

Radio & Records

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AUGUST 27, 1982

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\$3.50 Single Copy

Arbitron Agrees To Drop Monthly Reports

In what Arbitron Radio Advisory Council Chairman George Green of KABC/Los Angeles called "a major victory for the Council," Arbitron has agreed to discontinue issuing printed monthly reports. The move was the most dramatic event at the recent Council/Arbitron meeting in Lake Geneva, NY. Monthlies had generated controversy when some stations used the figures for sales purposes.

According to Green, "Arbitron introduced us to a new microcomputer which they hope to make available to stations. Once these computers are installed, stations will be able to access three-month rolling averages, which will have larger and more reliable sample bases. Once the computer access is arranged Arbitron will cease issuing the printed reports in the five markets where they are cur-

CARROLL'S ROQ FORMAT GOES CHR

KYYX Debuts "Hip Hot Hits"

CHR-formatted KYYX/Seattle adopted a new "Hip Hot Hits" format this week, consulted by former KROQ/Los Angeles PD Rick Carroll. The KYYX format represents an extension of Carroll's new wave tight-playlist AOR approach to a Contemporary Hit Radio mold.

KYYX part-owner and Seattle radio veteran Pat O'Day told R&R, "We are not an AOR station at all. We are a Top 40 station. An AOR station is an album station with 75% of its music prior to 1978, and we rely on current hit product."

Rosenwald Promoted To Malrite Exec. VP

Gil Rosenwald has been promoted to Executive Vice President of Malrite Communications Group, moving up from VP/Group Operations. Rosenwald, who has been with Malrite since 1973, was named VP/GM of WMMS & WHK/Cleveland in 1977.

Malrite President Carl Hirsch commented, "Malrite's phenomenal growth in recent years is a story which cannot be written without mentioning the significant contributions of Gil Rosenwald. Gil is one of the most dedicated and unselfish executives in broadcasting, as characterized by the extraordinary working relation-



ROSENWALD/ See Page 32

rently produced." Green added that besides being able to generate rolling averages the microcomputers will also be available "to access AID and market report data."

Arbitron spokesperson Connie Anthes verified Green's state-

ARBITRON/ See Page 32

EXPANDED BAND WITH NO NIGHTTIME PROTECTION

1500 New AM Stations Possible

An extensive study released this week by the FCC concluded that 1500 new stations could be placed on the AM band between 1605 and 1705 kHz, an expansion approved by a world radio conference three years ago.

The 1500 figure is based on a finding that lack of nighttime protection does not appear to harm an AM station's selling price or its

CARROLL'S ROQ FORMAT GOES CHR

"Rick is going to find a new flexibility for his format, since Seattle and Los Angeles cannot be compared when one considers the finite tastes of the under-30 audiences. We're delighted to give strength and momentum to what Rick has had the initiative to do. We deeply believe in his feeling that there is still Top 40 radio and that it will have a major impact on any given market."

"Natural Evolution Of CHR"

Carroll explained to R&R, "This is going to be more of a Top 40 format - 'Hip Hot Hits.' Management felt that this format was the next natural evolution of the CHR

KYYX/ See Page 32

Wagner Takes Alta Group PD Position

Mike Wagner has been named Group Program Director for Alta Broadcasting, owner of KBZT/San Diego and KEZR/San Jose. Wagner had most recently spent seven years as an afternoon personality and (for a time) PD for KIIS/Los Angeles.

Commenting on Wagner's appointment, Alta co-owner and Board Chairman Jim Levitt said, "We looked long and hard for a person to take this newly-created position. We are most im-



WAGNER/ See Page 32

Doubleday Buys WMET For \$9.5 Million

Rapidly expanding Doubleday Broadcasting hit its legal maximum of seven FM's Monday (8-23) when it reached an agreement with Metromedia to acquire WMET/Chicago for \$9.5 million.

"In my mind this is an irreplaceable asset," Doubleday President

Gary Stevens told R&R. "You do not find full-power FM stations in markets like Chicago available all the time."

The purchase is contingent upon FCC approval, which Stevens expects in early 1983, and Metromedia's acquisition of WFLD-TV/Chicago for \$136 million. Besides selling WMET, Metromedia is financing the WFLD purchase by dealing away WTCN-TV/Minneapolis and WXIX-TV/Cincinnati.

Stevens told R&R he intends to maintain WMET's AOR format and call letters. "Where we buy a call sign with image," he explained, "we will always keep it."

Calling the purchase a "carbon copy" of Doubleday's recent takeover of WAVA/Washington, Stevens told R&R, "It's in the same format that we're in and we bought it for precisely the same reason. It is well-imaged. In the same way in which we kept all the WAVA people in the transition, I expect we'll do the same thing in Chicago." Stevens indicated his approval of Metromedia's pro-

DOUBLEDAY/ See Page 32

UNDER THE WATER & OVER THE AIR FOR 104 HOURS

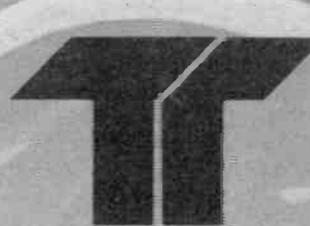
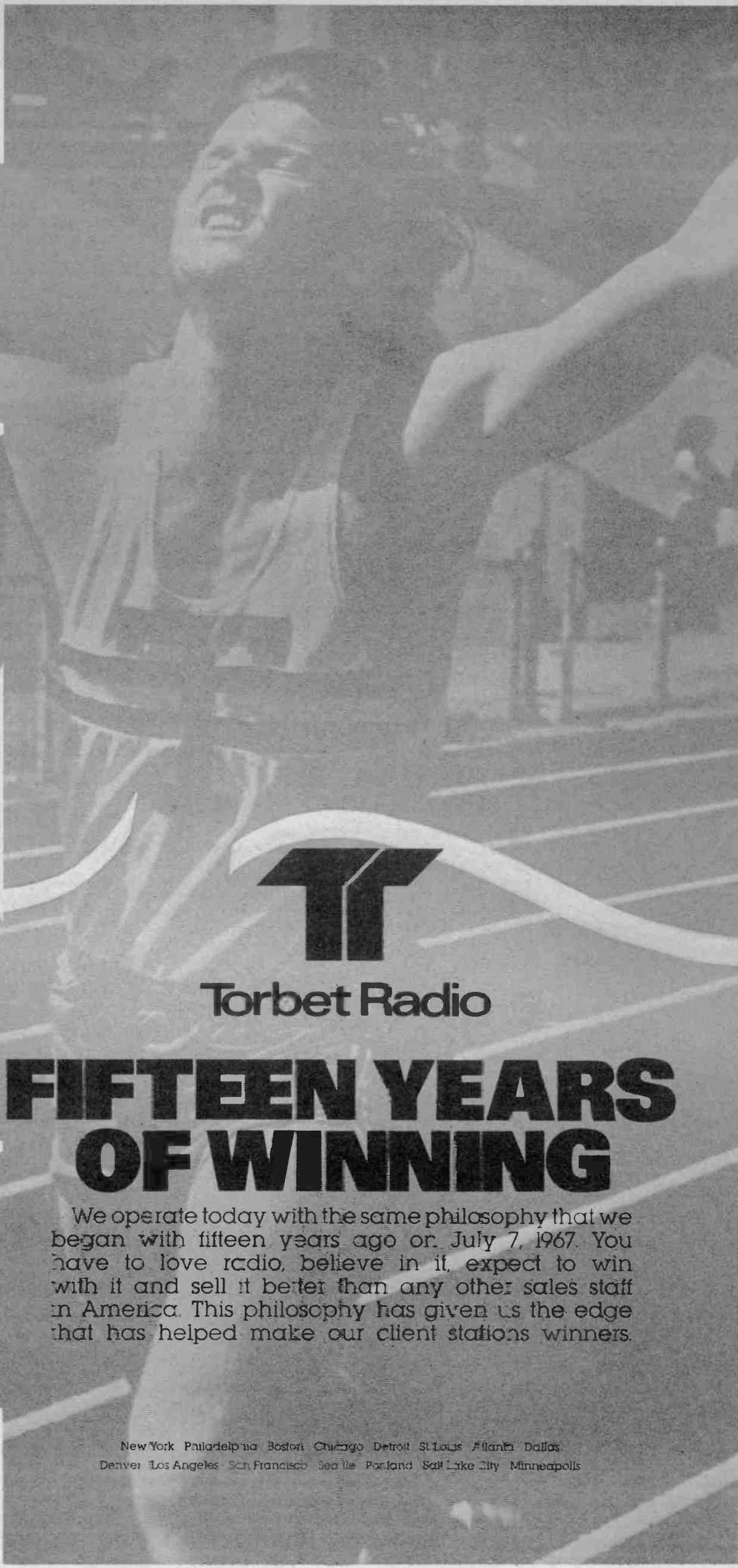
Q104 Duo Sets Submerged Broadcasting Record



Rick Sisk, GM of Q104/Gadsden, AL, and account executive Dennis Deason, who double as Q104's morning team, set a new underwater broadcasting record of 104 hours last week (and broke their own mark of last year, 73 hours). The duo were submerged in 40 feet of Coosa River water inside a 22' long and 12' diameter fermentation tank, remodeled into the "Calypso II" aquatic habitat. Pictured are Deason (left) and Sisk, the Calypso II suspended from a large crane about to be lowered, and the partially-submerged Calypso with technical coordinator Rick Spears on top.

Q104/ See Page 32

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Torbet Radio

FIFTEEN YEARS OF WINNING

We operate today with the same philosophy that we began with fifteen years ago on July 7, 1967. You have to love radio, believe in it, expect to win with it and sell it better than any other sales staff in America. This philosophy has given us the edge that has helped make our client stations winners.

New York Philadelphia Boston Chicago Detroit St. Louis Miami Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

this week . . . 8-27-82

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Logan Appointed PD At KFOG

Dave Logan has been named Program Director at KFOG/San Francisco, which plans to switch to AOR in mid-September (R&R 8-13). Logan was PD of AOR WLAV/Grand Rapids for 2½ years, previously serving as Promotion & Marketing Director at WLUP/Chicago.

KFOG GM John Gaston commented to R&R, "The chemistry between Dave and me was excellent. His promotional background, especially his outstanding work at the Loop, was a plus. He has an aggressive, 'I want to win' attitude. In the kind of competitive situation we're in, that's got to be a big plus. He's a bright guy, a winner."



Dave Logan

Logan told R&R, "I have the usual mixed feelings about leaving. We've built one of the top five AOR's in the U.S. in average quarter hours, and one of the seven largest 18-34 shares in America. WLAV is one of the top secondaries. Now I'm looking forward to helping make KFOG one of the top AOR's in America. I think we're going to go in there like demons and win."

Barri Becomes VP At Motown

Steve Barri has been appointed to the newly-created position of VP/Creative Affairs for Motown Records. The longtime Warner Bros. A&R executive will supervise talent acquisition and A&R activities for Motown, and will report directly to label President Jay Lasker, with whom he worked for years at ABC/Dunhill Records.

Lasker commented, "I'm delighted to be working with Steve again. He has one of the best creative minds in the business, and his record speaks for itself."

Barri stated, "I'm very excited about coming to Motown and working with Jay again. I've been Motown's biggest fan, and working with (Chairman) Berry Gordy is like a dream come true. But more important than that, a company like Motown gives you an opportunity to work closely with areas like promotion and sales. That type of intimate involvement is rare at most record companies."

Ilberman, Kiernan Named Polygram Exec. VP's

Polygram Records has appointed former RCA VP Mel Ilberman to the new position of Executive VP, while promoting Sr. VP/Sales & Marketing Jack Kiernan to Exec. VP/Sales & Marketing. Ilberman will supervise administrative functions at the company, plus international operations; Kiernan will continue to oversee the areas designated in his title, plus promotion.



Mel Ilberman



Jack Kiernan

Polygram President Guenter Hensler stated, "We're very happy to have secured the services of Mel Ilberman for this critical position . . . I've felt the need for a professional like Mel to coordinate these areas and thereby free me to devote more energies to Polygram's overall direction."

With Mel, Jack, and the rest of the management team in place, we should be able to accelerate our upward success curve."

Asked about San Francisco's intense AOR battle, with KMEL, KRQR, and new entry KQAK already on the air, Logan said, "I thrive on competition. The more the better! I'm working with the best guy in the business, (consultant) Lee Abrams. It's bad news for the competition!"

No decision on KFOG's specific AOR direction has been made yet. Logan starts September 1.

Gold, Heimerl New Westwood One VP's

Judy Gold has been promoted to Executive VP/Director of Sales and Brian Heimerl has been elevated to VP/Director of Operations at Los Angeles-based program supplier Westwood One.

In making the announcement, Westwood One President Norm Pattiz said, "This is just the beginning of several moves that we will be making to strengthen the company's overall management structure and, at the same time, reward some key people for jobs well done."



Judy Gold



Brian Heimerl

Gold, a six-year veteran of the firm, most recently directed station sales efforts for Westwood One. Heimerl joined Westwood One two years ago, following seven years with Watermark.

Hicks Picked As KDWB-FM PD

Jack Hicks has been elevated to Program Director at KDWB-FM/Minneapolis. Hicks had previously been a member of the AOR-formatted station's airstaff for the past two years; the promotion marks Hicks's first time at the PD reins.

Doubleday National PD Dave Hamilton, commenting upon the appointment, told R&R: "I've worked with Jack for the last year-and-a-half. He's been running the station on a day-to-day basis for the past several months, so I thought it would make more sense for him to be PD than the guy we had in there."

"I love the job; I've always wanted it," Hicks enthused, adding, "I've really learned a lot from working with Dave Hamilton over the past two years." Hicks replaces Joe Folger, who last month exited the facility after about four weeks in the PD's post.

Fennessy, Christian Take New PD Posts

Kevin Fennessy has been appointed Program Director at WHAM/Rochester. He replaces Dave Laird, now considering another position within the station.

WHAM & WHFM GM Larry Conti Jr. commented, "I was looking for someone with aggressiveness and determination. Kevin came to us highly recommended, and I feel confident that he's exactly the one we need to move the station ahead." Conti added, "Dave Laird has done a good job, and this decision should not reflect on his experience and abilities."

Fennessy most recently programmed KESI/San Antonio, after serving a year as PD for WOAI-FM across town, and previously working at WFFM/Pittsburgh. Replacing Fennessy at KESI is Dave Christian, who joins the station from his freelance voice and production business in San Francisco.

In appointing Christian as PD, KESI President/GM Sam Sitterle said, "I'm delighted to have Dave here. I firmly feel he's a great addition to the staff because of his abilities in commercial production and handling personnel."

Fisher Elevated To VP At Group W

Steve Fisher has been named VP/Radio Development, a new position at Group W Radio. Fisher had previously been the Radio Group's Controller.

Group W Radio President Dick Harris stated, "Not a day goes by that we don't learn of some new development in the field of communications . . . We are delighted that Steve Fisher will now assume responsibility for identifying new growth opportunities in areas such as cable audio, SCA utilization, programming, and technological developments."

Before becoming Group W Radio's Controller in January 1981, Fisher worked in financial positions at the company's RAR rep firm, KODA/Houston and KOAX/Dallas.

Mitchell Named WPEN PD

Paul Mitchell has been named Program Director at WPEN/Philadelphia. For the past 2½ years, WPEN's MOR/Big Band/Nostalgia format had been programmed by parent company Greater Media's VP/Radio Programming Julian Breen.

In making the announcement, WPEN and sister station WMGK/Philadelphia VP/GM Larry Wexler stated, "Julian's continuous wide-ranging corporate responsibilities, along with his increasingly hectic traveling schedule, have made it necessary to bring another programming pro on board to head up the program department of WPEN. Paul Mitchell is that pro. He's a major market PD with a thorough knowledge of this market, both past and present. I have a good feeling about him, as there's a good chemistry between us."

"It's great," said Mitchell. "It's one of the best opportunities in my life. We have an excellent station here, and I'm very fortunate to be given the chance to work with such a professional staff."

Prior to WPEN, Mitchell was an entrepreneur involved with various non-broadcast businesses. His radio background includes programming stints at Philadelphia stations WDVR (now WEAZ) and WPBS (now WUSL), as well as KXYZ/Houston. Mitchell has also served as a consultant to KGO/San Francisco and WXYZ/Detroit.

Scott Promoted To PD At WMIL

Craig Scott has been upped to Program Director at WMIL/Milwaukee from his previous post as afternoon drive personality for the Country-formatted outlet, replacing Michael St. James as PD. Scott came to WMIL from overnights at WJEZ/Chicago and had previously programmed WTTM/Trenton.

WMIL General Manager Jerry McKenna told R&R that he and St. James "had a falling-out in terms of the direction we wanted the radio station to go, and I just didn't see any way in which it would work out for us. I made Craig acting PD a few weeks ago and he's just done a tremendous job. I'm real excited about our future."

"We've made a lot of changes here and I think we have one heck of a potential to really go to town on this," echoed Scott. "I've got good people backing me up. I've got a good staff, a good General Manager, and an Operations Director (Steve Sands) who is not only super-supportive but a genuine pro. So, it's not like I'm out there alone. There's people to help and we're going to soar!"

R&R Closed For Labor Day

R&R will observe the Labor Day holiday, and offices will be closed in Los Angeles and Washington, DC on Monday, September 6. We'll be back on normal schedule the next day, Tuesday, September 7.

Washington Report

Nebraska Broadcasters Block Radio Marti

An attempt to authorize Radio Marti in the Senate Foreign Relations Committee was thwarted last week by Sen. Edward Zorinsky (D-NB). Since Congress has now begun a two-week recess, the panel will try again for a vote on September 8. In blocking a vote, Zorinsky cited opposition by the Nebraska Broadcasters Association to the U.S. government's Cuban-aimed propaganda station.

Meanwhile, the State Department has agreed to a change it hopes will allay the fears of U.S. broadcasters that Cuban jamming of Radio Marti will result in massive interference to American stations. The amendment would require that Cuban stations and potential interference be taken into account when Radio Marti's frequency is chosen by the National Telecommunications & Information Administration (NTIA).

Motorola Joins AM Stereo Line-Up

Motorola this week became the last of the four major AM stereo competitors to submit its equipment to the FCC for type acceptance. Also pending is an application from Magnavox.

Harris went on the air three weeks ago with WQXI/Atlanta leading the way. Meanwhile, Leonard Kahn has satisfied the FCC that his system — which went on the air in late July — meets certain channel separation requirements (15 db separation). He had been given 21 days to prove his system complied with the rules, or face possible withdrawal of his type acceptance.

A spokesman for the FCC Laboratory in Laurel, MD said Kahn's type acceptance is now valid for five years. To get permanent approval, his system will have to meet a higher separation standard (20 db) in 1987.

Program Logs Unchanged At 78% Of Stations

According to an NAB survey, 78% of radio stations have made no changes in their programming logs even though the FCC stopped requiring logs in April of 1981. Most said their current system works well, although 10% are waiting to make sure abolition of the logs isn't reversed.

Only 22% said they've made some changes. Of those, 48% described the changes as very minor, 22% moderate and 24% extensive.

Even though they've made few changes, most broadcasters told the NAB they're grateful there's no longer a threat of FCC penalties for minor variances in logging procedures. Later this year NAB will publish a booklet of sample logging forms collected from the survey respondents.

NRBA Elects Directors, Taps Reagan & Orkin

The NRBA Board has chosen ten broadcasters to serve two-year terms as Directors-at-Large for this association: Kent Burkhardt, Burkhardt/Abrams/Michaels/Douglas; Jim Connor, WWSH/Philadelphia; Joe Costello, Gulf South Broadcasters; Ted Dorf, WGAY/Washington; Gary Edens, Harte-Hanks Radio; Robert Fuller, Fuller-Jeffrey Group; Ron Kempff, WHIO/Dayton; Lew Latto, WAKX/Duluth; Don Sharp, WGIL & WAAG/Galesburg, IL; and Gary Worth, Wold Communications.

Meanwhile, President Reagan has prepared a videotaped greeting for NRBA's annual convention which opens September 12 in Reno. And a special presentation has been arranged by Dick Orkin of the recently-dissolved comedy commercial team Dick & Bert.

Amway Plans \$500 Million Suit Vs. Detroit Free Press

AP reports the owners of the Mutual Broadcasting System, WCFL/Chicago, and WHN/New York planned to file a \$500 million libel suit this week against the Detroit Free Press. Last weekend the newspaper uncovered a 1980 Canadian government suit against Amway Corp., Mutual's parent company. Canada claims Amway has avoided \$118 million in duty payments through fraud.

A spokesman for the newspaper defended the accuracy of the report, according to AP. Amway issued a statement blasting the account. It said the report "reeks of political scare tactics since it was fabricated from half-truths, falsehoods, hearsay, and so-called opinions from unqualified individuals and incomplete, misleading documents."

Amway accused the newspaper of having political motives. Amway's top executives, Richard De Vos and Jay Van Andel, are heading up a GOP gubernatorial campaign in Michigan and, until he was replaced last week, De Vos was Finance Chairman for the Republican National Committee.

Stiller & Meara Quit RPC

NAB officials were infuriated last week when, just ten days before the Radio Programming Conference (RPC) in New Orleans, the comedy team Stiller & Meara suddenly cancelled their scheduled appearance. RPC Steering Committee Chairman Marty Rubenstein, President/CEO of Mutual, said, "We are keenly disappointed that they would cancel at this late date," in a prepared statement that was far more restrained than his reported private reaction.

Lined up at the last minute to replace the no-shows are Bert Berdis and Alan Barzman. Until recently, Berdis was half of the famed Dick & Bert commercial duo. He now works with Barzman, whose Alan Barzman & Co. won this year's Clio Award for best humorous radio commercial. They'll appear with Mutual talk show host Larry King at the RPC's "Making \$\$\$ With Your Mouth" luncheon.

MOST NETS WILL CARRY

Democrats Protest Latest Reagan Radio Series

The White House announced officially this week that President Reagan will deliver a second series of five-minute radio talks, starting this weekend (8-28). House Speaker Tip O'Neill (D-MA) and Senate Minority Leader Robert Byrd (D-WV) immediately asked the networks to reject the White House request for airtime, but most of the networks said they will carry the talks.

The programs will be identical in format to the 10 speeches President Reagan gave on radio last spring. They'll air live at 12:06 (EDT) on Saturdays. Although several network executives said the White House was thinking in terms of a 13-week run, there was no official word on the length of the series.

AP Radio, UPI Audio, RKO, Mutual, and NBC will carry the speeches. ABC had made no decision and CBS President Bob Hosking said his network, as it did last spring, is declining to air the talks.

In their letter to the networks, O'Neill and Byrd said, "We believe that this extraordinary request for free time should be rejected. President Reagan has already had unparalleled access to the media... They said his plan was particularly "distressing" coming in the midst of a Congressional campaign "where balance in the presentation of views about national issues is of utmost importance."

If the networks do carry the President, Byrd and O'Neill asked for equal time for

Congress Prunes FCC, Votes New Lottery Rules

Congress last week gave final approval to two bills that will directly affect broadcasters and the FCC by:

- Slashing the number of FCC Commissioners from seven to five.
- Clearing the way for the FCC to award new licenses by lottery.
- Allowing private groups such as state broadcast associations to pay the travel expenses of FCC Commissioners who are guest speakers.

President Reagan is expected to sign both bills into law. However, it's now considered very likely that Reagan will veto the Supplemental Appropriations Bill, which contains nearly \$2 million to fund pay raises for FCC employees through October 1. According to a Commission spokesman, a veto would almost certainly mean temporary furloughs for some FCC employees during the month of September.

Two-Vote FCC Majority

With a five-member Commission, only three votes will be needed to pass an item. However, since only three Commissioners would have to be present to conduct business, it's conceivable that some major proposals could pass with a two-vote majority. One Commission official privately questioned whether it's "in the public interest" for important questions to be settled by just two Commissioners.

The immediate unanswered question is whether FCC General Counsel Steve Sharp, who was nominated by Reagan for a seven-year term, will now accept a seat that will disappear next June 30. Sharp reportedly wants to confer with FCC Chairman Mark Fowler, on vacation until the end of August, before making up his mind. In addition to

Sharp's seat, the slot now held by Joe Fogarty will disappear when his term ends next June 30.

Even though the cutback he engineered is virtually complete, Commerce Committee Chairman Bob Packwood (R-OR) still hasn't scheduled a confirmation hearing for Sharp. Packwood and Sen. Ted Stevens (R-AK) maneuvered the FCC amputation through Congress after President Reagan ignored their candidate in naming Sharp to the FCC.

Lottery Simplified

The lottery language voted by Congress last week was requested by the FCC. It will allow the Commission to award a license for a new facility by holding a lottery among all applicants, and then checking the winner's qualifications. The lottery authority given the FCC by Congress last year would have required that each applicant's qualifications be checked in advance of a lottery.

The new language also limits lottery preferences to minorities. Last year's bill, which the FCC refused to implement on the grounds it was "unworkable," would also have given preferences to labor unions and virtually any group "under-represented" in telecommunications ownership.

Fritts Calls For Unity

"In the final analysis what is good for a Los Angeles television station is also what a Tupelo, Mississippi radio station would like to achieve," new NAB President Eddie Fritts told the West Virginia Broadcasters Association last Friday (8-20).

Sounding a rallying cry at the Greenbrier resort, Fritts said he intends to insure NAB's strength through "small and large, working together. Broadcasting collectively is bigger than any of its parts," he said. "The key is working together. That is what I was hired to do and certainly aim to accomplish."

Alluding to former NAB President Vince Wasilewski's decision to leave the NAB, Fritts noted, "Vince is leaving the organization in good order. My job, as I see it, is essentially fine-tuning." He added, "If it ain't broke, don't fix it."

While Fritts stressed togetherness on one hand, he also spoke of small market radio's overall representation. "When I first became active in NAB at the committee and later board levels, there was always an undercurrent that the association didn't represent small market broadcasters — radio, in particular." Fritts said that "was then and is now a hollow charge."

The NAB's role, as he defined it in a prepared text issued prior to the speech, is "a careful balancing of big and small, radio and television through an active campaign process." He elaborated, "I confess I don't know everything there is about major market television. But I do know how to insure that their concerns are represented, voiced, and acted-upon within the NAB."

NO REVOLVING DOOR

Few things frustrate station management as much as turnover of people at their rep firm. Not just because it takes time to train someone new, but also because an inexperienced salesperson invariably results in missed opportunities.

At Masla Radio our sales staff has been with us an average of five and a half years. Our sales managers even longer.

How do we hold onto them? We pay them well. They're worth it, too. There's simply no substitute for experience. That's why Masla Radio means more business for major stations in key national and regional markets.



MASLA RADIO

We'll never be too big not to be hungry.



PART II

Humorous Ad Campaigns Cut Through Clutter

Last week, examining a study conducted by **McCullum/Spielman & Co.**, we discussed humor's effectiveness as an advertising device. This week we take a brief look at eight types of funny spots, as well as guidelines to help determine if a humorous approach will work for you.

McCullum/Spielman has divided the eight basic humorous devices into two categories. The first, those showing better track records, comprises the humorous predicament: vignettes, slices of life; the humorous mood, which uses music and jingles to accentuate its light tone; the spoof/parody; and whimsy, which wins consumer attention through animation, critters, and little people. Although these aren't failsafe, those making up the second category are riskier in nature, so proceed with care: children and animals, which tend to upstage the

message; slapstick; and humorous characters, running the gamut from the dumb housewife to regional or ethnic stereotypes.

When choosing one of the aforementioned comedic spot types, there are several guidelines that should be considered. First and foremost, does the intended product (which could be your radio station or record) lend itself to a humorous treatment? Next keep in mind that light-hearted music and jingles frequently heighten the humorous impact, and make certain the humor is kept relevant and related to the message and product. Be aware, also, that consumer receptivity drops when a humorous approach is used to launch new products. Familiarity means less time for setups. And subtle, true-to-life elements let consumers laugh with, not at, the commercials.

Computers To Verify Signatures

Signature verification by computers is being developed by several companies to control unauthorized access to data files and banking information. The systems will also probably be used in automatic bank tellers. One system developed by **Sycon Inc.** uses a pressure-sensitive tablet and a ball-point pen, and measures 20 different signature characteristics. You sign your name up to ten times, and those signatures are the range of your acceptable signing variations. It's hoped the signature system will cut down on stolen bank card use.

D-C's Playlist Plus Allows Computerized Customization

Drake-Chenault, a longtime provider of pre-programmed radio formats, has developed a system called "Playlist Plus" to allow greater local input while retaining the advantages of a national overview and computerized control, according to National Programming Consultant **Bob Laurence**. D-C programmers and the local PD determine a market position for the station and then build the music around it, based on local and national considerations. Then D-C's computer generates a weekly hour-by-hour playlist suited to the station's needs.

Laurence described Playlist Plus as "a lot more flexible" than a predetermined format. He added that the computerized playlist feature is more efficient than the typical card system used by many programmers, with a greater degree of control and cross-referencing possible. D-C is providing terminals to stations so they can receive their playlists by electronic mail, eliminating computer start-up costs. The service is available for A/C, CHR, MOR, Black, Country, and Big Band formats, with **WHFM/Rochester** serving as the pilot station and **WFLY/Albany**, **WQXA/York**, and **WAFB/Baton Rouge** set to adopt it. Laurence concluded, "Playlist Plus allows our clients to be more competitive on a local level."

135 CATEGORIES

Green Book Ranks Songs By Subject

Often PD's and personalities out there in radioland like to add a topical twist to station programming. Say it's raining outside and you'd like to throw in one or two songs about the rain. As can be the case with creative brainstorming, your mind immediately draws a blank.

So you turn to the **Green Book**. Unlike other books that list songs according to national chart positions or how many weeks they stayed on, this 300-page binder alphabetically lists, by subject, 10,000 songs covering the past 50 years.

The **Green Book** took five years to complete and focuses on CHR, AOR, and A/C music, but encompasses selected pop standards, country, black, jazz, comedy and other music. Entries are listed by title, artist, and label, chosen on the basis of popularity, production value, balance, and

availability. It's very current, even including **Survivor's** "Eye Of The Tiger." It also comes complete with introduction, a label key, and table of contents, while each music sheet features extra write-in space for personal entries. Subject categories include school, money, God, magic, political society, and over 300 entries alone for Christmas-themed music. Updates and supplements will be available on an annual basis. Not just for use by programmers and DJ's, the **Green Book** is a valuable asset for production personnel, researchers, and collectors.

Edited by **Jeff Green**, the **Green Book** retails for \$69.50 which includes tax and UPS delivery. And it's backed by a full guarantee. For more information, write Professional Desk References, 8726 D So. Sepulveda Blvd., #A4, Los Angeles, CA 90045.



SOUPS ON

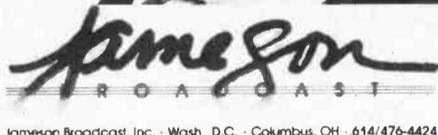
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MFSL Debuts Beatles Limited Edition

Attention all **Beatles** fans and audiophiles. Audio specialist **Mobile Fidelity Sound Lab** has announced plans for "The Beatles/The Collection." Slated for October release, the limited edition (10,000 sets worldwide) of original master recordings comprises 14 discs the Beatles recorded together: "Please Please Me," "With The Beatles," "A Hard Day's Night," "Beatles For Sale," "Help," "Rubber Soul," "Revolver," "Sgt. Pepper," "White Album," "Yellow Submarine," "Magical Mystery Tour," "Abbey Road," and "Let It Be." Given today's economic climate and the present record industry slump, MFSL's venture, at \$325 per set, is quite ambitious.

Each of the albums are being remastered from the original British master tapes. The "Rarities" album will probably not be included since the second and third-generation masters don't meet company standards. However, besides the music, aficionados will be treated to a Beatles Artbook, a four-color graphic history of all Beatles album artwork; a complete discography, a signed, hand-numbered certificate of authenticity, an album divider, and the Geo-Disc, a precision cartridge alignment system. Another highlight of the 17 lbs. box set is its packaging. The entire collection is packaged in a black linen case featuring twin-latched doors and pure brass hardware. Each individual album sleeve displays a photo of the original metal cans that housed the master tapes complete with the actual engineer's log-sheet.

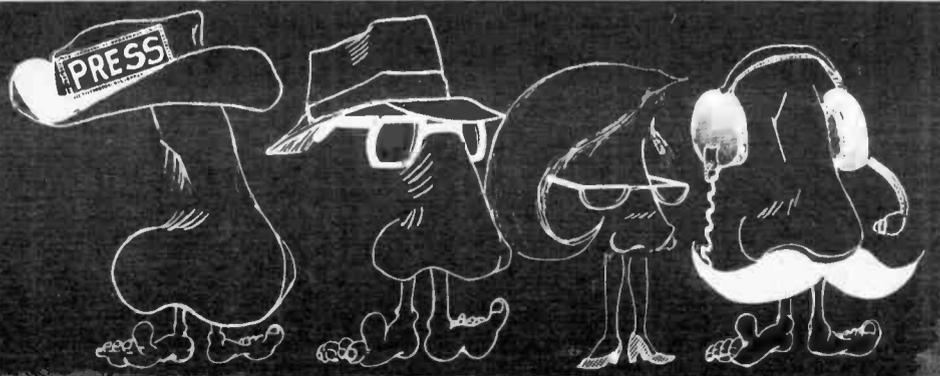
For more details regarding the forthcoming Beatles limited edition, call (213) 709-8440, or write Box 919, Chatsworth, CA 91311.



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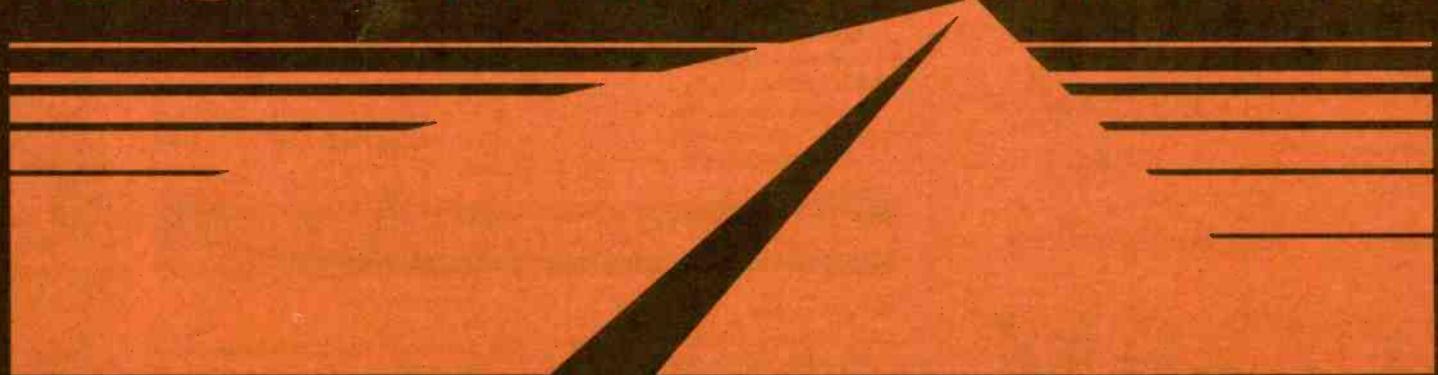
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Networks/Program Suppliers

MUSIC FEATURES

NBC

Source:

- Van Halen (September 10-12)
- Source Music Magazine (September 17-18)
- Joe Walsh (September 17-19)
- Eddie Money (September 24-26)
- Blue Oyster Cult/Aldo Nova (*Starfleet Blair*) (September 24)

Rolling Stone Magazine Productions

Rock Star Guest DJ:

- Ted Nugent (September 13)
- Hall & Oates w/Phil Collins (September 20)
- Go-Go's Kathy Valentine, Charlotte Caffey (September 27)
- John Cougar (October 4)

Continuous History Of Rock & Roll:

- Great Bass (September 13)
- Worldwide Rock (September 20)
- Greatest Rock Festivals (September 27)

United Stations

Country Music Countdown:

- Brenda Lee (September 10-12)
- Con Hunley (September 17-19)
- Eddie Rabbitt (September 24-26)

Dick Clark's

Rock Roll And Remember:

- Monkees (September 10-12)
- Olivia Newton-John (September 17-19)
- Chicago (September 24-26)

Watermark

Soundtrack Of The 60's:

- John Entwistle/Henry Diltz/Peter, Paul & Mary (September 11-12)
- Judy Collins/Tim Leary/Roy Orbison (September 18-19)

Westwood One

Budweiser Concert Hour:

- Smokey Robinson (September 17-19)

In Concert:

Genesis (September 17-19)

Live From Gilley's:

- Lee Greenwood (September 10-12)
- Bobby Goldsboro (September 17-19)
- John Anderson (September 24-26)
- Michael Murphy (October 1-3)

Off The Record:

- Fleetwood Mac/Pt. II (September 10-12)
- Heart (September 17-19)
- 38 Special (September 24-26)
- Genesis (October 1-3)

Rock Years:

- 1971 (September 10-12)
- 1972 (September 17-19)

Rock & Roll Never Forgets:

John Lennon (September 17-19)

Special Edition:

- Donna Summer/Pt. II (September 10-12)
- A Taste of Honey (September 17-19)
- Jermaine Jackson (September 24-26)
- Cheryl Lynn (October 1-3)
- Ray Parker Jr. (October 8-10)

ABC

Contemporary Net/Spotlight Specials:

Billy Joel (October 24)

Entertainment Net/Silver Eagle (DIR):

- "Drunk and Crazy" Special (September 12)
- John Anderson (September 18)
- Charly McClain (September 25)
- "Notes From the Road" (September 26)
- Charlie Daniels (October 2)

Rock Net/

King Biscuit (DIR):

- Jon Anderson (September 12)
- John Waite/Axe (September 19)

CBS

RadioRadio:

- On Stage Tonight: Carole King (October 2)
- Commodores (November 6)

Clayton Webster Country Calendar:

- Mel Tillis (September 20)
- Ed Bruce (September 21)
- Bill Anderson (September 22)
- David Frizzell (September 23)
- John Anderson (September 24)
- Royce Kendall (September 25)
- Marty Robbins (September 26)

Rarities:

- Pink Floyd (September 20)
- Yardbirds (September 21)
- Rolling Stones (September 22)
- Peter Gabriel (September 23)
- Gollwogs (CCR) (September 24)

DIR Broadcasting Network Inside Track:

Pat Benatar/Christie Hynde/Go-Go's Charlotte Caffey (September 20)

Earth News

- Go-Go's (September 13-16)
- John Waite (September 17-19)

Global Satellite

Rockline:

Supertramp (September 13)

Inner-View:

- Rainbow (September 13)
- Kansas (September 20)

London Wavelength

Jim Morrison (September 1-15)

Mutual

Rolling Stones: Past and Present (September 30-October 3)

Narwood

Country Closeup:

- Roy Clark (September 13)
- Terri Gibbs (September 20)
- Loretta Lynn (September 27)

Music Makers:

- Les Brown (September 13)
- Peggy Lee (September 20)
- Lionel Hampton (September 27)

NBC's Talknet Adds More Hours, Weekends

Effective September 6, NBC's Talknet will expand its weekday broadcast hours. Instead of the current 10pm-5am schedule Talknet will begin at 8pm Eastern time and run until 5am. The weekday lineup is as follows: **Bruce Williams**, 8-11pm; **Sally Jessy Raphael**, 11pm-2am; and a repeat of Williams's show from 2-5am. In addition, September 11 marks the first day of weekend programming for the talk network, comprising the same weekday hours on Saturday and Sunday. Weekends will feature **Bernard Meltzer** from 8pm-midnight with a repeat of his show airing from 3-5 am. An as yet unannounced host will handle the midnight-3am segment. Talknet is transmitted by Westar AP System and NBC's Satcom I.

PEOPLE

● **Roderick Beaton**, a 34-year veteran of UPI, will retire as President of the news service on September 1. He served as president since 1972, remaining through the recent transitional period following **Media News Corporation's** acquisition of UPI. A search is currently underway for a successor.

● **ABC Radio** has undergone several minor reorganizational changes: **John Axten**, VP/Information Net adds duties of VP for both the **Direction and Entertainment** nets. **Chuck King**, formerly VP/Direction, becomes VP/Affiliate Affairs and Acquisition Planning. **Willard Lochridge** assumes **Rock** net responsibilities while retaining his post as VP for **Contemporary and FM** nets. **Tom Plant** is reassigned from VP/Rock to a general VP post working in affiliate planning and development, while **Ruth Meyer**, PD for Entertainment and Direction will now help in the development of all other networks. All of the aforementioned will report to VP **Walt Sabo**.

● **Pamela Hamilton** named VP/Director of Creative Services at **RKO Radio Networks**. She has been Director of Creative Services for the net since 1980; prior to that she served as Director/Sales Promotion for the **CBS Radio Network**. In other related activity, **Cindy Schroeder** has been promoted to Director of Research. She moves up from her previous post as Manager of the Research Department.



Pamela Hamilton

● Two more appointments at **CBS Radio**: **Marion Hampden** to Director/Program Practices; **Elizabeth Hayter** named to the newly-created post of Director/Satellite Transmission.



BREAKING UP IS HARD TO DO — That's what **WB** recording act, the **Who**, has decided. During **Roger Daltrey's** recent press conference in New York, he announced that the band is not breaking up as a recording entity and beginning September 22 will embark on what may be their farewell U.S. tour as a performing group. On hand for the announcement was the **ABC Rock Radio Network** which broadcast to its affiliates live exclusive coverage of the conference's first three minutes, 15 seconds. Syndicated rock columnist **Lisa Robinson** was the host, with **Pat St. John**, (above left) **WPLJ** personality and host of **ABC Rock Radio's** "Rocknotes" feature, representing the network.

NEWS & INFORMATION FEATURES

ABC Direction

"Coping With Your Life" hosted by Dr. Laura Schlessinger debuts (September 6)

ABC Entertainment

"What's So Funny" humor analysis (September 4-6)

CBS

Live coverage of U.S. Open Tennis Championships (September 4-6, 11-12)

Clayton Webster

Sporting News Report:

Focus On NFL Strike (September 20)

Earth News

Ron Howard (September 6-9)
Personnel placement expert Jeffrey Allen (September 10-12)

Progressive Radio Network Laugh Machine:

Robert Klein/Lily Tomlin/Pat Paulsen (Week of August 30)

News Blimp:

Anxiety/Mail after Nuclear War (Week of August 30)

Watermark

TV Tonite:

"Scared Silly" — **ABC** (September 2)
"CHIPS" — **NBC** (September 3, 5)

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NPR Wins Biggest NEA Radio Grant

National Public Radio has received the largest single National Endowment for the Arts (NEA) grant for radio production, \$250,000. The money is designated for NPR's five-hour arts/performance weekly magazine "The Sunday Show," which debuted in April and airs over 147 NPR stations.

SEPTEMBER	
1982	
3-5	★ ELVIS PRESLEY
10-12	★ THE MONKEES
17-19	★ OLIVIA NEWTON-JOHN
24-26	★ CHICAGO

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DICK CLARK'S

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Can we do something special for you? Unlike some programs which give you a steady diet of the same old thing, at the United Stations we believe we owe you something special. Not just on holidays, but on every program, every week. Big name artists, in-depth interviews. On your station, every weekend is special with Dick Clark's Rock, Roll and Remember.

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Olivia Newton-John

Her new single

Heart Attack



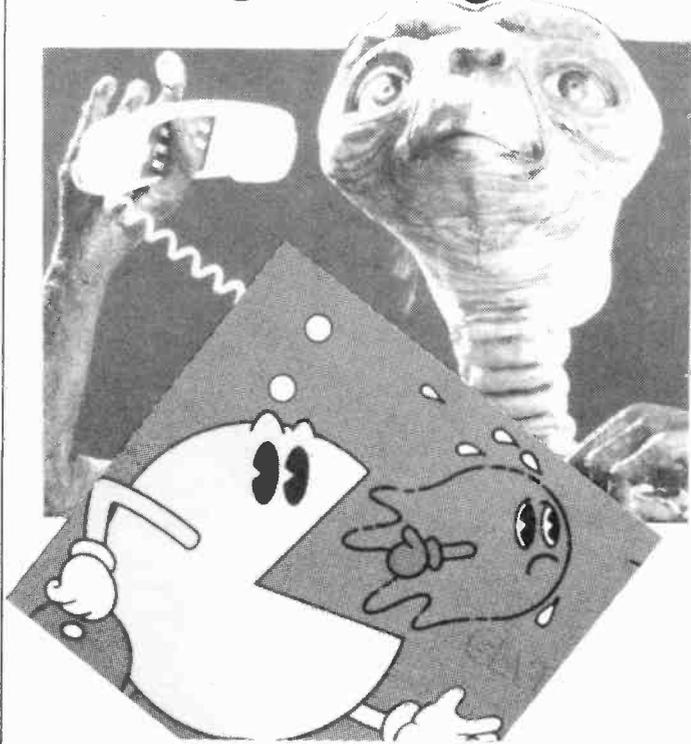
FIRST WEEK!

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| WBEN-FM | KINT | WGUY |
| B94 | KROD | WACZ |
| WXKS-FM | WTIX | WHEB |
| JB105 | B97 | WZYQ |
| Z93 | WAXY | Q104 |
| CKLW | BJ105 | WFOX |
| KBEQ | KX104 | WCGQ |
| KEARTH | WOKI | WISE |
| KRLA | WRQK | WFLB |
| KFI | WNOK-FM | WGLF |
| Q103 | WGH | KILE |
| KOPA | WKFR | KQIZ-FM |
| WTRY | KRAV | KPUR |
| 3WT | Z104 | WSPT |
| WPST | WNAM | 99KG |
| WLAN-FM | KQKQ | KDZA |
| WYCR | KGGI | KYYA |
| WKRZ-FM | KNBQ | KOZE |
| WKEE | KBBK | |
| 79Q | KIKI | |

from the forthcoming album "Greatest Hits Vol. 2"
Produced by John Farrar

E.T. MEETS PAC-MAN

Atari Buys E.T. Videogame Rights



Despite MCA's recently launched videogame venture (R&R 6-25), MCA-Universal has sold the videogame rights to the record grossing film, "E.T. — The ExtraTerrestrial," to WCI's Atari division. The amount was undisclosed. However, it was concurrently announced that director Steven Spielberg will play a principal role in the designing of the game, whose premise is getting E.T. home. Plans call for the videogame to be on the shelves by Christmas. Although it's too early to predict, Atari hopes the film's blockbuster success rubs off on its videogame relative, eating up a comparable chunk of the market like its forerunner, Pac-Man.



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Pro:Motions

Schwartz Becomes New WBBM-FM GSM

Jeff Schwartz has been named GSM at WBBM-FM/Chicago, the station where he began his career ten years ago as an account executive. In between he worked in sales at various Chicago stations, including GSM at WLUP.

Fidler New WRJZ VP/GM

Doc Fidler has been appointed VP/GM of WRJZ/Knoxville. He joins the station following his recent stint as General Sales Manager of WMZQ/Washington, DC.

Polygram Appoints Three



Rob Singer Bill Levenson Patt Morriss

As part of the expansion efforts behind its Project Management System, Polygram Records has promoted Rob Singer to Director/Project Management and Bill Levenson to Product Manager. Previously, Singer was the label's Director/National Merchandising while Levenson served as Assistant to Polygram's President. To further strengthen the Project Management division Jim Lewis, VP, Marketing/Project Management, will also act as marketing liaison with Polygram's international divisions.

In other company activity Patt Morriss has been tapped as Dallas Promotion Manager. He's the former Dallas Local Promotion Director for RSO and ABC Records.

Brinton Creates Dance Music Promotion Firm

Jane Brinton, most recently VP/GM of Pavilion Records, has resigned to form her own independent promotion/marketing/consulting firm. Jane Brinton Promotion & Marketing will specialize in all forms of dance music. Joining Brinton, who previously ran her own promotion firm and was VP of Tom Hayden & Associates, is former WBLS/New York and Columbia Records staffer Joe Giaco.

Gaspar, Korkin Get A&M A&R Assignments



Jerome Gaspar Barry Korkin

Jerome Gaspar has been named Director of Black A&R for A&M Records, coming from a similar position at Epic. At the same time, Barry Korkin moves up from Associate Director of A&R to Director of A&R Management at the label.

Prejean Station Manager For KVOL

Lionel Prejean returns to KVOL/Lafayette, LA as Station Manager. Earlier he served as Sales Manager at the station.

Dittman New Sundance VP

Roy Dittman, General Manager of KIDO & KIDQ/Boise, has been appointed VP of Sundance Broadcasting, owner of the two stations. Prior to joining Sundance in 1979, Dittman was VP/News at Great Trails Broadcasting and News Director at WBNS-AM & FM/Columbus.

Lowry Joins Klemm

Bob Lowry has joined the ranks of Klemm Media. His prior experience includes a stint as President of Frank Magid Associates Consulting as well as overseeing Surrey Communications Research and Bonneville's Research and Programming Division.

Weggeland To WINS Sales Manager

Sandy Weggeland has been named Sales Manager at WINS/New York. She brings with her two years' experience as an account executive with Group W's Radio Advertising Representatives.

Hahnke New K-BEST GSM

Timothy Hahnke has been upped to General Sales Manager at KBZT (K-BEST)/San Diego. He's worked at the station since 1981 as an account executive. Before that he served as Assistant General Manager of KBEQ/Kansas City.

Logan Set As WTPA Station Manager

Carol Logan, acting Station Manager for WTPA/Harrisburg, has been officially named Station Manager concurrent with the station's takeover by Foster Media Corp.

Stevens Promoted At Boardwalk

Andi Stevens has been elevated to Director of A&R Production/International at Boardwalk. She first joined the label as executive assistant to the late Nell Bogart and prior to that worked as Manager of A&R Services for Epic Records.



