
KPLZ (AC)	2.8	2.4
KYYX (R)	1.4	2.3
KBIQ (RL)	2.6	2.2
KIXI (BM)	2.6	2.1
KRPM (C)	.5	2.1
KEZZ (AC)	1.1	2.0
KING (AC)	2.8	1.6
KWYZ (C)	.7	1.3

STILL IN THE GAME

STEVE WINWOOD



PRODUCED BY STEVE WINWOOD FOR F.S. LTD.
MANUFACTURED - DISTRIBUTED BY WARNER BROS. RECORDS.



TAKE IT FROM THE TOP

KIM CARNES

B-8127 "VOYEUR"

Produced by Val Garay.



**MOST
ADDED
CHR**

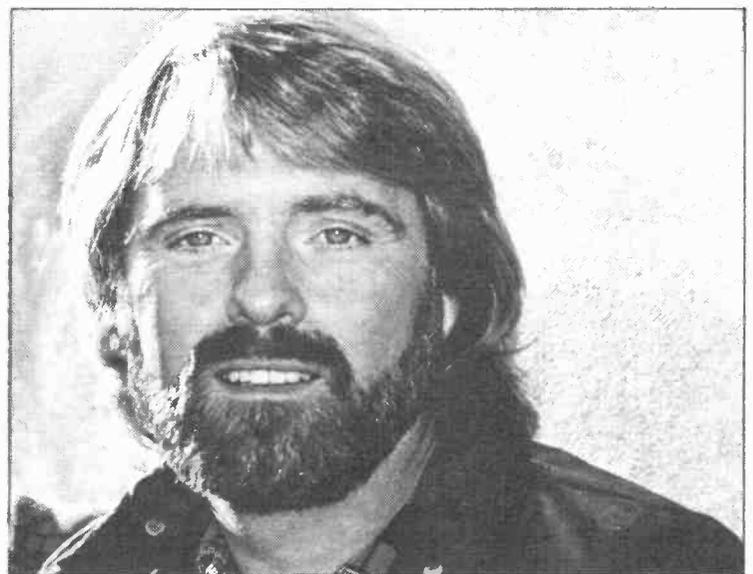
NEW & ACTIVE

✓ KIM CARNES "Voyeur" (EMI America) 78/78
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 78 including B104, Z93, 94Q,
 CKLW, WLWL-FM, KEARTH, KRLA, KFI, KIQQ, KEZR, XTRA, KYYX, Q103, KZZP, CK101.

MICHAEL MURPHEY

B-1466 "WHAT'S FOREVER FOR"

Produced by Jim Ed Norman.



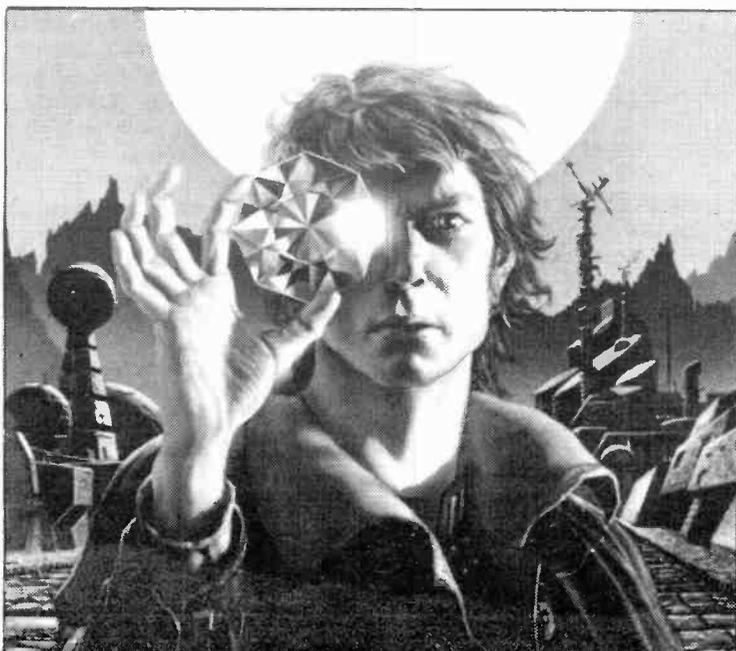
B104 deb 30
 WPGC add 24
 WNBC 27-25
 94Q deb 29
 Q105 24-22
 KFI on
 KIQQ on
 KEZR on
 WFBR 28-24
 KC101 add 27
 WAEB 23-16
 WKEE add

V100 24-16	KXX106 add	WGH 15-9	WGBF 23-17	WIGY add
KEEL 20-10	Y103 31-24	KJ100 25-24	Y94 deb 24	WXLK add
KINT 25-18	CK101 add	KIOA add	KSPZ 19-13	KVOL add
WAEB 23-16	KHF1 add 30	KX104 add	KOFM 22-20	KCPX add
WKEE add	KROK add	WOKI add	KRAV deb 20	KHVT add
				KATI add 29

S-P-Y-S

B-8124 "DON'T RUN MY LIFE"

Produced by Neil Kernon.



STRAY CATS

B-8132 "ROCK THIS TOWN"

Produced by Dave Edmunds.



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- 96KX
- WXKS-FM
- CHUM
- KIQQ
- WPHD
- KSET-FM
- KINT
- WOKI
- WSSX
- WRVQ
- WJXQ
- KMGK
- KZ93
- KBBK
- KCPX
- KSKD
- WGUY
- WFBG
- WCIR
- WISE
- KSEL-FM
- WCIL-FM
- KRNA
- KFMZ



Sales



JONATHAN HALL

RCS'S ANDY ECONOMOS EXPLAINS

Computers: Sales Applications For Radio

The cost of computers continues to fall. And with that reality, several radio operations are beginning to integrate computers into the world of sales. Given the feats they've accomplished in the traffic, billing, and program areas, computers are likely to be commonplace in this industry's sales departments in a short amount of time.

This week R&R talks with one microprocessing wizard who has spent a lot of years with radio and computers. Andy Economos is President of Radio Computing Services (RCS) and had a lengthy stay at NBC, where he helped design its election projection computer system in the '60's. Working with him was Michael Eskridge, now heir-apparent to the job of NBC Radio Division President. Andy begins with an assessment of computers today.

"One of the things that we got very good at is handling the music and the surveys and the school closings and the aspects that were very limited to program directors. Now what we're doing is expanding into the other areas of radio which we think we understand well. The problem is certainly not going to be hardware. We're getting an awful lot of help from computer manufacturers, and capability is increasing. I think in no time color graphics terminals are going to be readily available. They're going to be so cheap you can put them on everybody's desk and they're not going to be a special purpose thing.

"One of the advantages is that there'll be a lot more interest in developing graphic comparison. Whether you're talking sales or reach frequency, audience measurement, whatever it is, when you see a picture of it, the data becomes a lot more meaningful. I think we're going to be coming out with four-color overhead projections salespersons could take with them on a call.

"He could prepare them in ten minutes, half hour, whatever it takes, and go off on a sales call. He'll know what his inventory status is, his in-house research or the Birch, and Arbitron data show and can look at it this way and that way.

"I think radio's going to have to continue to define the audience it serves. And when it tries to position itself in front of an ad agency who's trying to position its product, well, that's the sort of (sophisticated) presentation that you'll have to be able to make. Radio is in the business of selling audience. That's what they sell. And they have to know who their audience is, and when they listen, and how many there are, and be able to present that well to the advertiser." Andy feels that computers can play a key role in improving presentations.

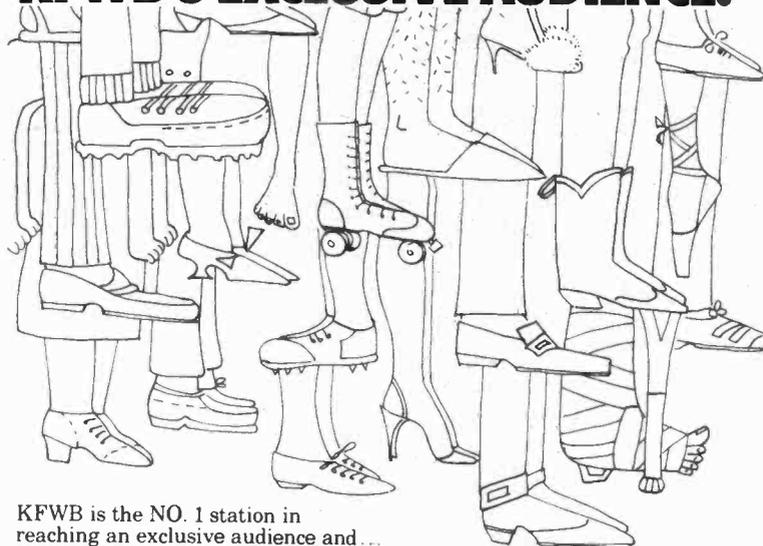
Background & Evolution

Tracing the history of the use of computers in broadcasting, Andy described how from the late-60's to the mid-70's computers were primarily used for their ability to solve accounting headaches. After that, computers performed "traffic" functions.

Andy told me that his first on-the-line traffic system in 1968 involved a \$5 million computer. Some of the larger chains that tied their computer hardware together spent upwards of \$20 million.

Obviously, those costs left the majority of stations using their tried-and-true methods of doing traffic. Today, however because of lower hardware costs, many stations have

KFWB'S EXCLUSIVE AUDIENCE.



KFWB is the NO. 1 station in reaching an exclusive audience and... KFWB reaches 24% more exclusive listeners in a week than its second-ranked competitor.

KFWB'S GOT LEGS — A sales promotion from Group W's all News KFWB/ Los Angeles.

computerized traffic and billing systems, while others are beginning to play with home computers to test the water on everything from accounting to sales projections to continuity.

Computerizing Continuity

Andy comments, "Not much has been done in the area of continuity. It wasn't too serious a problem at first, and stations coped with it, although there was a lot of money lost in badly rotating schedules or playing the wrong materials at the wrong time.

"This is a very interesting area; but it's been dealt with in a shallow way. I think some of the stuff we're doing now takes it to its extreme of even scheduling the materials and blending them to sound well. I think this is a matter that all the computer people missed — the whole area of the esthetics of the radio station.

"There are a lot of things you can do with commercials. For example, making sure that you don't cluster too many 'turnoff' commercials. Or that there is pacing of your commercials. You might have some blocks where you're going high energy to low or you're going low energy to high during commercial stop sets. And there's the obvious things of avoiding announcers being back to back, so that one commercial blends into the next.

"There are a lot of national commercials, for example, that are being done by several well-known announcers. These voices are well-known within the industry, although the listener just recognizes the voice as sounding familiar. For impact, people should also be separated. There are also other kinds of separations that are well known to radio, but have never been used in the computerization. For example, going out of a skit into a drama or going out of a jingle into a musical production commercial. Obviously these things can also be avoided and be scheduled as best you can."

Professional Software?

Software gives a computer its capacity to do what you want it to do. Andy, who is in the business of selling software, makes a good point about stations developing homespun software.

"One of the nice things about the software industry in general is not everyone has to write software. As a matter of fact, that's the expensive thing about computers, not the hardware — the iron. For example, in our music system we may have a half million dollars worth of software in it, and we're talking about a \$10-20,000 piece of hardware. And in order to save a few thousand dollars, people will set out to write their own software which usually is very inferior. Then, quite often they become our best customers.

"We get them on the bounceback when they have given up on their little 'micro' that really wasn't intended to do anything really sophisticated such as music, much

less commercials. And after they get through with this experiment, they relegate their micros to more appropriate uses of fun and games. Professional software has not only been developed by pros, but it's been refined from station to station by some of the best PD's in the industry."

At this juncture I asked Andy to clarify his point. I've read that there has been some pretty fancy software developed for micros — the Apple, for instance. His response was that it depends on what you want a computer to do. But he stuck by his conclusion that you can only do a good sales, music, or traffic system utilizing a more sophisticated, more expensive minicomputer.

"Software is generally much more robust in the mini. It just hasn't gotten down to the micros. Now some of the new micros that are coming out, for example, some of the new things that IBM has announced, will slowly change all this. And the industry is rapidly changing and the hardware is becoming even cheaper. That's an obvious trend that will continue. Therefore, it turns out that computerization is about the only hedge on inflation that a business has. Here is a tool that continually decreases in cost. And where else is that going on? So that the advantage to computerization is that you can enlarge the scope of your business and still control the cost of manpower."

Pointless Savings?

I wanted to see how Andy reacted to what I hear a lot of GM's saying: "Why should I invest in a mini now when in a couple of years I'll have a micro that can do everything?"

Although that's a correct conclusion, Andy refuted the logic practically, "And what are you going to save? Are you going to save \$2000, \$4000? What's the big deal? Meanwhile you're going to be sucking someone else's tailpipe. Investment decisions, page one, economic textbooks, any one you want to pick up — you really judge the investment on today. Is it a good investment? And that's the basic crux of any business decision. Can you cost-justify? If you can, then it's a good investment. And if two years from now someone says, 'If you had waited two years, you would have had a better investment,' that's fine, too. And two years from now you ought to look at it and say, 'Is this a good business investment for today?' But you really can't sit around waiting for the ultimate wristwatch computer that's going to run the business. You have a day-to-day problem to meet."

What's in store for the future? "I think with this new era of computers that are coming out, we'll be looking at the radio station as a part of a chain where the computers can talk to each other, can communicate. Conferences can be held with computers, mail can be passed back and forth through the computers, data can be exchanged. We're working with the NBC Radio O&O's now on such a configuration."

REP REPORT

Fortenbaugh Reelected As SRA Radio Chairman

Katz Radio VP/Atlantic Division Stations **Bill Fortenbaugh** has been reelected to his third term as Radio Board Chairman for the **Station Representatives Association (SRA)**. The SRA, by the way, recently formed the **National Radio Marketing Group** as part of a team effort with **RAB** to promote spot radio. **Major Market's Roy Lindau** chairs the NRMG, with other participants being **Caballero's Eduardo Caballero**, **Katz's Jerry Cregan**, **Torbet's Tony Fasolino**, **PRO Radio's Tom Hayes**, **Eastman's Jay Keay**, **Blair's Bob Lobdell**, **CBS Radio Spot Sale's Don Macfarlane**, and **Masla's Charles McCreery**.

Caballero Spanish Media is national rep for the **Texas State Network Spanish Information Service**, which has 28 affiliates. **Selcom** has picked up **KROY-AM & FM/Sacramento**; **WCRJ-AM & FM/Jacksonville, FL**; **KROI/Sparks, NV**; and **WUTQ & WOUR/Utica**. **Major Market Radio** now reps six **Roy H. Park** stations, **WHEN & WRRB/Syracuse**, **KRSI**



John Abrams

& **KJJO/Minneapolis**, and **WTVR-AM & FM/Richmond**. **John Abrams** becomes Associate Director of Corporate Relations at **Katz Communications**, from Director/Creative Services for **RKO**.

Marsha Peterson is Sales Manager for the Dallas office of **CBS-FM National Sales**, moving from account executive in Chicago, where **Kay Holmen** replaces her, moving crosstown from a similar position with **RKO Radio Sales**. **McGavren-Guild** assumes representation for **WAEB & WXKW/Allentown**. **RKO Radio Sales** now reps **WWBA/Tampa-St. Petersburg**. **Debbie Berk** named account executive in New York for **Eastman**, from **WNEW/New York**. **Bernard Howard & Co.** takes over repping **WKRT-AM & FM/Cocoa Beach, FL** and **WTIP & WTIO/Charleston, WV**. **Blair** has started a client newsletter called the "Blair Radio Outlook," to be published quarterly and offering an overview of business conditions in various regions. Although much of the material is naturally slanted towards Blair concerns, there are also candid analyses of future economic prospects ranging from upbeat in Dallas to gloomy in Detroit, with an overall forecast for a disappointing third quarter.

“WE DIDN'T HAVE TO GO ALL THE WAY TO HAWAII TO FIND A SATISFIED SPONSOR, BUT..”



Mike Nobriga and the crew at MAUI SODA WORKS, Wailuku, Maui, Hawaii.

We didn't have to go all the way to Hawaii to find a satisfied sponsor, but any excuse to go to Hawaii is a good one.

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STREET TALK

We'd sure like to hear some encouraging news from the record industry, but personnel cutbacks seem to be the order of the summer . . . and the biggest are apparently yet to come. If you heard that CBS was about to make substantial changes within its record companies (Columbia and E/P/A), you're right. Street Talk hears that the cuts will be company-wide in all departments, including distribution, and the number of people laid off will be significant enough to cause re-alignment of many internal responsibilities.

Meanwhile, WCI corporate execs were having their meetings in L.A. this week. One of the many items on the agenda was a frank discussion of WCI's record company holdings (WB, Atlantic/Atco, and Elektra/Asylum) and projections for their individual futures.

After ten years as L.A.'s "first lady of rock radio," Mary Turner has relinquished her evening airshift at KMET to devote more time to her syndicated projects. Mary hosts three very successful programs for Westwood One, a daily show on Armed Forces Radio, an in-flight program for TWA, and other projects. David Perry is filling Mary's vacated 6-10pm slot, but that assignment may not be permanent. Mary will continue to work for KMET in her newly created capacity as Director of Artist Relations.

Bob Heatherly, RCA Sales Director/Eastern Region, has been named Director of National Promotion for RCA Country, and will be based in Nashville. He'll assume his new duties in early September.

KSLQ/St. Louis has applied for the new call letters KYKY, sparking speculation that the station will switch formats to Country. Station insiders deny that one.

Elektra-Asylum National Pop Promotion Director Lou Galliani has resigned his position to care for his mother, who is very ill in San Francisco. His slot will not be filled at E/A; instead, National A/C Promo Director Pat McCoy and Susan Levin will split Lou's duties. Our get well wishes to Lou's mother.

Consultant Clark Smidt has tapped Jerry Goodwin as Operations Manager/morning personality at WBOS/Boston. Jerry has spent the last five years on the air at WBCN/Boston.

Jim Saunders has been upped to Operations Manager for both WGLI & WRIV/Long Island. Jim previously programmed WRIV only.

WAPP/New York had Birch pull out some numbers reflecting only July 5-18, and guess what? WAPP was New York's overall number one station 12+. The summer ARB should be very interesting, considering WAPP has yet to play a single commercial!

Larry Hughes has been named West Coast Regional Manager for MCA's Nashville Division, replacing Paul Lovelace, now with Capitol/EMI-A/Liberty. Larry, who's moving to Los Angeles, was with the independent promo firm We Care in Nashville.

You Ever Smell A Wet Buffalo?

KTSA/San Antonio was just trying to give the weatherman some help. You see, it hadn't rained a drop in over two months, so the station bought a buffalo and offered it to anyone who could produce one inch of rain at the Alamo.

The station signed people up and even had some members of a local Indian tribe ready to dance for drops, when Mother Nature preempted the proceedings. Two hours before the contest was to begin, San Antonio was drenched with rain.

Since the rain didn't amount to much, just enough to cancel the contest for that day, KTSA just may blow-dry the buffalo and try again.

Is WMET/Chicago for sale? That's the rumor blowing through the Windy City, where a \$9.5 million figure has been mentioned in connection with a possible sale by Metromedia.

Jesse Bullet has rejoined the ranks of radio programmers at KIIQ/Colorado Springs. The station is currently A/C, but speculation runs pretty high for a switch to AOR within a week or two. Jesse will also be programming KIIQ's AM sister, KRST, currently Al Ham's MOYL format. Also involved with the two stations as GM and VP/Programming is another well-known name in broadcasting, Chuck Dunaway.

What about those jobs in Washington? Q107 PD Alan Burns still needs a Music Director, but new WPGC PD Jerry Steele has his morning problems solved. KDOT/Provo (another First Media station) newsmen J. Robert Howe has joined current WPGC morning personality Dude Walker, creating the "Walker & Howe" show.

J.J. Jordan, formerly of Unicorn Records, will join McLendon Broadcasting in Dallas as Executive Director for a new McLendon syndication project called "The International Listeners' Choice Awards." The project is actually several projects, as awards shows will be produced for various music formats with listeners asked to vote their choices in multiple categories such as best album, best live performance, best single, etc. Each of the shows will be hosted by different personalities.

Larry O'Jay is the new PD at WHRK/Memphis. More details on that next week.

Baby Boom Update: Research consultant Todd Wallace and wife Kathy, a son, Brandon Scott . . . Bob & Donna Catania (he's RCA's National AOR Promotion Manager/East Coast), a boy, Bryan Robert . . . Chrysalis VP/Promotion Jack Forsythe and his wife Romaine, a daughter, Morgan Jude . . . KYA/Billings PD Jack Bell and wife Cathy, a girl, Meagan Marjorie. The stork rests.

Congratulations to Drake-Chenault President Jim Kefford on his engagement and upcoming marriage to Vicki Moss of Melbourne, Australia. The ceremony will be October 16 in Australia.

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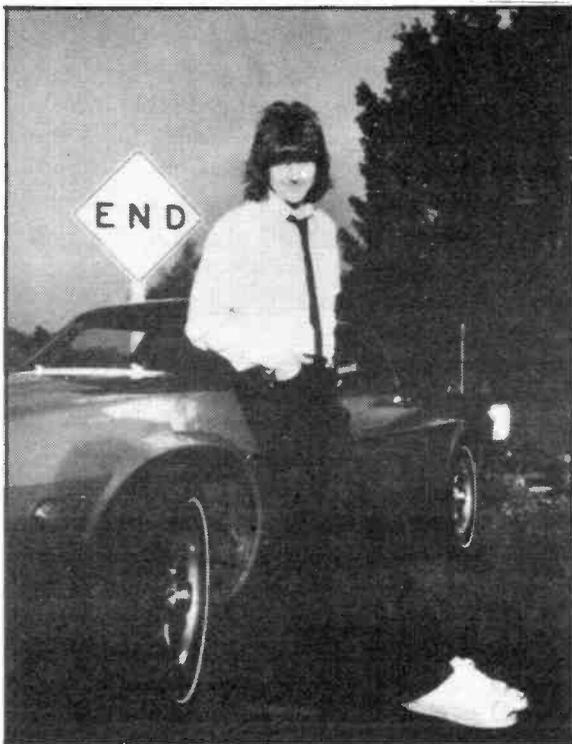
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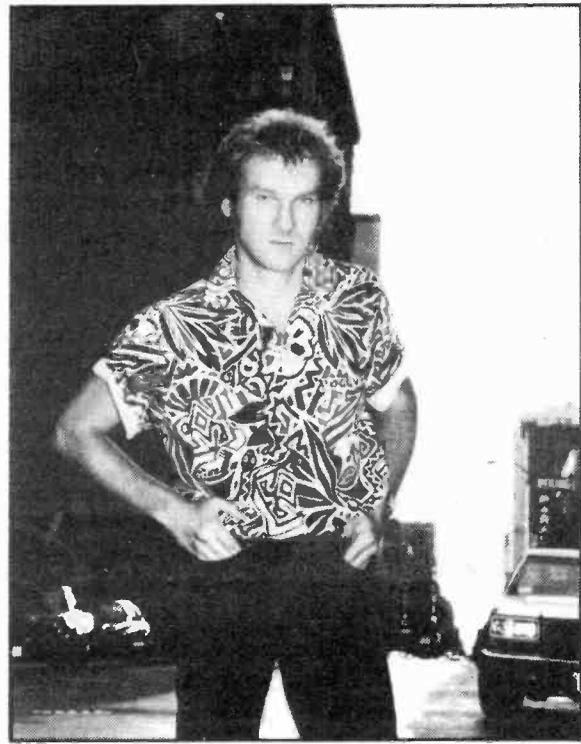
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Never Been In Love (Epic)

63% of our reporters on it. Moves: Up 34, Same 34, Same 32, Down 0, Adds 27 including 96KX, KBEQ, KCNR, Q103, WTRY, WTIC-FM, WDOQ, WQUT, WSEZ, KIOA, KKXX, FM103, WJBO, Q101, WCIL-FM. See Parallels, debuts at number 29 on the CHR chart.

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PROFILE OF A FULL SERVICE CHR

Q105 Hits Double Digits Again

For two straight books, Scott Shannon and his staff have kept Q105(WRBQ)/Tampa in double digits, moving 10.3 to 10.5 in the latest Arbitron. That's only the tip of the demographic iceberg.

A quick examination of the book will show figures that would make any sales manager drool, and cause agency reps to ask how many spots are still available. Q105 is number one in the following categories: men and women 18-34; 18-49; 25-49; and incredibly enough, 25-54. Scott also edges out AOR competitor WQXM in teens, an area that most AOR's have been dominating of late.

It might be argued that Scott has no competition. But while there isn't another CHR station in the market, there are 20 other stations battling for the same demos that Q105 dominates. Mr. Shannon has had a colorful career both in radio and in records, and he gives his theories about why Q105 is successful, and why he will continue to win.

From The Beginning

R&R: Scott, recap your career briefly.

SS: I got into radio in 1969, working for Bernie Dittman at WABB/Mobile. I moved to WMPS/Memphis for a short time, and then moved to WMAK/Nashville where I stayed for about five years. During that time we had some great people on staff. John Young, (PD at Z93), Don Benson,

"I've said it before years ago, and I'll say it again. We are "Hee Haw" radio. Cornball gets over. We are also involved with the community we know everything that goes on. As a result, people tune us in to find out what's happening. Q105 is programmed for everyone in the market."

(WQXI-AM & FM), Michael St. John, (KX104/Nashville), Russ Spooner (mornings at WSB/Atlanta), and Coyote McCloud (mornings at KX104). Eventually we had Murphy In The Morning" working for us, but he was known back then as Smokey Burns.

During that time, I was named Group PD for Mooney Broadcasting and was in charge of WMAK, WBSR/Pensacola, WKGN/Knoxville, WUMO/San Juan, and WERC-AM & FM/Birmingham. Michael St. John and I went down there to WERC, and took the station from ninth to first place in one book.

After all of that, I was tempted to the big city by Jerry Blum, VP/GM for WQXI/Atlanta. I worked there for two years, and really put together a solid radio station. I brought Coyote McCloud in to do nights, and Don Benson to be in charge of operations. After two years Jerry Blum and I had a parting of the ways, and I went to work for your boss, Bob Wilson, at R&R for a short time.

It wasn't too long before I entered the record industry as VP/Promotion for Neil Bogart at Casablanca, and eventually went to work at Ariola as VP/Operations. This

was all well and good but my first love was radio.

R&R: How did you come to get back into radio?

SS: Charles Giddens was looking for a new PD at WPGC/Washington and I kid-dingly told him I'd do it. He told me, "You've got a deal," and that's what happened. It was a tough fight against Al Brady at Q107. During those two years I took the station to an 11 share, and I was outgunned. They only beat us once, by a tenth of a share, because I had a great staff, plus I was lucky.

Following WPGC, I came to join Q105 because of my deep respect for George Williams, who was in charge of the Southern Radio chain (now Harte-Hanks). When I took over Q105, the station was in some trouble.

R&R: WCKX was giving away lots of money and was number one right?

SS: Exactly. Robert W. Walker was PD and that's just like having Bill Tanner across the street from you. Tanner is brilliant, and he had never been substantially beaten before. I really respect Tanner and the CHR programming at Metroplex... their station sounded awesome. They were giving away \$250,000 and had tons of TV time. Again, I was outgunned.

R&R: How did you manage to turn Q105 around?

SS: Programming and a lot of help from a very talented airstaff. Mason Dixon, who was PD, stepped down, but stayed on as my assistant. I joined Cleveland Wheeler for a two-man morning show called the "Q-Zoo." We added our News Director Pat Brooks to the show, "Nancy In The Sky With Traffic," and Ted Webb for sports. We also have meteorologist Alan Archer doing our weather.

R&R: What about the rest of the staff?

SS: Pat McKay does middays and is the Music Director. We got him from Y103/Jacksonville. Mason does afternoons. My early evening jock is Cat Summers, who was "Shotgun Stone" from 96X/Miami. We



grabbed Tramonte Watts for late nights from WCKX, and Shauna Stevens does all-nights. Weekends are Chuck Crane and Johnny Vee, who was PD at WCKX. In addition to mornings, I also do oldies from 10-noon.

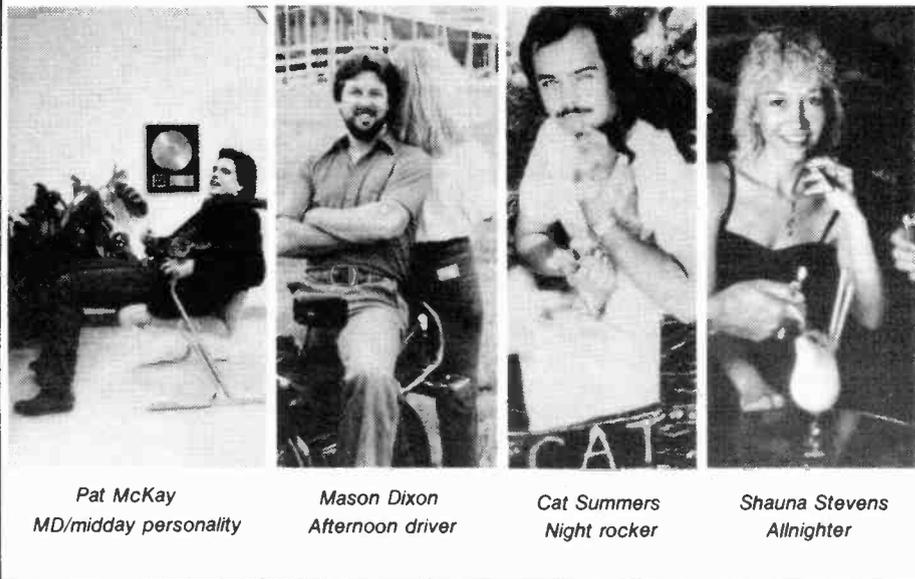
R&R: Let's get back to the Q-Zoo.

SS: It's really an interesting show since we play very little music. We have ten minutes of news an hour, five minutes at the top and bottom of the hour. Put in traffic, weather and sports reports, plus all of our bits and you've got a lot going on. We are really a full-service radio station that plays CHR music.

R&R: Describe some of the things you do on the morning show.



Scott Shannon, Pat Brooks & Cleveland Wheeler of the QZoo



Pat McKay
MD/midday personality

Mason Dixon
Afternoon driver

Cat Summers
Night rocker

Shauna Stevens
Allnighter

SS: We like to have lots of fun. We told the audience one Friday that today was Mason Dixon's last show since he was going off to Buffalo to join Adam & the Ants. People knew he played guitar, so they bought the story. Well, he got on the air that afternoon and denied it, after we spent the whole morning throwing a party for him on the air wishing him good luck and all. We even faked a call from Mayflower Van Lines that his furniture was being picked up.

To complete the bit, we got on the air Monday morning and told the audience that we'd pay \$1000 to the first person to talk to Mason on the phone that afternoon, just to prove that he wouldn't show up. Four o'clock came, and in Mason's place was Bob Hite, the number one TV news anchor. We blew everyone away. About 4:15 or so, Mason busts in, answers the phone, and puts the \$1000 on a listener.

R&R: That kind of bit could be done by anyone in any market.

SS: Of course. All it takes is a bit of imagination. For doing so well in the book, we gave the jocks a three-day vacation for two in the Cayman Islands. Cat Summers couldn't find a date, so we found him one. When Mason Dixon's wife had a baby, the whole city knew about it and we had a "Name Mason's Baby Contest."

To show you how far we go, every morning we have a "Pet Of The Day" with an animal shelter official describing an impounded animal. We've not failed to find a home for it. The whole station is like this, but of course not as heavy in other dayparts.

R&R: How would you describe this brand of radio you do?

SS: I've said it before years ago, and I'll say it again. We are "Hee Haw" radio. Cornball gets over. We are so involved with the community we know everything that goes on. As a result, people tune us in to find out what's happening. Q105 is programmed for everyone in the market. We've even had shuffleboard tournaments for the older folks in St. Petersburg. There is a universal audience out there that will listen to you when you get involved with the community, no matter what type of music you play. This station proves that theory.

R&R: How do you find time to run the station while doing a morning show, and then an oldies show each day?

SS: I love being on the air... it keeps me in touch. I'm able to do it because I have a great staff. Actually this station is run like a Holiday Inn. "The best surprise is no surprise at all," for both listeners and the members of the staff. Everyone is entertained, but not shocked. My on-air staff knows what to do and what not to do.

You can't run the station like a modern-day Hitler. The biggest complaint I hear is that PD's don't teach their people anything. I allow my people lots of input... it helps me to avoid looking at things only from my side, and that helps to avoid mistakes. No PD is great enough to do it all by himself.

"You can't run the station like a modern-day Hitler. I allow my people lots of input... it helps me to avoid looking at things only from my side, and that helps to avoid mistakes. No PD is great enough to do it all by himself."

This staff could go anywhere and win every time. If my people make a mistake, I don't hotline them... they know when they're wrong. They're real pros.

R&R: While no one can take away your success, people comment that you have no real CHR competition.

SS: How did that happen? It happened because we beat them. WCKX changed formats because we beat them. No one else wants to come up against us directly because they know what we can do. You only get to be the only one doing what you're doing by beating everyone else. Why did WABC change format? They were no longer executing the format properly.

R&R: Can you elaborate a bit?

SS: If you are going to be a personality station, then be a personality station, but do it right. The more personality-oriented you are, the tighter your format has got to be. Your music is much more critical. Every time you play something it has got to be right or the people won't listen to the bits you're doing.

Continued on page 24

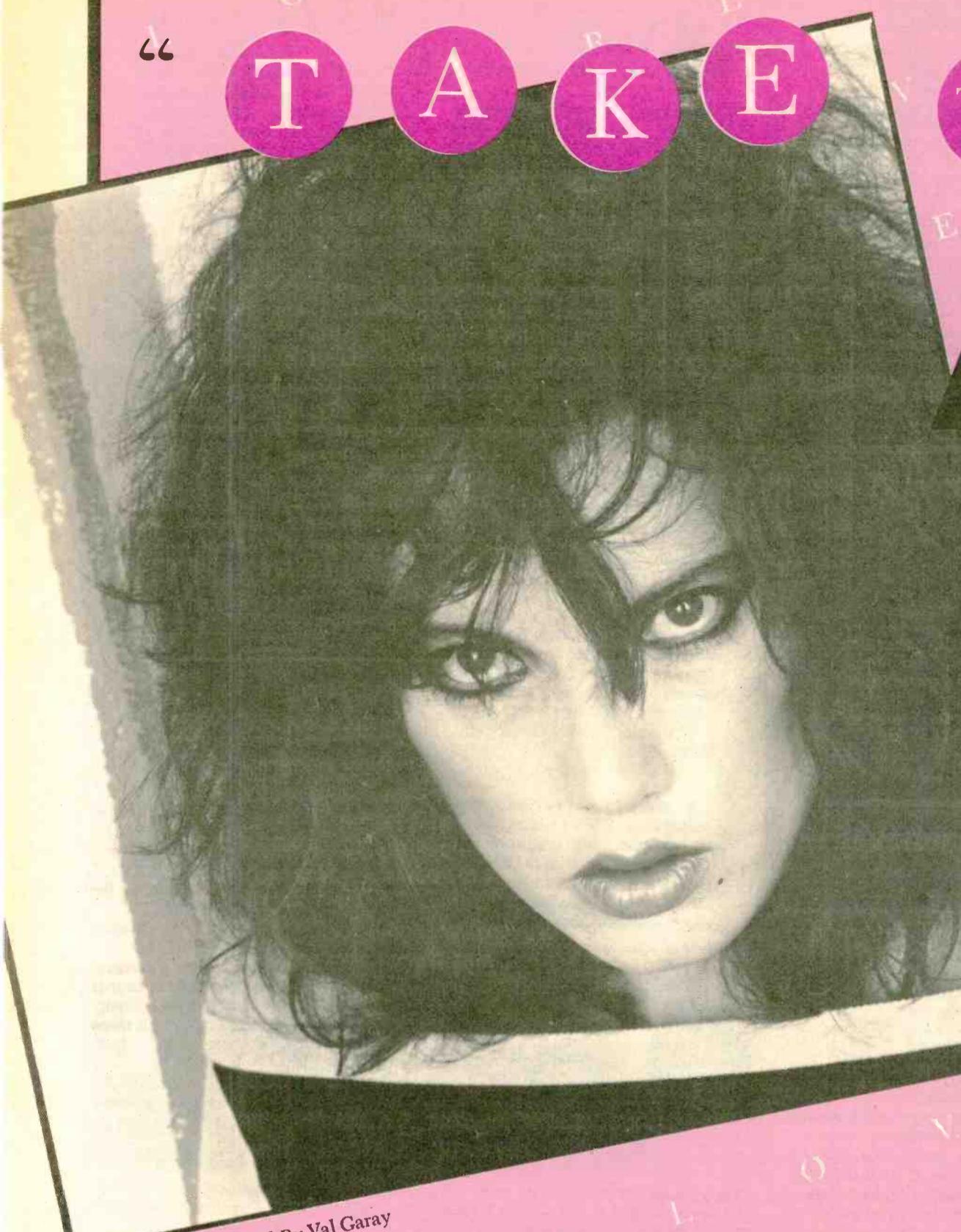
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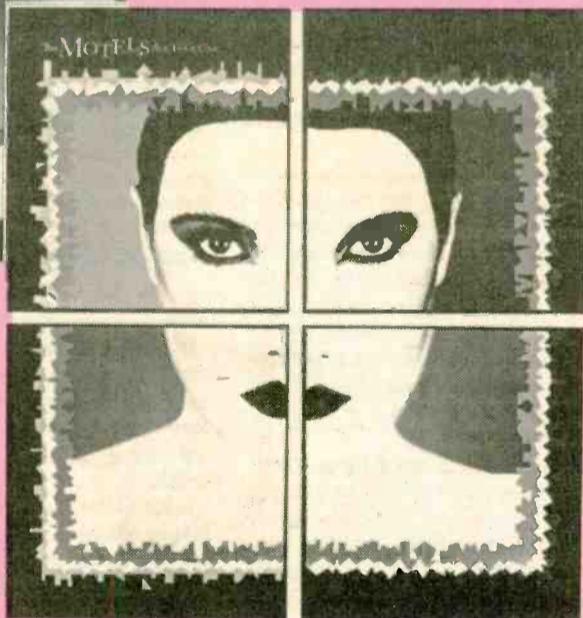
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- 14 PHOENIX, AZ
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- 27 VIRGINIA BEACH, VA
- 28 WASHINGTON, D.C.
- 29 BALTIMORE, MD
- 30 PHILADELPHIA, PA
- JULY 2 Poughkeepsie, NY (2 shows)
- 3 ROSLYN, NY
- 4-5 HANOVER BEACH, NH (3 shows)
- 7-8 BOSTON, MA (3 shows)

- JULY 9-10 New York, NY (2 shows)
- 11 NEW HAVEN, CT (2 shows)
- 13 PROVIDENCE, RI
- 14 HARTFORD, CT
- 16 ROCHESTER, NY
- 17 DETROIT, MI
- 18 GRAND RAPIDS, MI
- 21 DAYTON, OH
- 22-23 CHICAGO, IL (3 shows)
- 24 GREEN BAY, WI
- 25 MINNEAPOLIS, MN

- 27 MILWAUKEE, WI
- 28 MADISON, WI
- 29 ST. LOUIS, MO
- 30 KANSAS CITY, MO
- Aug. 2 NORMAN, OK
- 3 DALLAS, TX
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- AUG. 18 MADISON, WI
 - 19 PEORIA, IL
 - 20 CHICAGO, IL
 - 21 PITTSBURGH, PA
 - 23-24 CLEVELAND, OH
 - 25 SARATOGA, NY
 - 27 CINCINNATI, OH
 - 28 COLUMBIA, MD
 - SEP. 1-6 DETROIT, MI



Q105

Continued from page 22

R&R: What about your music?

SS: Take a look at our survey. It's tight, and it's very credible. There are only hit records getting played on this station. Our music is solid because we do solid research. We call about 21 stores, do some callouts, and most importantly listen to what the people want to hear. The phones are very important to us. That's your active audience, and believe me adults call our request lines. Rock, black, and pop all fit on Q105.

R&R: If you had to make a comparison of your station to any other in the country, what would be its clone?

SS: If you've heard WMMS in Cleveland, then you've got an idea of what we're like. The only difference is that we play CHR. You don't create this feel in the market overnight. Q105 still had a good image in the market, even when it was getting beat. All we did was polish that image up and make it shine brighter than WCKX. When you listen to WMMS you know what's happening in Cleveland. If you ever heard KFWB/Los Angeles when Chuck Blore programmed it, you've also got another good comparison.

R&R: Q105 is obviously more than just a radio station that plays the right music.

SS: My jocks are out there making eight or more appearances each week. The big thing is that the audience knows our people are real. They get the chance to see what these people look like and how they react off the air.

Basically this is "wacko radio" and it works. We've grown to become a very important part of the community. Each week Cleveland and I are on TV with a show called "Q-Zoo Drive-in Movies." It's a real hoot. Aside from this show, we regularly get TV coverage on something the station's done. You can't ask for this kind of coverage. I say to anyone out there, "Make them wonder who the hell you are and why everyone's talking about you," and you'll get lots of coverage too.

Motion

Phil McKay is promoted from MD to PD at KKAZ/Cheyenne . . . KXX106/Birmingham ups Rocky Jones to MD, and hires Tom Scott from WAAY/Huntsville as afternoon driver . . . Lori Thompson is now working 9pm-12mid at WCIL-FM/Carbondale . . . WZYQ/Frederick line up: 5-10am PD/MD Kemosabl Joe; 10am-3pm Davy Crockett; 3-7pm "The Bear"; 7pm-12mid-Panama Jack; and News Director John Wesley Brett.

CK101/Cocoa Beach PD Jim Morgan is leaving and has named MD Michael W. Lowe as new PD. Also, Chris Bailey joins the station as MD from his position as South Florida promotion rep for MCA . . . WJBQ/Portland MD Skip Anderson resigns to join 92X/Columbus. Paul Connors moves from nights and middays to replace Skip, and Joe Rio moves up from overnights to replace Paul in the early evening slot . . . KYSN/Colorado Springs PD Dan Jackson leaves radio for a career as a manager for a chain of restaurants. He is replaced by Paul Kavanaugh as PD and MD.

The Music Section

CHR's Most Accurate
Music Information
Begins on Page 55



KSTT'S NEW RAINBOW VAN — All summer long you'll see it on the streets of Davenport, as KSTT rolls out its newest promotional toy, the KSTT Rainbow Van. The staff of KSTT felt it fitting to pose for a shot with the new van on the banks of the Mississippi. Shown (l-r top) are morning man Denis Prior, afternoon Dave Shropshire, and night rocker Keith Avallone; (l-r bottom) PD Jim O'Hara, midday personality Jack McKay, weekenders Jerry Pelletier and Steve Wayne, and last but not least, MD and all-nighter Bill Young.



WHERE DOES A 1000 POUND GORILLA SIT? — Seeing the Q101/Meridian "Q-Rilla" on your motorcycle could be a bit unsettling, but since he's bigger than you are it's okay for him to stay as long as he wants. The "Q-Rilla" made an appearance recently at the station's Fourth Annual Beach Bash with over 5000 listeners showing up for fun in the sun.

Bits

• WGUY/Bangor is having a "Men At Work" contest. They are taking random calls for registration for a "Day Off With Pay" at \$10 an hour. Station is also handing out copies of the album as consolation prizes.

• KIIS-FM/Los Angeles is offering a cruise of Mexico and a motorized hang glider as top prizes in the "KIIS-FM Treasure Hunt For Easter Seals." The hunt is to be held at a beach with a \$5.00 entry fee going to the charity.

• With the movie "ET" being so popular, it might be a good idea to get a promotion centered around the movie or it's theme on the air. Here's a good one . . . have a "ET Phone Home" contest. Take random guesses on the telephone of a mystery phone number for ET to call home on. It can work like a "Hi/Low" contest with listeners taking guesses at individual digits, or in a memory game of putting together the complete phone number from previously announced correct guesses.

WWSH

Continued from Page 1

be some personality changes. We've received an enormous number of inquiries from air talent, and our present announcers will also audition for air staff position."

Consultant Sneed commented, "Formatically, we're ready to go. We plan to begin outdoor and TV promotion after the format change occurs. The frequency of WWSH is 106 FM and that's what we're going to use on the air almost exclusively as an identifier."

Acuff told R&R, "I'm very excited about going to WWSH, especially because I'm going to work with someone as creative and talented as Mary Catherine. I think we'll be able to develop the smooth musical blend presently on WSB-FM."

Prior to his airshift on WSB-FM, Acuff spent a year as Operations Manager for WROM & WKCX/Rome, GA, having previously worked at WZGC and WQXI-AM & FM/Atlanta, among other stations.

In order to satisfy contractual obligations, WWSH has arranged an agreement with crosstown station WEAZ to pick up the Schulke programming sometime in the fall. Currently WEAZ uses Bonneville's Beautiful Music services.

WLYT

Continued from Page 1

David & Goliath situation. I think WMMS is an excellent station. Their marketing and promotion exploits have been fantastic. I don't feel I have to topple WMMS in the next 12 months to make an impact on Cleveland. I am convinced there are enough people out there who really want another dimension to their rock, and we're going to bust our chops to give it to them."

Spencer Set As PD

Jones told R&R that he's hired KISS/San Antonio PD Tim Spencer to program WLYT's new AOR format. "He is very good," Jones said. "He has a great track record in San Antonio and Dallas."

Spencer, who programmed KXTQ/Dallas prior to KISS, told R&R, "It's really been a secret ambition of mine to get into the Cleveland market with a ground-up situation such as this. From the president of the company to Zemira, we all seem to be in perfect agreement on what needs to be done there."

The station will adopt the on-air identity of "92 Rock," and new call letters will be adopted. Jones also indicated that a strong promotional push would accompany the format change, saying, "No station in this market in the past few years has really had the promotional budget to go up against WMMS. That's all changed. This is clearly a two-AOR town, and there is enough room for both of us. I've been in labor on this for two months, and we're about to give birth."



SYLVIA KNOWS EVERYBODY AT KIQQ — Out promoting her single "Nobody," RCA recording artist Sylvia stopped in at KIQQ/Los Angeles. Shown (l-r) are RCA's Carson Schreiber, Sylvia, KIQQ MD Robert Moorhead, and RCA's Kelly Summers, and Ron "E.M." Gaslin.



DANIELS IN KC — Epic recording artist Charlie Daniels made the Fourth of July a hot time as KBEQ/Kansas City sponsored his appearance at a shopping center just prior to his performance. Pictured (l-r) are CBS sales rep Jim Lucas, Lieberman Special Projects Coordinator Michael Clarke, KBEQ PD Maja Britton, Charlie Daniels, KBEQ GM Gary Rodriguez, station account exec Bill Rusch, and Epic promotion rep Larry Wall.



MEET MILLER, MILLER, AND MILLER — Capitol Records went on a "Miller Blitz" recently promoting Steve Miller, Frankie Miller, and a little promotion for Miller Beer too! Shown (l-r) are Capitol rep Tony Charmers, WFEA/Manchester's Keith Lemire, and record rep Paul Barrett.



Meet our outlandish staffer from Planet Yuk. He's Sputnik Jones, UFO-naut, whose beat covers the black holes and saucer sites around the world.

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| KRLA add | WBBQ add | WJBQ add | WAZY-FM add | WLAN-FM | KNBQ |
| KFI add | WSKZ add | WIGY add | KRNA add | KITY | KSKD |
| KIQQ | WOKI add | WFBG add | KKLV add | KZFM | WISE |
| KEZR add | WANS-FM add | WOMP-FM add | KDZA add | KSET-FM | WGLF |
| XTRA add | WZZR add | WZYQ add | WPST deb 35 | WZYP | KVOL |
| KYYX | KIOA add | Q104 add | KINT deb 27 | BJ105 | WRKR |
| WHFM add | KMGK add | WAEV add | WBCY deb 26 | WCSC | KENI |
| WYCR add | KZ93 add | 95SGF add | KYNO-FM 29 | WGH | KSLY |
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THEME FROM "BEST LITTLE WHOREHOUSE IN TEXAS"

THE MOVIE IN JUST TWO WEEKS IS SECOND ONLY TO "E.T.," ALREADY GROSSING OVER \$27,000,000!

- | | | | | |
|-------------|-------------|---------------|-------------|------|
| CFTR deb 35 | KINT 29-20 | WGBF add | KELO 26-23 | KFYR |
| KFI on | WTIX add | KGGI add | KSLY deb 29 | KENI |
| KIQQ deb 36 | WFMF 26-22 | KCPX deb 37 | WAEB | |
| KEZR 20-14 | WJDX 29-25 | WCIR 26-16 | KZFM | |
| XTRA on | WHHY-FM add | 95 XIL deb 34 | KYNO-FM | |
| WFBR 25-21 | WSEZ deb 35 | WFLB deb 35 | WFOX | |
| KTSA 30-26 | KOFM deb 29 | KPUR 30-24 | KVOL | |

A/C Activity: 51/16--5th Most Added



RONNIE MILSAP "HE GOT YOU"

- | | | | | |
|-------------|----------|-------------|-------------|------|
| Q105 add 25 | WCSC add | KWLO add | KILE deb 40 | WXLK |
| KEZR add | KOFM add | KENI add | KCBN deb 39 | KVOL |
| WAEB add | WNAM add | KTSA 29-24 | WFBR | KKLS |
| V100 add | WFOX add | KINT 38-26 | CK101 | KSLY |
| WJDX add 28 | WISE add | WOKI deb 39 | WGH | |
| BJ105 add | WFLB add | KCPX deb 31 | WFBG | |

A/C Activity: 45/26--4th Most Added
ALBUM SALES NOW OVER 300,000!



RCA

Look For STEEL BREEZE, "YOU DON'T WANT ME ANYMORE" On Your Desk This Week!

"GLORIA" LAURA BRANIGAN BREAKING

WXKS-FM 9-7
Y100 deb 14
WFBR 9-8
WDOQ 14-6
WGUY deb 19
KELO 31-22

"GLORIA" LAURA BRANIGAN BREAKING

CKGM add
I95 add
KEARTH add
KRLA add 30
WHFM add
WBEN-FM 30
KIQQ 33-30
KFRC 21
WKRZ-FM deb 27
WTIX 30-28
CK101 deb 32
FM100 deb 30
WFBG deb 36
WAEV 29-24
95SGF 29-25
WRKR 15-14
KDZA 40-37
WIFI
G100
BJ105
WNOK-FM
KIOA
WVOL
99KG
KENI
AVERAGE MOVE +4

"GLORIA" LAURA BRANIGAN BREAKING

BRANIGAN
From The Album
BRANIGAN
On Atlantic Records
and Cassettes

© 1982 Atlantic Recording Corp. A Warner Communications Co.

CALENDAR



BRAD MESSER

Graceland Revisited and Revisited

To whip together an Elvis Presley retrospective or not?
The death of "The King of Rock 'n' Roll" five years ago Monday (8-16-77) hasn't diminished his popularity. Ken Brixley of Graceland Tours says the Presley home in Memphis is drawing ever increasing numbers of tourists. "Each day by reservation we sell 1500 tickets, and then 1500 more are sold at the gates, and each day we are selling out." For a five-dollar ticket, the Graceland tourist sees the Trophy Room and six others in the house, several automobiles (including a pink Cadillac) and horses, a multi-media Elvis concert, and the grave site.

This week Graceland anticipates extraordinary crowds because of special fifth anniversary concerts and ceremonies.

Parachute Free-Fall Champ

MONDAY, AUGUST 16 — Twenty-two years ago this morning Joseph Kittinger was on the edge of space, higher than any airplane could then fly, 102,000 feet over New Mexico in a balloon. The Air Force test pilot bailed out from nearly 20 miles up, and in the thin atmosphere he quickly reached a falling speed in excess of 800mph. Kittinger's parachute opened after a freefall lasting 4-minutes 37-seconds. The world's highest parachute jump was made to establish high-altitude evacuation techniques, and to test a model of what would become the basic American space suit (1960).

This is the fifth anniversary of the death of Elvis Presley.

The Woodstock Festival was at its midway point 13 years ago today in 1969.

Julie Newmar is 47. Eydie Gorme is 50. Football Hall of Fame member Frank Gifford is 52, as is actor Robert Culp. Actress Ann Blythe is 54.

In Hazel Bishop's Kitchen

TUESDAY, AUGUST 17 — Hazel Bishop is famous for creating a product every woman is familiar with. Born 76 years ago today, she had wanted to be a doctor, but the Great Depression forced her out of pre-med school and into a fulltime job as a lab worker. Each night after work, Bishop went home to her kitchen, where she experimented with cosmetic formulas. In that kitchen she created the cosmetic that made her world-famous: in 1950 she patented the world's first no-smear "kissproof" lipstick.

Tennis pro Guillermo Vilas is 30. Robert DeNiro is 37. Maureen O'Hara is 61. Hazel Bishop is 76.

Veterans of Foreign Wars

WEDNESDAY, AUGUST 18 — After the Spanish-American war, American veterans came home suffering the usual battle wounds plus unfamiliar tropical diseases. There were no government hospitals. Partly to lobby for medial care, the Veterans of Foreign Wars was established 69 years ago today in 1913. Which war has attracted the highest percentage of VFW joiners? Spokesman John Smith says Vietnam, with over a half-million current members. "The primary goal is still to serve those who were wounded and disabled," says Smith, "and another of our primary functions is to see that we have a strong national defense. We think if we remain strong we won't have to worry about fighting wars again, and if there's anybody who doesn't want to fight wars any more it's the guys that have already fought wars!"

As Elvis Presley was being buried five years ago today, hawkers were selling \$3 flags and \$5 T-shirts.

"The Wizard of Oz" starring Judy Garland premiered 44 years ago today in 1938.

The movie star who says as a kid he broke into rich people's houses "just to look around," Robert Redford, is 45. Moviemaker Roman Polanski is 49. Former First Lady Rosalyn Carter is 55. Shirley Shrift, who changed her name to Shelly Winters, is 60.

128mph On A Water Ski

THURSDAY, AUGUST 19 — The unofficial world water-ski speed record was set three years ago today when Craig Wendt clocked 128mph through a quarter-mile time trap. Falling at that speed can be fatal, and a special hit-the-water technique is used, according to Tom Hardman of the American Water Ski Ass'n. "They roll up into a ball and bounce in order to protect themselves."

The Daughters of the American Revolution is 92 years old today. DAR President-General Patricia Shelby says women formed it in 1890 because the Sons of the American Revolution voted to exclude women. There are now over 200,000 members.

John Deacon of Queen is 31. Veteran English rocker Ginger Baker is 42, and so is actress Jill St. John. The most successful jockey in history, Willie Shoemaker, is 51.

Can a Whale Sink a Ship?

FRIDAY, AUGUST 20 — A great sea adventure was not enjoyed on this date in 1857 by the crew of the Yankee whaling ship "Anne Alexander." In the South Atlantic, a harpooned bull whale went wild. It attacked and sank two whaleboats, then turned on the big wooden ship and rammed it repeatedly, finally tearing the ship apart. The sinking of the "Anne Alexander" 125 years ago today is one of only four documented cases of whales sinking ships.

The first military test flight was 74 years ago today, as the Wright Brothers began trying to prove the usefulness of their invention to Uncle Sam. Within a month Orville crashed the plane and became the first pilot to kill his passenger, a military observer named William Selfridge.

Yankee third baseman Craig Nettles is 38. Isaac Hayes is 41. Tomorrow Kenny Rogers will be 44. Sunday Cindy Williams will be 34 and Valerie Harper will be 42.

Where Talent
Meets
Opportunity



Check Marketplace, page 37

THE "RIGHT" RECORD FOR RADIO



KANSAS "RIGHT AWAY"

3WT add
K104 add 40
KINT add 38
WZYP add
WSKZ add
WRQK add
WSSX add
WANS-FM add
WIKS add
KCPX add
KSKD add
WISE add
KVOL add
WAZY-FM add

WHFM deb 40
KROK deb 26
WOMP-FM deb 38
95XIL deb 39
Q104 deb 24
99KG deb 36
KENI 32
WPHD
WKEE
KMCK
WYKS
KKLS
KDVV
KSLY



KIRSHNER

IT'S TIME TO PLAY



CLOCKS "SHE LOOKS A LOT LIKE YOU"

WLOL-FM add	KENI deb 28
WPHD add	KBEQ
WRCK add	KIQQ
KINT add	WJXQ
KX104 add	KMCK
WZZR add	WIKS
KEYN-FM add	KIDD
WGUY add	KRQ
WFLD add	KVOL
KILE add	KSLY
KSEL-FM add	KCBN
KFMZ deb 23	KDZA



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JEFF GELB

AOR WINNERS' CIRCLE PART THREE:

Redbeard And WZXR/Memphis

The South has perennially been one of the toughest regions of the country for AOR to take hold, having more than its fair share of format casualties over the past several years (including WRKK/Birmingham — see related story this week). That's why it's so encouraging to be able to throw the spotlight of the AOR winners' circle on WZXR/Memphis, which was number one in the market this spring with a 12+ ARB share of 10.7. In the past, that share has been even higher, peaking in the fall 1980 book with a 13.4.

Times have not always been this good for WZXR. Just last fall, the station fell to an 8.8. It was a book that caught PD Redbeard by total surprise. "I couldn't believe it," he recalled. "We were plainly a more popular station than those numbers suggested. But that was the first book that reflected the 1980 census figures, and Memphis had the highest black penetration of any market in this country. Differential Survey Treatment was used and resulted in an Urban Contemporary station, WHRK, nearly doubling its 12+ share to a 16.9 while all the other contemporary music formats were down." (WHRK slipped back to an 8.9 this book.)



Redbeard

The Wobbles

"Our conclusion was it was a bogus book with an incredible wobble for Rock 103 (WZXR). But any statistical methodology is imperfect at best; as a rule of thumb in working with statistics, one out of five samples will have a significant error. Any programmer who has to rely on an outside source for his success or failure has to bet this will happen (rather than hope it won't) sooner or later."

When WZXR got a case of "the wobbles" last fall, Redbeard was ready for it, and fortunately, so was management. "Every-

one here realized that overreacting to any one book's results could be suicidal for us. Anyone who toots his horn about any one book is playing Russian roulette with his career. We all felt our programming was on target and our research valid. So we continued along the same lines, if anything, even more relentlessly. Our staff and management worked harder for this book than ever before. It paid off, yes, but we earned it."

WZXR earned #1 market honors this time around, along with #1 status for men 18-34 and 18-49, and #1 teens. "We don't aim for teen listening," Redbeard claimed, "but teens grow up into young adults, and that's the demo we have to own. Also, teens indicate trends. If something big is going to happen, it always starts in that 12-17 cell. So we watch them closely." WZXR always fares better in male listening than with females, but Redbeard doesn't object: "It's a tough game to get ladies listening. We strive for female listenership but when we get them they're strictly gravy."

The PD Decision

Redbeard's radio career spans 11 years, four with WZXR, first as MD, then Asst. PD. When WZXR's first PD, Tom Owens, left in 1980 to assume the PD title at KTXQ/Dallas, Redbeard was pressed into service as a first-time PD with some reluctance on his part. He explained, "I didn't even expect to be considered. I never questioned my ability to do good radio, but I questioned my ability to be a people manager. This job is 50% programmer, 40% psychologist and

R.I.P. WRKK

Birmingham loses its original AOR station in two weeks when WRKK switches owners and formats (to Country) after a five year fling with AOR (R&R 8-6). Often dominant in its 18-34 target demos, the station's ARB ratings peaked with a 12+ 6.6 in the fall of 1980. A Birch taken about a year ago showed the station tied with WZZK for first place with a 14.4. Remarked present GM/PD Dan Brennan, "We never believed that book, but I think WAPI-FM did, and that's what led them to start up the Superstars format."

52-year-old Brennan is a Birmingham radio mainstay. For his very first radio job, in 1947, he put WVOK on the air as a part-time air personality. Since then he has been a PD at WVOK and WRKK, where he was one of the station's stockholders. Though he stands to gain considerably from WRKK's sale, he expressed mixed emotions about the sale and impending format change. "Sure, it was a substantial offer, but radio's been my life, and it's hard to give up the station and format. We were a traditional AOR with tight guidelines — we didn't cross over to Top 40 musically very much. I think AOR's traditional approach is still a valid one. I don't think AOR's need to go as far toward Top 40 as some stations have recently. We tried to be truthful to an AOR image, and our listeners were very loyal because of it."

"I'm sure WAPI-FM will get a share of our audience. I'd be surprised if some listeners don't go to other stations, because WAPI-FM's approach is much more aggressive than ours. Some people called our jocks lazy — actually, we just strived for a natural, uncontrived sound. It's a different style entirely than WAPI's."

WRKK's airstaff of three (small because WRKK is mostly automated, with tapes recorded daily) is preparing to go its separate ways, with Chris Curtis staying on when the station switches to Country, while Dave Edmonds and Paul Woods look elsewhere. Brennan is undecided about his next move, but said he hopes it will still be in AOR radio.

Before the WRKK AOR team splits up, they've planned one last tribute to their loyal listeners — a massive free outdoor concert featuring over a dozen local bands. The event, planned for this weekend, is reminiscent of the days in the 60's when Brennan helped organize WVOK's "Shower of Stars" concerts. "The biggest one," he recalled, "featured both the Beach Boys and the Rolling Stones, along with 13 other acts! The Stones and Beach Boys shared a trailer but never said a word to each other!"

For Brennan and for WRKK's listeners, the station's passing leaves them with numerous fond memories. "We had a lot of fun," Brennan said. "I'll miss WRKK."

about 10% diplomat. Also, Love what I do — I live rock and roll. I would do this job for free if I had another way to keep the wolves away from my door. I was afraid that the corporate game-playing and paper-shuffling would take the fun out of what I do. I had to be convinced that I would be allowed to run the station without interference. I was given the proper assurances, and it's been smooth sailing ever since."

Musical Make-up

Redbeard described WZXR's musical make-up: "We have no direct AOR competitor, but we have a lot of competition for 18-34 listenership. We have to tailor our music to be competitive against FM CHR's and A/C's, as well as AM Oldies going after our 25-34's. So, WZXR is very dayparted. We're quite accessible and competitive in morning drive, and start to focus the AOR identity musically during middays. By 3pm we're a well-balanced blend of rock. At night, we feel comfortable going right after the active, usually younger end of the audience. We don't have to be as watchful of hardness or tempo, since by the nights, older

listeners are usually not listening.

"There was a time when WZXR was the epitome of Southern rock stations, but that music has been on the wane for almost two years now. At this point, that has almost been eliminated as a style."

One style on the rise at WZXR is "modern rock." "Memphis is not a trendsetting city," Redbeard pointed out. "Trends start on each coast and can take as long as two years to reach us. It's just in the past four or five months that our listenership has readily accepted and embraced acts like Human League, A Flock Of Seagulls, and Soft Cell."

"We know we have a small but significant black listenership, predominantly males 16-24. Our research shows that they listen to us instead of one of the three Black stations in town because of our consistent beat. Even our downtempo songs have drums and rhythm; there are no lush ballads, I think they, having given us rock and roll, are letting us return the favor by programming some good rock they can get into." Still, WZXR draws the color line at playing black artists like Stevie Wonder. As Redbeard ex-

Continued on page 30

Secret Song Contest Yields Star Guitar

Nearly every AOR station plays some Led Zeppelin music, but how many can lay claim to giving away one of its members' guitars as the prize in a promotion? Q107/Toronto Asst. MD Sam Taylor explained a promotion the station held this spring that did exactly that: "Q107 MD Bob Mackowycz bought 100 raffle tickets through an ad he read in a British music magazine. The raffle, open to anyone in the world, was to raise money for orphans and underprivileged children in London. It was put together by the 'Golden Lion Roadies' (who work for many prestigious British bands), Capital Broadcasting in England, and Led Zeppelin."

"The odds of Q107 winning were phenomenal, but word came that we had won, so Bob flew to London where Zeppelin, the Roadies and Capital threw a party in Q107's honor and presented Bob with the guitar (inscribed 'This guitar was stolen from Jimmy Page, Led Zeppelin')."

Next, Q107 cooked up a spring ratings promotion around the guitar. We put together lyrics from 13 Zeppelin songs into a "Led Zeppelin Secret Song" and asked listeners to identify the songs. Within 24 hours of the Secret Song hitting the airwaves, Q107's lobby looked like the mailroom in Toronto's downtown post office. Some listeners sent in as many as 600 entries, and phones were jammed. We never found the time to count how many entries we received in total, but no promotion in our history has ever received such an incredible response. The winner was one hell of a happy guy!"



In the photo, MD Mackowycz (with mike) is admiring his prize during the party in London, while Robert Plant (clapping) and Jimmy Page (to Bob's right) look on, along with unidentified representatives of the roadies group and Capital Broadcasting.

More Than Just Another Pretty Face

"WE LOVED IT! IT WAS THE BEST BOOK THE STATIONS EVER HAD AND ALL INDICATIONS ARE THAT FACES PERFORMED VERY WELL FOR US"...

TOM OWENS
P.D. WQMF LOUISVILLE

★ ★ ★

"IT WORKED PERFECTLY FOR US! CUMES WERE UP, QUARTER HOURS WERE UP, I THINK IT'S A GREAT SPOT, IT POSITIONS WELL, AND IT'S WELL PRODUCED"

CHRIS MILLER
P.D. KLOL HOUSTON

★ ★ ★

"IT WAS EXCELLENT! I'VE HEARD A LOT OF PEOPLE IN THE INDUSTRY RAVE ABOUT THE FACES COMMERCIAL, THEY THINK IT'S ONE OF THE BEST IN THE LAST 10 YEARS!"

LARRY MOFFAT
P.D. KPKE DENVER

★ ★ ★

"THE SHELF LIFE IS INCREDIBLE! OUR CUME WENT UP 50,000, WE'RE THIRD IN THE MARKET BEATEN ONLY BY WISN AND TMJ"

R.J. HARRIS
P.D. WLPX MILWAUKEE

★ ★ ★

"IT SOLD, THAT'S WHAT I LIKED ABOUT IT"

ERIC STENBERG
G.M. KPKE DENVER

★ ★ ★

"I LIKED THE SPOT A LOT! WE PUT IT IN FRONT OF SOME FOCUS GROUPS COMPARED WITH THE JANITOR SPOT AND THE LOOP SPOT, AND WITH ALL GROUPS IT HAD THE MOST CALL LETTER RECOGNITION, AND THE BEST FEEL AMONG ADULTS"...

JOE URBIEL
P.D. WLLZ DETROIT

★ ★ ★

"I JUST THOUGHT IT WAS VERY DYNAMIC, AND VERY GOOD!!"

BEAU RAINES
P.D. KWK ST. LOUIS

★ ★ ★

WE WERE DELIGHTED WITH THE SPOT! WE WERE UP IN OUR CORE TARGET, AND WE INCREASED OUR CUME BY 100,000, WHICH IS A WHOPPING 40%!!!!

DAVID BARRET
G.M. WAVA WASHINGTON D.C.

THE SPOT THEY'RE TALKING ABOUT
IS THE SPOT YOU HAVE TO SEE.

THE NEW*
"FACES"

PRODUCED FOR TOUR DE FORCE, LTD. BY THE EWING BROS.
FOR DEMO CONTACT THOMAS J. EWING, 414-271-7000

*REVISED 5-17-82 IF YOU HAVEN'T SEEN OUR LATEST DEMO - YOU HAVEN'T SEEN FACES



840 NORTH THIRD STREET

MILWAUKEE, WISCONSIN 53203

Redbeard And WZXR/Memphis

Continued from page 28

plained, "Our consultants feel that for every three or four listeners we would pick up, we'd lose three times as many."

Consultants: Winning Combination

WZXR's consultants are B/A/M/D and Associates, and Redbeard trusts them implicitly. "We play very much by the book with them, because it works. If it didn't, we wouldn't be using them. If a PD or GM can set aside his personal ego involved in always wanting to be right, and instead, just want to be successful, then using a consultant can be a very rewarding experience."

"Anyone who toots his own horn about any one book is playing Russian roulette with his career."

I don't want to be right — I want to win. I don't care if it takes the entire U.S. Cavalry to win — I'll listen to anyone who can help us. I'm not afraid to hear someone tell me my station sucks, so long as he can tell me why.

"We pay B/A/M/D a lot of money to do their homework and research, and to give us the right answers. If one of their consultants has a reason for adding or not adding a record, you can bet I'm going to listen. I trust them, because when we win, they win, so why would they lead us astray?"

Neuroses

"This is a neurotic business," Redbeard continued, "because at the end of the day

EVOLUTION

WXEZ/Toledo drops AOR programming for CHR ... Buster Bodeine exits as KPRI/San Diego PD and Reed Reker becomes interim PD ... Joe Collins exits as PD of KBOS/Tulare ... Former KDWB-FM/Minneapolis PD Joe Folger joins competing KQRS as MD, as KDWB names Jack Hicks Acting PD ... Frosty Stillwell is out as MD of WPFR/Terre Haute ... Roberta Haber exits WMJQ/Rochester MD post ... John Bloodwell exits Promotion Director post of WCOZ/Boston ... Lobster joins KQAK/San Francisco for overnights ... KTYD/Santa Barbara PD Jim Lull exits for sabbatical and Susan Christol is named Acting PD through year's end ... Mr. Bill exits mornings at KSJO/San Jose and Jim Seagull moves up to overnights from part-time ... Andy Curran exits WAPI-FM/Birmingham for WKSJ/Mobile ... Dave Dworkin exits afternoons at KQRS/Minneapolis as Tom Jensen is hired for 10p-2a ... Geoff Nimmo exits PDship of KUAM/Guam for airwork at WSKS/Cincinnati ... WDHA/North Jersey's Nick Sullivan is hired to WIOQ/Philadelphia for weekends (and retains WDHA shifts as well) ... Glenn Stewart is new to mornings at WWTR/Bethany Beach ... Steve Cormier joins WECM/Claremont for overnights ... Noble Broadcast Consultants' Frank Felix signs WPHD-FM/Bufalo as an AOR client ... Pollack Communications signs 2WS/Sydney for consultation.



SEA & SKI WITH 96 ROCK — 96 Rock (WWTR)/Bethany Beach awarded a listener with a 96 Rock-logged Hobie Cat during a listener beach party. Pictured (l-r) with the prize are WWTR's Mike Phillips, winner, station's Richard Remsberg, PD Brian Krysz and jock Karen Collins.

we can't pull out a calculator and get hard numbers on how many people listened to us that day. We deal in intangibles. We're measured by another industry operating on the perimeter of our own, rather than by our peers. All of this creates neuroses — it's no wonder radio people are strange! Given that, the more input I can get on any particular song, band, program, jock, promotion, or market overview, the better off I'll be. Ultimately I'm charged with making the final decisions, but I do so only after getting all the input I can."

Music Research

The B/A/M/D consultants provide the lion's share of input into determining musical decisions on WZXR, from adding new music to dropping or switching recurrences or standards. Additionally, Redbeard and music assistant Robin Sterns pay attention to the request line, asking jocks to write down each caller's age, gender, and song reaction. Each call's daypart is also noted. Redbeard noted, "Of course we don't program to callers. They're active listeners and usually skew young. I learned a long time ago that 15% of an audience will call and 85% won't; they'll just tune us out if we play something they don't like. But, as I mentioned before, teens start trends, giving us indicators ahead of time as to what will become popular. Their input is important so long as we remember that what they're interested in will take some time to happen for our mainstream audience."

WZXR also does local sales research, carefully nurturing relationships with store employees to heighten the degree of accuracy of their reports. "Now that there are a lot of great records out there, I'm seeing more people going into record stores again," Redbeard stated. "So I think sales research is once again becoming a valid indicator, but it's by no means the bottom line."

Nor is callout research, which Redbeard said he'd use if he had the personnel and budget. "Right now it's in the wishful thinking stage, but were we to use it, I wouldn't base all my decisions around its results. It's just another tool."

New Music Previews: A Viable Concept

Another research tool WZXR's exploring is the controversial New Music Preview concept, developed by the Superstars consultants. To date, Redbeard has talked to other Superstars programmers for their early listener responses to the montage, but he has not implemented it at WZXR. "I have every intention of trying it out; I think it's a viable concept. 90 seconds of three songs, produced and programmed properly, should give us the same type of reaction we'd get from doing callouts. This, too, is subjective, and not designed to be exact. But, like callouts, it's just another tool, another way to sample our audience's interests."

"I was shocked by some of the industry reaction to this idea. I thought it should have been applauded. Even if it fails miserably (and I don't think it will), I think the industry at least should support the spirit and attitude in which it was introduced."

Promotable Personalities

WZXR does not live by music alone. As Redbeard put it, "By definition, AOR radio is of limited appeal. We're a music-based format; it's 80% or more of our programming. The music we play is geared (generally) to society's lower end age-wise: 12-34. So how can we be #1 12+ all ages if, by definition, our key ingredient is self-limiting? The answer is personality and promotions. In both we have to be twice as good as our competition."

"We have to be rock and roll leaders to our audience; we have to be entertainers, personalities. There are no liner card readers at Rock 103, no time and temp jocks.

They are people who live the rock and roll lifestyles they talk about.

"Promotionally, we are relentless and we are everywhere. I believe strongly that we have to be in the streets all the time; one-on-ones are still the best form of advertising there is. Our personalities are our product and our promoters; they're out constantly."

Additionally, WZXR has an aggressive merchandising program that has placed three-quarters of a million bumper stickers in the community, plus thousands of license plates, T-shirts, etc. "We try to blanket the region with the highest quality merchandise and visuals we can find," said Redbeard. "Everything incorporating our logo must speak well of the station, having the same quality listeners hear on the air."

Filling A News Void

Redbeard admitted one area of deficiency during the spring ARB's, which has since been remedied: news. "We kind of undersold the value of news in the last few years. But all our research is now showing that young adults, particularly those 25-34, are always looking for more information, so long as it's targeted to them. Our new News

"I don't want to be right — I want to win."

Director, Dave Gilton, from WEEI-FM/Boston, is an excellent street reporter with a great feel for the way in which we want AOR news treated — carefully targeted for our audience, totally relevant to their interests."

WZXR also carries Source newsbreaks in drive times, and has had great success with some of its short-form P.A. programming, particularly "Coping With."

Too Much Syndication

As for other syndicated efforts, Redbeard remarked, "There's a glut of programming available, and only about 25% of it is of the calibre of something we'd consider using. Special programming is important in quality, not quantity. Quite often, just saying you're going to run a special

show and having the image as the station running it is nearly as important as running the show itself. For instance, saying on Wednesday that we'll be running a Lover-boy concert on Saturday night is virtually as effective an image-builder for the station as actually running the show. It helps focus our image as the total young adult lifestyle station. For that reason, special programming is important. But I could probably spend every working hour auditioning the demo tapes I get, or filling out forms, or taking the calls from syndicators about their shows."

Competition Coming?

Redbeard summarized the station's position in the market with a statement regarding his goal for WZXR: "Rock 103 has the potential to become a regional legend. The market's right, in terms of its historical love of music. Jazz, blues, rockabilly and rock and roll all have roots here. This city has the most incredible musical heritage of any city in the world. As long as we embrace our music with the same reverence as this region always has, we should continue to grow."

The only potential cloud on WZXR's horizon is a direct AOR competitor. Typically, Redbeard is prepared for this eventuality. "Till the last couple of years, AOR radio had not commanded the huge share of the market it does now. With our consistent dominant share of our target demo, we have to expect someone to challenge our format exclusivity. When that happens it will definitely call for some adjustments. We'll have to rethink our targeting and positioning. But to quote Rocky, 'Go for it!'"

COMING NEXT WEEK: With all the spring ARB's in, next week we'll present our popular AOR Format Scoreboard, a comprehensive analysis of the state of AOR radio, complete with significant numerical breakdowns from all rated AOR's. And, beginning with this coming week's Scoreboard, we'll show how AOR's fared in important demographics as well as the traditional 12+ shares.

UPDATE

WMMS has heart: In a unique showing of community involvement, WMMS/Cleveland's Matt The Cat hosted three Cardio-pulmonary Resuscitation courses for the American Heart Association. Everyone who completed the course received a special Matt the Cat/AHA CPR certificate ... WKRT/Chicago celebrated its 10th AOR anniversary with listeners at a Genesis concert, where singer Phil Collins crooned "Happy Birthday" to the station ... KFMQ/Lincoln gave away 300 tickets to an area Kansas concert to listeners spotted sporting KFMQ window stickers ... WIYY/Baltimore's morning team Courduff and Lopez, did a recent show live from a hot air balloon tethered over the expressway. The balloon caused a huge back-up during morning drivetime, even making news on other local radio stations' traffic reports ... WMET/Chicago's heavily involved in this year's Chicagofest, sponsoring the shuttle buses that carry over 800,000 to the fest. The station is also broadcasting live from the fest location, and handing out special commemorative buttons ... KOMP/Las Vegas is sending two promotion winners to L.A. for the world premiere of Pink Floyd's "The Wall" movie ... KEZO/Omaha sponsored Z92 Day at an area beachfront amusement park, reducing admission to \$2 to those mentioning the station's call letters on their way in. The station also held a sand-sculpting contest, whose winner received a free Coke machine and a year's supply of the beverage ... KNX-FM/Los Angeles reaired an exclusive ten-year-old Neil Dia-

mond concert with an updated interview with the star ... Congratulations to KILQ/Colorado Springs PD Rick Hawk and wife Christi on the birth of daughter Chelsea ... Every Sunday throughout the summer, WABX/Detroit has been presenting a series of "Rock & Roll Beach Parties" at a local private beach, complete with top local rock acts ... KISS/San Antonio cosponsored a benefit concert of local talent for MDA, with seven acts helping to raise \$2300 ... KICT/Wichita's sponsoring a series of "Road Trip" promotions for listeners, who can win free trips out-of-town to see bands like Blondie, Elvis Costello and the Grateful Dead in neighboring cities.

CONCERTS & CONVERSATIONS

PRESENTATIONS: KQDS/Duluth presented Steppenwolf for \$1.95.

BROADCASTS: Bonnie Hayes on KTIM/San Rafael.

CONVERSATIONS: Toto, Franke & Knockouts on WAAL/Binghamton ... REO Speedwagon on WKLC/St. Albans ... Cheap Trick on WCKO/Miami ... Jon Anderson on WDVE/Pittsburgh, WAPP/New York ... Police on WLAV/Grand Rapids ... Survivor on WHKC/Evansville ... Tubes on KOZZ/Reno ... Iron Maiden, Scorpions on WLWQ/Columbus ... Gary U.S. Bonds, Billy Squier on WLOT/Toledo ... King Crimson on WPLR/New Haven ... Flock of Seagulls, Quarterflash, Santana on WBCN/Boston ... Billy Squier on WWCK/Filint ... Josie Cotton on WLIR/Long Island ... Headpins, Foreigner on CFOX/Vancouver.

Adult / Contemporary



JEFF GREEN

PD'S O'TOOLE, ROBERTSON COMMENT

WRKA, WRVR Triumph 25-49

Louisville and Memphis are almost identical in population size. The Arbitron 12+ metro estimates say they're just 400 people apart. The 25-49 market leaders, WRKA/Louisville and WRVR/Memphis, are also alike, with similar programming views and equal double-digit ratings. What helped them win?

Consistency is what WRKA Program Manager Dan O'Toole and WRVR PD Jim Robertson feel led the way to their spring victories. "Winning for us is just being consistent," said Dan. "We've been doing the same radio with the same staff for 18 months, while other key stations have made air personality and/or formatic changes. We felt the formula of consistency would be the strongest strategy. As it turned out, eventually the listeners have become so used to us and comfortable with WRKA that it all came together during the sweep. One can't just step on grapes and expect wine. It takes time."

Jim said, "We certainly haven't even reached our full potential yet, so I can safely say without conceit that the true giants of A/C are those that are the most consistent. They are proud to stand up and say 'We're A/C' anytime someone tunes in - 24 hours a day."

A Balanced Music Mix

Part of on-air consistency is a balanced music mix. Dan explained, "We're a straightforward A/C, not a mellow rocker. Without being too slow tempo-wise, we look for familiarity in music that sounds adult. The priority rests with traditionally popular artists, because we know our audience is very secure in listening to talent they already like. However, it's very important to add new artists because it gives us that balance of fresh material combined with the established acts that the listeners grew up with."



Dan O'Toole

Jim commented, "Consistent A/C doesn't have to be wimpy. Everyone thinks A/C needs to be almost MOR. No way! Our station has a nice tempo to it. Understand that we're not playing the harder rock many A/C's are using. Frankly I think those stations may be risking their consistency and image. On WRVR, instead of adding heavier music at night or on weekends, we eliminate softer material. So anytime you tune in, you're still going to hear a consistent WRVR, but with the correctly-tuned mood to match that daypart."

"We are a lot of people's favorite station, and enjoy a nice exclusive cume. However, we also do well overall because WRKA is, if not the first, the second choice to anyone else."

Specific Demo Positions

Aside from consistency, both stations operate from specific strategy positions to successfully target their adult audiences. Dan pointed out, "We are a lot of people's favorite station, and enjoy a nice exclusive cume. However, we also do well overall because WRKA is, if not the first, the second choice to anyone else. Specifically, the goal has been to have a substantial exclusive 25-34 female cume, and be the second choice for 25-34 males, plus 35-44 and 18-24 females."

Jim sees some A/C stations reluctant to classify themselves as adult, possibly due to a fear of a negative "old school" image association. "Many A/C's are afraid to actually say they're A/C. You can't target a station in this particular format to be 18-49. It just doesn't work. I call that the 'Hi-Lo Game.' I play it from the opposite direction by programming WRVR for 25-34's as our prime demo, and take listeners that fringe the border of either demo."

The Battle Is Never Over

Even with such strong ratings performances, neither WRKA nor WRVR see the battle won. Dan stated, "We're going to keep getting our people out front and involved in the community, which has already helped a great deal. We're trying to develop that one-to-one contact so people will feel a little more emotional about WRKA. The station will still be marketed 'humbly,' even though we're number one in so many areas. We must work our hardest to ensure their continued support."



Jim Robertson

Jim agreed, "We'll never say we're number one about anything, because with the way the ratings may fluctuate, you can't get too up for the good books or too down for the bad ones."