Andi Stevens

Porter Sales Manager For WDAE

Rick Porter joins WDAE/Tampa as Sales Manager, coming from a sales position at fellow Taft station WKRQ/Cincinnati.

Cashman Returns To WXKS As NSM

Mary Cashman returns to WXKS-AM & FM/Boston as National Sales Manager. She started her radio career with the stations in 1980 as an account executive, later moving to WROR/Boston.

Greenberg WGBB's New GSM

Harry Greenberg assumes the additional duties of General Sales Manager at WGBB/Long Island, while retaining his position as GSM at sister station WBAB.

Mittman Moves to WRKO As Sales Manager

Bruce Mittman has been appointed National/Local Sales Manager for WRKO/Boston, coming to the station from a VP slot at Arnold & Co. Advertising.

Morey, Rau Upped At KFRC

Susan Morey and Norman Rau have been promoted to Local Sales Managers at KFRC/San Francisco. Both Morey and Rau most recently served as account executives at the station.

1982	SEPTEMBER
3-5	★ ROGER MILLER
10-12	★ BRENDA LEE
17-19	★ CON HUNLEY
24-26	★ EDDIE RABBITT

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The United Stations



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So call Willard Lochridge at (212) 887-5582 or Jim Keating at (212) 887-5638 and find out how *Movienews* can boost your ratings.



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RKO...THE FIRST RADIO NETWORK TO SUPPLY STEREO TRANSMISSION VIA SATELLITE WILL ACQUIRE ITS OWN AUDIO DIGITAL DISTRIBUTION SYSTEM (ADDS) COME SEPTEMBER 1, 1983. AND THAT MEANS THAT RKO WILL...

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...expand channel capacity from four 15 kHz channels on Westar III to six 15 kHz channels on Satcom I for expanded programming options.

...institute first nationwide use of the industry standard for easy access to programming on all radio networks.

Once again RKO shows its long-term commitment to the industry by helping America's best radio stations set the pace in their market.

Visit us at the NAB and set the pace in your market with RKO!



Ratings & Research



JHAN HIBER

Adult Contemporary Succeeds Despite DST

The spring '82 Arbitron sweep will be most remembered for what I call "Ratings Newthink" — namely the new approach to surveys that involves Differential Survey Treatment in many markets. Over the past few weeks I've been examining, on a 12+ basis, what has happened — format by format — in the spring results. This week Adult Contemporary comes under the microscope. What has "Ratings Newthink" meant to this popular format?

As for the other formats previously examined, I chose a random cross-section of the top 50 markets as the data base for the article. Looking at the findings below may cause you to feel new respect for A/C. In the seven markets that were analyzed, the overall A/C share of the metro pie slipped. However, in the soon-to-be-released Ratings Report you'll find that Adult Contemporary was the top format this spring, at least in the top 50 metros. In other words, A/C more than held its own when compared to other formats and how they fared this spring. That A/C was able to do so well, even when

"A/C more than held its own when compared to other formats and how they fared this spring."

its 12+ shares were softening, is testimony that other formats were hurt even more by DST and did more poorly this spring than did A/C. Of course, among the key 25-54 target A/C is still stronger than bear's breath and remains one of the key sales spot carriers among today's radio sounds.

DST Diffusion

One almost certain outgrowth of the recent DST impact is that shares can no longer really be used as a trending vehicle. This series of articles will be the last in which I'll trend Arbitron's shares using pre-DST results in the trend sequence. The increase in ethnic diary return and listening has so affected the radio universe as reported by Arbitron that it really is a new ballgame — shares for A/C and other non-ethnic formats will be harder to come by.

Instead of ballyhooing shares, stations will have to be sure to emphasize actual audience estimates, in average or cume terms. This can make a big difference in how formats and stations are perceived. For example, while in every market examined for this article A/C's overall share slipped, in most of those

markets the actual number of persons delivered by the A/C stations was either stable or up. Thus, the audience share diffusion caused by DST is a fact of life that will continue to make life tough for non-ethnic or non-Urban stations. However, this doesn't mean that those stations have to run and hide. Many still have strong stories among their discrete demographic targets (such as 25-54), and those with share slippage can in a notable number of cases demonstrate that their actual delivered audience (in terms of persons, not shares) has not gone down.

12+ Softness

Let's examine the seven markets chosen for this piece and see how the new survey approach affected A/C. You'll note that the format was softer, ranging from just a 2% decline to a drop of 23%, comparing spring '81 to the spring '82 results. . .

Adult Contemporary Share Trend Chart

Market	Spring '81 12+ shares	Spring '82 12+ shares	Percent of Change
Atlanta	17.9	17.6	-2%
Dayton	24.4	20.7	-15%
Miami-			
Ft. Lauderdale	13.0	10.0	-23%
Milwaukee	33.4	29.2	-13%
Providence	21.5	21.0	-2%
San Jose	15.9	14.8	-7%
Washington, DC	17.2	15.4	-10%

There are some interesting tidbits to keep in mind as you peruse these numbers. Five of the markets shown had DST, for the first time in most cases; only Providence and San Jose did not. In the seven markets there was an overall decline of 10% compared to the spring '81 books. However, in the DST markets the slippage was even more noticeable — 30% more of a decline in the DST metros than in the markets

Week In Review

Broad Street Unhappy With DST

Fred Walker, President of Broad Street Communications, has come out against Differential Survey Treatment as implemented by Arbitron. According to Walker, "Arbitron's DST is reverse discrimination. Despite Arbitron's claims that DST allows them to use a single method to collect listening habits, that is not so — only DST households (blacks) receive greater contact with higher premiums." Walker wants Arbitron to "use a similar methodology for ALL male 18-34 households."

Research Group Relocates To Seattle

The Research Group will be moving from its San Luis Obispo, CA headquarters to Seattle effective September 1. All key staffers are making the move, which is designed to give the multifaceted research firm access to more sophisticated services, notably in the area of data processing. The new address is 2517 Eastlake Ave. East, Seattle, WA 98102; phone (206) 328-2993.

Arbitron Reissues Two

Due to incorrect crediting of WMMR entries to WGMR, two Pennsylvania markets have had their spring Arbitrons reissued. The Northeast Pennsylvania market (Scranton-Wilkes Barre) and the Williamsport Condensed Market Report were both corrected and sent to the relevant subscribers. Only the estimates for WMMR and WGMR were affected.

Birch Report Promotes Harper

Craig Harper, sales representatives for the Birch Report, has been promoted to the position of Assistant Vice-President of the ratings firm. Harper, who joined the company from WEZI/Memphis, will soon be opening up and heading the firm's new Dallas office. He will also oversee the L.A. branch, and the Chicago office, due to open next year, will report to him too.

where DST was not a factor. The 10% overall softening was not bad, compared to AOR for example, which saw its shares drop 20% on the average in our sample markets.

The A/C Challenge

Given the broad appeal of a well-executed Adult Contemporary sound, the format is better insulated

"In the DST markets the slippage was even more noticeable — 30% more of a decline in the DST metros than in the markets where DST was not a factor."

against severe damage from Arbitron methodology changes than are other approaches such as Beautiful Music or AOR. However, as seen here, even A/C finds itself having to scramble to keep its share of the overall pie dominant.

As I see it, the challenge for the Adult Contemporary format is to build as broad a cume base as possible. With a wide range of persons cuming the format, a station may be protected from ratings fluctuations, especially in metros where DST is a fact of life. Since DST, and the Census updates that were plugged in last fall, there are fewer non-ethnic diarykeepers in most DST metros. Also, overall listening is up largely due to non-white diary entries, as blacks are able to fill in their own diaries for the first time in ages. The combination of fewer non-ethnic diarykeepers coupled with fewer non-ethnic quarter-hours than before means that A/C (largely a non-ethnic format) will have to strive harder for those precious diarykeepers. If a station has a large number of listeners, that bulge

may act as insurance, giving the property a chance to assure that in the smaller non-ethnic diarykeeper total its listeners are well represented.

The need to build a significant cume has an impact on several station operations areas. Advertising and promotion can be a big factor. External advertising is not cheap but it is the best and fastest way to build cume. Your station will need someone, either in-house or at an understanding agency, to make sure you get all the advertising clout possible for your budget.

Ah, yes, the budget. A/C stations may have to take into account that perhaps more will need to be spent than before DST in order to build that ratings insurance cushion. Perceptual research can give you guidelines as to what

"The combination of fewer non-ethnic diarykeepers coupled with fewer non-ethnic quarter-hours than before means that A/C will have to strive harder for those precious diarykeepers."

media your target spends their time with, as well as what message might be best used to bring (or keep) a large number of listeners sampling your station. Advertising and research don't come cheaply, but they will be vital.

All in all, A/C can hold its head high. DST is having an effect, and there are still challenges ahead, but Adult Contemporary remains one of the most successful of the non-ethnic formats examined so far at keeping its Arbitron wits about it. Next week, CHR will be the topic and we'll see how that format looked this spring.

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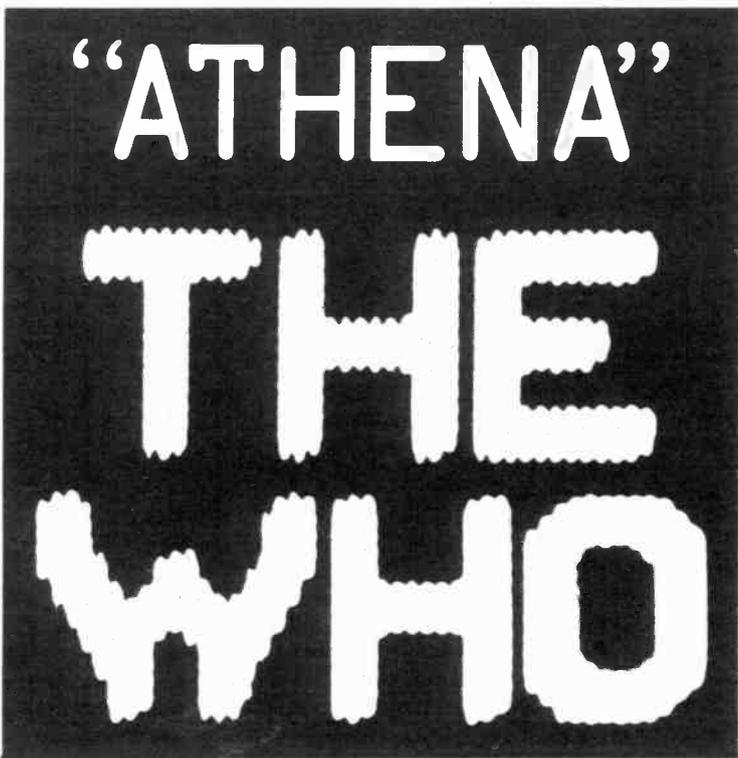
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Who's Who in CHR:

- | | | |
|---------|---------|---------|
| WBEN-FM | KSET-FM | WZYQ |
| 96KX | G100 | WXLK |
| B104 | WHY-FM | WYKS |
| CHUM | CK101 | KSEL-FM |
| WLS-FM | WOKI | KVOL |
| KIMN | WQUT | WSPT |
| WSPK | WSSX | WAZY-FM |
| WPHD | WANS-FM | KRNA |
| WRCK | WJXQ | KRMZ |
| WPST | KMGK | KDVV |
| WLAN-FM | KKXX | KENI |
| WYCR | KNBQ | KKLV |
| WKRZ-FM | FM103 | KCBN |
| KYST | WCIR | KOZE |



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RATINGS REPORT

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ARBITRON RADIO

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.

Charlotte METRO RANK **59**
 POP(00): 5341

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	WSUC-FM 15.3	WSUC-FM 17.3	WSUC-FM 13.7	(C)	
2	WBT -AM 14.8	WBT -AM 11.1	WBT -AM 11.3	(AC)	
3	WBCY-FM 9.2	WBCY-FM 9.0	WROQ-FM 10.7	(A)	
4	WROQ-FM 8.9	WEZC-FM 8.9	WEZC-FM 8.4	(BM)	
5	WEZC-FM 8.8	WROQ-FM 8.5	WBCY-FM 8.0	(R)	
6	WAYS-AM 8.7	WPEG-FM 8.3	WPEG-FM 8.0	(B)	
7	WPEG-FM 7.4	WGIV-AM 6.6	WGIV-AM 6.9	(B)	
8	WGIV-AM 4.7	WAYS-AM 5.9	WAYS-AM 4.6	(AC)	
9	WSUC-AM 4.5	WZXI-FM 3.4	WSUC-AM 3.9	(M)	
10	WZXI-FM 3.3	WSUC-AM 2.7	WQCC-AM 3.8	(M)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WROQ-FM	1	WSUC-FM
2	WBCY-FM	2	WBT -AM
3	WSUC-FM	3	WEZC-FM

Syracuse METRO RANK **60**
 POP(00): 5276

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	WSYK-AM 14.6	WSYK-FM 13.8	WSYK-AM 14.2	(AC)	
2	WSYK-FM 12.1	WSYK-AM 13.0	WHEN-AM 12.4	(AC)	
3	WHEN-AM 10.1	WHEN-AM 10.7	WSYK-FM 11.6	(A)	
4	WFBL-AM 7.9	WKFM-FM 7.4	WEUL-AM 7.9	(BB)	
5	WAUX-FM 6.4	WFBL-AM 7.3	WEZC-FM 6.3	(BM)	
6	WSEN-FM 6.0	WNIQ-FM 5.0	WRRB-FM 5.9	(BM)	
7	WNRK-AM 5.5	WNRK-AM 4.7	WNIQ-FM 5.5	(BM)	
8	WKFM-FM 4.5	WEZC-FM 4.0	WKFM-FM 4.8	(R)	
9	WNIQ-FM 3.8	WSEN-FM 3.9	WAUX-FM 4.4	(A)	
10	WEZC-FM 3.7	WAUX-FM 3.6	WSEN-FM 3.5	(C)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WSYK-FM	1	WHEN-AM
2	WHEN-AM	2	WSYK-AM
3	WNIQ-FM	3	WRRB-FM

West Palm Beach METRO RANK **61**
 POP(00): 5257

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	WEAT-FM 14.9	WEAT-FM 13.0	WEAT-FM 14.1	(BM)	
2	WRMF-FM 10.2	WIRK-FM 7.4	WIRK-FM 12.3	(C)	
3	WIRK-FM 6.7	WPUM-AM 7.4	WRMF-FM 6.5	(AC)	
4	WIZD-FM 6.4	WRMF-FM 6.9	WPUM-AM 4.7	(B)	
5	WPUM-AM 6.4	WIZD-FM 5.4	WNJY-FM 4.6	(BM)	
6	WJNO-AM 4.6	WHYI-FM 5.3	WHYI-FM 4.5	(R)	
7	WKQS-FM 4.1	WPBR-AM 5.1	WJNO-AM 4.1	(M)	
8	WNJY-FM 3.5	WJNO-AM 3.9	WIZD-FM 4.0	(A)	
9	WHYI-FM 3.4	WNJY-FM 3.8	WRBD-AM 3.7	(B)	
10	WLYF-FM 3.1	WLYF-FM 3.2	WLYF-FM 3.6	(BM)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WIRK-FM	1	WIRK-FM
2	WRMF-FM	2	WRMF-FM
3	WHYI-FM	3	WEAT-FM

Grand Rapids-Kalamazoo METRO RANK **62**
 POP(00): 4978

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	WLAV-FM 14.1	WLAV-FM 13.3	WLAV-FM 14.3	(A)	
2	WOOD-FM 12.8	WOOD-FM 12.7	WOOD-FM 13.7	(BM)	
3	WOOD-AM 8.3	WCUZ-FM 10.9	WOOD-AM 10.6	(AC)	
4	WGRD-FM 8.2	WOOD-AM 8.2	WGRD-FM 7.5	(R)	
5	WCUZ-FM 7.6	WGRD-FM 6.5	WCUZ-FM 7.5	(C)	
6	WJFM-FM 6.3	WZZK-FM 6.3	WJFM-FM 6.6	(AC)	
7	WCUZ-AM 5.3	WJFM-FM 5.2	WJFM-FM 4.7	(R)	
8	WFUR-FM 4.5	WXQT-FM 5.2	WCUZ-FM 4.5	(C)	
9	WZZK-FM 4.3	WFUR-FM 4.4	WZZK-FM 4.5	(R)	
10	WTWN-AM 3.1	WCUZ-AM 4.3	WXQT-FM 3.1	(BB)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WLAV-FM	1	WOOD-FM
2	WJFM-FM	2	WCUZ-FM
3	WGRD-FM	3	WOOD-AM

Springfield, MA METRO RANK **63**
 POP(00): 4942

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	WHYN-FM 13.9	WHYN-FM 12.5	WHYN-FM 11.1	(BM)	
2	WMAS-FM 11.1	WHYN-AM 10.2	WMAS-FM 10.0	(AC)	
3	WHYN-AM 10.9	WMAS-FM 7.8	WHYN-AM 9.7	(AC)	
4	WMAS-AM 10.5	WAQY-FM 7.3	WAQY-FM 7.4	(A)	
5	WCCC-FM 6.0	WCCC-FM 6.0	WMAS-AM 6.2	(B)	
6	WAQY-FM 5.3	WAQY-FM 4.9	WSPK-AM 4.1	(AC)	
7	WAAF-FM 3.9	WVIC-AM 3.7	WCCC-FM 4.0	(A)	
8	WVIC-AM 3.4	WSPK-AM 3.5	WRCH-FM 3.8	(BM)	
9	WHMP-AM 3.2	WVIC-FM 3.3	WRFB-AM 3.6	(M)	
10	WRCH-FM 3.1	WRCH-FM 2.9	WVIC-AM 3.4	(AC)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WMAS-FM	1	WMAS-FM
2	WHYN-AM	2	WHYN-AM
3	WAQY-FM	3	WHYN-FM

Greenville-Spartanburg, SC METRO RANK **64**
 POP(00): 4852

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	WESC-FM 12.4	WESC-FM 12.7	WESC-FM 13.6	(C)	
2	WANS-FM 12.4	WFBC-FM 11.3	WHYZ-AM 12.1	(B)	
3	WSPA-FM 9.2	WSPA-FM 9.2	WFBC-FM 9.7	(AC)	
4	WFBC-FM 9.1	WANS-FM 8.2	WANS-FM 9.5	(R)	
5	WHYZ-AM 7.2	WHYZ-AM 7.9	WSPA-FM 8.8	(BM)	
6	WESC-AM 5.8	WSPA-AM 5.5	WASC-AM 5.4	(B)	
7	WSPA-AM 5.0	WGRD-AM 4.5	WAIM-FM 4.4	(AC)	
8	WQOK-AM 4.6	WASC-AM 4.2	WSPA-AM 3.9	(AC)	
9	WFBC-AM 4.2	WSSL-FM 4.1	WFBC-AM 3.7	(AC)	
10	WGRD-AM 4.2	WAIM-FM 3.8	WSSL-FM 3.5	(C)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	WHYZ-AM	1	WESC-FM
2	WFBC-FM	2	WHYZ-AM
3	WANS-FM	3	WFBC-FM

Tucson METRO RANK **65**
 POP(00): 4689

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	KJYK-FM 12.7	KCUB-AM 12.4	KJYK-FM 12.6	(BM)	
2	KCUB-AM 10.6	KJYK-FM 10.4	KJYK-FM 10.0	(A)	
3	KLPX-FM 8.5	KXEW-AM 9.0	KCUB-AM 9.0	(C)	
4	KRQQ-FM 8.2	KWFM-FM 6.7	KLPX-FM 7.9	(A)	
5	KAIK-AM 6.0	KCEE-AM 6.3	KRQQ-FM 7.4	(R)	
6	KHYI-AM 6.0	KLPX-FM 6.5	KXEW-AM 7.4	(S)	
7	KCEE-AM 5.4	KTKT-AM 6.2	KCEE-AM 6.1	(AC)	
8	KWFM-FM 5.4	KAIK-AM 6.1	KTKT-AM 4.9	(R)	
9	KNDE-FM 4.8	KRQQ-FM 5.9	KAIK-AM 4.7	(BM)	
10	KFUC-AM 4.2	KHYI-AM 4.9	KGVY-AM 4.7	(BB)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KWFM-FM	1	KCUB-AM
2	KRQQ-FM	2	KCEE-AM
3	KLPX-FM	3	KJYK-FM

Omaha METRO RANK **66**
 POP(00): 4614

Share Trends		Persons 12+		Mon-Sun 6AM-Mid	
Spring '81		Fall '81		Spring '82	
1	KFAB-AM 23.5	KFAB-AM 25.0	KFAB-AM 22.7	(AC)	
2	KEZO-FM 12.2	KEZO-FM 13.9	KQKQ-FM 12.0	(R)	
3	KQKQ-FM 10.9	KQKQ-FM 9.2	KEZO-FM 11.6	(A)	
4	KESY-FM 9.3	KESY-FM 8.5	KESY-FM 8.2	(BM)	
5	WOW -AM 8.3	KGOR-FM 8.2	KGOR-FM 7.4	(R)	
6	KUIL-AM 6.6	WOW -AM 7.0	WOW -AM 5.6	(AC)	
7	KGOR-FM 6.4	KUIL-AM 4.8	KYNN-FM 4.5	(C)	
8	KYNN-AM 6.4	KYNN-FM 3.5	KYNN-AM 4.3	(C)	
9	KYNN-FM 4.2	KLNG-AM 3.5	KUIL-AM 3.9	(R)	
10	KLNG-AM 1.9	KQKQ-AM 3.4	KQKQ-AM 3.7	(BB)	

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid		Mon-Sun 6AM-Mid	
RANK	STATION	RANK	STATION
1	KQKQ-FM	1	KFAB-AM
2	KEZO-FM	2	KESY-FM
3	KGOR-FM	3	KGOR-FM

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B100	WOKI	FM102	WFOX
WPHD	WNOK-FM	KGGI	WCGQ
92FLY	WRVQ	KJRB	WXLK
KC101	WZZR	KNBQ	KSEL-FM
WPST	WJXQ	FM103	KQIZ-FM
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WKEE	KRAV	KIKI	KFMZ
79Q	KEYN-FM	WACZ	KOZE
KYST	Z104	WIGY	
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B97	WKDQ		
WFMF			



FLEETWOOD MAC

"GYPSY"

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Manufactured & Distributed by Warner Bros. Records



STREET TALK

After the CBS cutbacks, the next major label to trim its staff was Atlantic. Over the last week or so estimates have ranged as high as 100 people let go, but the numbers Street Talk heard were closer to 40. In promotion the changes apparently involve a number of regional staffers taking on local jobs, with local people either transferred or let go. As for the label itself, nobody's talking . . . but the speculation goes on.

What do you do if you're conducting a ratings survey and you run out of diaries? That's the problem we hear is facing Arbitron for the summer book — apparently the company's supply of the new-model diaries is insufficient and the old-style diaries may have to be pressed into service to finish out the survey. Arbitron's checking the situation out right now.

KMJK/Portland sure looks as if it's going CHR again (from A/C). PD Jon Barry is looking for key daypart jocks right now, and CHR record service from all labels. T&R's to Jon for the job possibilities.

Harry Lyles, PD at Urban WBLZ/Cincinnati, has exited the station over differences of opinion with VP/GM Peter Eden. Eden has named afternoon man Brian Castle as interim PD, while Harry is doing part-time airwork at WKRC/Cincinnati.

Last week we inquired if WBOS/Boston was for sale, and this week we got an answer from VP Jane Dunclee, who says absolutely not. Jane told us Champion Broadcasting is doing fine and planning on expanding.

Strange story out of the Detroit News this week claiming a grand jury is being selected for a payola probe out of the U.S. Attorney's office in Detroit. The story names WRIF as the main target, according to an FBI tip, but Station Manager John Hare told the paper he hadn't heard anything about it. Other sources say WRIF isn't the only rock station on the feds' list, but that the rumored investigation is being held up till after Labor Day. We'll keep an eye on this one.

Jeff Lucifer is leaving KCNN/San Diego to join Dave Parks at KEZL crosstown as Assistant PD. Jeff had been PD when KCNN was still KGB (AM), and was Operations Director when it switched to a News format. KCNN & KGB GM Jim Price is looking for a replacement.

At KOA/Denver, Program Operations Manager Dave Scott is transferring his energies to hosting and producing the station's unique late-night radio/TV simulcast talk show "All Night Live." Scott replaces Joey Reynolds on the show.

Congratulations to E/A National A/C Promotion Director Pat McCoy and his wife Linda on the birth of their twins Tuesday (8-24). Megan Faith weighed in at 7.7lbs, while Sean Joshua tipped the scales at 6.8lbs. Also congratulations are due RCA Washington, DC rep Larry Van Druff and his wife Meredith on the birth of their first child, John Lawrence.



RIDING THE STORM OUT — When REO Speedwagon came to Denver/Boulder, KIMN night rocker Steve Kelly went on the air bemoaning his bad luck in failing to meet the group and vowing to camp out and watch the show from the Flatirons hills above Boulder with a telescope. It seemed like a way to get into some good trouble and win some attention, but Steve may have got more than he bargained for.

E/P/A rep Michael Moore arranged to have REO's Gary Richrath and Kevin Cronin take a helicopter from Denver and pick Steve off the mountain so he could interview them on the air while in the air. But a torrential downpour started and the copter had to stop at an airport halfway to Boulder. Meanwhile, Steve was stuck on the mountain getting soaked to the bone, waiting for his pickup for an hour or more before REO came to the rescue. Interestingly, Cronin and Richrath wrote their song "Riding The Storm Out" during a snowstorm in the Flatirons 11 years ago. Pictured finally emerging from the copter are (l-r) Cronin, a somewhat soggy Kelly, Richrath, and REO manager John Baruck.

Maybe Michael McDonald is the forgetful sort, but his hit "I Keep Forgettin'" is under fire for too close a resemblance to a 1962 Jerry Leiber-Mike Stoller song by Chuck Jackson (later covered by Procol Harum) that's also called "I Keep Forgettin'." Attorneys are reportedly trying to work out a royalty-sharing deal that will avoid a George Harrison-type lawsuit.

Beautiful Music station KJOL/Los Angeles has switched program suppliers from Schulke to Churchill.

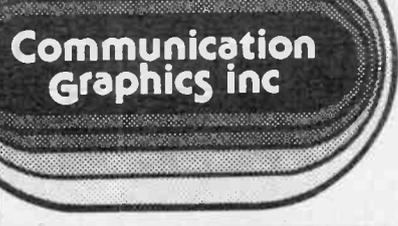
Midwestern Street Talk has it that WIOT/Toledo night jock Joan Major, whose numbers apparently matched her surname, has resigned.

After nine years with the RKO organization, WROR/Boston Asst. PD Mike Addams has resigned to head south and take the midday air shift at WSB/Atlanta.

Husband-and-wife air team Tim & Ev Kelly are back in Denver, where they first met at KTLK when Tim was an air personality and Ev did music and promotion. They became a full-fledged team doing middays at KFI/Los Angeles, and went to WAKY/Louisville a year ago. Now they're doing mornings at KPPL and happy to be home.

Kris Van Dyke has resigned as PD at KSET-FM/El Paso and will announce plans shortly. No replacement yet.

John Shomby is building his new team at KAFM/Dallas, with WLOL/Minneapolis Asst. PD Pete Thompson joining him in the same position for the new CHR station.



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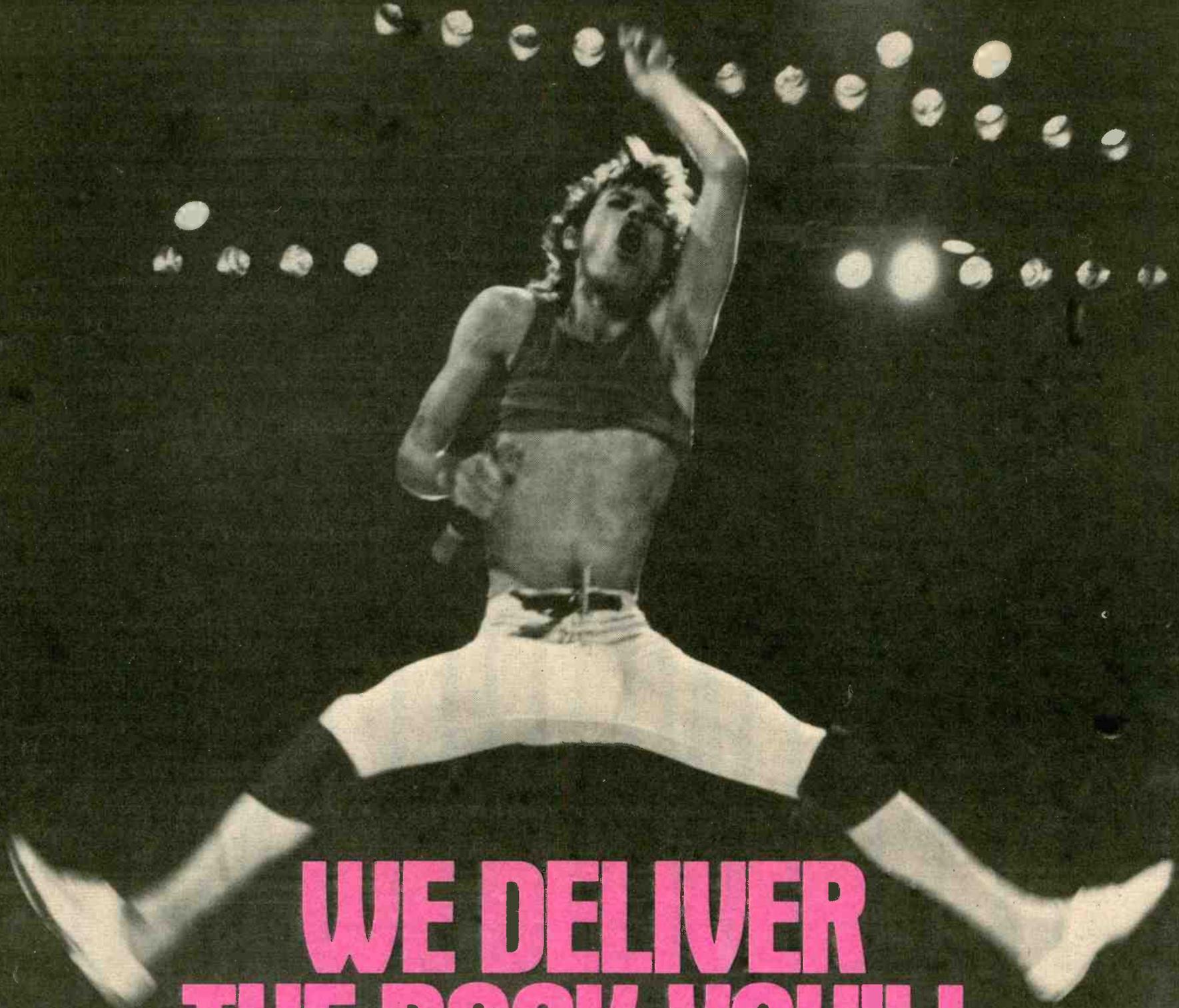
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FRANK CODY ANALYZES A PD'S KEY TO SUCCESS

Bridging The PD-GM Communication Gap

The relationship between general managers and program directors has changed. A growing number of GM's are actually former programmers, shifting format preferences make it necessary for GM's to become more knowledgeable about programming, and widespread economic concerns necessitate PD's pay more attention to the bottom line. More than ever before in radio, consistent, frank communication between managers and programmers is vital.

Frank Cody, Director/Affiliate Relations & Program Development for the **Source**, deals with hundreds of stations and is thus highly aware of the communications problems GM's and PD's suffer. Drawing on his AOR background (he was previously PD at **KLOS/Los Angeles** and **KBPI/Denver** and **Sandusky's** Division Program Manager), he spoke with a number of top PD's, added his own observations, and drafted the insightful article below. Its conclusions will remain relevant for radio as programming and sales become more tightly intertwined in years to come.

Under the covers, late one night when I was supposed to be asleep, I was tuning around on my new six-volt transistor radio, sampling the offerings of the rising ionosphere, when I came across the resonant voice of **Earl Nightingale**.

"Success," he said, "is progress towards a worthwhile goal."

Progress is dependent upon communication.

In our rush for ratings and revenues, we sometimes lose sight of what success is all about. In our drive to dominate the marketplace we can cheat ourselves of the daily gratification of communication.

In my travels around the country I'm amazed when I hear GM's and PD's rationalize their stations' most recent snafus with, "We're in the communications business and damned if we don't sometimes fail to communicate with each other."

Damned is right.

As broadcast professionals, we are charged with the responsibility of establishing goals and monitoring progress. If we accept this responsibility then we must also honor our duty to communicate clearly with one another.



Frank Cody

PD/GM Partnership

Maintain a solid partnership. Pat Still, PD of **WLVQ/Columbus**, tells me that he and General Manager **Dave Crowl** are in "constant contact with one another, sharing ideas, brainstorming, etc. . . . We believe it is necessary to have contact with each other every day, be it in written form or face-to-face. It is important each time we sit down to discuss what we are trying to achieve in terms of goals. We always make sure we both understand what the other is saying. We even go out and have a couple of drinks together."

"To maintain a solid partnership with your GM doesn't necessarily mean being his drinking buddy," says **Jeff Sattler**, PD of **KDKB/Phoenix**. "It does mean getting to know and understand him or her. Any great manager has the knack to delegate authority to the proper person. The PD must be

"As broadcast professionals, we are charged with the responsibility of establishing goals and monitoring progress. If we accept this responsibility then we must also honor our duty to communicate clearly with one another."

able to give the GM that sense of security which comes from trusting somebody to carry out instructions in the manner the GM would carry them out. That's the key."

Get The Big Picture

Redbeard, of **WZXR/Memphis**, says, a successful PD needs to "get the Big Picture. The general manager is charged with the responsibility of the longterm overview. The PD must demonstrate a working knowledge of the basic goals for the entire station, not just the immediate goals of his department. It is very important to exhibit leadership characteristics in programming; but at the same time you should be a total team player with the various other department heads.

"Keep an open mind to suggestions and ideas. Nobody has all the answers, but everybody has a good idea from time to time.

"In our drive to dominate the marketplace we can cheat ourselves of the daily gratification of communication."

"Keep the GM informed of what's going on. He or she has plenty to worry about without getting an anxiety attack over whether you're getting things done."

Avoid Surprises

Richard Neer, PD of **WNEW-FM/New York**, agrees. "One of the key things is to keep the general manager aware of what is going on. No surprises. We have daily meetings here every morning, as well as several times throughout the day. I like to share the thought process of things that the station is doing with the GM, keeping the communications lines open. This is especially important when you're dealing with outside agencies. You have to be consistent. You can't have the GM telling the agency one thing while you're telling them another."

Scott Muni, **WNEW-FM** Operations Manager, adds, "Ninety-nine out of a hundred GM's are sales-oriented, so the initial problem for programming can only be solved by having a PD who is able to communicate the problems of the airstaff to someone who may never have worked in a studio. A good PD can bridge the gap with someone who may not know the music, equipment, and

the day-to-day problems, including the egos of the talent. The PD and the GM need to explain the problems each have and work them out together."

Larry Bruce, PD of San Diego's **KGB**, says it's more a question of vernacular. "Although general managers and program directors are closely related, there is a definite boundary between them in duties, goals and structure. One of the best tools," says Bruce, "is an understanding of linguistics. It's essential in dealing across organizational lines. It is far easier to obtain cooperation and maintain positive relationships if you phrase your needs in the language of the other person. Programmers must speak 'bottom line managerese.'"

Understanding The Business

Bottom line is important to **Dave Logan**, Operations Manager of **WLAV/Grand Rapids**. He insists, "You must understand the nature of your inventory and how it reflects the bottom line. All salespeople are

"Establish a venue for frequent, consistent communication with your GM. Meet regularly. Confirm goals. Brief your GM on progress, problems, solutions, and results."

looking for the maximum return for the fewest amount of spots and in order to make that a working concept, both sides need to respect one another. The bottom line eventually comes back to assist programming, and the key lies in establishing a mutually aggressive relationship between the two elements of programming and sales. In the long run, both will benefit."

Rad Messick, PD of **WFYV/Jacksonville**, contends that creative freedom is important. "I believe that a general manager should hire a program director that he can trust on a business level as well as on a creative level, where the program director is allowed complete freedom to prove himself. The PD should be able to set the station's direction and mold the creative concepts into a suitable package, then the GM can direct the sales department to capitalize on that product."

The Importance Of Honesty

Honesty is essential. **Sattler** says, "Ask questions if you don't completely understand something. It's no crime not to know everything. You may get into trouble assuming something. The only thing you can assume is that you can't assume anything. Be candid about your views on things. You won't always agree, but you can agree to disagree. At least you'll both know how the other stands on the subject."

Redbeard agrees, "When asked, give your honest professional opinion. After all, that really is what you're being paid for. I've never known a successful GM that respected a 'yes man.' Get all the facts before you act. Give yourself time to weigh the consequences, then make your decision and stick to it."

Establish Roles

Sattler adds, "Understand that the responsibility of running the radio station ultimately rests with the general manager, which dictates that the PD should always inform him of what's going on. Look ahead to problem areas in your department and

"Good management is good health, and failure to communicate is like the common cold: seemingly avoidable, but most everybody suffers from it from time to time."

correct them before the GM spots them and tells you to correct them. Make sure you both understand the direction and position of the radio station."

Redbeard concurs. "From the outset, the PD and GM should establish the role that each is expected to play. For instance, in budgeting for the coming year, the GM should help the PD differentiate between what is wanted and what is needed. Once determined, it should be the GM's job to get what the PD needs to win. It's very well-documented what all GM's expect from a PD. But the all-important support role of the GM in procuring the means for being competitive has received considerably less attention. A PD is very much like a carpenter or mechanic: he's only as good as his tools. This is where the successful GM fulfills his support role in a true team effort."

Consultant **Lee Abrams** says it is essential to get away from the station. "Drive around, go to a ballgame, restaurant, the GM's house, best of all rent a hotel room for a full day and 'A/B' the station with competition."

Set Aside Communication Time

Abrams insists, "It is crucial to set aside time for the sole purpose of communicating one on one, without distractions. The conversations and communications that develop are great."

As a program director, take it upon yourself to establish a venue for frequent, consistent communication with your GM. Meet regularly. Confirm goals. Brief your GM on progress, problems, solutions, and results. I personally enjoy getting together for breakfast. It's a great way to set the tone for a productive, satisfying day and it doesn't take a chunk of time that could be spent with a client or staff member at lunch.

Ask Questions

One fact rings true with everyone I respect in broadcasting: don't be afraid to ask questions if you don't understand. Don't conceal details in an effort to insulate your GM from what's going on. If you're troubled by a situation at your station, discuss it. GM's hate surprises. Discuss any changes in procedure in advance. Keep the GM informed. Copy him or her on all your staff memos.

Some of us never have time to be ill, or so we say, until mismanaged stress takes its toll and we succumb to squeezing in a day or two for the flu. Good management is good health, and failure to communicate is like the common cold: seemingly avoidable, but most everybody suffers from it from time to time.

In pursuit of vitality, some people exercise, swallow vitamins, watch their diet, set aside time to relax, relieve tension and balance stress. But how many of us make a conscious effort to maintain healthy communication?

If success is progress towards a worthwhile goal, communication is our most valuable tool.

Sales



JONATHAN HALL

RAB STUDY COMPARES FOUR MEDIA

Radio's Best Shot Revealed?

Two months ago, we debuted results of a new RAB study comparing four different media. The recently completed report was overseen by former RAB Sr. VP Dick Montesano (now with ABC Cable). It demonstrates radio's effectiveness for a large share of attention from working women, people with high incomes, and professionals.

At a closer glance, it is interesting to note that when comparing the four media — radio, TV, newspapers, and magazines — it becomes evident that the more selective the target audience, the more likely it is that radio does better than the rest in the overall amount of time spent listening.

And when you break it down to 6am-6pm, radio outperforms the other media significantly in total exposure time. For example, persons with at least a college education spent 59 percent of their time listening to radio compared to only 41 percent with the other three media. That's significantly better than a 24-hour comparison in which radio compares well. Around the clock, radio grabs 44 percent of those college-educated or better, while 33 percent are watching TV and 23 percent are either reading a newspaper or magazine.

Also, in households with income of at least \$30,000, among persons using one of the media studied, 60 percent of those surveyed were listening to radio during the hours of 6am-6pm. On a 24-hour basis that number dropped to 44 percent, but still outnumbered the closest competitor, TV.

Radio's most demonstrable difference, however, comes when measuring professional males and working women. During the 12 hours examined, 64 percent of professional males using one of these media were listening to radio and 58 percent of all working women and 60 percent of fulltime working women had their radios turned on.

One of the juicier tidbits to be revealed by the study is that between 6am and 6pm, while radio is the dominant medium, the closest competing medium garnered only 25 percent of the total exposure time. (See Tables 1 & 2 below.)

Daypart Divisions

Next, RAB examined the distribution of time spent with these four media by daypart. Radio fared the best among adults 18+ in two of four demographic categories. Adults 18+ scored 58 percent of the media from 6am-noon and 50 percent from noon-6pm. However, radio lost badly to television from 6pm-midnight. During the midnight-6pm daypart, radio picked up again but TV still remained dominant.

Comparing persons of twelve years and older, there wasn't much difference from the 18+ figures. However, among teenagers exposed overnight, there were three teenagers listening to radio for every one watching TV. Apparently, teens never read after midnight. In fact, they seldom showed up reading at all outside 6am-noon.

Furthermore, teens also were more likely to be watching TV than listening to radio during the noon-6pm bloc and the 6pm-midnight time period. For the most part, teens preferred radio to all other media combined from 6am-noon. (See Table 3 below.)

- RAB study shows off radio's strengths
- Radio tops with college grads, big earners
- Radio dominates 6am-6pm
- Professionals, working women favor radio

When RAB examined the distribution of time spent on an average weekday (24 hours) by age groups, it was learned that TV dominates all others. Radio, however, wins two specific demos — adults 18-34 and men 18+. With adults 25-54, radio is a close second to TV.

12+, adults 18+, adults 18-34, adults 25-54, men 18+ and women 18+. (See Table 4 & 5 below.)

Obviously there are some facts and figures here that can be used to radio's advantage. It can't hurt to have some new ammunition for selling the medium. Next week we'll show some more useful and intriguing results from the RAB survey.

Table 4
Distribution Of Time Spent On Average Weekday
By Age Groups

	(24 hrs)						
	Persons 12+	Teens	Adults 18+	Adults 18-34	Adults 25-54	Men 18+	Women 18+
Radio	39	37	39	45	41	42	37
TV	46	52	46	43	44	40	50
Newspaper	10	6	10	7	10	12	9
Magazine	5	5	5	5	5	6	4

Table 5
Distribution Of Time Spent
By Age Groups

	(6am-6pm)						
	Persons 12+	Teens	Adults 18+	Adults 18-34	Adults 25-54	Men 18+	Women 18+
Radio	52	42	54	58	59	59	50
TV	30	42	28	27	24	20	34
Newspaper	12	8	12	9	12	15	10
Magazine	6	8	6	6	5	6	6

Table 3
Distribution Of Time Spent On Average Weekday
By Daypart

	6am - Noon			Noon - 6pm			6pm - Midnight			Midnight - 6am		
	Persons 12+	Teens	Adults 18+	Persons 12+	Teens	Adults 18+	Persons 12+	Teens	Adults 18+	Persons 12+	Teens	Adults 18+
Radio	57	55	50	48	34	50	17	25	16	43	73	40
TV	22	22	22	37	55	34	71	68	72	51	26	54
Newspaper	14	11	14	10	6	11	8	4	8	3	—	3
Magazine	7	12	6	5	5	5	4	3	4	3	1	3

TABLE 1
Distribution Of Time Spent On Average Weekday
By Target Audiences
(24 hrs; Figures in Percentage)

	College Grade or more	Household Inc. \$30,000+	Professional Mgr. Males	Working Women	
				All	Fulltime
Radio	44	44	42	43	44
TV	33	36	34	43	41
Newspaper	14	13	16	9	9
Magazine	9	7	8	5	6

Table 2
Distribution Of Time Spent
By Target Audiences
(6am-6pm)

	College Grade or More	Household Inc. \$30,000+	Professional Mgr. Males	Working Women	
				All	Fulltime
Radio	59	60	64	58	60
TV	16	16	10	25	22
Newspaper	16	16	17	12	12
Magazine	9	8	9	5	6

Blair Holds "Ag Radio Info Exchange"



Blair Radio organized the first of its new "Ag Radio Information Exchange" meetings, this one in Kansas City with others planned for different regions. The conference, moderated by Blair Director of Agri-Marketing Bill Alford, gave Blair-repped stations a chance to talk with agencies and other marketing specialists in the field. Pictured (l-r) are forum participants KFJR/Bismarck, ND Sales Manager Gary Bergendahl; and Farm Directors Bob Buice of the Arkansas Network; Derry Brownfield of the Brownfield Network in Centertown, MO; WMC/Memphis's Buddy Sanders; Arkansas Network's Jim Parr; WOW/Omaha's Doug Cooper; Tennessee Agri-Network's Dan Gordon; WHO/Des Moines's Keith Kirkpatrick; Kansas Ag Network's Rich Hull; WOC/Davenport, IA's Daryl Albaugh; Ev Griner of the Georgia Agri-Net; WIBC/Indianapolis's Al Pell; KSAL/Salina, KS's Sonny Slater; and Bill Alford.

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**“A natural promotion for
rock & roll radio stations.”**

Alan Sneed - PD
97 Rock/Houston



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- McDonald's
- Six Flags Parks

**“A promotional event with broad appeal... covers the
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Z93/Atlanta

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EASY LISTENING RADIO

Spring Arbitrons: Looking On The Bright Side

At least for the Beautiful Music portion of the Easy Listening Radio spectrum, the spring Arbitrons had their share of gloomy news. (See Jhan Hiber's column in the August 6 issue for some explanations of the general downturn.) But the news isn't all bad - Beautiful Music still has seven market leaders in the top 50 markets, and gains like WWBA/Tampa's 7.7-11.0 and WPCH/Atlanta's 5.3-7.5 are certainly worth celebrating. Big Band stations continued to prosper, notably WOKY/Milwaukee moving from 2.7-6.6 and WJJD/Chicago debuting at 3.7. And WJR/Detroit's unique format brought it an 8.4-10.8 gain and market supremacy.

Below is a listing of the BM, BB, and Classical stations in the top 50 markets which went up in the spring Arbitrons:

Beautiful Music		Big Band	
WWBA/Tampa	7.7-11.0*	WOKY/Milwaukee	2.7-6.6
WPCH/Atlanta	5.3-7.5	WJJD/Chicago	debut 3.7
KSFI/Salt Lake City	8.9-10.7*	WINN/Louisville	1.9-3.3
KCTC/Sacramento	4.2-5.6	WCRT/Birmingham	1.4-2.8
WYOR/Miami	3.1-4.4	WREC/Memphis	3.7-4.9
WRCH/Hartford	6.3-7.5	KLFF/Phoenix	1.8-2.7
WROW-FM/Albany	7.0-8.1	WWIW/New Orleans	1.4-2.3
WJYE/Buffalo	11.6-12.5	WDAE/Tampa	5.7-6.5
WRLX/Baltimore	2.8-3.7	WITH/Baltimore	3.5-4.2
WQAL/Cleveland	6.5-7.3	WWJF/Miami	2.2-2.9
WXTZ/Indianapolis	11.1-11.8	KUPL/Portland	3.5-4.1
KOSI/Denver	7.1-7.8*	KPRO/Riverside	1.2-1.8
WBNS-FM/Columbus	6.7-7.4	KMPX/San Francisco (now AOR)	.8-1.4
WSHH/Pittsburgh	5.0-5.6	WNEW/New York	2.7-3.2
WACJ/Buffalo	2.2-2.8	KPRZ/Los Angeles	2.3-2.6
WASM/Albany	1.0-1.5	KFJZ/Dallas	1.8-2.0
WJBR-FM/Philadelphia	.9-1.4	KAHI/Sacramento	1.0-1.2
WLYF/Miami	6.5-6.9*	KEZW/Denver	4.3-4.4
KYND/Houston	3.5-3.9		
WRMZ/Columbus	2.6-3.0		
WDBN/Cleveland	1.3-1.7		
WLYK/Cincinnati	1.3-1.7		
KBON/Riverside	1.9-2.2		
KFOG/San Francisco (now AOR)	2.9-3.1		
KABL/San Francisco	2.3-2.5		
KUPL-FM/Portland	7.3-7.4		
KMBR/Kansas City	6.6-6.7		
KEZK/St. Louis	6.5-6.6		
WLQY/Miami	1.9-2.0		
WEZR/Washington	1.8-1.9		
KMEO/Phoenix	1.3-1.4		

Also notable are market leaders WHIO-FM/Dayton (15.2-15.2), WLKW-FM/Providence (11.9-10.7), and WEZO/Rochester (16.9-13.7).

* Signifies Market Leader

Classical	
KMFM/San Antonio	1.2-2.4
KIBE & KFDC/San Jose	1.4-2.2
KHEP/Phoenix	1.5-2.1
KWHO/Salt Lake City	.9-1.2
WFLN-FM/Philadelphia	1.6-1.8
WTMI/Miami	1.6-1.7

Easy Listening-formatted WXVW/Louisville climbed 1.1-1.4 this book. In addition, outside the top 50, Drake-Chenault's new Big Band-oriented Hitparade format reports its first six full-book clients all went up (average jump 1.6); and Kalamusic also reports a number of increases.