"Remain lean and mean," Jim advised. "When most stations reach a certain level of success, they start adding commercials. Or they think, 'Maybe we should be more full service,' and add news. We do just the opposite. Over the past year, we've actually cut back on the number of spots we run, and shortened the lengths of our newscasts. Granted, you can go to 16 spots an hour and make another \$50,000 per month, but next year you could be losing three times that amount. Unfortunately, regardless of format, getting fat and capitalizing on short-term opportunistic maneuvers are sure steps to the demise of a radio station."

Business Awareness

This kind of financial foresight is another link between these two properties, as both



GET TO KNOW THY NEIGHBOR — Nearly a half-million people gathered along downtown Portland's Waterfront Park to celebrate the seventh annual KGW Neighborfair. Over 200 area nonprofit organizations lined the area with booths offering various crafts, food, and beverages. Events included dancing, mime, comedy, kite flying, balloon rides, and other festivities.

Dan and Jim administrate from the standpoint of business, as well as ratings.

"There's not an hour that goes by," admitted Jim, "that I don't worry about competition. What any smart programmer in a winning position must do is constantly look over his or her shoulder for the guy who wants to come in and take part of the audience and profits away. That's the way this business is - it's competitive, and that's good for radio."

Dan concluded, "It took me a long time to accept, above everything else, that radio is a business, and that we're in radio to make money. To be a truly successful, profitable station requires much more than programming - it involves the whole staff. For example, we've done direct mail promotion the past two books, and without our sales

department's assistance, it would not have been very successful. You must accept the financial parameters and priorities given

Understand that we're not playing the harder rock many A/C's are using. On WRVR, instead of adding heavier music at night or on weekends, we eliminate softer material."

to you by upper management. Once you do, you'll find many creative, innovative ways of utilizing your entire station to achieve success."

Progress

PERSONNEL

WIP/Philadelphia welcomes former 13-year Eagles linebacker **Bill Bergey** to its broadcast team to handle color analysis for game coverage... **Jim Simon** has joined **KYA/San Francisco** as morning news anchorman. His past credits include VP **WBBM/Chicago**, PD and ND **KABC/Los Angeles**, and ND



Bill Bergey

KCBS/San Francisco... **WCBM/Baltimore** has added seven members to its news team. They are: **Bob Anbinder**, **Theresa Blythe**, **Cathy Brice**, **Tom Clendenning**, **Natalie Davis**, **Robin Quivers** and **Russ Small**... **Mike Dreith** is joining **WFIW/Fairfield** as News Director. He was formerly weekend news anchor at

WTAX/Springfield, IL... **Ronald J. Abplanalp**, Production Manager of **WRCC/Cape Coral, FL**, has been awarded a first-place national Addy award in the "Local Radio Campaign" category... **Al Augustine**, News Director of **WLVA/Lynchburg**, joins

WDBJ-TV/Roanoke as bureau chief of the Central **Ronald J. Abplanalp** Virginia Bureau... **Deborah Hamilton**, Public Affairs Director of **WPEN & WMGK/Philadelphia**, expands her duties to include public relations for the two stations. Also at **WMGK**, **Tom Richards** has been named to the newly created position of Production Director... **WJON/St. Cloud's** Sports Director **Gary Sparber** has been named Minnesota Sportscaster of the Year by the Minnesota Sportscasters Association... **WGAR/Cleveland** announces three new appointments including **Ed Richards** as News Director, **Bob Becker** returns from **WWWE/Cleveland** to handle an anchor/reporter position and **Mike Yunis**, formerly with **WBBG & WWWM**, as Adver-

tising/Promotion Director... The International Radio Festival of New York has awarded its Gold Medal to **Jim Norman** of **CHUM/Toronto** for his 30 second commercial "Great Expectations"... **Randy Kemp** is the new Production Director at **KLTE/Oklahoma City**, and **Pam Finn** is now Promotion Coordinator... **Wayne Larrivée** joins the **KHOW/Denver** new sports broadcast team in anticipation of "CU" Golden Buffalo play-by-play by the Colorado Statewide Sports Network, which will originate from **KHOW's** AM stereo facilities... **Tim Moreland**, formerly with **KFOR/Lincoln**, joins

WCCO/Minneapolis as Sports Coordinator... Also new at **WCCO** are **Jon Quick** as Director of Advertising and Promotion and **Linda Paulson** as Director of Sales Promotion and Research... Joining **WBAL/Baltimore's** expanded 6am news broadcast is **Mark Weaver**, formerly anchorman for the AP Network... **Linda McArthur** joins **KYUU/San Francisco** as its new Advertising and Promotion Manager... **WGBS/Miami's** news reporter **Magdalena Garcia** is the first female and only the third person ever to receive the Michele Clark Award for excellence in broadcast journalism, presented by **CBS**

Network News and the Radio and Television News Directors Foundation... **KOMO/Seattle** welcomes **Eric Joel McKaig** as its Production Director. He comes from **KING/Seattle** where he recently was honored with a first prize **RAB/NRMA** award for "Image Category For A Single Commercial." New at **KING** is **Katherine Hilliard** as its Promotion/Public Service Director. She replaces **Eileen Dahlem**, who has moved on to become an account executive in the station's sales department.



Mark Weaver

The Music Section

A/C's Most Accurate Music Information Begins on Page 54



CAROLYN PARKS

KLZ RETAKES LEAD

AM Country Alive And Well In Denver

Don't sound the death knell yet! AM Country is still alive and doing quite well in many markets, including Chicago, Minneapolis, San Francisco, Des Moines, Kansas City, and Denver. In fact, in Denver KLZ retook the Country lead over two FM's and another AM in the market with a 3.7-5.1 jump in the latest ratings (Spring Arbitron 12+ share.) The station also came out number one overall in both 25-49 and 25-54 adults for both the TSA and the metro, an accomplishment Group One Broadcasting Radio Division President Al Grosby is especially proud of. Al, who just joined Group One in March of this year, is based out of Denver and has made KLZ his pet project. In a recent interview, he related the game plan which led to KLZ's surge.

"As President of Group One, I am not the manager of any of the stations. Ed Hardy is the GM of KLZ and Bill Bradley is his PD, and they've both done an absolutely excellent job. Essentially, I work with Ed and he in turn works with Bill; but since I come to work every day at the station, the door is always open and there's been no problem with my giving some input."

Focusing On The Metro

"What we really focused on this time was the metro numbers, figuring that if we could do a job in the metro, the TSA could very well take care of itself. That's why we are really proud of our metro showing where we are the number one adult radio station in Denver for AM, FM, Country, Beautiful Music, whatever! Our goal was not necessarily going



Al Grosby

after KYGO, as we did not perceive them to be our primary competition. We felt that KHOW (A/C), KOA (Talk), and the other all-News stations in the market were more of a competitor to us than KYGO. The only similarity between ourselves and KYGO was that the station simply played country music. Now that's a strong similarity, but on the FM stereo stations, generally speaking, you don't have as much personality, promotion, news, and personal involvement

"If we could do a job in the metro, the TSA could very well take care of itself."

in the marketplace focusing in on metro news and public affairs. So we instituted a number of things to focus in on that target.

"The station had never done music research before, so we instituted some callout research immediately, and brought in our trusty old TRS80 Radio Shack computer. I know this is nothing new, but in Denver we simply had not done it before, and we wanted to make sure and determine that the music we were playing was the music that Denver people wanted to hear."

Improving Quality Of News

"In Denver we have a situation where there are actually three all-News stations, so we wanted to make absolutely certain that someone tuning into us for music and entertainment would have no reason whatsoever to tune us out. Therefore, news became a very important thing to us... not more news than we had done before, but the

quality of news that went into a newscast. One specific thing we did is focus in on the metro area of Denver. We took every single community in the metro area, and the News Director and his staff went to the Chief Of Police and all of the other key people in those communities. We reestablished in some cases and established in other cases a day-by-day liaison to have ongoing information of what was going on in metropolitan Denver.

"We did that with news, weather, and traffic information. We had been using 'Metro Traffic,' but found that using a policeman who did traffic reports for us in the morning resulted in a more personal involvement. He actually became a personality on Jockey Joe's (our morning personality's) show."

Expanded Sports Coverage

"Sports is another area that we expanded in. This city is one of the major sports cities in the country, so we decided to do more with sports than we were already doing. For example, during the NBA playoffs between Los Angeles and Philadelphia, instead of just reading the scores of the games, we got Dugg Moe, the Denver Nuggets coach, who is highly personable and very well-liked by most sports fans, to do an exclusive analysis of each game. He also became part of the KLZ personality team.

"Another dimension that we just added is signing on Aaron Kyle, the Denver Broncos' quarterback, who will be doing exclusive Broncos reports for KLZ. People here really go pro football crazy, and since we don't carry the Broncos games, we wanted to find some way to establish a Denver Broncos presence. We think our new 'personality' will do that. It's just another dimension to tie the station into what's happening locally... to really pour on metro information, yet give the people what they basically want to listen to, which is country music and fun personalities."

56/KLZ

Colorado Country

Professional-Sounding Staff

Since personality radio is one way that AM's have been able to compete with their FM competitors, I asked Al how much he thought his on-air staff had to do with KLZ's resurgence. "I think our on-air people are superb! The people that were here when I got here are still here now because we've got a very sharp, very professional-sounding group of people.



KLZ STAFF GREETES CHARLEY & SYLVIA: As part of KLZ's year-long 60th anniversary celebration, the station sponsored a Charley Pride/Sylvia concert for the mile high city. Pictured are (top, l-r) afternoon driver Sandy Travis, RCA's Carson Schreiber, Kim Hardy, GM Ed Hardy, all-night personality Perry Martin, PD Bill Bradley, and Promotions Director Ann Quinn; (bottom l-r) air personality Chuck Leary, Sales Manager Jon McNutt, Sylvia, Pride, midday jock Mike Tanner, and morning drive personality Jockey Joe.

"No more than two weeks after I got to Denver I sat down with the on-air staff and told them that I believed that KLZ, with the reputation it had and the talent it had on the air, could definitely be, without question, the number one adult station in Denver. I said it thoroughly believing it, but not figuring it would happen in the first book! I think maybe the shot of adrenalin this provided them, plus telling them about the promotional, advertising, news and research projects we had planned, really turned them on a little bit and gave them a new lease on life.

"This is such a people business that it doesn't matter what city you're in, what the market is, or whether you're an AM or FM station. If you've got the people there, you've got it licked. It's funny how you'll hear about someone going into a new job, and the first thing they'll do is fire the entire staff. When I got to KLZ we weren't exactly breaking records as far as ratings were

"This is such a people business that it doesn't matter what city you're in, what the market is, or whether you're an AM or FM station. If you've got the people there, you've got it licked."

concerned, although it was a good station and had been there for quite some time, but the last thing on my mind was changing anybody. I believed that the talent was there."

Al then went on to analyze where he thought most of KLZ's increased share of the audience came from and what he felt was important to the future of AM radio in general.

"I really have not post-analyzed the book yet, but the Denver market is so unbelievably competitive, that I think we are drawing constantly from all over. However, I think that when you're on the AM dial, you're really drawing from the other AM stations."

AM's Can Still Compete

"AM radio has been talked about as a dying breed for two, three, four years already. Many of the great AM rockers have already bit the dust and are trying to figure a way out of it. Yet here, without doing anything dramatic, unusual, or special, we showed that with a good facility, good dial position and good visibility you can compete if you just sharpen up what you're doing in a competitive situation

"Look at Al Ham's 'Music Of Your Life' format. He's on some of the worst facilities in the country and yet he's doing real well because it's unique. One of the things we

are now doing is using Bill Moyes and the Research Group to do an annual research project for KLZ, which we've never done before. I'm not so naive to think that in the next book things couldn't change dramatically, so we're trying to do everything we possibly can to build on top of

"I don't see AM stereo as anything more than a promotional vehicle to call immediate attention to something new that's going on in AM."

what we've got, and I think you must research the market properly to do that."

AM Stereo Not The Answer

"In terms of AM stereo, I'd have to tell you that I believe at this moment that it is not going to have any dramatic effect plus or minus as far as AM radio is concerned. I don't see the people who listen to FM stereo all of a sudden leaving to pick up an AM station just because that station is now in stereo too. Too many years have gone by where FM stations have developed this listenership.

"I don't see AM stereo as anything more than a promotional vehicle to call immediate attention to something new that's going on in AM. Hopefully, people will tune in out of curiosity, and then if the programming is unique, different, or unusual you'll hang them in. However, the problem is that if people weren't listening to the station before and tune in only out of curiosity, they may find that the things which didn't draw them before still don't, and you'll lose them.

"I think AM radio is still strong, and will continue to be strong for music formats, especially A/C, Country, and MOYL. I don't see any reason in the world why AM country music cannot continue to dominate markets. The fun personalities of AM country music, the music itself, the promotions and contests, the remote broadcasts... they all play a part, and there's no way that a stereo Country station playing 15 minutes worth of music at a time can possibly compete on a personality level."

For additional information on how Country-formatted radio stations have fared in the latest ratings and what impact new Arbitron methodology has had on them, please turn to Jhan Hiber's column this week (Page 14).

The Music Section

Country Radio's Most Accurate
Music Information

Begins on Page 50

Louise Mandrell



*"Some of My
Best Friends Are
Old Songs"*

Last Week!

**Country
BREAKERS**

This Week!

38

Inside Nashville



BIFF COLLIE

MUSIC PEOPLE: Ray Charles (what'd I say?) signing with Rick Blackburn and CBS. He started pop humming in Music City with his classic country-pop albums of the early 60's. He's already sessioned here . . . Irlene Mandrell goes on the road with the Krofft puppets, "Truck Shackley And The Texas Critters," who gained fame on the "Mandrell Sisters" show . . . Belated sympathy notes to Ken Dudley and his family on the death of his mother Beth Kurtz. She was president of the International Fan Club of her daughter-in-law Barbara Mandrell.

Bill Anderson promoted his new record on the giant TV cable king WTBS, sitting in on the play-by-play of an Atlanta Braves-San Diego Padres game . . . Kenny Rogers's \$20 million-plus RCA marriage may be the biggest deal yet . . . James Taylor concert in Nashville Sunday (8-15) . . . "Smilin'" Eddie Hill, the Country DJ Hall of Famer, in Nashville's St. Thomas Hospital. He's been in a wheelchair since a massive stroke 14 years ago. He was truly a pioneer of the Country radio DJ business . . . Joseph Sloan Bonsall Jr. is President of that corporation which bought WPFR-FM/Terre Haute. The name of the licensee? Oak Ridge Brothers Broadcasting Corp. . . . "Country" star George Burns named by Playgirl magazine as one of America's 10 Sexiest Men . . . Webb Pierce hosted a "listening party" at Willie Nelson's General Store Monday for Willie & Webb's new "In The Jailhouse Now" album . . . John Denver awarded the Carl Sandburg Award as 1982's "Peoples' Poet." Rod McKuen is a past recipient . . . As reported on page 3, Nashville's WJRB changes to WLKZ soon, simulcasting with its newly-purchased FM'er WJKZ (formerly WIZO-FM) . . . They "wrapped" filming here on the Loni Anderson-Earl Holliman starring movie "Country Gold" with a party at Mario's Restaurant, where they shot the final scenes. Locals appearing in that one are Mel Tillis, Boxcar Willie, Lynn Anderson, Stella Parton, Reba McEntire, the Bellamy Bros., Ralph Emery, and WSIX PD/personality Gerry House.

PICKENS: The Statler Bros. made Polygram's first country video feature . . . Wolfman Jack and Gene Watson Labor Day features at Opryland here (not together). Wolfman brings the Platters, Shirelles, Danny & The Juniors, and Little Anthony for a 50's Reunion . . . Boxcar Willie & Roy Acuff duetted . . . Allen, David, and Lefty Frizzell's mother Mrs. A.D. Frizzell died July 31 in Goodlettsville. She was 73 years old . . . "Firestarter" is the newest movie deal set for middle Tennessee location shooting, with a \$17 million budget. John Carpenter will direct . . . Hank Williams's ghost blacked out the Grand Ole Opry House when they were filming a new song about Hank Jr.'s dad on Tom T. Hall's "Pop Goes The Country Club" TV series. Gary Gentry was performing a song called "The Ride," reminiscent of the old Red Sovine hit narrative "Phantom 309." Just as Gary spoke the words "You don't have to call me 'Mister,' boy, the whole world called me Hank' . . . all the power in the Opry House and the massive Opryland Hotel complex went out!!! . . . Loretta Lynn will sing "Oh Kentucky," a new promotional tour song for her home state . . . Johnny Cash's house (where his sister Reba Hancock lived) burned down and nine people were ar-



Racecar driver Richard Petty (center), who is included in the chorus of Bill Anderson's latest single "Southern Fried," is shown receiving a hot-off-the-press copy of the song from Bill (right) and independent record promoter Mike Borchetta (left).

rested, with charges being filed against a number of them. Fracas stemmed from comments from spectators at the fire. One man said, "First time I've ever been to a house-burning and a fight at the same time!" . . . Mel Tillis, writing his life story for a movie has also formed his own production company, Mel Tillis Films . . . Bill Monroe's emergency surgery was in a Nova Scotia hospital . . . Danny Davis made his first Nashville Brass appearance on the Grand Ole Opry since he organized the group 14 years ago . . . Remember the legendary Chuck Wagon Gang? They just finished their latest tour and polished off a new album of the classic hits they've made famous in the past 46 years . . . Kenny Rogers Productions just won suits against two manufacturers of unauthorized posters bearing his likeness. The decisions affirmed the exclusive right of a living entertainer to control the commercial use of his name and likeness . . . Tour bus update: Jimmy C. Newman & his Cajun Country Band luckily escaped injury when their tour bus caught fire recently. Although they lost all of their personal effects, they were able to salvage most of the instruments and sound equipment and came out of the experience "thankful to be alive." With bus-related accidents becoming more common, Jimmy is now pointing out the need for smoke detectors on all tour vehicles.

CLOSERS: "Refinement," Terri Miller says, "is learning to yawn with your mouth closed" . . . Dolly Parton's favorite diet? The "see-food" diet. "Every time I see food, I eat it!"



GIVE ME A "B" — With some enthusiastic cheerleading in the background, Bobby Bare must have felt right at home when he stopped by the WWWW/Detroit studios recently to do a guest DJ stint. Bobby, in town for an appearance with the Charlie Daniels Band, is pictured outside the station with (l-r) WWWW PD Barry Mardit and staffers Katy O'Neill, Lori Seger, Jean Hunt, Lori Converse, Debbie Felerabend, Ann Jeffries, and Debbie Rinderknecht.



JETHRO BURNS UP KFEQ AIRWAVES — Jethro Burns, who recently appeared in concert in St. Joseph, MO, also was the special guest of KFEQ, where he did a two-hour live interview. Pictured following the chat are (l-r) KFEQ PD Bob Orf, morning jock "Brother" Brent Harmon, Burns, and afternoon personality Gil Johnson.



CINCINNATI'S COUNTRY MUSIC SUPPORTERS — Following the 5th annual Cincinnati Reds-hosted "Country Music Night" at Riverfront Stadium, the team received special recognition from the CMA and WSAI for their continued support of country music. Shown at the plaque presentation are (l-r) Bill Rice, Chairman of the Ohio C&W Association (filling in for the CMA); WSAI-FM PD Dale Turner; Reds VP Roger Ruhl; and WSAI-FM MD John Marks.



THIS IS WORK? — KDEO/Honolulu recently cosponsored a Charley Pride concert at a local arena. Gathering after the event are (l-r) RCA's Carson Schreiber, KDEO PD Ed Kanoi, Pride, KDEO Owner/GM Ron Jacobs, and RCA's Bob Haas.



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Black Radio



WALT LOVE

URBAN RADIO SCORES IN NEW YORK CITY

WKTU — The Apple's No. 1 Radio Attraction

After performing on New York City radio for so many years, when I have the opportunity to write about the New York market, I definitely feel at home. Some individuals in our industry don't think much of New York radio, but I personally have always loved it, no matter how good or how restrained. My reason — because if you like a competitive atmosphere, you'll find none more so.

WKTU, shocked a lot of industry people when it scored a 6.2 share in the latest Arbitron with its Urban Contemporary format. The station scored one of its biggest victories to date by regaining its touch and charging into New York's spotlight by becoming the city's overall number one radio station.



Carlos DeJesus, Carlos De Jesus Program Director of WKTU, started his radio career by coming up through the ranks at rival WBSL and doing some part-time air work. Carlos came to WGCI/Chicago in 1978 as Music Director under then PD J.D. Holliday, while I was the Operations Manager. It's nice to see people move on in life and do so well, especially when you feel you may have helped a little.

New York Music

I asked Carlos to tell me about WKTU. "One of the most important ingredients is that we play the music that we feel. We play the music that New Yorkers want to hear. When I use the term 'New Yorkers' I'm including everyone, the inner city residents, urban people, the people in the suburbs in New Jersey, Connecticut, and Long Island. We try to appeal to everyone, which is very difficult at times with Latinos, blacks, and whites making the population. When we pick our music, it comes from two basic sources. One is our gut feel for a song, two is our research; so combined, those two things have put us over the hump and made made us #1."

What other types of research does WKTU use? "We do callouts. I would say we call approximately 100 stores every week to get sales information so we can gauge what's happening with records that we're playing and with the records that our competition is playing. I'm speaking of our direct competitors like WRKS and WBSL. We've got indirect competitors like WPLJ, WYNY, and others, and we keep an eye on the music they're playing, too, because back when WABC was doing their thing, every now and then, they or WNBC might break a record by somebody like Air Supply. When that sort of thing happens we want to be on top of it... not that we would jump right on it, but we would take a close look at it."

"Here in New York, clubs are an integral part of a record's life. Club music is dance music and because we play dance music, we've got to know what the clubs are playing."

"Another form of research that we use, and I think it's more of a mainstay in the New York market than any other, is club research. Here in New York, clubs are an integral part of a record's life. By that I mean if clubs start playing a particular song, we at the radio level begin playing it also in the very near future if the record is really good. Club music is dance music and because we play dance music, we've got to



OUT AND ABOUT WITH WKTU — Two more phases of WKTU's community involvement; Above, (l-r) Jim Harlan, G. Keith Alexander, Joe Causi, Rosko, and Carlos DeJesus man the phones for the Easter Seals telethon; below, contest winners celebrate with a WKTU dinner date featuring Richard "Dimples" Fields. Pictured (l-r, seated) are Fields, winning couple, and WKTU's Alexander; (l-r, standing) DeJesus, WKTU Promotion Director Suzanne Banks, and Boardwalk VP Ruben Rodriguez.

know what the clubs are playing, so we keep close ties with all the clubs. I must mention that the clubs we survey are all different. You have the black clubs, the white clubs, the gay clubs, and naturally the Latin clubs."

Local Orientation

I asked Carlos if being Latino and growing up in the "Apple" has been advantageous now that he's the Program Director of WKTU? "Without a doubt. 92 has a large Latin makeup to our audience, which is very important to us. Our audience breakdown has been 1/3 Latino, 1/3 black, and 1/3 white. Latino's are our base and, if our Latin audience dropped out on us we would be a good radio station but I doubt if we would still be in the top 10, so that's how important our Latin audience is. My New York Latino background is definitely beneficial because a NY Latino has that Latin upbringing culturally, but we're also into that 'New York Thing'; we also want to be very hip. During my time as a youngster growing up in the city, it was hip to be into the Temptations, Diana Ross, the Four Tops and Smokey. If I were growing up now it would obviously be Rick James and whoever is happening musically now."

Carlos mentioned that he felt WKTU's success was also based on WKTU's New York-oriented personalities. "The veteran of our staff as far as being here at 92 is Paco. Let me explain that there are two types of Spanish people here in New York. There are the people like myself who are more high school and college-educated, who speak basically English. Then there are the ethnic Hispanics. Paco came out of ethnic Spanish radio and has a good Top 40 ethnic feel for what our ethnic audience wants. He and I are from two different generations, which is good for us at 'KTU because between the two of us we know what the Latin audience is looking for both culturally and musically. Then there's Rosko Mercer's input, which is very important because his background is from WBSL and WNEW-FM. Rosko knows jazz and rock music." Rosko, by the way, is one of the most successful and well-known air personalities in America, and the first black man to make it in AOR radio in the late 60's. He was also one of my radio role models when I started in the biz.

Carlos continued, "Al Bandero, who's one of our part-timers, came out of WRKS when it was still WXLO, so he knows the city and the music. Everybody who's involved with the format has worked the format at other stations in the market, and we all enjoy the music. I don't really want a personality who can't get into the music — our people are really an extension of the music they play. I'd even say they probably have most of the records at home and enjoy them."

Urban Rules New York

I added the shares of the Urban-formatted stations in New York, and collec-

tively they score a whopping 17.2 share:

WKTU	4.5	-	6.2
WRKS	5.1	-	5.9
WBSL	5.9	-	5.1

I wanted to know why Carlos thought the Urban format had such a large share of the marketplace? "I think it's a credit to the music that's being produced. Ever since I can remember, and I'm almost 30, R&B music has always been infectious — people have always enjoyed dancing to R&B. I think the music has been produced so well at this time by black artists, and also by white artists who are trying to imitate the sound, that it's becoming universal. These other artists, non-blacks trying to imitate the sound, have begun creating their own kind of sound that has an R&B base to it. In England they call it 'Techno-Pop,' I believe; that's the sound from groups like

"People go through life worrying about bills, worrying about surviving in New York — the pressures of New York make you want to go home and just chill out, relax, and party the best you can. R&B music is the best music to do it to."

Human League, the Thompson Twins, and Modern Romance. Modern Romance took this principle a step further — they're trying to sound like a 'salsa' group. What they've done is to create a new 'rock salsa' sound that's basically a happy type of music. People go through life worrying about bills, worrying about surviving in New York — the pressures of New York make you want to go home and just chill out, relax, and party the best you can. R&B music is the best music to do it to."

Wrapping it up, I asked Carlos if he might have the proper information in front of him to tell me what WKTU's weekly came was. I really enjoyed his answer. "WKTU is #1 total persons 12+. WKTU is #1 in delivering teens. WKTU is #1 in delivering total adults and only WOR and WCBS deliver more. WKTU reaches more 18-34 adults than any other station: 1,183,500. WKTU is #1 in adults 18-49 of all the FM stations. Come is what you asked about, right? WKTU reaches 2,232,700 people every week." I guess Carlos definitely had the proper information in front of him!

The Music Section

Black Radio's Most Accurate Music Information

Begins on Page 52



WKTU ON PARADE — WKTU staffers participate in a wide range of community events; they're pictured above during the city's San Gennaro Festival.

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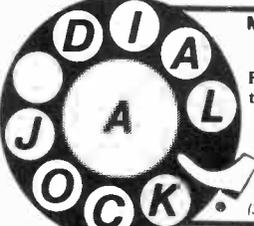


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Opportunities

Openings

EAST

Needed: announcers & newscasters for all dayparts 6am-12 midnight A/C or Country for Portland, ME 04104. EOE M/F (8-13)

Best news dept. in WV wants you to make it even better. T&R: Clint McElroy, Box 2288, Huntington, WV 25701 or (304) 525-7788. EOE M/F (8-13)

WCOZ has immediate opening for Promotion Director. Major market AOR experience preferable. Contact: Dick Borel, WCOZ, 441 Stuart, Boston, MA 02116 or (617) 267-9090. (8-13)

WRIE needs experienced fulltime pro. Super production a must. No calls please. T&R: Jay Scott, Box 2072, Erie, PA 16512. EOE M/F (8-13)

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Openings

CHR formatted WQCM/Hagerstown, MD needs full/part-time personalities now! No calls. T&R: Gary Michaels, WQCM, 1250 Downsville Pike, Hagerstown, MD 21740. EOE M/F (8-13)

Immediate opening for personality CHR announcer with great production. Experience required. Come join a winner. T&R: Patrick Gillen, CQ102, Box 213, Geneva, NY 14456. EOE M/F (8-13)

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WYSP needs 6-10 PM jock, outrageous enough to turn heads, ears, & stomachs. No calls. T&R: I'm Hungry, Michael Picozzi, WYSP, Philadelphia, PA 19004. EOE M/F (8-13)

WIP/Philadelphia seeks top flight newscaster strong in writing & reporting. T&R: Paul Rust, WIP, 19th & Walnut, Philadelphia, PA 19103. EOE M/F (8-13)

Suburban Washington A/C seeks news anchor person. T&R: John Long, WPRW, Box 1460, Manassas, VA 22110. EOE M/F (8-13)

New England's premier FM rocker, WPLR, seeks exciting afternoon drive personality. Rare opening. Minorities encouraged. No calls please. Contact Rick Allison, PD, 1294 Chapel Street, New Haven, CT 06511. EOE M/F (8-13)

Openings

WBTH seeks News/Board announcer. Looking for energetic, talented, professional person. T&R: Randall Barger, Box 261, Williamson, WV 25661. EOE M/F (8-6)

Fulltime opening on NH's sea coast WERZ needs CHR jock/good production a must. T&R: Mark Ericson, Box 1540, Exeter, NH 03833. EOE M/F (8-6)

WSFM/Harrisburg needs a top A/C jock. Experienced only, no beginners. Big voice. T&R: Bob Paiva, WSFM, Box 3433, Harrisburg, PA 17105. No calls. EOE M/F (8-6)

Part-time air talent for Pittsburgh's WYDD/WKPA. Must be promotion oriented team player. T&R: Box 7050, Pittsburgh, PA 15212. No calls. EOE M/F (8-6)

WINX has fulltime immediate opening. Mature heavy adult voice, 2 yrs. commercial radio exp. T&R & resume: Pierre Eaton, WINX, Box 1726, Rockville, MD 20850. EOE M/F (8-6)

Overnights at WLAM. Are you a New England small market jock ready to move up? T&R: Gary Bruce, Box 929, Lewiston, ME 04240. EOE M/F (8-6)

SOUTH

Midday jock/MD needed. A/C, two bonuses a year, rotating weekends off, sports work. T&R: Bob Mayes, WKTG, Box 338, Madisonville, KY 42431. EOE M/F (8-13)

News reporter needed. Experienced. Educational background in journalism preferred. T&R: Bob Lime, OM, WVMI/WQID, 574 DeBuys Rd., Biloxi, MS 39531. EOE M/F (8-13)

WQSM-Q98/Fayetteville, NC needs contemporary air personalities for expanded live-assist. T&R: Terry Jordan, Box 35297, Fayetteville, NC 28303. EOE M/F (8-13)

Experienced CHR announcer. T&R: Dave Jagger, Box 3487, Victoria, TX 77903 or call (512) 576-6111. EOE M/F (8-13)

WGRI/Naples, FL top rated CHR/A/C needs an afternoon professional with a minimum of 3 yrs experience. Call: Roger Bald, GM (813) 775-3321.

Openings

Top rated Adult station on the Gulf Coast accepting T&R's for future openings. Send: WKSJ-FM, Box 160564, Mobile, AL 36616. EOE M/F (8-13)

KROK-FM/Shreveport accepting T&R's for possible future openings. No calls. Hal Harrison, Box 31130, Shreveport, LA 71130. (8-13)

AOR CRAZIES

Midwest AOR in Top 40 market looking for Rock n' Roll crazies. Females and minorities encouraged. Looking for creative folks who want to have fun on the radio. Send tapes and resumes to Radio & Records, 1930 Century Park West #373, Los Angeles, CA 90067.

WHRK/Memphis looking for evening/part-time air personalities. 4 yrs experience for Urban Contemporary. Females encouraged. T&R: Lawrence Jones, 112 Union, Memphis, TN 38103. EOE M/F (8-13)

Wanted: Mature, temporary newscasters and air personalities. Southwest Sunbelt market. T&R: Great American Broadcasting, 444 Executive Ctr. Blvd., El Paso, TX 79902. EOE M/F (8-13)

New FM in U.S. Virgin Islands needs PD. Send cassettes/resume/programming philosophy/salary. J-1 Gentle Wind, Box 1660, St. Croix, U.S. Virgin Islands 00850. (8-13)

WORG-FM/Orangeburg, SC A/C looking for all nighter. Beginners encouraged. T&R: Stu Wright, Box 1386, Orangeburg, SC 29116. No calls. EOE M/F (8-13)

WCOS/Columbia, SC needs experienced news reporter. T&R and salary requirements to: ND, Box 748, Columbia, SC 29202. EOE M/F (8-13)

KKYK/Little Rock looking for outstanding CHR personality for rare PM drive opening. T&R: Ron White, Box 4189, Little Rock, AR 72214. EOE M/F (8-13)

Female announcer wanted for morning drive team. #1 station in market. T&R: Bob Shannon, Box 3098, Abilene, TX 79604. EOE M/F (8-13)

Opportunities

Openings

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NEEDED NOW

Superb evening personality needed for major corporation Midwest, A/C outlet. T&R to Mike Hedges, Fairwest, 3341 Towerwood #204, Dallas, TX 75234. EOE

Attention South TX talent! We need a CLASSY personality — swing shift/weekends. T&R: Harry Nelson, KLLS, 8401 Data Pt. Dr., San Antonio, TX 78229. (8-6)

WXLY need T&R for future openings. Send to: WXLY, Brock Boulette, PD, Box 8887, Jackson, MS 39204. EOE M/F (8-6)

Eastern Top 50 AM A/C needs PM drive, night, overnight personalities. If you haven't lost art of communicating, T&R: Box 777, Brentwood, TN 37027. EOE M/F (8-6)

Chief Engineer needed for 100kw FM/5kw AM in Meridian. Top rated station. Good facilities/equipment. Larry O'Neal, OM, Q101. (601) 693-2381. (8-6)

Part-time openings — air personalities. T&R: Randy Kabrich, Program Manager, WDCG-105FM, Box 2126, Durham, NC 27702. (919) 683-2055. EOE M/F (8-6)

Station looking for news reporter/anchor, with authoritative delivery. Experienced necessary. Send T&R: Bob Swanson, WLVA, Box 2179, Lynchburg, VA 24501. EOE M/F (8-6)

Midday air talent needed with production skills. Prefer female, but will talk to all. T&R: Terry Harris, WAKK, Box 1143, McComb, MS 39648. (601) 684-4116. (8-6)

932/El Paso needs morning drive talent. T&R: Bob West, KAMZ-FM, 4150 Pinnacle St., #120, El Paso, TX 79902. EOE M/F (8-6)

WAAY/Huntsville seeking nighttime personality, good production a must if you want to join the team send T&R: Jerry Dean, Box 2041, Huntsville, AL 35804. EOE M/F (8-6)

Communicator with strong production for 100,000 watt CHR. Rush T&R: Scott Owens, 97ROCK, Box 706, Bainbridge, GA 31717. EOE M/F (8-6)

WEZI/Memphis needs fulltime announcer with Easy Listening experience. T&R: Phyllis Moore, 5900 Poplar, Memphis, TN 38119. EOE M/F (8-6)

WIZD has immediate/future openings. T&R: Garret Clancy, Box 99, Ft. Pierce, FL 33450. EOE M/F (8-6)

Country FM accepting T&R for future openings. Positive attitude, obsession for winning. T&R: Mike Malone, Q-COUNTRY, 2102 Wolf Ridge, Mobile, AL 36618. No calls. (8-6)

Hot new FM in 34th market needs two weekend talents for possible future fulltime. T&R: Steve Kelly, PD, Z104, 160 Newtown Rd., Virginia Beach, VA 23462 or (804) 497-1067. (8-6)

MIDWEST

Major market FM needs Production Genius. Is your hero Chuck Blore? Do you sit and listen to "The Best of Radio Promos" tapes? Do you know how Jack McCoy "built" the last contest gong? Send T&R to Radio & Records, 1930 Century Park West, #374, Los Angeles, CA 90067. EOE M/F

Thoroughly competent professional broadcast journalist wanted immediately to lead five person News Department at one of Midwest's most respected AM&FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you're our candidate you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Send resume and references to R. Elliott, P.O. Box 6000, Fort Wayne, IN 46896. No calls please. EOE M/F (8-27) •

Openings

WMIL Country 106 in Milwaukee needs part-timers. No beginners. Call Craig Scott (414) 782-4545 9am-2pm M-F. EOE (8-13)

WJMC/Detroit looking for A/C air personality. Excellent salary and benefits. Female and minority applicants encouraged. T&R: Ken Scott, WJMC Radio, Detroit, MI 48220. EOE M/F (8-13)

KEDD/Dodge City, KS now accepting applications for part-time news and/or announcer fill-in. Approximately 15-20 hrs/wk. Call Lee (316) 227-7151. EOE M/F (8-13)

Operations Manager for KWTO-56 Country Springfield, MO. Send T&R: Orv Koch, Stuart Broadcasting Box 80209, Lincoln, NE 68501. EOE (8-13)

KQKQ-FM/Omaha's #1 FM hunting for personality to join winning team. No beginners. T&R: Mark Evans, PD, Box 31777, Omaha, NE 68131. EOE M/F (8-6)

WCVL/WLWQ needs A/C communicator with proven production abilities. Excellent facilities, benefits. T&R: Don Riley, Box 603, Crawfordsville, IN 47933 or (317) 362-8200. EOE M/F (8-6)

KODY-AM has position open for experienced fulltime announcer with production skills. Top station in market. Call Steve, (308) 532-3344. EOE M/F (8-6)

WMIL/Milwaukee's newest Country music station looking for experienced, aggressive PD. T&R: Jerry McKenna, WMIL, Box 16596, Milwaukee, WI 53126. EOE M/F (8-6)

Z103/Huntington-Ft. Wayne, IN accepting non-returnable T&R's for possible full and part-time openings. No calls. Chris Larko, 1600 East Taylor St., Huntington, IN 46750. EOE M/F (8-6)

AM drive: Male, Female, Mixed Doubles... how you do the job is your business. This Midwestern FM Country cooker wants you if you can deliver good numbers in a highly competitive situation. You'll like the working atmosphere and the area. Salary is negotiable. Make us an offer! T&R: Radio & Records, 1930 Century Park West, #368, Los Angeles, CA 90067. Hurry! Offer ends without notice!!

Let me groom your skills and send you to the stars. Tapes for great jobs to Andy Mac, Box 520, Cadillac, MI 49601. EOE M/F (8-6)

Aggressive newspaperman with at least 1 yr. experience needed for PM drive. T&R: WACL, Brad Hart, Box 701, Freeport, IL 61032 or (815) 235-7191. EOE M/F (8-6)

WDUZ/Green Bay has a rare opening for an afternoon personality. Strong production a must. T&R: Gregg Albert, Box 36, Green Bay, WI 54305 or (414) 468-4100. EOE M/F (8-6)

WMEE-FM/Ft. Wayne has immediate opening for afternoons and nights, minimum 2 yrs. experience. T&R: John Curry, WMEE, Box 6000, Ft. Wayne, IN 46896. EOE M/F (8-6)

Country personality — music knowledge a must. Experienced only please. T&R: Dave Stouffer, KSMN, Box 1446, Mason City, IA 50401.

Rare opening 7pm-12mid. Production a must. T&R: Gabe Baptiste, WXLP, 1111 East River Dr., Davenport, IA 52803. EOE (8-6)

Upbeat CHR station looking for 7-midnight announcer. Minorities encouraged to apply. T&R: Fred North, KWSL, Box 1230, Sioux City, IA 51102. EOE M/F (8-6)

New CHR in Toledo. Openings for all dayparts. T&R's immediately to Jeff McCarthy, WXEZ, 2985 Pickle Rd., Toledo, OH 43616. No calls please. EOE M/F (8-6)

Writing, production and marketing opportunities in the award-winning production department of Y-96 FM, KNOX-AM, Grand Forks, ND. Contact Mark Walker, Production Director, (701) 772-7197. EOE M/F (8-6) •

WEST

Future openings in San Jose market. T&R: Box 2033, San Jose, CA 95020. EOE (8-13)

Regional FM & EOE is accepting T&R's from announcers, newspapermen, engineers. Beautiful area. Dave Lackau, PD, KIOQ, Box 1388, Bishop, CA 93514. EOE (8-13)

Record Industry magazine wants experienced aggressive radio/promotion person in L.A. Call collect (612) 935-6226. EOE (8-13)

100,000 watt Northern Colorado A/C FM accepting T&R's for possible, future on-air position. Doc Phillips, QUAD-99, Box 117, Windsor, CO 80550. EOE M/F (8-13)

KOPA—FM/Phoenix is searching for a talented one-on-one midday personality with strong production skills. T&R and future goals: Steve Rivers, Operations Manager, KOPA/AM-FM, Box 1827, Scottsdale, AZ 85251. EOE M/F (8-13)

Openings

Need Engineer with Country flair for AM/FM combo in Pacific Northwest. Prefer 3 yrs experience with automation background, some on-air work. Call(509) 586-4165. EOE M/F

If you love Country music, produce and can do sports p-b-p, we want you now. Call Don Powell (505) 393-3137. EOE M/F (8-13)

Small market all-around person needed. Female preferred. Send T&R: Dustin Dickenson, Box 271, Burns, OR 97720. EOE M/F (8-13)

5 kw CHR On central CA coast seeking future full-timer. T&R: Rick Baca, KUHL, Box 166, Santa Maria, CA 93454. EOE M/F (8-13)

BH Club has opening for part-time DJ. New music/disco format. Send T&R, including salary requirements & photo: Box 2424, Beverly Hills, CA 90213. EOE M/F (8-13)

Looking for Chief Engineer to handle top-rated Southwestern AM & FM facilities. Best equipment, top dollars. Send resumes to Radio & Records, 1930 Century Park West, #370, Los Angeles, CA 90067.