Eagle Flies With Soft Pop

KMBR/Kansas City PD Fred Everett is taking his "Soft Pop" Easy Listening format nationwide via Eagle Syndication. The format's musical approach leans heavily on original performances, with a two-thirds instrumental and one-third vocal mix and an avoidance of outdated material.

Discussing the format and the troubled state of Beautiful Music today, Everett asserted, "You hear essentially the same music playing now as you heard several years ago. The basic problem is that the music has remained stagnant, appealing to only a limited, much older demographic. The younger age groups coming up aren't filling in the gap. The music they hear on today's Beautiful Music stations just isn't relevant to them. I honestly don't believe we can expect people to accept a steady diet of the same music their grandparents or even their parents enjoyed!"

With that thought in mind, Everett says "Soft Pop" is characterized "as much by what it doesn't play as by what it does. One thing you'll never hear on this format," he states, is the "Anita Kerr Singers singing 'Hotel California!'"

Paul Meacham, President of the Fort Collins, CO-based Eagle firm, commented on the format: "I believe that it actually spans the demographic generation gap that's got the Easy Listening/Beautiful Music industry singing the blues right now."



And the winner is ... **BILL MOEN of KABL Radio!**

Our readers voted Bill Moen morning DJ... on the Top DJ Contest. As one Top DJ, Bill has chosen to donate his \$5,000 award to the "Save the Cable Cars" fund. This check will be presented July 19 at the KABL Cable Car Bell Ringing competition at Union Square. In addition, he has \$1,000 for the Cable Cars. Bill received:

1. Custom engraved Top DJ Award (Bill says he will build a shrine for it at home)
 2. Custom dinner for two at best food restaurant (Bill promised his daughter he would take her to McDonald's)
 3. Free Top DJ book (Bill has ordered a blue one - laugh)
 4. Trip to the Top DJ Contest (Bill will be there with his wife)
 5. Custom engraved Top DJ Award (Bill says he will build a shrine for it at home)
 6. The other official Top DJ Award (Bill has ordered a blue one - laugh) that will at least be the Top DJ!

Congratulations, Bill, you're the Bay's Best!

Moen At The Top

KABL/San Francisco morning man Bill Moen won the Oakland Tribune/East Bay Today's competition for favorite Bay Area morning personality, an impressive achievement over a number of talented contemporary radio stars. Moen, pictured in the newspaper's full-page spread, won \$5000, which he donated to KABL's annual "Save The Cable Cars" bell-ringing promotion, but he's keeping the fast-food dinner-for-two coupon and is considering taking advantage of the paper's free tattoo offer.

FLOW

Radio Bails Out TV Program

In an unusual gesture, KJQY/San Diego saved the "Evening At The Pops" TV program broadcast over PBS station KPBS-TV. The Beautiful Music station donated \$5000, half the funds necessary, to insure the continuation of the show... In another sort of public-spirited gesture, WVCG/Miami raised over \$13,000 to help paralyzed police detective Cheryl Seiden, shot in a holdup attempt. Air personality Ken Collier stayed on the air for 27 hours until the money was raised.

Palace for the winner... KMPC/Los Angeles escorted 150 deaf children to a special performance of the Ringling Bros. Barnum & Baily Circus, MC'd by personality Larry McKay... KFAC-AM & FM/Los Angeles bridged the rock and classical gap with "A Rock Classic," featuring interviews with rock musicians/classical fans Frank Zappa, Christine McVie of Fleetwood Mac, Heart's Ann and Nancy Wilson, Van Halen's Alex Van Halen, David Pack of Ambrosia, and King Crimson's Robert Fripp.

People Moves

Ralph Sanabria has returned to WPAT-AM & FM/New York as Music Director after three years as an executive with Schulke Radio Productions. The stations will now drop Schulke and program their own Beautiful Music sounds... Rod Hansen becomes News Director at WJR/Detroit, moving up from acting News Director... WDBO-FM/Orlando named Ken Cinco Operations Manager. Cinco comes to the newly-created position of Operations Manager at WJYW/Tampa... Bill Freeland appointed News & Public Affairs Director at WVCG & WYOR/Miami. A 12-year veteran at the stations, Freeland was most recently Assignment Editor.



News/Talk



GAIL MITCHELL

REAGANOMICS BACK ON TOP

Top 30 National Talk Topics

During the second quarter of 1982, the controversial subject of Reaganomics shot back up to its former number one position in the current ranking of the "National Talk Topics/30." The growing concern over the country's economic policies displaced Health/Fitness/Medicine (R&R 4-2), which dropped to number three.

The remainder of the chart is self-explanatory. Influenced by the far-reaching effects of the shaky economy were the Workforce (8) which encompassed unemployment and careers after 40, and Cities (17), which covered the plight of small businesses and other local industries. Both are new entries to the chart. Also qualifying under that category are Drunk Driving, Dream Analysis, and the Hinckley decision, sparking an ongoing debate over the insanity plea and its legal parameters. Succeeding the Central America conflict in the area of foreign affairs are the Middle East and Falklands issues.

Relationships and entertainment are still holding their own within the top ten. And

I'd like to thank those participating stations and people who were kind enough to share their information: Tobe Fitterman, WGSO/New Orleans; Ira Apple, WBAL/Baltimore; Susan Eggleton, WIND/Chicago; Jan Rosicky, WNSI/St. Petersburg; Laura Morris, KTRH/Houston; Steve Hall, WAVI/Dayton; Mary Jane Popp, KGNR/Sacramento; Drew Hayes & Joy Katzen, WPLP/Tampa; Marc Kuhn, WWDB/Philadelphia; Larry Crandall, KOA/Denver; Bob K & Marsha Sullivan, WCAU/Philadelphia; Tom Daren & Dave Berner, WTKN/Pittsburgh; Dick Pomerantz & Debbie Sturges, KSTP/Minneapolis; Brian Jennings & Charlotte Becker, KXL/Portland, OR; Jack Kinnicutt, WBBF/Rochester; and Steve Bither & Kim Coffin, WKXA/Brunswick, ME.

among the biggest chart movers are Defense (21-7) and Animals (30-16). Bubbling under the top 30 we have Pollution/Waste the UAW, food, and trivia. Guests, this time around, generally reflected an even distribution between those of local and national prominence.

NATIONAL TALK TOPICS/30

- 1 Reaganomics (4)
- 2 Middle East
- 3 Medicine/Health (1)
- 4 Relationships (8)
- 5 Hinckley/Insanity Plea
- 6 Entertainment (3)
- 7 Defense (21)
- 8 Workforce (unemployment, careers)
- 9 Judicial System/Prisons
- 10 Falklands
- 11 Local Politics (2)
- 12 Education (12)
- 13 Drunk Driving
- 14 Drugs
- 15 Crime/Violence
- 16 Animals (abuse, etc.) (30)
- 17 Cities' Business Outlook
- 18 Psychics
- 19 TV/Cable (threat, porn, etc.) (14)
- 20 Nuclear Energy
- 21 Authors (23)
- 22 Death of ERA
- 23 Military/Draft (11)
- 24 Sports (28)
- 25 Real Estate
- 26 Guardian Angels
- 27 Dream Analysis
- 28 Household (consumerism, repairs) (9)
- 29 Mercy Killings (22)
- 30 Law



PUTTING THE BITE ON SEATTLE — KIRO/Seattle sponsored its "Bite of Seattle" promotion last month, a culinary festival spotlighting 51 of the city's best eateries. 200,000 appeared at the two-day affair, enjoying the palatable delights of creole gumbo, lobster tails, and chocolate-dipped strawberries, listening to 16 area bands plus comedy acts, and participating in KIRO's live broadcast of the first annual event.

News/Talk Personalities

ON THE MOVE: WKIS/Orlando News Director Jim Phillips appointed News Director of the Florida Network. Succeeding him is former station AM drive anchor Bob Christopher... Bobby Seale, best known as a co-founder of the Black Panther Party and as a defendant in the "Chicago Seven" conspiracy trial, has joined the ranks of KNUS/Denver as a weekend talk host... KVI/Seattle welcomes Jack Spencer as AM news anchor and Jim Sipes as newsman... At KNX/Los Angeles Chris FitzRandolph comes aboard as a news broadcaster, while Michael Veerkamp is named Coordinator in the station's Community Services department... Over at sister station WBBM/Chicago, Editorial Director Susan Nixon was elected to the board of the National Broadcast Editorial Association... Allan Prell joins the WBAL/Baltimore lineup as morning host... KGO-AM & FM/San Francisco VP/GM Michael Luckoff was voted Vice Chairman of the California Broadcasters Association... KTAR/Phoenix producer Susan Tarantino is now secretary of the local chapter of "Women in Communications."

NETWORK AFFILIATIONS: Effective September 13, WFAA/Dallas takes on the ABC Entertainment Network while KNUS/Denver hooked into the ABC Information Net beginning August 2. The station is also airing RKO's "America Overnight"... KYXI/Portland, OR is now affiliated with CNN Radio, moving into new studios earlier this month... Daytimer KMFO/Aptos-Capitola, CA is also with CNN... And WGST/Atlanta will join the CBS Radio Network on August 30.

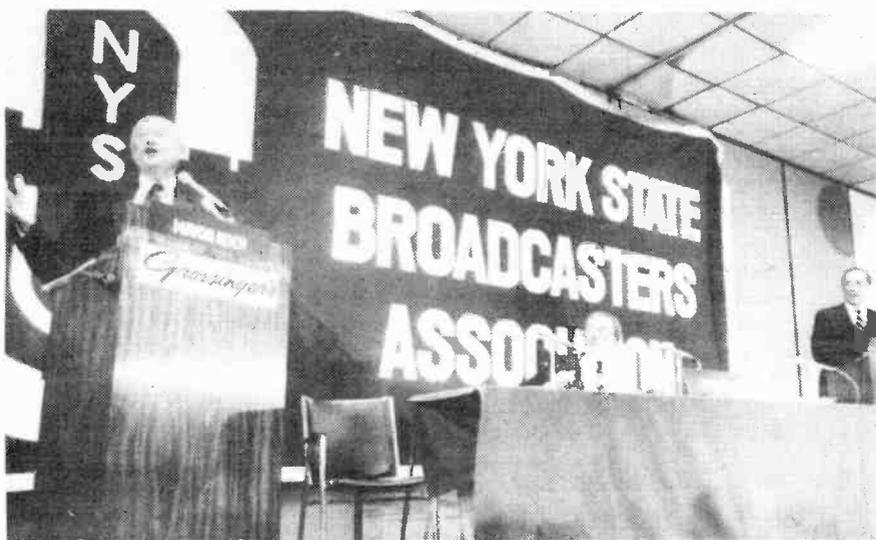
PROGRAMMING HIGHLIGHTS: WBBM/Chicago has undergone several programming changes. The morning drive coverage has been extended to seven days a week, while Bob and Betty Sanders will anchor with Don Mellema starting an hour earlier. Sue Castorino joins Alan Crane in the PM's, Regine Schlesinger anchors Mon.-Thurs. and Kelth Bromery on Fridays; Millard Hansen, Marvin Mullens, and Alan Bickley are alternating hours. Sports reports are now heard each hour of the day, Donn Pearlman has been named Suburban Editor, and Len Walter is full-time Financial Editor. University of Illinois basketball and major league baseball playoff games have been eliminated. Also in AM drive, Sherman Kaplan joins John Hultman on Friday and Saturday, with Dale McCarren on Sundays and Mondays. Tuesdays through Thursdays it's Hultman and McCarren... KGO-FM/San Francisco has added a Sunday talk show centered on gay issues, hosted by David Lamble. The station has also initiated "Legaltalk" with Ann Miller for Sunday airings... WIND/Chicago has begun broadcasting the "Wall Street Journal Report"... KSTP/St. Paul's Dick Pomerantz recently discussed chemical dependency, kidnapping/murder, and fetal alcohol syndrome... KCBS/San Francisco provided live coverage of the San Francisco marathon last month... Mary Jane Popp of KGNR/Sacramento recently welcomed actors Ruta Lee and Richard Paul

plus Virginia Woods, chairwoman for UNCF's telethon... WCAU/Philadelphia and host Jim Rogers each week take a step into yesteryear with "Classic Radio," popular 30's, 40's, and 50's programs ranging from the "Great Gildersleeve" to "Gunsmoke." The station also has a new phone number, (215) 581-5800... "The Minute Gourmet" with baker/teacher Bobbie Winkelman is now a regular feature of KCNN/San Diego... Al Carrell, better known as "Super Handyman" and heard on WFAA/Dallas, was a guest this month on "Good Morning, New York." He also did a remote from Dallas's "Grecian Spa Hot Tub Center," selling 15 hot tubs in the process... WOR/New York's recent "Ulster Update" focusing on the conflict in Northern Ireland garnered over 1000 calls and over 500 letters. It was produced, researched, and written by VP/Director of News Lou Adler and his assistant Ted Feurey.

SPORTS CORNER: KNX/Los Angeles will air all Raiders football games this year. Bill King, who handled p-b-p for the team in Oakland for 15 years, will team with KNX Sports Editor Rich Marotta for the broadcasts... KTAR/Phoenix has signed an agreement with Arizona State University for exclusive coverage of all ASU sports during the 1982-83 season... WXYZ/Detroit sportscaster Bob Sherman is set to anchor the 1982-83 Michigan State University Football Network... KLIQ/Portland provided hole-by-hole coverage of the U.S. Seniors open Gold Championship and recently wound up coverage of the G.I. Joe/Toyota GranPrix... Brad Nessler tapped as play-by-play announcer for Falcons broadcasts via WGST/Atlanta. Also at the station coach Leeman Bennett airs Falcons training camp reports while Falcons' General Manager Eddie LeBaron hosts a weekly telephone talk show... WBBM/Chicago will provide exclusive play-by-play coverage of the Bears' 1982 season... KOA/Denver's airing of Broncos training camp shows concluded August 25.

A GHOST OF A CHANCE: Recently KGO-AM & FM/San Francisco's morning/noon news anchor Ted Wygant went ghost hunting at nearby Alcatraz with psychic Sylvia Brown. According to ghost detective Richard Senate, these apparitions, presumably the spirits of dead prisoners, actually inhabit the old prison.

AWARDS CORNER: Congratulations to those stations which enjoyed up spring Arbitrons, notably WRC/Washington, 2.9-4.3; KDEN/Denver, 1.4-2.0 and neighboring KWBZ, 1.8-2.7; WRNG/Atlanta (now WCNN), 1.8-3.6; KVI/Seattle, 3.1-4.3; WCAU/Philadelphia, 3.6-4.7; WPOP/Hartford, 3.6-5.0; KTAR/Phoenix, 7.4-8.8; KYXI/Portland, OR, 3.1-4.3; WIFE/Indianapolis, 2.7-3.4; KABC/Los Angeles, 5.7-6.7; and KMOX/St. Louis, 20.0-21.1... WGST/Atlanta received a "Newsleader Award" from UPI for best news coverage... September 1 marks the target date for KLIQ/Portland to begin 24-hour a day operations.



STAGING A SUCCESS — The 21st annual New York State Broadcasters Association Executive Conference convened recently under the chairmanship of WOR VP/GM Bob Biernacki, later elected to the organization's Board of Directors. This year's meeting featured a "self-help via the airways" panel and a debate between Mayor Ed Koch and Lt. Governor Mario Cuomo (far left and far right) with WOR's Lou Adler (center) moderating.

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Dear Fellow Broadcaster:

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Contemporary Hit Radio



JOEL DENVER

PD BRIAN PHOENIX OVERCOMES THE ODDS

WJBQ Conquers Small Market Problems

One day inflation is down, but the next day it's back up. Record companies continue layoffs, etc., etc. Tired of the bad news? Well, here's some good news about how Brian Phoenix and WJBQ/Portland compete in a small market with a metro population of only 182,200 against 20 other signals and are tied for number two with AOR station WBLM/Lewiston . . . all without a programming/promotion budget.

Pretty tough odds, eh? Well, let's look at some specifics. WJBQ had a great book 12+, moving 9.1 to 12.7, and WBLM jumped 9.8 to 12.7, putting them into a two-way tie behind Country station WPOR-FM, which fell 15.7 to 13.5. While WJBQ was number two in teens behind WBLM (which garnered a whopping 66.7), the station ranked number one 18-34, and 18-49 adults, taking the number two slot 25-49 behind WPOR-FM . . . not bad for no budget!



Brian Phoenix

How did he do it? Let's look at Brian's background a bit. He spent time as a jock at WOKY/Milwaukee, WRKO/Boston, and KDWB/Minneapolis, with prior programming experience at KKRC/Sioux Falls before becoming PD at WJBQ two years ago.

Too Many Stations For The Market?

But what about the market he has to compete in? "We are so over-radioed in Portland, it's ridiculous. Look at all these stations that get numbers here. Also, Maine is the lowest per capita income state in the country. The only time we really make any money up here is in the summertime when the tourists are around," stated Brian.

"I virtually have no budget at the station, but we manage to do things one way or another here. For that reason, sales is very important to us, and I cooperate with them as fully as possible. One thing for sure, sales is as helpful to programming as they can be without taking advantage of the situation. They understand the bills have got to be paid, and this makes for a tighter team."

Brian went on to say that many of these problems, while not isolated to a market this size, are somewhat magnified in intensity. "Everyone has multiple duties here.



WJBQ airstaff lines up for the camera in front of the station van. Shown (l-r) all-nighter Greg Murray (kneeling), midday personality Paul Connors, afternoon man/PD Brian Phoenix, night rocker Mike Reo, and morning man Chuck Morgan.

We make liberal use of everyone's extra talents. If someone is good with a soldering gun, they help out with moving or hooking up equipment.

"I still manage to do callouts, about 120 of them a week using an intern program. As a tradeoff, I teach a broadcasting class to these interns every Wednesday night at the station. The program is so successful that it looks like one of the local colleges will take it over next year.

"While these outcalls are important, I still think the best research is done on the streets of Portland. I'll stand in line at McDonald's and ask someone's opinion about something that I need to know . . . it helps keep me in touch. We'll take clip-

"I virtually have no budget at the station, but we manage to do things one way or another around here. For that reason, sales is very important to us, and I cooperate with them as fully as possible. One thing for sure, sales is as helpful to programming as they can be without taking advantage of the situation. They understand the bills have got to be paid, and this makes for a tighter team."

boards in hand and ask about music, news, likes and dislikes of prominent figures and recording artists on the streets. All of this is done for free. There is no extra money for this stuff," he stressed.

Brian mentioned the importance of jocks out at station appearances. "We get out and do remotes as often as possible as they have a twofold purpose for us. They help the sales department for sure, and it helps getting your face out on the street to talk to the audience in person.

"The local sales are our primary source of income. Sure we get some national buys, but most of our business is local. You sell those accounts on yourself, not Arbitron numbers. Those remotes are done over broadcast phone lists through a mixer and back to the studio. No skipping records, just a 90-second drop from the jock on hand a couple times an hour, and the people are packed in. That's called results, which turn to dollars."

Hard Work Pays Off

All too often in a small market situation like WJBQ, a PD could easily cry the blues

Continued on Page 30

Welcome To The New CHR Reporters

Twice a year, we look through the Arbitron books and reevaluate our CHR reporters to maintain the nation's format-dominant CHR stations as reporters. Owing to the record number of surveys this year, only the P-1 and P-2 stations have been evaluated so far . . . P-3 evaluation is going on now and should be complete in the next couple of weeks.

Some things to keep in mind about reporting . . . we have only a limited number of slots available, so it's not possible to have a reporter in every market. We try to balance our reporters according to geographic needs and population shifts . . . hence the growing number of CHR stations within the Southern and Western sections of our country are reflected in the increased numbers of reporters.

In evaluating reporters, we look for format dominance in the 12-34 demographics or significant impact in that demo as our first criterion. We then examine the station's playlist and put an ear to an aircheck to make

sure the station is a true CHR outlet. With those two aspects in order, we then look for the geographic balance mentioned before to make our final determination for new CHR reporters.

This time around, there were no new additions to the P-1 stations, but we have reopened some markets that have been without CHR stations for a time. This widens our geographic spread, and further increases the accuracy of the information you receive each week in R&R.

There are now 212 CHR reporters nationwide . . . here are our new reporters:

P-2 East	
WSPK/Poughkeepsie PD/MD: Jim Simonetti	
WKFM/Syracuse PD/MD John Carucci	
P-2 South	
79Q(KKBQ)/Houston PD: John Lander MD: Patty Hamilton	
KYST/Houston PD/MD: Clay Gish	
KTFM/San Antonio PD: Joe Nasty MD: Steve Anderson	
KZZB/Beaumont PD/MD: Mike Murphy	
WQID/Biloxi, MS PD/MD: Kirk Clatt	
WTYX/Jackson, MS PD: Jim Chick MD: Wayne Scott	
WSFL/New Bern, NC PD/MD: Scott Kerr	
P-2 Midwest	
WKDD/Akron PD: Nick Anthony MD: Matt Patrick	
WKAU/Appleton-Oshkosh PD: Ron Ross MD: Rich Allen	
WEBC/Duluth Acting PD/MD: Pat Puchella	
P-2 West	
KHOP/Modesto-Stockton PD/MD: David Kraham	
KO93(KOSO)/Modesto PD: Greg Ausham MD: Stan Main	
KQMQ/Honolulu PD: Austin Vall MD: Kimo Akane	

WIFI/Philadelphia is now a P-2 reporter.



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The most exciting, all-encompassing radio competition ever conducted!

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WJBQ

Continued from Page 28

about what he doesn't have. Instead, Brian sings praises that he has a staff that helps him get things done. "My biggest principle or rule that I tell the jocks is to get out in the street. They have got to do it. It's too easy to sit at home and go to work and return again.

"To show my jocks what the real public is like I tried an experiment. We switched all our shifts around, so the jocks could go out into the public and observe what was happening when they were normally on the air. Our people learned many things they didn't know about the audience. We also took them all around in a limo to show them the area and explain things they didn't know. Making your airstaff totally familiar with the market is a big step towards winning consistently. It's a lot of hard work, but it seems to pay off," he declared.



Music For The Masses

Part of WJBQ's success has got to be due to the music, because as Brian told me, that's the main programming tool. "We run no news here at all, and outside of hourly public service announcements, nothing in the way of public service programs. We figure that people listen to WJBQ for the music and if they want news, then they'll listen elsewhere.

"Our list is around 40 records with a few extras, and it varies all the way from Kenny Rogers to REO... I'm more than ever convinced 39-year-old adults don't want to admit they're pushing 40, so they're still listening like a person much younger. We make no real efforts to get the teens, as I'd trade away 50 of them for one adult, but we seem to do real well with both."

Brian takes opposition to those stations that look too heavily at phone requests. "I don't know where they get the adults to all the request lines, but I don't see many doing it myself. We rely on all our sources for correct input to the right music to play for Portland. If we keep our station bright, exciting, and fun, that's half the battle to

keeping an audience where we want them, on our station."

Taking Things Into Your Own Hands

Brian mentioned the lack of luxuries that he and the jocks at WJBQ have to work with. "We have to take things into our own hands to get it done. We even rewind our own carts to save a few bucks. To buy bumper stickers, our former sales manager Dave Dagle sold the peel-off strip as coupons to 10 different clients. This avoided anyone's logo but ours from appearing on the front of the sticker, and made us some money.

"As far as major contests go, there aren't any. I think the audience reacts better to us getting out and being a part of a community event. There is no money to buy TV or billboards, so it becomes even more important for my jocks to be out on the streets instead of in their apartments. If they don't do it, it doesn't get done.

"To show my jocks what the real public is like I tried an experiment. We switched all our shifts around, so the jocks could go out into the public and observe what was happening when they were normally on the air."

"One of the key things that helps is that management always shoots straight with me," he declared. "I know the score on the budget, and in return they let me program what needs to be on the air to get people to listen without any interference. I don't know of too many other PD's that can make that kind of claim. Sure, maybe one day I'd move to a bigger market, but having the freedom to really program this station sometimes beats a luxurious control room and all the other things that can go with working at a radio station in a bigger market."



CKOC FINDS THE REAL MEN AT WORK — There's nothing like taking your promotion to the streets, as they say, for real live action. Shown here are some enterprising Columbia reps who have lured CKOC/Hamilton MD Neven Grant out of the station in promotion of the Men At Work "Business As Usual" album, complete with some real sanitation experts at work. Shown (l-r) are CBS reps Dave Deeley, Art Graham, unidentified man at work, Neven Grant, CBS's Brad Weir, and another man at work.



KZ93 PRIVATE GENESIS CONCERT — When Atlantic recording artists Genesis appeared at the Peoria Civic Center, the group gave a private performance for 93 lucky KZ93 listeners during one of their rehearsals. Shown in the back row (l-r) are group member Tony Banks, Civic Center official Chris Miller-Hutton, group member Mike Rutherford, and KZ93 PD Lou Patrick. Pictured in the front row (l-r) are Genesis' lead singer Phil Collins, Atlantic rep Rick Sudakoff and Assistant PD Keith Edwards.



Y95 WIN WAGON DEBUTS — Y95(KYTN-FM)/Grand Forks recently debuted its new "Y95 Win Wagon" stocked full of prizes. Shown in front is the staff; in the back row (l-r) Brad Meyer, Suzie, and MD Jay Clark; front row (l-r) Mike Thomas, PD Tom Richards, and Dave Daniels.

Motion

Meridith May, VP/Promotion at KIIS-FM/Los Angeles, has joined the advertising firm of Maher-Elen to handle the advertising promotion account for KRLA/Los Angeles... WSGA/Savannah PD Ron Frederick resigns to do mornings and music at WBLU(Blue 92)/Hinesville, GA... Kent Darcie gives up the music slot at 3WT/Binghamton with PD Scott Michaels taking over those duties.

Tony Richards has been promoted to Assistant PD/MD at WMEE/Ft. Wayne... KCBN/Reno PD and morning man Jim O'Neal has swapped shifts with afternoon driver J.R. Jackson... John Arthur makes the move from afternoons at WNAM/Appleton-Oshkosh to mornings at WZOK/Rockford... Fred Horton resigns his music duties at KKYK/Little Rock to join WSYR(AM)/Syracuse. Replacing him is David Allen Ross.

Jim Schaeffer leaves WZUU/Milwaukee to do nights at KKRC/Sioux Falls, replacing Greg Fisher, who now does middays at the station... "Mr. Ed" Lambert formerly with WZOK/Rockford has joined KWOD/Sacramento as MD, with the station changing from A/C to CHR... KRIX/McAllen-Brownsville is on the air with its new CHR format, and Gary Steele is the new PD.

KSQY-FM(SKY95)/Deadwood, SD will go on the air with its new CHR format and a 100kw signal on September 4 under the PD-ship of Jack Lundy... KSEL-FM/PD Stan Castles and his wife Sue have a new addition to the family. The new arrival's name is Graham Cooper... RCA promo rep Larry Van Druff and wife Meredith have their first child, (8-19) named John Lawrence... and V100/Charleston's Jay Jarvis got married to Kelly Dill... congratulations to all.

Bits

• Y100/Miami is running the biggest summertime promotion in the station's history... it's giving away a \$75,000 condominium in conjunction with Pepsi and Trafalgar Communities. The contest is called the "American Dream Home Giveaway" and can be entered at over 4000 locations throughout South Florida where Pepsi is sold. A drawing will be held on Labor Day at the grand opening of the new Miami Mall by TV and recording star Scott Baio.

• Q101/Meridian is giving away a trip for two to the World's Fair in Knoxville... the station also completed its third annual Q101/Budweiser Summerfest for MCA, which featured an 11-mile bike race raising over \$1500 for the charity.

• WLS/Chicago has decided to do its own "Musicradio Countdown" show on Sunday nights, hosted by Jeff Davis. It will feature the top 45 singles in town and will do features spotlighting various rock personalities. This is a program that anyone could do, and judging by the popularity of "American Top 40," countdown shows still garner big ratings.

• WZYP/Huntsville is leading the fight against construction of a new state prison nearby. The station started giving away copies of Johnny Cash's "Folsom Prison Blues," and got quite a lot of talk started,

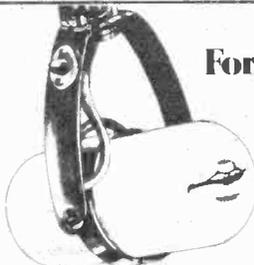
then TV coverage followed and it became the lead item on the local news. To top it off, WZYP invited the governor to be a guest jock the next day to talk to listeners about their feelings regarding the location of the prison...now that's community involvement.

• WCBS-FM/New York and KRLA/Los Angeles honored the fifth anniversary of the death of Elvis Presley with special shows. WCBS-FM held a 10-hour tribute with a show called "The Presley Years," and KRLA did a countdown for six hours of Elvis's most popular songs.

• KIMN/Denver is on the street this summer with "The Great KIMN Road Show" travelling all over to metro area parks. The show features live music from Lori Evans & Arcade (a local group) and the station hands out free Coca-Cola to cool everyone off, in addition to other promotion goodies.

The Music Section

CHR's Most Accurate Music Information Begins on Page 79

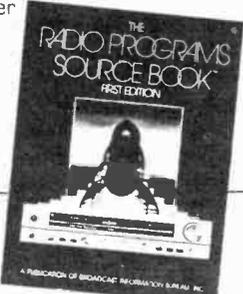


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In the history of pop music, few can compare to Carole King.

As a songwriter, she's created over 100 hits. And as a performer, she's reeled in 7 gold albums—including the phenomenal "Tapestry," which sold over 15 million copies.

Now, hear 90 minutes of Carole King's music, in concert

Produced by G. K. Productions

on RADIORADIO. Hear the title track and more, from "One To One," her latest album and first Atlantic release. Plus lots of oldies, too, like "You've Got a Friend" and "Will You Still Love Me Tomorrow."

Be sure to catch the one and only Carole King, in exclusive concert. Check local listings

the weekend of October 2 for the RADIORADIO station near you, and the exact time of broadcast.



Doubleday

Continued from Page 1

bable choice of Varner Paulsen as interim manager of WMET.

Describing himself as "very sensitive" to the dangers of expanding too rapidly, Stevens at first said "no" when approached three weeks ago about buying WMET. "I thought about it over a weekend and decided it was a complex enough deal that maybe it will take six or seven months, and that's enough time for us to get some of these others further along the way," Stevens explained.

He added, "To a certain degree we have had a Midwest strategy and this is a very nice complement. This gives us a real grip on the Midwest between Chicago, Detroit, Minneapolis, and St. Louis. We really do lock up that area of the country from a marketing perspective."

Arbitron

Continued from Page 1

ments, adding, "It will be a year or more before the printed monthlies cease. However, we believe the rolling averages concept takes care of the various problems that have been cited with the monthlies. It is our hope that a broader range of markets will use the ability to access rolling averages."

KYYX

Continued from Page 1

format, and the direction music is headed in the 80's. This format plays about 70% of the music we run on KROQ. It's a 'best of KROQ' in a tighter rotation - A Flock Of Seagulls, Roxy Music, Haircut One Hundred, those kinds of things. I'm really excited to be working with Pat O'Day, who's had a legendary career. I'm also very excited about going up against all the other consultants, Sebastian, Abrams, and Pollack, who all have stations in Seattle." Also in Seattle is another new wave-slanted station, KJET.

GM Verle Wheeler will also be handling local programming duties at KYYX, with Music Director Elvin Ichiyama supplying music information to Carroll. Wheeler commented to R&R, "We are going to play hit cuts by hit artists that are hip in nature. This will not be a duplication of KROQ's format. This is a true Top 40 rock radio station of the 80's, keying in on 'modern music,' factoring out the ballads and A/C crossovers. The jocks are going to be high-profile personalities that are going to make this the most entertaining station in Seattle. It will be like KJR in the old days - when they heard a record they thought was a hit, it went on the radio."

New AM

Continued from Page 1

analyzed the selling prices of 700 stations that changed hands in 1980 and 1981.

Revenue Influences Analyzed

He found that the following factors had a significant impact on both revenues and station values: daytime and nighttime AM power, FM power, AM frequency, consumer income, number of competing stations and whether a station is in the core of a market or on the fringe.

The following factors were found to have little or no impact, particularly on revenues: newspaper circulation, per capita automobile registrations, number of TV stations, whether an AM has nighttime protection or is directional, and whether a station has network affiliation.

Not surprisingly, FM's were found to bring higher selling prices. Also, operating power appears to have a particularly significant impact on the value of an FM station, according to Brown's report.

Another interesting finding was that a 10 percent increase in the number of stations in a market resulted in a 5.1 percent decline in revenues for existing outlets. Brown concluded, "These figures indicate that, on the average, most of a new station's revenues can be expected to come from new advertising; less than half of its revenue is likely to be drawn away from other stations."

Copies of Brown's working paper, "Statistical Determinants of Radio Stations' Revenues and Trading Prices," can be ordered from the FCC's duplicating contractor: Downtown Copy Center, 1114 21st St., NW, Washington, DC 20037. Telephone: (202) 452-1422.

Rosenwald

Continued from Page 1

ship he enjoys with not only the entire corporate staff, but every employee of Malrite."

Rosenwald told R&R, "It's always great to get a promotion, but it's very special when it's with a company totally composed of very skilled and dedicated people. The job's a continuation of some of the areas that I've phased into recently, and there will be added responsibilities as well."

ENDS 15-YEAR COUNTRY ERA

WYDE Goes Gold In Format Switch

After 15 years as a Country outlet, WYDE/Birmingham has switched to what PD Jim Powell describes as "a rock 'n' roll oldies format, which we're calling 'Solid Gold WYDE (Wide).'"

"We've battled three Country formats in the marketplace for the last two years," Powell continued. "Evidently the size of this town just can't support that many. Plus the economy is in such a bad state right now."

"We're kicking off the new format in an interesting way by having the WZZK - Birmingham's top-rated Country station and number one in the market as well - jocks cohosting with our regular jocks on our last day of broadcasting Country, which will be Thursday (8-26). We'll be doing one-liners about our change to

Wagner

Continued from Page 1

pressed with Mike's qualifications and background and, after some very extensive interviewing, decided on him. Mike will be working closely with the Operations Directors at each station to assist them and keep them headed in a successful direction."

"After nearly seven years with KIIS-FM and almost three as PD, it's hard to leave," Wagner told R&R. "Wally Clark (VP/GM) and Gerry DeFrancesco (PD) have been terrific to work with and the station is very hot, but the Levitts offered me an opportunity I couldn't decline."

"To be Group PD for a young, aggressive chain that has some exciting plans for expansion over the next few years is a tremendous challenge and natural career move for me," Wagner continued. "Jim and John Levitt are among that rare breed of broadcast professional who have longterm goals for their stations and are prepared to support me in reaching those goals. I'm also thrilled to be working with an old friend, KBZT Station Manager Mark DeBoskey."

Wagner will be based at KBZT, rather than Alta's corporate headquarters KEZR, and will assume his new responsibilities next week (8-30). Bruce Vidal has been named as a temporary replacement for Wagner at KIIS.

Oldies as well as having the WZZK jocks say something like 'The core listeners come on over to WZZK' in a good-natured, positive way."

WEZS Drops Beautiful Music

EZ Communications' WEZS/Richmond, the city's only Beautiful Music station, has dropped that format for an Adult/Contemporary format labelled "Easy Rock." WEZS's new format debuted last week under new PD Sam Church, most recently MD at WANS/Greenville.

EZ VP/Contemporary Programming Dan Vallie commented to R&R, "I think most people expected us to go CHR, but we felt this was the biggest hole in the market. I think we will carry a lot of (Beautiful Music) listeners over to our new format."

WEZS GM Neal Heaton told R&R, "Sam is a very impressive programmer, and under his leadership and with Dan's help we'll do very well."

Church said, "Initial response so far is tremendous. We're still gearing up here, and are still looking for a few air staffers. We're calling ourselves the 'New EZ 104 FM.'"

Q104

Continued from Page 1

The duo contributed an hourly break over the air throughout the four-plus days they were underwater, but did most of their broadcasting during the morning show. Sisk told R&R, "It was an unusual experience to say the least. We didn't have too many problems. Because I'm GM and Dennis is in sales, we still had to work, so papers and things were sent down regularly" (by diver). Deason added, "We didn't get on each other's nerves too much at all." Both, however, agreed that "enough is enough." Local TV coverage was heavy, and the station employed a TV camera so visitors could view the submerged duo. PD Roger Gaither summed it up, "This really reminded me of the early NASA space shots."

you say it,
we play it.

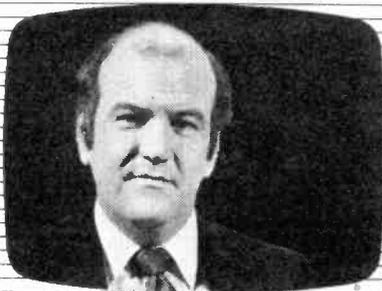
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THE TOUR BEGINS IN:

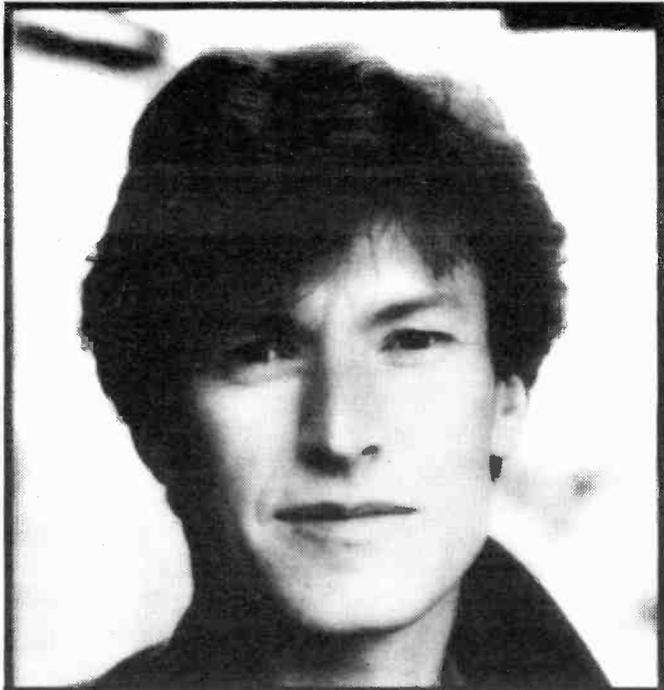
SEPTEMBER

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GAME-BREAKING SINGLE HIT BY WINWOOD:

ADDS & JUMPS

WBEN-FM 29-24	WOKI 23-20	WOMP-FM DEB 39
96KX 26-22	WOUT DEB 29	WZYQ DEB 28
CHUM 24-17	WSSX 18-14	Q104 32-28
KEGL 29	WANS-FM DEB 30	WCGQ 26-23
WLOL-FM 19-17	WRVO DEB 26	WISE DEB 32
WKTI ADD	WJXQ 27-20	WFLB 30-26
WGCL 26-25	WKFR DEB 28	WYKS 34-24
KCNR ADD	KSTT ADD	KSEL-FM 10-9
KIMN ADD	KIOA DEB 29	KVOL 29-24
WSPK 30-25	KMGK 20-17	KKXL-FM ADD 38
WPHD 15-14	KZ93 11-10	WAZY-FM 30-26
3WT ADD	WIKS ADD	WCIL-FM ADD
WPST 31-28	WKDD 25-23	KFMZ 14-10
WIFI ADD	WBCY 27-24	KENI 19-17
940	WCAU	KKLV 33-29
KINT 12-11	K093 19-16	KSLY 21-18
KROD DEB 28	KHOP 28-22	KCBN 38-32
WTIX ADD	KKXX 20-15	KDZA 36-33
WQID DEB 30	KJRB 20-18	KYYA ADD
WABB-FM ADD	KLUC ADD	KOZE 16-14
WZYP DEB 30	Q103	
CK101 ADD	WJBO 39-35	

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CALENDAR



BRAD MESSER

Firing With Flair

Hiring is a fairly standardized procedure in which all concerned smile a lot and express positive intentions, whereas firing is so individual an act that almost every dismissal is handled differently. In a union market (or anyplace in which the victim might be expected to run straight to a lawyer) the severance is necessarily very carefully set up and carried out, probably with three specific written warnings. But where the canner can get by with it, the cannee is often simply put out on the street with little or no explanation beyond the standard Doesn't Suit Requirements of Format (which in English means Now We Don't Like You).

Except in trauma cases such as urinating on the GM's desk or chopping the transmitter cables, what's almost always missing is a simple, straight, honest explanation of why. Have you ever known an axe victim to be told frankly that "You're not doing anything particularly wrong. We just got tired of you"?

My favorite true-life firing story happened on one of those trips in which the boss and the national PD were city-hopping to inspect the chain stations. They developed what seemed to the NPD to be a minor difference of opinions while monitoring a station from a hotel. It appeared to have been forgotten, and as the day ended the two retired to their individual rooms. After the NPD was asleep, the chain owner wrote a "you're fired" note, slipped it under the door, checked out and took the redeye flight 1200 miles back to home base. The victim woke up alone and quite unemployed in a strange city far from home. As the story was told to me, the boss had even taken his return airline ticket.

America's Most Famous Hero/Traitor

MONDAY, AUGUST 30 — Our first war got off to a dismal start. For the first three weeks of the Revolutionary War in 1775 we Americans lost every battle, until the Green Mountain Boys turned things around by capturing a British fort. The leaders of those first heroes of the American Revolution were Ethan Allen and Benedict Arnold. Five years into the war, 202 years ago today, Arnold turned traitor by secretly agreeing to surrender West Point. Although he was America's most famous traitor, Arnold escaped prosecution and lived his postwar life in England.

Baseball star Frank Edwin McGraw, Tug McGraw, is 38. Former Olympics skiing champ Jean-Claude Killy is 39. Some August 30 babies who made it as actors: Deborah Kerr, Joan Blondell, Shirley Booth and Fred MacMurray.

Why We Don't Have Solar Cars

TUESDAY, AUGUST 31 — General Motors demonstrated a model solar-powered electric car 27 years ago today in 1955, to prove sunlight has the potential to do what gasoline can. But more than a quarter-century later Dick Stroebe (strow 'bee) of the GM Research Lab says solar panels still aren't nearly efficient enough to run a car. "It's always kinda disappointing when people hear that. If you had a 4-by-5-foot solar panel atop your car, what you would turn out would be about one-fifth of one horsepower." To produce a lousy 50 horsepower you'd have to use 5000 square feet of solar cells, enough to cover the roof of a medium-sized warehouse.

Actor James Coburn is 54. Comedian Buddy Hackett is 58. The force behind the world's first major radiotelescope of 25 years ago, English astronomer Sir Alfred Bernard Lovell, is 69. Arthur Godfrey (a few months older than airplanes) is 79 today.

20th Century's Most-Promoted (Flop) Auto

WEDNESDAY, SEPTEMBER 1 — The most advanced and most-promoted automobile of the 20th century was introduced 25 years ago this week. At Edsel dealerships in 1957, people looked over the new '58 Edsels and saw 27 features not available on other cars. Edsel Owners' Club founder Perry Piper says they included "the wraparound windshield, four headlights, screw-on oil filter, electric driver-operated safety door locks, cruise control and even automatic pushbutton chassis lubrication." Ford sank \$278 million into three model years, then retired the Edsel as hopeless because of poor sales. A new one cost about \$2700. Today's collectors pay in the \$10,000 to \$12,000 range for a good '60 convertible, the rarest of all the Edsels.

Barry Gibb is 36. Lily Tomlin, who once turned down a half-million cash to do commercials for the phone company, is 46. Conway Twitty is 49. Yvonne DeCarlo is 58. Others born on this date have included boxers Rocky Marciano and Gentleman Jim Corbett, Edgar Rice Burroughs who created "Tarzan," and the original Engelbert Humperdinck (1854), a German composer.

The Year We Lost Eleven Days

THURSDAY, SEPTEMBER 2 — Just as one "loses" time by resetting a slow-running wristwatch, the world "lost" eleven days when the Julian calendar was replaced by the Gregorian calendar 230 years ago. The calendar we now use was adopted by Britain on this date in 1752. America had already made the change a few months earlier, causing 20-year-old George Washington, who had been born on February 11th, to suddenly shift his birthday to the 22nd.

James Scott Connors Junior — Jimmy Connors — who became U.S. Singles Tennis champ and won at Wimbledon when he was 22, hits 30 today. Cleveland Amory is 65. When he was a ten-year-old he shot a bird with a BB gun and grossed himself out. Amory became a protector and subsequently created the Fund for Animals.

A Day Wars Begin and End

FRIDAY, SEPTEMBER 3 — Our Revolutionary War ended on a September 3 199 years ago today (1783) when Britain recognized the United States as an independent country. The war had caused some 25,000 American deaths, a casualty rate of ten percent.

Two years ago today there was a scientific breakthrough, the first successful animal gene-splicing experiments. Dr. Francis Riddle of Yale University announced he had changed the basic genetic composition to two mice.

Farmers call tonight's full moon the "corn moon." Today Valerie Perrine is 39. Beach Boy Al Jardine is 40. Actress and TV game show personality Kitty Carlisle is 67. Politician and former Atomic Energy Commission Chairperson Dixy Lee Ray of Washington State is 68.

Labor Day weekend.

Four RCAces For A Winning Playlist



STEEL BREEZE

"You Don't Want Me Anymore"



Most Added

12-34

NEW & ACTIVE

STEEL BREEZE "You Don't Want Me Anymore" (RCA) 101/47
 Moves: Up 1, Debuts 16, Same 37, Down 0, Adds 47 including WBEN-FM, WCAU-FM, Q107, 195, KBEQ, KIQQ, XTRA, WSPK, WYCR, WABB-FM, WSFL, WKFR, KGGI, WJBO, 99KG.

TANE' CAIN

"Holdin' On"



12-34

NEW & ACTIVE

TANE' CAIN "Holdin' On" (RCA) 110/21
 Moves: Up 19, Debuts 17, Same 53, Down 0, Adds 21 including WXKS-FM, KIMN, WKFM, 3WT, K104, KYST, WHHY-FM, CK101, WSEZ, KQKQ, KHOP, WCIR, WFOX, KKLS, KRNA.

SYLVIA

"Nobody"



Multi-Format Smash in Two Weeks!

Z93 add 27	WCIR add 27	KITY 8-6
94Q add 29	WZYQ add	KTSA 6-4
Q105 add 22	Z102 add 38	KZFM 15-7
KEARTH add	KENI add	KINT 26-22
KC101 add	KSly add	WJDX 30-28
79Q add 29	WPGC deb 18	KJRB 29-27
KHFI add	KIQQ deb 34	WFLB 32-24
KXX106 add	K104 40-33	KX104
WHHY-FM add	KTFM 3-1	WGH
FM102 add		KVOL



EVELYN KING

"Love Come Down"



Added This Week:

KEARTH add	KQMQ add	KILE add
KRLA add	95SGF add	KVOL add
KIDD add	WFLB add	

Chart Action:

WXKS-FM 16	WTIC-FM 27-22
CKLW deb 19	KYNO-FM 22-21
KFRC 36-30	WGUY deb 28

HUGE SALES AND NOW CROSSING POP!



NBC Radio's Young Adult Network

IRON MAIDEN

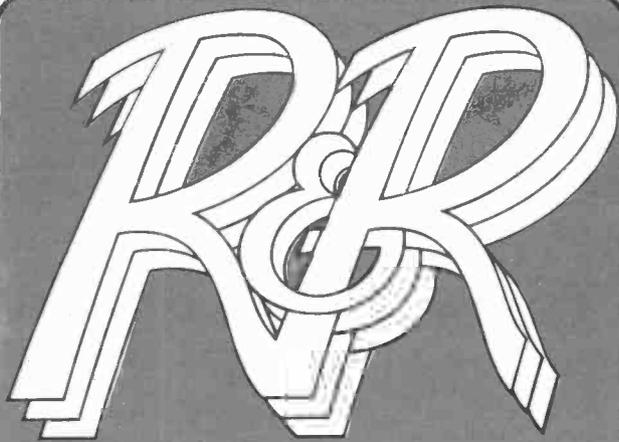
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Radio & Records

SPECIAL SUPPLEMENT

Satellites and subcarriers are maturing technologies with enormous consequences for radio programming and profitability. And joining them as a potentially significant force is AM stereo, at last a reality but with many key specifics still unresolved.

In this special supplement you'll find the results of the first wide-scale industry AM stereo poll, drawn from the responses of well over 300 AM radio stations. Their favored AM stereo systems, reasons for choosing them, and attitudes towards clearing up the present-day marketplace uncertainty are all clearly delineated in the course of this groundbreaking survey.

We also update the quick comparison chart and comprehensive satellite services directory first presented in last fall's R&R special supplement, "Satellites: Radio's Link to the Future."

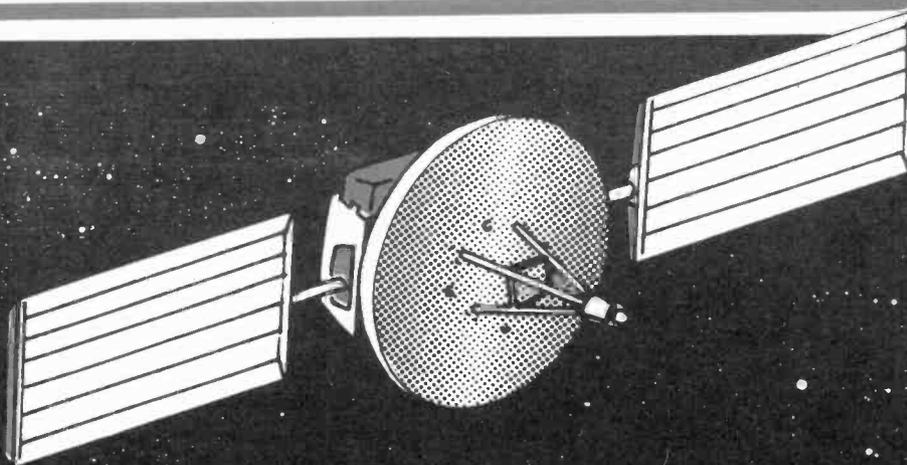
Much has changed in the past year. Some entries, such as the Enterprise, Continental and Starfleet Blair Radio networks, are gone. But many new listings have taken their places. The NBC and CBS Radio networks are nearing completion of their conversions to satellite. CNN Radio beams its 24-hour all-News programming to 25 stations via Satcom 3R. Country music now echoes through outer space as Music Country Network, an AP Radio and WSM/Nashville joint venture, links 80 stations to Nashville each night.

Since last year seven networks have moved to different satellites and transponders. Increased channel capacity opens up vast new programming opportunities. Never before could a network run a multi-hour music special on one channel, while maintaining its regular news programming on another.

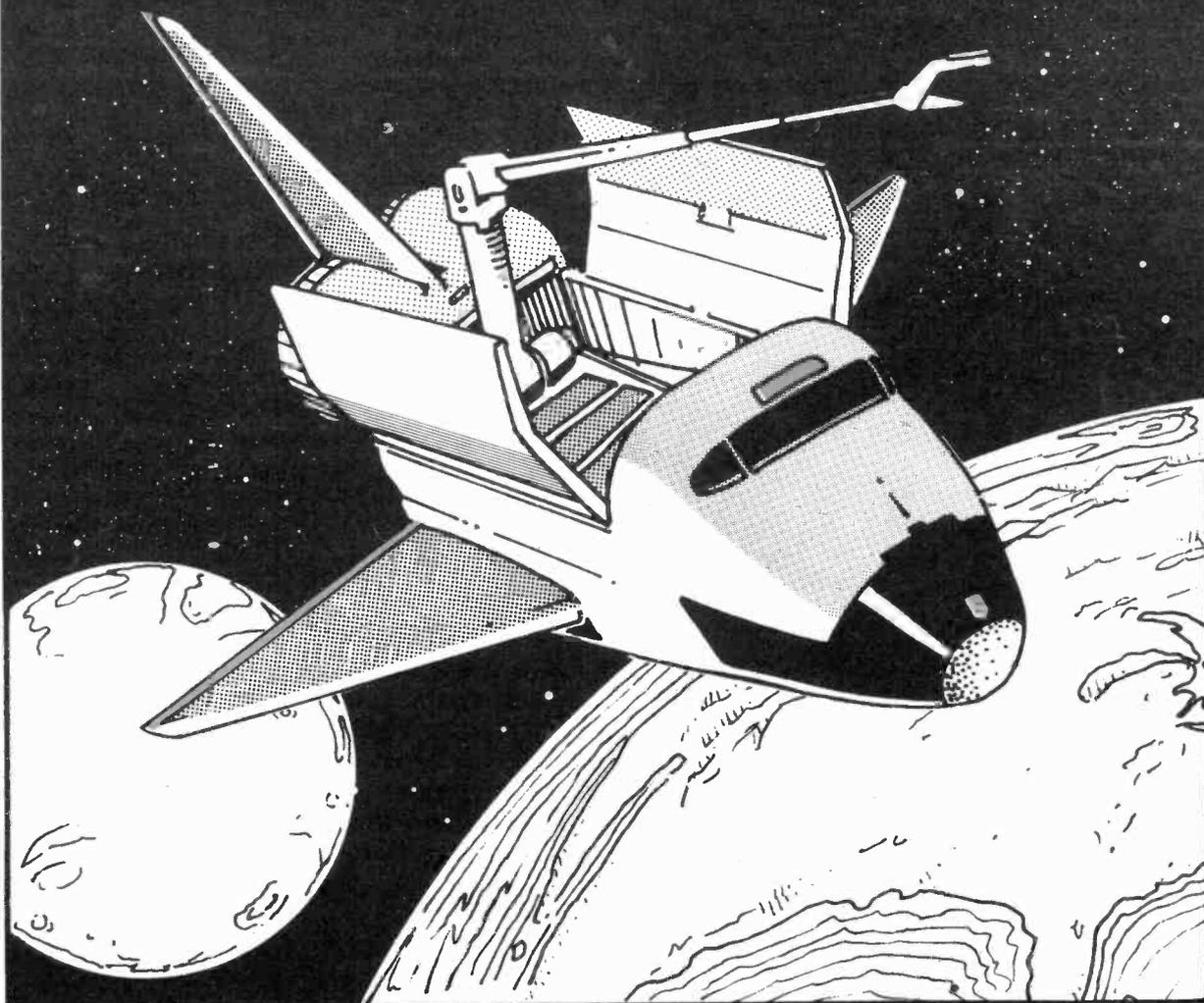
Long limited primarily to Muzak and reading services for the blind, the use of subcarriers is about to be revolutionized. The FCC is preparing to throw this valuable resource open to virtually any purpose an inventive broadcaster or entrepreneur can conceive. In this issue we explore how that development will make subcarriers, for many stations, a major monthly contributor to the "plus" side of the ledger.

And finally, we've showcased a pictorial display illustrating technology today as it applies to radio station facilities — a cross-section of new and impressive studio and equipment displays from stations across the country.

We hope you find this supplement relevant, informative, and a service you can use repeatedly. Your comments are appreciated.



TECHNOLOGY: TODAY AND TOMORROW

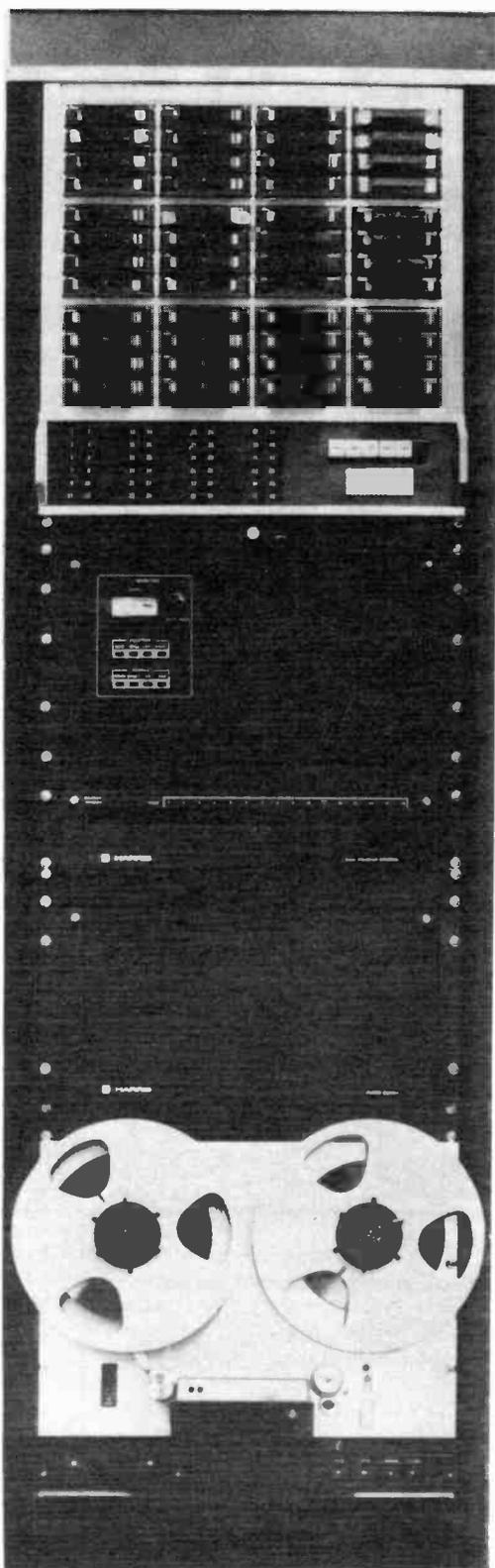


AM Stereo: Radio's Perspective	39
In this exclusive R&R survey of AM stations nationwide, radio speaks its piece on the use of AM stereo.	
Radio Equipment On Display	40
A photographic essay highlighting some of the newer broadcast studio installations around the country.	
Satellite Services	46
Your one source for every satellite supplier's basic information, from what transponder they're using to whether it's digital or tonal to the number of local avails.	
Subcarriers May Mean More Radio Profits	48
New rules mean new uses for subcarriers, which may translate into new profit centers for many stations.	
Satellite Program Directory '82	50
An up-to-the-minute listing of each program supplier's existing and planned features, specials, and regular programming.	

Satellite format users...

**Here's how to
improve performance**

and save at least \$20,000 per year!

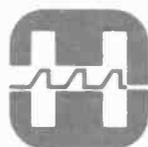


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HARRIS

HARRIS, KAHN FAVORITES BY FAR**AM Stereo Survey Pinpoints Radio Concerns**

An R&R survey of AM radio stations conducted specifically for this special supplement shows widespread worries and dissatisfaction with the current AM stereo situation and an overall perception of AM stereo as a help but not a savior for AM stations. The 350 + stations surveyed overwhelmingly favor a coordinated effort to establish one system as a standard, while of the five competing systems, **Harris** and **Kahn** emerged as the unquestionable leaders.

14% Signed Up

Just 14% of the stations sampled are currently contracted for an AM stereo system. 25% of the top 30 market stations responding have signed, while the percentage slips to 10% in markets 31+. However, 72% of the uncommitted stations said they definitely planned to switch over at a later date, with no appreciable attitude difference by market size.

There's no doubt that Harris and Kahn are the front-runners in the stereo system race, with **Magnavox**, **Motorola**, and **Belar** mustering a total of 4% of those surveyed stations signed up so far. Kahn has a strong edge in major markets, while Harris has an even bigger lead in the smaller population centers. Here's how the Harris-Kahn battle breaks down:

	Mkts 1-30	Mkts 31+	Total
Harris	33%	78%	60%
Kahn	61%	19%	36%
Other	6%	3%	4%

The signed-up stations were asked their second choice, and Harris led with 45%, Kahn followed with 34%, Magnavox had 14% and Motorola scored 7%. Finally, if one system emerges as the clear market-

place winner, 84% said they would switch over to it.

Explaining The Choices

Stations were not only asked what system they'd chosen, but why. The most common reason was a feeling on the part of the stations that a particular system would prevail in the marketplace. Following are the figures for the most often-mentioned reasons:

Thought would prevail in marketplace:	31%
System sounded best:	19%
Were involved in testing:	12%
Most aggressively marketed:	10%
Least affect on mono system:	9%
Other:	19%

"Other" reasons included equipment available quickly, proven track record, and reliable follow-up service.

The 72% who plan to install AM stereo systems later on were asked what factors would influence their choices. Most commonly cited (by 24%) was the actual emergence of a clear marketplace leader. Trailing by a considerable margin at 14% were the results of the **Delco** tests. Close behind were best-sounding system, choices of receiver manufacturers, own evaluation, and other broadcaster choices. Most economical was tied for last with least impact on mono signal.

Dissatisfied With FCC

On this poll's evidence, AM broadcasters were not at all pleased with the FCC's "solution" to the AM stereo dilemma — letting the marketplace decide. This significant portion of the marketplace does not want to decide, and thinks

the FCC should have made a choice of system by slightly more than a 3-1 margin. Even more (83%) favor a coordinated effort to choose one system now. But opinions are divided on the right group to head up this proceeding:

FCC	33%
NAB	24%
Broadcasters	18%
Receiver Manufacturers	11%
NRBA	10%
The five system proponents	4%

The NAB actually collected the most support in top ten markets, but elsewhere the FCC had a commanding edge.

Whatever the solution, broadcasters firmly advocate just one system reigning. When asked if they thought the public would accept AM stereo if more than one system is widely used, 63% said no.

Not A Savior But A Help

The final question asked stations to pick one of five statements that best captured their view of AM stereo's benefits. By far the leader was "It won't be the savior of AM radio, but it will definitely help." Here are the results:

Not a savior but a help:	42%
Not much difference to listeners, but something to promote:	17%
Could save AM radio as music medium:	15%
Probably won't make any difference:	15%
Will hurt because of listener confusion with incompatible systems:	10%

The percentage breakdowns were largely consistent in all sizes of market.

Thanks to all stations contributing their views to an eye-opening and instructive look at AM attitudes towards the AM stereo era just beginning.

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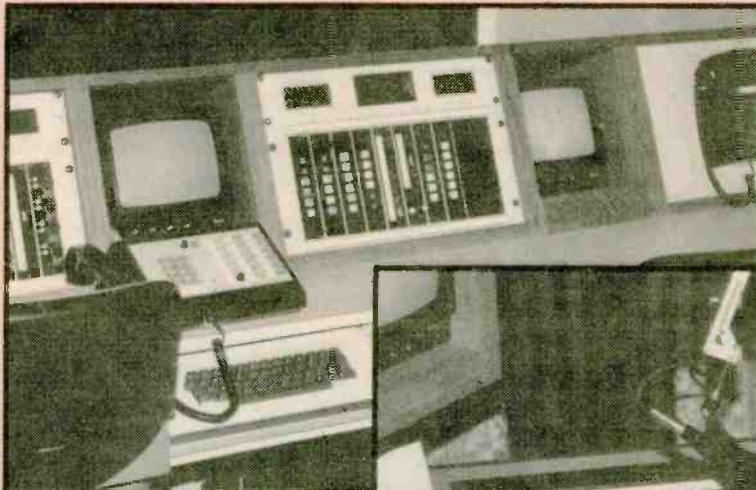


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Technology In The Working Environment

New technology meets broadcasting hand-to-hand in the control rooms and production facilities all over this nation. With the kind cooperation of the stations featured, we present a photo tour of some of the latest applications for new equipment. Judging by the pictures we received, the days of the small, cluttered and dark control room are gone. The on-air studios of the 80's are brightly lit, completely up to date, and generally more spacious than their predecessors.

Format is an important consideration when new studios are designed, as seen in WIND/Chicago's on-air control room. WIND's Talk format dictated that "guest positions" be opposite the host at the control board. Also, the host has a small video monitor in view for messages he can receive silently from his producer. The producer's position contains a keyboard for typing messages to the host, and a telephone for answering and screening incoming calls.



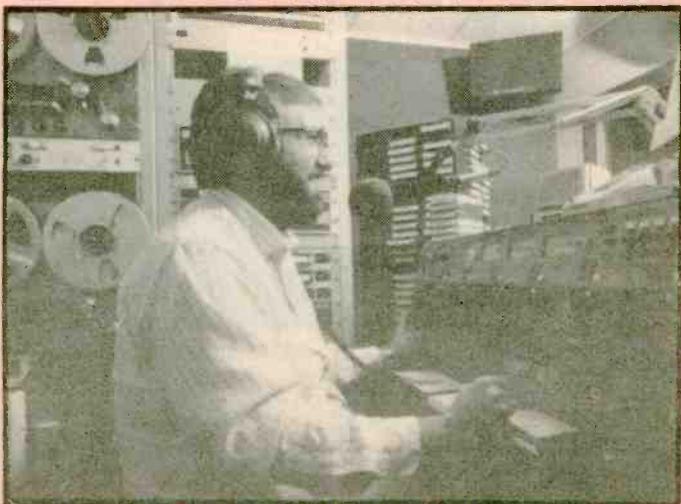
WIND/Chicago producer's area.



WIND/Chicago control room #1.

WNDU-FM (U93)/South Bend placed a slide-pot control board in its new studio, while WNDU opted for the more traditional circular pot set-up. Slide pots seem to be favored for nearly all formats, with the most important reason cited being instant visual recognition of which controls are "open" and which are "closed."

WAAF's interesting use of carpeting for acoustics and wood accents for design, coupled with hanging plants in the production room, make a very pleasing atmosphere. WAAF's main control area features an unusual overhead equipment rack containing remote control transmitter monitoring devices.



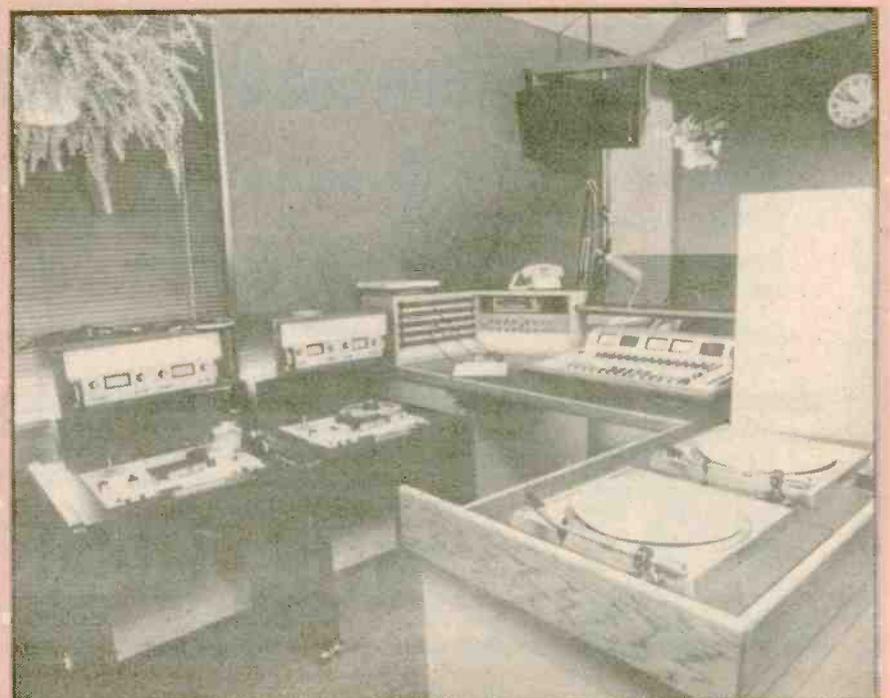
WNDU-AM & FM/South Bend Assistant PD Steve Delaney in the new control room of WNDU- FM (U93).



WNDU-AM & FM/South Bend PD Kris Robbins in WNDU's AM control room.



WAAF/Worcester on-air studio with news booth through window.



WAAF/Worcester production room.

Technology In The Working Environment

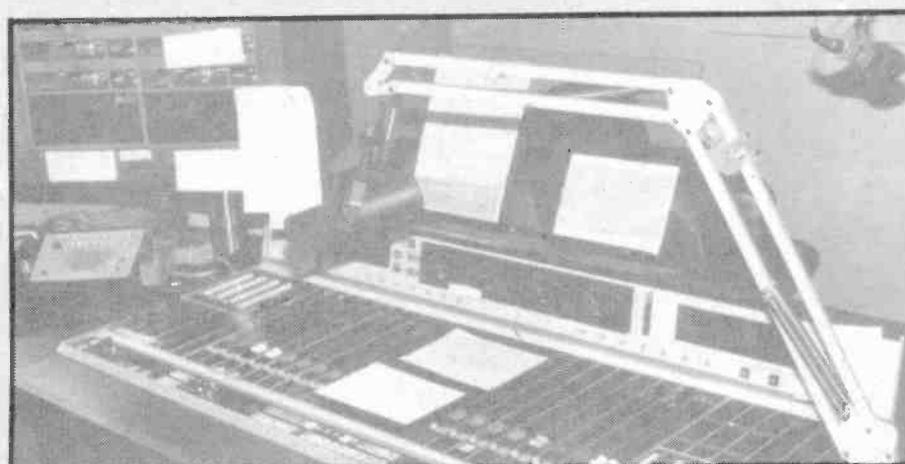
KING/Seattle has designed its control room and news anchor positions to be almost identical, with an obvious eye on interchangeability for both routine maintenance and emergencies. KING's control room also features an unobstructed view of the outside world, a virtual necessity in any live, personality-oriented format.



KING/Seattle on-air news anchor position.



KING/Seattle on-air booth.



KISW/Seattle main production room.



KISW/Seattle on-air control room.



KYA & KLHT/San Francisco's production room.



KYA & KLHT/San Francisco's King Productions facility, while admittedly beyond the norm for most radio stations, is a showplace for commercial productions from all over Northern California. Luckily, for KYA & KLHT, the same modern equipment and thoughtful design was employed in the stations' production studio.

Technology In The Working Environment

KYUU/San Francisco's on-air booth features a unique design that allows the air personality eye contact with three other studios. The studios were constructed with visual contact in mind because KYUU personalities have board engineers who run the controls for them, and therefore must be in a room separate from the announcers.



KYUU/San Francisco production control room and air personality Rick Shaw through the window in the production booth.



KYUU/San Francisco's on-air engineer booth master control board.



KYUU/San Francisco morning personality Don Bleu in the on-air booth.



KYST/Houston personalities (standing l-r) Mike O'Brien, C.C. McCartney, and PD Clay Gish look on as Beau Weaver signs on the new KYST studios.

The photographs featured here were compiled from some of the newest facilities in the country. We would like to thank all the stations for their participation. Further, we hope that some of the technological applications shown will help you make the design decisions all stations must face when upgrading their facilities.

News Directors/Program Directors

2:00 REPORTS ON HEALTH & FITNESS

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Other Jameson Broadcast Features

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NEW AGE RADIO Upbeat news, information and conversation on growing older. Produced for adults 40 and over. (3:00)

THE MOTHER EARTH NEWS "How to" information on just about everything. A guide to simple, natural living based on the magazine. (3:00)

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KKIC Country Coast-to-Coast Boise, ID	KDMS Country Coast-to-Coast El Dorado, AR	KQYX Country Coast-to-Coast Joplin, MO	WELL-AM/FM StarStation Marshall/Battle Creek, MI	WIZY-AM/FM Country Coast-to-Coast Gordon/Macon, GA	WSKP-FM StarStation Sebring, FL	WTXR-FM Country Coast-to-Coast Chillicothe, IL
KAAM StarStation Dallas, TX	WJBR-FM StarStation Jonesboro, AR	KXBQ-FM StarStation Ontario, OR	WELA-FM Country Coast-to-Coast East Liverpool, OH	WMOH StarStation Hamilton, OH	WNYN Country Coast-to-Coast Canton, OH	WWWN Country Coast-to-Coast Vienna, GA
WSTD Stardust Natick/Boston, MA	KDON Country Coast-to-Coast Salinas, CA	KUGN-FM Country Coast-to-Coast Eugene, OR	WELM StarStation Elmira, NY	WJAC Country Coast-to-Coast Johnstown, PA	WSUX-FM StarStation Seaford, DE	WEZY StarStation Cocoa, FL
KQAA-FM StarStation Aberdeen, SD	KKYS-FM StarStation Hanford, CA	KZZK-FM StarStation Tri Cities, WA	WFPA Country Coast-to-Coast Ft. Payne, AL	WMPA StarStation Aberdeen, MS	WPAD Country Coast-to-Coast Paducah, KY	WGTF-FM Stardust Nantucket, MA
KROW StarStation Reno, NV	KECO Country Coast-to-Coast Elk City, OK	KWOZ-FM Country Coast-to-Coast Batesville, AR	WEXA-FM StarStation Eupora, MS	WJSE-FM Country Coast-to-Coast Cumberland, MD	WTGC StarStation Lewisburg, PA	WYNC Country Coast-to-Coast Yanceyville, NC
WMBC Country Coast-to-Coast Columbus, MS	KLBQ-FM StarStation El Dorado, AR	KXNP-FM Country Coast-to-Coast North Platte, NE	WHAY-FM Country Coast-to-Coast Aberdeen, MS	WKED Country Coast-to-Coast Frankfort, KY	WPCX-FM Country Coast-to-Coast Auburn, NY	WZZB-FM Country Coast-to-Coast Centerville, MS
WAAM StarStation Ann Arbor, MI	KKAA Country Coast-to-Coast Aberdeen, SD	WBCI-FM StarStation Williamsburg, VA	WBZT StarStation Waynesboro, PA	WPUR-FM StarStation Americus, GA	WTHQ-FM StarStation South Bend, IN	WBAX Country Coast-to-Coast Wilkes-Barre, PA
KIXI Stardust Seattle, WA	KLLA StarStation Leesville, LA	WAGF Country Coast-to-Coast Dothan, AL	WHRT Country Coast-to-Coast Hartselle, AL	WKLM Country Coast-to-Coast Wilmington, NC	WSCR Country Coast-to-Coast Hamden/New Haven, CT	WQOK StarStation Myrtle Beach, SC
KATX-FM Country Coast-to-Coast Plainview, TX	KNCW StarStation Grand Coulee, WA	WCBX StarStation Eden, NC	WFTA-FM StarStation Fulton, MS	WPYK StarStation Dora, AL	WTMB-FM StarStation Tomah, WI	WTTM Country Coast-to-Coast Trenton, NJ
KAAB StarStation Batesville, AR	KLVA-FM Country Coast-to-Coast Lake Village, AR	WANC Country Coast-to-Coast Aberdeen, NC	WIFX Country Coast-to-Coast Jenkins, KY	WKMC Country Coast-to-Coast Roaring Spring, PA	WSUZ Country Coast-to-Coast Palatka, FL	WACK Stardust Newark, NY
KBK-FM Country Coast-to-Coast Lexington, MO	KORD Country Coast-to-Coast Tri Cities, WA	WCMD StarStation Cumberland, MD	WKEA StarStation Scottsboro, AL	WQEQ-FM StarStation Hazleton, PA	WWWK-FM StarStation Warrenton, VA	WAPE Stardust Jacksonville, FL
KBIX Country Coast-to-Coast Muskogee, OK	KPER-FM Country Coast-to-Coast Hobbs, NM	WCOU StarStation Lewiston, ME	WIMK-FM Country Coast-to-Coast Iron Mountain, MI	WKXJ Country Coast-to-Coast Campbellsville, KY	WTHU Country Coast-to-Coast Thurmont, MD	WYDE Country Coast-to-Coast Birmingham, AL
KBAS StarStation Bullhead City, AZ	KTOW StarStation Sand Springs, OK	WDMV Country Coast-to-Coast Pokomoke City, MD	WKOY StarStation Bluefield, WV	WQIQ StarStation Aston, PA	WXKQ-FM StarStation Whitesburg, KY	KENR Stardust Houston, TX
KCNO Country Coast-to-Coast Alturas, CA	KSRV Country Coast-to-Coast Ontario, OR	WEIC-FM StarStation Charleston, IL	WIST StarStation Charlotte, NC	WLAR Country Coast-to-Coast Athens, TN	WTND Country Coast-to-Coast Orangeburg, SC	
KFGX StarStation Pierre, SD	KTXY-FM StarStation Jefferson City, MO	WEIC Country Coast-to-Coast Charleston, IL	WMCC-FM StarStation Athens, TN	WRCI-FM StarStation Midland, MI	WTNN Country Coast-to-Coast Millington, TN	

Thanks to all the 175 affiliates
who have signed with SMN to date.
They're the icing on the cake.

Your Future's Looking Up.

Satellite
Music
Network

11325 Pegasus, Suite E-241, Dallas, Texas 75238 1-800-527-4892

Thanks
for your
business.

Your friends at **TM**

Hear excerpts from TM's spectacular new long-play radio specials, *The Royalty of Rock* and *The Story of Country Music*.

Hear TM's new *TM Easy* - beautiful music for the younger demographics of the 80's.

Enjoy listening to *TM-OR The Good Times*, the nostalgia MOR format that remembers all those adults who grew up in the 40's and 50's.

See the coordinated music, graphics and TV of total market campaigns like *My Soft Spot*, an unusual image-builder for the beautiful music station.

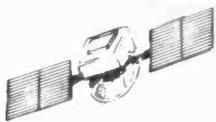
Discover how stations are generating revenue with the *TM Commercial Sales Libraries* and *TM's new Video Workshop* training.

And, of course, the latest in station jingles!

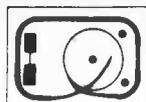
*TM Companies
invite you
for cocktails
and conversation ...*

*Monday evening,
August 30, 1982
5:30 to 10 p.m.
Hyatt Regency Suite 2532*

Satellite Services



Bird/Transponder:



Automation Interface



Equipment Package



Equipment Financing

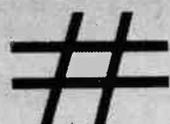


Tonal or Digital

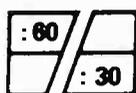


Compensation for Spots Run

	Bird/Transponder:	Automation Interface	Equipment Package	Equipment Financing	Tonal or Digital	Compensation for Spots Run
RADIO Networks Contemporary 341 Affiliates; Direction 128 Affiliates; Entertainment 469 Affiliates; FM 135 Affiliates; Information 587 Affiliates; Rock 58 Affiliates	Satcom	Yes	Yes	Yes	Digital	Yes
ABCTALKRADIO 50 Affiliates	Satcom 1-T1	Yes	Yes	Yes	Digital	No
AP ASSOCIATED PRESS AP Radio 1160 Affiliates	Westar 3-T1	Yes	Yes	No	Analog	N/A
BONNEVILLE BROADCAST/SMN 50 Affiliates	Satcom 3R-T3	Yes	Yes	Yes	Analog	Yes
CBS RADIO 425 Affiliates	RCA I-R	Yes	No	No	Digital	In Some Markets
30/20 Radio 90 Affiliates	RCA I-R	Yes	No	No	Digital	In Some Markets
CNN RADIO 25 Affiliates	Satcom 3R-T14	Yes	No	No	Tone System/ Digital	Barter
GLOBAL SATELLITE NETWORK 40 Affiliates	Westar 4-T2	No	No	No	Analog	Barter
MUSIC COUNTRY Network 80 Affiliates	Westar 3-T1	Yes	Yes	No	Analog	N/A
MUTUAL BROADCASTING SYSTEM 800 Affiliates	Westar 4 T1 & T2	Yes	Yes	Yes	Analog	Yes
NBC 380 Affiliates SOFT 180 Affiliates	Satcom 1-T6	No	Yes	Yes	Analog (Digital by Spring '83)	Yes
Talknet 80 Affiliates FROM NBC RADIO	Westar 3-T1 (as of 9-6-82)	No	No	No	Analog	No
npr 267 Affiliates	Westar 4-T2D	Yes	Yes	No	Both	N/A
Radio Tonight	Westar 4	No	No	No	Analog	Barter
RKO RADIO NETWORKS 225 Affiliates	Westar 3-T1 & T2	Yes	In Top 150 Markets	No	Analog	In Some Markets
Satellite Live Radio Network 53 Affiliates	Westar 4-T1	No	If Necessary	If Necessary	Analog	Barter
Satellite Music Network 150 Affiliates	Satcom 3R-T3	Yes	No	No	Analog	Stations pay \$1000/month to net regardless of hr.
TRANSSTAR 77 Affiliates	Westar 3-T2	Yes	Yes	No	Digital	In Top 25 Markets
UPI The News Company 1000 Affiliates	Westar 3-T1	No	Yes	Yes	N/A	No
THE WALL STREET JOURNAL REPORT 70 Affiliates	Westar 3-T1	Yes	No	No	Analog	No



Number of Avails



Number of Local Break-ins



Accept Spots Only Run



National Promotion Planned



Local Sales/Programming Consultancy



Programming Available

Number of Avails	Number of Local Break-ins	Accept Spots Only Run	National Promotion Planned	Local Sales/Programming Consultancy	Programming Available
60-90 second network spots in news	60% net, 40% local on specials	No	TBA	TBA	Late 1982
4 mins. per hr.	14-16 mins.	No	TBA	TBA	Now
None	30- and 60-second windows in news	N/A	Yes	Yes	Now
1 per hr. net, 8-10 per hr. station	4 per hr.	No	Jingle Package, TV & Trade Press Advertising	Yes	Now
Varies per program	Avg. 77 mins./wk. & avg. of 11 :60's per play-by-play broadcast and adjacencies	No	Yes	Yes	July '83 Satellite (Now Terrestrial)
136 primary commercial mins. per wk.	Varies per special	Yes	Yes	Yes	Late 1982
2 net, 11:30 local	Varies	N/A	Yes	Yes	Now
Rockline—9 net, 6 local Hollywood Live—10 net, 5 local	5	N/A	Yes	No	Rockline—Now Live via satellite concerts—Now
8 per hr.	8 mins. per hr.	No	Yes	Yes	Now
Two minutes	Varies per program	Varies per station and market	Yes	Yes	Now
30- or 60-second spots in news and reports	Varies according to special	No	Yes	Yes	Now
3 mins. per hr. net, 7 mins. per hr. local	Not Available	No	Yes	Yes	Sept. '82 Satellite (Now Terrestrial)
N/A	N/A	N/A	Yes	No	Now
4 per hr. net, 6 per hr. local	4 per hr.	No	Yes	Yes	October '82
Varies for Radioshows. Newscasts—1 min. per hr. Sportscasts—one :30 for net & station. America Overnight—five :60's per hr. for net & station.	Varies	No	National Dailies	Yes	Now
5 net, 5 station each hr.	1 per hr.	N/A	Yes	Yes	Now
2 mins. per hr. for net	8-12 cumulative mins. for stations	No	Yes	Yes	Stardust (MOR)—Now Country Coast to Coast—Now CHR Format — Early 1983
1 for net per hr.	Infinite	Yes	Yes	Yes	Now
None	One per newscast. Additional break-ins in special programs	N/A	Yes	Yes	Now
One min. in eleven of 17 newscasts daily	One to two per newscast	Yes	Yes	No	Now

Subcarriers May Mean More Radio Profits

For 30 years, FM subcarriers or SCA's have been widely used by background music services, reading services for the blind, and for foreign language instruction. In recent years there's been a growing trend of using subcarriers to broadcast specialized news, such as stock and commodity reports or medical information.

But subcarrier use has always been limited by an FCC rule restricting SCA's only to "broadcast-like" purposes. Now it appears the Commission is getting ready to yank off that leash.

Big Bucks

The result could be an explosion of new ways to use SCA's that could dramatically increase the monthly rental broadcasters can charge for leasing their subcarriers. Muzak franchises regularly pay \$500-\$3000 a month for subcarriers, but company officials acknowledge prices are already going up as competition for SCA's grows.

In Chicago, for instance, one station reportedly is being paid \$6000 *not* to lease its subcarrier. The company which has locked up that SCA doesn't yet know what to do with it, but evidently anticipates lucrative new opportunities in the near future.

The world of SCA's was blown wide open in early August when the FCC proposed permitting use of subcarriers for virtually any purpose whether "broadcast-like" or not. While the plan is ultimately expected to gain approval, it won't happen without a fight.

Radio common carriers are fiercely opposed, because SCA's could take over many of the point-to-point communication services they provide. Low-budget reading services for the blind fear being priced out of the SCA market. To appease them, the Commission proposed opening up a third subcarrier channel per FM station that could still serve the blind, while allowing the station to benefit from the new rules. Now each station has only two subcarriers, and one is used up when broadcasting in stereo.

The first crack in the FCC's "broadcast-like" restriction came last year when the Commission okayed utility load management on FM. And, in the first subcarrier use ever approved for AM radio, the Commission extended that authority to AM this spring.

SCA's Underutilized

Why open up SCA's for even wider uses? "Preliminary studies have indicated that they (SCA's) are underutilized," responds Deputy FCC Broadcast Bureau Chief **Jeff Baumann**. "Something like only 29% of our licensees use SCA's for anything, and



Muzak's Buck Perry

there is an awful lot of spectrum out there that might be used for worthwhile purposes." And, he suggests, the Commission would not be unhappy to see new sources of revenue opened up for broadcasters.

What are some of the new SCA uses to look for if the FCC proposal goes through? Here are two examples:

- A supermarket chain might notify its individual stores of daily price changes via subcarrier.

- A bank might utilize an SCA to communicate with its branches.

NPR Leads

Betting that the change will be approved, **National Public Radio** has already announced a subcarrier venture that will help the network and its local affiliates earn revenues to replace endangered federal funding.

The project will utilize NPR's satellite system to transmit electronic mail and messages, financial data for banks and brokerage firms, computer software and data base updating, newsletters and wire services, and educational services for academic institutions and government.

After the digitally-encoded information has been fed via satellite, the costly "last mile" of distribution — traditionally done on phone lines — will be accomplished at a 50% savings via the subcarriers of NPR affiliate stations. (See accompanying diagram.)

Customers will have addressable receivers that will pick up the subcarrier signal and activate display screens, printers or storage devices.

In order for the scheme to work, NPR and its partner in the joint venture, **National Information Utilities Corp.**, are counting on approval of a pending rulemaking at the FCC to allow public radio stations to make profitable use of their subcarriers for the first time.

Muzak Biggest SCA User

It's believed that Muzak, the background music service, is the largest user of SCA's today. Its local franchises rent subcarriers from about 300 stations across the country.

Muzak originates in New York, is fed via satellite to local radio stations, and then is beamed by subcarriers to Muzak customers such as offices and factories.

But Muzak's VP/Affiliate Relations **Buck Perry** says, "I see a lot of competition on the horizon." That will drive up rental prices for SCA's and increase competition for the most desirable subcarriers — strong Class C FM's in major markets.

While SCA's are Muzak's "carrier of preference" for the foreseeable future, Perry says the steep rise in competition for SCA's is forcing Muzak to explore possible alternatives, such as cable and MDS (multi-point distribution system).

Broadcasters Fear Main Channel Degradation

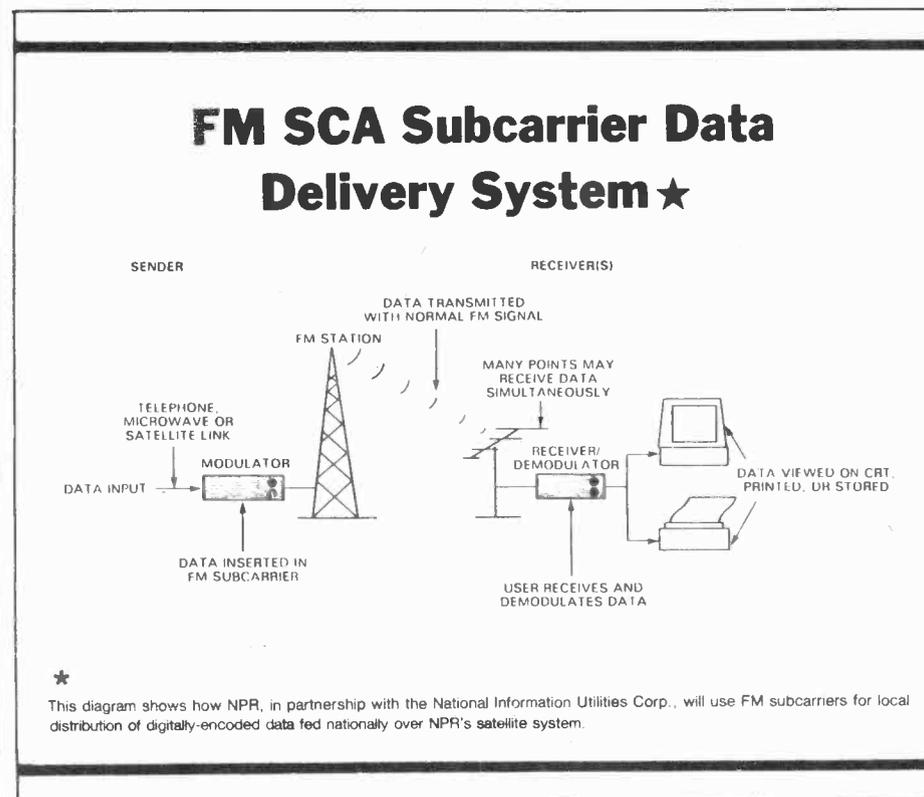
In fact, says Perry, finding a good subcarrier is already a "constant struggle" for Muzak. The problem is that many FM broadcasters are convinced using a subcarrier channel reduces the loudness and coverage of the station's main channel. That's probably true, Perry concedes. But, he adds, "It is an insignificant amount and cannot really affect a properly-run station."

Perry thinks broadcaster reluctance to leasing SCA's might be receding. "There seems to be increasing understanding that they are not deteriorative to performance. And a lot of stations would like to have that extra income."

Communications attorney **Jim Weitzman** of the Washington law firm **Shrinsky, Weitzman & Eisen** agrees. Weitzman, who follows SCA developments closely, thinks stations which won't now risk any harm to their main channel for \$3000 a month in subcarrier rental will think twice when they get offers of up to \$10,000 a month.

What does Weitzman see happening when the FCC lifts restrictions on SCA use? "An absolute explosion," he says, "because FM broadcasters have some of the finest transmission facilities in a given area when compared to police, fire, two-way, etc."

Unfortunately, there's general agreement that SCA technology will prove far less profitable to stations in smaller markets. As Weitzman puts it, "Where the people are, that's where the action will be."



MUTUAL BROADCASTING SYSTEMWORKS

Mutual is the only commercial radio network headquartered in Washington, with more reporters in the news capital than any other radio network.

Mutual brings you the best in music entertainment, from the Beach Boys and Elton John concerts, to award-winning music specials like our "Johnny Cash Silver Anniversary Special" and "Country Music Countdown."

Mutual presents the biggest play-by-play sports line-up in the business. N.F.L., Notre Dame, and other major college contests, N.B.A. Championships, major P.G.A. Tourneys, and the Wimbledon and U.S. Open Tennis Championships.

At Mutual, we're the radio experts, committed to bringing you the best news, sports, and entertainment. That's why the system works.

Mutual's radio satellite offers new dimensions in sound quality and enhanced programming capabilities.

Mutual has resident correspondents in every major world capital. Mutual affiliates receive 66 newscasts every broadcast day.

Mutual delivers all radio pros. Jack Anderson's "Inside Washington"; Larry King's all-night talk show; and Dick Clark's weekly "National Music Survey" and holiday specials.



MUTUAL BROADCASTING SYSTEM

Radio is our only business.

SATELLITE PROGRAM DIRECTORY '82

R&R's September 1981 directory covering the major satellite program suppliers and networks proved so useful that we've updated it for your easy reference.



ABC RADIO NETWORKS
1345 Avenue of the Americas
New York, NY 10019
212-887-7777

Contact: **William J. Battison,**
VP/Planning &
Satellite Development

Network Contacts:

Contemporary — **Willard Lochridge, VP**
Direction — **John Axten, VP**
Entertainment — **John Axten, VP**
FM — **Willard Lochridge, VP**
Information — **John Axten, VP**
Rock — **Willard Lochridge, VP**
Talkradio — **Robert Chambers, VP**

Programming:



ABC Contemporary

3:30 newscasts at :56; 3:30 Custom/Casts at :52; 11 daily Newscalls; three daily Sportscalls; 3:30 twice daily "Howard Cosell Speaking of Sports"; :90 Monday-Friday "Snapshot" and "Breakthrough"; 24:00 on Sunday "Speaking of Everything" with Howard Cosell; four hours every weekend "American Top 40" with Casey Kasem; Special programming: "Spotlight Special" 90-minute interview/music programs, six shows in 1982.



3:00 newscasts at :45; 11 daily Newscalls; three daily Sportscalls; :90 Monday-Friday "To Your Good Health" with Dr. Paul Donohue; :90 sports reports with Bob Buck (twice Monday-Friday) and Don Chevrier (eight times Saturday, six times Sunday).



ABC Entertainment

4:00 newscasts at :00 and :30; 11 daily Newscalls; three daily Sportscalls; 2:30 Monday-Friday "Agri-Answers," "Dan Cordtz on the Economy"; 3:30 daily sports and "World of Commentary"; :90 weekly "Rudd Awakening" and "Spotlight" with Bill Diehl; :90 weekly "Consumer Line" (five parts); Public affairs: 14:30 weekly "Meet the Author" and "Hal Bruno's Washington"; Paul Harvey: five minutes news and commentary Monday-Friday; 15:00 news and commentary Monday-

Saturday; 5:00 "Rest of the Story" Monday-Friday. Special programming: "Silver Eagle Cross Country Music Show" 90:00 featuring top country singers and bands from key country venues, 52 shows in 1982; "Words and Music" two-hour interview/music program, six shows in 1982.



ABC FM

3:30 newscasts at :38; 11 daily Newscalls; three daily Sportscalls; :90 Monday-Saturday "Johnny Holliday Sports"; :90 Monday-Saturday "Movienews" with Roger Ebert. Public affairs: "Listen Closely" 24:00 every Sunday. Special programming: "Star Sessions" 90:00 music/interview show, 12 shows in 1982.



ABC Information

5:00 newscasts on the hour; 9:00 newscast "World News This Morning"; 11 daily Newscalls; three daily Sportscalls; 2:30 Monday-Friday sports with Lou Boda (Saturday and Sunday with Fred Manfra); :60 Monday-Friday sports feature with Fred Manfra; :90 nine times daily "Gordon Williams Business Reports"; 2:00 Monday-Friday "Peter Jennings Journal"; :90 twice each weekend "John Stossel Consumer Outlook" and "Steve Bell Commentary"; 2:00 Monday-Friday "The Living World with Roger Caras"; :90 Monday-Friday "Philip Greer on Business"; 2:00 daily "Down to Business" with Philip Greer; :60 twice daily "John Coleman Weather"; 48 minutes each Sunday "Perspective"; 24 minutes each Sunday "World News This Week" and "This Week With David Brinkley"; Paul Harvey: 5:00 news and commentary Monday-Friday; :15 news and commentary Monday-Saturday; 5:00 "Rest of the Story" Monday-Friday.



2:30 newscasts at :42; 11 daily Newscalls; three daily Sportscalls; :60 daily "Rocknotes" with Pat St. John and Nicky Horne; :60 each weekday "Rock and Roll Legends" with Jimmy Fink; "On Location" with Gayl Murphy; "Lifelines," "Sports Shorts" with Steve McPartlin. Concert Specials: "The King Biscuit Flower Hour," one hour, 52 shows in 1982; "Supergroups," 2 hours, 17 shows in 1982.



Nationally satellite-delivered longform telephone talk programming. General Information hosts Owen Spann and Michael Jackson; Psychologists Dr. Toni Grant and Dr. Irene Kassorla; Late Night Talk hosts Ray Briem and Ira Fistell.



Radio Network

AP RADIO
1825 K St. NW
Washington, D.C. 20006
202-833-5910

Contact: **Jim Hood,**
Deputy Director/
Broadcast Services

Programming: 5:00 newscasts on the hour; year-end news and sports; 24:00 public affairs magazines "Special Assignment" and "Portfolio"; :90 "Project Series" including "Project People," "Project Energy," "Project Consumer," "Project Medicine," "Project Education," "Project Horizon," "Project Science," "Project Best Sellers." "Sportsline" 13 shows per weekday, 29 on Saturday, 24 on Sunday; five 3:30 agriculture shows per day; eight 3:30 business shows per day; "Horizon" 25:00 weekly PA show, "MotorSportsline" 3:30 show Saturday-Monday.



**BONNEVILLE BROADCASTING
SYSTEM**

294 County Road
Tenafly, NJ 07670
800-631-1600

Contact: **John Patton,**
VP/GM

Programming: Easy Listening Format

CBS RADIO **CBS RADIO NETWORK**

51 W. 52 St.
New York, NY 10019
212-975-3571

Contact: **Michael Ewing,**
VP&GM

**RADIORADIO**

A Service of CBS, Inc.
51 W. 52 St.
New York, NY 10019
212-975-4227

Contact: **Robert P. Kipperman,**
VP&GM

Programming:

News on the hour 24-hours a day; weekdays: "First Line Report," 6:30 am; "Newsbreak" with Charles Osgood, 8:30am; "Health, Science and You," 1:25pm; "What's Happening" with Stephanie Shelton, 2:25pm; "The Reasoner Report" with Harry Reasoner, 3:25pm; "Dan Rather Reporting," 4:24pm; "Today in Business" with Doug Poling, 5:25pm; "The World Tonight" with Douglas Edwards, 6:00 pm. Saturdays: "The Law and You" with Fred Graham, 6:25am; "Mike Wallace At Large," 8:25am, 12:25pm; "Correspondent's Journal," 11:25am; "Dateline America" with Charles Kuralt, 1:25pm; Sundays: "Mike Wallace At Large," 8:25am, 12:25pm; "Washington Watch" with Bruce Morton, 9:25am; "Face The Nation" with George Herman, 12:30pm; "Correspondent's Corner" with Ed Bradley, 1:25pm; Several 20-part series yearly and extended special reports on major news developments. Weekday sports: "Sports World Roundup" with Jim Kelly, 6:54am; "Sportstime with Brent Musburger," 6:25am; "Curt Gowdy On Sports," 7:25pm. Weekend Sports: "Sportstime," 7:25am; "The Golf Spot," 7:55am; "The Tennis Spot," 8:55am; "The Outdoor Spot," 1:55pm; "Sports Central USA," 2:25-10:25pm. Football: live NFL draft reports; pro football Hall of Fame reports; six-part "NFL Preview" with Jack Buck and Hank Stram; 37-game NFL play-by-play schedule including 16 Monday Night games and Super Bowl; college football play-by-play of the Sun Bowl, Cotton Bowl and Senior Bowl. Baseball: "Baseball Preview" special; opening day reports; All Star game, league championship and World Series play-by-play; Baseball Hall of Fame reports; "Pennant Race Fever;" Wonderful World of Baseball specials; NCAA Basketball: five regular season and 15 playoff games. Golf: Masters Golf Special and reports. Tennis: Live reports on U.S. Open. Horseracing: Kentucky Derby reports and special; Preakness reports and special; Belmont live call and special; live calls of Wood Memorial, Travers Stakes, Woodward Cup, Marlboro Cup and Jockey Club Gold

Cup. Features: "Your Dollars" with Marshall Loeb, 9:25am; "The Subject Is Young People" with Bob Keeshan, 10:25am; "Getting Along" with Eda LeShan.

**RadioRadio —**

Two-minute newscasts every hour at :50; 90-second "In Touch" news feature every morning. Features: 90-second features four times daily: "In Touch" with RadioRadio News, Tom McKay, Carl Arrington and Kris Erik Stevens. Music: 90-minute concerts and long-form music specials.