Experienced midday jock/Production Director needed for 100 KW Country music giant in beautiful NW WY! T&R: PD, KPCQ-FM, Powell, WY 82435. (8-6)

KCUB, Tucson's award-winning Country station has a jock opening. Call Dave Nelson, (602) 887-1000. EOE M/F (8-6)

Metrotraffic/Los Angeles accepting applications for reporter, engineer, and producer. Call Tim Kenny (213) 464-8400. (8-6)

First Media's K98 (KFMY)/Provo is looking for up and coming talent for future positions. T&R: Scott Gentry, Box 960, Provo Ut 84601. (8-6)

Wanted: Sales rep. If you have years of radio sales, we need a street working sales manager. Resumes: KIOT, Box 1000, Barstow, CA 92311. EOE M/F (8-6)

If you can lead a staff of Major market news veterans, then we want you to be our News Director in Los Angeles. Major contemporary station seeks unique individual to perform on-air and oversee news operation of one of the nation's most respected broadcast facilities. Tape, resume, and letter stating salary requirements to Radio & Records, 1930 Century Park West, #356, Los Angeles, CA 90067. EOE M/F

KCUB, Tucson's award-winning Country station has a news opening. Call Phil Richardson (602) 887-1000. EOE M/F (8-6)

KZEL has immediate fulltime opening for midday air person. Send cassette/resumes Charlie Van Hall, Box 70128, Eugene, OR 97401. No calls. Females encouraged. EOE M/F (8-6)

Dominant adult CHR near Yellowstone, seeks energetic, mature personalities. Good bucks for good people. T&R: Jim Donovan, KTAG, 502 Blackburn, Cody, WY 82414. EOE M/F (8-6)

98 KUPD/Phoenix is searching for a morning person's bright, witty. T&R & Facts: Em Gladden, 2021 Thomas Rd., Phoenix, AZ 85016. No phones please. EOE M/F (8-6)

Inner-view is looking for an engineer/producer... experienced in two track production and engineering interviews. Great opportunity for the right person. Contact Inner-view (213) 652-8710. EOE (8-6)

Boulder, CO A/C KADE looking for midday personality. Strong production a must. T&R: Ron Thompson, 4940 Riverbend Rd., Boulder, CO 80301. EOE M/F (8-6)

Announcer wanted. Personality necessary. Good salary, excellent benefits. T&R: Steve Karwan, KCMJ, Box 1626, Palm Springs, CA 92263. EOE M/F (8-6)

News Director. Major market AM&FM. Excellent established company. Winning stations. Aggressive news department. Large staff, well-equipped. Strong background in contemporary news a must. All inquiries kept in confidence if requested. Contact: Steve Keeney, GM, KIMN-KYGO, 5350 W. 20th Ave., Denver, CO 80214. EOE M/F (8-13) •

Positions Sought

Experienced female with natural talent & great pipes looking for a slot in sunbelt. Prefer A/C, mellow AOR in major market area. (305) 737-6760. (8-13)

Country music pro, over 16 yrs. in the business. I could be just what you're looking for. No small markets please. BILLY (714) 423-3228. (8-13)

Positions Sought

Large market PD available now for CHR, A/C, Country. Will consider production/air at right station. SE or MW preferred. (715) 832-0444. (8-13)

Relocate coast-to-coast. 7 yrs. experience in CHR, A/C, AOR with production to match. MD/Production Manager. Team player & performer. BILL (215) 691-0446. (8-13)

One of the country's top newscasters. (813) 686-4081. (8-13)

Any music format, excellent production, will start anywhere. Call GEORGE (319) 324-8905. Want to sell. Have license. (8-13)

Mature, take-charge Sales Manager seeks position in medium or major market. 5 yrs. solid radio background. Guts, energy, integrity. CURTIS CARROLL (805) 683-2512. (8-13)

Professional sound & attitude. Dependable, cooperative, eager for first break. Available now. BRIAN DAVIS (414) 255-2078. (8-13)

CHRIS TODD, formerly J96/Morehead, NC. 10 yrs. radio. Wants programming or music, day airshift. Top 40, A/C (919) 223-5376. (8-13)

RICH STEPHENS, currently with KEYYY/Provo available immediately due to format change. Very reliable. Production wiz, looking for smaller market. (801) 373-2174 or (801) 375-8196. (8-13)

Natural sounding AOR announcer with 7 yrs. major market experience & extensive music knowledge available. Can do razzle dazzle production. FRANK JOHNSON (513) 896-7376. (8-13)

Announcer, MD, PD seeks stable position. Hard worker, good references, young, bright & lots of potential. Will relocate. STEVE (602) 327-7633. (8-13)

DJ for AOR or CHR format. Thoroughly trained with good production skills. Willing to relocate. Call TOM for tape. (312) 371-8664. (8-13)

Dancin' DANNY WRIGHT is loose. KCBQ, KROY, KMJK, KJR & KNBQ. (206) 838-6821. (8-13)

Anyone interested in a hard working dedicated personality? Mass appeal talent. Will travel any market. Good production. MIKE WARD (814) 796-6657. (8-13)

Broadcast graduate seeks full-time position. Can't get enough board work. Experience in P-B-P, M.O.Y.L. Love NE, IA. Available mid-August. JOHN (319) 326-1158. (8-13)

Award winning news reporter/anchor, 4 yrs. experience, seeks opening somewhere "where it snows!" LISA (303) 543-6882. (8-13)

"Marathon John" rides again. Looking for evening or late evening Country show, in South. Experienced, excellent references. Knows Country. (601) 684-7949, after 3:30 CST. (8-13)

My AOR went Country but I didn't. 4 yrs. major market experience. Seek Top 50 market AOR position. Degree, no gimmicks. TERRY LEE (405) 360-0893. (8-13)

Sports. Profitable P-B-P. Football, basketball, baseball, news, commentaries, interviews, in-depth features with common sense humor. TONY O (415) 494-3061. (8-13)

Experienced, talented, versatile, dedicated pro. On-air or production position. This call will be worth it. MARK ALAN (805) 424-4221, after 6pm or (213) 344-1970, days. (8-13)

2 yrs. commercial experience, with Country, Top 40, A/C experience seeking announcing position at KROC-FM & KOLM. SCOTT KRAMER (507) 451-5156. (8-13)

RON RICHARDS, part of America's #1 Country music broadcasting team now available for medium or small market programming position. (205) 344-9900. (8-13)

LOU SIMON, 3 yrs. WAYS/Charlotte seeks major market jock/MD or Assistant PD position. Hard worker. Great references. (704) 392-6191. (8-13)

Experienced — midday at medium market station, in Denver area preferred. Formerly KMJQ/Houston, KDAY/Los Angeles. References available. ANDREA PHILLIPS (713) 345-3540 or (713) 345-5161. (8-13)

Cedar Rapids area station: looking for an experienced, talented, reliable part-timer? Call MIKE at (319) 354-5712. (8-13)

JAMES WAGNER, creative hard worker seeks position with growing station. 3 yrs. experience excellent. (916) 484-6147. (8-13)

Attention: Iowa! Female anchor/reporter ready to come home. Call SUE (612) 259-1100. Excellent references. (8-13)

Budget cuts have Washington, DC news anchor looking in mid-Atlantic or South. Call MARK (301) 946-5731. (8-13)

NY talent with background covering the U.S. Good voice, good ratings, a proven enhancement to any format. Call (516) 661-8381. (8-13)

Midwest personality wants full-time gig to learn/grow with a winner. Currently working part-time in the pits. CHR, A/C, Country. MARTY (616) 651-4248. (8-13)

8 yr. veteran, family man, looking for stable news, sports, or combo position. Prefer North Central states. PAT (419) 586-3076. (8-13)

Opportunities

Positions Sought

I've done all formats, but my favorite is CHR. Looking in Northeast. Good low voice, 10 yrs. experience. BILL (516) 423-0167. (8-13)

PD, 8 yrs. major & medium market. Great track record of references. Need challenge from growing company. STEVE (501) 225-4088. (8-13)

13 yrs. experience, Rock & AOR jock, heavy production pro seeking position in sunny climate, either coast. Call PAUL STAN (205) 798-8621. (8-13)

KFWB, KFRC, & WNEW are in my news/anchor background. Heavy on writing & production too. Prefer West Coast or Sunbelt. (512) 453-3392. (8-13)

JOAN SHARPE, have done news internship at WCLG/Morgantown, WV (Rock) B.S.J., enthusiastic, wants to learn, willing to train. News, DJ, production. Any market, any region. (201) 264-4496. (8-13)

AM drive class act, major market proven, mass appeal concept using basics, community involvement, phones, localized humor. Want immediate results? This one delivers! (609) 737-1421 (8-13)

6 yr. professional tired of small market programming. Experienced in most formats. Will relocate. Excellent production & references. Call MIKE (317) 724-7716, days or (317) 282-7558, evenings. (8-13)

Creative DJ with 2 yrs. on-air commercial radio experience. Productive & reliable. For T&R: JIM MULVANEY (312) 388-3040. (8-13)

Looking for one-to-one announcer? Want to establish myself in the West or NW. 10 yr. pro, serious inquiries only. Call CHARLIE (602) 968-0487. (8-13)

Side projects completed. KEN McKAY formerly KGGI/Riverside, now available for CHR, AOR. Extensive background, excellent references, great music mind, programming abilities. (714) 884-8367. (8-13)

I want to live in the West or NW. Ready to move now. 1 yr. radio/TV all phases. Contact R.P. (602) 834-5446. (8-13)

12 yr. pro seeks major market challenge! Boston, Providence, Atlanta & New Orleans are my past & present; are you my future? (504) 899-3553. (8-13)

Talk show host. Translates conversations into provocative, informative entertainment. Comprehensive preparation, quality callers, enthusiastic local involvement. Excellent education, major market experience. (305) 949-5417 (8-13)

2 1/2 yr. veteran morning man seeks full or part-time airshift in L.A. or Orange Counties. All offers considered. GARY (714) 644-7694. (8-13)

Personality entertainer with 5 yrs. experience seeks medium market move. Willing to relocate. Call TOM (412) 486-8744, Mon.-Fri. (8-13)

Seeking Urban or CHR-formatted station. 10 yrs. PD, MD, R&D knowledge. Call 24 hours a day, TERRY TROUYET (301) 337-5284. (8-13)

Loyalty didn't pay off last time. Let it work for you. CHR/Country personality. MD experience available. Call RICK OHMAN (218) 281-3183. (8-13)

RICH LAWRENCE, 13Q, FM97 12 yrs. 1st SBE certified seeking Jock/MD or Engineer slot in medium market. Prefer NE consider all. (412) 521-2931, evenings. (8-13)

Experience & professionalism with pride in what I do. 3 yrs. in rock radio (Production Director, automation). (206) 425-7185 or (206) 425-1500. (8-13)

I can do it all for you. Dedicated, versatile DJ looking for Western states announcing, production, sports, personality division. THE RUSS JAMES SHOW (415) 652-4420. (8-13)

Personality morning man AOR. Have worked Burkhardt/Abrams & Sebastian. Top 30 market only. Call BILL (408) 374-6168. (8-13)

Female announcer, 2 yrs. experience, dependable, hard worker seeks full-time airshift. Southeast. JOYCE RAE (904) 268-7252. (8-13)

Programmer...seasoned veteran with successful track record, AM drive & programming, A/C & Country. Systems, major market proven, will make you #1. (609) 737-1421. (8-13)

Intermediate level DJ seeking position in AOR-type format. Talented, will relocate. DANNY HARCOURT, 1503 Lettie Road, San Pablo, CA 94806. (415) 223-4769. Available now. (8-13)

"The Voice" I've got experience in the radio & TV medias. A/C, AOR, proven pro, searching for a full-time slot. I need you. Call RON (603) 485-4792, after 6pm EDT. (8-13)

Dependable. CHR, A/C, Urban professional, DJ/PD, outstanding voice, delivery, production. Greater Cincinnati. SCOTT (513) 528-5793. (8-13)

Entertaining & accurate P-B-P. Quality airshift. Sports Director, 3 yrs. experience. (514) 437-2688. (8-13)

Radio professional experienced in morning drive, PD and major market radio seeks airshift at A/C station in medium or large market in East or West. Can work any shift. FCC 1st. MICHAEL (206) 323-5690. (8-13) •

Positions Sought

Michigan only. Seasoned personality pro big voice & production, extensive Country & A/C experience. PD &/or air eminently qualified. BOB (313) 229-4022, anytime. (8-13)

KEN SILVERSTEIN. Top 10 market sportscaster WFAA/Dallas-Ft. Worth looking for major market opportunity. Willing to relocate. (214) 696-8059. (8-6)

Up-tempo personality, strong production looking for position with Urban Contemporary or CHR format in Midwest, Southeast or South. Contact KEN (716) 891-5482, mornings. (8-6)

Minority jock currently working midday looking for a move. Call JERRY (601) 268-1164, after 6pm CST. Serious inquiries only. 6 yr. pro. (8-6)

I'm seeking news or production opening. Have degree, experience & strong, pleasant delivery with writing skills. GLORIA GOODWIN (405) 872-8557. (8-6)

Announcer with 5 yrs. experience, married, seeks programming, announcing or production position in a professional environment. MILES (406) 872-8557. (8-6)

Newsman. Currently ND, wants position in small/medium market. Experience & degree. CARL (717) 888-4577, before 4pm, EDT. (8-6)

Dynamic female announcer, 5 yrs. in radio & TV. Write: 15 Dobert Court, Troy, NY 12180. (8-6)

Major market air personality, PD, MD, heavy production, Country format. 16 yr. professional. Station changing format. (206) 883-7508. (8-6)

Help! I'm being held prisoner in a Chinese TV station. After 5 yrs. in radio. Save me. CHRIS (614) 282-1696, before 3pm, EST. (8-6)

One of nation's top Rock & Roll news personality bares all on your airwaves. Brazen, upscale, fabulous references. Available immediately. (813) 686-4081, messages. (8-6)

Looking for air shift in small/medium market. Prefer Midwest. Also interested in promotions & music research. Call (414) 739-3746, after 3pm, CDT. (8-6)

KIRK RUSSELL, KROX, WZZP & XEROK wants challenge. Exceptional hard working talent for programming or airshift. Excellent references. Hear aircheck immediately at (915) 544-8893. (8-6)

RESEARCH DIRECTOR

Currently Top 5 market. Experienced in call-out, auditorium studies, focus groups, attitude/lifestyle research, diary review and ARB analysis.

Margaret (415) 685-0594

Mornings, 7 yrs. experience CHR & telephone talk. Heavy personality. Very conversational. If your mornings are dull, call JOHNNY MacBROWN (419) 389-1550. (8-6)

Multi-track production/copy wiz wishes to relocate. FRANK LEE, CKLW, Box 282, Southfield, MI 48037. (313) 963-1567. (8-6)

18 yr. pro entertainer, currently employed PD. Desires position as A/C, Country jock or PD. T&R & references speak for themselves. BOB CONNELL (305) 485-7378. (8-6)

I offer an army of production voices from Bogart to Nicholson. Working PM drive in market of 110,000. Call (303) 545-4550. (8-6)

Fire eating & ice picks pounded into my head — that's what I do. Major market entertainer wants PD air slot, stability, fire extinguisher. (717) 652-1250. (8-6)

Small market pro wants to move up. 10 yrs. experience Country, A/C, NPR formats. Over-all experience. LARRY FIEDLER (303) 336-4804. (8-6)

DC/Baltimore. 7 yr. pro currently employed for 2 1/2 yrs. PD drive in DC, seeking new challenge. Full or part-time. All formats considered. (703) 522-2825. (8-6)

Former MD, WPRO/Providence to consult your station. All formats. Personal approach! STAN BOMES, 403 Fairview Ave., Rehoboth, MA 02769. (617) 252-4715. (8-6)

Need a new adventure in A/C or Top 40 with motivated people. B.A., 4 yrs. experience, personality, versatility & great voice. MR. D. (703) 638-3112, after 7 pm. (8-6)

College graduate in communications looking for first break in radio. Strong on news and sports. Female. Extensive college training. Will relocate. Call TRACY (209) 523-9064. (8-6)

Great talent with great references. JOHNNY LUNDQUIST currently with KS95-FM/Minneapolis-St. Paul. Accepting offers. (612) 823-5661. (8-6)

Experienced announcer with good production seeking fulltime position in Rocky Mt./Midwest regions. Call DON (303) 351-8294, evenings. (8-6)

10 year pro: I've worked in radio in Tampa, Nashville, Orlando. Formats include CHR, Country and Talk. Airwork and production are decent. (305) 387-4127. (8-6)

Community-minded DJ looking for small/medium market job. CHR or Oldies format. EDDIE SILVA, for tape (415) 924-4894. (8-6)

Positions Sought

7 year professional seeks PD, MD or board shift. Call SCOTT (501) 863-4115. (8-6)

Hard worker-excellent references-good production. Desire fulltime CHR, A/C position in NE. P-2 CHR weekend/swing experience. ALAN (203) 347-7445. (8-6)

Personality entertainer with 5 yrs. experience seeks medium market move. Willing to relocate. TOM (412) 486-8744, Mon-Fri. (8-6)

STAN ROBERTS morning man at GR-55 9 1/2 yrs. is looking. Call (716) 689-8828. (8-6)

British accent AOR experience, looking for gig anywhere in U.S. Call (813) 251-2929, anytime. (8-6)

I have 3 yrs. experience and a baby on the way. We're both looking to grow, preferably Midwest, but all offers considered. MIKE EDWARDS (515) 423-2335. (8-6)

Entertaining and accurate P-B-P, quality airshift. Sports Director. 3 yrs. experience. (516) 437-2688. (8-6)

Assistant PD/MD of medium market Urban Contemporary station seeks announcing position at Urban Contemporary/Black or CHR station. Contact: SKIP TAYLOR (504) 927-3314 or (504) 925-8027. (8-6)

Will work anywhere, any shift for the right AOR opportunity. Presently on air at non-commercial AOR station. Make us both happy. Call DAVE (615) 865-5900. (8-6)

Talented young announcer with a very mature sound and experience in A/C, AOR, and Country seeking job. Can quickly adapt to any format. Call KEVIN (502) 753-9406. (8-6)

Available now! 7 yrs. DJ experience, 4 yrs. MD in major & medium market AOR's. Great production, team player. JIM KINNEY (513) 299-6933. (8-6)

Professional announcer with warm delivery & large market experience, solid production background. Seeking stable contemporary or Country operation to grow with. Minority (512) 340-5784. (8-6)

Extremely talented DJ with 8 1/2 yrs. experience seeking Urban or A/C position East or West coast preferred. If interested call MR. HAYES (212) 993-0276. (8-6)

Brand new graduate announcer/production looking for western states opening to show what I can do. Call RUSS JAMES (415) 652-4420, for more info. (8-6)

Looking for continuing challenge & growth in radio. All it costs is one call. Lat's talk. KEN (518) 677-3087. (8-6)

I have worked KIIS-FM, KUTE/Los Angeles, KMJM/St. Louis, etc. Have worked A/C, CHR, Urban Contemporary. Call MARK (314) 361-0956. (8-6)

Creative personality, loyal employee available. Call RICK (218) 281-3183. (8-6)

LEIGHTON PECK wants a new job! LEIGHTON PECK needs a job! LEIGHTON PECK craves a new job! I'm going nuts. AAAHHHHH!!! (515) 423-8634, before noon. (8-6)

BOB CAMPBELL, 7 yrs. personality, production pro available immediately due to format change at WGOE/Richmond, VA. Call (804) 358-4165. (8-6)

DAVE MATTHEWS, KAAY, WDOQ & WHFM looking for medium or major market. Prefer South & mornings. Call anytime. (904) 245-1080. (8-6)

Format switched, major market talent available now. CHR, A/C, air personality, production, MD. Ratings, personality, enthusiasm, pipes. TOM DANIELS (WWSW) WJDX, WPGC. (412) 664-1221. (8-6)

DJ looking for a radio station to start a new career with. Will travel anywhere in US. Call EDDIE (312) 374-3210. (8-6)

News programmer with large market experience available. Excellent record in formatting, recruiting, equipping, budgeting, directing & marketing enthusiastic staffs. West coast preferred. (503) 683-8918. (8-6)

Entertaining & accurate P-B-P. Quality air shift. Sports Director, 3 yrs. experience. (516) 437-2688. (8-6)

JOHNNY FRANKS with 2 yrs. experience from 50,000 Watt WAAY-AM Huntsville, AL looking for part-time air shift in the Tallahassee, FL market. CHR, A/C, & AOR formats only. Available Sept. 1st. (205) 536-3531. (8-6)

I'll help you sell with creative copywriting! Now employed writer/Production Director looking to climb up the ladder. Call APRIL today! (304) 292-2223. (8-6)

Top five market MD seeks PD position in a top 100 market. Experience includes 3 years as a PD plus two years as a major market MD. I'm mature, creative, and organized. Strong background in research, promotion and management. If you're committed to winning, we'll make a good team! Gary, P.O. Box 1126, Ballwin, MO 63011. (8-13) •

Positions Sought

SHANNON, formerly 3WT/Binghamton, NY, WANS/Greenville, SC. 5 yrs. CHR experience, solid references, smooth delivery. Available in New Jersey, surrounding states. Call (201) 363-8148. (8-6)

Changes

RADIO

Jim Prain's moves to Account Executive position at KSRR/Houston, TX.

Bill Wohrer (Moffett) assumes Director of Advertising and Promotion at KSRR/Houston, TX.

Louis Raymo named Chief Engineer of WXYZ-AM/Montgomery, AL.

Jill Malenczk named Account Executive at WINS/New York, NY.

Abe Goren joins WPIX-FM/New York, NY sales staff as Account Executive.

Mike Powell named Account Executive at WREC/Memphis, TN.

Renee Gaia appointed Account Executive at WREC/Memphis, TN.

Deborah Renton Lacroce appointed Co-Op Coordinator at WHK & WMMS/Cleveland, OH.

Chris Larko promoted to PD at Z103-FM & WHLT-AM/Huntington, IN.

Kris O'Kelly, formerly of Z93/Atlanta, joins 99-FM (WBAM-FM)/Montgomery, AL as PD.

RECORDS

Steven Epstein appointed Executive Producer at CBS Masterworks.

INDUSTRY

Bob Stable named Chappell Music West Coast Creative Manager.

Lance Bogart joins The Firmature Group Public Relations Division as Director of Music Accounts.

Mary Brooks promoted to Administrative Assistant for Corporate Relations Department.

Gary Mittman named Chappell Music Professional Manager, West Coast.

Miscellaneous

Looking for WNEW-FM tribute to Murray the K. Write Gary Koop, Box 1475, La Mesa, TX 79331. (8-13)

Z103/Huntington-Ft. Wayne, IN needs CHR record service from all labels. Send to: Chris Larko, 1600 East Taylor St., Huntington, IN 46750. (8-13)

KLPQ/Little Rock, the all new KFM-94 needs Country service from all labels. Call Scott Howard, PD, or Bob Lee (501) 664-6666. (8-13)

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.

AUGUST 13, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

The King Is Dead

MONDAY, AUGUST 16 — At 2:30 on the afternoon of August 16, 1977, Elvis Presley, loved by millions as the "King Of Rock 'n' Roll," was found face down on the bathroom floor at his Graceland mansion in Whitehaven, Tennessee. One hour later Dr. George Nichopolis pronounced Elvis Presley dead, the victim of a fatal heart attack. In the months to come, rumors alleging that Presley died a drug addict were confirmed, when an investigation touched off by ABC television's "20/20" uncovered information which eventually led to the indictment of Dr. Nichopolis (who was later acquitted) for overprescribing drugs to Elvis and several others. **EXTRA FACTS:** Beatles oust drummer Pete Best for Ringo, 1962.

Paul Williams Shot

TUESDAY, AUGUST 17 — Singer Paul Williams, one of the original Temptations, was found dead on August 17, 1973, slumped over the steering wheel of his car on a Detroit roadway. The coroner's office ruled suicide. It was Williams, along with Eddie Kendricks and Melvin Franklin, who first formed the group as the Elgins in 1960. When David Ruffin joined them in 1962 they changed their name to the Temptations, and started churning out the hits under the direction of producers Smokey Robinson and Norman Whitfield. Williams quit the group for health reasons two years before his alleged suicide. **EXTRA FACTS:** Last day of Woodstock Festival, 1969.

Nick Lowe Married

WEDNESDAY, AUGUST 18 — Rock guitarist, vocalist and producer Nick Lowe married singer Carlene Carter, daughter of country music's June Carter, on August 18, 1979, at the bride's house in Los Angeles. Among the familiar faces in attendance were Nick's former partner Dave Edmunds and members of Rockpile, and Carlene's half sister Rosanne Cash. (The bride's mother and step-father June Carter and Johnny Cash were on the road and unable to attend.)



Beatles 1st U.S. Tour

THURSDAY, AUGUST 19 — America caught a serious case of Beatlemania beginning August 19, 1964, the date Liverpool's Fab Four embarked on their first American concert tour. Their 26 U.S. concerts included many of the huge outdoor arenas that would become fixtures of subsequent tours. The madness of the visit as a media event was underscored when a Chicago radio station offered its listeners one-inch swatches of the actual bed sheets the Beatles slept on during their stay in Detroit. Each sold for \$1 apiece. **EXTRA FACTS:** Groucho Marx died, 1977 ... Birthdays include Johnny Nash, 1940 ... Ginger Baker, 1939 ... and Billy J. Kramer, 1943.

Robert Plant's Birthday

FRIDAY, AUGUST 20 — A Cambridge-educated amateur historian and the vocalist of rock's powerful Led Zeppelin, Robert Plant was born in Birmingham, England, on August 20, 1948, the son of a civil engineer. Plant was headed for a career as an accountant when guitarist Jimmy Page, fresh from the newly defunct Yardbirds, collared Plant, drummer John Bonham and bassist John Paul Jones to form Led Zeppelin. The group disbanded after Bonham's death in 1980, and Plant is currently living in an 800-year-old house in Wales with his wife and daughter. His first solo LP, "Pictures At Eleven," was released this summer.



	CHR	A/C	AOR	Country	Black Radio
# 1	CHICAGO	CROSBY, STILLS & NASH (2nd week)	FLEETWOOD MAC (4th week)	SYLVIA (2nd week)	ARETHA FRANKLIN (2nd week)
Next Week's #1 Contenders:	CROSBY, STILLS, NASH (5-4) PAUL McCARTNEY (7-5)	KENNY ROGERS (3-2) PAUL McCARTNEY (5-4)	ROBERT PLANT (2-2) EDDIE MONEY (3-3) BILLY SQUIER (8-4) JOHN COUGAR (5-5)	KENNY ROGERS (5-2) WAYLON JENNINGS (6-3) GEORGE STRAIT (9-4) DAVID FRIZZELL (7-5)	ZAPP BAND (3-2) HOWARD JOHNSON (5-4) STEPHANIE MILLS (11-5)
Breakers:	AMERICA (64%) RANDY MEISNER (63%) TOTO (62%)	JACKSON BROWNE (61%) MICHAEL McDONALD (54%) DIONNE WARWICK (51%)	FAST TIMES AT R.H. (81%) STEVE WINWOOD (78%) GO-GO'S (51%)	LEE GREENWOOD (66%) LEON EVERETTE (65%) JOE STAMPLEY (65%) WILLIE NELSON (64%) D. PARTON "Always" (62%)	CLIFF DAWSON (61%)
Most Added:	KIM CARNES SANTANA 38 SPECIAL AMERICA JUICE NEWTON TANE CAIN	JUICE NEWTON MICHAEL McDONALD WILLIE NELSON RONNIE MILSAP DOLLY PARTON DIONNE WARWICK	FAST TIMES AT R.H. STEVE WINWOOD RANDY MEISNER PAUL CARRACK	DON WILLIAMS WILLIE NELSON RAZZY BAILEY	TAVARES KOOL & THE GANG TIME MELBA MOORE ASHFORD & SIMPSON MICHAEL McDONALD
Hottest:	CHICAGO SURVIVOR JOHN COUGAR FLEETWOOD MAC MELISSA MANCHESTER CROSBY, STILLS, NASH	CHICAGO KENNY ROGERS CROSBY, STILLS, NASH PAUL McCARTNEY FLEETWOOD MAC ELTON JOHN	FLEETWOOD MAC ROBERT PLANT JOHN COUGAR EDDIE MONEY CROSBY, STILL, NASH BILLY SQUIER	SYLVIA KENNY ROGERS DAVID FRIZZELL JERRY REED	ZAPP BAND ARETHA FRANKLIN HOWARD JOHNSON JENNIFER HOLLIDAY DONNA SUMMER
Biggest Chart Jumps:	JACKSON BROWNE (27-19) ASIA (22-16) MICHAEL McDONALD (29-23) JOHN COUGAR (17-12)	BARRY MANILOW (26-22) ELTON JOHN (9-6) ROBERTA FLACK (16-13) NICOLETTE LARSON (20-17)	GO-GO'S (33-25) MARSHALL CRENSHAW (29-24) BILLY SQUIER (8-4) MEN AT WORK (14-10) ALAN PARSONS PROJ. (16-12) JUDAS PRIEST (19-15)	LEE GREENWOOD (50-39) JOE STAMPLEY (49-41) HAGGARD & JONES (41-34)	EVELYN KING (28-17) GRAND MASTER FLASH (25-15) GAP BAND (18-10) B.B. & Q. BAND (29-21) GOODIE (30-23)
Debuts:	AMERICA (28) RANDY MEISNER (29) TOTO (30)	JACKSON BROWNE (20) MICHAEL McDONALD (23) DIONNE WARWICK (24)	STEVE WINWOOD (20) FAST TIMES AT R.H. (23) MISSING PERSONS (33) GEORGE THOROGOOD (35) JON ANDERSON (36%) TRON (38) SANTANA (40)	LEON EVERETTE (40) WILLIE NELSON (43) D. PARTON "Always" (44)	CLIFF DAWSON (29)
	CHR	A/C	AOR	Country	Black Radio

TAKE A NEW LOOK AT AMERICA!

CHR BREAKERS

AMERICA

You Can Do Magic (Capitol)

64% of our reporters on it. Moves: Up 19, Debuts 33, Same 25, Down 0, Adds 52 including WKBW, WBEN-FM, WIFI, B104, CFTR, Z93, KBEQ, WGCL, KCNR, WBLI, WKDQ, KLUC, WZYQ, WGLF, WSPT. See Parallels, debuts at number 28 on the CHR chart.

NATIONAL AIRPLAY/30.

Adult/Contemporary

— 29 18 16 AMERICA/You Can Do Magic (Capitol)



AMERICAN
VIEW

FROM THE GROUND

Give the gift
of music.
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Produced by GERRY BECKLEY with DEWEY BUNNELL except two selections

Personal Management: Katz — Gallin — Morey

each by RUSS BALLARD for Rujo Productions and BOBBY COLOMBY.

Capitol
RECORDS

Radio & Records **AOR** NATIONAL AIRPLAY/40

August 13, 1982

162 REPORTERS

Album cuts are listed in order of airplay preference.

7/23	7/30	8/6	8/13	Artist	Album	Album Cuts
1	1	1	1	FLEETWOOD MAC	Mirage (WB)	"Gypsy" "Hold" "Straight"
3	2	2	2	ROBERT PLANT	Pictures At Eleven (Swan Song/Atco)	"Burning" "Pin" "Dancer" "Detroit"
5	5	3	3	EDDIE MONEY	No Control (Columbia)	"Think" "Runnin'" "Shakin'" "Title"
-	20	8	4	BILLY SQUIER	Emotions In Motion (Capitol)	"Everybody" "Title" "Live" "Rockin'"
11	9	5	5	JOHN COUGAR	American Fool (Riva/PolyGram)	"Jack" "Hurts" "China"
9	7	6	6	CROSBY, STILLS & NASH	Daylight Again (Atlantic)	"Wasted" "Too Much" "Cross"
6	6	7	7	PETE TOWNSHEND	All The Best Cowboys... (Atco)	"Skirts" "Face" "Stardom" "Country"
4	3	4	8	REO SPEEDWAGON	Good Trouble (Epic)	"Stillness" "Keep" "Follow" "Key"
10	8	10	9	APRIL WINE	Power Play (Capitol)	"Enough" "Kay" "Waiting"
21	18	14	10	MEN AT WORK	Business As Usual (Columbia)	"Who" "Down" "Johnny"
17	16	13	11	A FLOCK OF SEAGULLS	A Flock Of Seagulls (Jive/Arista)	"I Ran" "Space Age"
16	15	16	12	ALAN PARSONS PROJECT	Eye In The Sky (Arista)	Title "Psychobabble" "Fingers"
12	10	11	13	GLENN FREY	No Fun Aloud (Asylum)	"Partytown" "Found" "Lies" "Born"
2	4	9	14	SURVIVOR	Eye Of The Tiger (Scotti Bros./CBS)	Title "Children" "American"
22	19	19	15	JUDAS PRIEST	Screaming For Vengeance (Columbia)	"Another" "Chains" "Eye" "Hellion"
7	11	12	16	GENESIS	Three Sides Live (Atlantic)	"Paperlate" "Recall" "Abacab"
13	14	15	17	ASIA	Asia (Geffen)	"Only" "Sole" "Heat" "Dreams"
15	13	18	18	STEVE MILLER BAND	Abacadabra (Capitol)	Title "Keeps" "Magic" "Girl's"
28	23	21	19	SPYS	Spys (EMI America)	"Run" "She" "Night" "Desiree"
-	-	-	20	STEVE WINWOOD	Talking Back To The Night (Island/WB)	"Still" "Valerie" Title "Angel"
8	12	17	21	38 SPECIAL	Special Forces (A&M)	"Caught" "Chain" "Runnin'"
-	27	22	22	URIAH HEEP	Abominog (Mercury/PolyGram)	"That's" "Rebound"
-	-	-	23	FAST TIMES AT R. HIGH	Various Artists (Full Moon/Asylum)	"Baby" "Waffle" Title-S. Title-H.
36	33	29	24	MARSHALL CRENSHAW	Marshall Crenshaw (WB)	"Someday" "Cynical"
-	-	33	25	GO-GO'S	Vacation (IRS/A&M)	Title "Jerk" "Strange" "Get"
24	24	26	26	AXE	Offering (Atco)	"Party" "Now"
25	25	27	27	JOHN WAITE	Ignition (Chrysalis)	"Change" "Heat" "Wonderful" "Top"
18	21	25	28	MOTELS	All Four One (Capitol)	"Lonely" "L" "Mission"
-	39	30	29	SHOOTING STAR	Ill Wishes (Virgin/Epic)	"Ready" "Where" "Feel" "Turn"
29	31	28	30	NAZARETH	2XS (A&M)	"Madness" "Lonely"
-	36	34	31	TORONTO	Get It On Credit (Network/E-A)	"Daddy" "Barricade" "Start"
14	17	23	32	ROLLING STONES	Still Life (Rolling Stones/Atco)	"Go Go" "Thumb" "Spend"
-	-	-	33	MISSING PERSONS	Missing Persons (Capitol)	"Words" "Destination"
40	-	35	34	CLASH	Combat Rock (Epic)	"Should" "Casbah"
-	-	-	35	GEORGE THOROGOOD	Nobody But Me (EMI America)	12-inch Single
-	-	-	36	JON ANDERSON	Animation (Atlantic)	"All" "Surrender" "Better"
-	-	38	37	805	Stand In Line (RCA)	"Boys" Title "Defense" "Gimme"
-	-	-	38	TRON	Soundtrack (CBS)	"Solutions"
27	29	32	39	TED NUGENT	Nugent (Atlantic)	"Bound" "No" "Ebony"
-	-	-	40	SANTANA	Hold On/Nowhere To Run (Columbia)	12-inch Single

New Entry

MOST ADDED

Artist	8/13	8/6	7/30	7/23	7/16
1 FAST TIMES AT R.M.H. Various Artists (FM/Asylum)	131/130	0/0	0/0	0/0	0/0
2 STEVE WINWOOD Talking Back... (Island/WB)	127/109	3/2	0/0	0/0	0/0
3 RANDY MEISNER Randy Meisner (Epic)	66/54	14/10	0/0	0/0	0/0
4 PAUL CARRACK Suburban Voodoo (Epic)	27/26	9/9	0/0	0/0	0/0
5 ROCKETS Rocket Roll (Elektra)	21/19	0/0	0/0	0/0	0/0
6 TRON Soundtrack (CBS)	55/15	54/39	17/14	7/7	0/0
7 LORDS OF THE NEW... Lords Of The... (IRS/A&M)	21/14	13/13	0/0	0/0	0/0
7 NIGHT SHIFT Various Artists (WB)	14/14	0/0	0/0	0/0	0/0
9 TORONTO Get It On... (Network/E-A)	69/13	62/13	61/30	41/27	23/17
10 JON ANDERSON Animation (Atlantic)	55/13	46/14	30/13	21/7	19/1
11 GEORGE THOROGOOD... Bad To... (EMI America)	14/12	0/0	0/0	0/0	0/0
12 GO-GO'S Vacation (IRS/A&M)	83/9	79/65	8/1	0/0	0/0
13 MEN AT WORK Business As Usual (Col.)	124/8	120/6	115/11	104/19	77/13
13 MARSHALL CRENSHAW Marshall Crenshaw (WB)	85/8	70/9	69/6	57/7	54/8
13 SHOOTING STAR Ill Wishes (Virgin/Epic)	69/8	78/30	59/46	11/9	0/0

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

MEDIUM

Artist	8/13	8/6	7/30	7/23	7/16
1 URIAH HEEP Abominog (Mercury/PG)	98/85	99/64	94/26	6/3	0/0
2 SPYS Spys (EMI America)	104/78	100/76	96/58	90/11	14/1
3 PETE TOWNSHEND All The Best... (Atco)	138/65	145/65	154/67	158/78	156/79
3 JUDAS PRIEST Screaming... (Columbia)	107/65	106/67	100/67	100/53	71/2
5 A FLOCK OF SEAGULLS A Flock Of... (Jive/Arista)	124/63	124/66	125/81	113/74	106/76
6 APRIL WINE Power Play (Capitol)	126/58	137/59	140/58	142/66	140/68
7 AXE Offering (Atco)	72/52	78/61	83/66	81/70	81/71
8 NAZARETH 2XS (A&M)	65/51	72/52	68/53	68/56	60/44
8 805 Stand In Line (RCA)	59/51	56/36	48/33	43/22	44/12
10 SHOOTING STAR Ill Wishes (Virgin/Epic)	69/50	78/39	59/11	11/2	0/0
11 TORONTO Get It On... (Network/E-A)	69/49	62/44	61/27	41/10	23/2
12 38 SPECIAL Special Forces (A&M)	93/48	111/44	127/42	137/37	145/31
12 MARSHALL CRENSHAW Marshall Crenshaw (WB)	85/48	70/34	69/41	57/33	54/34
14 GENESIS Three Sides Live (Atlantic)	100/47	123/57	136/57	150/66	154/58
15 CROSBY, STILLS, NASH Daylight Again (Atlantic)	148/46	146/51	150/57	150/70	147/66
15 CLOCKS Clocks (Boulevard/CBS)	50/46	48/42	51/43	46/35	42/23

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

THE HOTTEST

Artist	8/13	8/6	7/30	7/23	7/16
1 FLEETWOOD MAC Mirage (WB)	158/133	156/140	158/139	161/138	159/120
2 ROBERT PLANT Pictures... (Swan Song/Atco)	150/131	154/130	156/120	167/116	156/94
3 JOHN COUGAR American Fool (Riva/PG)	140/119	141/112	139/104	134/99	134/100
4 EDDIE MONEY No Control (Columbia)	149/118	151/115	148/103	151/96	144/77
5 CROSBY, STILLS, NASH Daylight Again (Atlantic)	148/102	146/95	150/93	150/76	147/70
6 BILLY SQUIER Emotions In... (Capitol)	143/107	137/79	141/71	80	0/0
7 REO SPEEDWAGON Good Trouble (Epic)	127/81	142/104	145/110	148/119	149/119
7 ALAN PARSONS PROJ. Eye In The Sky (Arista)	117/81	118/69	127/67	132/64	138/66
9 SURVIVOR Eye Of... (Scotti Bros./CBS)	105/78	134/97	140/118	151/131	151/133
10 MEN AT WORK Business As Usual (Col.)	124/76	120/61	115/46	104/18	77/13
11 PETE TOWNSHEND All The Best... (Atco)	138/73	145/80	154/86	158/79	156/75
12 GLENN FREY No Fun Aloud (Asylum)	110/71	125/76	134/77	139/76	148/79
13 APRIL WINE Power Play (Capitol)	126/68	137/77	140/82	142/70	140/67
14 ASIA Asia (Geffen)	90/59	107/78	113/85	122/82	135/110
15 STEVE MILLER BAND Abacadabra (Capitol)	98/59	109/74	122/87	129/91	130/88

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.

When a single reason isn't enough:

Michael Stanley Band



MSB

ST-17071
Produced by MSB and Don Gehman.
Features: "When I'm Holding You Tight"
& "Spanish Nights."

SPYS



SPYS

ST-17073
Produced by Neil Kernon.
Features: "Don't Run My Life" &
"Danger."