CNNRADIO**CNN RADIO**

1050 Techwood Drive NW
Atlanta, GA 30318
404-898-8768

Contacts: **Robert Pates,**
VP/Sales
Charla Hewitt,
Director/Operations &
Marketing

Programming:

24-hour all-News format programmed in half-hour blocks.

GLOBAL SATELLITE NETWORK**GLOBAL SATELLITE NETWORK**

19456 Ventura Blvd.
Tarzana, CA 91356
213-344-5651

Contact: **Cindy Tollin,**
General Manager

Programming:

"Rockline" 90-minute weekly live AOR show; "Friday Nite Live" 90-minute live concert broadcast monthly with AOR acts; "Hollywood Live" 90-minute weekly live program (R&B network); "Live Concerts" 90-minute monthly live concert broadcasts with R&B acts.

**AP RADIO**

1825 K St. NW
Washington, D.C. 20006
202-833-5910

Contact: **Jim Hood,**
Deputy Director/
Broadcast Services

Programming:

Nightly seven-hour country music and interview show originating in Nashville. Includes AP Radio news, sports and weather. Airs 10:00pm-5:00am, Eastern time. Produced in partnership with WSM, Inc.

MUTUAL BROADCASTING SYSTEM**MUTUAL BROADCASTING**

1755 So. Jefferson Davis Highway
Arlington, VA 22202
703-685-2050

Contact: **Mr. Lynn McIntosh,**
Acting Director/
Station Relations

Programming:

News at :00 & :30 (Lifestyle News at :55); "Larry King Show" call-in telephone talk, "Assignment Hollywood," "Capitol Assignment," "Consumer's Buyer Guide," "One Man's Opinion," "Jack Anderson Reports," "The Business Beat," "Northwestern Reviewing Stand," "Labor News Conference," "Discussion Of The 80's," "What's the Issue," "Public Policy Forum," "Reporters' Roundup," "The Lutheran Hour," "The Hour of Decision," "The Dick Clark National Music Survey," "Forbes Magazine Report," "John Lofton Commentary," "Agronsky and Company," "Dick Clark's From Australia With Love," "Dick Clark's Top 30 Hits of All Time," "Dick Clark's Christmas Party," "Rolling Stones: Past and Present," "Great Entertainers," "Country Music Countdown 1982," NFL Regional Football (Atlanta, Pittsburgh, Houston, Kansas City), NFL Late Sunday, NFL Game of the Week, Regional College Football Reports, Notre Dame/Major College Football, Wide Weekend of Sports, Southwest Conference Football. Daily Sportcasts in AM at 6:35, 8:35, 11:05; in PM at 2:35, 5:05, 7:35; 37 Sportcasts on weekends.

**NBC RADIO NETWORK**

30 Rockefeller Plaza
New York, NY 10020
212-664-4444

Contacts: **Richard K. Penn,**
VP/GM
Morrie Trumble,
Director/Programs
Peter Hamilton,
NBC Press & Publicity

Programming:

Hourly 5:00 newscasts; "Together" with Dr. Joyce Brothers; "Man About Anything" with Gene Shalit; "Fight Back" with David Horowitz; "The Morning Line" sports with Stan Martyn; "The Jensen Report" on personal finance with Mike Jensen; "Sports Odyssey" with Jack O'Rourke; "Comment on the News" with John Chancellor, Edwin Newman, Marvin Kalb; "Willard's Weather" with Willard Scott; "Newline Extra" series; "Business Report"; "Political Digest"; "From NBC News, London"; "Nunnsense" with Gary Nunn; "Workplace" with Carrie Carmichael; "From NBC News, Washington." "Weekend Sports" with Gary Hahn; "Meet the Press" on Sundays;

"Hear and Now" with Roger Mudd — 30 minutes aired 1st, 3rd and 4th Sunday of each month; "Second Sunday" — 30 minutes on second Sunday of each month. Talknet: telephone talk programming with Bruce Williams's financial advice 10:00pm-midnight (repeated 3-5:00am) and Sally Jessy Raphael's personal advice from midnight-3:00am.



THE SOURCE
30 Rockefeller Plaza
New York, NY 10020
214-664-4444

NBC Radio's Young Adult Network

Contact: **Ellyn Ambrose,**
VP/GM, The Source
George Taylor Morris,
Director/Program
Administration, The Source

"Sourcecasts" 2:00 newscasts at :15 24-hours a day; additional newscasts at :45 Monday-Friday, 6:45-11:45am; "The Source Report" weekly half-hour public affairs program; "The Rock Report," "Today In Rock History," "Coping With...," "One Minute With..."; "Mini-View"; Weekly series of recorded-in-concert rock broadcasts or live concert broadcasts or artist profiles.



NATIONAL PUBLIC RADIO
2025 M St. NW
Washington, D.C. 20026
202-822-2000

Contact: **Clyde Robinson,**
Senior VP/Representation

Programming:
AM and PM news magazines "Morning Edition" and "All Things Considered"; "The Sunday Show" live magazine program of the arts; "Jazz Alive"; "NPR Playhouse" 13-week drama series; classical music programming; documentaries.



"RADIO TONIGHT"
American Entertainment, Inc.
P.O. Box 25
Northport, NY 11768
516-261-2939

Contact: **Ken Davis**

Programming:
Beginning in October 1982, "Radio Tonight" will originate from New Orleans, 9:06-11:00pm, Eastern time. Live radio variety program with live music, entertainment, interviews with celebrities, live music of Woody Herman and his Young Thundering Herd. Hosted by Bill McCullough.



RKO RADIO NETWORKS

1440 Broadway
New York, NY 10018
212-575-6100

Contact: **Ken Harris,**
VP/Director of
Affiliate Services

Programming:



3:00 newscasts at :30; 90-second "Lifesound" features include "Soap Opera Update," "The Inside Out," "Discovery," "For The Record," "The Family," "The Unexplained," "Money, Money, Money." "Newsweek: On Air" 60-minute issue-oriented show aired Sundays; "Equal Time" 30-minute issue-oriented show fed on Sundays; two 2-minute "Sportsweek" programs Monday-Friday; five 2-minute "Sportsweekend" programs Saturday-Sunday; "Night Time America" five-hour live all-night adult contemporary music program Monday-Friday; 10 90-second "SportsSpecials" programs in weeks leading up to special sports events.



3:00 newscasts on the hour; "Economics Update" two-minute news summary fed Monday-Friday three times daily; "Newslines" two-minute news feature fed Monday-Friday twice daily; 2:00 sports programs twice daily weekends, 14 times Saturday-Sunday; "Starweekend Features" six 90-second features each weekend including "Moviestar," "Sportstar" and "Musicstar"; "America Overnight" six-hour live talk/call-in all-night program; "Newsweek: On Air" one-hour weekly issue-oriented program fed on Sundays; "Equal Time" 30-minute issue-oriented program fed weekly.



"The Hot Ones," 26 one-hour music programs fed every other week; "Weekly Music Magazine" three-hour countdown music program fed weekly; "Musicstar Specials" 26 one-hour music programs fed every other week; "Solid Gold Saturday Night" five live hours (7pm-midnight) of oldies music with an 800 number request line, fed weekly; "Captured Live!" 26 one-hour music programs recorded in a live concert environment, fed weekly.

SATELLITE LIVE RADIO NETWORK

1140 North La Brea
Hollywood, CA 90038
213-462-4966

Contact: **Jeffery Sudikoff**

Programming:
Entertainment-based live talk programming for two hours each Sunday night. Produced before a live audience, with toll-free number for listener calls.



SATELLITE MUSIC NETWORK

11325 Pegasus, Suite E-241
Dallas, TX 75238
800-527-4892

214-343-9205 (if dialing in Texas)

Contact: **Ivan Braiker,**
General Manager

Programming:
24-hour Adult Contemporary music format — "Starstation" Weekend specials and news every hour on the hour. 24-hour Country format — "Country Coast to Coast" Weekend specials and news every hour on the hour. 24-hour MOR music format — "Stardust" weekend specials and news every hour on the hour.



TRANSTAR

545 Middlefield Rd., Suite 170
Menlo Park, CA 94025
415-321-0953

Contact: **Dwight Case,**
President

Programming:
24-hour music format targeting 25-34 year-old adults.



UPI AUDIO NETWORK

220 E. 42nd St.
New York, NY 10017
212-850-8689

Contact: **David R. Donovan,**
General Manager

Programming:
News on the hour, news, sports and topical events specials; over 400 weekly thirty-second to half-hour features on sports, business and music.



WALL STREET JOURNAL REPORTS

22 Cortlandt Street
New York, NY 10007
212-285-5381

Contact: **Bob Rush,**
Director of Broadcast Services
Gig Barton,
Manager of Affiliate
Relations

Programming:
Seventeen 3-minute business-oriented newscasts per day. Two weekend features and five-part and 10-part series on taxes, money market funds, etc.



JEFF GELB

AOR News's Two R's: Rewrite And Relate

In response to my column on the state of AOR news (R&R 7-9), I received the following letter from WIOT/Toledo News Director Chris O'Connor, that I felt warranted sharing with the R&R readership:

"Why it has to be said time and again is beyond me, but yes, the 18-24 rock audience wants news. Yes, teens want news, and of course, the upper demo listeners want to know what's happening. So why are some AOR's cutting back on news? I don't believe it's because the consultant says, 'If you want to win in the ratings, can the news.'

"Maybe at the stations where news is taking a back seat to other programming, News Directors are like Ted Baxter (remember "Mary Tyler Moore?"): lazy guys who rip and read, who don't get local stories, don't do features, who are nine-to-fivers.

"An AOR newsperson has to be a go-getter. WIOT's newpeople are, and our ratings prove this attitude works: we're number one. Yet the amount of news we carry would make some AOR stations think we were the Cable News Network! We run newscasts at :20 and :50 from 5:30-10am, plus a midday report, and two afternoon drive 'casts.

"We hold our audience's interest by rewriting and relating. If you're not rewriting, I ask you, what's wrong — is your typewriter broken? If you're not relating, I ask you, what's wrong — how did you get your job? Talk to your listeners with your news. You know as well as I do that you weren't hired to give all the gory details of every car wreck, but you should be going in to detail about the latest herpes findings. I know it might turn off Mom and Dad, but maybe an 18-year-old kid can't go to Mom and Dad for answers on subjects like herpes, and you're the only place he or she can go to for such answers.

"Yes, we do stories on nuclear power's pros and cons (we have a plant in our backyard), we talk about unemployment, where to find a job (what with Ohio's astronomical unemployment rate), etc., etc. We localize everything and we don't use a network — instead, we get ideas from the local papers, local and national news, cable news, magazines, etc.

"The information is out there, and so is the audience for that information. Go get them!"

A View From Down Under

Consultant Jeff Pollack just returned from Australia, where he instituted programming systems at 4MMM/Brisbane, a new client station. I asked Jeff for an informal view of Aussie AOR, and he reported:



"A comparison between Australian and American AOR radio is somewhat difficult, because Australian FM radio is only two years old. However, there's an excitement and vitality there that is reminiscent of American FM radio of the late 60's. Already FM stations are capturing anywhere from a 9 to a 14 share of the market in Australia's five major cities, Sydney, Melbourne, Brisbane, Adelaide, and Perth. There will be more FM stations in the next few years, but currently there are only seven commercial FM stations in a country the size of the continental U.S. FM penetration is roughly 85% in homes but only 15% in cars.

"Musically, you're likely to hear Australian favorites like Cold Chisel, Moving Pictures, and Australian Crawl, as well as current American and British product. There's more emphasis on a personality presentation, and of course, as an American programmer, I had to get used to morning drive being called 'breakfast,' and middays being called 'mornings!'

"For only being two years old, Australian FM radio has a lot to be proud of."

COMING NEXT WEEK: The AOR Market Summary moves to Dallas, where KTXQ and KZEW both garnered strong shares in spring Arbitron numbers, putting them neck and neck in 12+ figures. Next week the PD's of both stations discuss their comparative programming philosophies, including thoughts on modern rock, research, and promotions.



SWEET ON CAIN — RCA's recently-signed Tane Cain did a whirlwind AOR radio tour to introduce herself and her debut RCA album to PD's and MD's nationwide. Cain is pictured with WQFM/Milwaukee PD Lee Arnold.

AOR's Buy Ticket To Rock

AOR radio has always been known as the format that gives away concert tickets. A new major fall promotion plays off this image in a truly grand scale. "Ticket to Rock" is the brainchild of Contemporary Marketing Inc., which has sold the promotion to about 25 AOR's nationwide for use during the fall Arbitron sweep.

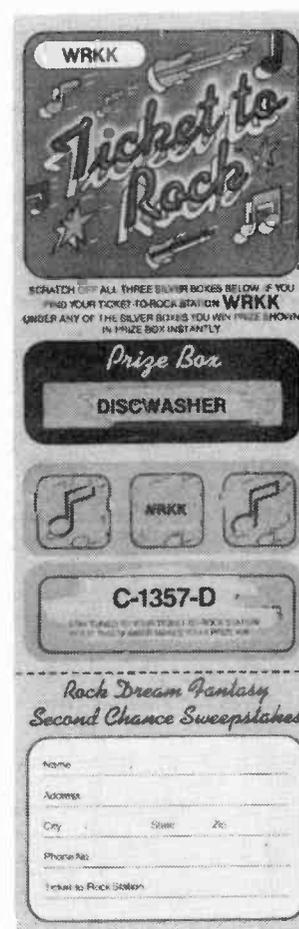
Each station purchased the promotion from Contemporary, which supplied ticket-shaped game cards and a variety of small and large prize offerings. Stations can also tie in their own prize offerings through participating clients, whose outlets will distribute the free cards. Prizes include mini-cassette players and AM-FM receivers from Pioneer, Discwasher merchandise, and copies of "Ticket to Rock" album compilations of CBS acts. A grand prize will send a nationwide winner to any three concerts of his or her choice anywhere in the world over a one-year period, also offering \$5000 cash for each trip, or a \$25,000 cash equivalent prize.

To win the smaller prizes, and to qualify to win the grand prize, cardholders are asked to scratch off all the silver boxes on the top portion of the ticket. If one reveals the call letters of the participating station, the cardholder is an instant winner of the prize shown in the prize box. To play the listener game, the middle box is scratched off to reveal a number, with winning numbers being read hourly on the contest stations. A "second chance sweepstakes" will insure that all unclaimed prizes will be awarded.

Contemporary President Daniel Socolof enthused, "The promotion's advantages to the radio station include call letter reinforcement, active forced listenership in a fun way, and also the opportunity to get local sponsors involved in a significant promotion.

"We've launched Ticket to Rock in a time of shaky economy, but have still sold 7-8 million cards. We're delighted at this response. Our stations represent all sizes and styles of ownership and markets; we're being endorsed by the best. I'm very thankful to the companies that helped me put this together, particularly the people at CBS who helped put the album together."

For stations who find Ticket to Rock an intriguing concept, Socolof has good news: he's already planning a similar follow-up promotion. "Ticket to Rock 2 hits AOR radio in spring '83," he reported. And for those AOR's who find on-air contests a listener plus, Ticket to Rock will help make the fall sweep an exciting one.



KEZY-FM To Rock, KEZY-AM Playing Hip Oldies

"You can't program AOR on AM if you expect to get Arbitron ratings." And, so saying, KEZY-AM & FM/Anaheim PD Dave Forman pulled the AOR plug on one of the format's last AM signals two weeks ago. At the same time, he moved its hard-driving rock programming over to the FM, which had been a Soft AOR since its inception in 1978. KEZY-AM became "12," commemorating 12 years of various rock styles of programming with an oldies format geared to 30-40 year olds.

In assessing the fate of KEZY-AM, Forman stated, "I firmly believe the format reached great acclaim on a number of levels, both artistically and in terms of listener loyalty. Our results factor was unparalleled — for certain promotions we'd get up to 40,000 cards in a matter of weeks. Unfortunately, people believe Arbitron much more than they believe even what they can see. The bulk of today's advertising comes from agencies who just want to look at Arbitron's page one. For them, KEZY-AM wasn't happening. Without aided recall, listeners just wouldn't admit to listening to AOR on AM."

He continued, "All our research indicates there's no question of the viability of moving the AM's music to the FM. The FM was perceived as a success; it was even sold out. But for years we were sitting here, wat-

ching the FM go up a tenth of a share each book, while KMET and KLOS were getting sixes and sevens for Orange County to our 1.9's. It was really unacceptable. We did consider a KROQ-style format but I think the strongest format for hitting the 18-24's in Southern California is what's on KMET and KLOS, and what is now on 96FM."

Y96FM is the new airname for KEZY-FM, which Forman hopes will become local listeners' favorite hard-driving AOR. "We'll be Orange County's own and only real rock and roll station. The entire staff has a brand new spirit, because it's really a new dawn for both stations."

The Music Section

AOR's Most Accurate
Music Information
Begins on Page 69

EVOLUTION

Jim Pemberton joins KBOS/Tulare-Fresno as PD from Assistant PD at WFBQ/Indianapolis... WPFR/Terre Haute announces format adjustment to 25+ AOR... Former WYSP/Philadelphia PD Dick Hungate joins WRXL/Richmond for middays... WPHD-FM/Buffalo clarifies programming as an AOR/CHR hybrid with Frank Felix consulting for Noble Broadcasting... Former WZZO/Allentown PD Lyn Benson joins Drake/Chenault for scriptwriting... Former WPGU/Champaign PD Jon Kamerman joins WAUR-FM/Aurora for news and airwork... Jonathan Blair joins WAVA/Washington for middays from XTRA/San Diego... Roger Ebert is pacted by WXRT/Chicago for morning film reviews... Marty Manning joins WEBN/Cincinnati as Production Director from KFAT/Gilroy, replacing departing Tom Sandman, who joins WBCN/Boston... Dave Edmonds joins WAPI-FM/Birmingham from neighboring WRKK for overnights... Russ King is named Director of Advertising and Promotion for WPLJ/New York... Gail Lee is appointed Promotions Director of WMJQ/Rochester... Nancy Walton is upped to nights at KRQR/San Francisco... Steve Trelvelise joins WYSP/Philadelphia from WPST/Trenton for weekends... WLIR/Long Island pacts with consultant Jim Cameron for news consultation... WIYY/Baltimore hires Jack Stewart as Director of Marketing and Advertising... Former WB album promo rep Mary Perkins joins Radio Arts Inc. for program coordination.



DIAMOND VISITS KNX-FM — Columbia's Neil Diamond (center) recently visited KNX-FM/Los Angeles to tape an interview for a station special commemorating the tenth anniversary of the artist's Greek Theatre concert, which was rerun by KNX-FM. Pictured with Diamond are KNX-FM MD David Hall (left) and VP/GM Robert Nelson.



WMMR'S MUSICAL ENVOY — Asylum's Warren Zevon was a recent interview guest at WMMR/Philadelphia while on a tour to promote his latest LP, "The Envoy." Pictured (l-r) are E/A's Burt Stein, WMMR PD Charlie Kendall, Zevon, WMMR's Michael Tearson and Kevin Gunn.



GATHERING OF STARS — Passport's Robby Krieger (far left), former Doors guitarist, met with Riva/Polygram John Cougar (second from right) after the latter's recent Los Angeles concert date. Also on hand for the meeting were KLOS PD Tommy Hedges (second from left) and Krieger's manager Richard Linnell (far right).



KLOL PLAYS CHEAP TRICK ON AUDIENCE — KLOL/Houston lined up Epic's Cheap Trick for an in-store autograph party. Pictured (l-r) are KLOL Promotions Director Steve McGehee, station's Alice Chapa, group's Rick Nielsen, Assistant PD Michele Robinson Sayre, band's Bun E. Carlos, KLOL's Col. St. James.



CFOX PICKS OZZY OPENER — CFOX/Vancouver invited listeners to send in musical selections that could be played prior to Jet/CBS's Ozzie Osbourne in his recent local concert. The winner (right) received limo service to the show, where he went onstage to introduce his music, and later received a gold album from Ozzie himself (left).



KID LEO'S SINGING DEBUT — When Southside Johnny & the Asbury Jukes played Cleveland recently, WMMS MD Kid Leo (left) was invited onstage to help Johnny (right) with the chorus of "We're Having A Party."

AOR Reporter Profile

KSPN/Aspen
PD: Lee Duncan
MD: Tom Carey
Power: 3000 watts
Consultant: none
Slogan: "Radio for the Rockies"

"KSPN serves a special market; in fact, many markets. Because Aspen is a world resort community, KSPN consistently serves many different people with a wide range of interests and cultural backgrounds. We like to play a variety of music, consisting of rock, jazz, black music and popular hits, in a format that exposes a wide variety of music to a widely-varied audience. Being a small market with few radio options, we work at creating our own style, while keeping up with national trends. We try to appeal to the 25-40 year-old male and female audience, because this includes the largest group in our population. The audience is young for its age, since many here are involved in music and the arts. We keep abreast of national trends through trade publications like R&R, plus locally we continually monitor our audience through phone surveys and listener response.

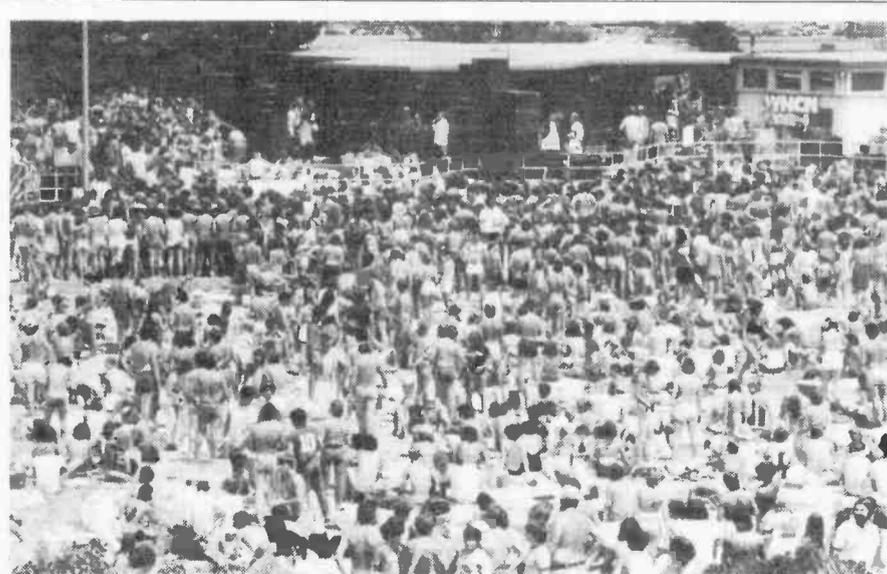
"Music, we feel, is the most important portion of our programming; therefore we are very selective. We work at playing the best of many types of music, while maintaining a texture of familiarity."

— Lee Duncan

UPDATE

Happy first AOR anniversary to WAQY/Springfield and WZIR/Buffalo, which held a listener party with two local bands that attracted over a thousand... Could this be a record? KATT-FM/Oklahoma City's new Birch figure is a market-dominant 24.3. Way to go... KPRI/San Diego presented the county's Special Olympics Program with a check for \$12,550 from the proceeds of various activities, such as the fourth annual Halloween Ball... WMET/Chicago

celebrated the recent Chicagofest with a series of commemorative "95 1/2 WMET ROCKS" buttons, including ones honoring Joan Jett, Iron Maiden, Shooting Star, and even Frank Sinatra... KKCI/Kansas City held a banner contest for the local Summer Jam concert. The promotion awarded 27 prizes, including stereos, albums, T-shirts, and a grand prize trip sending winners to an REO Speedwagon concert in Memphis.



A SATISFIED CROWD — When WHCN/Hartford planned a Rock & Roll Beach Party to round out the summer, the station expected about 15,000 for the free local rock music. Instead, the event drew 30,000, and lots of local publicity from impressed local media.

COLOR

38 EVERYTHING: WNEW-FM/New York ran a weeklong promotion for A&M's 38 Special in conjunction with the group's local appearance. Prizes awarded included 38 hours of pay at minimum wage, 38 gallons of gas, 38 subway tokens, 38 pounds of laundry washed, \$38 free at the Palladium concession, 38 hours of parking in New York City, and 38 records from the A&M catalog.

GOING IN STYLE: KSJO/San Jose listeners can enter a contest that will pick a winner to send him or her plus four friends to the US Festival. Included are four airfares, camping equipment, car rental, and tickets to the festival and a reserved camp site.

CONCERTS & CONVERSATIONS

PRESENTATIONS: KMET/Los Angeles presented Toronto for free... WRIF/Detroit presented Marshall Crenshaw for free.

BROADCASTS: David Johansen on WMMS/Cleveland.

GUEST DJ'S: Rainbow on KLOL/Houston... John Waite on WYSP/Philadelphia... Ted Nugent on KRKN/Anchorage... 38 Special on WBLM/Portland... Blondie, Rickie Lee Jones on WXRT/Chicago... Cheap Trick on WDIZ/Orlando... Loverboy, Crosby, Stills & Nash on WKLC/St. Albans... Duran Duran on CITI-FM/Winnipeg... King Crimson, Busboys, Black Flag on KNAC/Long Beach... Taxxi on KVRE/Santa Rosa... Boomtown Rats, Bananarama on WLIR/Long Island... Clarence Clemens on WMAD/Madison.

Adult / Contemporary



JEFF GREEN

6 MONTHS ON-AIR & GOING STRONG

Close-Up: Transtar Satellite Network

One of broadcasting's most exciting developments is satellite network programming. This week we feature a look at Transtar, an adult-formatted satellite network owned by Sunbelt Communications, with over 80 affiliates.

When talking with Transtar President Dwight Case, one immediately realizes there's a great deal more going on here than a substitute for local air talent. Transtar is a complex, detailed radio network providing not only live 24-hour adult programming, but a complete package of research and sales assistance services to help any facility determine its own marketing and operational decisions. In the following discussion with R&R, Dwight explained, from a broadcaster's view, what Transtar is all about.

Programming and Personalities

After three years of planning and development, Transtar hit the airwaves February 1 of this year. The concept of Transtar formatically was to provide A/C programming with a focus of 25-34 and secondary coverage of 23-38. We're aimed right at the population bulge.



Dwight Case

Every song played is very carefully researched on a national basis by the Research Group, another Sunbelt company. We feel they offer the best music and perceptual research in the country. More on this research later.

Transtar programming originates from Sunbelt facility KSPZ/Colorado Springs, under the executive guidance of Sr. VP/Programming E. Karl, with the day-to-day operations supervised by veteran PD Chick Watkins.

The personalities on Transtar are superb "journeyman" jocks. They're very steady, consistent, and dependable. Selecting the voices was done very carefully, as we were looking for talent between "star" quality and your average announcer. This provides a smooth continuity between dayparts and local/network transitions. It took 280 tapes to find the correct voice structures and rhythm patterns in order to assure a professional, consistent sound — regardless of the market size we're heard in.

Affiliate Features

When a station joins the Transtar Network, it automatically receives four major services:

- I. Hard Copy Information
- II. Target Music Marketing
- III. Landmark Study
- IV. Special Sales Support Services

Hard Copy Information

Essentially, this is similar to teletext information. Every night between midnight and 2am, we digitally transmit via computer Transtar's playlist for that day. Also sent is a variety of information, such as funny things from the Johnny Carson show, movies opening up that appeal to 25-34, bits from reliable magazines, etc.

The idea is that your morning man (Transtar recommends stations program mornings locally) can walk in and see the exact music list we're playing, timing, and all other necessary information. Following that is enough material to do one-liners and bits all morning!

Also included is radio chatter: special promotions staged by an affiliate, plus

ideas for sales and marketing. Information can be exchanged between affiliates, too. All in all, these are tools designed for "idea-triggering," which allow you to do a better job marketing your station locally.

Target Music Marketing (TMM)

TMM's continuous research tests currents and recurrences in ten different cities, which change all the time. Every piece of music is not only researched, it's retested over and over, especially for burnout.

Affiliates are regularly provided with printed books detailing the appeal level of dozens of songs, divided by age, sex, and lifestyle group.

The common link among all the people used for our music and lifestyle research is that they are all 25-34 and are all heavy radio listeners — that is, more than 7½ hours a week. There really is a difference between heavy radio listeners and those who are not. It shows up in studying movie attendance, time spent socializing, dining out, and other mobility trends. They even shop supermarkets differently. These behavior characteristics bring us to our next feature, the Landmark Study.

Landmark Study

Every PD, sales manager, and GM should want to know about this. We ask these 25-34 heavy radio users everything you'd ever want to know about what they think, are, and do — in three areas.

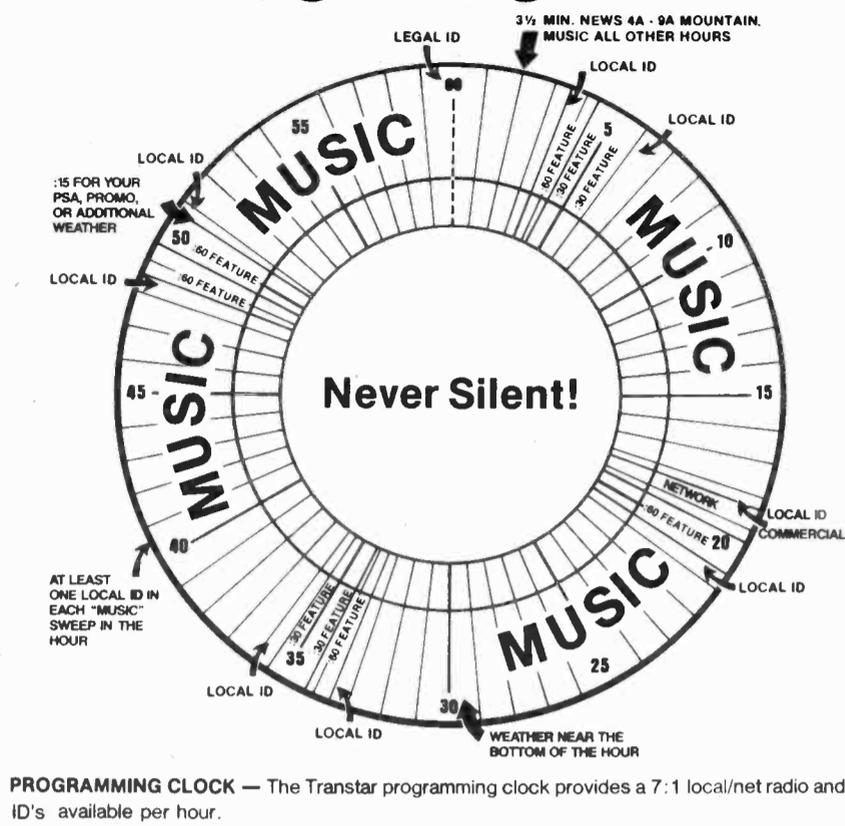
1) *Radio Station Marketing.* The idea is that a sales team should know everything about its audience. So regularly, we provide detailed studies about what TV shows these listeners watch, how often, time spent viewing, cable influence, etc. Every TV show is tested. Every periodical found on a magazine stand is also checked. In addition, we measure readership of newspapers, and study direct mail advertising, radio daypart listening, electronic/stereo devices owned, and many other aspects of mass media.

2) *Programming/On-Air Sound.* In order for your jocks to totally understand audience behavior patterns and preferences, the Landmark Study analyzes which movies are popular, what people would pay to see or want to watch on TV, movie ratings, dining out frequency, attending



A look at Transtar's control room from the KSPZ facility in Colorado Springs.

Programming Clock



parties, etc.

3) *Sales Information.* Studied here are credit card uses, supermarket purchases, liquor preferences, record/tape buying habits, types of stores shopped, and so forth.

Again, like the Hard Copy and TMM, the Landmark Study provides information to better advertise and market your radio station. It was designed to allow everyone the best possible view of the 25-34 heavy radio listener. Landmark data offers the PD information so he can best gauge how to lead his talent in speaking in a relevant way. It also offers data for the sales group so they can go to a client and say, "Did you know that . . . ?" Of course, each department can utilize all the information as it sees best.

Special Sales Support Services

Transtar affiliation also includes sales counseling, help in the administration of audience targeting, staff training, setting quotas, retail sales assistance, developing sales reports — everything that could help local sales. This feature is primarily conducted on a station-by-station basis.

In summary, these four services are meant for a station not only to be able to better run its own programming and promotional strategy, they also help counterattack competitive advertising media.

Technical Requirements & Costs

Transtar just switched satellites from Westar 1 to Westar 3. That's the one RKO, AP, and UPI use, so now in most cases stations can get a loop from the nearest dish with no problem.

After you get a "de-mod" (receiver) installed behind the nearest dish (about \$5000), and the standard modest charge for the 15kHz line to your station, the technical costs run only a few hundred dollars per month.

I must say the audio clarity is stunning! Although it depends a lot on the phone company, if you're ten miles or more from the dish, there's usually enough line loss to warrant amplification at your end. If that's the case, we suggest going for your own dish in order to preserve that first generation signal. In a highly competitive battle, even in a small market, the quality is too important to sacrifice.

For affiliates in the top 25 markets, Transtar pays a negotiated compensation. In markets #26-50, we take one minute of commercial inventory per hour. From markets #51 and up, we request one minute per hour and \$1000 per month.

The commercials provided by Transtar are all first-generation dubs. Because we're always on the air and don't have a separate time when we can feed all the spots for a day or week, we just mail them well in ad-

vance.

Redefining Job Descriptions

Much of the negative criticism leveled at satellite network programming by broadcasting employees stems from a fear of job insecurity.

Fundamentally, Transtar is not trying to put anyone out of work. Rather, we're redefining job descriptions. Similar to the way music preprogramming saves DJ's time in picking selections, Transtar allows air talent to spend their time writing, creating, and voicing great promotions, specials, and spots instead of spinning three in a row. If a personality is truly outstanding, that person will usually end up either doing the local shift(s) or move on to a station where Transtar doesn't exist. Transtar frees truly talented people to extend their creativity and develop ideas more fully than time or studio availability permits. Incidentally, when an affiliate is carrying Transtar programming, that station's control room becomes an extra production studio.



For the PD, having the music preprogrammed and researched gives him time to study overlooked details, arrange promotions or handle administrative duties. You see, satellite broadcasting affects everyone's job descriptions. We believe its features and conveniences allow each professional the opportunity to concentrate on his or her most productive skills.

Checking Your Bottom Line

In conclusion, before selecting Transtar or any other satellite service, look at your bottom line. It's our feeling that most of a station's success or failure has a lot to do with outside promotion and advertising. If you are able to save money by joining a service like Transtar — not necessarily in personnel, but in the way it functions and what your job requires — you might have more money for marketing your property. Under these circumstances, it could be a very effective move to make.

Aside from the financial considerations, ask yourself if you are truly ready to use the tools of the future to program today. If not, don't consider it. But be careful . . . we're liable to be in your market anyway. You might want to take us just to keep us away from the competition!

Editor's Note: To sample Transtar, call (303) 471-0714 9am-6am MDT. R&R Ratings & Research Editor Jhan Hiber has some interesting words for A/C programmers in his column this week. It's well worth reading.



PD'S DISCUSS DOMINANCE

Continuous Market Leaders— WDAF & WCMS-FM

Dominating the 25-54 demographic, most often Country radio's target audience, is the goal that most Country PD's are striving for. When your station not only reaches that objective, but also is a consistent 12+ leader in the marketplace, you must be doing something (or probably several things) right. WDAF/Kansas City and WCMS-FM/Norfolk are two stations which have dominated their respective markets for some time, even though each lost several shares this spring. WDAF PD Moon Mullins and WCMS PD Russ Cassidy this week discuss this dominance as well as their future goals for the stations.

Moon Mullins, PD WDAF/Kansas City

We've been dominant 12+ since Spring, 1980, although since the time that we cracked that No. 1 point this is the lowest 12+ share we've had. I'm sure the FM Country station in the market (KCKN) has something to do with that since they're offering an alternative listening format package to what we offer. However, I think there's room in the market for both of us.

They play a great deal of music, going three in a row without a commercial break, with no personality at all and a minimum amount of news coverage. We, on the other hand, are a full-service station with a great deal of personality and topicality. Each one



of our jocks is a little bit different in his on-air approach, but all except maybe one or two do some humor. We're heavily promotion-conscious and do a lot of on-air contests, the majority of which are trivia-type things where even a non-active listener can play along.

Musicwise, we play more oldies than KCKN does (about 60%), and they're a little bit more contemporary in their selection. The vast majority of the songs they play are from within the last five years. Our library goes way back to the late 30's and early 40's, although those older songs are in a limited rotation pattern. They're played in very small doses, but they are exposed.

I think in general AM stations do have a problem with FM competition, but we have a little bit different situation here in Kansas City than other AM stations do because of our signal strength. Frankly, we're just the best radio station in this market and we just happen to be on AM, so with our signal I don't think we have that much to worry about. I'm not trying to sound complacent, but we are king of the mountain and the competition will have to come right at us. We intend to remain completely com-

"It's nice to be able to go around and say 'We're No. 1' . . . but it's much nicer to have a good income . . . so you can put some groceries on the table!" Moon Mullins

petitive and will fight off any kind of guerilla attack.

The interesting thing in the 12+ figures of this Spring book as compared to the Winter book was that we went down three shares and A/C-formatted KMBZ came up three shares. Since they carry the Royals games, I have the strongest feeling that the majority of our loss was to baseball. In the fall I expect to see us right back up there again.

We want to dominate the 25-54 demo. The 12+ makes people sit up and take notice of us, but it doesn't produce any income for the station. That's our target demo and always has been, and in that demo we're killing them! Compared to our 10.3 12+ share this spring, in 25-54 men we have a 16.6 and in women 25-54 we have a 13.5, leading the market in both demos far ahead of our nearest competitor, so that's where our strength lies. It's nice to be able to go around and say "We're No. 1" . . . that's a good feeling. But it's much nicer to have a good income and a nice bonus in your pocket so you can put some groceries on the table!

Russ Cassidy, PD WCMS-FM/Norfolk

WCMS-FM came on in the mid-60's as a Country station and has been Country ever since. Even way back then we adopted a contemporary-type format, unlike the MOR or Easy Listening approach that most Country stations were using, and we've kept it that way all along. Now, of course, it's the thing to do, but we got into it at the beginning of the game. We've had personality DJ's, promotions, contests, all these things since the start. The only difference was the music.

Our music is a blend of contemporary and traditional, and each song is judged on its own individual merit. We're dayparted heavily, which helps achieve our goal of reaching men in the mornings and afternoons and women middays and total adults at other times. Our competition has come mainly from stations which were not Country, so we've always been very modern in our approach . . . it's always been a class act. However, the music itself has changed. It's more palatable now than ever before.

Most of our sharing is done with A/C stations. At one time there weren't that many stations in the market programming A/C the way we thought it should be done, so that need was being filled by a Country station. Now there's more to choose from on the A/C side, which has fragmented our audience somewhat. That plus the fact that we share a lot of the same artists may account for the 10.8-8.9 drop in 12+ numbers this spring.

It all depends on what the listener needs

Country Entertainment Flourishes In Iowa



While many Country DJ's are also visible on various local TV programs, it's a good bet that few are found on the area Public Broadcasting Network. KSO/Des Moines PD Jarrett Day is among that minority, going into his second year of hosting "Iowa: This Weekend," a weekly program which blends features on Iowa life with local music entertainment. The show is aired twice a week on the Iowa Public Broadcasting Network, comprising 13 channels in five states, and reaches an additional 90,000 cable subscribers each week via Heritage Cablevision of Des Moines.

Each show takes viewers to statewide points of interest, as well as keeping them informed of any unusual attractions or special happenings that weekend, with particular emphasis aimed toward local country music entertainment. Jarrett notes that the program has already doubled in ratings since it began, and it also won the prestigious Community Service Award from the International Film and TV Festival of New York for the 1981 series.

With additional funding just received from the Friends of IPBN, "Iowa: This Weekend" 's future looks bright, as does country music in the Des Moines area. Although not directly tied in to KSO, the program's emphasis on country happenings may have been indirectly responsible for KSO's recent 15.0-16.8 jump in the spring Arbitron. In any event, country entertainment of all types continues to thrive in the Hawkeye State.

right then . . . how they want to use radio. Some consultants say that people are using radio like a drug. They tune into one station to feel uplifted and happy and tune into another when they want to come down. In tracking our listeners' habits, we've found that they'll go to whatever station can fill their need of the moment. The problem is keeping them once they're with you.

We've done things opposite of what some people think you should do, but we've been very successful in that approach. But then this market is kind of strange! A lot of the people who work here have been in the market, lived here, grew up with it, and know it inside out, which helps a lot. I've been at the station for 12 years myself. We have a morning man battle between three air personalities who have been opposite each other for about 25 years now, one of whom is our morning man Joe Hoppel.



Most consultants would tell you to really lay back and play a lot of music and sound real FM-ish, where we use personality and information in the morning and utilize morning and afternoon traffic reports, ABC Entertainment and Paul Harvey . . . the whole ball of wax. In fact, if you kick the music away, we sound like an A/C station.

We do various types of research, but one thing you cannot do is lose touch with the people. You can't start deciding what the

people want and quit listening to them. Our people are out in the clubs and doing remotes sometimes two or three times a weekend. And our types of remotes aren't the kind where you just go out and play records . . . ours are the kind where so-

"One thing you cannot do is lose touch with the people. You can't start deciding what the people want and quit listening to them."

Russ Cassidy

meone can come up, shake your hand and talk to you for a couple of minutes. In the past 12 years I've shaken a lot of hands!

25-54 is the demo we're tracking, and our goal is to be the No. 1 Country station in the market and in the top three overall. Generally speaking, we don't deal with 12+ numbers. WCMS-FM has been real slick ever since the 60's when the music started changing. Nowadays people are jumping on the Country bandwagon and sometimes not doing it correctly and not getting the results they think they should be getting. We must be doing something right. We just hope we can continue the way we have been.

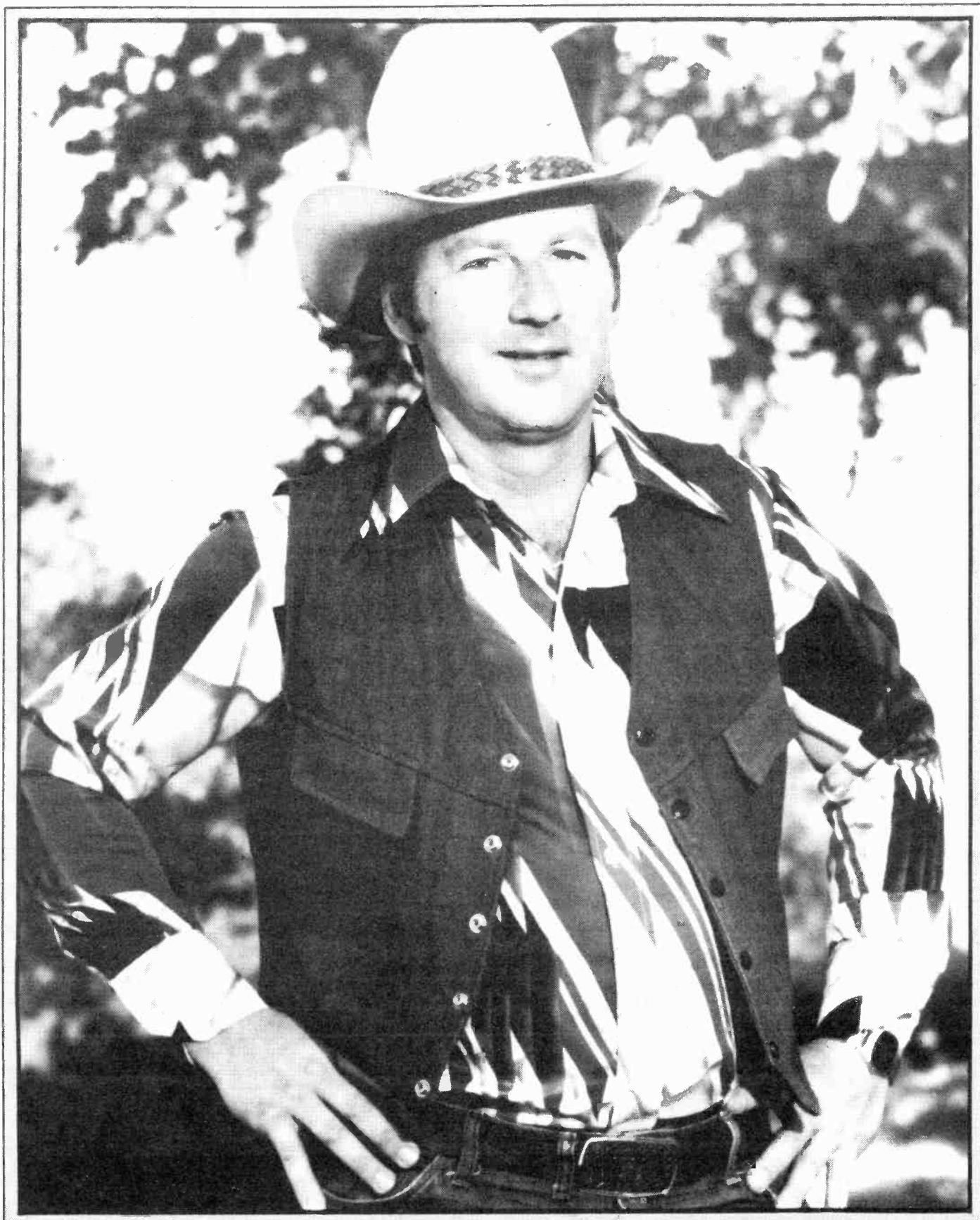
The Music Section

Country Radio's Most Accurate
Music Information

Begins on Page 74

Comstock. Debuts...

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Inside Nashville



BIFF COLLIE

CUE TIPS: Wiley Hicks, where are you??? Don't miss your chance to be a star; call or write Biff Collie, Box 213 Brentwood TN 37027 (615) 373-3448 . . . Coming Attractions: "The Pale Motorcycle And Its Rider" — George Jones . . . On Kenny Rogers's birthday (8-21), he remembered his first birthday party, his toy, and his Mom's spanking when he broke it before bedtime.

Dolly Parton back in a New York hospital following a recurrence of gynecological problems which have plagued her for the past three years. Her nationwide promotional tour has been indefinitely cancelled pending doctor's decision on whether she will have to undergo major surgery . . . Jerry Wallace was here to "do it again." He's "comeback" successfully a number of times. Can he do it again??? . . . Look for a Gatlin Bros. TV special this December . . . The Oak Ridge Boys National Anthem'ed at Comiskey Park-Chicago for the White Sox-Yankees game . . . Wayne Gretzky, the Edmonton, Alberta hockey star, sings a duet on Dottie West's "Full Circle" TV special with his hostess called "Mamas, Don't Let Your Babies Grow Up To Play Hockey" . . . Willie Nelson and Hank Williams, Jr. joined host Hank Snow and MC T. Tommy Cutrer Sunday on the 5th annual Hank Snow Foundation child abuse benefit . . . They're full-blast into construction of that \$8 million Music Row tourist attraction which boasts five theatres, a restaurant, and a hotel, targetted for late '83 opening. The hotel & restaurant are open and the theatres are going up in a hurry (right across from the Country Music Hall of Fame) . . . Waylon Jennings followed Ronnie Milsap into Lake Tahoe . . . Mel Tillis molasses set for a big 1983 market push????

DOWN-HOME: Johnny Cash's mom and dad, Mr. & Mrs. Ray Cash, celebrated their 62nd wedding anniversary with a private family party . . . Nashville writer John Lomax says they're creating one more award this year to be awarded to the most-awarded award winner. Barbara Mandrell will be the first year's recipient; it will henceforth be known as the "Mandrell Award" . . . Glen Campbell and his dancer-date Kim Woolen set an October or November wedding date? (December or January???) . . . Gerold R. Rubin, President of Needham, Harper & Steers in Los Angeles, will be the keynote speaker for the Country Music Association's eleventh annual Talent Buyer's Seminar Oct. 8-12, 1982 at Nashville's Hyatt-Regency . . . Lee Greenwood's wife Melanie set as dance instructor for the new cable TV show "Dancin', USA," to be hosted by Jacky Ward . . . T.G. Sheppard talked about Brian Stacy and Bill Browder on the "Today" show, explaining that Brian and Bill were former names he's used in the music business, Brian as a rock singer, Bill (his real name) as a record promotion man . . . Nashville

pharmacist Bucky Jones wrote the theme song for the upcoming TV series "Filthy Rich." (He also wrote "Only One You," "Do You Want To Go To Heaven," and "War Is Hell (On The Home Front Too)," all T.G. Sheppard hits) . . . The first Jim Reeves Celebration was held Friday the 20th (his birthday) at the Jim Reeves Museum here. The radio special was carried by stations in Nashville, Atlanta, Chattanooga, Columbus, GA, Richmond, VA, and other cities. Write Don Keith, WLKZ/Nashville, for details on next year's special . . . Lee Greenwood says Nashville is a lot more like Sacramento than Las Vegas was. Lee was a dealer in Las Vegas casinos for four years before, and between gigs in his early years as a pro . . . "Roy Orbison sues Wesley Rose for \$50 million and charges fraud & mismanagement" headlines in Nashville paper. (That'll be a long one!)

CMA FINALISTS ANNOUNCED: Finalists for the 16th Annual Awards Show, to be aired over CBS October 11, were announced by the CMA this week. Here's some highlights: Entertainer Of The Year: Alabama, Barbara Mandrell, Willie Nelson, Oaks, Ricky Skaggs; Female Vocalist: Rosanne Cash, Janie Fricke, Emmylou Harris, Barbara Mandrell, Juice Newton; Male Vocalist: Merle Haggard, George Jones, Ronnie Milsap, Willie Nelson, Ricky Skaggs; Vocal Group: Alabama, Larry Gatlin & GBB, Oaks, Statlers, Tompall & Glaser Bros.; Single: "Always On My Mind" (Willie Nelson), "Crying My Heart Out Over You" (Ricky Skaggs), "I'm Gonna Hire A Wino . . ." (David Frizzell), "It Turns Me Inside Out" (Lee Greenwood), "Love In The First Degree" (Alabama); Album: "Always On My Mind" (Willie), "Big City" (Merle), "Bobbie Sue" (Oaks), "Mountain Music" (Alabama), "Still The Same Ole Me" (George) . . . If you're confused by two entries in the Song Of The Year category, namely "Elvira" and "You're The Reason God Made Oklahoma," we found out from CMA contact Susan Weissinger that this is a songwriter's award, which means any record released or re-released during 7/1/81-6/30/82 is eligible to win. Those two releases are up against "Always On My Mind," "I'm Gonna Hire A Wino . . ." and "It Turns Me Inside Out." Should be some show, with Alabama, Skaggs, and Willie (four nominations each) considered the ones to beat.



NEXT STOP: OMAHA — Boxcar Willie, currently trekking around the country (by train?) to promote his latest album "Last Train To Heaven," stopped by the KYNN/Omaha studios for an on-the-air visit with morning drive personality/ PD Roy Kaufman.



POLISH PRINCE VISITS WHN — When Bobby Vinton was in New York recently to promote his latest single, he dropped in on his old friend Dene Hallam at WHN. Pictured following an on-air interview are (l-r) WHN PD Dene Hallam, Vinton's personal promotion manager Pete Bennett, and Vinton.



BROOKS BREAKS INTO SOUTHEAST — Karen Brooks, currently on a promotional tour of the Southeast, breezed into WQYK/Tampa-St. Petersburg recently to drop off a copy of her debut album "Walk On." Karen is flanked by WQYK PD Pete Porter (left) and MD Bill Pyne (right).



WTHI ON MCN — While WTHI-FM (HI 99)/Terre Haute Operations Director Jay Allen was in Nashville during Fan Fair week he was invited to cohost one of the Music Country Network overnight shows with regular host Chuck Morgan. Allen (left) and Morgan (right) are pictured during the dual broadcasting stint.



Dottie West played host to the Gatlin Brothers, John Schneider, and Oilers hockey star Wayne Gretzky during the recent taping of her cable TV special in Edmonton, Alberta. Pictured are (l-r) Alan Thicke, host of CBS's "The Alan Thicke Show;" Rudy and Steve Gatlin, Gretzky, Larry Gatlin, and Schneider.



Country News
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Black Radio



WALT LOVE

KWAM-FM MAKES ITS PRESENCE FELT

Basic Black Radio With 80's Technology

The Memphis market has always been a city of fierce competition when it comes to Black radio. The past battles between WDIA and WLOK are famous, and now we've got a new dimension with the addition of WHRK (K97) on FM as an Urban Contemporary entry along with KWAM-FM ("Magic 101 FM"). Who will be the ultimate leader? At this point no one knows, but it should get even more interesting as time goes on.

Here's a rundown on exactly what took place in the spring '82 Arbitron.

WHRK	16.7 - 8.9
KWAM-FM	2.4 - 8.3
WDIA	7.6 - 8.3
WLOK	5.1 - 5.0

As you can see, Black-oriented formats are doing quite well in Memphis. I spoke with KWAM-FM Operations Manager Floyd Blackwell, and I think you'll find some of his comments quite interesting. How many people would imagine that KWAM-FM's significant increase in ratings was accomplished with no money? That's right, no money at all — you must admit, that's unique!

Floyd B., as he's known in Black radio circles, came from WEAS-FM in Savannah, Georgia where he programmed for five years. Magic 101 FM is WEAS-FM's sister station in Memphis, owned by Rivers Inc. of Ocala, FL. I asked Floyd to tell me about Magic 101 FM.

"The important thing about KWAM is that fact that we came into Memphis with a format that hasn't been in use here before. The thing that gave us the big gain in the ratings was that Memphis is known to be the home of the blues, and not one station here was playing the blues. We decided what music we wanted to play and came up with a mixture of R&B music and the blues; that's the real key to our immediate success."

Floyd added, "We don't wait two or three weeks to go on a particular record — if a

record sounds good, we go with it right out of the box. I program a lot from gut feeling." I asked him what things determine when he adds a record. "Well, say for example I receive a new record today, I would listen to it and if I think it's 'there' and I think that the record will identify itself with the listeners, then I'll go with it. Let's say I decide to go with it — in a couple of weeks I'll know if the record really has it or not by watching my phones and sales reports from local stores."

"I don't play any white-oriented music. I saw when I came into Memphis that we had to do something different than the other stations."

"Basic Black Radio"

Floyd told me an important part of KWAM-FM's success was that "we went back to basic Black Radio. It was the 'tone' of the music and straight-up black personality radio, that's what did it. Back in the 60's, you know it was all personality radio — what I'm saying is we went back to the 60's approach with personalities while using 1980's technology with it."

Did the station have a television campaign? "Yes, we had some TV — we changed format here January 4. We came in with

television to let the people know we were in the market. We had a \$5000 buy. It was over before the ratings got started, so you can see it wasn't much at all. We had no advertising going on during the book at all, none whatsoever."

Did black people in Memphis gravitate to the station because of the all-black air staff? "Yes, I do think that had something to do with it. The fact that we do have an all-black staff is definitely a plus in the city because of its makeup. Memphis has a large black population and relating to them is very important here."

No Urban Crossovers

"We tailored our staff and our music to the city itself. For example, we didn't play any Urban Contemporary music; we stayed with basic black music. The Urban Contemporary music I'm talking about is like McCartney & Wonder's piece — most Urban stations played that song. I didn't touch it because it wasn't made for us, it was made for Urban radio. Another example: Hall & Oates; I didn't play that either and it didn't hurt us. I don't play any white-oriented music — between January and now I think I've only played one white record, Rich Little's 'President's Rap,' and we only played it for two weeks. Most record people who know me won't ask me to play that kind of music because it's my philosophy not to play that kind of music. I saw when I came into Memphis that we had to do something different than the other stations. There are three stations over there (across the Mississippi River) all basically doing the same things, so I wanted to fill the void that was missing, and we have."

"What I call my format is R&B mixed with the blues. We play one blues record per hour, and there's no special time for the song to come up during an hour. Also, I leave it up to the jock on the air as to what type of blues that song will be. It could be a new tune or an old number." What particular blues artists might be featured? "B.B. King, Bobby Bland, Latimore, Albert Collins, Albert King, Little Milton, etc. Some stations will play the blues, but they might only play B.B. and Bobby. If I hear a new or not so well-known blues act, and it sounds good to me, I'm going to play it."

I believe in the "gut feel" approach to picking music for radio stations, but in combination with other scientific approaches. I asked Floyd what other forms of research he utilized. "I go on gut feel first. I do some store reports and I look at our request lines. That's it."

Personalities Plus

I asked Floyd if he wanted to talk about any of the station's personalities. "First let me tell you about the personality I don't have now, Herb Kneeland. He used to do the 3-7pm shift but he resigned and went across

town to K97. I'm replacing him with Cheryl Bacon from WEAS-FM. That's going to be something new and different for the Memphis market. In the past, Memphis radio has only had women on at night, either early evenings or all-nights. They wouldn't take the chance to put them on during mid-days, mornings, or afternoons. I had a young lady doing 10am-3pm during the book but she said she was more comfortable working nights, so she is now doing our 7-midnight show. I really think things are

"We went back to the 60's approach with personalities while using 1980's technology with it."

going to be very interesting with a female doing afternoon drive."

Most of us would think for a station to make a good showing in a market with a new format that it would probably do some type of promotion to get things rolling. I asked Floyd what KWAM-FM did. "Not a thing," he told me.

I heard a tape of Magic 101 FM, and it had almost no commercials. So I speculated to Floyd that any good programmer could accomplish the same good results with a station not burdened with a heavy commercial load. I wanted to know what he thought was going to happen when his station became loaded down with spots. "I think not having a heavy commercial load may have helped us, but it was also the music we play and our jocks that we have on the air. We went out into the community to the clubs, we took ourselves to the people. When I first came to Memphis there wasn't any station in town going out to the clubs doing anything."

"I'm talking to my owners now about the spot load. In the drivetime slots, I'm gonna limit myself to 12 minutes per hour, that's three minutes per stop set. I can live with that. Usually you would be running 18-20 and that's around 5 minutes a break. That's really one area I'm working on before it happens. I don't think I'm going to be able to protect the middays and 7-midnight, but I'm going to fight not to overload my drive slots. At present, it looks like I'm going to come out ahead."

Any final words for the readership? "Look out for the next book!!!"

The Music Section

Black Radio's Most Accurate
Music Information
Begins on Page 76



NEW MORNING MAN AT WHRK — Pictured (l-r) are WHRK/General Manager Craig Scott, K97 Program Director Dr. Laurence Gregory Jones, and K97 Music Director Jimmy Smith. Getting the new K97 T-Shirt is Herb Kneeland, better known as 'Herb the K.' Herb recently moved from KWAM-FM ("Magic 101 FM") in Memphis to his present spot.

ACTION

It saddens all of us at R&R to inform you of the death of Benjamin Ashburn, President of Commodores Entertainment Corp. and Benjamin Ashburn Associates, the discoverer and manager of the Commodores since 1969. He died at his home in Englewood, NJ on Tuesday (8-17), succumbing to heart failure.

Program Director Kaple Hill gave me a call to let us know that Hattiesburg, MS has a brand new Black music outlet on FM, G92 (WJMG). Hill also told me that WORV is the AM sister station of G92 and is similarly programmed musically; both stations are in need of better record service from all labels. The person to contact is Music Director Ron Davis — (601) 544-1941.

WABV/Abbeville, SC is also requesting record service from all labels. Please contact "Blg Ike" at (803) 459-2163 or write to P.O. Box 700, Abbeville, SC 29620.

General Manager Jimmy Miller of KAEZ/Oklahoma City announced the promotion of D.J. Foster from Music Director to Program Director. The new Music Director will be Chris Mornigstar, who was also promoted from within.

WKND/Hartford reports some good news this week, with longtime Music Director Eddie Jordan officially being named Program Director. Jordan will remain on the air in his present AM drive time slot along with his programming duties. Jordan is followed on the air by Production Director Hector Hannibal in middays and 3pm-sign off is covered by the daughter of well-known jazz saxophonist Jackie McLean, Melonae McLean, who is also the station's new Music Director. The weekends are being handled by Van Johnson and Jackie Pearl.

KOKY/Little Rock will continue to play Black music but will be expanding its range to include jazz. KOKY has named Gary Young as new Music Director. Gary was promoted from within.

In another defection from the CHR ranks to Urban Contemporary, KOKY's sister FM KLAZ says things are going quite smoothly. KLAZ-FM's Urban format has been in place approximately six weeks. Special Birch surveys are being done to get a reading on what's taking place with the Little Rock audience — I'm told thus far things are looking very positive. I'll keep you informed.

THE PICTURE PAGES

Solar Digs In For Hollywood Building



Solar Records/Dick Griffey Productions staged a groundbreaking ceremony for their new office building in Hollywood. Pictured (l-r) are DGP President Virgil Roberts, Muhammad Ali, DGP/Solar Chairman Dick Griffey, Solar President Ray Harris, Hollywood Chamber of Commerce President Bill Welsh, and L.A. Mayor Tom Bradley.

Radio Provides The Racer's Edge



Los Angeles radio personalities represented various charities in a special Malibu Grand Prix race competing with youthful celebrities. KLOS's Joe Benson and partner Timothy Gibbs of the "Father Murphy" show had the best team score, although KWST's Pat Garrett had the fastest DJ time. Pictured (l-r) are KIQQ's Bruce Chandler, KRTH's Dean Goss, Garrett, Benson, KHTZ's Charlie Tuna, KGIL's Tom Brown, and KHTZ's Jim Freeman.

Belew Day At Atlantic



Island artist Adrian Belew was introduced to the Atlantic/Atco staff at a recent New York party celebrating his first solo LP "Lone Rhino." Pictured (l-r) are Atlantic President Doug Morris, Atco VP Reen Nalli, Atlantic Exec. VP/IGM Dave Glew, Belew, Island Exec. VP Eddie Gilreath, and manager Stan Hertzman.

Jones At Zoo York



Randy Jones, still attached to the cowboy hat he wore as a member of the Village People, has signed with Zoo York Records, with a single, "Oh Pretty Woman," out shortly. Pictured (l-r) are Hammond Music Enterprises Chairman John C. Moore III, Jones, management's Jerry Silverhardt, HME President Chuck Gregory, and management's Si Berlin.

Chilliwack Celebrate Platinum



Millennium's Chilliwack received a platinum award for Canadian sales of their "Wanna Be A Star" LP just as they turned in the tapes for their forthcoming (in late September) LP "Opus Ten." Pictured (l-r) are Millennium Exec. VP Don Jenner, group's Brian MacLeod and Bill Henderson, and label's Andrew Frances.

Chrysalis Cheers For Basil



Chrysalis has signed Toni Basil, with her single "Mickey" just out and an album following soon after. Pictured (l-r) are Simon Lait, Managing Director of Basil's British label Radialchoice; Basil; Chrysalis President Sal Licata; Chrysalis VP Jeff Aldrich; and manager Mark Meinhardt.

Karla & James in New York



Columbia's James Taylor and Karla Bonoff teamed up for a Westchester Theater/NY show recently. Pictured backstage (l-r) are Columbia VP Ron Oberman, Taylor and Bonoff, and Columbia VP's Bob Sherwood and Arma Andon.

Planet's New Medley



Planet Records has signed Bill Medley, with an album and single, both titled "Right Here And Now," due in September. Pictured (l-r) are manager Judi Barlowe Fields, Medley, and Planet President Richard Perry.

THE TANE' CAIN PICTURE PAGE

**Pronounced Tawney*

The Maker Of A Breaker

On Monday, July 26, RCA's Tane' Cain began a five-city radio promotion tour where program and music directors in New York City, Chicago, Atlanta, Dallas and Los Angeles turned out to meet Tane' and watch the video of her hit (breaker?) "Holdin' On" from Tane's debut album produced by Keith Olsen and Jonathan Cain which has just shipped.



Bob Summer, President, RCA Record Division, and Tane' Cain



John Betancourt, VP, Promotion, Contemporary Music RCA; Tane' Cain; Mike Becca, Director, National Singles Promotion RCA; Kevin Metheny, PD, WNBC, New York; Susan Wax, National Singles Promotion Manager, Secondary Markets RCA; Bill McGathy, Director, National Album Promotion, RCA.



Steve Perun, MD, WLS-AM/FM, Chicago, and Tane' Cain



Tim Kelly, PD, WLUP, Chicago, and Tane' Cain



Trip Reeb, PD, WMET, Chicago, and Tane' Cain



Lee Arnold, PD, WQFM, Milwaukee, and Tane' Cain



Joe Mansfield, Division Vice President, Contemporary Music, RCA; Pat Morrow, VP, Nightmare Inc.; Tane' Cain; Barry Gross, Director, Merchandising, West Coast, RCA.



John Young, PD, Z93, Atlanta; Jimmy Davenport, Independent; Tane' Cain; Bob Hogan, Turdes' L.P. Buyer; Bill Smith, Director, National Promotion, West Coast, RCA.



Chuck Rhodes, PD, KVIL, Dallas, and Tane' Cain



Tane' Cain and Drake Hall, MD, KTXQ, Fort Worth



Jon Dillon, MD, KZEW, Dallas; Tane' Cain; Jeffrey Naumann, National Album Manager, West Coast, RCA.



Jeff Gelb, AOR Editor, Radio & Records; Bob Hamilton, National Music Director, RKO Radio; Jeffrey Naumann, RCA; Tane' Cain; Bill McGathy, RCA.

AFL1-4381



Ron Geslin, Manager, Regional Promotion, RCA; Kelly Summers, Local Promotion Manager, RCA; Hugh Serratt, MD, KMET, Los Angeles; Larry Groves, Carroll, Schwartz and Groves/KROQ consultants; Tane' Cain; Jeffrey Naumann, RCA.

(Advertisement)



Bill McGathy, RCA; Jeffrey Naumann, RCA; Dave Gariano, Sebastian, Casey and Associates; Tane' Cain; Ron Geslin, RCA; Steve Smith, VP, Editor, Album Network.



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 Tom Ryan formerly WVXU, WOXY
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 Current issue #29 features KIIS/Rick Dees, KUTE/Charlie Fox, KFMB/Hudson & Bauer, KFRC/Shannon O'Brien, KOME/Dennis Erectus, from Chicago — WLS and Hot-Hits WBBM-FM, and from Honolulu — KIKI, KKUA and 98 Rock.
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Opportunities

Openings

EAST

Q106 (WQXA-FM) Harrisburg/Lancaster/York is accepting applications for ND. T&R: Barry Bruce, Box 2508, York, PA 17405. (8-27)

Creative, literate, listenable anchor/reporter. Minimum 3 yrs. on air exp. T&R: Craig Windham, WASH-FM, 5151 Wisconsin Ave., Washington, DC 20016. EOE M/F (8-27)

Program Director for Michigan medium market contemporary FM. Applicant must have the ability to motivate and organize, along with a strong desire to win. This is an unusual opportunity with a well established broadcast company. Send T&R to Radio & Records, 1930 Century Park West, #378, Los Angeles, CA 90067 EOE M/F

Immediate opening! WRIE needs continuity/Production Director. Creative writing skills with good voice. On-air experience helpful. T&R: Jay Scott, Box 2072, Erie, PA 16512. EOE M/F (8-27)

WYRE/Annapolis, morning drive opening, also opening for part-time on FM Country station. Exp. necessary. T&R: Mike O'Meara, WYRE, Box 1551, Annapolis, MD 21404. (8-27)

Openings

Upstate NY Jazz/Pop station has opening for morn. person part-time plus commission. T&R: WGMC, Box 300, North Greece, NY 14515. EOE M/F (8-27)

Morning Drive Personality/Team

One of America's dynamic major markets needs a winning morning person/team to round off the lineup of a proven FM adult contemporary station.

If you have rating success in a medium or major market, and you're ready to move to the most exciting opportunity of your career, we want to hear a sample of your work.

Individuals and teams are encouraged to apply for this immediate opening that's more than just ad space.

Please submit your resume and tape, to **Radio & Records, 1930 Century Park West, #372, Los Angeles, CA 90067.**

An Equal Opportunity Employer

Possible part-time/weekend swing position. Residents in Hartford/New Haven area preferable. T&R: Chuck Bradley, OM, WWYZ, 1 Broadcast Lane, Waterbury, CT 06706. EOE M/F (8-27)

Openings

Douleday Broadcasting, America's hottest AOR chain, looking for funny creative talent or teams. T&R: Dave Hamilton, PD, WAPP, 173-15 Long Island Exp., New York, NY 11365. EOE M/F (8-27)

Q106 (WQXA-FM Harrisburg/Lancaster/York) has immediate opening for traffic director with experience. Contact: Barry Bruce, Box 2508, York, PA 17405. (8-27)

Morning personality for Contemporary/Country AM in fast growing N.E. market. T&R: Ken Gonyea, WEOK, Box 416, Poughkeepsie, NY 12602. (8-27)

WCHN FM94/AM87 Norwich, NY seeking announcers immediate positions, in news copywriting & air work. Resumes & tapes: Jim Ives, Box 552, Norwich, NY 13815. (8-27)

Sconnix Broadcasting expanding — moving to new studios. Experienced news & programming openings, benefits good, pay excellent. Tapes: Warren Bailey, WLNH, Laconia, NH 03248. (8-20)

Looking for ND & jocks in suburb of Philadelphia. T&R: John DeMasi, WTYO, Box 618, Hammonton, NJ 08037. EOE M/F (8-20)

Upstate New Yorkers! 3WT/Binghamton seeks CHR part-timers. Experience & production required. Full-time features! T&R: Scott Michaels, Broadcast House, Owego, NY 13827. No calls. EOE M/F (8-20)

Openings

Rare opening for talented morn. communicator for leading A/C. Right bucks for right person. T&R: Vic Manno, 1111 Virginia St., East Charleston, WV 26324. (8-20)

Midday Entertainer!

Major Eastern A/C AM looking for the perfect midday formula. If your act is unique, entertaining, and currently working successfully for your station, we want to hear it! Straight music jocks need not apply. Send tape, resume, and salary requirements to Radio & Records, 1930 Century Park West, #375, Los Angeles, CA 90067. EOE M/F

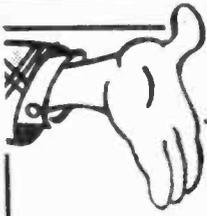
SOUTH

WTBC-WUOA/Tuscaloosa, AL seeking Sports Director. Heavy emphasis on crimson tide and local sportscaster. T&R: Dave Hargrove, Box 2000, Tuscaloosa, AL 35403. EOE M/F (8-27)

KPRE/Paris, TX needs midday person. Pro's only. EEO and good working conditions. T&R: Mike Rogers, KPRE, Box 1116 Paris, TX 75480. (8-27)

Immediate opening for full time announcer at WKWK-FM. T&R: Scott Rader, 1201 Main, Wheeling, WV 26003. EOE M/F (8-27)

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Opportunities

Openings

A major radio station in a beautiful Sunbelt market is seeking a pro to handle morning drive. Abilities to bring together heavy news/information commitment a must. Personality must be everything a full service, adult radio station requires. No amateurs. Send T&R: Radio & Records, 1930 Century Park West, #377, Los Angeles, CA 90067

97WFLA/St. Petersburg accepting tapes for future openings. T&R: Bob Neil, Box 500, Tampa, FL 33601, EOE M/F (8-27)

APPLY NOW

A team of professionals is creating an extraordinary radio station. We would like to consider your joining on-air staff. Potential slots open for both personalities and news/information, as well as sportscaster (P-B-P). We will expect experience, talent, creativity, spontaneity, and self-determination. We will offer the appropriate incentives (no, we aren't kidding). Please send complete information to **ROBERT BROWN, WORD-AM, P.O. Box 3257, Spartanburg, SC 29304**. Absolutely no calls. We will be in touch. EOE M/F

Openings

Exciting afternoon drive, evening jocks. Southern medium/small markets encouraged. T&R: Bob Mitchell, WTIX, 332 Carondelet, New Orleans, LA 70130. No calls. EOE M/F (8-20)

Are you ready for morning drive at a 100,000 watt CHR FM? PD coming off the air as soon as a replacement is found. We're the #1 station in Meridian, MS, the third largest market in the state. We're looking for someone of major market quality who prefers the slower paced life in a smaller town. Good facilities and equipment and a great staff to work with. Good pay for the right person. Send tapes to Larry O'Neal, OM, Q101/WJDQ, P.O. Box 5314, Meridian, MS 39302-5314. (8-27) •

Southern AOR needs morning personality with heavy production skills. 2 four track studios and the chance to stretch out with aggressive promotions. T&R: Radio & Records, 1930 Century Park West, #379, Los Angeles, CA 90067

Bright, conversational morning Country entertainer for #1 Country station in the market. Minimum 3 years experience. Successful track record. We'll pay you the bucks. T&R: Ron Walton, OM, WDAK, Box 1640, Columbus, GA 31994. (8-27) •

MIDWEST

WANS-FM/Greenville-Spartanburg CHR accepting T&R's for an immediate opening. Send info to: Bill McCown, WANS-FM, Box 211, Anderson, SC 29622. EOE (8-27)

Openings

PD personality wanted for central Iowa's leading A/C station. Good compensation, great living. Contact: Manager, KDAO, Box 538, Marshalltown, IA 50158. EOE (8-27)

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

WMBD is now accepting T&R's from experienced personable A/C jocks for future openings. Contact: Neal Hunter, 3131 N. University, Peoria, IL 61604. EOE M/F (8-27)

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.

Immediate opening air talent with music abilities. A/C oldies format. T&R: KRSS, PD, 224 S. Main, Sioux Falls, SD 57102. EOE M/F (8-27)

Morning pro wanted for 50KW beautiful FM in beautiful N.E. Ohio. Experienced only. T&R: Bruce Scott, Box 738, Ashtabula, OH 44004. EOE (8-27)

Medium market CHR needs MD/PM drive personality. Experienced pros only. T&R: Gabe Hobbs, WKDQ, Box 2000, Evansville, IN 47714. EOE M/F (8-27)

Afternoon drive and evening openings on 5KW A/C. Pros only. T&R: Bruce Scott, Box 738, Ashtabula, OH 44004. EOE M/F (8-27)

Openings

Air talent needed for KFAB/KGOR Omaha, NE. Call Kent Pavelka (402) 556-8000. EOE (8-27)

Afternoon drive talent/MD needed now at WPFH-FM 103/Terre Haute. For details call R.J. (812) 238-2557. EOE M/F (8-27)

KOFM/Oklahoma City, has two rare openings. We are searching for an experienced Music/Research Director with on-air ability important but not an absolute must. KOFM is also looking for an experienced, exceptional adult personality. Qualified applicants should send T&R's to: John Jenkins, PD, KOFM, P.O. Box 14806, Oklahoma City, OK 73113. No calls please. EOE M/F (9-3) •

Adult Personality Wanted:

If you know how to entertain an audience over 30 with good humor and communication skills and have a track record to prove it in the Top 40 markets, we want to hear from you today! We are one of the nation's top broadcasting companies who believe in having top notch talent and we know how to take care of you. Excellent pay, security, and one of the most beautiful cities in the country. No teen humor wanted strictly adult communication skills required. Send T&R: Radio & Records, 1930 Century Park West, #376, Los Angeles, CA 90067. EOE M/F

Future opening for air talent. T&R: Tom Evans, KRSS, 224 S. Main Sioux Falls, SD 57102. EOE M/F (8-27)

Future openings for mature bright upbeat air talent with great production. Salary requirements & T&R's: Hart, KZIO-FM, 1105 East Superior St., Duluth, MN 55802. EOE M/F (8-27)

Opportunities

Openings

WMJC/Detroit looking for A/C air personality. Excellent salary and benefits. Female and minority applicants encouraged. T&R: Ken Scott, WMJC Radio, Detroit, MI 48220. EOE M/F (8-27)

PD/air personality for adult/talk top-rated station. Medium market. No beginners. T&R: 301 Davidson Bldg., 916 Washington, Bay City, MI 48706. EOE M/F (8-27)

Evening air talent top 50 market A/C four years experience. Personable and warm. T&R: Box 2346, Kettering, OH 45429. EOE M/F (8-27)

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) ●

WEST

Help! Need part-time engineer on fulltime basis. Call me immediately. Brian Casey, PD, KGAL, Albany, OR (503) 926-5451. EOE M/F (8-27)

Needed: Air talents. T&R: Charlie Birdsell, KREM, Box 8037, Spokane, WA 99203. EOE M/F (8-27)

Future openings in San Jose market. T&R: Box 2033, Gilroy, CA 95020. EOE (8-27)

Need talented morning jock asap! Great lifestyle in San Jose market. A/C FM. T&R: Ron Dennington, KPEN, 2540 California St., Mountainview, CA 94040. EOE M/F (8-27)

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Todd Wallace/Associates offering top dollar (strong salary base plus high percentage commission) for a serious minded, logical thinking, creative, professional program executive. Must be capable of taking charge of our growing domestic program consultation division. Call your own shots with the benefit of Todd Wallace's 20 years of radio experience to back you up. The learning environment you'll experience is best exemplified by the list of fine programmers who've trained under Todd Wallace over the years (people like John Sebastian, Randy Lane, Chuck Morgan, Bobby Christian, Dave Anthony among others). Send complete presentation, etc., to Todd Wallace, PO Box 11347, Phoenix, AZ 85061 (602) 242-6800 EOE M/F



Country/Country PD wanted KYOU/KGRE-FM/Greeley, CO. Don O'Malley, (303) 356-1450. Radio experience necessary. EOE M/F (8-27)

KFMB/San Diego A/C station needs T&R's for future consideration/weekends. Southern California talent only. Mark Larson, KFMB-AM, Box 80888, San Diego, CA 92138. EOE M/F (8-27)

Bakersfield premiere BM station has opening for experienced announcers. T&R: KGFM, Box 260, Bakersfield, CA 93302. EOE M/F (8-27)

KVOC Country looking for morning drive personality. 3 yrs. experience a must! T&R: Fred James, KVOC, Box 2090, Casper, WY 82602. No calls please. EOE (8-27)

KZEL accepting T&R's for weekend openings. Contact: Charlie Van Hall, Box 70128, Eugene, OR 97401. No calls please. (8-20)

#1 10kw seeks midday talent to share success. Profit sharing, insurance, opportunity for advancement. T&R: PD, KUUY, Box 926, Cheyenne, WY 82003. Minorities encouraged. (8-20)

Positions Sought

DEAN TYLER, programming, management, consultancy. Call (302) 764-8929, (914) 769-6524 or write 15 Round Hill Dr., Briarcliff, NY 10510. (8-27)

College grad, 3rd phone, tight board, willing to work hard. Experience in Top 40, AOR, MOR. Call DALE (313) 732-9594. (8-27)

I've spent a long time in R&R. DJ who does production work, news & sports. Call (312) 849-0742. (8-27)

Positions Sought

10 yr. music pro looking to rock out West. Considering any format in any market. I'm ready for a change. BOB (703) 886-1987. Let's talk. (8-27)

Sports Director/announcer looking to relocate in Midwest. 2 yrs. experience. Have done Country. Would also be interested in News/Talk. TODD MELBY (612) 389-2832. (8-27)

Northeast-based CHR, A/C personality/MD looking to move to mid-Atlantic states. Call AL for demo (617) 275-7977. Qualified. (8-27)

Overtly humble, creative, experienced, & reliable CHR jock know how to multi-track. Prefer North & Midwest. Ready to roll now! JOE (717) 248-6578. (8-27)

Aggressive, street smart print journalist wants to break into radio news as reporter/editorial writer. LEVINE, Box 175, Irvington, NJ 07111, (609) 394-0974. (8-27)

Up for grabs — the best management talent money can buy. Radio, records, film & ad industry experience. "J.M." (707) 538-5420. (8-27)

After 4 yrs. at KSET/EI Paso (morning drive), "The Lone Eagle's" ready to fly, CHR, medium/major, Midwest/West. DENNIS WOO (915) 566-7802, before noon. (8-27)

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5 yr. professional, AOR experience, DJ/PD/MD/Production Director. Hard worker. Ready to relocate immediately. ROBERTA HABER (716) 325-7073. (8-27)

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If not completely satisfied with the ratings and revenue this mass appeal morning concept/programmer generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market proven, is available if you meet a criteria for winning... (609) 737-1421... (offer good in the U.S. and Canada.)

8 yr. jock on A/C, Country & CHR. News & sports. Any area, future important. ANDY (317) 966-5345. (8-27)

Currently weekends at #1 P-2 A/C. Seeking full-time CHR or A/C in East/South. Hard worker, excellent references. ALAN (203) 347-7445. (8-27)

11 yrs. experience, all formats. Major market pro seeks employment in CA. Credits include L.A. morning personality, PD, MD, production, promotion. CHUCK (505) 294-0428. (8-27)

Experienced female newspaper & DJ, any format. Please call (213) 375-4869. Available immediately. (8-27)

I'm a rocker who can make your station roll! Good pipes, good production, trained for jock work. I'm ready & willing. GLENN anytime (312) 445-0770. (8-27)

8 yrs. experience in radio news sports, production & air work. Ready to move to station with security. Call MARK (406) 452-5176 mornings. (8-27)

Radioactive personality. Experienced, dependable, strong creative production. Currently doing mornings at large 50,000-watt FM on East Coast. Call BRYAN (215) 493-3370. (8-27)

12 yrs. experience all phases seeking programming & on air position. Preferably Country. Moving on due to format change. WAYNE (305) 968-7353 nights. (8-27)

Experienced announcer seeking position in Top 30 market Urban Contemporary Black format music experience. Call BOBBY anytime between 9am-noon EST. (716) 852-0139. (8-27)

I have worked KIIS-FM, KUTE/Los Angeles, KMJM/St. Louis, etc. Have worked A/C, CHR, Urban Contemporary. Call MARK (314) 361-0956. (8-27)

A lunger! JOHNNY LUNDQUIST now KS-95FM/Minneapolis/St. Paul is searching out A/C, CHR gigs. Top 50 markets only. (612) 823-5661. (8-27)

Drive time DJ looking for AOR, A/C, CHR in West, Southwest or Southeast. Excellent production. Call CRAIG mornings & evenings (201) 342-0659. Midday (201) 692-2806. (8-27)

Former PD of Z94 and WDEC in Americus, GA looking for full time position. DAVE (912) 928-0301. (8-27)

PAT CHRISTIE formerly KADI, WZEN/St. Louis interested in programming joyful, fearless, fun-loving bubblegum format that sells adults. Turns young-at-heart into real ratings numbers. (314) 849-2929. (8-27)

Loyalty didn't pay off last time. Let it work for you! CHR, Country personality MD experience available. RICK O (218) 281-3183. (8-27)

Looking for air position in small/medium market. Prefer Midwest. Formerly with WKAU/Appleton-Oshkosh & WISC. Contact CHRIS HANSEN (414) 739-3746. (8-27)

MICHAEL ERIC TURNER, radio announcer, air personality. To be announced. Play me on your radio. (213) 752-2336. (8-27)

Reporter. College grad with medium market experience seeks reporting job with station with a realistic commitment to news & its employees. SCOTT (612) 388-3988. (8-27)

Positions Sought

Managers, my A/C format makes the most of the new D.S.T. I've done it before with WKTU/New York & WGC/Chicago. PAUL (212) 838-0340. (8-27)

Communicator with BM, A/C, CHR 2 yrs. experience seeking small or medium markets in South or Midwest. Call SCOTT KRAMER (507) 451-5156. (8-27)

15+ yrs. experience, CHR, A/C, DJ, MD, PD. AM-FM dependable production. Cincinnati. SCOTT (513) 528-5793. (8-27)

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Operations/programming/management/consulting/on-air. Major market profession. Looking for right company. Top talent. Experience and knowledge at a reasonable price. Call (302) 764-8929 or (914) 769-6524.

Midwest CHR's, A/C's! Ohio small market jock with programming experience seeks new challenge. Want aggressive, promotionally-active station that wants to win! BRAD (419) 678-3138. (8-27)

Bright, young, versatile broadcaster, experienced in Country, A/C personality, P-B-P & news. Hard worker. Midwest preferred. NEIL ISAACS (616) 798-4613. (8-27)

I may be tall but that's not all. Newsmen, 24, seeking major market position in MI, BA, 5 yrs. experience. 28326 James, Warren, MI 48092. (8-27)

Centex heat causing illness. Solid numbers, looking in West or Southeast. MD, PM drive medium market. Prefer A/C, soft AOR, Country, U/C. ED (817) 939-6112. (8-27)

Former major market personality now medium market. With competition so stiff today you need personality to be the winner. I have it. (406) 242-0456, J.T. (8-27)

Slide projects completed. KEN MCKAY formerly KGGV Riverside, now available for CHR, AOR. Extensive background, excellent references, great music mind, programming abilities. (714) 884-8367. (8-27)

DAVE MATTHEWS, WHFM, KAAV & WDOQ looking for medium/major market. A/C or CHR. Prefer mornings/South. Call anytime (904) 245-1080. (8-27)

Need very experienced, big voiced Country personality or PD? Creative production? 7 yrs. at current location. BOB TATE, "MIDNIGHT COWBOY" KTWO, Casper, WY (307) 265-5816. (8-27)

Female enthusiastically awaiting first break in radio. Strong on news & sports. College degree in Communications. Will relocate. Call TRACY (209) 523-9064. (8-27)

After 7 yrs. in small markets, I'm ready for something better. Currently PD-Country. Prefer AL, GA area. DAN (205) 245-5756, 249-9667. (8-27)

ED O'BRIAN resigns his position as MD PM drive at KTEM/Temple, TX citing the need to move West. Offers taken. (817) 939-6112. (8-27)

Dayton's fun, but running out of challenges. AOR, A/C experienced announcer ready for new ground. Strong production. Call JIM (513) 898-4966. (8-27)

Personality entertainer with 5 yrs. experience seeks medium market move. Willing to relocate. Call TOM (412) 486-8744, Mon.-Fri. (8-27)

Attention! Southerners, MD, DC, MO, OH, IN, IL, TX, CA. I'm enthusiastic, hard working, persevering. Gimme a break! Hire me! We'll both be glad you did! Prefer announcing, production, news, copywriting, sales combo considered. Degree, broadcast graduate, third endorsed, pleasant voice. On-air non-commercial, off-air commercial experiences. Some classical music knowledge. JANET LYNCH, 3743 Deep Dale, Louisville, KY, (502) 895-5208 before 2pm, after 6pm EDT, weekends. (8-27) ●

Attention GM's! Round peg searching for round hole. My current job is limiting. I'M not. If you're ready to lift this announcer ABOVE the Suggestion-Box-Blues and make her a real programmer (authority, budget, management support), I'm ready to put my most inspired brainstorm/strategies into action FOR YOU! Send your station presentation and analysis of your market to Box 16233, Orlando, FL 32861. Then call me. Let's talk about fine tuning your sound; using your format to generate excitement inside and OUTside your station. I'm CAROLE and I want to hear from you. (305) 859-6512. (9-10) ●

STEVE BROOKS, formerly of WPGC, WAVA, WTRR looking for full-time in Washington, DC or Baltimore. (301) 845-2407, anytime. (8-20)

Attention greater Detroit: Reliable, enthusiastic female DJ/MD looking for major market break. Production, degree, background in research, management, TV. For T&R: PAM (419) 255-1470. (8-20)

Positions Sought

Changes

RADIO

Dave Jester appointed Assistant Sales Manager for KEBC/Oklahoma City, OK.

Courtney Thompson, former retail Sales Manager of KBZT/San Diego, CA, joins KFAC/Los Angeles, CA as Account Executive.

Robert G. West named Account Executive for KBEZ-93FM/Tulsa, OK.

Judie Handman, Vickie Atherton & Stuart Wright join KKGQ-FM/Los Angeles as Account Executives.

Charlie Fox moves to mornings/PD at WFMI-100FM/Lexington, KY.

Tom Richards, formerly of WBTH-WCXX/Williamson moves to afternoon drive at WFMI-100FM/Lexington, KY.

Chip Douglas moves from WBTH-WCXX/Williamson to afternoon drive WFMI-100FM/Lexington, KY.

Mike Goode, formerly mornings WCBR/Richmond moves to 7pm-midnight at WFMI/Lexington, KY.

RECORDS

Kirk Melloy named Manager, National Marketing Coordination for Capitol Records.

INDUSTRY

Kenny Kiper joins EMH Promotion as Vice President in charge of Show Promotions.

Jody Williams named Professional Manager for Chappell Music, Nashville, TN.

Miscellaneous

New ad agency seeks free-lance voices. T&R: Steven Dahman, Creative Services, 931 22nd Ave. #7, Corvallis, IA 52241. (8-27)

WKZZ/Lynchburg, VA needs A/C LP and 45 record service from all labels. Please send to Teri Midkiff, MD, PO Box 1390, Lynchburg, VA 24505. (8-27)

WLGM/Lynchburg, VA is in need of record service from all labels. Please send to Tony Bonvini, Allied Arts Building, 8th & Church Streets, Lynchburg, VA 24504. (8-27)

KRIX is looking for CHR music from all sources. Send to Box 5186, Brownsville, TX 78520. (8-27)

Morning jock in Las Vegas is looking for numerous air drops and SFX. Prefer items over the past 10 years or earlier! Call ASAP (702) 739-9383 mornings. Ask for Craig Hunt. (9-3) ●

WHSM-AM & FM is in need of Country and A/C service from all labels. Send to WHSM-AM & FM, Route 8, Hayward, WI 54843. (8-20)

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 st. Los Angeles, CA 90067.

THE PICTURE PAGES

Jacksons Shake CBS Down To The Ground



The Jacksons recently played the CBS Records HighwayMen in a softball challenge match and won 2-0. Pictured after the game are (l-r) CBS's David Cohen, Columbia's Wayne Edwards, CBS's Michael Schulman, Tito Jackson, E/P/A VP Larry Douglas, Jackie Jackson, Columbia's Doug Wilkins, Jacksons teammate M. Jones, Jermaine Jackson, and CBS VP Rich Kudolla.

EMI Bonds Drive



Gary U.S. Bonds recently played the Bottom Line in New York with EMI America executives on hand at the show. Pictured (l-r) are manager John Apostol, Bonds, EMI/Liberty President Jim Mazza, label's Gary Gersh, and William Morris Agency's Dennis Arfa.

Polygram ABC Refresher Course



New Mercury/Polygram act ABC's leader, Martin Fry, visited the company's New York office for strategic conferences on the group's debut album. Pictured (l-r rear) are the group's U.S. manager Bill Gerber, British manager Rob Warr, Polygram VP Bob Edson, label's Drew Murray, Fry, Polygram's Bill Cataldo, Jim Sotet, Joe Grossman, and Randy Roberts, and VP Jerry Jaffe; (l-r front) label's Derek Shulman, VP Tommy Young, and Phonogram Ltd.'s Graham Fletcher.

Carlton Stays With RCA



As part of the dissolution of 20th Century Fox's distribution deal with RCA, the latter company will continue to release Carl Carlton's records, with a new single just out. Pictured (l-r) are RCA President Bob Summer, Carlton, and RCA VP/USA & Canada Jack Craigo.

Cash For Columbia



Columbia held a reception/listening session for Rosanne Cash's "Somewhere In The Stars" LP in New York recently. Pictured (l-r) are CBS/Nashville VP Roy Wunsch, CBS Sr. VP/IGM Paul Smith, Columbia Sr. VP/IGM Al Teller, producer/artist Rodney Crowell (Cash's husband), and Cash.

Atlantic Ponty Party



Atlantic's Jean-Luc Ponty played in New York recently, and was visited backstage by company executives. Pictured (l-r) are Atlantic's Bob Kaus and Susan Stein, Ponty, and label's Simo Doe.

MCA's Catholic Tastes



MCA's newly-signed Catholic Girls recently finished their first album for the label, and received "graduation assignments" as a reward. Pictured (l-r) are group's Dorren Holmes and Gail Petersen, MCA President Bob Siner, and group's Joanne Holland and Roxy Andersen.

Christian Wizard



Boardwalk artist Chris Christian recently visited WZZD/Philadelphia. Pictured at the station are (l-r) the Benson Co.'s Clyde White, Christian, WZZD PD Carl Dean, and Sales Manager Jim Thomas.

EPIC'S MVP and ROOKIE OF THE YEAR

REO SPEEDWAGON



“Sweet Time”

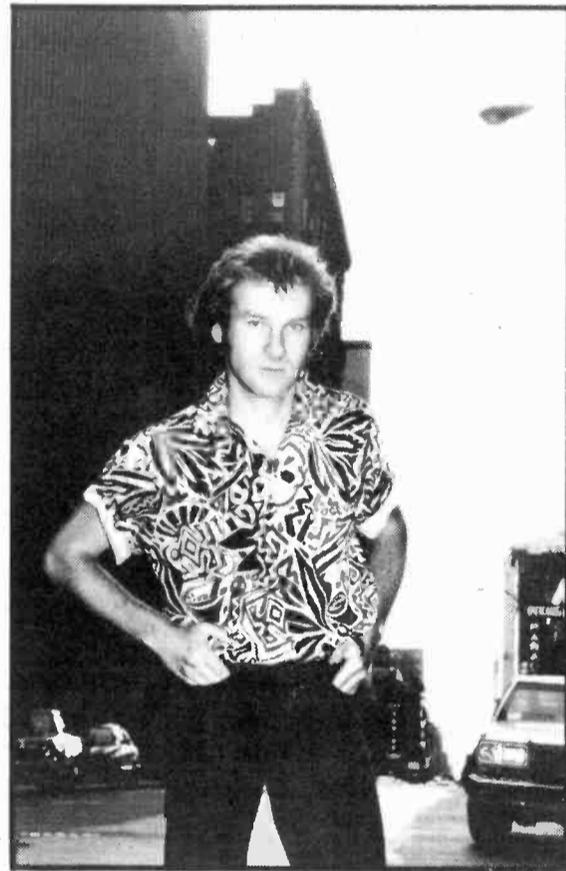
ADDED THIS WEEK:

WBEN-FM add
WCAU-FM add
96KX add
JB105 add 31
CFTR add
CKGM add
KFI add
KIQQ add
WSPK add
WHFM add
WRCK add
WLAN-FM add
WYCR add
WKEEZ add 39
KYST add 40

KROD add
KHFI add 27
WFMF add
G100 add 31
BJ105 add
WDOQ add
WSKZ add
WOKI add
WQUT add
WDCG add
WSEZ add
WSSX add
WRVQ add
KSTT add
WKDQ add
KKXX add
KSKD add

WTSN add
Q104 add
Z102 add 40
WCGQ add
WGLF add
WYKS add 28
KILE add
Q101 add
KKLS add
WAZY-FM add
KRNA add
99KG add 36
KDVV add
KCBN add
KYVA add

PAUL CARRACK



“I Need You”

CHUM add
WSPK add
KC101 add 29
WQID add
WSFL add
KKXX add
KIKI add
WTSN add

WOMP-FM add
KSEL-FM add
KKLV add
WPST 40-36
KSET-FM deb 27
WGH 19-15
KEGL
KIQQ
WPHD

K104
WJXQ
KMGK
95XIL
WZYQ
WCIL-FM
KENI
KSLY



AUGUST 27, 1982

This Week In Music History

BY DAN FORMENTO OF THE SOURCE

One To One

MONDAY, AUGUST 30 — John and Yoko Lennon staged one of the most successful benefits in rock 'n' roll on August 30, 1972, with the "One to One" concerts at Madison Square Garden in New York City. Joining the celebrated pair on stage were Stevie Wonder, Roberta Flack, and Sha Na Na, all of whom performed free that night. Lennon played 16 songs including "Come Together," "Instant Karma," and an impromptu performance of the Elvis Presley classic "Hound Dog." After television rights were sold and government matching funds added, more than \$1.5 million was given to charities to build a home for retarded children.



EXTRA FACTS: Happy Birthday John Phillips of the Mamas & Papas, 47 today.

"Super Session" Charts

TUESDAY, AUGUST 31 — "Super Session," the critically-acclaimed collaboration of Al Kooper, Mike Bloomfield, and Steve Stills, entered the American album charts on August 31, 1968, and went on to become one of the best selling albums of the year. The album was recorded in two nights and every note put down on tape made its way onto the record. No outtakes.

EXTRA FACTS: Happy Birthday Van Morrison, 37 years old today.

Conway Twitty Born

WEDNESDAY, SEPTEMBER 1 — From his early roots in rock 'n' roll to his emergence as one of the top singers in country music, Conway Twitty is still a baseball-loving country boy at heart. Born Harold Lloyd Jenkins on September 1, 1933, in Friars Point, Mississippi, he took his stage name "Conway Twitty" from the names of two towns on an Arkansas road map. His first record for MGM in 1958, "It's Only Make Believe," fast became a multi-million selling international hit, leading him to scores of radio, television and film appearances. By the early 60's his rock audience faded, freeing him to pursue his real love, country music. In the ten-year period from 1968 to 1978 Conway scored no less than 33 #1 country hits!

EXTRA FACTS: Blondie signs Chrysalis Records deal, 1977. Happy Birthday Barry (Bee Gees) Gibb, 1946.



Collins Joined Genesis

THURSDAY, SEPTEMBER 2 — Drummer and now-vocalist Phil Collins joined Genesis on September 2, 1970, after answering an ad in Britain's "Melody Maker" magazine. Collins, a drummer from the age of five and a child actor, had been playing in a group called Flaming Youth and, up to that time, knew of Genesis only as a band that "got gigs and we can't." Today Phil is the most visible member of Genesis, both as drummer and lead vocalist, and records solo, too.

EXTRA FACTS: Record releases include the Soul Survivors "Expressway To Your Heart," 1967... and the Doobie Brothers "Listen To The Music," 1972.

Beach Boy Birthday

FRIDAY, SEPTEMBER 3 — Singer and guitarist Al Jardine, the only Beach Boy not a family relative to any of the other four, was born September 3, 1942. Al was a classmate of Brian Wilson in their days at El Camino Junior College, and the final addition to the Beach Boy sound, the fifth voice the group was searching for. Al left the group briefly in 1962 to attend dental school and missed the first Beach Boys tour.

EXTRA FACTS: Al (Canned Heat) Wilson found dead, 1970. Donovan tops charts with "Sunshine Superman," 1966.