RADIO & RECORDS ALBUM AIRPLAY/40
28 23 21 19

2 MEDIUM REPORTS

George Thorogood



Bad to the Bone

JUST SHIPPED

ST-17076
Produced by the Delaware Destroyers.
Features: "Nobody But Me" &
"Bad To The Bone."

RADIO & RECORDS ALBUM AIRPLAY/40

— — → 35
GEORGE THOROGOOD
Nobody But Me (EMI America)
12-inch Single



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Country

BREAKERS

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

LEE GREENWOOD
She's Lying (MCA)

On 66% of reporting stations. National Summary: Up 24, Same 26, Down 0, Debuts 23, Adds 17. R&R Chart: 50-39.

LEON EVERETTE
Soul Searchin' (RCA)

On 65% of reporting stations. National Summary: Up 21, Same 26, Down 0, Debuts 20, Adds 22. A Most Added Record. R&R Chart: Debut 40.

JOE STAMPLEY
I Didn't Know You Could Break A Broken Heart (Epic)

On 65% of reporting stations. National Summary: Up 54, Same 11, Down 1, Debuts 13, Adds 9. R&R Chart: 49-41.

WILLIE NELSON
Let It Be Me (Columbia)

On 64% of reporting stations. National Summary: Up 9, Same 14, Down 0, Debuts 7, Adds 57. A Most Added Record. R&R Chart: Debut 43.

DOLLY PARTON
I Will Always Love You (RCA)

On 62% of reporting stations. National Summary: Up 33, Same 19, Down 0, Debuts 15, Adds 17. R&R Chart: Debut 44.

MOST ADDED

- DON WILLIAMS (61)**
Mistakes (MCA)
- WILLIE NELSON (57)**
Let It Be Me (Columbia)
- RAZZY BAILEY (39)**
Love's Gonna Fall Here Tonight (RCA)

HOTTEST

- SYLVIA (86)**
Nobody (RCA)
- KENNY ROGERS (80)**
Love Will Turn You Around (Liberty)
- DAVID FRIZZELL (75)**
I'm Gonna Hire A Wino To (WB/Viva)
- JERRY REED (36)**
She Got The Goldmine (I Got...) (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.

DON WILLIAMS "Mistakes" (MCA) 66/61
National Summary: Up 0, Same 3, Down 0, Debuts 2, Adds 61 including WPOR-AM/FM, WNYR, KIX106, WMZQ-FM, WNOE-AM, KWKH, WCMS-FM, WTQR-FM, WUBE-FM, WHK, WWWW-FM, WDAF, KLZ, KNIX-FM, KYTE, KEEN.

TAMMY WYNETTE "You Still Get To Me In My Dreams" (Epic) 65/29
National Summary: Up 6, Same 20, Down 0, Debuts 10, Adds 29 including WCAV, WWVA, WSOC-FM, KIKK-FM, WSM, KWKH, WCMS-FM, WSAI-FM, KSO, WCUZ-AM/FM, WFMS-FM, KEED, KVEG, KSOP-FM, KEEN.

RAZZY BAILEY "Love's Gonna Fall Here Tonight" (RCA) 62/39
National Summary: Up 4, Same 16, Down 0, Debuts 3, Adds 39 including WCAV, WWVA, KOKE-FM, WSOC-FM, WSM, KRMD-AM/FM, WFMS-FM, KEBC-FM, KFDI-AM/FM, KRST-FM, KNIX-FM, KRAK, KCBQ-AM, WIXL-FM 44-34, WKQO-AM/FM 50-41.

BURRITO BROTHERS "I'm Drinkin' Canada Dry" (Curb/CBS) 62/6
National Summary: Up 30, Same 20, Down 0, Debuts 6, Adds 6, WWVA, WCXI, WDG, WXCL, KYTE, KIDN, WBGW-FM 40-34, WSM 35-30, KRMD-AM/FM 33-28, KSO 36-27, KTTS-AM/FM 49-42, KMAK 39-33, KRAK 31-24, KSOP-FM 43-32, KMPS-AM/FM 27-19.

VERN GOSDIN "Your Bedroom Eyes" (AMI/NSD) 61/4
National Summary: Up 29, Same 14, Down 0, Debuts 14, Adds 4, WCOS-AM/FM, WUBE-FM, KKAL, KYTE, WIXL-FM 28-22, KOKE-FM 33-28, WLWI-FM 15-8, KKYX 23-19, KBMR 36-30, WDG 32-29, KVOO 49-39, KWJJ 37-33, KMPS-AM/FM 13-10, KGA 25-20.

LORETTA LYNN "Making Love From Memory" (MCA) 58/22
National Summary: Up 3, Same 25, Down 0, Debuts 8, Adds 22 including KIX106, WDAK, WESC-AM/FM, WLWI-FM, KWKH, WCMS-FM, WSAI-FM, WXCL, KVOO, KFDI-AM/FM, KKAL, KVEG, KEEN, KBBO, WADR 45-39.

LANE BRODY "More Nights" (Liberty) 49/4
National Summary: Up 20, Same 19, Down 2, Debuts 4, Adds 4, WWOD, WTHI-FM, KRST-FM, KUUY, WBGW-FM 44-38, KRRV 29-24, WHBF 41-35, KTTS-AM/FM 47-40, KVOO 39-34, KBMY 24-21, KUGR 27-22, KRAK 34-30, KSOP-FM 36-33.

TERRI GIBBS "Some Days It Rains All Night Long" (MCA) 48/17
National Summary: Up 11, Same 16, Down 0, Debuts 4, Adds 17, WRKZ-FM, WIXL-FM, WWVA, WDAK, WESC-AM/FM, WSM, WNOE-AM, KYXX, KWKH, WTQR-FM, KWMT, WFMS-FM, KFDI-AM/FM, KRST-FM, KVEG, KWJJ, KSOP-FM.

KAREN BROOKS "New Way Out" (WB) 46/9
National Summary: Up 11, Same 19, Down 0, Debuts 7, Adds 9, WBGW-FM, WNYR, WSOC-FM, WNOE-AM, WCMS-FM, WIRE, WIL-AM/FM, KBMY, KUUY, WIXL-FM 39-30, WHOO 15-9, KRMD-AM/FM 46-42, WQYK-FM 30-26, WFMS-FM 31-26, KRWQ-FM 32-23.

TOM CARLILE "Back In Debbie's Arms" (Doorknob) 44/5
National Summary: Up 18, Same 20, Down 0, Debuts 1, Adds 5, WYKR, WSOC-FM, KLRA, WNOE-AM, KWJJ, WIXL-FM 49-40, WYII 45-41, KHEY 43-34, WHK 35-32, WTSO 37-33, KTTS-AM/FM 41-35, KEED 48-43, KRAK 50-46, KSOP-FM 48-44.

JOHNNY CASH "Georgia On A Fast Train" (Columbia) 41/10
National Summary: Up 4, Same 22, Down 0, Debuts 5, Adds 10, WKYG, WSEN-AM/FM, WQIK-FM, WKJ-FM, WMNI, WFMS-FM, WDAF, WITL-FM, KMAK, KTOM, WGNA-FM 38-34, WMZQ-FM 40-38, KRMD-AM/FM 44-37, WKQO-AM/FM 44-39.

SIGNIFICANT ACTION

GARY WOLF "Love Never Dies" (Columbia) 48/8
National Summary: Up 15, Same 14, Down 0, Debuts 3, Adds 8, WEEP, KOKE-FM, KHEY, WSM, WHK, WMNI, KFGO, WITL-FM, WSAI-FM 24-18, KUUY 22-16, KMPS-AM/FM 15-14.

RAY PRICE "Wait Till Those Bridges Are Gone" (Dimension) 37/7
National Summary: Up 5, Same 17, Down 0, Debuts 8, Adds 7, KHEY, WWOD, WLWI-FM, WNOE-AM, KEED, KMAK, KSOP-FM, WGNA-FM 44-39, KFGO 32-29, KCKC 31-27.

SUPER GRIT COWBOY BAND "She Is The Woman" (Hoodswamp) 37/2
National Summary: Up 13, Same 20, Down 0, Debuts 2, Adds 2, WITL-FM, KWJJ, WVAM 17-11, KHEY 45-30, WNOE-AM 41-39, KBMR 49-46, KSO 28-26, WAXX 36-33, KRAK 46-42, KGA 31-27.

JOHN SCHNEIDER "In The Driver's Seat" (Scotti Bros/CBS) 34/18
National Summary: Up 1, Same 8, Down 0, Debuts 7, Adds 18 including WCAV, WSOC-FM, WCMS-FM, WTQR-FM, WDAF, KV' 'O, KRST-FM, KMAK, KLAC, KSOP-FM.

Radio & Records

NATIONAL AIRPLAY/50

August 13, 1982

Three Weeks	Two Weeks	Last Week	
5	2	1	1 SYLVIA/Nobody (RCA)
19	14	5	2 KENNY ROGERS/Love Will Turn You Around (Liberty)
12	9	6	3 WAYLON JENNINGS/Women Do Know How To... (RCA)
15	12	9	4 GEORGE STRAIT/Fool Hearted Memory (MCA)
10	8	7	5 DAVID FRIZZELL/I'm Gonna Hire A Wino To (WB/Viva)
7	6	4	6 ROSANNE CASH/Ain't No Money (Columbia)
22	17	12	7 CHARLY McCLAIN/Dancing Your Memory Away (Epic)
11	11	10	8 REBA McENTIRE/I'm Not That Lonely Yet (Mercury/PolyGram)
21	16	11	9 MOE BANDY/She's Not Really Cheatin'... (Columbia)
20	15	13	10 EARL THOMAS CONLEY/Heavenly Bodies (RCA)
4	3	2	11 HANK WILLIAMS JR./Honky Tonkin' (Elektra/Curb)
28	18	15	12 MICHAEL MURPHEY/What's Forever For (Liberty)
27	20	16	13 STATLER BROTHERS/Whatever (Mercury/PolyGram)
25	19	18	14 EDDY RAVEN/She's Playing Hard To Forget (Elektra)
32	28	21	15 JERRY REED/She Got The Goldmine (I Got The Shaft) (RCA)
30	25	22	16 MEL McDANIEL/Big Ole Brew (Capitol)
26	22	20	17 GAIL DAVIES/You Turn Me On I'm A Radio (WB)
2	1	3	18 RICKY SKAGGS/I Don't Care (Epic)
6	5	8	19 EMMYLOU HARRIS/Born To Run (WB)
35	29	24	20 GENE WATSON/This Dream's On Me (MCA)
33	30	25	21 GARY MORRIS/Dreams Die Hard (WB)
49	37	26	22 MICKEY GILLEY/Put Your Dreams Away (Epic)
48	39	27	23 DAVID FRIZZELL & SHELLY WEST/I Just Came... (WB/Viva)
13	13	17	24 ROGER MILLER & WILLIE NELSON/Old Friends (Columbia)
8	10	19	25 MARTY ROBBINS/Some Memories Just Won't Die (Columbia)
43	35	28	26 YOUNGER BROTHERS/Nothing But The Radio On (MCA)
37	31	29	27 JOHN CONLEE/Nothing Behind You, Nothing... (MCA)
1	4	14	28 ALABAMA/Take Me Down (RCA)
50	40	33	29 BELLAMY BROTHERS/Get Into Reggae Cowboy (Elektra/Curb)
-	41	34	30 KIERAN KANE/I'll Be Your Man Around... (Elektra)
-	43	37	31 ANNE MURRAY/Hey! Baby! (Capitol)
3	7	23	32 MERLE HAGGARD/Are The Good Times Really Over (Epic)
-	-	38	33 OAK RIDGE BOYS/I Wish You Could Have Turned... (MCA)
-	-	41	34 M. HAGGARD & G. JONES/Yesterday's Wine (Epic)
-	-	40	35 CRYSTAL GAYLE/Livin' In These Troubled Times (Columbia)
-	-	42	36 BILLY "CRASH" CRADDOCK/Love Busted (Capitol)
-	-	43	37 RONNIE MILSAP/He Got You (RCA)
-	-	44	38 LOUISE MANDRELL/Some Of My Best Friends... (RCA)
-	-	50	39 LEE GREENWOOD/She's Lying (MCA)
-	-	49	40 LEON EVERETTE/Soul Searchin' (RCA)
-	-	49	41 JOE STAMPLEY/I Didn't Know You Could... (Epic)
14	24	30	42 JANIE FRICKE/Don't Worry 'Bout Me Baby (Columbia)
-	-	43	43 WILLIE NELSON/Let It Be Me (Columbia)
-	-	44	44 DOLLY PARTON/I Will Always Love You (RCA)
18	23	31	45 RONNIE McDOWELL/I Just Cut Myself (Epic)
9	21	32	46 DOLLY PARTON/Heartbreak Express (RCA)
44	38	39	47 CHARLIE ROSS/The High Cost Of Lovin' (Townhouse)
16	27	35	48 CON HUNLEY/Oh Girl (WB)
17	26	36	49 BARBARA MANDRELL/'Til You're Gone (MCA)
24	33	46	50 RONNIE MILSAP/Any Day Now (RCA)

New Entry
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This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

BILLY PARKER "If I Ever Need A Lady" (Soundwaves) 33/4
National Summary: Up 3, Same 19, Down 0, Debuts 7, Add 4, WWVA, KHEY, WCMS-FM, WKMF, KSO d-37, KECK d-30, KEBC-FM d-45, KXRB 30-24, KRWQ-FM 30-27, KRAK 42-39.

MARIE OSMOND "Back To Believing Again" (Elektra) 31/10
National Summary: Up 2, Same 15, Down 0, Debuts 4, Adds 10, WCAV, KHEY, WKSJ-FM, WLWI-FM, WIRK-FM, KSO, KFGO, KFDI-AM/FM, KFJ, KCCY-FM.

SNUFF "So This Is Happy Hour" (Elektra) 30/6
National Summary: Up 8, Same 12, Down 1, Debuts 3, Adds 6, WNOE-AM, KKYX, WFMS-FM, WHBF, KUUY, KGA, WIXL-FM 46-35, WKQO-AM/FM 43-36, KTTS-AM/FM 38-32, KEED 44-39.

TOM T. HALL & EARL SCRUGGS "Song Of The South" (Columbia) 30/2
National Summary: Up 12, Same 10, Down 0, Debuts 6, Adds 2, WHBF, KYTE, WGNA-FM 34-27, WBGW-FM 47-42, WIRK-FM 19-17, WTQR-FM 40-35, KSO 38-32, KUUY 33-29, KEEN 27-23, KGA 34-29.

BOBBY BARE "I'm Not A Candle In The Wind" (Columbia) 29/22
National Summary: Up 0, Same 6, Down 0, Debuts 1, Adds 22 including WGNA-FM, WSEN-AM/FM, WESC-AM/FM, WNOE-AM, KRMD-AM/FM, WKQO-AM/FM, KTTS-AM/FM, KFDI-AM/FM, KEED, KCUB.

JERRI KELLY "Walk Me 'Cross The River" (Carrere/CBS) 29/4
National Summary: Up 7, Same 14, Down 0, Debuts 4, Adds 4, WCMS-FM, KFGO, KRST, KRAK, WBGW-FM 29-23, WIXL-FM 50-38, KSO 33-25, KFDI-AM/FM 47-41, KUUY 34-30, KRAK 49-44.

AMY WOOLEY "If My Heart Had Windows" (MCA) 29/3
National Summary: Up 11, Same 11, Down 0, Debuts 4, Adds 3, KKYX, WMNI, KSOP-FM, KHEY 47-36, KRMD-AM/FM 47-43, KUZZ 50-42, KRWQ-FM 15-12, KWJJ 48-44, KRAK 39-36, KGA 37-32.

BANDANA "The Killin' Kind" (WB) 28/25
National Summary: Up 0, Same 3, Down 0, Debuts 0, Adds 25 including WVAM, WHN, WWVA, WAMZ-FM, WKSJ-FM, KWKH, KEBC-FM, KFDI-AM/FM, KTOM, KSOP-FM.

THE FAMILY BROWN "Some Never Stand A Chance" (RCA) 26/14
National Summary: Up 2, Same 7, Down 0, Debuts 3, Adds 14, WGNA-FM, WILQ, WYII, WGVN, WAXX, WIRE, KVOO, KFDI-AM/FM, KUZZ, KLZ, KEED, KMAK, KCCY-FM, KGA.

DOLLY PARTON "Do I Ever Cross Your Mind" (RCA) 22/7
National Summary: Up 6, Same 6, Down 0, Debuts 3, Adds 7, WWVA, KHEY, WQAM, KYXX, WCMS-FM, WTSO, KFJ, WIXL-FM 30-21, WMC-AM 22-18, KRMD-AM/FM 36-31.

CROSBY, STILLS & NASH "Wasted On The Way" (Atlantic) 22/4
National Summary: Up 12, Same 4, Down 0, Debuts 2, Adds 4, WZZK-FM, WCOS-AM/FM, WKQO-AM/FM, KLZ, WNYR 13-9, WILQ 14-10, WHK 11-6, WBOS 15-14, KUUY 13-7, KNEW 20-18.

KAREN TAYLOR "Country Boy's Song" (Mesa) 21/2
National Summary: Up 7, Same 9, Down 0, Debuts 3, Adds 2, WWOD, KWMT, WVAM 49-47, KHEY 40-35, KKYX 43-41, KRMD-AM/FM 50-44, WKQO-AM/FM 22-18, KTTS-AM/FM 42-36, KVOO 44-38, KMPS-AM/FM d-28.

CHARLEY PRIDE "You're So Good When You're Bad" (RCA) 20/20
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 20 including WNYR, WSEN-AM/FM, KHEY, WESC-AM/FM, WMC-AM, WNOE-AM, KWKH, WIRK-FM, KEBC-FM, KFDI-AM/FM.

BILL ANDERSON "Southern Fried" (Southern Tracks) 17/10
National Summary: Up 1, Same 4, Down 0, Debuts 2, Adds 10, WVAM, WIXL-FM, WWVA, WZZK-FM, WQIK-FM, KRMD-AM/FM, KBMR, KWMT, KVOO, KSOP-FM.

KIN VASSY "Women In Love" (Liberty) 15/10
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 10, WBGW-FM, WADR, WBEU, WSOC-FM, WLWI-FM, KKYX, KRMD-AM/FM, KSO, KVOO, KCCY-FM.

RODNEY LAY "I Wish I Had A Job To Shove" (Churchill) 14/6
National Summary: Up 2, Same 4, Down 0, Debuts 2, Adds 6, WIXL-FM, WLWI-FM, KKYX, WAXX, KFDI-AM/FM, KGA, WFNC on, WAMZ-FM 31-28, WXCL 50-44, KVOO on.

JACK GRAYSON "Ain't Givin' Up On Her Again" (Joe-Wes) 13/4
National Summary: Up 0, Same 9, Down 0, Debuts 0, Adds 4, KRMD-AM/FM, KUUY, KMAK, KSOP-FM, WGNA-FM on, KKYX on, WITL-FM on, KTTS-AM/FM on, KRWQ-FM on, KTOM on.



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST, HOTTTEST. Lists artists like Willie Nelson, Sylvia, Don Williams, Kenny Rogers.

Main table of station adds and hots, organized by region: EAST, MIDWEST, SOUTH, WEST. Lists station call letters and artist names.

136 Current Reports

Detailed table of station reports, organized by region: EAST, MIDWEST, SOUTH, WEST. Lists station call letters and artist names.

The following stations did not report this week: WPLO/Atlanta, KXYL/Brownwood, WMPs/Memphis, KGEM/Boise

Hottest Tracks:

- List of top country albums: KAREN BROOKS - Walk On, MICKEY GILLEY - Put Your Dreams Away, RONNIE McDOWELL - Love To Burn.

- List of other country albums: BARBARA MANDRELL - In Black & White, RONNIE MILSAP - Inside, BUrt REYNOLDS & DOLLY PARTON - The Best Little Whorehouse In Texas.

- List of country albums: SYLVIA - Just Sylvia, GENE WATSON - This Dream's On Me, Most Requested: SYLVIA 'Nobody', DAVID FRIZZELL 'I'm Gonna Hire...'.

Black Radio

BREAKERS

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

CLIFF DAWSON

It's Not Me You Love (Boardwalk)

61% of our reporting stations on it. Rotations: Heavy 4/0, Medium 13/0, Light 21/3, Extra Adds 1, Total Adds 4, WPDQ, WANT, WVOI, KDAY. Debuts at number 29 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.

- DENIECE WILLIAMS "Waiting By The Hotline" (ARC/Columbia) 37/1**
Rotations: Heavy 6/0, Medium 19/0, Light 12/0, Extra Adds 0, Total Adds 1, WCIN. Heavy: WWRL, KRLY, KNOW, WJAX, KDAY, KSOL. Medium: WXYV, WSSJ, WKND, WVEE, WDIA, WEDR, WYLD-FM, WENN, WGIV, WKXI, KOKY, WVOL, WQWI, WTMP, WTLC, WLU, XHRM, KUKQ, KPOP-FM, WVOI.
- BARRY WHITE "Change" (United Gold/CBS) 34/4**
Rotations: Heavy 9/0, Medium 15/2, Light 9/1, Extra Adds 1, Total Adds 4, WXYV, WLOU, WLTH, KSOL. Heavy: WOOK, WHUR, WNHC, WHRK, WEDR, WOIC, WJMI, WANM, WBMX. Medium: WDAS, WSSJ, WWRL, WAOK, WGIV, WQWI, WQCI, WLUM, WQCI, XHRM, KACE, KPOP-FM, WKND.
- DAZZ BAND "Keep It Live (On The K.I.L.)" (Motown) 33/3**
Rotations: Heavy 8/0, Medium 15/1, Light 9/1, Extra Adds 1, Total Adds 3, WAMO, WKND, WPDQ. Heavy: WAOK, WDIA, WATV, WJMI, WANM, WDMT, WLTH, KDIA. Medium: WHUR, WNHC, KRLY, WKXI, KOKY, WQWI, WBMX, WQCI, WBLZ, WCIN, KMJM, WDAO, KSOL, KPOP-FM.
- MIDNIGHT STAR "Hot Spot" (Solar/Elektra) 32/4**
Rotations: Heavy 6/0, Medium 15/0, Light 8/1, Extra Adds 3, Total Adds 4, WAIL-FM, WGIV, WPDQ, WJMO. Heavy: WAOK, WHRK, WLOU, WBLZ, WCIN, KDKO. Medium: WWIN, WSSJ, WEDR, WATV, WENN, WVOL, WBMX, WLTH, WTLC, WLUM, WQWI, XHRM, KSOL, KUKQ.
- ASHFORD & SIMPSON "Love It Away" (Capitol) 31/12**
Rotations: Heavy 3/1, Medium 8/1, Light 15/5, Extra Adds 5, Total Adds 12, WAMO, WDIA, WYLD-FM, WJAX, WLOU, WBLX, WVOL, WBMX, WCIN, WLTH, WKWM, KDIA. Heavy: WOOK, KDKO. Medium: WHUR, WAOK, WHRK, WJLB, WLUM, KSOL, KACE.
- ALFONZO "Girl, You Are The One" (Joe-Wes) 31/3**
Rotations: Heavy 7/0, Medium 13/0, Light 9/1, Extra Adds 2, Total Adds 3, WQWI, WANM, WJMO. Heavy: WOOK, WHRK, WEDR, WGIV, WQCI, WTLC, KAEZ. Medium: WWIN, WILD, WHUR, WKND, WNHC, WAOK, WVEE, WDIA, WVOL, WBMX, KDAY, XHRM, KACE.
- HERBIE HANCOCK "Gettin' To The Good Part" (Columbia) 30/2**
Rotations: Heavy 5/0, Medium 18/0, Light 7/2, Extra Adds 0, Total Adds 2, WJAX, KDIA. Heavy: WXYV, WQCI, KDAY, KACE, KUKQ. Medium: WWIN, WSSJ, WAOK, KRLY, WDR, WAIL-FM, WYLD-FM, WATV, WENN, WBLX, WQWI, WCIN, WJMO, WJLB, WDAO, WLTH, XHRM, KSOL.
- SHADES OF LOVE "Keep In Touch" (Venture) 25/1**
Rotations: Heavy 7/0, Medium 9/0, Light 8/0, Extra Adds 1, Total Adds 1, WXYV. Heavy: WOOK, WKND, WNHC, WAOK, WEDR, WATV, WENN. Medium: WWIN, WILD, WDAS, WHUR, WJAX, WVOL, WANM, WLTH, WQWI.
- CROWN HEIGHTS AFFAIR "Somebody Tell Me..." (De-Lite/PolyGram) 24/6**
Rotations: Heavy 2/0, Medium 4/0, Light 14/2, Extra Adds 4, Total Adds 6, WATV, WJAX, KOKY, WBMX, XHRM, KUKQ. Heavy: WWIN, KDKO. Medium: WGIV, WANT, WLTH, WLUM.
- NARADA MICHAEL WALDEN "Summer Lady" (Atlantic) 23/3**
Rotations: Heavy 1/0, Medium 6/1, Light 15/1, Extra Adds 1, Total Adds 3, WATV, WLTH, XHRM. Heavy: KDKO. Medium: WHUR, WOIC, WLOU, KUKQ, KPOP-FM.
- LOU RAWLS "Will You Kiss Me One More Time" (Epic) 22/3**
Rotations: Heavy 4/0, Medium 10/0, Light 7/2, Extra Adds 1, Total Adds 3, WANT, WJMO, KACE. Heavy: WWIN, WSSJ, WBMX, KDKO. Medium: WXYV, WAOK, WEDR, WJMI, KOKY, WLTH, WLUM, KDAY, XHRM.
- BILLY PRESTON "I'm Never Gonna Say Goodbye" (Motown) 20/7**
Rotations: Heavy 2/0, Medium 2/0, Light 12/3, Extra Adds 4, Total Adds 7, WXYV, WHUR, WAIL-FM, WLUM, KDAY, KUKQ, KPOP-FM. Heavy: WEDR, WANM. Medium: WDAS, WJMI.
- FOUR TOPS "Sad Hearts" (Casablanca/PolyGram) 20/5**
Rotations: Heavy 1/0, Medium 4/0, Light 12/2, Extra Adds 3, Total Adds 5, WAOK, WYLD-FM, WQCI, WCIN, WLUM. Heavy: WOOK. Medium: WDIA, WHRK, WDAO, KPOP-FM.
- KID CREOLE & THE COCONUTS "I'm A Wonderful Thing, Baby" (Sire/WB) 20/1**
Rotations: Heavy 5/0, Medium 9/0, Light 6/1, Extra Adds 0, Total Adds 1, WATV. Heavy: WAOK, WYLD-FM, WGIV, WLUM, KACE. Medium: WXYV, WILD, WAMO, WJAX, WTOY, WJPC, KAEZ, WVOI, XHRM.
- JEAN CARN "If You Don't Know Me By Now" (Motown) 20/0**
Rotations: Heavy 1/0, Medium 13/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WXYV. Medium: WAOK, WDIA, WENN, WJAX, WLOU, WVOL, WQWI, WANT, WTOY, WCIN, WLTH, WTLC, KPOP-FM.
- TAVARES "A Penny For Your Thoughts" (RCA) 19/16**
Rotations: Heavy 0/0, Medium 1/0, Light 8/6, Extra Adds 10, Total Adds 16, WDAS, WKND, WHRK, WEDR, WATV, WGIV, WJAX, KOKY, WQWI, WANM, WTMP, WBMX, WTLC, WVOI, KDAY, XHRM.
- BRASS CONSTRUCTION "Attitude" (Liberty) 19/3**
Rotations: Heavy 0/0, Medium 8/1, Light 10/1, Extra Adds 1, Total Adds 3, WXYV, WJPC, WLTH. Medium: WKXI, WVOL, WKWM, WTLC, WLUM, WQWI, KUKQ.
- PATRICE RUSHEN "Breakout!" (Elektra) 19/1**
Rotations: Heavy 3/0, Medium 7/0, Light 8/0, Extra Adds 1, Total Adds 1, WCIN. Heavy: WAOK, WLTH, KACE. Medium: WWIN, WAMO, WATV, KOKY, WTMP, WDMT, WDAO.
- SUGAR HILL GANG "The Lover In You" (Sugar Hill) 19/1**
Rotations: Heavy 1/0, Medium 10/0, Light 7/0, Extra Adds 1, Total Adds 1, WYLD-FM. Heavy: WLOU. Medium: WDAS, WOOK, WHUR, WATV, WENN, WJAX, WTMP, WJPC, WJMO, WLTH.
- MICHAEL McDONALD "I Keep Forgettin'" (WB) 18/11**
Rotations: Heavy 1/0, Medium 3/1, Light 7/3, Extra Adds 7, Total Adds 11, WWIN, WDAS, WNHC, WAIL-FM, KNOW, WJAX, KOKY, WANM, WDMT, WTLC, KPOP-FM. Heavy: WAMO. Medium: WHRK, WVOL.
- RAFAEL CAMERON "Desires" (Salsoul/RCA) 18/3**
Rotations: Heavy 3/0, Medium 4/0, Light 8/0, Extra Adds 3, Total Adds 3, WXYV, WQCI, KACE. Heavy: WOOK, WHRK, WVOL. Medium: WAOK, WEDR, WGIV, WJMO.
- DRAMATICS "Treat Me Right" (Capitol) 18/1**
Rotations: Heavy 3/0, Medium 9/0, Light 5/0, Extra Adds 1, Total Adds 1, WANM. Heavy: WJLB, KAEZ, WQWI. Medium: WWIN, WHUR, WSSJ, WNHC, WENN, WOIC, WQCI, WLUM, WVOI.
- AMUZEMENT PARK "Groove Your Blues Away" (Our Gang/Mirus) 18/1**
Rotations: Heavy 4/0, Medium 4/0, Light 9/0, Extra Adds 1, Total Adds 1, XHRM. Heavy: WHRK, WLOU, WQCI, WLTH. Medium: WWIN, WDAS, WGIV, WTLC.
- FATBACK "On The Floor" (Spring/PolyGram) 18/1**
Rotations: Heavy 2/0, Medium 9/0, Light 7/1, Extra Adds 0, Total Adds 1, WJJS. Heavy: WKWM, KUKQ. Medium: WOOK, WVEE, WGIV, WKXI, WVOL, WTMP, WJMO, WLTH, XHRM.
- CLIFTON DYSON "Slow Your Body Down" (Network/Elektra-Asylum) 17/4**
Rotations: Heavy 3/0, Medium 4/0, Light 10/1, Extra Adds 0, Total Adds 1, WATV. Heavy: WWIN, WWRL, KACE. Medium: WENN, WPDQ, KOKY, KDKO.
- BLOODSTONE "Go On And Cry" (T-Neck/CBS) 17/1**
Rotations: Heavy 3/0, Medium 4/0, Light 10/1, Extra Adds 0, WATV. Heavy: WWIN, WWRL, KACE. Medium: WENN, WPDQ, KOKY, KDKO.
- MELBA MOORE "Love's Comin' At Ya" (EMI America) 16/13**
Rotations: Heavy 0/0, Medium 1/0, Light 6/4, Extra Adds 9, Total Adds 13, WWIN, WHUR, WKND, WHRK, WEDR, WGIV, KOKY, WVOL, WANM, WQCI, WJLB, WTLC, WLUM. Medium: KSOL.

SIGNIFICANT ACTION

Radio & Records NATIONAL AIRPLAY/30

August 13, 1982

Three Weeks
Two Weeks
Last Week

9	4	1	1	ARETHA FRANKLIN/Jump To It (Arista)
6	5	3	2	ZAPP/Dance Floor (WB)
3	2	2	3	DONNA SUMMER/Love Is In Control (Finger On...) (Geffen)
11	7	5	4	HOWARD JOHNSON/So Fine (A&M)
18	14	11	5	STEPHANIE MILLS/Last Night (Casablanca/PolyGram)
4	3	6	6	RAY PARKER JR./Let Me Go (Arista)
2	1	4	7	JENNIFER HOLLIDAY/And I Am Telling You I'm... (Geffen)
8	8	8	8	ISLEY BROTHERS/The Real Deal (T-Neck/CBS)
16	13	12	9	ODYSSEY/Inside Out (RCA)
-	23	18	10	GAP BAND/You Dropped A Bomb On Me (Total Exper/PGM)
21	19	13	11	STACY LATTISAW/Don't Throw It All Away (Cotillion/Atco)
-	26	15	12	JERMAINE JACKSON/Let Me Tickle Your Fancy (Motown)
17	16	9	13	O'JAYS/Your Body's Here With Me (But...) (Phil. Int./CBS)
-	25	19	14	RICK JAMES/Hard To Get (Gordy/Motown)
-	-	25	15	GRAND MASTER FLASH/The Message (Sugar Hill)
12	11	14	16	DAYTON/Hot Fun In The Summertime (Liberty)
-	-	28	17	EVELYN KING/Love Come Down (RCA)
7	9	10	18	SOUL SONIC FORCE/Planet Rock (Tommy Boy)
23	20	20	19	ROBERTA FLACK/I'm The One (Atlantic)
1	6	7	20	STEVIE WONDER/Do I Do (Tamla/Motown)
-	-	29	21	B.B. & Q. BAND/Imagination (Capitol)
-	28	27	22	LARRY GRAHAM/Sooner Or Later (WB)
-	-	30	23	GOODIE/Do Something (Total Exper/PGM)
-	24	24	24	SHALAMAR/I Can Make You Feel Good (Solar/Elektra)
-	27	26	25	DUNN & BRUCE STREET/Shout For Joy (Devaki/Mirus)
27	21	21	26	POINTER SISTERS/American Music (Planet/RCA)
10	10	16	27	JEFFREY OSBORNE/I Really Don't Need No Light (A&M)
13	17	17	28	WAR/Outlaw (RCA)
-	-	29	29	CLIFF DAWSON/It's Not Me You Love (Boardwalk)
15	15	23	30	ATLANTIC STARR/Love Me Down (A&M)

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

- TAVARES (16)
- KOOL & THE GANG (15)
- TIME (15)
- MELBA MOORE (13)
- ASHFORD & SIMPSON (12)
- MICHAEL McDONALD (11)

HOTTEST

- ZAPP (41)
- ARETHA FRANKLIN (36)
- HOWARD JOHNSON (25)
- JENNIFER HOLLIDAY (23)
- DONNA SUMMER (21)

- KLIQUE "I Can't Shake This Feeling" (MCA) 16/4**
Rotations: Heavy 3/1, Medium 5/0, Light 6/1, Extra Adds 2, Total Adds 4, WDAS, WAMO, WLOU, WDAO. Heavy: WOOK, KDKO. Medium: WWIN, WDIA, WGIV, WVOL, KDAY.
- BILLY GRIFFIN "Hold Me Tighter, In The Rain" (Columbia) 16/2**
Rotations: Heavy 1/0, Medium 6/0, Light 7/0, Extra Adds 2, Total Adds 2, WEDR, KUKQ. Heavy: WQCI. Medium: WXYV, WKND, WHRK, KDAY, XHRM.
- BILL SUMMERS & SUMMERS HEAT "Give Your Love To Me" (MCA) 16/2**
Rotations: Heavy 2/0, Medium 8/1, Light 5/0, Extra Adds 1, Total Adds 2, WCIN, KSOL. Heavy: WDAO, KDKO. Medium: WGIV, WJMI, WJMO, WLUM, KAEZ, WQWI, KPOP-FM.
- AURRA "Checking You Out" (Salsoul/RCA) 16/1**
Rotations: Heavy 3/0, Medium 8/0, Light 4/0, Extra Adds 1, Total Adds 1, WDAS. Heavy: WAOK, WEDR, WQWI. Medium: KNOW, WGIV, WJPC, WCIN, WJMO, WJLB, WDAO, KSOL.
- STARPOINT "Get Your Body Up" (Chocolate City/PolyGram) 16/0**
Rotations: Heavy 0/0, Medium 6/0, Light 10/0, Extra Adds 0, Total Adds 0. Medium: WWIN, WXYV, WHUR, WEDR, KAEZ, KDKO.
- TIME "777-9211" (WB) 15/15**
Rotations: Heavy 0/0, Medium 2/2, Light 3/3, Extra Adds 10, Total Adds 15, WDAS, WNHC, WAOK, KMJQ, KRLY, WDIA, WHRK, WGIV, WJAX, WANM, WTMP, WQCI, KMJM, WQWI, KDAY, KSOL.
- KOOL & THE GANG "Big Fun" (De-Lite/PolyGram) 15/15**
Rotations: Heavy 2/2, Medium 1/1, Light 4/4, Extra Adds 8, Total Adds 15, WILD, WDAS, WHUR, WAOK, WDIA, KOKY, WLOU, WVOL, WANT, WTMP, WQCI, WJPC, WTLC, WLUM, KSOL.
- BOBBY BLAND "Recess In Heaven" (MCA) 15/2**
Rotations: Heavy 2/0, Medium 4/1, Light 8/0, Extra Adds 1, Total Adds 2, WDIA, WTMP. Heavy: WQCI, KDKO. Medium: WGIV, WLTH, WLUM.
- KENI BURKE "Ris'n' To The Top" (RCA) 15/2**
Rotations: Heavy 0/0, Medium 8/0, Light 5/0, Extra Adds 2, Total Adds 2, WEDR, XHRM. Medium: WDAS, WHUR, WSSJ, WKND, WOIC, WLTH, WKWM, KACE.
- GWEN GUTHRIE "It Should Have Been You" (Island/Atco) 14/4**
Rotations: Heavy 1/0, Medium 3/0, Light 7/1, Extra Adds 3, Total Adds 4, WWIN, WXYV, WDAS, WAOK. Heavy: WWRL. Medium: WHUR, WHRK, KACE.
- LEGACY "Word Up" (Brunswick) 14/1**
Rotations: Heavy 2/0, Medium 0/0, Light 12/1, Extra Adds 0, Total Adds 1, WLTH. Heavy: WWRL, WQCI.
- FONDA REA "Over Like A Fat Rat" (Vanguard) 14/1**
Rotations: Heavy: 1/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WANT. Heavy: WKND. Medium: WXYV, WDAS, WNHC, WANM, WJLB.
- SHOCK "Electroponic Phunk" (Fantasy) 14/1**
Rotations: Heavy 3/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WLOU. Heavy: WEDR, WTLC, XHRM. Medium: WAMO, WHUR, WJMO, KUKQ.
- FEEL "Let's Rock" (Sutra) 13/6**
Rotations: Heavy 3/1, Medium 2/0, Light 4/1, Extra Adds 4, Total Adds 6, WXYV, WILD, WEDR, WLOU, WQCI, WCIN. Heavy: WWIN, WBMX. Medium: WLTH, KSOL.
- CHERYL LYNN/LUTHER VANDROSS "If This World Were Mine" (Columbia) 12/4**
Rotations: Heavy 4/1, Medium 4/0, Light 3/2, Extra Adds 1, Total Adds 4, WANT, WJPC, KMJM, KDIA. Heavy: WPDQ, WQCI, WBLZ. Medium: WXYV, KMJQ, KRLY, WDIA.
- GENERAL CAINE "Girls" (Tabu/CBS) 12/4**
Rotations: Heavy 3/0, Medium 0/0, Light 7/2, Extra Adds 2, Total Adds 4, WATV, WANM, WBMX, WVOI. Heavy: WDIA, XHRM, KPOP-FM.
- TONY TROUTMAN "Your Man Is Home Tonight" (T. Main) 12/1**
Rotations: Heavy 4/0, Medium 2/0, Light 5/0, Extra Adds 1, Total Adds 1, WAIL-FM. Heavy: WILD, WEDR, WJAX, KAEZ. Medium: WLOU, WTLC.
- SHEREE BROWN "Happy Music" (Capitol) 12/1**
Rotations: Heavy 0/0, Medium 7/0, Light 4/0, Extra Adds 1, Total Adds 1, WNHC. Medium: WHUR, WAOK, WHRK, WBMX, WQCI, KDKO, XHRM.
- VIDEO "Thang (Gimme Some Of That Thang)" (HCRC/CBS) 12/0**
Rotations: Heavy 4/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WVEE, WEDR, WATV, WANM. Medium: KRLY, WVOL, WTMP, WLTH.
- MARC SADANE "Exciting" (WB) 11/3**
Rotations: Heavy 0/0, Medium 0/0, Light 9/1, Extra Adds 2, Total Adds 3, WEDR, WBMX, WLTH.