	CHR	A/C	AOR	Country	Black Radio
# 1	CHICAGO (3rd week)	KENNY ROGERS (2nd week)	ROBERT PLANT	KENNY ROGERS (2nd week)	ARETHA FRANKLIN (4th week)
Next Week's #1 Contenders:	PAUL McCARTNEY (4-2) JOHN COUGAR (7-4) MELISSA MANCHESTER (6-5)	PAUL McCARTNEY (3-2) ELTON JOHN (5-4)	BILLY SQUIER (4-2) JOHN COUGAR (5-4) FAST TIMES AT R.H. (7-5)	GEORGE STRAIT (4-2) CHARLY McCLAIN (5-4) MICHAEL MURPHEY (8-5)	HOWARD JOHNSON (4-2) GAP BAND (7-5)
Breakers:	38 SPECIAL (59%)	GLENN FREY (61%) WALTER MURPHY (48%)	BAD COMPANY (87%) SANTANA (70%) DON HENLEY (66%) LOGGINS & PERRY (65%)	ALABAMA (79%) CHARLEY PRIDE (71%) JUICE NEWTON (67%) LORETTA LYNN (67%)	MELBA MOORE (67%) TIME (67%) TAVARES (64%) DAZZ BAND (61%) MIDNIGHT STAR (61%)
Most Added:	F. MAC "Gypsy" OLIVIA NEWTON-JOHN GLENN FREY LOGGINS & PERRY STEEL BREEZE REO SPEEDWAGON	GLENN FREY JUICE NEWTON KARLA BONOFF WALTER MURPHY COCKER & WARNES WILLIE NELSON	BAD COMPANY DON HENLEY SANTANA JOHNNY VAN ZANT MICHAEL STANLEY PETER FRAMPTON	ALABAMA BARBARA MANDRELL T.G. SHEPPARD JUICE NEWTON ED BRUCE	STEVIE WONDER CARL CARLTON PEABO BRYSON ATLANTIC STARR TAVARES
Hottest:	JOHN COUGAR CHICAGO ALAN PARSONS PROJ. MELISSA MANCHESTER ASIA	KENNY ROGERS ELTON JOHN CROSBY, STILLS, NASH PAUL McCARTNEY CHICAGO ALAN PARSONS PROJ.	FLEETWOOD MAC ROBERT PLANT BILLY SQUIER JOHN COUGAR EDDIE MONEY MEN AT WORK	KENNY ROGERS JERRY REED MICHAEL MURPHEY SYLVIA WAYLON JENNINGS MICKEY GILLEY GEORGE STRAIT	ZAPP ARETHA FRANKLIN GRAND MASTER FLASH HOWARD JOHNSON
Biggest Chart Jumps:	AMERICA (25-19) TOTO (26-21) MEN AT WORK (17-13) MICHAEL McDONALD (20-16)	JUICE NEWTON (28-19) AMERICA (14-8)	GEORGE THOROGOOD (33-25) RANDY MEISNER (38-32) SPYS (20-16)	CHARLEY PRIDE (49-39) DOLLY PARTON (38-29) MICKEY GILLEY (18-12) FRIZZELL & WEST (20-14) DON WILLIAMS (42-36)	KOOL & THE GANG (29-18) GOODIE (18-14) DAZZ BAND (27-23)
Debuts:	38 SPECIAL (30)	GLENN FREY (27) WALTER MURPHY (30)	BAD COMPANY (18) SANTANA (21) LOGGINS & PERRY (34) DON HENLEY (36) JOHNNY VAN ZANT (38)	ALABAMA (38) JUICE NEWTON (42) ED BRUCE (50)	MELBA MOORE (28) TIME (29) TAVARES (30)
	CHR	A/C	AOR	Country	Black Radio

Music On TV

An all-country edition of "Solid Gold" the week of August 27 features Alabama, the Bellamy Brothers, Rosanne Cash, Terri Gibbs, Bobby Goldsboro, Roger Miller, Ronnie Milsap, the Oak Ridge Boys, and Jerry Reed, with Andy Gibb and Marilyn McCoo cohosting . . . Eddie Money and Sparks appear on "American Bandstand" August 28 . . . Elton John guests on "Saturday Night Live" August 28, with Johnny Cash hosting the repeat showing . . . "Bob Welch & Friends," a concert special featuring friends Stevie Nicks, Mick Fleetwood, Christine and John McVie, and more, runs over MTV August 28. The following day all the members of Fleetwood Mac are interviewed on MTV's "Liner Notes" . . . Showtime's "Country Goes To England" special airs August 28 and September 5, starring Boxcar Willie, Terri Gibbs, Kris Kristofferson, Jerry Lee Lewis, Roy Orbison, Billy Swan, Mel Tillis, and Don Williams.

5
YEARS AGO
TODAY

Radio & Records

- **AMWAY BUYS MUTUAL FOR \$15 MILLION**
- **DICK PENN NAMED GM OF WWWE/CLEVELAND** — Fritz Beesemyer replaces him as VP/GM of KBBC/Phoenix
- **ELLIOTT GOLDMAN BECOMES EXEC. VP/GM AT ARISTA**
- **KEN BARNES APPOINTED R&R NEWS EDITOR**
- **NUMBER ONE FIVE YEARS AGO:** "Best Of My Love" — Emotions (Columbia) (2nd week)
- **NUMBER ONE COUNTRY:** "Don't It Make My Brown Eyes Blue" — Crystal Gayle (UA) (2nd week)
- **NUMBER ONE LP:** "Crosby, Stills & Nash" — Crosby, Stills & Nash (Atlantic) (8th week)

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Your audience wants to hear today's music—and that means the smooth, lively sounds of modern country! Whether your station is live or automated, BPI's Country Living format can sell for you—with consistent programming, all original hits by top country artists, and constantly updated current hit reels. BPI's announced libraries are hosted by 3 of the top country disc jockeys, who personalize and localize your service with monthly customized copy.

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Bellingham, WA 98225

MUSIC IS **BPI**

National Music Formats

Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

JOE COCKER & JENNIFER WARNES
"Up Where We Belong" (Island/Atco)
WALTER MURPHY "Themes From 'E.T.'" (MCA)

Country Coast-To-Coast

DON WILLIAMS "Mistakes" (MCA)
RAZZY BAILEY
"Love's Gonna Fall Here Tonight" (RCA)
CHARLEY PRIDE
"You're So Good When You're Bad" (RCA)

MTV Music Television

Buzz Brindle (212) 944-5399

APRIL WINE "Enough Is Enough" (Capitol)
PINK FLOYD
"When The Tigers Broke Free" (Columbia)
HUMAN LEAGUE "Love Action" (A&M)
HAIRCUT ONE HUNDRED
"Favourite Shirts (Boy Meets Girl)" (Arista)
ROXY MUSIC "Avalon" (WB)
BOOMTOWN RATS "House On Fire" (Columbia)

BPI

John Iles (800) 426-9082

Adult Contemporary

JUICE NEWTON
"Break It To Me Gently" (Capitol)
RONNIE MILSAP "He Got You" (RCA)
WALTER MURPHY "Themes From 'E.T.'" (MCA)

Country Living

BANDANA "The Killin' Kind" (WB)
ED BRUCE "Ever, Never Lovin' You" (MCA)
JUICE NEWTON
"Break It To Me Gently" (Capitol)
ALABAMA
"Close Enough To Perfect" (RCA)

Peters Productions, Inc.

Debbie Welsh (714) 565-8511

The Great Ones

DOLLY PARTON
"I Will Always Love You" (RCA)
BERTIE HIGGINS
"Port O Call" (Kat Family/CBS)
JOE COCKER & JENNIFER WARNES
"Up Where We Belong" (Island/Atco)
WILLIE NELSON "Let It Be Me" (Columbia)
STEVE FORBERT
"When You Walk In The Room" (Nemperor/CBS)

Country Lovin'

MERLE HAGGARD & GEORGE JONES
"Yesterday's Wine" (Epic)
BANDANA "The Killin' Kind" (WB)
ALABAMA
"Close Enough To Perfect" (RCA)

Tanner Company, Inc.

Kenny Bosak (901) 320-4433

Bright Blue

SANTANA "Hold On" (Columbia)
GLENN FREY "The One You Love" (Asylum)

Tanner Country

JUICE NEWTON
"Break It To Me Gently" (Capitol)
JOHN SCHNEIDER "In The Driver's Seat" (Scotti Bros./CBS)
JOHNNY CASH
"Georgia On A Fast Train" (Columbia)
ALABAMA
"Close Enough To Perfect" (RCA)

Concept Productions

Lee Nye (916) 782-7754

KIM CARNES "Voyeur" (EMI America)
STEEL BREEZE
"You Don't Want Me Anymore" (RCA)
KENNY LOGGINS w/STEVE PERRY
"Don't Fight It" (Columbia)
REO SPEEDWAGON "Sweet Time" (Epic)

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

WILLIE NELSON "Let It Be Me" (Columbia)
JUICE NEWTON
"Break It To Me Gently" (Capitol)
GLENN FREY "The One You Love" (Asylum)
REO SPEEDWAGON "Sweet Time" (Epic)
KENNY LOGGINS w/STEVE PERRY
"Don't Fight It" (Columbia)
FLEETWOOD MAC "Gypsy" (WB)
STEEL BREEZE
"You Don't Want Me Anymore" (RCA)

Contempo 300

JUICE NEWTON
"Break It To Me Gently" (Capitol)
RONNIE MILSAP "He Got You" (RCA)

Great American Country

LEON EVERETTE "Soul Searchin'" (RCA)
ALABAMA
"Close Enough To Perfect" (RCA)
CHARLEY PRIDE
"You're So Good When You're Bad" (RCA)

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

A FLOCK OF SEAGULLS "I Ran" (Jive/Arista)
STEEL BREEZE
"You Don't Want Me Anymore" (RCA)
KOOL & THE GANG
"Big Fun" (De-Lite/PolyGram)
REO SPEEDWAGON "Sweet Time" (Epic)

Beautiful Rock

GLENN FREY "The One You Love" (Asylum)
DIONNE WARWICK "For You" (Arista)
JOE COCKER & JENNIFER WARNES
"Up Where We Belong" (Island/Atco)

TM Country

WHITES
"You Put The Blue In Me" (Elektra/Curb)
LARRY GATLIN
"Sure Feels Like Love" (Columbia)
ED BRUCE "Ever, Never Lovin' You" (MCA)

Century 21

Bob Stevens (214) 934-2121

The Z Format

OLIVIA NEWTON-JOHN "Heart Attack" (MCA)
MICHAEL MURPHEY "What's Forever For" (Liberty)

Super-Country

T.G. SHEPPARD
"War Is Hell On The Homefront Too" (WB)
OSMOND BROTHERS
"It's Like Falling In Love Over And Over" (Elektra)
BOBBY BARE
"I'm Not A Candle In The Wind" (Columbia)

The A-C Format

BILLY PRESTON
"I'm Never Gonna Say Goodbye" (Motown)
MATTHEW WILDER
"Work So Hard" (Arista)

Transtar

Chick Watkins (303) 578-0700

WILLIE NELSON "Let It Be Me" (Columbia)
ALAN PARSONS PROJECT
"Eye In The Sky" (Arista)
AMERICA "You Can Do Magic" (Capitol)

Video Music Channel

David Less (404) 874-0223

GO-GO'S "Vacation" (IRS/A&M)
SANTANA "Hold On" (Columbia)
MICHAEL McDONALD "I Keep Forgettin'" (WB)

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

August 27, 1982

164 REPORTERS

Album cuts are listed in order of airplay preference.

8/6	8/13	8/20	8/27	Artist	Album	Album Cuts
2	2	2	1	ROBERT PLANT	Pictures At... (Swan Song/Atco)	"Burning" "Pledge" "Detroit"
8	4	4	2	BILLY SQUIER	Emotions In Motion (Capitol)	"Everybody" Title "Live" "Satisfied"
1	1	1	3	FLEETWOOD MAC	Mirage (WB)	"Gypsy" "Hold" "Store" "Straight"
5	5	5	4	JOHN COUGAR	American Fool (Riva/PolyGram)	"Jack" "Hurts"
—	23	7	5	FAST TIMES AT RIDGEMONT HIGH	Various Artists (Full Moon/Asylum)	"Baby" Title (S.H.) "Waffle" "Surrender"
3	3	3	6	EDDIE MONEY	No Control (Columbia)	"Think" "Shakin'" "Runnin'" Title
14	10	8	7	MEN AT WORK	Business As Usual (Columbia)	"Who" "Down" "Underground"
—	20	11	8	STEVE WINWOOD	Talking Back To The Night (Island/WB)	"Game" "Valerie" "Angel"
6	6	6	9	CROSBY, STILLS & NASH	Daylight Again (Atlantic)	"Cross" "Love" "Wasted" "Turn"
13	11	9	10	A FLOCK OF SEAGULLS	A Flock Of Seagulls (Jive/Arista)	"I Ran" "Space"
19	15	14	11	JUDAS PRIEST	Screaming For Vengeance (Columbia)	"Another" "Electric" "Chains"
7	7	10	12	PETE TOWNSHEND	All The Best Cowboys... (Atco)	"Skirts" "Face" "Stardom" "Girl"
16	12	13	13	ALAN PARSONS PROJECT	Eye In The Sky (Arista)	Title "Fingers" "Children"
4	8	12	14	REO SPEEDWAGON	Good Trouble (Epic)	"Stillness" "Keep" "Key" "Sweet"
22	22	18	15	URIAH HEEP	Abominog (Mercury/PolyGram)	"Way" "Persuasion"
21	19	20	16	SPYS	Spys (EMI America)	"Run" "She" "Don't" "Night"
17	21	19	17	38 SPECIAL	Special Forces (A&M)	"Caught" "Runnin'" "Chain"
—	—	—	18	BAD COMPANY	Rough Diamonds (Swan Song/Atco)	"Electric" "Racetrack" "Ballad"
10	9	15	19	APRIL WINE	Power Play (Capitol)	"Enough" "Kay"
29	24	23	20	MARSHALL CRENSHAW	Marshall Crenshaw (WB)	"Someday" "Girl" "She"
—	—	—	21	SANTANA	Shango (Columbia)	"Run" "Hold" "Nile" "Hunting"
11	13	17	22	GLENN FREY	No Fun Aloud (Asylum)	"Partytown" "One" "Lies" "Don't"
9	14	16	23	SURVIVOR	Eye Of The Tiger (Scotti Bros./CBS)	Title "American"
15	17	21	24	ASIA	Asia (Geffen)	"Time" "Dreams" "Comes"
—	—	33	25	GEORGE THOROGOOD...	Bad To The Bone (EMI America)	"Nobody" Title
34	31	28	26	TORONTO	Get It On Credit (Network/Elektra-Asylum)	"Daddy" "Barricade" Title
33	25	25	27	GO-GO'S	Vacation (IRS/A&M)	Title "Jerk" "Get Up" "Strange"
12	16	22	28	GENESIS	Three Sides Live (Atlantic)	"Paperlate"
18	18	24	29	STEVE MILLER BAND	Abracadabra (Capitol)	Title "Wondering" "Magic"
30	29	26	30	SHOOTING STAR	Ill Wishes (Virgin/Epic)	"Ready" "Where" "Feel"
—	36	31	31	JON ANDERSON	Animation (Atlantic)	"Time" "Olympia"
—	—	38	32	RANDY MEISNER	Randy Meisner (Epic)	"Never" "Jealousy" "Tonight"
—	33	34	33	MISSING PERSONS	Missing Persons (Capitol)	"Words"
—	—	—	34	K. LOGGINS/S. PERRY	Don't Fight It (Columbia)	12-inch Single
35	34	30	35	CLASH	Combat Rock (Epic)	"Should" "Casbah" "Rights"
—	—	—	36	DON HENLEY	I Can't Stand Still (Asylum)	"Laundry" "Johnny" "Business" Title
40	—	36	37	JOAN JETT & BLACKHEARTS	Do You Wanna Touch Me (Boardwalk)	12-inch Single
—	—	—	38	JOHNNY VAN ZANT BAND	The Last Of The Wild Ones (Polydor/PG)	"You" "Girls" Title "Forever"
27	27	32	39	JOHN WAITE	Ignition (Chrysalis)	"Change"
26	26	27	40	AXE	Offering (Atco)	"R&R Party" "Video"

New Entry →

MOST ADDED

Rank	Artist	8/27	8/20	8/13	8/6	7/30
1	BAD COMPANY	143/126	20/20	0/0	0/0	0/0
2	DON HENLEY	108/107	0/0	0/0	0/0	0/0
3	SANTANA	115/77	17/16	0/0	0/0	0/0
4	JOHNNY VAN ZANT...	76/42	37/34	1/1	0/0	0/0
5	MICHAEL STANLEY...	36/34	4/4	0/0	0/0	0/0
6	PETER FRAMPTON	34/33	0/0	0/0	0/0	0/0
7	BILLY THORPE	26/21	5/5	0/0	0/0	0/0
8	RANDY MEISNER	80/12	67/26	66/54	14/10	0/0
9	JON ANDERSON	74/11	63/16	55/13	46/14	30/13
10	PAUL CARRACK	45/10	35/17	27/26	9/9	0/0
11	GEORGE THOROGOOD	83/9	84/70	14/12	0/0	0/0
Tie	MICHAEL McDONALD	47/9	38/34	0/0	0/0	0/0
13	CONY HATCH	16/8	10/5	5/0	6/0	5/0
14	FAST TIMES AT R.H.	148/7	138/20	131/130	0/0	0/0
Tie	PAYOLA\$	10/7	5/0	5/0	7/2	7/0

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

MEDIUM

Rank	Artist	8/27	8/20	8/13	8/6	7/30
1	URIAH HEEP	100/82	96/76	98/85	99/64	94/26
2	SPYS	101/75	94/74	104/78	100/76	96/58
3	A FLOCK OF SEAGULLS	129/64	128/65	124/63	124/66	125/61
4	JUDAS PRIEST	108/63	105/62	107/65	106/67	100/67
Tie	GEORGE THOROGOOD	83/63	84/11	14/2	0/0	0/0
6	TORONTO	73/61	69/62	69/49	62/44	61/27
7	STEVE WINWOOD	139/57	130/59	127/14	3/0	0/0
8	PETE TOWNSHEND	113/66	127/65	138/65	145/65	154/67
9	SHOOTING STAR	65/54	72/60	69/50	78/39	59/11
10	JON ANDERSON	74/53	63/40	55/35	46/26	30/13
11	CROSBY, STILLS, NASH	139/50	140/52	148/46	146/51	150/57
Tie	RANDY MEISNER	80/50	67/32	66/8	14/3	0/0
13	REO SPEEDWAGON	98/49	117/54	127/45	142/38	145/34
14	FAST TIMES AT R.H.	148/46	138/52	131/0	0/0	0/0
Tie	GLENN FREY	87/46	92/41	110/39	125/49	134/56

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

THE HOTTEST

Rank	Artist	8/27	8/20	8/13	8/6	7/30
1	FLEETWOOD MAC	152/136	150/134	158/133	156/140	158/139
2	ROBERT PLANT	150/132	144/129	150/131	154/130	156/120
3	BILLY SQUIER	146/130	139/114	143/101	137/79	141/1
4	JOHN COUGAR	138/117	137/119	140/119	141/112	139/104
5	EDDIE MONEY	141/113	144/120	149/118	151/115	148/103
6	MEN AT WORK	139/101	127/90	124/76	120/61	115/46
7	FAST TIMES AT R.H.	148/95	138/66	131/1	0/0	0/0
8	CROSBY, STILLS, NASH	139/88	140/87	148/102	146/95	150/93
9	STEVE WINWOOD	139/80	130/59	127/4	3/1	0/0
10	ALAN PARSONS PROJ.	103/73	113/67	117/81	118/69	127/67
11	A FLOCK OF SEAGULLS	129/63	128/61	124/57	124/55	125/41
12	PETE TOWNSHEND	113/56	127/61	138/73	145/86	154/86
13	REO SPEEDWAGON	98/49	117/63	127/81	142/104	145/110
14	38 SPECIAL	91/46	92/37	93/45	111/66	127/85
15	MARSHALL CRENSHAW	92/45	86/35	85/29	70/27	69/22

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.

Country

BREAKERS

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

ALABAMA

Close Enough To Perfect (RCA)

On 79% of reporting stations. National Summary: Up 14, Same 19, Down 0, Debuts 13, Adds 63. A Most Added Record. R&R Chart: Debut 38.

CHARLEY PRIDE

You're So Good When You're Bad (RCA)

On 71% of reporting stations. National Summary: Up 18, Same 26, Down 0, Debuts 25, Adds 29. A Most Added Record. R&R Chart: 49-39.

JUICE NEWTON

Break It To Me Gently (Capitol)

On 67% of reporting stations. National Summary: Up 15, Same 23, Down 0, Debuts 18, Adds 36. A Most Added Record. R&R Chart: Debut 42.

LORETTA LYNN

Making Love From Memory (MCA)

On 67% of reporting stations. National Summary: Up 31, Same 24, Down 0, Debuts 24, Adds 13. R&R Chart: 47-43.

MOST ADDED

ALABAMA (63)

- Close Enough To Perfect (RCA)
- BARBARA MANDRELL (51)
- Operator, Long Distance Please (MCA)
- T.G. SHEPPARD (42)
- War Is Hell... (WB/Curb)
- JUICE NEWTON (36)
- Break It To Me Gently (Capitol)
- ED BRUCE (35)
- Ever, Never Lovin' You (MCA)

HOTTEST

KENNY ROGERS (73)

- Love Will Turn You Around (Liberty)
- JERRY REED (50)
- She Got The Goldmine... (RCA)
- MICHAEL MURPHEY (39)
- What's Forever For (Liberty)
- SYLVIA (35)
- Nobody (RCA)
- WAYLON JENNINGS (33)
- Women Do Know How To Carry On (RCA)
- MICKEY GILLEY (33)
- Put Your Dreams Away (Epic)

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.

ED BRUCE "Ever, Never Lovin' You" (MCA) 71/35

National Summary: Up 6, Same 20, Down 0, Debuts 10, Adds 35 including WNYR, WWSA, KIKK-FM, WNOE-AM, KWKH, WQYK-FM, WSAI-FM, WMNI, WFMS-FM, WDG, KFDI-AM-FM, KRST-FM, KVEG, KWJJ, KBBQ, KUUY 41-31. R&R Chart: Debut 50.

VERN GOSDIN "Your Bedroom Eyes" (AMI/NSD) 70/4

National Summary: Up 44, Same 15, Down 2, Debuts 5, Adds 4, KIX106, WCMS-FM, WSLR, KECK, WPOR-AM-FM 33-29, WLWI-FM 4-2, WSIX-FM 9-8, KKYX 16-10, WAXX 18-17, KFGO 22-19, KUZZ 34-24, KLZ d-20, KTOM 18-17, KMPS-AM-FM 8-5, KGA 17-14.

JOHN SCHNEIDER "In The Driver's Seat" (Scotti Bros./CBS) 66/15

National Summary: Up 19, Same 23, Down 0, Debuts 9, Adds 15, WIXL-FM, WYKR, WESC-AM-FM, WLWI-FM, WSM, KWKH, WQYK-FM, WGEE, KEBC-FM, KTPK-FM, KFH, KVOC, KEED, KEIN, KWJJ, KXRB 23-19.

TERRI GIBBS "Some Days It Rains All Night Long" (MCA) 66/8

National Summary: Up 21, Same 27, Down 0, Debuts 10, Adds 8, WCAW, WOKK, WIRK-FM, WDG, KCJB, KBMY, KRAK, KSOP-FM, WIXL-FM 44-39, WSIX-FM 29-24, WNOE-AM 44-40, KKYX 38-32, WFMS-FM 29-23, KTTS-AM-FM 47-41, KEED 29-23.

BURRITO BROTHERS "I'm Drinkin' Canada Dry" (Curb/CBS) 64/2

National Summary: Up 39, Same 16, Down 3, Debuts 4, Adds 2, WGVM, WMNI, WVAM 34-30, WIXL-FM 38-29, WESC-AM-FM 39-35, WSM 23-18, KKYX 25-19, WCMS-FM 18-17, KBMR 45-39, WHBF 43-37, KFH 39-28, KEED 22-16, KWJJ 28-23, KRAK 43-34, KMPS-AM-FM 17-14.

BANDANA "The Killin' Kind" (WB) 62/17

National Summary: Up 10, Same 25, Down 0, Debuts 10, Adds 17, WOKQ, WIXY, WNYR, KIX106, WXBQ-FM, KXYL, WDAK, WOKK, WNOE-AM, WGEE, WTSO, WHBF, KFH, KKAL, KBMY, KWJJ, KRAK.

KAREN BROOKS "New Way Out" (WB) 58/7

National Summary: Up 26, Same 22, Down 0, Debuts 3, Adds 7, WPOR-AM-FM, WWOOD, WIRK-FM, WHBF, WTHI-FM, KTPK-FM, KUZZ, WVAM 47-38, WSIX-FM 12-11, WHOO 8-6, KRMD-AM-FM 33-25, WFMS-FM 24-18, WXCL 25-19, KEED 42-34, KRWQ-FM 14-12.

WHITES "You Put The Blue In Me" (Elektra/Curb) 56/25

National Summary: Up 2, Same 23, Down 0, Debuts 6, Adds 25 including WBGW-FM, WNYR, WSEN-AM-FM, WQIK-FM, WKSJ-FM, KWKH, WMNI, WXCL, KVOO, KFDI-AM-FM, KRST-FM, KVEG, KWJJ, KSOP-FM, KOKE-FM 43-39.

BARBARA MANDRELL "Operator, Long Distance Please" (MCA) 53/51

National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 51 including WGNA-FM, WPOC-FM, WEEP, WAMZ-FM, WHOO, WRNL, WCMS-FM, WMAQ, WHK, WIRE, WBSC-FM, KFH, KNIX-FM, KCKC, KCUB.

BOBBY BARE "(I'm Not) A Candle In The Wind" (Columbia) 53/12

National Summary: Up 7, Same 28, Down 0, Debuts 6, Adds 12, WIXL-FM, WKYG, WCOS-AM-FM, KHEY, WOKK, WSIX-FM, WSM, WMNI, WRIE, WHBF, KBMY, KVEG, KKYX 43-38, WKKQ-AM-FM 40-32, KEED 40-31.

T.G. SHEPPARD "War Is Hell (On The Home Front Too)" (WB/Curb) 49/42

National Summary: Up 2, Same 3, Down 0, Debuts 2, Adds 42 including WRKZ-FM, WNYR, WWSA, KOKE-FM, KIKK-FM, WMC-AM, WHOO, WIRK-FM, WHK, WWWW-FM, WFMS-FM, KEBC-FM, KLZ, KNIX-FM, KWJJ, KMPS-AM-FM.

JOHNNY CASH "Georgia On A Fast Train" (Columbia) 48/5

National Summary: Up 11, Same 25, Down 0, Debuts 7, Adds 5, WAMZ-FM, WSM, KWMT, KCJB, KYTE, WGNA-FM 29-25, WYII 47-44, WBAP on, KRMD-AM-FM 28-23, WIRK-FM 34-26, WDAF on, KTTS-AM-FM 40-34, KFDI-AM-FM 34-32, KUZZ 36-33, KSOP-FM 48-40.

STEVE WARINER "Don't It Break Your Heart" (RCA) 47/25

National Summary: Up 5, Same 12, Down 1, Debuts 5, Adds 25 including WGNA-FM, WVAM, WESC-AM-FM, WQIK-FM, KRMD-AM-FM, WFMS-FM, KEBC-FM, KTTS-AM-FM, KKAL, KNIX-FM, KSOP-FM, KCUB, WNYR d-29, WMPS 27-23, WKKQ-AM-FM 47-38.

MARIE OSMOND "Back To Believing Again" (Elektra/Curb) 45/2

National Summary: Up 14, Same 23, Down 0, Debuts 6, Adds 2, WIXY, WYII, WCAW 50-45, KWKH on, WTSO 30-23, KTTS-AM-FM 44-38, KVOO on, KFH 36-33, KKAL 43-40, KLZ on, KEED 44-39, KSOP-FM 44-38, KMPS-AM-FM on.

TOM CARLILE "Back In Debbie's Arms" (Doorknob) 42/2

National Summary: Up 23, Same 17, Down 0, Debuts 0, Adds 2, KYXX, KWMT, WVAM 45-40, KHEY 29-26, KIKK-FM 38-35, WOKK 38-35, KKYX 48-41, WHK 30-27, WKMF 38-34, WTSO 29-25, KVOO 50-43, KFDI-AM-FM 26-23, KEED 34-27, KRWQ-FM 30-25.

SIGNIFICANT ACTION

JERRI KELLY "Walk Me 'Cross The River" (Carrere/CBS) 37/5

National Summary: Up 17, Same 15, Down 0, Debuts 0, Adds 5, WADR, WBSC-FM, WXCL, KVEG, KSOP-FM, WBGW-FM 18-16, KIX106 42-38, WKSJ-FM 47-44, KTTS-AM-FM 38-32, KUUY 27-24.

Radio & Records

NATIONAL AIRPLAY/50

August 27, 1982

Three Weeks Two Weeks Last Week

5	2	1	1	KENNY ROGERS/Love Will Turn You... (Liberty)
9	4	4	2	GEORGE STRAIT/Fool Hearted Memory (MCA)
6	3	3	3	WAYLON JENNINGS/Women Do Know How To... (RCA)
12	7	5	4	CHARLY McCLAIN/Dancing Your Memory Away (Epic)
15	12	8	5	MICHAEL MURPHEY/What's Forever For (Liberty)
11	9	6	6	MOE BANDY/She's Not Really Cheatin'... (Columbia)
21	15	10	7	JERRY REED/She Got The Goldmine (I Got The Shaft) (RCA)
1	1	2	8	SYLVIA/Nobody (RCA)
13	10	7	9	EARL THOMAS CONLEY/Heavenly Bodies (RCA)
16	13	12	10	STATLER BROTHERS/Whatever (Mercury/PolyGram)
22	16	13	11	MEL McDANIEL/Big Ole Brew (Capitol)
26	22	18	12	MICKEY GILLEY/Put Your Dreams Away (Epic)
24	20	16	13	GENE WATSON/This Dream's On Me (MCA)
27	23	20	14	FRIZZELL & WEST/I Just Came Here To Dance (WB/Viva)
25	21	19	15	GARY MORRIS/Dreams Die Hard (WB)
10	8	11	16	REBA McENTIRE/I'm Not That Lonely Yet (Mercury/PolyGram)
7	5	9	17	DAVID FRIZZELL/I'm Gonna Hire A Wino To... (WB/Viva)
18	14	14	18	EDDY RAVEN/She's Playing Hard To Forget (Elektra)
38	33	22	19	OAK RIDGE BOYS/I Wish You Could Have Turned... (MCA)
37	31	25	20	ANNE MURRAY/Hey! Baby! (Capitol)
28	26	21	21	YOUNGER BROTHERS/Nothing But The Radio On (MCA)
33	29	24	22	BELLAMY BROTHERS/Get Into Reggae Cowboy (Elektra/Curb)
20	17	15	23	GAIL DAVIES/You Turn Me On I'm A Radio (WB)
40	35	27	24	CRYSTAL GAYLE/Livin' In These Troubled Times (Columbia)
41	34	29	25	M. HAGGARD & G. JONES/Yesterday's Wine (Epic)
43	37	31	26	RONNIE MILSAP/He Got You (RCA)
34	30	28	27	KIERAN KANE/I'll Be Your Man Around... (Elektra)
42	36	33	28	BILLY "CRASH" CRADDOCK/Love Busted (Capitol)
-	44	38	29	DOLLY PARTON/I Will Always Love You (RCA)
44	38	35	30	LOUISE MANDRELL/Some Of My Best Friends Are... (RCA)
50	39	34	31	LEE GREENWOOD/She's Lying (MCA)
4	6	17	32	ROSANNE CASH/Ain't No Money (Columbia)
49	41	36	33	JOE STAMPLEY/I Didn't Know You Could... (Epic)
-	40	37	34	LEON EVERETTE/Soul Searchin' (RCA)
-	43	40	35	WILLIE NELSON/Let It Be Me (Columbia)
-	-	42	36	DON WILLIAMS/Mistakes (MCA)
2	11	23	37	HANK WILLIAMS JR./Honky Tonkin' (Elektra/Curb)
-	-	49	38	ALABAMA/Close Enough To Perfect (RCA)
-	-	49	39	CHARLEY PRIDE/You're So Good When You're Bad (RCA)
-	-	45	40	RAZZY BAILEY/Love's Gonna Fall Here Tonight (RCA)
-	-	46	41	TAMMY WYNETTE/You Still Get To Me In My Dreams (Epic)
-	-	47	42	JUICE NEWTON/Break It To Me Gently (Capitol)
-	-	47	43	LORETTA LYNN/Making Love From Memory (MCA)
3	18	26	44	RICKY SKAGGS/I Don't Care (Epic)
8	19	30	45	EMMYLOU HARRIS/Born To Run (WB)
29	27	32	46	JOHN CONLEE/Nothing Behind You, Nothing... (MCA)
19	25	39	47	MARTY ROBBINS/Some Memories Just Won't Die (Columbia)
17	24	41	48	ROGER MILLER & WILLIE NELSON/Old Friends (Columbia)
14	28	43	49	ALABAMA/Take Me Down (RCA)
-	-	49	50	ED BRUCE/Ever, Never Lovin' You (MCA)

New Entry

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

AMY WOOLEY "If My Heart Had Windows" (MCA) 37/2

National Summary: Up 19, Same 13, Down 0, Debuts 3, Adds 2, WPOR-AM-FM, KVEG, WVAM 27-22, KRMD-AM-FM 37-32, WIRK-FM 48-38, WTSO 35-33, WXCL 47-37, KRWQ-FM 6-4, KWJJ 40-33, KRAK 32-27.

BILLY PARKER "If I Ever Need A Lady" (Soundwaves) 36/2

National Summary: Up 14, Same 16, Down 1, Debuts 3, Adds 2, WITL-FM, KEED, WGNA-FM 44-39, WVAM 49-42, KRMD-AM-FM 40-36, WIRK-FM 48-39, KTTS-AM-FM 49-43, KVOO 49-44, KFDI-AM-FM 40-37, KRWQ-FM 18-17.

WRIGHT BROTHERS "Made In The U.S.A." (WB) 33/19

National Summary: Up 1, Same 11, Down 0, Debuts 2, Adds 19 including WWSA, WQIK-FM, KRMD-AM-FM, WTQR-FM, WIRE, KTTS-AM-FM, KFH, KLAC, KWJJ, KSOP-FM, WHN 40-38.

FAMILY BROWN "Some Never Stand A Chance" (RCA) 33/6

National Summary: Up 7, Same 17, Down 0, Debuts 3, Adds 6, WBGW-FM, WEEP, WWSA, KECK, WXCL, KSOP-FM, WIXL-FM 30-18, WCMS-FM 30-25, KEED 50-42, KUGR 33-27.

RAY PRICE "Wait Till Those Bridges Are Gone" (Dimension) 33/2

National Summary: Up 20, Same 9, Down 0, Debuts 2, Adds 2, WIXL-FM, WWSA, KHEY 46-40, KIKK-FM 29-23, WMC-AM 23-18, WSIX-FM 16-15, KEBC-FM 39-32, KVOO 37-28, KEEN 37-34, KCUB 30-23.

OSMOND BROTHERS "It's Like Falling In Love..." (Elektra/Curb) 32/27

National Summary: Up 1, Same 3, Down 0, Debuts 1, Adds 27 including WGNA-FM, WWSA, WMC-AM, WIRK-FM, WTQR-FM, WKKQ-AM-FM, KEBC-FM, KFDI-AM-FM, KLZ, KMPS-AM-FM, WPOC-FM 34-29.

KIN VASSY "Women In Love" (Liberty) 29/6

National Summary: Up 8, Same 15, Down 0, Debuts 0, Adds 6, WIXL-FM, KLRA, WNOE-AM, KWMT, KKAL, KVEG, WSIX-FM 25-21, KRMD-AM-FM 48-35, KSO 38-33, KUZZ 50-43.

BILL ANDERSON "Southern Fried" (Southern Tracks) 28/5

National Summary: Up 8, Same 13, Down 0, Debuts 2, Adds 5, WHBF, KEED, KMAK, KSOP-FM, KGA, WIXL-FM 43-27, WZZK-FM 29-25, WLWI-FM 32-28, WIRK-FM 40-35, KUZZ 47-42.

RODNEY LAY "I Wish I Had A Job To Shove" (Churchill) 25/5

National Summary: Up 6, Same 11, Down 0, Debuts 3, Adds 5, WVAM, WIXY, KLRA, WOKK, WIRK-FM, WIXL-FM 47-30, KHEY 41-38, WXCL 46-39, KFDI-AM-FM 44-41, KEED 47-37.

JACK GRAYSON "Ain't Givin' Up On Her Again" (Joe-Wes) 22/4

National Summary: Up 4, Same 13, Down 0, Debuts 1, Adds 4, KIX106, KOKE-FM, KEED, KYTE, KRMD-AM-FM 47-41, KBMR 46-40, KTTS-AM-FM 48-42, KFDI-AM-FM 50-45, KMAK on, KSOP-FM on.

CROSBY, STILLS & NASH "Wasted On The Way" (Atlantic) 20/2

National Summary: Up 9, Same 7, Down 2, Debuts 0, Adds 2, WTSO, KRWQ-FM, WBGW-FM 14-9, WNYR 5-4, WILQ 9-8, WZZK-FM 30-24, WHK 4-4, WBSC-FM 13-12, KUUY 3-2, KUGR 26-21.

DOLLY PARTON "Do I Ever Cross Your Mind" (RCA) 20/1

National Summary: Up 13, Same 4, Down 0, Debuts 2, Adds 1, WOKQ, WDAK 30-26, KHEY 42-34, WNOE-AM 35-32, KRMD-AM-FM 23-18, WQYK-FM 33-29, WKKQ-AM-FM 45-35, WDAF 25-20, KFH 34-27, KUZZ 40-30.

THRASHER BROTHERS "Still The One" (MCA) 17/5

National Summary: Up 2, Same 5, Down 0, Debuts 5, Adds 5, KRMD-AM-FM, WKMF, KVOO, KRWQ-FM, KRSY, WPOC-FM 35-30, WSEN-AM-FM on, WZZK-FM d-27, WCMS-FM 44-41, KLZ on.

ROY CLARK "Tennessee Saturday Night" (Churchill) 14/4

National Summary: Up 0, Same 9, Down 0, Debuts 1, Adds 4, WWOOD, KBMY, KEED, KTOM, KHEY on, KEBC-FM on, KTTS-AM-FM on, KFDI-AM-FM on, KSOP-FM on.

JIMMI CANNON "Fool's Gold" (WB) 14/3

National Summary: Up 3, Same 6, Down 0, Debuts 2, Adds 3, WYII, WSIX-FM, WKMF, KHEY on, WLWI-FM on, WNOE-AM 50-44, KRMD-AM-FM 44-38, KSO d-34, WXCL on, KIGO on.

Black Radio

BREAKERS

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

TIME
777-9311 (WB)

67% of our reporting stations on it. Rotations: Heavy 7/0, Medium 15/3, Light 18/5, Extra Adds 1, Total Adds 9, WJPC, WCIN, KNOW, WOIC, KOKY, WLOU, WVOL, WANT, WLTH. Debuts at number 29 on the Black Radio Chart.

MELBA MOORE

Love's Comin' At Ya (EMI America)

67% of our reporting stations on it. Rotations: Heavy 3/0, Medium 12/1, Light 22/4, Extra Adds 4, Total Adds 9, WXYV, WVEE, WBMX, KDAY, WATV, WTMP, WVOI, KDIA, KUKQ. Debuts at number 28 on the Black Radio Chart.

TAVARES

A Penny For Your Thoughts (RCA)

64% of our reporting stations on it. Rotations: Heavy 1/0, Medium 4/1, Light 29/4, Extra Adds 5, Total Adds 10, WDIA, WAIL-FM, WYLD-FM, WJMO, WJMI, WVOL, WANT, WLUM, KACE, KUKQ. A Most Added Record. Debuts at number 30 on the Black Radio Chart.

DAZZ BAND

Keep It Live (On The K.I.L.) (Motown)

61% of our reporting stations on it. Rotations: Heavy 12/0, Medium 16/0, Light 9/1, Extra Adds 0, Total Adds 1, KDAY. Heavy: WAMO, WAOK, WVEE, WGCI, WDMT. Moves 27-23 on the Black Radio Chart.

MIDNIGHT STAR

Hot Spot (Solar/Elektra)

61% of our reporting stations on it. Rotations: Heavy 8/0, Medium 17/0, Light 12/2, Extra Adds 0, Total Adds 2, KDIA, KPOP-FM. Heavy: WAOK, WEDR. Moves 22-22 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.

MICHAEL McDONALD "I Keep Forgettin' " (WB) 33/8

Rotations: Heavy 4/1, Medium 11/0, Light 12/1, Extra Adds 6, Total Adds 8, WAMO, WJPC, KMJM, XHRM, KOKY, WWWW, KACE, KUKQ. Heavy: WHRK, WAIL-FM, WANM. Medium: WXYV, WHUR, WDIA, WGCI, WDMT, KDAY, KNOW, WPDQ, WVOL, WLTH, WVOI.

ALFONZO "Girl, You Are The One" (Joe-Wes) 33/2

Rotations: Heavy 9/0, Medium 18/0, Light 7/1, Extra Adds 1, Total Adds 2, WJAX, KUKQ. Heavy: WOOK, WVEE, WHRK, WEDR, WBMX, WGCI, WTLC, KAEZ, KACE. Medium: WILD, WDAS, WHUR, WAOK, WDIA, WCIN, KDAY, XHRM, WKND, WENN, WGIV, KOKY, WLOU, WANM, WLTH, KPOP-FM. Moves 26-26 on the Black Radio Chart.

DENIECE WILLIAMS "Waiting By The Hotline" (ARC/Columbia) 33/1

Rotations: Heavy 7/0, Medium 18/0, Light 7/0, Extra Adds 1, Total Adds 1, KAEZ. Heavy: WHRK, WBMX, KSOL, KNOW, WENN, WJAX, WANT. Medium: WXYV, WOOK, WDIA, WJPC, KDAY, XHRM, WSSJ, WKND, WNHC, WATV, WGIV, WKXI, WJJS, WVOL, WANM, WTMP, WLUM, KPOP-FM.

FOUR TOPS "Sad Hearts" (Casablanca/PolyGram) 32/8

Rotations: Heavy 1/0, Medium 11/1, Light 16/3, Extra Adds 4, Total Adds 8, WVEE, WJMO, KMJM, KDAY, XHRM, WKND, WPDQ, WANT. Heavy: WOOK. Medium: WXYV, WHUR, WAOK, WDIA, WEDR, WENN, WDAO, WLUM, KAEZ, KPOP-FM.

SUNRISE "Who's Stickin' It?" (Boardwalk) 26/7

Rotations: Heavy 1/0, Medium 3/0, Light 19/4, Extra Adds 3, Total Adds 7, KRLY, WBMX, WJPC, WDMT, WKXI, WVOI. Heavy: WHRK. Medium: WAIL-FM, WJLB, WGIV.

NARADA MICHAEL WALDEN "Summer Lady" (Atlantic) 26/3

Rotations: Heavy 4/0, Medium 9/0, Light 11/1, Extra Adds 2, Total Adds 3, WDIA, WPDQ, WKWM. Heavy: WAOK, WEDR, WLOU, KUKQ. Medium: KDAY, XHRM, WNHC, WATV, WANM, WDAO, WLTH, WTLC, KPOP-FM.

CROWN HEIGHTS AFFAIR "Somebody Tell Me What To Do" (De-Lite/PolyGram) 26/2

Rotations: Heavy 3/0, Medium 9/0, Light 12/0, Extra Adds 2, Total Adds 2, WXYV, WPDQ. Heavy: WOOK, WJMO, WGIV. Medium: WEDR, XHRM, WKND, WOIC, WJAX, WVOL, WANT, WLTH, WLUM.

GWEN GUTHRIE "It Should Have Been You" (Island/Atco) 25/6

Rotations: Heavy 2/0, Medium 8/0, Light 12/3, Extra Adds 3, Total Adds 6, WJMO, KDAY, XHRM, WPDQ, WTLC, WVOI. Heavy: WILD, KACE. Medium: WXYV, WHUR, WAOK, WEDR, WJLB, WNHC, WATV, WJJS.

PATRICE RUSHEN "Breakout!" (Elektra) 25/1

Rotations: Heavy 1/0, Medium 13/0, Light 10/0, Extra Adds 1, Total Adds 1, WKXI. Heavy: WAOK. Medium: WAMO, WHUR, WDMT, WATV, KOKY, WLOU, WOWI, WTMP, WDAO, WLTH, WTLC, WVOI, KACE.

KLIQUE "I Can't Shake This Feeling" (MCA) 24/4

Rotations: Heavy 1/0, Medium 4/0, Light 15/0, Extra Adds 4, Total Adds 4, WAOK, XHRM, WPDQ, KUKQ. Heavy: WOOK. Medium: WYLD-FM, KDAY, WGIV, WLOU.

LOU RAWLS "Will You Kiss Me One More Time" (Epic) 24/0

Rotations: Heavy 4/0, Medium 11/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WJMO, WSSJ, KOKY, WLUM. Medium: WXYV, WAOK, WBMX, WGCI, KDAY, WOIC, WJJS, WBLX, WOWI, WLTH, KACE.

CARL CARLTON "Baby I Need Your Loving" (RCA) 23/12

Rotations: Heavy 0/0, Medium 3/1, Light 13/4, Extra Adds 7, Total Adds 12, WILD, WDAS, WEDR, WAIL-FM, WCIN, WKXI, WJAX, WTOY, WANM, WLTH, KAEZ, KACE. Medium: WHRK, WVOL.

BLOODSTONE "Go On And Cry" (T-Neck/CBS) 23/0

Rotations: Heavy 9/0, Medium 5/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WEDR, WKND, WENN, WPDQ, KOKY, WVOL, WANT, KACE. Medium: WOOK, XHRM, WATV, WKXI, WANM.

CHERYL LYNN/LUTHER VANDROSS "If This World Were Mine" (Columbia) 22/6

Rotations: Heavy 8/0, Medium 7/0, Light 2/1, Extra Adds 5, Total Adds 6, WILD, WAOK, WAIL-FM, WYLD-FM, WKND, WOIC. Heavy: WHUR, KMJQ, WDIA, WGCI, WBLX, WJLB, WANT, KAEZ. Medium: WXYV, KRLY, KMJM, WPDQ, KOKY, WANM, KDIA.

HERBIE HANCOCK "Gettin' To The Good Part" (Columbia) 22/0

Rotations: Heavy 2/0, Medium 15/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: KDAY, KACE. Medium: WOOK, WAO, WAIL-FM, WYLD-FM, WCIN, WJMO, WJLB, KSOL, WSSJ, WATV, WENN, KOKY, WLOU, WBLX, KDIA.

STEVIE WONDER "Ribbon In The Sky" (Tamil/Motown) 20/13

Rotations: Heavy 2/0, Medium 5/1, Light 6/5, Extra Adds 7, Total Adds 13, WILD, WAOK, KRLY, WYLD-FM, WKND, KNOW, WGIV, WOIC, WJMI, WBLX, WANM, WLUM, KPOP-FM. Heavy: WXYV, WHUR. Medium: WGCI, WJPC, WPDQ, WVOL.

DRAMATICS "Treat Me Right" (Capitol) 20/3

Rotations: Heavy 4/0, Medium 8/0, Light 6/1, Extra Adds 2, Total Adds 3, KOKY, WLTH, WKWM. Heavy: WGCI, WJLB, WWWW, WVOI. Medium: WOOK, WHUR, WSSJ, WENN, WLOU, WDAO, WLUM, KAEZ.

RAFAEL CAMERON "Desires" (Salsoul/RCA) 20/0

Rotations: Heavy 3/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WOIC, WVOL. Medium: WAOK, WHRK, WEDR, WCIN, WOWI, KACE, KPOP-FM.

SIGNIFICANT ACTION

ATLANTIC STARR "Perfect Love" (A&M) 19/10

Rotations: Heavy 0/0, Medium 4/0, Light 8/3, Extra Adds 7, Total Adds 10, WVEE, WAIL-FM, WYLD-FM, WBMX, XHRM, WATV, WANM, WLUM, WWWW, KUKQ. Medium: WHUR, WOIC, WLTH, KACE.

BILLY PRESTON "I'm Never Gonna Say Goodbye" (Motown) 19/1

Rotations: Heavy 3/0, Medium 7/0, Light 8/0, Extra Adds 1, Total Adds 1, KAEZ. Heavy: WDAS, WEDR, WANM. Medium: WHUR, KDAY, XHRM, WDAO, WLUM, KUKQ, KPOP-FM.

Radio & Records NATIONAL AIRPLAY/30

August 27, 1982

Three Weeks Last
Weeks Week

1	1	1	1	ARETHA FRANKLIN/Jump To It (Arista)
5	4	4	2	HOWARD JOHNSON/So Fine (A&M)
3	2	2	3	ZAPP/Dance Floor (WB)
2	3	3	4	DONNA SUMMER/Love Is In Control... (Geffen)
18	10	7	5	GAP BAND/You Dropped A... (Total Experience/PGM)
15	12	6	6	JERMAINE JACKSON/Let Me Tickle Your Fancy (Motown)
28	17	10	7	EVELYN KING/Love Come Down (RCA)
13	11	8	8	STACY LATTISAW/Don't Throw It All Away (Cotillion/Atco)
25	15	11	9	GRAND MASTER FLASH.../The Message (Sugar Hill)
11	5	5	10	STEPHANIE MILLS/Last Night (Casablanca/PolyGram)
19	14	14	11	RICK JAMES/Hard To Get (Gordy/Motown)
12	9	9	12	ODYSSEY/Inside Out (RCA)
4	7	13	13	JENNIFER HOLLIDAY/And I Am Telling You... (Geffen)
30	23	18	14	GOODIE/Do Something (Total Experience/PGM)
20	19	16	15	ROBERTA FLACK/I'm The One (Atlantic)
29	21	17	16	B.B. & Q. BAND/Imagination (Capitol)
6	6	12	17	RAY PARKER JR./Let Me Go (Arista)
-	-	29	18	KOOL & THE GANG/Big Fun (De-Lite/PolyGram)
-	-	21	19	BARRY WHITE/Change (Unlimited Gold/CBS)
27	22	20	20	LARRY GRAHAM/Sooner Or Later (WB)
9	13	15	21	O'JAYS/Your Body's Here With Me... (Phil. Int'l./CBS)
-	-	22	22	MIDNIGHT STAR/Hot Spot (Solar/Elektra)
-	-	27	23	DAZZ BAND/Keep It Live (On The K.I.L.) (Motown)
26	25	24	24	DUNN & BRUCE STREET/Shout For Joy (Devaki/Mirus)
-	-	25	25	ASHFORD & SIMPSON/Love It Away (Capitol)
-	-	26	26	ALFONZO/Girl, You Are The One (Joe-Wes)
-	29	28	27	CLIFF DAWSON/It's Not Me You Love (Boardwalk)
-	→	→	28	MELBA MOORE/Love's Comin' At Ya (EMI America) New Entry
-	→	→	29	TIME/777-9311 (WB)
-	→	→	30	TAVARES/A Penny For Your Thoughts (RCA) 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

- STEVIE WONDER (13)
- CARL CARLTON (12)
- PEABO BRYSON (11)
- ATLANTIC STARR (10)
- TAVARES (10)

HOTTEST

- ZAPP (42)
- ARETHA FRANKLIN (37)
- GRAND MASTER FLASH (23)
- HOWARD JOHNSON (21)
- DONNA SUMMER (18)

MARC SADANE "Exciting" (WB) 18/3

Rotations: Heavy 0/0, Medium 5/0, Light 11/1, Extra Adds 2, Total Adds 3, WATV, WTMP, KACE. Medium: WHUR, WVEE, WGCI, KOKY, WLTH.