Black Radio Regionalized Adds & Hots

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

EAST

WVIN/Baltimore
Curtis Anderson

CHEMISE
DAVID MCPHERSON
ANDRE CYMONE
GWEN GUTHRIE
SHOCK
MICHAEL MCDONALD
MELBA MOORE
Curtis Hairstein
Hottest:
JENNIFER HOLLIDAY
GRAND MASTER FLAS
JEFFREY OSBORNE
SEQUENCE
SOUL SONIC FORCE

WXVY/Baltimore
Tim Watts

RICK JAMES
BILLY PRESTON
CHEMISE
SUNRIZE
DAVID MCPHERSON
BRASS CONSTRUCTION
BOHANNON
BARRY WHITE
SHADES OF LOVE
RAFAEL CAMERON
GWEN GUTHRIE
FEEL
Hottest:
ISLEY BROS
JEAN CARN
CHERYL LYNN
BB&Q
POINTER SISTERS

WILD/Boston
Steve Crumbly

STEVE MILLER BAND
CARLY SIMON
ROCKERS REVENGE
SHARON REDD
FEEL
GOODIE
KOOL & THE GANG
Hottest:
IMAGINATION
ZAPP
ARETHA FRANKLIN
RAY PARKER JR.
HOWARD JOHNSON

WSSJ/Camden-Philadelphia
Gary Shepherd

none
Hottest:
JENNIFER HOLLIDAY
JEFFREY OSBORNE
HOWARD JOHNSON
ZAPP
SOUL SONIC FORCE

WKND/Hartford
Eddie Jordan

DAZZ BAND
GAP BAND
MELBA MOORE
TAVARES
Hottest:
HOWARD JOHNSON
ARETHA FRANKLIN
FONDA REA
SHADES OF LOVE
GRAND MASTER FLAS

WNHC/New Haven
James Jordan

ZINC
JERRY BUTLER
MICHAEL MCDONALD
SHEREE BROWN
MCCOY TYNER
TIME
Hottest:
HOWARD JOHNSON
JEFFREY OSBORNE
ZAPP
RAY PARKER JR.
ARETHA FRANKLIN

WVRL/New York
Bobby Jay

none
Hottest:
ALICIA MYERS
GRAND MASTER FLAS
ARETHA FRANKLIN
STACY LATTISAW
HOWARD JOHNSON
SOUL SONIC FORCE

WDAS/Philadelphia
Joe Tamburro

MICHAEL MCDONALD
KOOL & THE GANG
TAVARES
GWEN GUTHRIE
RONNIE HUDSON
KLIQUE
TIME
KHEMISTRY
SEKOU BUNCH
AURRA
GUNCHBACK BOOGIE
CONWAY & TIPLE
RJ'S LATEST ARRIV
MIKKI
RAW SILK
Hottest:
ZAPP
DONNA SUMMER
HOWARD JOHNSON
ODYSSEY
EVELYN KING

WAMO/Pittsburgh
John Anthony

DAZZ BAND
KLIQUE
TOM TOM CLUB
ASHFORD & SIMPSON
Hottest:
HALL & OATES
WAR
JERMAINE JACKSON
HOWARD JOHNSON
ARETHA FRANKLIN

WOOK/Washington
Chris Gardner

none
Hottest:
RAFAEL CAMERON
ARETHA FRANKLIN
DUNN & BRUCE
GOODIE
SUGAR HILL GANG

WHUR/Washington
Oscar Fields

TOM TOM CLUB
KOOL & THE GANG
BILLY PRESTON
MELBA MOORE
Hottest:
JENNIFER HOLLIDAY
CHERYL LYNN
DONNA SUMMER
ARETHA FRANKLIN
SOUL SONIC FORCE

SOUTH

WAOQ/Atlanta
Larry Tinsley

MAJOR LANCE
STANLEY CLARKF
RITCHIE FAMILY
FOUR TOPS
EDDIE MURPHY
KOOL & THE GANG
TIME
Hottest:
GWEN GUTHRIE
ZAPP
O'JAYS
RAY PARKER JR.
CAMEO
JENNIFER HOLLIDAY

WVEE/Atlanta
Scotty Andrews

none
Hottest:
ZAPP
ARETHA FRANKLIN
JENNIFER HOLLIDAY
HOWARD JOHNSON
LARRY GRAHAM

KNOW/Austin
Selby Edwards

GAP BAND
MICHAEL MCDONALD
SHAKATAK
GOODIE
Hottest:
ZAPP
ARETHA FRANKLIN
CAMEO
HOWARD JOHNSON
SKYY
ZAPP

WENN/Birmingham
Gene Wise

OZONE
Hottest:
ZAPP
SHADES OF LOVE
RICK JAMES
GRAND MASTER FLAS
RAY PARKER JR.

WATV/Birmingham
Ron January

PASSION
MCCOY TYNER
TAVARES
SLIMLINE
CROWN HEIGHTS AFF
GENERAL CAINE
NARADA M. WALDEN
BLOODSTONE
KID CREOLF
BLAZE
HUNT'S DEFERMENT
Hottest:
ZAPP
RAY PARKER JR.
WAR
STEVIE WONDER
GRAND MASTER FLAS

WJMI/Jackson
Carl Haynes

DISCO FOUR
FAT LARRY'S BAND
MELBA MOORE
STACY LATTISAW
Hottest:
ZAPP
ARETHA FRANKLIN
SOUL SONIC FORCE
JENNIFER HOLLIDAY
GAP BAND
DISCO FOUR
FAT LARRY'S BAND
MELBA MOORE
STACY LATTISAW

WKXJ/Jackson
Tommy Marshall

none
Hottest:
WAR
RAY PARKER JR.
ISLEY BROS
ARETHA FRANKLIN
JENNIFER HOLLIDAY

WGIV/Charlotte
Chris Turner

TAVARES
TIME
MIDNIGHT STAR
MELBA MOORE
DAZZ BAND
MONTY MONTGOMERY
CLIFF DAWSON
BAR-KAYS
MIDNIGHT STAR
Hottest:
STEVIE WONDER
JENNIFER HOLLIDAY
O'JAYS
SKYY
RICK JAMES

WPDQ/Jacksonville
Earl James

GOODIE
STEVE MILLER BAND
SURVIVOR
DAZZ BAND
MONTY MONTGOMERY
CLIFF DAWSON
BAR-KAYS
MIDNIGHT STAR
Hottest:
STEVIE WONDER
JENNIFER HOLLIDAY
O'JAYS
SKYY
RICK JAMES

WJAX(85X)/Jacksonville
Steve Fox

CROWN HEIGHTS AFF
TIME
SHAKATAK
CLIFTON DYSON
ASHFORD & SIMPSON
TAVARES
RANDY CRAWFORD
HERBIE HANCOCK
CERRONE
MICHAEL MCDONALD
ST. TROPEZ
Hottest:
ZAPP
HOWARD JOHNSON
ARETHA FRANKLIN
STEPHANIE MILLS
CHERYL LYNN
DONNA SUMMER

KOKY/Little Rock
Ronda Curtis

MELBA MOORE
KOOL & THE GANG
CROWN HEIGHTS AFF
TAVARES
MICHAEL MCDONALD
TEDDY PENDERGRASS
Hottest:
SOUL SONIC FORCE
ZAPP
DONNA SUMMER
SKYY
RAY PARKER JR.

WLOU/Louisville
Neal O'Rea

EVELYN KING
BB&Q
KURTIS BLOW
ASHFORD & SIMPSON
DIONNE WARWICK
FEEL
KLIQUE
KOOL & THE GANG
BARRY WHITE
SHOTGUN
Hottest:
MIDNIGHT STAR
ZAPP
HOWARD JOHNSON
GRAND MASTER FLAS
GAP BAND

WJJS/Lynchburg, VA
Art Young

STEPHANIE MILLS
HALL & OATES
DAYTON
FATBACK
Hottest:
STEVIE WONDER
SOUL SONIC FORCE
CAMEO
ATLANTIC STARR
DONNA SUMMER

WVLA/Memphis
Carl Connors

ISLEY BROS
BOBBY BLAND
ISLEY BROS
ROBERTA FLACK
CRUSADERS
ASHFORD & SIMPSON
BB&Q
EVELYN KING
KOOL & THE GANG
TIME
Hottest:
ARETHA FRANKLIN
GAP BAND
STACY LATTISAW
ZAPP
GRAND MASTER FLAS

WHRK(89.7)/Memphis
Jimmy Smith

TIME
MELBA MOORE
TAVARES
TOMORROW'S EDIT.
BILLY ALWAYS
LIME
Hottest:
GRAND MASTER FLAS
ARETHA FRANKLIN
HOWARD JOHNSON
EVELYN KING
JERMAINE JACKSON

WEDR/Miami
Leo Jackson

ALAN ANTHONY
BILLY GRIFFIN
TAVARES
MARC SADANE
MELBA MOORE
FUTURE NOW
FEEL
SLIMLINE
KENI BURKE
Hottest:
ARETHA FRANKLIN
HOWARD JOHNSON
ISLEY BROS
SHALAMAF
O'JAYS

WYLD-FM/New Orleans
Tony Brown

FOUR TOPS
SUGAR HILL GANG
SUNRIZE
ASHFORD & SIMPSON
Hottest:
JENNIFER HOLLIDAY
WIND JAMMER
ARETHA FRANKLIN
CAMEO
STEVIE WONDER

WBLX/Mobile
Michael J. Alexander

EVELYN KING
ASHFORD & SIMPSON
MCCOY TYNER
Hottest:
ZAPP
DONNA SUMMER
STEVIE WONDER
O'JAYS
SKYY

WVON/Nashville
Fred Harvey

ROBERTA FLACK
JERMAINE JACKSON
GAP BAND
RANDY CRAWFORD
MELBA MOORE
KOOL & THE GANG
FONDA REA
GAP BAND
Hottest:
WAR
JENNIFER HOLLIDAY
ZAPP
HOWARD JOHNSON
ARETHA FRANKLIN

WTOY/Roanoke
Ron Crutchfield

NIGHTHAWK
Hottest:
SOUL SONIC FORCE
JENNIFER HOLLIDAY
WAR
ISLEY BROS

WAIL-FM/New Orleans
Barry Richards

ISLEY BROS
EVELYN KING
ROSE ROYCE
MIDNIGHT STAR
TONY TROUTMAN
MICHAEL MCDONALD
SUNRIZE
BILLY PRESTON
ROCKERS REVENGE
TREACHEROUS THREE
STEVE ARRINGTON
DONNA SUMMER
DUNN & BRUCE
TEDDY PENDERGRASS
Hottest:
ZAPP
DONNA SUMMER
JENNIFER HOLLIDAY
STEVE MILLER BAND
RAY PARKER JR.

WYLD-FM/New Orleans
Tony Brown

FOUR TOPS
SUGAR HILL GANG
SUNRIZE
ASHFORD & SIMPSON
Hottest:
JENNIFER HOLLIDAY
WIND JAMMER
ARETHA FRANKLIN
CAMEO
STEVIE WONDER

WEST

KDKO/Denver
Byron Pitte

KHEMISTRY
ANDRE CYMONE
WANDA
SANTANA
Hottest:
LITTLE JOHNNY
ZZ HILL
RANDY CRAWFORD
Hottest:
OZONE
DONNA SUMMER
ZAPP
RICK JAMES
MIDNIGHT STAR

KDAY/Los Angeles
J.J. Johnson

TIME
BILLY PRESTON
SYSTEM
CLIFF DAWSON
STEEL PULSE
TAVARES
Hottest:
ZAPP
DONNA SUMMER
JERMAINE JACKSON
OZONE
DENIECE WILLIAMS

KACE/Los Angeles
Alonzo Miller

STACY LATTISAW
LEROY HUTSON
LOU RAWLS
RAFAEL CAMERON
TEDDY PENDERGRASS
Hottest:
GAP BAND
JEFFREY OSBORNE
RICK JAMES
HOWARD JOHNSON
ZAPP

KDIA/Oakland
Jeff Harrison

HERBIE HANCOCK
ASHFORD & SIMPSON
LYNN/VANDROSS
EVELYN KING
ODYSSEY
Hottest:
GRAND MASTER FLAS
ZAPP
SKYY
JENNIFER HOLLIDAY
ARETHA FRANKLIN

KUKO/Phoenix
Steve Smith

GAP BAND
CROWN HEIGHTS AFF
BILLY PRESTON
KHEMISTRY
RITCHIE FAMILY
BILLY GRIFFIN
Hottest:
RAY PARKER JR.
FATBACK
ZAPP
ARETHA FRANKLIN
STEPHANIE MILLS

KPOP-FM/Sacramento
Bill Jeffries

BILLY PRESTON
DIONNE WARWICK
JEFF LORBER
STEVE WINWOOD
TOTO
RANDY MEISNER
MICHAEL MCDONALD
TAVARES
Hottest:
ARETHA FRANKLIN
GENERAL CAINE
ZAPP
STEVE MILLER BAND
BILLY IDOL

XHRM/San Diego
Duff Lindsey

NARADA M. WALDEN
AMUZEMENT PARK
KENI BURKE
DEBARGE
CLIFTON DYSON
CROWN HEIGHTS AFF
TAVARES
AWB
Hottest:
ZAPP
GENERAL CAINE
SHOCK
HOWARD JOHNSON
GRAND MASTER FLAS

KSOL/San Mateo, CA
Bernie Moody

BILL SUMMERS
KOOL & THE GANG
EVELYN KING
TIME
BARRY WHITE
JEFFREY OSBORNE
Hottest:
JENNIFER HOLLIDAY
ATLANTIC STARR
DONNA SUMMER
GAP BAND
ARETHA FRANKLIN

MIDWEST

WBMX/Chicago
Lee Michaels

TAVARES
WANDA
ALAN ANTHONY
GENERAL CAINE
MARC SADANE
ASHFORD & SIMPSON
CROWN HEIGHTS AFF
GOODIE
JOE SIMON
Hottest:
HOWARD JOHNSON
ARETHA FRANKLIN
GRAND MASTER FLAS
DONNA SUMMER
STEPHANIE MILLS

WJPC/Chicago
Jerry Bouding

KOOL & THE GANG
RICK JAMES
GAP BAND
BRASS CONSTRUCTION
LYNN/VANDROSS
WAR
Hottest:
STACY LATTISAW
LAURA BRANIGAN
TERRY GENGIS
Hottest:
JENNIFER HOLLIDAY
DONNA SUMMER
STEVIE WONDER
JEFFREY OSBORNE
ARETHA FRANKLIN

WGCI/Chicago
Pam Wells

MELBA MOORE
RAFAEL CAMERON
WANDA
FOUR TOPS
KOOL & THE GANG
YAZOO
TIME
CLIFTON DYSON
FEEL
Hottest:
GRAND MASTER FLAS
AMUZEMENT PARK
HEATWAVE
ODYSSEY
SUPERIOR MOVEMENT

WBLZ/Cincinnati
Harry Lyles

EVELYN KING
Hottest:
GAP BAND
ZAPP
SOUL SONIC FORCE
JERMAINE JACKSON
ARETHA FRANKLIN
LYNN/VANDROSS

WCIN/Cincinnati
Everett Cork

STACY LATTISAW
LARRY GRAHAM
ASHFORD & SIMPSON
GAP BAND
FOUR TOPS
DENIECE WILLIAMS
IMAGINATION
GRAND MASTER FLAS
FEEL
Hottest:
STEVE ARRINGTON
SUNRIZE
PATRICK RUSHEN
BILL SUMMERS
Hottest:
DONNA SUMMER
ZAPP
ARETHA FRANKLIN
CHERYL LYNN
SOUL SONIC FORCE

WJMO/Cleveland
Erik Stone

LOU RAWLS
MIDNIGHT STAR
ALFONZO
CLIFTON DYSON
SHOTGUN
Hottest:
STEVIE WONDER
JENNIFER HOLLIDAY
RAY PARKER JR.
SKYY
ARETHA FRANKLIN

WDMT/Cleveland
Magic James

RICK JAMES
IMAGINATION
MICHAEL MCDONALD
JUNIOR
Hottest:
ZAPP
DONNA SUMMER
ARETHA FRANKLIN
CHICAGO
DAZZ BAND

WDAO/Dayton
Lankford Stephens

KLIQUE
Hottest:
ZAPP
SOUL SONIC FORCE
JERMAINE JACKSON
ARETHA FRANKLIN
RICK JAMES

WJLB/Detroit
J. Michael McKay

MELBA MOORE
SUNRIZE
GOODIE
Hottest:
ZAPP
JENNIFER HOLLIDAY
ARETHA FRANKLIN
JEFFREY OSBORNE
GRAND MASTER FLAS

WLTH/Gary
Dana Huskisson

GAP BAND
ASHFORD & SIMPSON
DIONNE WARWICK
NARADA M. WALDEN
BRASS CONSTRUCTION
BARRY WHITE
GOODIE
LEGACY
MARC SADANE
Hottest:
ZAPP
HOWARD JOHNSON
GRAND MASTER FLAS
SOUL SONIC FORCE
ARETHA FRANKLIN

WKWM/Grand Rapids
Frank Grant

GRAND MASTER FLAS
ASHFORD & SIMPSON
Hottest:
SOUL SONIC FORCE
ZAPP
JENNIFER HOLLIDAY
DONNA SUMMER
ISLEY BROS

WTLC/Indianapolis
Jay Johnson

KOOL & THE GANG
MELBA MOORE
TAVARES
SHOTGUN
R-FUNK ORCHESTRA
MICHAEL MCDONALD
PARK AVENUE
Hottest:
JENNIFER HOLLIDAY
ZAPP
CON FUNK SHUN
DONNA SUMMER
HOWARD JOHNSON

WLUM/Milwaukee
Jack Randall

BILLY PRESTON
SHOTGUN
KOOL & THE GANG
MELBA MOORE
FOUR TOPS
Hottest:
ZAPP
O'BRYAN
HOWARD JOHNSON
CARRIE LUCAS
STACY LATTISAW

KAEZ/Oklahoma City
D.J. Foster

GOODIE
Hottest:
JEFFREY OSBORNE
ZAPP
ISLEY BROS
ATKINS
STARPOINT

WVWS/Saginaw, MI
Kermit Crockett

TIME
RITCHIE FAMILY
FREDI GRACE & RH
Hottest:
JENNIFER HOLLIDAY
SOUL SONIC FORCE
ZAPP
WAR
ODYSSEY

KMUM/St. Louis
Dick Edwards

SHALAMAR
LYNN/VANDROSS
TEDDY PENDERGRASS
TIME
Hottest:
DAZZ BAND
STEVIE WONDER
SOUL SONIC FORCE
ZAPP
JENNIFER HOLLIDAY

WVOI/Toledo
Max Myrick

GRAND MASTER FLAS
TOMORROW'S EDIT.
GENERAL CAINE
CLIFF DAWSON
TAVARES
SKYY
Hottest:
SOUL SONIC FORCE
GAP BAND
HOWARD JOHNSON
RICK JAMES
STEVIE WONDER

(J) Black reporters also contributing to Jazz chart.

JAZZ RADIO

NATIONAL AIRPLAY/30

August 13, 1982

3	1	DAVID SANBORN/As We Speak (WB)
2	2	DAVE GRUSIN/Out Of The Shadows (Arista/GRP)
1	3	PAT METHENY GROUP/Offramp (ECM/WB)
4	4	BOB JAMES/Hands Down (Columbia/Tappan Zee)
5	5	CRUSADERS W/ B.B. KING.../Royal Jam (MCA)
7	6	PIECES OF A DREAM/We Are One (Elektra)
6	7	CHUCK MANGIONE/Love Notes (Columbia)
8	8	MCCOY TYNER/Looking Out (Columbia)
9	9	DAVE VALENTINE/In Love's Time (Arista/GRP)
10	10	BOBBY McFERRIN/Bobby McFerrin (Musician/Elektra)
11	11	PHIL UPCHURCH/Free & Easy (JAM)
12	12	RANDY CRAWFORD/Windsong (WB)
14	13	HERBIE HANCOCK/Lite Me Up (Columbia)
13	14	JEFF LORBER/It's A Fact (Arista)
17	15	MOSE ALLISON/Middle Class White Boy (Musician/Elektra)
15	16	DEXTER GORDON/American Classic (Musician/Elektra)
18	17	JON HENDRICKS & COMPANY/Love (Muse)
19	18	KEVIN TONEY/Special K (Fantasy)
20	19	ART PEPPER/Roadgame (Galaxy)
16	20	AL JARREAU/1965 (Bainbridge)
28	21	CLAUS OGERMAN/MICHAEL BRECKER/Cityscape (WB)
22	22	DAN SIEGEL/Dan Siegel (Elektra)
23	23	HERB ALPERT/Fandango (A&M)
21	24	ROBERTA FLACK/I'm The One (Atlantic)
25	25	MAYNARD FERGUSON/Hollywood (Columbia)
26	26	NIGHTWIND/A Casual Romance (Pausa)
27	27	C. BAKER/J. HALL/H. LAWS/Studio Trieste (CTI)
24	28	STAN GETZ QUARTET/Pute Getz (Concord)
29	29	CAL TJADER/CARMEN McRAE/Heatwave (Concord)
29	30	PHIL WOODS QUARTET/Birds Of A Feather (Antilles/Island)

New Entry →

JAZZ REPORTING STATIONS: WYBC/New Haven, CT, Mark Jordan; WYRS/Stamford, CT, Rick Patrone; KSAX/Dallas-Ft. Worth, TX, Bob Stewart; WBBS/Durham, NC, Rob Gringle; WBBY/Columbus, OH, Tim Hodges; WJZZ/Detroit, MI, John Hill; KTWN/Minneapolis, MN, Tom Palissero; WXFM/Chicago, IL, Jim Walsh; KKGO/Los Angeles, CA, Cal Milner; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Denver, CO, Ira Gordon; KJZZ/Seattle, WA, Jeff Hanley.

Regional Adds & Hots

EAST Parallel One

WRO/Boston
Mike Addams
ELTON JOHN
DIONNE WARMICK
STEVE MILLER BAND
DONNA SUMNER
Hottest: CHICAGO
SURVIVOR
MOTELS
MELISSA MANCHESTE
PAUL MCCARTNEY

WVBF/Boston
Reg Johns
none
Hottest: CHICAGO
AIR SUPPLY
KENNY ROGERS
CS&N
LESLIE PEARL

WBN/Buffalo
Roger Christian
none
Hottest: CHICAGO
MELISSA MANCHESTE
PAUL MCCARTNEY
CS&N
ALAN PARSONS

QRSS/Buffalo
Jerry Rao
none
Hottest: MELISSA MANCHESTE
CS&N
HERB ALPERT
CHICAGO
KENNY ROGERS

WYNY/New York
Jeff Mazzei
none
Hottest: HUMAN LEAGUE
AIR SUPPLY
SURVIVOR
CHICAGO
MOTELS

WIP/Philadelphia
Vance Dillard
ANNE MURRAY
ALAN PARSONS
Hottest: none

WTAE/Pittsburgh
Don Berne
SURVIVOR
PAUL DAVIS
Hottest: CS&N
FLEETWOOD MAC
KENNY ROGERS
REDDINGS
ELTON JOHN

WWSW (WWS)/Pittsburgh
Herb Crowe
PAUL DAVIS
Hottest: none

WPRO/Providence
Tom Cuddy
DIONNE WARMICK
BOBBY VINTON
Hottest: CHICAGO
FLEETWOOD MAC
POINTER SISTERS
ELTON JOHN
ROBERTA FLACK

WLTT/Washington, D.C.
Salaban/Cummings
MICHAEL McDONALD
DIONNE WARMICK
Hottest: CS&N
PAUL MCCARTNEY
CHICAGO
ALAN PARSONS
ELTON JOHN

WASH/Washington, D.C.
Bob Duckman
AMERICA
Hottest: CHICAGO
CS&N
KENNY ROGERS
HERB ALPERT
PAUL MCCARTNEY

Parallel Two

WIGC/Bridgeport
Lee Roberts
RONNIE MILSAP
WILLIE NELSON
JUICE NEWTON
Hottest: KENNY ROGERS
AIR SUPPLY
CS&N
POINTER SISTERS
AMERICA

WLAZ/Charleston
Frank George
MICHAEL McDONALD
WILLIE NELSON
DIONNE WARMICK
DOLLY PARTON
STEVE FORBERT
COCKER & WARNES
Hottest: CS&N
BILL CHAMPLIN
PAUL DAVIS
ALAN PARSONS
BARRY MANLOW

WRE/Erie
Ted Abbott
WALTER MURPHY
CARLY SIMON
Hottest: KENNY ROGERS
ELTON JOHN
PAUL MCCARTNEY
AIR SUPPLY
HERB ALPERT

WFSM/Harrisburg
Bob Pava
none
Hottest: CHICAGO
CS&N
KENNY ROGERS
HERB ALPERT
FLEETWOOD MAC

WVYZ/Hartford
Glenn Colligan
JUICE NEWTON
KIM CARNES
Hottest: KENNY ROGERS
MELISSA MANCHESTE
PAUL MCCARTNEY
HERB ALPERT
ELTON JOHN

WVIC/Hartford
Ginny Jesolka
DIONNE WARMICK
Hottest: CS&N
CHICAGO
FLEETWOOD MAC
ELTON JOHN
MICHAEL MURPHEY

WHAM/Rochester, NY
Dave Laird
AMERICA
JOHN DENVER
JACKSON BROWNE
DIONNE WARMICK
MICHAEL McDONALD
WILLIE NELSON
Hottest: CS&N
HERB ALPERT
CHICAGO
FLEETWOOD MAC
KENNY ROGERS

WGY/Schenectady
Walter Fritz
JUICE NEWTON
Hottest: ELTON JOHN
CHICAGO
CS&N
PAUL MCCARTNEY
GLENN FREY

WHEN/Syracuse
Karen Taylor
MARSHALL CRENSHAW
ELTON JOHN
RANDY MEISNER
Hottest: CHICAGO
AIR SUPPLY
FLEETWOOD MAC
POINTER SISTERS
PAUL MCCARTNEY

WFTJ/Worcester
Gary Nolan
AMERICA
C. CHRISTIAN
Hottest: LESLIE PEARL
HERB ALPERT
FLEETWOOD MAC
CS&N
KENNY ROGERS

WSSA/York
Jim Horn
WILLIE NELSON
RONNIE MILSAP
Hottest: CHICAGO
KENNY ROGERS
CS&N
ELTON JOHN
PAUL MCCARTNEY

WTCJ/New Brunswick, NJ
Jay Meyers
WILLIE NELSON
JUICE NEWTON
RONNIE MILSAP
BILLY PRESTON
Hottest: CS&N
ROBERTA FLACK
NICOLETTE LARSON
JOHN DENVER
JACKSON BROWNE

WWSB/York
Jim Horn
WILLIE NELSON
RONNIE MILSAP
Hottest: CHICAGO
KENNY ROGERS
CS&N
ELTON JOHN
PAUL MCCARTNEY

WTTW/Washington, D.C.
Salaban/Cummings
MICHAEL McDONALD
DIONNE WARMICK
Hottest: CS&N
PAUL MCCARTNEY
CHICAGO
ALAN PARSONS
ELTON JOHN

WASH/Washington, D.C.
Bob Duckman
AMERICA
Hottest: CHICAGO
CS&N
KENNY ROGERS
HERB ALPERT
PAUL MCCARTNEY

WVBF/Boston
Reg Johns
none
Hottest: CHICAGO
AIR SUPPLY
KENNY ROGERS
CS&N
LESLIE PEARL

WVNY/New York
Jeff Mazzei
none
Hottest: HUMAN LEAGUE
AIR SUPPLY
SURVIVOR
CHICAGO
MOTELS

WVIZ/Charleston
Frank George
MICHAEL McDONALD
WILLIE NELSON
DIONNE WARMICK
DOLLY PARTON
STEVE FORBERT
COCKER & WARNES
Hottest: CS&N
BILL CHAMPLIN
PAUL DAVIS
ALAN PARSONS
BARRY MANLOW

WVYZ/Hartford
Glenn Colligan
JUICE NEWTON
KIM CARNES
Hottest: KENNY ROGERS
MELISSA MANCHESTE
PAUL MCCARTNEY
HERB ALPERT
ELTON JOHN

WVBF/Boston
Reg Johns
none
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WVYZ/Hartford
Glenn Colligan
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KIM CARNES
Hottest: KENNY ROGERS
MELISSA MANCHESTE
PAUL MCCARTNEY
HERB ALPERT
ELTON JOHN

WVBF/Boston
Reg Johns
none
Hottest: CHICAGO
AIR SUPPLY
KENNY ROGERS
CS&N
LESLIE PEARL

Parallel Three

WVNR/Beckley
David Cole
STEVE FORBERT
MICHAEL McDONALD
ROBERTA FLACK
BOBBY CALDWELL
PAUL BRADY
COCKER & WARNES
MATTHEW WILDER
LANI HALL
Hottest: CS&N
C. CHRISTIAN
BARRY MANLOW
ADRIAN GURVITZ
FRANKE/KNOCKOUTS

WKZE-FM/Cape Cod
Brady Orr
C. CHRISTIAN
RANDY CRAWFORD
JUICE NEWTON
QUARTERFLASH
DOLLY PARTON
ANNE MURRAY
RANDY MEISNER
PAUL CARRACK
KARLA BONOFF
Hottest: JACKSON BROWNE
GLENN FREY
KENNY ROGERS
FLEETWOOD MAC
PAUL MCCARTNEY

WVNY/New York
Jeff Mazzei
none
Hottest: CHICAGO
MELISSA MANCHESTE
PAUL MCCARTNEY
CS&N
ALAN PARSONS

WVBF/Boston
Reg Johns
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CHICAGO
MOTELS

WVBF/Boston
Reg Johns
none
Hottest: CHICAGO
AIR SUPPLY
KENNY ROGERS
CS&N
LESLIE PEARL

MIDWEST Parallel One

WCLR/Chicago
Gary Price
AMERICA
Hottest: AIR SUPPLY
CHICAGO
KENNY ROGERS
PAUL MCCARTNEY
PAUL DAVIS

WVNY/New York
Jeff Mazzei
none
Hottest: CHICAGO
MELISSA MANCHESTE
PAUL MCCARTNEY
CS&N
ALAN PARSONS

WVBF/Boston
Reg Johns
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SURVIVOR
CHICAGO
MOTELS

WVBF/Boston
Reg Johns
none
Hottest: CHICAGO
AIR SUPPLY
KENNY ROGERS
CS&N
LESLIE PEARL

SOUTH Parallel One

WVBF/Boston
Reg Johns
none
Hottest: CHICAGO
AIR SUPPLY
KENNY ROGERS
CS&N
LESLIE PEARL

WVNY/New York
Jeff Mazzei
none
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WVNY/New York
Jeff Mazzei
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SURVIVOR
CHICAGO
MOTELS

PARALLEL ONE PLAYISTS

EAST CFTR 680 Toronto PD: Bob Saint Music Director: Rick Hunter

92.5 PRO-FM Providence Operations Manager: Tom Cuddy

WXKS-FM Boston Kiss PD: Sonny Joe White MD: Joey Carvello

1050 chum Toronto PD: Jim Waters MD: Brad Jones

WKBW Buffalo PD: Neil McGinley MD: Jon Summers

wifi 92 Philadelphia Oper. Mgr.: Don Cannon PD: Roy Laurence

ROCK 102 WBEN-FM Buffalo PD: Bob Wood MD: Roger Christian

WRGC Washington, D.C. PD: Jerry Steele MD: Bruce Kelly

WBZZ Pittsburgh PD: Dan Vallie MD: Chuck Tyler

CKM Montreal PD: Keith Grigsby

96 KX Pittsburgh OM: Bobby Christian MD: Craig Jackson

B104 WBSB Baltimore PD: Jan Jeffries

Q107 Washington, D.C. PD: Ashburn MD: Dallas Cole

Q105 Tampa PD: Scott Shannon MD: Pat McKay

WWSM Miami PD: Keith Isley MD: Johnny Dolan

100 Miami PD: Bill Tanner MD: Colleen Cassidy

94-5 Atlanta PD: Jim Morrison MD: Jeff McCartney

WTKI Milwaukee MD: John Grant

(H) indicates one of the five "hottest" records on each Parallel One playlist.

WOL 99.5 FM Parallel One Playlists

WOL 99.5 FM PD: Bob Berglund MD: Phil Huston St. Paul

WOL 99.5 FM PD: Bob Berglund MD: Phil Huston St. Paul

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WOL 99.5 FM PD: Bob Berglund MD: Phil Huston St. Paul

WLS Chicago PD: Richard Lippincott MD: Steve Perun

the MIGHTY XTRA San Diego PD: Jeff Hunter MD: Jim Richards

the MIGHTY XTRA San Diego PD: Jeff Hunter MD: Jim Richards

the MIGHTY XTRA San Diego PD: Jeff Hunter MD: Jim Richards

the MIGHTY XTRA San Diego PD: Jeff Hunter MD: Jim Richards

Los Angeles PD: Steve Rivers MD: Chaz Kelley

Los Angeles PD: Tom Bigby MD: Phil Stanley

KFMB-FM San Diego PD: Glen McCartney MD: Gene Knight

KFMB-FM San Diego PD: Glen McCartney MD: Gene Knight

KFMB-FM San Diego PD: Glen McCartney MD: Gene Knight

KFMB-FM San Diego PD: Glen McCartney MD: Gene Knight

(H) indicates one of the five "hottest" records on each Parallel One playlist.

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CHR ADDS & HOTS

SOUTH Most Added Hottest

Kim Carnes Chicago Survivor
38 Special Chicago
Juice Newton John Cougar

EAST Most Added Hottest

America Survivor
Santana Chicago
Kim Carnes John Cougar

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.

EAST

PARALLEL TWO

WKEE/Huntington, WV

Gary Miller
TANE CAIN
SANTANA
GLENN FREY
KIM CARNES
JUICE NEWTON
MICHAEL MURPHEY
COCKER & WARNES
GAP BAND
Hottest:
GO GO'S 2-1
BILLY IDOL 7-2
CS&N 3-3
MELISSA MANCHESTE 6-4
ALAN PARSONS 10-6

WPST/Trenton, NJ

Tom Taylor
AMERICA
KIM CARNES
SANTANA
Hottest:
SURVIVOR 1-1
ASIA 9-5
GO GO'S 15-12
JOHN COUGAR 16-13
COCKER & WARNES D-30

WTRY/Aibany, NY

Bill Cahill
RANDY MEISNER
SANTANA
AMERICA
Hottest:
SURVIVOR 1-1
MELISSA MANCHESTE 14-7
JOHN COUGAR 16-9
ELTON JOHN 19-16
ASIA 25-20

WABE/Alentown, PA

Jefferson Ward
STEVE MILLER BAND
JUICE NEWTON
KIM CARNES
SANTANA
BARRY MANILOW
RONNIE MILSAP
Hottest:
CHICAGO 1-1
ELTON JOHN 3-2
KENNY ROGERS 6-3
ALAN PARSONS 19-14
MICHAEL MURPHEY 23-16

KC1011/New Haven, CT

Danny Lyons
MICHAEL MURPHEY
RANDY MEISNER
Hottest:
CHICAGO 1-1
SURVIVOR 5-4
PAUL MCCARTNEY 7-6
ELTON JOHN 18-12
AMERICA 20-14

WFBZ/Baltimore, MD

Andy Szulnaki
AMERICA
GLENN FREY
COCKER & WARNES
SYLVIA
BILLY PRESTON
Hottest:
CHICAGO 4-1
FLEETWOOD MAC 3-3
KENNY ROGERS 7-6
LAURA BRANIGAN 9-8
POINTER SISTERS 12-9

WBLI/Long Island, NY

Bill Terry
AMERICA
ELTON JOHN
JACKSON BROWNE
Hottest:
SURVIVOR 1-1
AIR SUPPLY 5-4
CHICAGO 7-6
CS&N 9-8
JOHN COUGAR 12-9

WTIC-FM/Hartford, CT

Rick Donahue
ALAN PARSONS
MEN AT WORK
RANDY MEISNER
Hottest:
SURVIVOR 1-1
FLEETWOOD MAC 2-2
CHICAGO 3-3
STEVE MILLER BAND 4-4
DONNA SUMMER 6-5

Q106/York, PA

Dan Steele
SANTANA
ROBERTA FLACK
Hottest:
SURVIVOR 1-1
CHICAGO 2-2
FLEETWOOD MAC 5-3
GO GO'S 11-9
ELTON JOHN 26-17

WHFM/Rochester, NY

Aimee Peck
38 SPECIAL
TANE CAIN
KIM CARNES
LAURA BRANIGAN
Hottest:
CHICAGO 1-1
ELTON JOHN 26-19
JACKSON BROWNE 27-20
ASIA 28-22
JOAN JETT 32-24

K104/Erie, PA

Bill Shannon
MELISSA MANCHESTE
KANSAS
SYLVIA (dp)
ALAN PARSONS
A FLOCK OF SEAGUL
MICHAEL MCDONALD
Hottest:
SURVIVOR 1-1
LOVERBOY 3-2
APRIL WINE 4-3
FRANK ZAPPA 13-6
JOHN COUGAR 20-11

V100/Charleston, WV

Gary Mitchell
MICHAEL MCDONALD
JUICE NEWTON
RONNIE MILSAP
Hottest:
CHICAGO 1-1
CS&N 2-2
KENNY ROGERS 5-3
PAUL MCCARTNEY 6-4
ELTON JOHN 9-5

WKRZ/Wilkes-Barre, PA

Jim Rising
TANE CAIN
38 SPECIAL
KIM CARNES
QUARTERFLASH
JUICE NEWTON
STEVE WINWOOD
Hottest:
SURVIVOR 1-1
MELISSA MANCHESTE 6-2
BILLY IDOL 5-5
PAUL MCCARTNEY 13-9
ALAN PARSONS 17-13

92FLY/Aibany, NY

Jack Lawrence
BILLY IDOL
QUARTERFLASH
AMERICA
HUEY LEWIS & NEWS
A FLOCK OF SEAGUL
Hottest:
SURVIVOR 1-1
MELISSA MANCHESTE 9-7
GO GO'S 13-10
ASIA 20-16
JOHN COUGAR 23-18

WDRS-FM/Hartford, CT

Paul Roberts
Hottest:
FLEETWOOD MAC 1-1
CHICAGO 3-2
CS&N 4-3
KENNY ROGERS 7-4
ROBERTA FLACK 15-10

WRCK/Utica, NY

Jim Reitz
SANTANA
KIM CARNES
DON HENLEY
CLOCKS
Hottest:
SURVIVOR 1-1
JOHN COUGAR 6-2
GO GO'S 7-5
PAUL MCCARTNEY 10-7
JOAN JETT 15-10

WPHD/Bufalo, NY

Moore/Picclillo
PAYOLAS
CLOCKS
KIM CARNES
DURAN DURAN
DON HENLEY
ROBBIE PATTON
Hottest:
PAUL MCCARTNEY 4-1
FLEETWOOD MAC 2-2
JOHN COUGAR 13-8
ROBERT PLANT 11-10
JACKSON BROWNE 18-14

WLAN-FM/Lancaster, PA

Dave Russell
STEVE WINWOOD
TOTO
38 SPECIAL
KIM CARNES
GLENN FREY
Hottest:
CHICAGO 1-1
CS&N 5-2
MELISSA MANCHESTE 9-6
GO GO'S 14-10
ALAN PARSONS 18-12

WYCR/Hanover, York, PA

J.J. Randolph
SANTANA
KIM CARNES
AMERICA
TANE CAIN
GLENN FREY
Hottest:
SURVIVOR 1-1
CHICAGO 2-2
PAUL MCCARTNEY 13-8
MELISSA MANCHESTE 20-10
RANDY MEISNER 28-17

PARALLEL THREE

WZLX/Amherst, MA
JIM MARTIN
KIM CARNES
PAUL DAVIS
ROBERTA FLACK
GLENN FREY
QUARTERFLASH
SANTANA
Hottest:
SURVIVOR 1-1
JOHN COUGAR 8-5
CS&N 12-6
JERRY REED 18-7
EDDIE MONEY 17-8

WCIR/Beckley, WV

Jim Martin
KIM CARNES
PAUL DAVIS
ROBERTA FLACK
GLENN FREY
QUARTERFLASH
SANTANA
Hottest:
SURVIVOR 1-1
JOHN COUGAR 8-5
CS&N 12-6
JERRY REED 18-7
EDDIE MONEY 17-8

WHEB/Portsmouth, NH

Rick Bean
RANDY MEISNER
AMERICA
MICHAEL MCDONALD
Hottest:
SURVIVOR 1-1
STEVE MILLER BAND 4-3
GO GO'S 9-6
MELISSA MANCHESTE 10-8
JOHN COUGAR 23-17

WFBG/Altoona, PA

Tony Booth
JUICE NEWTON
KIM CARNES
JOE JACKSON
TANE CAIN
RANDY MEISNER
Hottest:
SURVIVOR 1-1
CHICAGO 2-2
PAUL MCCARTNEY 7-3
CS&N 9-4
KENNY ROGERS 12-6

WGUY/Bangor, ME

Randel/Wright
EVELYN KING
HUMAN LEAGUE
CLOCKS
SPYS
WALTER MURPHY
SANTANA
QUARTERFLASH
Hottest:
DONNA SUMMER 2-1
FLEETWOOD MAC 6-2
STEVE MILLER BAND 10-4
IMAGINATION D-10
MEN AT WORK 21-12

WJBQ/Portland, ME

Paul Connors
STEVE WINWOOD
38 SPECIAL
RANDY MEISNER
JUICE NEWTON
Hottest:
CHICAGO 4-1
STEVE MILLER BAND 5-2
DONNA SUMMER 9-4
BILLY IDOL 15-12
ALAN PARSONS 31-20

WTSN/Dover, NH

Jim Sebastian
JUICE NEWTON
JACKSON BROWNE
ASIA
RANDY MEISNER
WILLIE NELSON
DIONNE WARWICK
CHRISTOPHER ATKIN
Hottest:
CHICAGO 1-1
FLEETWOOD MAC 2-2
CS&N 3-3
STEVE MILLER BAND 6-5
PAUL MCCARTNEY 7-6

WIGY/Beth, ME

Willie Mitchell
RANDY MEISNER
PAUL DAVIS
MICHAEL MURPHEY
SANTANA
TANE CAIN
JUICE NEWTON
WALTER MURPHY
Hottest:
SURVIVOR 1-1
ALAN PARSONS 11-5
CHICAGO 15-7
JOHN COUGAR 23-17
BILLY SOUIER 27-17

96XIL/Parkersburg, WV

Paul DeMille
ALAN PARSONS
A FLOCK OF SEAGUL
MELISSA MANCHESTE
HUEY LEWIS & NEWS
KIM CARNES
MICHAEL MCDONALD
Hottest:
SURVIVOR 1-1
RICK SPRINGFIELD 4-2
PAUL MCCARTNEY 6-3
GO GO'S 9-4
JOHN COUGAR 22-15

WACZ/Bangor, ME

Michael O'Hara
AMERICA
TOTO
SANTANA
JERRY REED (dp)
GAP BAND
JUICE NEWTON
Hottest:
SURVIVOR 1-1
STEVE MILLER BAND 2-2
CS&N 5-4
GLENN FREY 7-5
MOTELS 8-6

WZYQ/Frederick, ND

Kemosabi Joe
KIM CARNES
TANE CAIN
LOVERBOY
HUEY LEWIS & NEWS
GLENN FREY
AMERICA
Hottest:
JOHN COUGAR 5-1
MELISSA MANCHESTE 14-7
BILLY IDOL 23-17
ALAN PARSONS 24-19
ASIA 25-21

WOMP-FM/Bellaire, OH

Jolene Baller
38 SPECIAL
SANTANA
AMERICA
QUEEN
TANE CAIN
YAZOO
BILLY SOUIER
Hottest:
SURVIVOR 1-1
CHICAGO 4-2
FLEETWOOD MAC 3-3
PAUL MCCARTNEY 11-6
JOHN COUGAR 23-17

WHEB/Portsmouth, NH

Rick Bean
RANDY MEISNER
AMERICA
MICHAEL MCDONALD
Hottest:
SURVIVOR 1-1
STEVE MILLER BAND 4-3
GO GO'S 9-6
MELISSA MANCHESTE 10-8
JOHN COUGAR 23-17

WTIX/New Orleans, LA

Gary Franklin
DOLLY PARTON
WALTER MURPHY
BARRY MANILOW
QUEEN
JUICE NEWTON
Hottest:
FLEETWOOD MAC 1-1
PAUL MCCARTNEY 9-5
DONNA SUMMER 12-9
EDDIE MONEY 13-10
MELISSA MANCHESTE 19-13

Y103/Jacksonville, FL

Robert John
BERTIE HIGGINS
Hottest:
CHICAGO 2-1
PAUL MCCARTNEY 14-8
ALAN PARSONS 16-11
ELTON JOHN 22-14
MELISSA MANCHESTE 25-18

SOUTH

PARALLEL TWO

BJ106/Orlando, FL

Tom West
MICHAEL MCDONALD
LOVERBOY
KIM CARNES
JUICE NEWTON
GAP BAND
JOE JACKSON
RONNIE MILSAP
DON HENLEY
Hottest:
SURVIVOR 1-1
CHICAGO 3-2
FLEETWOOD MAC 4-3
AIR SUPPLY 10-7
CS&N 11-9

KTSA/San Antonio, TX

J.J. Rodriguez
JERMAINE JACKSON
QUEEN
FRANK ZAPPA
Hottest:
SURVIVOR 1-1
STEVE MILLER BAND 6-3
SYLVIA 17-8
WILLIE NELSON 23-13
JOAN JETT 22-16

KXX106/Birmingham, AL

Rocky Jones
TOTO
MICHAEL MURPHEY
MARSHALL CRENSHAW
Hottest:
STEVE MILLER BAND 1-1
CS&N 9-6
KENNY ROGERS 11-7
HERB ALPERT 15-10
JOHN COUGAR 20-14

WAXY/Fl. Lauderdale, FL

Rick Shaw
JUICE NEWTON
SANTANA
Hottest:
FLEETWOOD MAC 1-1
CHICAGO 5-2
STEVE MILLER BAND 7-5
CS&N 8-7
ALAN PARSONS 10-9

WAYS/Charlotte, NC

Lou Simon
MICHAEL MCDONALD
KIM CARNES
Hottest:
SURVIVOR 1-1
JOHN COUGAR 13-10
GO GO'S 17-12
MELISSA MANCHESTE 21-16
ASIA 23-17

WBBQ/Augusta, GA

Bruce Stevens
AMERICA
HUEY LEWIS & NEWS
38 SPECIAL
KIM CARNES
A FLOCK OF SEAGUL
TANE CAIN
Hottest:
FLEETWOOD MAC 1-1
DONNA SUMMER 2-2
JOHN COUGAR 11-8
ALAN PARSONS 13-9
ELTON JOHN 17-14

WFMF/Baton Rouge, LA

Rice/Watkins
AMERICA
JUICE NEWTON
GO GO'S
Hottest:
FLEETWOOD MAC 1-1
CHICAGO 2-2
DONNA SUMMER 8-5
JOHN COUGAR 23-17
MICHAEL MCDONALD 27-21

WGH/Norfolk, VA

Bob Canada
KIM CARNES
PAUL CARRACK
JUICE NEWTON
JOSIE COTTON
GAP BAND
DON HENLEY
Hottest:
SURVIVOR 8-1
PAUL MCCARTNEY 4-2
PAUL DAVIS 10-6
ROBERTA FLACK 11-7
ALAN PARSONS 13-8

WJDX/Jackson, MS

Bill Crews
AMERICA
RONNIE MILSAP
WALTER MURPHY
SANTANA
A FLOCK OF SEAGUL
FOUR TOPS
Hottest:
FLEETWOOD MAC 2-1
CHICAGO 1-2
CS&N 5-3
MELISSA MANCHESTE 6-5
PAUL MCCARTNEY 9-7

WTIX/New Orleans, LA

Gary Franklin
DOLLY PARTON
WALTER MURPHY
BARRY MANILOW
QUEEN
JUICE NEWTON
Hottest:
FLEETWOOD MAC 1-1
PAUL MCCARTNEY 9-5
DONNA SUMMER 12-9
EDDIE MONEY 13-10
MELISSA MANCHESTE 19-13

Y103/Jacksonville, FL

Robert John
BERTIE HIGGINS
Hottest:
CHICAGO 2-1
PAUL MCCARTNEY 14-8
ALAN PARSONS 16-11
ELTON JOHN 22-14
MELISSA MANCHESTE 25-18

WRVQ/Richmond, VA

Bill Thomas
MICHAEL MCDONALD
38 SPECIAL
GLENN FREY
Hottest:
SURVIVOR 1-1
CS&N 13-7
ASIA 18-14
CLASH 20-16
ALAN PARSONS 25-19

FM100/Memphis, TN

Gary Wall
RANDY MEISNER
38 SPECIAL
ARETHA FRANKLIN
NICOLETTE LARSON
GLENN FREY
Hottest:
CHICAGO 1-1
MELISSA MANCHESTE 4-2
AIR SUPPLY 2-3
FLEETWOOD MAC 6-4
RICK SPRINGFIELD 13-6

WSKZ/Chattanooga, TN

David Carroll
TANE CAIN
SANTANA
KANSAS
KENNY ROGERS
Hottest:
CHICAGO 1-1
JOHN COUGAR 13-8
ALAN PARSONS 15-9
JACKSON BROWNE 18-12
ELTON JOHN 21-14

KINT/El Paso, TX

Jim Zippo
NICOLETTE LARSON
JUICE NEWTON
KANSAS
KIM CARNES
JACKSON BROWNE
CLOCKS
JOSIE COTTON
ARETHA FRANKLIN
DON HENLEY
O'JAYS
RICK JAMES
DAVID JOHANSEN
Hottest:
FLEETWOOD MAC 1-1
MEN AT WORK 2-2
WALTER MURPHY 10-4
MARSHALL CRENSHAW 6-5
QUARTERFLASH 23-13

KX104/Nashville, TN

Bryan Sargent
KIM CARNES
38 SPECIAL
MICHAEL MURPHEY
CLOCKS (dp)
Hottest:
CHICAGO 1-1
CS&N 7-3
JOHN COUGAR 10-5
PAUL MCCARTNEY 11-7
KENNY ROGERS 13-9

KJ100/Louisville, KY

Dave McCann
BARRY MANILOW
NICOLETTE LARSON
MICHAEL MCDONALD
Hottest:
CHICAGO 1-1
CS&N 3-2
PAUL MCCARTNEY 6-3
POINTER SISTERS 18-13
JACKSON BROWNE D-20

WBCY/Charlotte, NC

Bob Kaghan
GLENN FREY
KIM CARNES
AMERICA
38 SPECIAL
Hottest:
JOHN COUGAR 8-5
MELISSA MANCHESTE 7-7
GO GO'S 15-10
ELTON JOHN 19-14
ASIA 20-17

WANS-FM/Greenville, SC

Rod Metts
38 SPECIAL
HUEY LEWIS & NEWS
TANE CAIN
KANSAS
Hottest:
SURVIVOR 1-1
CHICAGO 2-2
ASIA 12-3
CHEAP TRICK 17-13
ALAN PARSONS 22-14

WHYY-FM/Montgomery, AL

Neil Harrison
KIM CARNES
GAP BAND
DOLLY PARTON
RANDY MEISNER
Hottest:
SURVIVOR 1-1
DONNA SUMMER 12-8
KIM WILDE 19-16
JOHN COUGAR 21-17
JERMAINE JACKSON 28-23

WDOO/Daytona Beach, FL

Rick Knight
RANDY MEISNER
KIM CARNES
JUICE NEWTON
SANTANA
KOOL & THE GANG
HUEY LEWIS & NEWS
Hottest:
DONNA SUMMER 2-1
CS&N 6-3
GO GO'S 7-4
LAURA BRANIGAN 14-6
PAUL MCCARTNEY 8-7

WZYP/Huntsville, AL

Scott Mitchell
KIM CARNES
GAP BAND
JUICE NEWTON
KANSAS
Hottest:
SURVIVOR 1-1
FLEETWOOD MAC 2-2
CHICAGO 4-3
CS&N 6-4
JOHN COUGAR 18-11

CK101/Cocoa Beach, FL

Chris Bailey
RAY PARKER JR.
SANTANA
A FLOCK OF SEAGUL
MICHAEL MURPHEY
KIM CARNES
JOSIE COTTON
Hottest:
JOHN COUGAR 19-14
JERMAINE JACKSON 22-17
ELTON JOHN 24-18
MEN AT WORK 28-21
MICHAEL MCDONALD 35-26

WSEZ/Winston-Salem, NC

Bob Mahoney
MICHAEL MCDONALD
WALTER MURPHY
JACKSON BROWNE
RANDY MEISNER
HUEY LEWIS & NEWS
WILLIE NELSON
RAY PARKER JR.
38 SPECIAL
DON HENLEY
KIM CARNES
Hottest:
CHICAGO 2-1
FLEETWOOD MAC 4-2
GO GO'S 10-5
MELISSA MANCHESTE 11-6
ALAN PARSONS 23-14

KSET-FM/El Paso, TX

Kris Van Dyke
QUARTERFLASH
KIM CARNES
SANTANA
38 SPECIAL
Hottest:
B97/New Orleans, LA
Jerry Lousteau
ALAN PARSONS
TOTO
Hottest:
SURVIVOR 1-1
CHICAGO 5-2
GO GO'S 10-6
JOAN JETT 18-13
JOHN COUGAR 28-21

WOKI/Knoxville, TN

Gary Adkins
JUICE NEWTON
GLENN FREY
KIM CARNES
FOUR TOPS
TANE CAIN
COCKER & WARNES
MICHAEL MURPHEY
Hottest:
SURVIVOR 1-1
GO GO'S 5-4
JOHN COUGAR 9-5
MELISSA MANCHESTE 13-7
EDDIE MONEY 12-8

WCSC/Charleston, SC

Chris Bailey
RONNIE MILSAP
RANDY MEISNER
SANTANA
KIM CARNES
JUICE NEWTON
RICK JAMES
Hottest:
FLEETWOOD MAC 1-1
CHICAGO 3-2
CS&N 9-6
MELISSA MANCHESTE 12-10
JOHN COUGAR 15-11

WBCY/Charlotte, NC

Bob Kaghan
GLENN FREY
KIM CARNES
AMERICA
38 SPECIAL
Hottest:
JOHN COUGAR 8-5
MELISSA MANCHESTE 7-7
GO GO'S 15-10
ELTON JOHN 19-14
ASIA 20-17

WANS-FM/Greenville, SC

Rod Metts
38 SPECIAL
HUEY LEWIS & NEWS
TANE CAIN
KANSAS
Hottest:
SURVIVOR 1-1
CHICAGO 2-2
ASIA 12-3
CHEAP TRICK 17-13
ALAN PARSONS 22-14

WDOO/Daytona Beach, FL

Rick Knight
RANDY MEISNER
KIM CARNES
JUICE NEWTON
SANTANA
KOOL & THE GANG
HUEY LEWIS & NEWS
Hottest:
DONNA SUMMER 2-1
CS&N 6-3
GO GO'S 7-4
LAURA BRANIGAN 14-6
PAUL MCCARTNEY 8-7

WZYP/Huntsville, AL

Scott Mitchell
KIM CARNES
GAP BAND
JUICE NEWTON
KANSAS
Hottest:
SURVIVOR 1-1
FLEETWOOD MAC 2-2
CHICAGO 4-3
CS&N 6-4
JOHN COUGAR 18-11

CK101/Cocoa Beach, FL

Chris Bailey
RAY PARKER JR.
SANTANA
A FLOCK OF SEAGUL
MICHAEL MURPHEY
KIM CARNES
JOSIE COTTON
Hottest:
JOHN COUGAR 19-14
JERMAINE JACKSON 22-17
ELTON JOHN 24-18
MEN AT WORK 28-21
MICHAEL MCDONALD 35-26

KROK/Shreveport, LA

Andy Taylor
PAUL DAVIS
ROBERTA FLACK
MICHAEL MURPHEY
Hottest:
CHICAGO 3-1
SURVIVOR 4-3
POINTER SISTERS 13-6
PAUL MCCARTNEY 14-7
KENNY ROGERS 23-16

WSSX/Charleston, SC

MIDWEST Most Added Hottest

Toto America Kim Carnes Chicago Survivor John Cougar

CHR ADDS & HOTS

Music Key: (DPI) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Kim Carnes Santana 38 Special Chicago Survivor John Cougar

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Teri Nutter

MICHAEL MCDONALD JOAN JETT KENNY ROGERS Hottest: CHICAGO 3-1 FLEETWOOD MAC 4-2 STEVE MILLER BAND 5-4 CS&N 10-8 MELISSA MANCHESTE 17-11

KIOA/Des Moines, IA

A.W. Pantoja

RANDY MEISNER DIONNE WARWICK MICHAEL MURPHEY TANE CAIN Hottest: CHICAGO 2-1 FLEETWOOD MAC 3-2 KENNY ROGERS 13-8 PAUL MCCARTNEY 15-11 MELISSA MANCHESTE 18-12

KOFM/Oklahoma City, OK

John Jenkins

WILLIE NELSON RONNIE MILSAP Hottest: CHICAGO 2-1 STEVE MILLER BAND 4-3 MELISSA MANCHESTE 9-6 HERB ALPERT 10-7 ELTON JOHN 18-13

KRAV/Tulsa, OK

Gary Reynolds

AMERICA JUICE NEWTON Hottest: CHICAGO 1-1 FLEETWOOD MAC 2-2 CS&N 3-3 MELISSA MANCHESTE 8-6 ELTON JOHN 13-10

KZ93/Peoria, IL

Keith Edwards

38 SPECIAL TANE CAIN SANTANA SPYS Hottest: CS&N 5-1 PAUL MCCARTNEY 7-3 A FLOCK OF SEAGUL 9-6 JOHN COUGAR 11-7 ASIA 14-10

WGRD/Grand Rapids, MI

J.J. Duling

SOFT CELL LOVERBOY Hottest: SURVIVOR 1-1 JOHN COUGAR 5-2 CHICAGO 3-3 ALAN PARSONS 12-5 GENESIS 14-12

WHOT/Youngstown, OH

Dick Thompson

MICHAEL MCDONALD AMERICA Hottest: CHICAGO 1-1 GO GO'S 18-11 ALAN PARSONS 24-16 JOHN COUGAR 26-18 ELTON JOHN D-25

WNAP/Indianapolis, IN

Larry Mago

GO GO'S EDDIE MONEY ASIA JOHN COUGAR JACKSON BROWNE GENESIS KIM WILDE Hottest: FLEETWOOD MAC 1-1 CHICAGO 2-2 STEVE MILLER BAND 5-3 SURVIVOR 8-5 CS&N 10-7

WVIC/East Lansing, MI

Tom Gilligan

SURVIVOR ALAN PARSONS MOTELS KANSAS 38 SPECIAL JOHN COUGAR RICK SPRINGFIELD REO SPEEDWAGON ASIA TOTO Hottest: SURVIVOR A-1 ALAN PARSONS A-2 MOTELS A-3 KANSAS A-4 38 SPECIAL A-5

KEYN-FM/Wichita, KN

Taylor/Pearman

KIM CARNES CLOCKS TOTO 38 SPECIAL WALTER MURPHY (dp) Hottest: CHICAGO 2-1 PAUL MCCARTNEY 3-2 JOHN COUGAR 9-4 ALAN PARSONS 12-9 MICHAEL MCDONALD 26-17

WYFM/Youngstown, OH

Jeff Tobin

CS&N Hottest: SURVIVOR 1-1 CHICAGO 7-5 JOHN COUGAR 15-8 GO GO'S 17-11

WAKX/Duluth, MN

Karen Thomas

JACKSON BROWNE AMERICA Hottest: CHICAGO 1-1 MELISSA MANCHESTE 2-2 SURVIVOR 4-3 PAUL MCCARTNEY 6-5 ALAN PARSONS D-18

WNAM/Appleton-Oshkosh

Chris Caine

JUICE NEWTON HUEY LEWIS & NEWS JOE JACKSON RONNIE MILSAP CHRISTOPHER ATKIN Hottest: SURVIVOR 1-1 FLEETWOOD MAC 4-2 CHICAGO 5-3 GO GO'S 8-6 ELTON JOHN 24-15

WGBF/Evansville, IN

Kevin Carpenter

GO GO'S ASIA MICHAEL MCDONALD DOLLY PARTON WILLIE NELSON Hottest: CHICAGO 1-1 CS&N 2-2 SURVIVOR 4-3 FLEETWOOD MAC 6-5 PAUL MCCARTNEY 8-6

WZOK/Rockford, IL

Tim Fox

MICHAEL MCDONALD POINTFR SISTERS ELTON JOHN Hottest: FLEETWOOD MAC 1-1 CHICAGO 4-2 STEVE MILLER BAND 5-3 CS&N 6-4 GO GO'S 7-5

Z104/Madison, WI

Little/Hudson

MICHAEL MCDONALD ROBERTA FLACK DON HENLEY A FLOCK OF SEAGUL Hottest: SURVIVOR 4-1 DONNA SUMMER 8-6 FLEETWOOD MAC 10-7 GO GO'S 13-10 ELTON JOHN 17-11

WIKS/Indianapolis, IN

Jay Stevens

MICHAEL MCDONALD 38 SPECIAL KANSAS TANE CAIN STEVE MILLER BAND Hottest: SURVIVOR 1-1 CHICAGO 2-2 JOHN COUGAR 6-5 REO SPEEDWAGON 8-7 MELISSA MANCHESTE 13-10

U93/South Bend, IN

J.K. Deering

JOHN COUGAR Hottest: SURVIVOR 1-1 STEVE MILLER BAND 2-2 CHICAGO 3-3 JOHN COUGAR 4-4 GO GO'S 13-8

WDJX/Dayton, OH

Joe Dawson

POINTFR SISTERS AMERICA HERB ALPERT Hottest: SURVIVOR 1-1 CHICAGO 2-2 MELISSA MANCHESTE 14-7 CS&N 12-9 STEVE MILLER BAND 17-10

WKDQ/Evansville, IN

Hobbs/Payne

JUICE NEWTON AMERICA WALTER MURPHY GLENN FREY Hottest: SURVIVOR 1-1 FLEETWOOD MAC 2-2 JOHN COUGAR 10-6 MELISSA MANCHESTE 12-7 MICHAEL MCDONALD 24-10

WJXQ/Jackson, MI

Ryan/Cheeks

ROCKETS KIM CARNES (dp) NICOLETTE LARSON (dp) SANTANA STEVE WINWOOD Hottest: FLEETWOOD MAC 1-1 MEN AT WORK 12-8 LOVERBOY 14-10 TED NUGENT 16-14 JACKSON BROWNE 25-19

KQKQ/Omaha, NB

Mark Evans

AMERICA KIM CARNES JUICE NEWTON Hottest: FLEETWOOD MAC 2-1 JOHN COUGAR 9-4 CS&N 7-6 GO GO'S 12-10 JOHN COUGAR 17-12

KHK/Davenport, IA

Chuck King

MARSHALL CRENSHAW RAY PARKER JR. TOTO BILLY SQUIER MICHAEL MCDONALD Hottest: SURVIVOR 2-1 STEVE MILLER BAND 8-4 ALAN PARSONS 28-24 MEN AT WORK 35-26 JOHN COUGAR 33-27

WZZR/Grand Rapids, MI

Don Schueller

HEART THROBS TANE CAIN CLOCKS SANTANA KIM CARNES Hottest: CHICAGO 1-1 STEVE MILLER BAND 3-3 SURVIVOR 4-4 CS&N 5-5 GLENN FREY 9-9

WKFR/Kalamazoo, MI

Sward/Chapman

BARRY MANILOW AMERICA JUICE NEWTON TOTO KIM CARNES Hottest: SURVIVOR 1-1 FLEETWOOD MAC 2-2 CHICAGO 4-3 JOHN COUGAR 18-14 MICHAEL MCDONALD D-28

WLYT/Cleveland Hts, OH

Scott "Smoker" Howitt

EDDIE MONEY LOVERBOY ROBERTA FLACK ALAN PARSONS Hottest: CHICAGO 3-2 JOHN COUGAR 13-5 GO GO'S 18-15 ASIA 22-17 EDDIE MONEY A-19

KMGK/Des Moines, IA

Michael Stone

TANE CAIN JERMAINE JACKSON 38 SPECIAL TORONTO KIM CARNES Hottest: CHICAGO 2-1 JOHN COUGAR 4-3 STEVE MILLER BAND 8-6 MEN AT WORK 13-9

PARALLEL THREE

KFYR/Bismarck, ND

Den Brannan

MICHAEL MCDONALD WILLIE NELSON JUICE NEWTON Hottest: SURVIVOR 1-1 CS&N 10-6 MELISSA MANCHESTE 13-8 GO GO'S 15-10 ELTON JOHN 14-11

KKLS/Rapid City

Sherwin/Piper

SANTANA KIM CARNES MICHAEL MCDONALD RAVYNS GLENN FREY Hottest: SURVIVOR 1-1 CHICAGO 5-3 PAUL MCCARTNEY 9-5 ALAN PARSONS 16-11 ASIA 20-15

WRKR/Racine, WI

Steve Warren

SPLIT ENZ SANTANA HUMAN LEAGUE Hottest: SURVIVOR 1-1 PAUL MCCARTNEY 14-9 MELISSA MANCHESTE 17-11 ASIA 23-18 JOHN COUGAR 31-23

WSPT/Stevens Point, WI

Bred Fuhr

AMERICA TOTO STEVE WINWOOD HUEY LEWIS & NEWS 38 SPECIAL SANTANA TANE CAIN Hottest: SURVIVOR 1-1 CHICAGO 2-2 FLEETWOOD MAC 3-3 MELISSA MANCHESTE 19-8 JOHN COUGAR 25-15

KDVV/Topeka, KS

Tony Stewart

TOTO AMERICA 38 SPECIAL STEVE WINWOOD Hottest: CHICAGO 2-1 FLEETWOOD MAC 3-2 STEVE MILLER BAND 4-4 ALAN PARSONS 6-5 JOHN COUGAR 9-7

KELO/Sioux Falls, SD

Marc Elliot

ASIA TOTO ELTON JOHN Hottest: SURVIVOR 2-1 CHICAGO 3-2 CS&N 7-5 MELISSA MANCHESTE 8-6 BILLY IDOL 13-9

KWLO/Waterloo, IA

Drew Bentley

COCKER & WARNES RONNIE MILSAP JOAN JETT DONNA SUMMER Hottest: CHICAGO 2-1 CS&N 3-3 STEVE MILLER BAND 4-4 PAUL MCCARTNEY 8-5 GO GO'S 10-8

WAZY-FM/Lafayette, IN

Bob Leonard

MISSING PERSONS ROBERTA FLACK HUEY LEWIS & NEWS SANTANA TANE CAIN NICOLETTE LARSON HUMAN LEAGUE GAP BAND KANSAS Hottest: FLEETWOOD MAC 1-1 PAUL MCCARTNEY 8-5 ALAN PARSONS 11-6 KENNY ROGERS 14-8 JOHN COUGAR 17-12

KRNA/Iowa City, IA

Jeff Harmon

38 SPECIAL KIM CARNES NICOLETTE LARSON SANTANA TANE CAIN (dp) Hottest: FLEETWOOD MAC 1-1 CHICAGO 2-2 CS&N 7-4 ASIA 10-5 JOHN COUGAR 17-10

KQWB/Fargo, ND

Wayne Hiller

ASIA JACKSON BROWNE Hottest: SURVIVOR 1-1 CHICAGO 2-2 FLEETWOOD MAC 3-3 CS&N 6-4 STEVE MILLER BAND 5-5

WCIL-FM/Carbondale, IL

Tony Waltekus

AMERICA TOTO RANDY MEISNER PAUL CARRACK VAN HALEN SPYS Hottest: SURVIVOR 1-1 CHICAGO 2-2 JOHN COUGAR 9-3 GO GO'S 13-5 DONNA SUMMER 10-8

KFMZ/Columbia, MO

Steve Graziano

JUDAS PRIEST KIM CARNES SANTANA Hottest: ASIA 5-1 JOHN COUGAR 8-6 JOHN WAITE 18-12 ALAN PARSONS 21-14 JACKSON BROWNE D-15

99KG/Salina, KS

Denny Collier

KIM CARNES PAUL DAVIS TOTO Hottest: SURVIVOR 1-1 CHICAGO 2-2 PAUL MCCARTNEY 11-4 GO GO'S 14-7 JOHN COUGAR 16-9

KKRC-FM/Sioux Falls, SD

Dan Kiley

RAVYNS JOE JACKSON HUEY LEWIS & NEWS MICHAEL MCDONALD Hottest: CHICAGO 2-1 REO SPEEDWAGON 4-3 PAUL MCCARTNEY 10-5 BILLY IDOL 17-8 MEN AT WORK 21-16

KKXL-FM/Grand Forks, ND

Garry Leigh

JOE JACKSON ROBERT PLANT QUEEN CS&N Hottest: SURVIVOR 1-1 FLEETWOOD MAC 4-2 CHICAGO 3-3 CS&N 6-4 STEVE MILLER BAND 2-5

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron

JUICE NEWTON KANSAS 38 SPECIAL KIM CARNES MICHAEL MURPHEY BILLY PRESTON Hottest: SURVIVOR 1-1 PAUL MCCARTNEY 12-6 ALAN PARSONS 15-9 KENNY ROGERS 25-15 JERMAINE JACKSON 26-21

KJRB/Spokane, WA

Suds Coleman

SYLVIA JUICE NEWTON AMERICA SANTANA Hottest: CHICAGO 2-1 JOHN COUGAR 6-5 MELISSA MANCHESTE 11-7 CS&N 12-9 HERB ALPERT 17-13

KRO/Tucson, AZ

Guy Zapoleon

GLENN FREY RANDY MEISNER WALTER MURPHY TORONTO Hottest: SURVIVOR 1-1 KENNY ROGERS 14-5 ALAN PARSONS 20-8 ASIA 27-15 JOHN COUGAR D-24

Y94/Fresno, CA

John McCorkle

ROBERTA FLACK HERB ALPERT Hottest: SURVIVOR 1-1 CHICAGO 2-2 STEVE MILLER BAND 5-3 JOHN COUGAR 20-11 ELTON JOHN 25-18

KLUC/Las Vegas, NV

Randy Lunquist

SANTANA HUEY LEWIS & NEWS AMERICA Hottest: CHICAGO 3-1 CS&N 7-5 PAUL MCCARTNEY 11-7 EDDIE MONEY 14-9 GO GO'S 16-10

KYNO-FM/Fresno, CA

John Lee Walker

EVELYN KING CAMEO Hottest: SOFT CELL 2-1 MELISSA MANCHESTE 8-6 MOTELS 10-7 LIPPS, INC. 13-8 FLEETWOOD MAC 14-10

FM102/Sacramento, CA

Billy Manders

AMERICA GLENN FREY Hottest: SURVIVOR 1-1 CHICAGO 4-2 STEVE MILLER BAND 3-3 MELISSA MANCHESTE 17-8 ELTON JOHN 23-20

KSPZ/Colorado Springs, CO

Mike Daniels

REO SPEEDWAGON Hottest: SURVIVOR 1-1 FLEETWOOD MAC 2-2 CHICAGO 4-3 CS&N 6-4 KENNY ROGERS 7-5

KHYT/Tucson, AZ

Rich Brother Robbin

SANTANA TOTO GLENN FREY MICHAEL MURPHEY KIM CARNES 38 SPECIAL Hottest: CHICAGO 1-1 ASIA 6-3 JOHN COUGAR 20-17 JEFFREY OSBORNE D-24 JOE JACKSON D-26

KIDD/Monterey, CA

Barry Brown

SANTANA TANE CAIN 38 SPECIAL DON HENLEY Hottest: SURVIVOR 1-1 MELISSA MANCHESTE 8-4 GAP BAND 18-9 GO GO'S 16-10 ALAN PARSONS 26-20

KGGI/Riverside-San Bernardino, CA

Steve O'Neil

STEVE WINWOOD KIM CARNES DOLLY PARTON AMERICA Hottest: CHICAGO 2-1 DONNA SUMMER 9-5 CS&N 11-7 GO GO'S 14-10

KKXX/Bakersfield, CA

Squiers/Deroo

KIM CARNES RANDY MEISNER TOTO JOHN COUGAR WALTER MURPHY Hottest: SURVIVOR 1-1 JOE JACKSON 9-5 ALAN PARSONS 22-16 ELTON JOHN 26-17

KNBQ/Tacoma, WA

Bryan/Roberts

KIM CARNES AMERICA A FLOCK OF SEAGUL 38 SPECIAL SANTANA Hottest: SURVIVOR 1-1 CHICAGO 3-2 PAUL MCCARTNEY 5-4 JOHN COUGAR 7-5 GO GO'S 10-8

K96/Provo, UT

Gentry/Kraddick

JOHN COUGAR RANDY MEISNER AMERICA 38 SPECIAL GLENN FREY Hottest: CHICAGO 1-1 PAUL MCCARTNEY 11-7 KENNY ROGERS 15-8 ALAN PARSONS 23-16 ASIA 28-18

FM103/Salt Lake City, UT

Lorraine Winnegar

JOAN JETT RANDY MEISNER 38 SPECIAL Hottest: FLEETWOOD MAC 2-1 CS&N 4-3 PAUL MCCARTNEY 11-4 EDDIE MONEY 12-8 JOHN COUGAR 18-11

KBBK/Boise, ID

Bob Lee

KIM CARNES B.E. TAYLOR SANTANA TANE CAIN DON HENLEY Hottest: SURVIVOR 1-1 CHICAGO 3-2 AIR SUPPLY 4-3 GLENN FREY 5-4 CS&N 6-5

KSKD/Salem, OR

Len E. Mitchell

QUARTERFLASH KIM CARNES KANSAS DON HENLEY (dp) CHRISTOPHER ATKIN (dp) JOE JACKSON (dp) RAVYNS (dp) Hottest: SURVIVOR 1-1 MEN AT WORK 24-12 JOAN JETT 27-13 JOHN COUGAR 23-16 ASIA 25-18

KKFM/Colorado Springs

Jack Hamilton

ASIA MEN AT WORK RAY PARKER JR. A FLOCK OF SEAGUL Hottest: SURVIVOR 1-1 STEVE MILLER BAND 2-2 CHICAGO 3-3 MOTELS 6-5 JOHN COUGAR 15-9

KIKI/Honolulu

John Fink

LIBRA KIM CARNES MOTELS HUMAN LEAGUE JOAN JETT Hottest: SURVIVOR 1-1 NOHELANI CYPRIANO 2-2 CHICAGO 3-3 SCOTT BAIO 9-4 PATRICE RUSHEN 8-6

PARALLEL THREE

KCBN/Reno, NV

Jim O'Neal

JERMAINE JACKSON KIM CARNES STEVE WINWOOD JOE JACKSON PAUL DAVIS JOSIE COTTON Hottest: CHICAGO 2-1 EDDIE MONEY 6-4 GO GO'S 16-8 ALAN PARSONS 22-16 ELTON JOHN 26-17

KDZA/Pueblo, CO

Rip Avina

PAUL DAVIS HUEY LEWIS & NEWS SANTANA TANE CAIN JUICE NEWTON KIM CARNES Hottest: CHICAGO 3-1 CS&N 5-3 PAUL MCCARTNEY 7-7 GO GO'S 12-9 JOHN COUGAR 16-10

KSly/San Luis Obispo

Don Potter

SANTANA MARCY LEVY PAUL CARRACK KIM CARNES ROBERTA FLACK Hottest: SURVIVOR 1-1 CS&N 4-3 KENNY ROGERS 7-6 GO GO'S 10-7 JOHN COUGAR 18-13

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

- WNBC/New York WCAU-FM/Philadelphia JB105/Providence KEGL/Dallas KEEL/Shreveport KSTT/Davenport WMEE/Ft. Wayne WNCI/Columbus WFEA/Manchester

- THE FOLLOWING STATION REPORTED A FROZEN PLAYLIST THIS WEEK: KZFM/Corpus Christi

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.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron.

★ DENOTES FIRST WEEK IN PARALLELS.

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. National Summary: 100/25 44%.

EXAMPLE 100/25 - 100 CHR reporting stations on it this week including 25 new adds.

A FLOCK OF SEAGULLS I Ran (So Far Away) (Arista) LP: A Flock Of Seagulls. National Summary: 73/16 38%.

AIR SUPPLY Even The Nights... (Arista) LP: Now And Forever. National Summary: 157/10 78%.

AMERICA You Can Do Magic (Capitol) LP: View From The Ground. National Summary: 129/52 64%.

ASIA Only Time Will Tell (Geffen) LP: Asia. National Summary: 167/8 78%.

CHICAGO Hard To Say (Full Moon/WB) LP: Summer Lovers. National Summary: 189/10 94%.

TANE CAIN Holdin' On (RCA) LP: Tane Cain. National Summary: 68/37 34%.

KIM CARNES Voyage (EMI America) LP: Voyage. National Summary: 78/78 39%.

JOHN COUGAR Jack & Diane (Rival/PG) LP: American Fool. National Summary: 172/6 85%.

ASIA Only Time Will Tell (Geffen) LP: Asia. Regional Reach: 167/8 78%.

HERB ALPERT Route 101 (A&M) LP: Fandango. National Summary: 78/2 39%.

JACKSON BROWNE Somebody's Baby (Asylum) LP: Soundtrack Fast Times At Ridgemont High. National Summary: 168/11 83%.

CROSBY, STILLS & NASH Wasted On The Way (At) LP: Daylight Again. National Summary: 182/1 90%.

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TANE CAIN Holdin' On (RCA) LP: Tane Cain. National Summary: 68/37 34%.

KIM CARNES Voyage (EMI America) LP: Voyage. National Summary: 78/78 39%.

EDDIE MONEY Think I'm In Love (Columbia) LP: No Control

141/2 70% National Summary

Regional Reach: E 644, S 688, M 768, W 724

Regional Summary: UP 107, DEBITS 7, SAME 21, DOWN 4, ADDS 2

MOTELS Only The Lonely (Capitol) LP: All Four One

97/1 48% National Summary

Regional Reach: E 504, S 438, M 624, W 658

Regional Summary: UP 16, DEBITS 0, SAME 11, DOWN 69, ADDS 1

WALTER MURPHY Themes From E.T. (MCA)

69/15 34% National Summary

Regional Reach: E 308, S 428, M 508, W 448

Regional Summary: UP 12, DEBITS 11, SAME 31, DOWN 0, ADDS 15

Regional Summary: UP 12, DEBITS 11, SAME 31, DOWN 0, ADDS 15

ALAN PARSONS PROJECT Eye In The Sky (Arista) LP: The Hunter

178/8 88% National Summary

Regional Reach: E 914, S 938, M 908, W 798

Regional Summary: UP 148, DEBITS 11, SAME 10, DOWN 1, ADDS 6

Regional Summary: UP 114, DEBITS 6, SAME 11, DOWN 11, ADDS 2

POINTER SISTERS American... (Planet/RCA) LP: So Excited

158/6 77% National Summary

Regional Reach: E 828, S 754, M 688, W 868

Regional Summary: UP 114, DEBITS 6, SAME 11, DOWN 11, ADDS 2

Regional Summary: UP 114, DEBITS 6, SAME 11, DOWN 11, ADDS 2

Regional Summary: UP 114, DEBITS 6, SAME 11, DOWN 11, ADDS 2

QUEEN Calling All Girls (Elektra) LP: Hot Space

60/6 30% National Summary

Regional Reach: E 344, S 264, M 244, W 374

Regional Summary: UP 20, DEBITS 3, SAME 30, DOWN 1, ADDS 6

Regional Summary: UP 19, DEBITS 1, SAME 11, DOWN 8, ADDS 2

Regional Summary: UP 19, DEBITS 1, SAME 11, DOWN 8, ADDS 2

Regional Summary: UP 19, DEBITS 1, SAME 11, DOWN 8, ADDS 2

KENNY ROGERS Love Will Turn... (Liberty) LP: Love Will Turn You Around

151/2 75% National Summary

Regional Reach: E 614, S 804, M 644, W 938

Regional Summary: UP 124, DEBITS 10, SAME 18, DOWN 7, ADDS 2

Regional Summary: UP 124, DEBITS 10, SAME 18, DOWN 7, ADDS 2

SANTANA Hold On (Columbia) LP: Shango

88/56 44% National Summary

Regional Reach: E 438, S 488, M 324, W 514

Regional Summary: UP 12, DEBITS 12, SAME 19, DOWN 0, ADDS 56

Regional Summary: UP 12, DEBITS 12, SAME 19, DOWN 0, ADDS 56

Regional Summary: UP 12, DEBITS 12, SAME 19, DOWN 0, ADDS 56

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Regional Summary: UP 12, DEBITS 12, SAME 19, DOWN 0, ADDS 56

Regional Summary: UP 12, DEBITS 12, SAME 19, DOWN 0, ADDS 56

WBLI 1-1, WTCM 1-1, K101 5-4, WFST 2-1, WLAB 4-5, Q106 1-1, WCR 1-1, WRRZ 1-1, K104 1-1

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

WST 1-1, KXKX 1-1, KYOG 1-2, Y94 1-1, K10D 1-1, PK102 1-1, KGOI 1-4, KJRB 1-2

KIM WILDE Kids In... (EMI America) LP: Kim Wilde

64/1 32% National Summary

Regional Reach: E 418, S 358, M 244, W 268

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

38 SPECIAL You Keep Running... (A&M) LP: Special Forces

88/53 44% National Summary

Regional Reach: E 488, S 588, M 308, W 308

Regional Summary: UP 19, DEBITS 11, SAME 0, DOWN 0, ADDS 53

Regional Summary: UP 19, DEBITS 11, SAME 0, DOWN 0, ADDS 53

Regional Summary: UP 19, DEBITS 11, SAME 0, DOWN 0, ADDS 53

Regional Summary: UP 19, DEBITS 11, SAME 0, DOWN 0, ADDS 53

Regional Summary: UP 19, DEBITS 11, SAME 0, DOWN 0, ADDS 53

Regional Summary: UP 19, DEBITS 11, SAME 0, DOWN 0, ADDS 53

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

Regional Summary: UP 17, DEBITS 1, SAME 19, DOWN 6, ADDS 1

CHIR SIGNIFICANT ACTION

JERRY REED "She Got The Goldmine (I Got The Shaft)" (RCA) 17/1
BILL CHAMPLIN "Sara" (Elektra) 17/0
CHEAP TRICK "If You Want My Love" (Epic) 16/1
JOE COCKER & JENNIFER WARNES "Up Where We Belong" (Island/Atlantic) 14/6
LOVERBOY "Lucky Ones" (Columbia) 14/5
PETE TOWNSHEND "Face Dances Part Two" (Atco) 14/0
FOUR TOPS "Sad Hearts" (Casablanca/PolyGram) 11/7
JOHN WAITE "Change" (Chrysalis) 11/1

New & Active Continued from Back Page

WALTER MURPHY "Themes From 'E.T.'" (MCA) 69/15
 Moves: Up 12, Debuts 11, Same 31, Down 0, Adds 15, WIFI, KZZP, KITY, KBFM, WTX, WJDX, WSEZ, KEYN-FM, WKDQ, KXXX, KRQ, WGU, WIGY, KPUR, KENI.

TANE CAIN "Holdin' On" (RCA) 68/37
 Moves: Up 1, Debuts 4, Same 23, Down 0, Adds 37 including WBEN-FM, WLOL-FM, KRLA, KEZR, XTRA, WYCR, G100, WOKI, KIOA, WIKS, KIDD, WIGY, KSEL-FM, WAZY-FM.

STEVE WINWOOD "Still In The Game" (Island/WB) 66/11
 Moves: Up 20, Debuts 12, Same 23, Down 0, Adds 11, Q103, WLAN-FM, WKRF-FM, WJXQ, KGGI, WJBO, Q104, WYKS, WSPT, KDVV, KCBN, 96KX 30-26, WLOL-FM 30-25, KEZR 21-16, KXXX 30-24.

KIM WILDE "Kids In America" (EMI America) 64/1
 Moves: Up 37, Debuts 1, Same 19, Down 6, Adds 1, WNAF, 195 18-16, WGCL 26-22, KFI 5-5, XTRA 12-8, KIMN 23-20, WRCK 21-17, KRQD 26-20, WZYP 27-24, CK101 25-19, KLIK 23-20, Z104 25-19, KQKQ 27-23, WACZ 4-3, WSPT 17-10.

MISSING PERSONS "Words" (Capitol) 63/3
 Moves: Up 27, Debuts 4, Same 28, Down 1, Adds 3, KIMN, Q103, WAZY-FM, WYKS-FM 8-8, PRO-FM d-20, KEARTH 9-9, XTRA 4-4, WVIC-FM 22-18, KSET-FM 12-9, CK101 27-20, KXXX 6-4, WGU, WYKS 36-26, KFMZ 20-17, KCBN 34-26.

GENESIS "Paperlate" (Atlantic) 61/1
 Moves: Up 22, Debuts 2, Same 17, Down 19, Adds 1, WNAF, WIFI 12-10, Q107 11-9, WLOL-FM 16-13, KBEQ 23-12, KZFM 10-10, KRQD d-31, BJ105 19-13, WGRD 14-12, WZZR 34-18, KLIK 26-22, 95XIL 7-5, WCIL-FM 30-27, KKL 16-15.

ROBERTA FLACK "I'm The One" (Atlantic) 60/15
 Moves: Up 22, Debuts 8, Same 15, Down 0, Adds 15, WBEN-FM, B104, KIIS-FM, B100, KYYX, KZZP, Q106, KROK, Z104, WLYT, Y94, WCIR, WISE, WAZY-FM, KSLY.

QUEEN "Calling All Girls" (Elektra) 60/6
 Moves: Up 20, Debuts 3, Same 30, Down 1, Adds 6, KTSA, WTX, G100, WOMP-FM, KQIZ-FM, KXXL-FM, CHUM 12-8, WGCL d-29, WKEE 36-29, KKFM 21-18, 95XIL 37-32, KVOL 26-22, 99KG 36-33, KKL 34-30, KDZA 34-29.

BARRY MANILOW "Oh Julie" (Arista) 53/6
 Moves: Up 15, Debuts 13, Same 19, Down 0, Adds 6, KRLA, WAEB, WTX, KJ100, WKFR, KATI, WBEN-FM 38-26, WPGC d-25, KOPA 30-27, WTRY 30-27, KC101 21-17, WPST 36-31, V100 29-24, WJDX 25-22, WTSN J9-17, KSLY 24-20.

SIGNIFICANT ACTION

JUICE NEWTON "Break It To Me Gently" (Capitol) 48/46
 Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 46 including CKLW, KEARTH, KFI, KIQQ, KZZP, WKEE, KITY, WFMK, WKFR, KQKQ, KJRB, WIGY, WFOX, KFJR, KENI.

BILLY SQUIER "Emotions In Motion" (Capitol) 48/3
 Moves: Up 20, Debuts 7, Same 18, Down 0, Adds 3, CKGM, KLIK, WOMP-FM, WYKS-FM 28-23, CHUM 22-18, WPST 32-26, WKEE 38-34, KINT 31-24, WSSX 22-16, WJXQ 4-3, KZ93 20-17, KCPX 29-23, WIGY 27-17, WXLK 29-24, KSEL-FM 24-19.

MICHAEL MURPHEY "What's Forever For" (Liberty) 45/16
 Moves: Up 11, Debuts 5, Same 13, Down 0, Adds 16 including WPGC, KC101, WSEZ, WKEE, KHFI, KROK, KXX106, CK101, KX104, WOKI, KIOA, KHYT, WIGY, WXLK, KVOL, KATI.

RAY PARKER JR. "Let Me Go" (Arista) 43/4
 Moves: Up 18, Debuts 2, Same 18, Down 1, Adds 4, CK101, WSEZ, KLIK, KKFM, WKBW d-19, B94 30-27, WYKS-FM 30-25, KBFM 14-11, WJDX 18-15, FM100 27-24, WAYS 27-20, WFOX 29-26, WFLB 18-15, KVOL 23-17, KCBN 31-25.

NICOLETTE LARSON "I Only Want To Be With You" (WB) 38/12
 Moves: Up 12, Debuts 7, Same 7, Down 0, Adds 12, KCNR, KINT, KRQD, FM100, KJ100, WJXQ, Q104, WAEB, KILE, WAZY-FM, KRNA, KATI, WKBW 28-23, KEZR 16-12, WVIC-FM 27-22.

JEFFREY OSBORNE "I Really Don't Need No Light" (A&M) 36/0
 Moves: Up 20, Debuts 4, Same 11, Down 1, Adds 0, B94 d-30, KEARTH 13-11, KFI 10-8, KIIS-FM 16-10, KFRC 15-13, WFBR 18-14, WTX 39-36, B97 30-28, WDOQ 29-25, CK101 33-29, WBBQ 25-23, FM100 15-8, KHYT d-24, WFLB 32-29, KILE 39-36.

CHRISTOPHER ATKINS "How Can I Live Without Her" (Polydor/PolyGram) 35/4
 Moves: Up 5, Debuts 4, Same 22, Down 0, Adds 4, WNAM, KSKD, WTSN, WCGQ, KFI on, KYYX on, WPST 33-27, WKRF-FM d-35, KINT 21-15, WJXQ on-dp, WKFR on, WCIR 27-23, KKLS on, KYA 28-22, KOZE 30-24.

JENNIFER HOLLIDAY "And I Am Telling You I'm Not Going" (Geffen) 32/3
 Moves: Up 15, Debuts 3, Same 9, Down 2, Adds 3, KRLA, KBFM, WYKS, PRO-FM d-19, 195 17-13, KFI 27-24, KFRC 20-15, KEZR 30-25, WBLI d-26, KITY 32-26, WTX 15-11, WAXY 23-19, BJ105 33-26, WGU, WYKS 14-8, WFLB 23-17.

LAURA BRANIGAN "Gloria" (Atlantic) 31/5
 Moves: Up 10, Debuts 6, Same 10, Down 0, Adds 5, CKGM, 195, KEARTH, KRLA, WHFM, WYKS-FM 9-7, Y100 d-14, KIQQ 33-30, WFBR 9-8, WKRF-FM d-27, WDOQ 14-6, WAEB 29-24, 95SGF 29-25, KELO 31-22, KDZA 40-37.

DOLLY PARTON "I Will Always Love You" (RCA) 30/4
 Moves: Up 10, Debuts 8, Same 8, Down 0, Adds 4, WTX, WHHY-FM, WGBF, KGGI, CFTR d-35, KIQQ d-36, KEZR 20-14, WFBR 25-21, KTSA 30-26, KINT 29-20, WFMF 26-22, WJDX 29-25, WCIR 26-16, KPUR 30-24, KELO 26-23.

JOE JACKSON "Steppin' Out" (A&M) 29/8
 Moves: Up 9, Debuts 2, Same 10, Down 0, Adds 8, KEZR, BJ105, WNAM, KSKD, WFBG, KIXL-FM, KKRC-FM, KCBN, WYKS-FM 27-21, WLOL-FM on, KC101 28-25, WZZR 36-32, KMGK 23-20, KIKI 27-25, KELO 29-21, WRKR 32-30.

RONNIE MILSAP "He Got You" (RCA) 28/14
 Moves: Up 2, Debuts 4, Same 8, Down 0, Adds 14, Q105, KEZR, WAEB, V100, WJDX, BJ105, WCSC, KOFM, WNAM, WFOX, WISE, WFLB, KWLO, KENI, KTSA 29-24.

KANSAS "Right Away" (Kirshner/CBS) 28/14
 Moves: Up 0, Debuts 6, Same 7, Down 1, Adds 14, 3WT, K104, KINT, WZYP, WSKZ, WRKQ, WSSX, WANS-FM, WIKS, KCPX, KSKD, WISE, KVOL, WAZY-FM.

GAP BAND "You Dropped A Bomb On Me" (Total Experience/PGM) 28/13
 Moves: Up 4, Debuts 5, Same 6, Down 0, Adds 13, WKEE, WZYP, WHHY-FM, BJ105, WNOK-FM, WGH, WJBO, WACZ, 95SGF, WCGQ, KVOL, WAZY-FM, Q102 17-11, KFRC 14-10.

QUARTERFLASH "Night Shift" (WB) 28/13
 Moves: Up 3, Debuts 4, Same 8, Down 0, Adds 13, Z93, KFI, KCNR, KYXX, 92FLY, WKRF-FM, KSET-FM, WQUT, KSKD, WJBO, WCIR, WXLK, WYKS-FM d-30, WIKS 25-20.

TORONTO "Your Daddy Don't Know" (Network/Elektra-A&M) 28/3
 Moves: Up 4, Debuts 1, Same 20, Down 0, Adds 3, KMGK, KRQ, WJBO, CFTR 4-4, CHUM 6-4, KEZR on, WPHD 26-24, WHFM on, WRCK on, KZFM on, KINT 37-34, WIKS 24-23, KNBQ on, 95XIL d-37, WAEB on.

AXE "Now Or Never" (Atco) 27/0
 Moves: Up 11, Debuts 0, Same 15, Down 1, Adds 0, WGCL on, KYYX on, WPST 25-21, WKRF-FM 12-11, WHHY-FM 24-22, BJ105 31-28, WOMP-FM 14-12, WCIR 21-17, WAEB 26-25, WISE 32-30, KVOL 29-24, KYA 26-24.

DON HENLEY "Johnny Can't Read" (Asylum) 25/17
 Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 17 including 96KX, Q105, CKLW, WGCL, KFI, WPHD, WRCK, KINT, WSEZ, Z104, KIDD, KBBK, KSKD, Z102, KSEL-FM.

WILLIE NELSON "Let It Be Me" (Columbia) 25/7
 Moves: Up 9, Debuts 2, Same 10, Down 0, Adds 7, WPGC, KOPA, KOFM, WGBF, WTSN, KFJR, KFI on, KIQQ d-38, KZZP 29-26, WFBR 24-20, KTSA 23-13, WTX 36-33, KBBK on, Q104 32-26.

CLOCKS "She Looks A Lot Like You" (Boulevard/CBS) 24/11
 Moves: Up 2, Debuts 2, Same 9, Down 0, Adds 11, WLOL-FM, WPHD, WRCK, KINT, KX104, WZZR, KEYN-FM, WGU, WFLB, KILE, KSEL-FM, KBEQ on, KIQQ on, KFMZ d-23, KENI d-28.

SPYS "Don't Run My Life" (EMI America) 24/3
 Moves: Up 6, Debuts 2, Same 13, Down 0, Adds 3, KZ93, WGU, WCIL-FM, 96KX on, WYKS-FM on, KIQQ on, WPHD 29-28, KSET-FM on, KINT 35-31, WRVQ d-26, WJXQ 21-17, KMGK on, KBBK on, KSEL-FM 23-17, KFMZ 25-22.

JOSIE COTTON "He Could Be The One" (Elektra) 23/7
 Moves: Up 0, Debuts 2, Same 14, Down 0, Adds 7, WYKS-FM, KINT, CK101, WGH, WGLF, KVOL, KCBN, Y100 on, KRLA on, KIQQ on, WPST d-36, WKRF-FM on-dp, WJXQ on-dp, KBBK on, KENI d-30.

HUMAN LEAGUE "Love Action (I Believe In Love)" (A&M) 23/5
 Moves: Up 1, Debuts 4, Same 13, Down 0, Adds 5, KIKI, WGU, WRKR, WAZY-FM, KENI, 195 on, KFI on, WHFM d-35, KSET-FM on, WOKI 35-33, KJRB on, WOMP-FM d-40, WCGQ on, KKQV on, KOZE d-30.

JOE FAGIN "Younger Days" (Millennium/RCA) 23/0
 Moves: Up 9, Debuts 0, Same 13, Down 1, Adds 0, WLAN-FM on, K104 34-31, KZFM on, WJXQ on-dp, WAKX on, KIOA on, KMGK on, WOMP-FM 33-29, WAEB 21-20, WXLK on, KQWB 27-23, KELO 21-13, KKRC-FM 31-28, KCBN 38-35, KYYZ 22-18.

GLENN FREY "The One You Love" (Asylum) 22/22
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 22 including Z93, 94Q, KIIS-FM, KEZR, KOPA, WYCR, FM100, WBCY, WRVQ, WKDQ, FM102, K96, WZYQ, Q104, KKL.

STEVE FORBERT "When You Walk In The Room" (Nemperor/CBS) 36/12
 Rotations: Heavy 0/0, Medium 12/2, Light 24/10, Extra Adds 0, Total Adds 12, WLTA, 97AIA, KJR, WKAZ, WAFB, WRVR, WQUE, KKRQ, WNNR, KSEL, KBOZ, KRSO. Medium: WWYZ, KEY103, WSRZ, WKZE-FM, KRBC, WLVA, WORG, WDAY, WJON, KFQD.

WALTER MURPHY "Themes From 'E.T.'" (MCA) 35/7
 Rotations: Heavy 1/0, Medium 21/3, Light 12/3, Extra Adds 1, Total Adds 7, WRIE, KCEE, WLVA, WJBC, KFOR, WJON, KISN. Heavy: WDEF. Medium: WYNY, WSB, 97AIA, KEX, KEY103, WHBY, KBOI, KUGN, WNNR, WKZE-FM, WEIM, WCTC, KRBC, KSEL, WORG, KBOZ, KRCL, KRNO.

JUICE NEWTON "Break It To Me Gently" (Capitol) 33/33
 Rotations: Heavy 0/0, Medium 10/10, Light 21/21, Extra Adds 2, Total Adds 33, WLTA, WSB, WARM98, WICC, WYNY, WGY, KEY103, WSGN, WSLI, WRVR, WHBY, WHBC, WHIO, KMBZ, WFMK, KKRQ, KBOI, KUGN, WKZE-FM, WEIM, WKBR, KRBC, WDEF, KSEL, WORG, WJON, WBOW, KBOZ, KRCL, KBAI, KRNO, KISN, KRSO.

BILLY PRESTON "I'm Never Gonna Say Goodbye" (Motown) 33/9
 Rotations: Heavy 0/0, Medium 10/1, Light 21/6, Extra Adds 2, Total Adds 9, KMGC, WENS, WIBA, KBOI, WKBR, WJON, KBAI, KRNO, KRKK. Medium: KEX, KEY103, WGAR, KKUA, KSL, KRBC, KSEL, KFQD, KBOZ.

FLORENCE WARNER "Only Love" (Mercury/PolyGram) 31/0
 Rotations: Heavy 4/0, Medium 16/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WLTA, KSL, WNNR, WLVA. Medium: KEX, KEY103, WQUA, KBOI, KUGN, KKUA, KWAV, WEIM, KRBC, WCHV, WDAY, KFQD, WJON, KFQD, KBOZ, KTWQ.

SURVIVOR "Eye Of The Tiger" (Scotti Bros./CBS) 30/4
 Rotations: Heavy 8/0, Medium 16/3, Light 6/1, Extra Adds 0, Total Adds 4, WTAE, KS94, WAAY, KRKK. Heavy: WYNY, KOY, WHEN, WSGN, WOWO, KSLQ, WSKY, KCMQ. Medium: WROR, 3WS, 55KRC, WAFB, WHHY, WGAR, 610TVN, WTRX, WQUA, WMHE, WCHV, KSEL, WROV.

SIGNIFICANT ACTION

STEVE MILLER BAND "Abracadabra" (Capitol) 29/3
 Rotations: Heavy 5/0, Medium 19/3, Light 5/0, Extra Adds 0, Total Adds 3, WROR, 97AIA, KBOI. Heavy: KEY103, WAFB, WSGN, Y106, WOWO. Medium: KOY, WHEN, WHHY, WGAR, WFMK, KSLQ, WMHE, KYUU, WSKY, WCHV, KSEL, KCRG, KCMQ, KPAT, WBOW, KRKK.

JOE JACKSON "Steppin' Out" (A&M) 25/0
 Rotations: Heavy 1/0, Medium 11/0, Light 13/0, Extra Adds 0, Total Adds 0. WFMK. Medium: SM95, WSRZ, KOB, KKUA, WNNR, KRBC, WSKY, WORG, WBOW, KRCL, KRKK.

ADRIAN GURVITZ "Classic" (Geffen) 19/0
 Rotations: Heavy 2/0, Medium 13/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WFMK, WNNR. Medium: WCCO, KPLZ, KEY103, WHBY, WMHE, KBOI, KUGN, KCRG, WDAY, WBOW, KFQD, KBOZ, KRKK.

RAY PARKER JR. "Let Me Go" (Arista) 17/4
 Rotations: Heavy 0/0, Medium 5/1, Light 12/3, Extra Adds 0, Total Adds 4, KKRQ, WCHV, Q96, KRCL. Medium: WHHY, WORG, KFQD, KBOZ.

SYLVIA "Nobody" (RCA) 16/4
 Rotations: Heavy 2/0, Medium 7/2, Light 7/2, Extra Adds 0, Total Adds 4, WSB, KBOI, KRBC, KBOZ. Heavy: KEY103, WDAY. Medium: KFMK, KEX, KRNT, WORG, WJON.

MARSHALL CRENSHAW "Someday, Someway" (WB) 14/4
 Rotations: Heavy 0/0, Medium 8/3, Light 6/1, Extra Adds 0, Total Adds 4, KOY, WHEN, KEY103, KCRG. Medium: WHHY, WSRZ, WMHE, KOB, KCMQ.

CHRISTOPHER ATKINS "How Can I Live Without Her" (Polydor/PolyGram) 13/2
 Rotations: Heavy 0/0, Medium 1/0, Light 12/2, Extra Adds 0, Total Adds 2, KRBC, KSEL. Medium: WJON.

SANTANA "Hold On" (Columbia) 12/7
 Rotations: Heavy 0/0, Medium 4/3, Light 8/4, Extra Adds 0, Total Adds 7, WFMK, KWAV, KYUU, WEIM, WCHV, WORG, KRKK. Medium: WSRZ.

CHUCK MANGIONE "Steppin' Out" (Columbia) 12/2
 Rotations: Heavy 1/0, Medium 1/1, Light 1/1, Extra Adds 0, Total Adds 2, KWAV, WCHV. Heavy: WDEF.

BOBBY CALDWELL "All Of My Love" (Polydor/PolyGram) 11/6
 Rotations: Heavy 0/0, Medium 2/1, Light 7/3, Extra Adds 2, Total Adds 6, WHBC, KBOI, WNNR, WSKY, WDEF, KTWQ. Medium: KRCL.

CAROLE KING "Read Between The Lines" (Atlantic) 11/3
 Rotations: Heavy 1/0, Medium 3/1, Light 7/2, Extra Adds 0, Total Adds 3, KGW, WLVA, KPAT. Heavy: WSB. Medium: KEX, KSL.

JERRY REED "She Got The Goldmine (I Got The Shaft)" (RCA) 11/1
 Rotations: Heavy 1/0, Medium 4/0, Light 6/1, Extra Adds 0, Total Adds 1, WEIM. Heavy: WCCO. Medium: WHHY, KRNT, KBOI, WNNR.

REO SPEEDWAGON "Keep The Fire Burnin'" (Epic) 11/1
 Rotations: Heavy 2/0, Medium 5/1, Light 4/0, Extra Adds 0, Total Adds 1, KYUU. Heavy: WSRZ, WSKY. Medium: WHEN, WHHY, Y106, WCHV.

BOYS BAND "Runner" (Elektra) 11/0
 Rotations: Heavy 0/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0. Medium: WCCO, SM95, KOB, WNNR, WJON, KTWQ.

MATTHEW WILDER "Work So Hard" (Arista) 10/10
 Rotations: Heavy 0/0, Medium 0/0, Light 8/8, Extra Adds 2, Total Adds 10, WHBC, WNNR, WEIM, KRBC, KSEL, WORG, KFQD, KTWQ, KRCL, KRKK.

PATRICE RUSHEN "Forget Me Nots" (Elektra) 10/1
 Rotations: Heavy 2/0, Medium 1/0, Light 7/1, Extra Adds 0, Total Adds 1, KFQD. Heavy: WFMK, WNNR. Medium: WMHE.

GLENN FREY "The One You Love" (Asylum) 9/9
 Rotations: Heavy 0/0, Medium 2/2, Light 7/7, Extra Adds 0, Total Adds 9, WLTA, KS94, SM95, WSRZ, WFMK, KUGN, KSEL, WLVA, KRCL.

RANDY MEISNER "Never Been In Love" (Epic) 9/5
 Rotations: Heavy 0/0, Medium 3/2, Light 6/3, Extra Adds 0, Total Adds 5, WHEN, WAFB, WKZE-FM, WBOW, KISN. Medium: WFMK.

PETER McCANN "Dream Lover" (Columbia) 9/0
 Rotations: Heavy 1/0, Medium 2/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WLVA. Medium: WLTA, KEX.

ASIA "Only Time Will Tell" (Geffen) 8/2
 Rotations: Heavy 0/0, Medium 5/1, Light 3/1, Extra Adds 0, Total Adds 2, WOWO, KYUU. Medium: WHEN, WTRX, KSLQ, KWAV.

JOHN COUGAR "Jack & Diane" (Riva/PolyGram) 8/2
 Rotations: Heavy 1/0, Medium 7/2, Light 0/0, Extra Adds 0, Total Adds 2, Y106, KSLQ. Heavy: WNNR. Medium: WSGN, WHHY, WSRZ, WSKY, KCMQ.

STEVE WINWOOD "Still In The Game" (Island/WB) 8/0
 Rotations: Heavy 0/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WSRZ, WFMK, KOB, KWAV.

KIM CARNES "Voyeur" (EMI America) 7/7
 Rotations: Heavy 0/0, Medium 1/1, Light 5/5, Extra Adds 1, Total Adds 7, WYNY, WSGN, SM95, WQUA, KWAV, KBAI, KRNO.

CARLY SIMON "Why" (Mirage/Atlantic) 7/1
 Rotations: Heavy 1/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, WRIE. Heavy: WBEN. Medium: SM95, WMHE, WBOW.

BOBBY VINTON "It Hurts To Be In Love" (Tapetry) 7/1
 Rotations: Heavy 0/0, Medium 2/0, Light 5/1, Extra Adds 0, Total Adds 1, WPRO. Medium: WMHE, WBOW.

BERTIE HIGGINS "Port O Call" (Kat Family/CBS) 6/2
 Rotations: Heavy 1/0, Medium 3/1, Light 2/1, Extra Adds 0, Total Adds 2, 97AIA. Heavy: WLVA. Medium: WSB, KRNT.

MEN AT WORK "Who Can It Be Now?" (Columbia) 6/0
 Rotations: Heavy 0/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: WHHY, WSRZ, WFMK, KWAV.

SOFT CELL "Tainted Love" (Sire/WB) 6/0
 Rotations: Heavy 0/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0. Medium: GR55, Y106, 610TVN.

LANI HALL "I'll Fall In Love Again" (A&M) 5/5
 Rotations: Heavy 0/0, Medium 0/0, Light 3/3, Extra Adds 2, Total Adds 5, WLTA, WHBC, KKUA, WNNR, KTWQ.

WENDY WALDMAN "Does Anybody Want To Marry Me" (Epic) 5/4
 Rotations: Heavy 0/0, Medium 2/2, Light 3/2, Extra Adds 0, Total Adds 4, KSL, WSKY, WCHV, KISN.

TOTO "Make Believe" (Columbia) 5/3
 Rotations: Heavy 0/0, Medium 3/1, Light 2/2, Extra Adds 0, Total Adds 3, WQUA, WEIM, WCHV. Medium: WSRZ, KWAV.

GREG GUIDRY "Into My Love" (Badland/Columbia) 5/1
 Rotations: Heavy 0/0, Medium 0/0, Light 5/1, Extra Adds 0, Total Adds 1, KGW.

DONNA SUMMER "Love Is In Control (Finger On The Trigger)" (Geffen) 5/1
 Rotations: Heavy 1/0, Medium 4/1, Light 0/0, Extra Adds 0, Total Adds 1, WROR. Heavy: WSKY. Medium: WHHY, WKZE-FM, WCHV.

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**QUARTERFLASH'S
"NIGHT SHIFT"
WORKS ALL DAY TOO!**



QUARTERFLASH

"NIGHT SHIFT"

WXKS-FM deb 30	WIKS 25-20
Z93 add	WMEE on
KFI add	KJRB 30-29
KIQQ on	KCPX deb 39
KCNR add	KSKD add
KYYX add	WJBQ add
92FLY add	WGUY add
WKRZ-FM add	WACZ on
KSET-FM add	WFBG on
KINT 23-13	WCIR add
WZYP on	WXLK add
BJ105 on	KFMZ on
WQUT add	KCBN deb 38
WBCY on	KOZE deb 27
WGH on	

Produced by John Boylan
from the Warner Bros. Soundtrack Album
'NIGHT SHIFT'

**A
HIT FOR
ALL STATIONS**

WKBW 28-23	KROD add	KSPZ 18-14
WIFI on	WTIX on	KIKI 30-30
KIQQ 32-31	G100 27-25	WJBQ 32-29
KEZR 16-12	Y103 36-26	WFEA on
KCNR add	WDOQ on	Q104 add
KYYX deb 35	FM100 add	WAEV add
WTIC-FM 27-22	WOKI deb 38	WFOX 27-24
WDRG-FM 20-19	KJ100 add	WCGQ on
WPST deb 38	WZZR deb 38	KILE add
WAEB 28-19	WJXQ add	KVOL deb 28
WKRZ-FM on	KIOA on	WAZY-FM add
V100 deb 26	KOFM 30-28	KRNA add
KINT add 25	WGBF deb 24	KATI add 30



**NICOLETTE
LARSON**

**"I ONLY WANT
TO BE WITH YOU"**

A/C Chart—27—20—**17**

Produced by Andrew Gold
Executive Producer Ted Templeman



Manufactured and Distributed by Warner Bros. Records

Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks	Two Weeks	Last Week		
3	3	3	1	CHICAGO/Hard To Say I'm Sorry (Full Moon/WB)
1	1	1	2	SURVIVOR/Eye Of The Tiger (Scotti Bros./CBS)
2	2	2	3	FLEETWOOD MAC/Hold Me (WB)
7	6	5	4	CROSBY, STILLS & NASH/Wasted On The Way (Atlantic)
13	7	7	5	PAUL McCARTNEY/Take It Away (Columbia)
4	4	4	6	STEVE MILLER BAND/Abracadabra (Capitol)
14	10	8	7	MELISSA MANCHESTER/You Should Hear How She... (Arista)
5	5	6	8	AIR SUPPLY/Even The Nights Are Better (Arista)
20	12	10	9	GO-GO'S/Vacation (IRS/A&M)
21	17	11	10	KENNY ROGERS/Love Will Turn You Around (Liberty)
26	19	12	11	ALAN PARSONS PROJECT/Eye In The Sky (Arista)
28	22	17	12	JOHN COUGAR/Jack & Diane (Rival/PolyGram)
22	18	16	13	POINTER SISTERS/American Music (Planet/RCA)
9	8	9	14	REO SPEEDWAGON/Keep The Fire Burnin' (Epic)
24	21	19	15	EDDIE MONEY/Think I'm In Love (Columbia)
-	27	22	16	ASIA/Only Time Will Tell (Geffen)
-	28	21	17	ELTON JOHN/Blue Eyes (Geffen)
30	23	20	18	DONNA SUMMER/Love Is In Control... (Geffen)
-	29	27	19	JACKSON BROWNE/Somebody's Baby (Asylum)
29	25	24	20	MEN AT WORK/Who Can It Be Now? (Columbia)
6	9	15	21	MOTELS/Only The Lonely (Capitol)
27	24	23	22	BILLY IDOL/Hot In The City (Chrysalis)
-	-	29	23	MICHAEL McDONALD/I Keep Forgettin' (WB)
12	11	14	24	GLENN FREY/I Found Somebody (Asylum)
-	30	28	25	MARSHALL CRENSHAW/Someday, Someway (WB)
-	-	30	26	JOAN JETT.../Do You Wanna Touch Me (Oh Yeah) (Boardwalk)
15	13	13	27	DARYL HALL & JOHN OATES/Your Imagination (RCA)
-	-	-	28	AMERICA/You Can Do Magic (Capitol)
-	-	-	29	RANDY MEISNER/Never Been In Love (Epic)
-	-	-	30	TOTO/Make Believe (Columbia)

Three Weeks	Two Weeks	Last Week		
3	2	1	1	CROSBY, STILLS & NASH/Wasted On... (Atlantic)
4	4	3	2	KENNY ROGERS/Love Will Turn You Around (Liberty)
2	1	2	3	CHICAGO/Hard To Say I'm Sorry (Full Moon/WB)
8	7	5	4	PAUL McCARTNEY/Take It Away (Columbia)
5	5	4	5	HERB ALPERT/Route 101 (A&M)
14	11	9	6	ELTON JOHN/Blue Eyes (Geffen)
1	3	7	7	AIR SUPPLY/Even The Nights Are Better (Arista)
6	6	6	8	FLEETWOOD MAC/Hold Me (WB)
16	12	10	9	MICHAEL MURPHEY/What's Forever For (Liberty)
12	9	8	10	POINTER SISTERS/American Music (Planet/RCA)
22	16	13	11	ALAN PARSONS PROJECT/Eye In The Sky (Arista)
21	15	14	12	PAUL DAVIS/Love Or Let Me Be Lonely (Arista)
27	24	16	13	ROBERTA FLACK/I'm The One (Atlantic)
20	17	15	14	BILL CHAMPLIN/Sara (Elektra)
9	10	12	15	MELISSA MANCHESTER/You Should Hear How She... (Arista)
-	29	18	16	AMERICA/You Can Do Magic (Capitol)
-	27	20	17	NICOLETTE LARSON/I Only Want To Be With You (WB)
28	25	19	18	CHRIS CHRISTIAN/Ain't Nothing Like The Real Thing (Boardwalk)
7	8	11	19	LESLIE PEARL/If The Love Fits Wear It (RCA)
-	-	-	20	JACKSON BROWNE/Somebody's Baby (Asylum)
-	28	22	21	JOHN DENVER/Seasons Of The Heart (RCA)
-	-	26	22	BARRY MANILOW/Oh Julie (Arista)
-	-	-	23	MICHAEL McDONALD/I Keep Forgettin' (WB)
-	-	-	24	DIONNE WARWICK/For You (Arista)
10	14	17	25	ALABAMA/Take Me Down (RCA)
18	20	25	26	KARLA BONOFF/Personally (Columbia)
23	23	23	27	GLENN FREY/I Found Somebody (Asylum)
11	13	21	28	JUICE NEWTON/Love's Been A Little Bit Hard On Me (Capitol)
13	18	24	29	RONNIE MILSAP/Any Day Now (RCA)
15	19	27	30	REDDINGS/(Sittin' On) The Dock... (Believe In A Dream/CBS)

KIM CARNES (78)
SANTANA (56)
38 SPECIAL (53)

AMERICA (52)
JUICE NEWTON (46)
TANE CAIN (37)

MOST ADDED

JUICE NEWTON (33)
MICHAEL McDONALD (28)
WILLIE NELSON (28)

RONNIE MILSAP (26)
DOLLY PARTON (16)
DIONNE WARWICK (16)

CHICAGO (127)
SURVIVOR (111)
JOHN COUGAR (91)

FLEETWOOD MAC (66)
CROSBY, STILLS & NASH (57)
MELISSA MANCHESTER (57)

HOTTEST

CHICAGO (76)
KENNY ROGERS (74)
CROSBY, STILLS & NASH (72)

PAUL McCARTNEY (54)
FLEETWOOD MAC (46)
ELTON JOHN (43)

BREAKERS

AMERICA

You Can Do Magic (Capitol)

64% of our reporters on it. Moves: Up 19, Debuts 33, Same 25, Down 0, Adds 52 including WKBW, WBEN-FM, WIFI, B104, CFTR, Z93, KBEQ, WGCL, KCNR, WBLI, WKDQ, KLUC, WZYQ, WGLF, WSPT. See Parallels, debuts at number 28 on the CHR chart.

RANDY MEISNER

Never Been In Love (Epic)

63% of our reporters on it. Moves: Up 34, Same 34, Same 32, Down 0, Adds 27 including 96KX, KBEQ, KCNR, Q103, WTRY, WTIC-FM, WDOQ, WQUT, WSEZ, KIOA, KKXX, FM103, WJBQ, Q101, WCIL-FM. See Parallels, debuts at number 29 on the CHR chart.

TOTO

Make Believe (Columbia)

62% of our reporters on it. Moves: Up 22, Debuts 54, Same 21, Down 0, Adds 29 including B94, CFTR, KBEQ, WGCL, WKTI, KIIS-FM, KIMN, WLAN-FM, KBFM, KXX106, KEYN-FM, KHYT, WACZ, WFOX, KOZE. See Parallels, debuts at number 30 on the CHR chart.

12-34

NEW & ACTIVE

JERMAINE JACKSON "Let Me Tickle Your Fancy" (Motown) 106/4
Moves: Up 57, Debuts 17, Same 27, Down 1, Adds 4, KTSB, KMGK, Q104, KCBN, WBEN-FM 27-21, WXKS-FM 19-14, Q107 19-14, CKLW 28-20, WGCL 19-13, KIQQ 22-15, WTIC-FM 24-19, WFMF 28-23, WBBQ 26-18, WHOT 28-21, KHYT 35-25.

SANTANA "Hold On" (Columbia) 88/56
Moves: Up 1, Debuts 12, Same 19, Down 0, Adds 56 including WBEN-FM, CFTR, CHUM, Y100, WGCL, KEARTH, KRLA, KIMN, WYCR, KSET-FM, KBFM, WRQK, WJXQ, KNBQ, WSPT.

38 SPECIAL "You Keep Running Away" (A&M) 88/53
Moves: Up 5, Debuts 11, Same 19, Down 0, Adds 53 including WBEN-FM, 96KX, B94, Z93, 94Q, WLLOL-FM, WGCL, Q102, XTRA, KYYX, WKRZ-FM, WRVQ, KKQV, KENI.

KIM CARNES "Voyeur" (EMI America) 78/78
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 78 including B104, Z93, 94Q, CKLW, WLLOL-FM, KEARTH, KRLA, KFI, KIQQ, KEZR, XTRA, KYYX, Q103, KZZP, CK101.

HERB ALPERT "Route 101" (A&M) 78/2
Moves: Up 47, Debuts 3, Same 21, Down 5, Adds 2, Y94, WDJX, WBEN-FM 40-31, WGCL 30-25, B100 12-10, WDRC-FM 18-15, WKEE 26-22, V100 18-13, KXX106 15-10, KJ100 14-10, KOFM 10-7, WNAM 25-22, WGBF 7-7, KJRB 17-13, KSPZ 17-11, KVOL 24-19, KELO 16-12.

PAUL DAVIS "Love Or Let Me Be Lonely" (Arista) 75/10
Moves: Up 43, Debuts 6, Same 15, Down 1, Adds 10, KITY, KROK, WRQK, WIGY, WCIR, KKQV, 99KG, KKLK, KCBN, KDZA, WHFM 31-25, WAEB 11-8, WJDX 21-16, KSPZ 13-8, KSLY 17-14.

HUEY LEWIS & THE NEWS "Workin' For A Livin'" (Chrysalis) 74/23
Moves: Up 10, Debuts 22, Same 19, Down 0, Adds 23 including WBEN-FM, WGCL, XTRA, 92FLY, WBBQ, WSEZ, WANS-FM, WNAM, KLUC, 95XIL, KQIZ-FM, WSPT, WAZY-FM, KDZA.

A FLOCK OF SEAGULLS "I Ran (So Far Away)" (Jive/Arista) 73/16
Moves: Up 28, Debuts 4, Same 22, Down 3, Adds 16 including 94Q, 195, KIQQ, KYYX, 92FLY, K104, WJDX, CK101, WBBQ, WNOK-FM, Z104, KNBQ, KKFM, 95XIL, WAEV.

JACKSON BROWNE

Somebody's Baby (Asylum)

61% of our reporters on it. Rotations: Heavy 8/0, Medium 46/3, Light 21/9, Extra Adds 2, Total Adds 14, KHOW, KPPL, KGW, WHAM, WAAY, WHBC, WGAR, KRNT, WOWO, KLTE, KKUA, Q96, WJBC, KTWO. Debuts at number 20 on the A/C chart.

MICHAEL McDONALD

I Keep Forgettin' (WB)

54% of our reporters on it. Rotations: Heavy 4/0, Medium 38/14, Light 25/13, Extra Adds 1, Total Adds 28 including WLTT, WSB, WFYR, WHB, WISN, WZUU, KHOW, KOY, KFMB, WKAZ, WHAM, Y106, WOMC, KKUA, WWNR, and 13 more. Debuts at number 23 on the A/C chart.

DIONNE WARWICK

For You (Arista)

51% of our reporters on it. Rotations: Heavy 5/0, Medium 34/8, Light 25/7, Extra Adds 1, Total Adds 16, WROR, WPRO, WLTT, 97AIA, WCZY, KJR, WKAZ, WTIC, WHAM, WAIV, Y106, KRNT, WTRX, WENS, KCEE, KCRG. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

25-49

WILLIE NELSON "Let It Be Me" (Columbia) 57/28
Rotations: Heavy 0/0, Medium 26/10, Light 29/16, Extra Adds 2, Total Adds 28, WSB, KJR, KPLZ, WICC, WKAZ, WHAM, WSBA, WBT, WAIV, WRVR, WAKR, WHBY, WHBC, KRNT, WOMC, WENS, KMBZ, KUDL, WIBA, WMHE, KBOI, KKUA, KCEE, WKBR, KRBC, KCRG, KFOR, KSRO. Medium: WISN, KNBR.

MOTELS "Only The Lonely" (Capitol) 55/3
Rotations: Heavy 15/0, Medium 30/3, Light 10/0, Extra Adds 0, Total Adds 3, KRNT, WENS, WCTC. Heavy: WYNY, WFYR, WYYZ, WHEN, KEY103, SM95, Y106, WRVA, WGAR, WFMK, WQUA, KKRD, WEIM, WCHV, WORG. Medium: WROR, WLTT, WASH, 97AIA, 55KRC, WARM98, WZZP, WZUU, WQUE, YES96, KOB, KYUU.

DOLLY PARTON "I Will Always Love You" (RCA) 51/16
Rotations: Heavy 5/0, Medium 22/4, Light 24/12, Extra Adds 0, Total Adds 16, WLTA, KVIL, KJR, WKAZ, KEY103, WBT, KMGC, WRVR, WGAR, WTRX, WKZE-FM, WSKY, Q96, WROV, KFOR, KISN. Heavy: WAFB, WQUA, WLVA, KRLC, KRNO. Medium: WSB, KEX, WRIE, WSBA, WHBY, KRNT, WIBA, WEIM, KRBC.

RONNIE MILSAP "He Got You" (RCA) 45/26
Rotations: Heavy 3/1, Medium 19/8, Light 22/16, Extra Adds 1, Total Adds 26, WLTA, WCZY, KFMB, KPLZ, WICC, WSBA, KEY103, WSLI, WRVR, KRNT, WTRX, WFMK, WMHE, KRKD, KBOI, KKUA, KSL, WEIM, WKBR, WDEF, WJBC, KCRG, WDAY, WBOW, KTWO, KISN. Heavy: WLVA, KBOZ. Medium: WARM98, KMBZ.

ANNE MURRAY "Hey! Baby!" (Capitol) 43/3
Rotations: Heavy 3/0, Medium 27/1, Light 13/2, Extra Adds 0, Total Adds 3, WIP, WKZE-FM, KPAT. Heavy: WCCO, KSL, WLVA. Medium: WSB, KEX, KFMB, WSBA, KEY103, WBT, WHBY, WHBC, WHIO, WOMC, KMBZ, KRKD, KOB, KBOI, KUGN, KRBC, WSKY, WDEF, KCRG, KFOR, WJON, KBOZ, KRKK, KSRO.

J. COCKER & J. WARNES "Up Where We Belong" (Island/Atco) 37/14
Rotations: Heavy 1/0, Medium 14/2, Light 20/10, Extra Adds 2, Total Adds 14, WSB, WCZY, WKAZ, KMGC, WTRX, KMBZ, WFMK, KSL, WWNR, WORG, WBOW, KTWO, KRKK, KSRO. Heavy: KEY103. Medium: KEX, WSLI, SM95, WHBY, KBOI, WEIM, KRBC, WSKY, KCRG, WJON, KBOZ, KRKC.