BOBBY BLAND "Recess In Heaven" (MCA) 18/1

Rotations: Heavy 2/0, Medium 6/0, Light 9/0, Extra Adds 1, Total Adds 1, KAEZ. Heavy: WDIA, WGCI. Medium: WGIV, WPDQ, KOKY, WLTH, WLUM, KDIA.

AMUZEMENT PARK "Groove Your Blues Away" (Our Gang/Mirus) 18/0

Rotations: Heavy 2/0, Medium 8/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WGCI, WLOU. Medium: WDAS, WEDR, WYLD-FM, XHRM, WENN, WGIV, WLTH, WTLC.

SHADES OF LOVE "Keep In Touch" (Venture) 18/0

Rotations: Heavy 3/0, Medium 11/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WOOK, WATV, WENN. Medium: WXYV, WDAS, WHUR, WBMX, WGCI, XHRM, WJAX, WPDQ, WOWI, WANM, WNHC.

STEVE MILLER BAND "Abracadabra" (Capitol) 17/2

Rotations: Heavy 3/0, Medium 7/0, Light 6/1, Extra Adds 1, Total Adds 2, WXYV, WOIC. Heavy: WAIL-FM, KNOW, KPOP-FM. Medium: WILD, WBLZ, KMJM, KDAY, WPDQ, WTMP, WVOI.

KURTIS BLOW "Tough" (Mercury/PolyGram) 16/7

Rotations: Heavy 2/0, Medium 3/0, Light 7/3, Extra Adds 4, Total Adds 7, WEDR, WDMT, XHRM, WATV, WKXI, WTMP, KPOP-FM. Heavy: WAOK, WHRK. Medium: WLOU, WANM, WLTH.

DIONNE WARWICK "For You" (Arista) 16/5

Rotations: Heavy 0/0, Medium 7/0, Light 6/2, Extra Adds 3, Total Adds 5, WXYV, WHRK, WCIN, WENN, WTMP. Medium: WSSJ, KOKY, WLOU, WANM, WDAO, WWWW, KPOP-FM.

YAZOO "Situation" (Sire/WB) 16/4

Rotations: Heavy 1/0, Medium 5/0, Light 7/1, Extra Adds 3, Total Adds 4, WOIC, WBLX, WKWM, KUKQ. Heavy: WNHC. Medium: WXYV, WDAS, WJLB, WWWW, WJJS.

SUGAR HILL GANG "The Lover In You" (Sugar Hill) 16/0

Rotations: Heavy 3/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WATV, WENN, WLOU. Medium: WDAS, WOOK, WJPC, WOWI, WTMP, WLTH.

KENI BURKE "Risn' To The Top" (RCA) 16/0

Rotations: Heavy 0/0, Medium 10/0, Light 6/0, Extra Adds 0, Total Adds 0. Medium: WILD, WDAS, WHUR, WGCI, WJLB, XHRM, WSSJ, WKND, WLTH, KACE.

SHEREE BROWN "Happy Music" (Capitol) 16/0

Rotations: Heavy 1/0, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WBMX. Medium: WHUR, WAOK, WGCI, XHRM, WOIC, WLTH, WLUM.

FEEL "Let's Rock" (Sutra) 15/2

Rotations: Heavy 2/0, Medium 5/0, Light 7/1, Extra Adds 1, Total Adds 2, WCIN, WKWM. Heavy: WLTH, WBMX. Medium: WGCI, KSOL, WLOU, WTLC, WJPC.

CLIFTON DYSON "Slow Your Body Down" (Network/Elektra/Asylum) 15/1

Rotations: Heavy 0/0, Medium 5/1, Light 10/0, Extra Adds 0, Total Adds 1, WLTH. Medium: XHRM, WENN, WLOU, WVOL.

FONDA RAE "Over Like A Fat Rat" (Vanguard) 15/0

Rotations: Heavy 3/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WKND, WNHC, WANM. Medium: WDAS, WJLB, WENN, WPDQ, WJJS, WANT.

BRASS CONSTRUCTION "Attitude" (Liberty) 15/0

Rotations: Heavy 1/0, Medium 7/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WLUM. Medium: WENN, WKXI, WVOL, WOWI, WDAO, WLTH, WWWW.

BILLY GRIFFIN "Hold Me Tighter In The Rain" (Columbia) 14/1

Rotations: Heavy 1/0, Medium 6/0, Light 6/0, Extra Adds 1, Total Adds 1, WILD. Heavy: WGCI. Medium: WXYV, WJLB, KDAY, XHRM, WJMI, KOKY.

NIGHTHAWK "Eye Of The Tiger" (RFC/Quality) 14/1

Rotations: Heavy 1/0, Medium 3/0, Light 9/0, Extra Adds 1, Total Adds 1, WTMP. Heavy: WWWW. Medium: WDMT, WENN, WVOI.

RANDY CRAWFORD "Look Who's Lonely Now" (WB) 13/2

Rotations: Heavy 0/0, Medium 6/0, Light 7/2, Extra Adds 0, Total Adds 2, WKND, WATV. Medium: KRLY, WGCI, WOIC, KOKY, WVOL, WLTH.

PEABO BRYSON "Give Me Your Love" (Capitol) 12/11

Rotations: Heavy 0/0, Medium 1/1, Light 2/1, Extra Adds 9, Total Adds 11, WDAS, WHUR, WAOK, WVEE, WHRK, WEDR, WYLD-FM, WBMX, WGIV, WLUM, WWWW.

PIECES OF A DREAM "Mt. Airy Groove" (Elektra) 12/3

Rotations: Heavy 2/0, Medium 3/0, Light 6/2, Extra Adds 1, Total Adds 3, WOOK, KRLY, WVOI. Heavy: KAEZ, WHUR. Medium: WGCI, WSSJ, WWWW.

LEGACY "Word Up" (Brunswick) 12/2

Rotations: Heavy 3/0, Medium 3/0, Light 5/1, Extra Adds 1, Total Adds 2, WATV, WKXI. Heavy: WBMX, WGCI, WWWW. Medium: WDAS, WOOK, WLTH.

ROSE ROYCE "Still In Love" (Epic) 12/0

Rotations: Heavy 1/0, Medium 5/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WGCI. Medium: WHUR, KOKY, WJJS, WVOL, KACE.

Black Radio Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tim Wells

COOL & THE GANG
CROWN HEIGHTS AFF
MELBA MOORE
STEVE MILLER BAND
DIONNE WARWICK
TIERRA
ZZ HILL
Hottest:
BB&Q
JERMAINE JACKSON
GAP BAND
HOWARD JOHNSON
GRAND MASTER FLAS

WLD/Chicago
Steve Crumbly

CARL CARLTON
LIMIT
LYNN/VANDROSS
GANG'S BACK
BILLY GRIFFIN
STEVIE WONDER
Hottest:
ARETHA FRANKLIN
JENNIFER HOLLIDAY
ZAPP
DONNA SUMMER
IMAGINATION

WBLI/Camden-Philadelphia
Gary Shepherd

none
Hottest:
JENNIFER HOLLIDAY
JEFFREY OSBORNE
HOWARD JOHNSON
ZAPP
SOUL SONIC FORCE

WKND/Hartford
Bodie Jordan

ALICIA MYERS
STEVIE WONDER
RANDY CRAWFORD
HEATWAVE
FOUR TOPS
LYNN/VANDROSS
Hottest:
ARETHA FRANKLIN
FONDA RAE
GRAND MASTER FLAS
EVELYN KING
STEPHANIE MILLS

WJXC/New Haven
James Jordan

none
Hottest:
HOWARD JOHNSON
ZAPP
DONNA SUMMER
RAY PARKER JR.
ARETHA FRANKLIN

WDAS/Philadelphia
Joe Tamburro

STEVIE WOODS
BOBBY CALDWELL
PEABO BRYSON
SWEET PEA ATKINS
CARL CARLTON
MIKE & BRENDA
TIERRA
SHARON REDD
RONNIE JONES
WILLIAM HART
REVELATION
CURTIS HAIRSTEIN
Hottest:
ZAPP
DONNA SUMMER
GRAND MASTER FLAS
JERMAINE JACKSON
EVELYN KING

WAMOP/Pittsburgh
John Anthony

STANLEY CLARKE
COOL & THE GANG
VIDEO
TIERRA
STEVIE WOODS
Hottest:
EVELYN KING
DAZZ BAND
JERMAINE JACKSON
HOWARD JOHNSON
ARETHA FRANKLIN

WOOK/Washington
Chris Gardner

JERRY BUTLER
KHEMISTRY
PIECES OF A DREAM
Hottest:
RAFAEL CAMERON
EVELYN KING
ZAPP
GRAND MASTER FLAS
BLOODSTONE

WHUR/Washington
Oscar Fields

PEABO BRYSON
Hottest:
DONNA SUMMER
ARETHA FRANKLIN
JENNIFER HOLLIDAY
GRAND MASTER FLAS
STEPHANIE MILLS

SOUTH

WAOK/Atlanta
Larry Tinsley

PEABO BRYSON
KLIQUE
WEEKS & COMPANY
LEE MOORE
STEVIE WONDER
LYNN/VANDROSS
JONZUN CREW
SPACE PEOPLE
Hottest:
ZAPP
ARETHA FRANKLIN
CAMEO
RAY PARKER JR.
DONNA SUMMER

WVEE/Atlanta
Scotty Andrews

FOUR TOPS
MELBA MOORE
JUNIOR
PEABO BRYSON
JONZUN CREW
PATRICK COWLEY
ATLANTIC STARR
Hottest:
ZAPP
RAY PARKER JR.
ARETHA FRANKLIN
EVELYN KING
JERMAINE JACKSON

KNOW/Austin
Selby Edwards

TIME
STEVIE WONDER
MELISSA MANCHESTE
Hottest:
ZAPP
STEVE MILLER BAND
RICK JAMES
JERMAINE JACKSON
SHALAMAR

WATV/Birmingham
Ron January

BRICK
MELBA MOORE
RANDY CRAWFORD
ATLANTIC STARR
JUNIOR
KURTIS BLOW
MARC SADANE
LEGACY
ENCHANTMENT
Hottest:
ARETHA FRANKLIN
DONNA SUMMER
GRAND MASTER FLAS
STACY LATTISAW
GAP BAND

WENN/Birmingham
Gene Wise

DIONNE WARWICK
ALICIA MYERS
FAMILY PLAYERS
Hottest:
ZAPP
SHADES OF LOVE
RICK JAMES
GRAND MASTER FLAS
GAP BAND

WGIV/Charlotte
Chris Turner

ENCHANTMENT
GANG'S BACK
STEVIE WONDER
PEABO BRYSON
Hottest:
ZAPP
ARETHA FRANKLIN
JERMAINE JACKSON
STEPHANIE MILLS
GRAND MASTER FLAS
STACY LATTISAW

WOC/Columbia, SC
Mickey Arnold

TIME
STEVIE WONDER
YAZOO
CLIFF DAWSON
FREDI GRACE & RHI
TOMORROW'S EDIT.
LYNN/VANDROSS
STEVIE WONDER
Hottest:
ZAPP
ARETHA FRANKLIN
DONNA SUMMER
EVELYN KING
HOWARD JOHNSON

KRLY/Houston
Steve Harris

STEVIE WONDER
SUNRIZE
PIECES OF A DREAM
Hottest:
JEFFREY OSBORNE
ZAPP
ARETHA FRANKLIN
LYNN/VANDROSS
GRAND MASTER FLAS
GAP BAND

KMJJ/Houston
Rosa Holland

KOOL & THE GANG
JONZUN CREW
Hottest:
RAY PARKER JR.
GRAND MASTER FLAS
STACY LATTISAW
CAMEO
SOUL SONIC FORCE

WKXU/Jackson
Tommy Marshall

LATIMORE
PATRICE RUSHEN
SUNRIZE
CARL CARLTON
BILLY ALWAYS
KURTIS BLOW
KOOL & THE GANG
LEGACY
Hottest:
ISLEY BROS
ARETHA FRANKLIN
JENNIFER HOLLIDAY
ZAPP
GAP BAND

WJMM/Jackson
Carl Haynes

STEVIE WONDER
TAVARES
RITCHIE FAMILY
WEEKS & COMPANY
BRICK
Hottest:
JENNIFER HOLLIDAY
ZAPP
ARETHA FRANKLIN
SOUL SONIC FORCE
STACY LATTISAW

WPDQ/Jacksonville
Earl James

KLIQUE
GWEN GUTHRIE
LEO WASHINGTON
JONZUN CREW
CROWN HEIGHTS AFF
NARADA M. WALDEN
FOUR TOPS
DENNIS BROWN
Hottest:
HOWARD JOHNSON
ZAPP
ARETHA FRANKLIN
DIONNE WARWICK
BOBBY CALDWELL
HIGH FASHION

WJAX(95.7)/Jacksonville
Steve Fox

ALFONZO
CARL CARLTON
BOBBY CALDWELL
Hottest:
ZAPP
EVELYN KING
CLIFF DAWSON
STACY LATTISAW
GAP BAND

KOKY/Little Rock
Gary Young

DRAMATICS
ENCHANTMENT
BRICK
TIME
RITCHIE FAMILY
FREDI GRACE & RHI
JOHNNY TAYLOR
LJ REYNOLDS
FAMILY PLAYERS
MICHAEL MCDONALD
FAT LARRY'S BAND
STARPOINT
Hottest:
GAP BAND
O'JAYS
HOWARD JOHNSON
JERMAINE JACKSON
STACY LATTISAW

WLOU/Louisville
Neal O'Ray

BARRY WHITE
TIME
Hottest:
GRAND MASTER FLAS
HOWARD JOHNSON
JENNIFER HOLLIDAY
MIDNIGHT STAR
ZAPP

WJLS/Lynchburg, VA
Art Young

none
Hottest:
SOUL SONIC FORCE
CAMEO
CHERYL LYNN
JENNIFER HOLLIDAY
ZAPP

WDIA/Memphis
Carl Connors

LATIMORE
NARADA M. WALDEN
TAVARES
Hottest:
ARETHA FRANKLIN
GAP BAND
JERMAINE JACKSON
GRAND MASTER FLAS
GENERAL CAINE

WHRK (89.7)/Memphis
Jimmy Smith

STEVIE WOODS
PEABO BRYSON
DIONNE WARWICK
BOBBY CALDWELL
HIGH FASHION
Hottest:
ZAPP
GRAND MASTER FLAS
TIME
SUNRIZE
KURTIS BLOW

WEDR/Miami
Leo Jackson

PEABO BRYSON
CARL CARLTON
WANDA
CHAZ
PATRICK COWLEY
LIPPS, INC.
PARK AVENUE
KURTIS BLOW
ALPHONSE MOUZON
MIKKI
Hottest:
GRAND MASTER FLAS
TONY TROUTMAN
ZAPP
DONNA SUMMER
ODYSSEY

WBLX/Mobile
Michael J. Alexander

BILLY OCEAN
YAZOO
STEVIE WONDER
DEBARGE
Hottest:
SOUL SONIC FORCE
ZAPP
SKYY
HOWARD JOHNSON
GAP BAND

WJVS/Nashville
Fred Harvey

TIME
TAVARES
ENCHANTMENT
GANG'S BACK
TIME
TIERRA
ZZ HILL
JEFFREY OSBORNE
JEFFREY OSBORNE
JENNIFER HOLLIDAY
ODYSSEY
Hottest:
GRAND MASTER FLAS
ZAPP
STACY LATTISAW
KOOL & THE GANG

WYLD-FM/New Orleans
Tony Brown

TAVARES
STEVIE WONDER
ATLANTIC STARR
LYNN/VANDROSS
PEABO BRYSON
Hottest:
ARETHA FRANKLIN
ZAPP
JENNIFER HOLLIDAY
RAY PARKER JR.
WIND JAMMER

WAIL-FM/New Orleans
Barry Richards

ATLANTIC STARR
LYNN/VANDROSS
STEVIE WOODS
WEST STREET MOB
MELISSA MANCHESTE
FUNKY FOUR
CARL CARLTON
FASHION
TAVARES
Hottest:
GAP BAND
ZAPP
RAY PARKER JR.
DONNA SUMMER
ARETHA FRANKLIN

WOWI/Norfolk
Charles Green

none
Hottest:
ARETHA FRANKLIN
DONNA SUMMER
HOWARD JOHNSON
STACY LATTISAW
DUNN & BRUCE

WANT/Richmond
Kirby Carmichael

TEDDY PENDERGRASS
GOODIE
TAVARES
SUNRIZE
TIME
TIERRA
FOUR TOPS
Hottest:
GRAND MASTER FLAS
RAY PARKER JR.
ARETHA FRANKLIN
ZAPP
HOWARD JOHNSON

WTOY/Roanoke
Ron Crutchfield

ODYSSEY
LARRY GRAHAM
DAZZ BAND
RICK JAMES
SHALAMAR
CARL CARLTON
Hottest:
ZAPP
DONNA SUMMER
SOUL SONIC FORCE
ARETHA FRANKLIN
HOWARD JOHNSON

WANM/Tallahassee
Joe Bullard

BRICK
SWEET PEA ATKINS
STEVIE WONDER
PARK AVENUE
CARL CARLTON
ATLANTIC STARR
DEBARGE
FORRCE
Hottest:
ARETHA FRANKLIN
ZAPP
DONNA SUMMER
HOWARD JOHNSON
JERMAINE JACKSON

WTMP/Tampa
Jerry Walker

MELBA MOORE
OZONE
LIPPS, INC.
KURTIS BLOW
NIGHTHAWK
MARC SADANE
KHEMISTRY
WEEKS & COMPANY
DIONNE WARWICK
Hottest:
ARETHA FRANKLIN
GRAND MASTER FLAS
JERMAINE JACKSON
STACY LATTISAW
BARRY WHITE

WEST

KDAY/Los Angeles
J.J. Johnson

FOUR TOPS
MELBA MOORE
JIMMY CLIFF
DAZZ BAND
ASHFORD & SIMPSON
GWEN GUTHRIE
Hottest:
ZAPP
HOWARD JOHNSON
JERMAINE JACKSON
STEPHANIE MILLS
GAP BAND

KACE/Los Angeles
Alonzo Miller

TAVARES
MARC SADANE
OZONE
AWB
MICHAEL MCDONALD
AL JARREAU
DAVE GRUSIN
CARL CARLTON
REDDINGS
ST. TROPEZ
Hottest:
ARETHA FRANKLIN
ZAPP
GAP BAND
HOWARD JOHNSON
JEFFREY OSBORNE

KDIA/Oakland
Jeff Harrison

EDDIE MURPHY
KOOL & THE GANG
MELBA MOORE
MIDNIGHT STAR
GOODIE
LEON WARE
Hottest:
STACY LATTISAW
ZAPP
JERMAINE JACKSON
JENNIFER HOLLIDAY
ARETHA FRANKLIN

KUKQ/Phoenix
Steve Smith

IMAGINATION
MELBA MOORE
GRAND MASTER FLAS
KLIQUE
MICHAEL MCDONALD
ATLANTIC STARR
TAVARES
ALFONZO
YAZOO
ASHFORD & SIMPSON
MELISSA MANCHESTE
KOOL & THE GANG
Hottest:
DONNA SUMMER
ARETHA FRANKLIN
ZAPP
JERMAINE JACKSON
SHALAMAR

KPOF-Sacramento
Bill Jeffries

KURTIS BLOW
STEVIE WONDER
DONALD BYRD
MIDNIGHT STAR
JUNIOR
CLIFF DAWSON
AWB
LOGGINS & PERRY
GLENN FRYE
AMERICA
Hottest:
ZAPP
DONNA SUMMER
HALL & OATES
BILLY IDOL
GAP BAND

XHRM/San Diego
Duff Lindsay

KOOL & THE GANG
KLIQUE
MICHAEL MCDONALD
GWEN GUTHRIE
FOUR TOPS
ATLANTIC STARR
KURTIS BLOW
Hottest:
ARETHA FRANKLIN
DONNA SUMMER
HOWARD JOHNSON
GRAND MASTER FLAS
ZAPP

KSOL/San Mateo, CA
Bernie Moody

none
Hottest:
JENNIFER HOLLIDAY
DONNA SUMMER
GAP BAND
ARETHA FRANKLIN
CHERYL LYNN

MIDWEST

WJPC/Chicago
Jerry Boulding

TIME
GOODIE
SUNRIZE
MICHAEL MCDONALD
SYL JOHNSON
Hottest:
ZAPP
DONNA SUMMER
ROBERTA FLACK
SURVIVOR
STEVIE WONDER

WBBX/Chicago
Lee Michaels

ALICIA MYERS
SUNRIZE
ATLANTIC STARR
DEBARGE
PEABO BRYSON
MELBA MOORE
Hottest:
ARETHA FRANKLIN
JERMAINE JACKSON
STEPHANIE MILLS
POINTER SISTERS
FEEL

WGCV/Chicago
Pam Wells

none
Hottest:
DAZZ BAND
JERMAINE JACKSON
ZAPP
GRAND MASTER FLAS
SOUL SONIC FORCE

WBLZ/Cincinnati
Harry Lytle

IMAGINATION
Hottest:
GAP BAND
ZAPP
ARETHA FRANKLIN
DONNA SUMMER
LYNN/VANDROSS

WCIN/Cincinnati
Everett Cort

TIME
FEEL
KOOL & THE GANG
CARL CARLTON
DIONNE WARWICK
Hottest:
HOWARD JOHNSON
RAY PARKER JR.
ZAPP
ARETHA FRANKLIN
ROBERTA FLACK

WDAT/Cleveland
Magical James

KURTIS BLOW
SUNRIZE
SANTANA
BARRY WHITE
Hottest:
ARETHA FRANKLIN
CHICAGO
DAZZ BAND
GRAND MASTER FLAS
FEEL

WJBO/Cleveland
Erik Stone

ENCHANTMENT
EDDIE MURPHY
GANG'S BACK
GWEN GUTHRIE
DAVE VALENTIN
MICHELLE WALLACE
TAVARES
FOUR TOPS
BB&Q
ALICIA MYERS
Hottest:
O'JAYS
STEPHANIE MILLS
CROWN HEIGHTS AFF
LOU RAWLS
ASHFORD & SIMPSON

WDAO/Dayton
Lankford Stephens

none
Hottest:
SOUL SONIC FORCE
ZAPP
HOWARD JOHNSON
DAZZ BAND
JERMAINE JACKSON

WJLB/Detroit
J. Michael McKay

none
Hottest:
GRAND MASTER FLAS
JENNIFER HOLLIDAY
TIME
ARETHA FRANKLIN
EVELYN KING

WLTH/Gary
Dana Huskisson

X-25 BAND
TIME
DEBARGE
KOOL & THE GANG
SHAKATAK
CLIFTON DYSON
CARL CARLTON
TOMORROW'S EDIT.
DRAMATICS
BRICK
AWB
Hottest:
ZAPP
GRAND MASTER FLAS
ISLEY BROS
STEPHANIE MILLS
EVELYN KING

WKWM/Grand Rapids
Frank Grant

YAZOO
STEVE ARRINGTON
NARADA M. WALDEN
FEEL
DRAMATICS
WILLIAM C. BROWN
Hottest:
HOWARD JOHNSON
SOUL SONIC FORCE
ZAPP
JENNIFER HOLLIDAY
GRAND MASTER FLAS

WTLN/Indianapolis
Jay Johnson

GWEN GUTHRIE
DAVID SANBORN
FAMILY PLAYERS
ENCHANTMENT
STEVE ARRINGTON
KHEMISTRY
GANG'S BACK
RUMBLE STILT SKIN
Hottest:
ZAPP
HOWARD JOHNSON
ARETHA FRANKLIN
IMAGINATION
RAY PARKER JR.

WLUM/Milwaukee
Jack Randall

ATLANTIC STARR
PEABO BRYSON
BOBBY CALDWELL
TAVARES
STEVIE WONDER
Hottest:
ARETHA FRANKLIN
KOOL & THE GANG
IMAGINATION
BARRY WHITE
STACY LATTISAW

KAEZ/Oklahoma City
Chris Morningstar

BILLY PRESTON
BOBBY BLAND
KHEMISTRY
WALTER MURPHY
FRED PARRIS & SAT
ORIENT EXPRESS
CARL CARLTON
WEEKS & COMPANY
LS MOVEMENT BAND
BB&Q
PLUSH
DENICE WILLIAMS
Hottest:
ZAPP
JENNIFER HOLLIDAY
ARETHA FRANKLIN
LYNN/VANDROSS
STEPHANIE MILLS

WWWS/Saginaw, MI
Kermit Crockett

BARRY WHITE
PEABO BRYSON
ATLANTIC STARR
JOHNNY TAYLOR
DONALD BYRD
MICHAEL MCDONALD
X-25 BAND
Hottest:
ZAPP
SOUL SONIC FORCE
JERMAINE JACKSON
GAP BAND
ARETHA FRANKLIN

KMJM/St. Louis
Dick Edwards

MICHAEL MCDONALD
STACY LATTISAW
FOUR TOPS
Hottest:
DAZZ BAND
ZAPP
ARETHA FRANKLIN
SOUL SONIC FORCE
GAP BAND

WVOU/Toledo
Maxx Myrick

SUNRIZE
MELBA MOORE
CERRONE
GOODIE
PIECES OF A DREAM
GWEN GUTHRIE
BILLY OCEAN
Hottest:
HOWARD JOHNSON
ARETHA FRANKLIN
ZAPP
O'JAYS
GAP BAND

JAZZ RADIO NATIONAL AIRPLAY/30

August 27, 1982

Last Week			
1	1	DAVID SANBORN/As We Speak (WB)	
2	2	DAVE GRUSIN/Out Of The Shadows (Arista/GRP)	
3	3	PIECES OF A DREAM/We Are One (Elektra)	
4	4	BOB JAMES/Hands Down (Tappan Zee/Columbia)	
5	5	PAT METHENY GROUP/Offramp (ECM/WB)	
6	6	DAVE VALENTINE/In Love's Time (Arista/GRP)	
7	7	CHUCK MANGIONE/Love Notes (Columbia)	
8	8	McCOY TYNER/Looking Out (Columbia)	
9	9	CRUSADERS w/B.B. KING.../Royal Jam (MCA)	
10	10	BOBBY McFERRIN/Bobby McFerrin (Musician/Elektra)	
11	11	HERBIE HANCOCK/Lite Me Up (Columbia)	
12	12	RANDY CRAWFORD/Windsong (WB)	
13	13	HERB ALPERT/Fandango (A&M)	
14	14	JEFF LORBER/It's A Fact (Arista)	
20	15	AL JARREAU/1965 (Bainbridge)	
25	16	STAN GETZ QUARTET/Pure Getz (Concord)	
22	17	CAL TJADER/CARMEN McRAE/Heatwave (Concord)	
17	18	MOSE ALLISON/Middle Class White Boy (Musician/Elektra)	
19	19	ART PEPPER/Roadgame (Galaxy)	
15	20	JON HENDRICKS & COMPANY/Love (Muse)	
→	21	TOM SCOTT/Desire (Musician/Elektra)	New Entry
→	22	STANLEY CLARKE/Let Me Know You (Epic)	
→	23	PAQUITO D'RIVERA/Marie! (Columbia)	
→	24	C. BAKER/J. HALL/H. LAWS/Studio Trieste (CTI)	
→	25	CHICO FREEMAN/Tradition In Transition (Musician/Elektra)	
29	26	JACKIE & ROY/High Standards (Concord)	
26	27	MAYNARD FERGUSON/Hollywood (Columbia)	
16	28	DEXTER GORDON/American Classic (Musician/Elektra)	
21	29	CLAUS OGERMAN/MICHAEL BRECKER/Cityscape (WB)	
13	30	PHIL UPCHURCH/Free & Easy (JAM)	

JAZZ REPORTING STATIONS: WYBC/New Haven, CT, Mark Jordan; WYRS/Stamford, CT, Rick Petrone; KSAX/Dallas-Ft. Worth, TX, Bob Stewart; WDBS/Durham, NC, Rob Gringle; WBWB/Columbus, OH, Tim Hodges; WJZZ/Detroit, MI, John Hill; KTWN/Minneapolis, MN, Tom Peilisser; WXFMI/Chicago, IL, Paul Nelson; KKGO/Los Angeles, CA, Cal Milner; KJAZ/San Francisco, CA, Dick Conte; KJZZ/Denver, CO, Ira Gordon; KJZZ/Seattle, WA, Jeff Hanley.

CHIL PARALLEL ONE PLAYLISTS

EAST

WCAU-TV Philadelphia

PD: Scott Walker
Music Coord.: Glenn Kalina

H 1 STEVE MILLER BAND/Abracadabra
2 GO GO'S/Vacation
3 SURVIVOR/Eye Of The Tiger
4 CHICAGO/Hard To Say I'm Sorry
5 FLEETWOOD MAC/Hold Me
6 AIR SUPPLY/Even The Nights Are...
7 DONNA SUMMER/Love Is In Control (F)
8 JOHN COUGAR/Hurts So Good
9 MELISSA MANCHESTE/You Should Hear How...
10 KIM WILDE/Kids In America
11 MOTE/Only The Lonely
12 PAUL McCARTNEY/Take It Easy
13 MEN AT WORK/Who Can It Be Now?
14 ELTON JOHN/Blue Eyes
15 JANE FARRAR/JR./Let Me Go
16 JANE FARRAR/JR./Let Me Go
17 AMERICA/You Can Do Magic
18 JOAN JETT/Do You Wanna Touch Me

ADDS RED SPEEDWAGON/Sweet Time
QUARTERFLASH/Night Shift
STEEL BREEZE/You Don't Want Me Any
KID & THE GANG/Big Fun
JOSIE COTTON/We Could Be The One

ON GAP BAND/You Dropped A Bomb On
PAUL DAVIS/Love Or Let Me Be Lonely
JENNIFER HOLLAND/And I Am Telling You
CHRIS TOMBER/At Home In The Sky
STEVE WINWOOD/Still In The Game
MICHAEL MCDONALD/Keep Forgettin'
WALTER MURPHY/Themed From E.T.
TOTO/Make Believe
BILLY SQUIER/Emotions In Motion
KIM CARNES/Voyeur
SANTANA/Hold On
TANE CAIN/Holdin' On
JUICE NEWTON/Break It To Me Gently
MICHAEL MURPHY/What's Forever For
MUEY LEWIS & NEWS/Morlin' For A Livin'

4107 FM MUSIC RADIO

Washington, D.C.

PD: Alan Burns
MD: Dallas Cole

H 2 1 STEVE MILLER BAND/Abracadabra
2 MELISSA MANCHESTE/You Should Hear How...
3 PAUL McCARTNEY/Take It Easy
4 CHICAGO/Hard To Say I'm Sorry
5 AIR SUPPLY/Even The Nights Are...
6 FLEETWOOD MAC/Hold Me
7 ALAN PARSONS/Eye In The Sky
8 GENESIS/Paperlate
9 SURVIVOR/Eye Of The Tiger
10 JACKSON BROWNE/Somebody's Baby
11 GO GO'S/Vacation
12 SURVIVOR/Eye Of The Tiger
13 CHICAGO/Hard To Say I'm Sorry
14 FLEETWOOD MAC/Hold Me
15 AIR SUPPLY/Even The Nights Are...
16 JOHN COUGAR/Hurts So Good
17 MELISSA MANCHESTE/You Should Hear How...
18 KIM WILDE/Kids In America
19 MOTE/Only The Lonely
20 PAUL McCARTNEY/Take It Easy
21 MEN AT WORK/Who Can It Be Now?
22 ELTON JOHN/Blue Eyes
23 JANE FARRAR/JR./Let Me Go
24 JANE FARRAR/JR./Let Me Go
25 AMERICA/You Can Do Magic
26 JOAN JETT/Do You Wanna Touch Me

ADDS STEEL BREEZE/You Don't Want Me Any

WXKS-FM

Kiss

Boston

PD: Sonny Joe White
MD: Joey Carvello

H 1 LAURA BRANIGAN/Gloria
2 FLEETWOOD MAC/Hold Me
3 MEN AT WORK/Who Can It Be Now?
4 MISSING PERSONS/Words
5 DONNA SUMMER/Love Is In Control (F)
6 ARETHA FRANKLIN/You Are So Beautiful
7 A FLOCK OF SEAGULS/Rain So Far Away
8 BILLY IDOL/Hot In The City
9 KENNEDY JOHNSON/5th Floor
10 JOHN COUGAR/Hurts So Good
11 JERMAINE JACKSON/Let Me Tickle Your Fat
12 EDDIE MONEY/Think I'm In Love
13 JOE JACKSON/Stepin' Out
14 STEPHANIE MILLS/Lost Night
15 CLASH/Rock The Casbah
16 ERIKIN KING/You're Gonna Get This
17 BILLY IDOL/Hot In The City
18 ASIA/Only Time Will Tell
19 QUARTERFLASH/Night Shift
20 RAY PARKER JR./Let Me Go
21 BILLY SQUIER/Emotions In Motion
22 DURAN DURAN/Hungry Like The Wolf
23 JANE FARRAR/JR./Let Me Go
24 SPY/Spy
25 STACY LATTISMAN/Don't Throw It All Aw
26 SANTANA/Hold On
27 JOSIE COTTON/We Could Be The One
28 TOTO/Make Believe
29 SCORPIONS/On Your Own
30 VIDEO/Theng (Gimme Some Of)

ADDS LIMIT/She's So Devine
TANE CAIN/Holdin' On
JUICE NEWTON/Break It To Me Gently
SHEENA EASTON/Mechanically
ON/Heart Attack
MELISSA MANCHESTE/You Should Hear How...

ON GAP BAND/You Dropped A Bomb On
KIM CARNES/Voyeur
MARSHALL CRENSHAW/Someday, Someday
STEEL BREEZE/You Don't Want Me Any
MOTEL/Only The Lonely

105 Providence

PD & MD: Todd Chase
MD: Joey Carvello

H 2 1 CHICAGO/Hard To Say I'm Sorry
2 PAUL McCARTNEY/Take It Easy
3 CSN/Wasted On The Way
4 ELTON JOHN/Blue Eyes
5 MELISSA MANCHESTE/You Should Hear How...
6 WALTER MURPHY/Themed From E.T.
7 AIR SUPPLY/Even The Nights Are...
8 ASIA/Only Time Will Tell
9 KENNY ROGERS/Love Will Turn You Ar
10 SURVIVOR/Eye Of The Tiger
11 KIM CARNES/Voyeur
12 GLENN FREY/I Found Somebody
13 JOURNE/Still They Ride
14 STEVE MILLER BAND/Abracadabra
15 FLEETWOOD MAC/Hold Me
16 GO GO'S/Vacation
17 JERMAINE JACKSON/Let Me Tickle Your Fat
18 BILLY IDOL/Hot In The City
19 ALAN PARSONS/Eye In The Sky
20 TOTO/Make Believe
21 MEN AT WORK/Who Can It Be Now?
22 DONNA SUMMER/Love Is In Control (F)
23 DURAN DURAN/Hungry Like The Wolf
24 JANE FARRAR/JR./Let Me Go
25 AMERICA/You Can Do Magic
26 STACY LATTISMAN/Don't Throw It All Aw
27 JOAN JETT/Do You Wanna Touch Me
28 WILLIE NELSON/On The Border
29 JOSIE COTTON/We Could Be The One
30 MARSHALL CRENSHAW/Someday, Someday
31 JUICE NEWTON/Break It To Me Gently
32 SCORPIONS/On Your Own
33 RED SPEEDWAGON/Sweet Time
34 RAY PARKER JR./Let Me Go
35 MICHAEL MCDONALD/Keep Forgettin'
36 AMERICA/You Can Do Magic
37 GLENN FREY/The One You Love

ADDS 30, 31, 32, 33, 34, 35
LAURA BRANIGAN/Gloria

ON TANE CAIN/Holdin' On
KIM CARNES/Voyeur
ROBERTA FLACK/If I'm The One

SOUTH

KEGL FM Eagle 97 Ft. Worth, Dallas

PD: Christopher Haze
MD: Billy Hayes

H 1 1 A FLOCK OF SEAGULS/Rain So Far Away
2 CSN/Wasted On The Way
3 EDDIE MONEY/Think I'm In Love
4 RED SPEEDWAGON/Keep The Fire Burnin'
5 JOAN JETT/Do You Wanna Touch Me
6 FLEETWOOD MAC/Hold Me
7 GREG KINN/Every Eye Song
8 ALAN PARSONS/Eye In The Sky
9 BILLY IDOL/Hot In The City
10 GENESIS/Paperlate
11 GO GO'S/Vacation
12 HALL & OATES/Your Imagination
13 GLENN FREY/I Found Somebody
14 CHICAGO/Hard To Say I'm Sorry
15 ASIA/Only Time Will Tell
16 QUEEN/Calling All Girls
17 APRIL WINE/Enough Is Enough
18 MARSHALL CRENSHAW/Someday, Someday
19 JACKSON BROWNE/Somebody's Baby
20 MUEY LEWIS & NEWS/Morlin' For A Livin'
21 JOHN COUGAR/Hurts So Good
22 MEN AT WORK/Who Can It Be Now?
23 RANDY MEISNER/Never Been In Love
24 MICHAEL MCDONALD/Keep Forgettin'
25 SANTANA/Hold On
26 KIM CARNES/Voyeur
27 BILLY SQUIER/Emotions In Motion
28 PAUL McCARTNEY/Take It Easy
29 STEVE WINWOOD/Still In The Game
30 TANE CAIN/Holdin' On

ADDS NONE

ON RED SPEEDWAGON/Sweet Time
PAUL McCARTNEY/Take It Easy
AMERICA/You Can Do Magic
CLOCKWORK/She Looks A Lot Like
MISSING PERSONS/Words
KANSAS/Right Away
TOTO/Africa
KIM WILDE/Kids In America
LORDS OF THE NEW/Open Your Eyes
JAMES ANDERSON/One Way Love

100 Miami

PD: Bill Tanner
MD: Colleen Cassidy

H 1 1 CHICAGO/Hard To Say I'm Sorry
2 STEVE MILLER BAND/Abracadabra
3 MELISSA MANCHESTE/You Should Hear How...
4 SURVIVOR/Eye Of The Tiger
5 LAURA BRANIGAN/Gloria
6 JOHN COUGAR/Hurts So Good
7 ASIA/Only Time Will Tell
8 ALAN PARSONS/Eye In The Sky
9 GO GO'S/Vacation
10 A FLOCK OF SEAGULS/Rain So Far Away
11 JOHN COUGAR/Hurts So Good
12 RAY PARKER JR./Let Me Go
13 DONNA SUMMER/Love Is In Control (F)
14 FLEETWOOD MAC/Hold Me
15 CSN/Wasted On The Way
16 GREG KINN/Every Eye Song
17 HALL & OATES/Your Imagination
18 JANE FARRAR/JR./Let Me Go
19 PAUL McCARTNEY/Take It Easy
20 STEEL BREEZE/You Don't Want Me Any
21 STEVE WINWOOD/Still In The Game
22 AIR SUPPLY/Even The Nights Are...
23 RED SPEEDWAGON/Keep The Fire Burnin'

ADDS ARETHA FRANKLIN/You Don't Want Me Any
MICHAEL MCDONALD/Keep Forgettin'

ON SCOTT BAIRD/What Was In Their Kiss
DONNA SUMMER/Live In America
JOSIE COTTON/We Could Be The One
KID & THE GANG/Big Fun
LOGGINS & PERRY/Don't Fight It
DON HELETT/Johnny Can't Read
MOTEL/Only The Lonely

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

H 1 1 JOHN COUGAR/Hurts So Good
2 TONY MARTINI/Daddy Don't Know
3 SURVIVOR/Eye Of The Tiger
4 EDDIE MONEY/Think I'm In Love
5 QUEEN/Calling All Girls
6 BILLY SQUIER/Emotions In Motion
7 STEVE MILLER BAND/Abracadabra
8 PATYLA/Eyes Of A Stranger
9 APRIL WINE/Enough Is Enough
10 ROBERT PLANT/Burning Down One Side
11 ASIA/Only Time Will Tell
12 WALTER MURPHY/Themed From E.T.
13 ALAN PARSONS/Eye In The Sky
14 RORY MOULDER/Once A Prince With Me
15 JOAN JETT/Do You Wanna Touch Me
16 RED SPEEDWAGON/Keep The Fire Burnin'
17 STEVE WINWOOD/Still In The Game
18 MARETH/Love Leads To Madness
19 RICK SPRINGFIELD/Don't Stop Believin'
20 QUEEN CITY KIDS/Dance
21 HEADLINS/Don't It Make Ya Feel
22 SHERIFF/You Rained Me
23 ULIAN HEPP/That's The Way That I
24 SPY/Spy
25 GEORGE THOROGOOD/Nobody But Me
26 CAMEY HATCH/Way Operator
27 SANTANA/Hold On
28 JUDAS PRIEST/You've Got Another Th
29 MOTE/Only The Lonely
30 WH/Atlanta

ADDS PAUL CARRACK/I Need You
LORDS OF THE NEW/Open Your Eyes

WBZZ Pittsburgh

PD: Dan Vallie
MD: Chuck Tyler

H 2 1 CHICAGO/Hard To Say I'm Sorry
2 FLEETWOOD MAC/Hold Me
3 MEN AT WORK/Who Can It Be Now?
4 JOHN COUGAR/Hurts So Good
5 RED SPEEDWAGON/Keep The Fire Burnin'
6 CSN/Wasted On The Way
7 HALL & OATES/Your Imagination
8 JANE FARRAR/JR./Let Me Go
9 PAUL McCARTNEY/Take It Easy
10 DANCE
11 MELISSA MANCHESTE/You Should Hear How...
12 ASIA/Only Time Will Tell
13 AIR SUPPLY/Even The Nights Are...
14 KENNY ROGERS/Love Will Turn You Ar
15 JACKSON BROWNE/Somebody's Baby
16 FRANK ZAPPA/Volley Girl
17 PATRICE RUSHEN/Forget Me Not
18 GARY U.S. BONDS/Out of Control
19 RED SPEEDWAGON/Keep The Fire Burnin'
20 ALAN PARSONS/Eye In The Sky
21 RAY PARKER JR./Let Me Go
22 38 SPECIAL/Caught Up In You
23 MEN AT WORK/Who Can It Be Now?
24 KIM WILDE/Kids In America
25 JEFFREY OSBORNE/Really Don't Need H
26 38 SPECIAL/You Keep Running Away
27 MICHAEL MCDONALD/Keep Forgettin'
28 JERMAINE JACKSON/Let Me Tickle Your Fa
29 RED SPEEDWAGON/Sweet Time
30 TOTO/Make Believe

ADDS ON/Heart Attack
LOGGINS & PERRY/Don't Fight It
LAURA BRANIGAN/Gloria

ON ELTON JOHN/Blue Eyes
KIM CARNES/Voyeur

ckgm Montreal

PD: Keith Grigsby

H 2 1 STEVE MILLER BAND/Abracadabra
2 SURVIVOR/Eye Of The Tiger
3 AIR SUPPLY/Even The Nights Are...
4 JOHN COUGAR/Hurts So Good
5 STEVE MILLER BAND/Abracadabra
6 MEN AT WORK/Who Can It Be Now?
7 BUGGLES/On T.V.
8 FLEETWOOD MAC/Hold Me
9 RED SPEEDWAGON/Keep The Fire Burnin'
10 CSN/Wasted On The Way
11 DAZZ BAND/Let It Whip
12 ASIA/Only Time Will Tell
13 WIRKUT/100/Love Plus One
14 THIRD WORLD/Try Jah Love
15 DONNA SUMMER/Love Is In Control (F)
16 JOHN COUGAR/Hurts So Good
17 BUCKS FIZZ/Land of Make Believe
18 CHICAGO/Hard To Say I'm Sorry
19 FLOCK OF SEAGULS/Rain So Far Away
20 GAP BAND/You Dropped A Bomb On
21 FRANK ZAPPA/Volley Girl
22 MEN AT WORK/Undercover
23 SURVIVOR/Eye Of The Tiger
24 PAUL McCARTNEY/Take It Easy
25 POINTER SISTERS/American Music
26 IMAGINATION/Just An Illusion
27 QUEEN/Body Language
28 APRIL WINE/Enough Is Enough
29 BILLY IDOL/Hot In The City
30 PATRICE RUSHEN/Forget Me Not
31 EDDIE MONEY/Think I'm In Love
32 BILLY SQUIER/Emotions In Motion
33 LAURA BRANIGAN/Gloria
34 SHERIFF/You Rained Me
35 DAVID ROBERTS/Boys Of Autumn
36 STREETHEAT/Do More Time
37 LOVERBOY/Lucky Ones
38 PATYLA/Eyes Of A Stranger
39 ALDO NOBILI/You're Still
40 YAZOO/Situation

ADDS TOTO/Make Believe
RED SPEEDWAGON/Sweet Time
LOGGINS & PERRY/Don't Fight It
SHARON REDD/In The Name Of Love

ON LAURA BRANIGAN/Gloria
RED SPEEDWAGON/Sweet Time

BIO4 WBSB Baltimore

PD: Jan Jeffries

H 2 1 STEVE MILLER BAND/Abracadabra
2 CHICAGO/Hard To Say I'm Sorry
3 SURVIVOR/Eye Of The Tiger
4 AIR SUPPLY/Even The Nights Are...
5 MELISSA MANCHESTE/You Should Hear How...
6 JOHN COUGAR/Hurts So Good
7 MOTE/Only The Lonely
8 KENNY ROGERS/Love Will Turn You Ar
9 PAUL McCARTNEY/Take It Easy
10 JOHN COUGAR/Hurts So Good
11 ASIA/Only Time Will Tell
12 GO GO'S/Vacation
13 ALAN PARSONS/Eye In The Sky
14 JACKSON BROWNE/Somebody's Baby
15 POINTER SISTERS/American Music
16 ELTON JOHN/Blue Eyes
17 DONNA SUMMER/Love Is In Control (F)
18 JERMAINE JACKSON/Let Me Tickle Your Fat
19 TOTO/Make Believe
20 JOAN JETT/Do You Wanna Touch Me
21 RANDY MEISNER/Never Been In Love
22 MICHAEL MURPHY/What's Forever For
23 ROBERTA FLACK/If I'm The One
24 AMERICA/You Can Do Magic
25 KIM CARNES/Voyeur
26 MICHAEL MCDONALD/Keep Forgettin'
27 GLENN FREY/The One You Love

ADDS 27, 28
SANTANA/Hold On

ON LAURA BRANIGAN/Gloria
RED SPEEDWAGON/Sweet Time

Q105 Tampa

PD: Scott Shannon
MD: Pat McKay

H 1 1 STEVE MILLER BAND/Abracadabra
2 JOHN COUGAR/Hurts So Good
3 SURVIVOR/Eye Of The Tiger
4 FLEETWOOD MAC/Hold Me
5 CHICAGO/Hard To Say I'm Sorry
6 MELISSA MANCHESTE/You Should Hear How...
7 JOHN COUGAR/Hurts So Good
8 GO GO'S/Vacation
9 SURVIVOR/Eye Of The Tiger
10 STEVE MILLER BAND/Abracadabra
11 JOHN COUGAR/Hurts So Good
12 DONNA SUMMER/Love Is In Control (F)
13 FLEETWOOD MAC/Hold Me
14 CSN/Wasted On The Way
15 KENNY ROGERS/Love Will Turn You Ar
16 PAUL McCARTNEY/Take It Easy
17 MICHAEL MURPHY/What's Forever For
18 JOHN COUGAR/Hurts So Good
19 MOTE/Only The Lonely
20 TOTO/Make Believe
21 AIR SUPPLY/Even The Nights Are...
22 RED SPEEDWAGON/Keep The Fire Burnin'
23 HALL & OATES/Your Imagination
24 A FLOCK OF SEAGULS/Rain So Far Away
25 SANTANA/Hold On
26 KIM CARNES/Voyeur
27 FLEETWOOD MAC/Gypsy
28 GLENN FREY/The One You Love
29 S.V.I.V.O./Nobody
30 AMERICA/You Can Do Magic

ADDS 27, 29

ON STEVE WINWOOD/Still In The Game
STEEL BREEZE/You Don't Want Me Any
38 SPECIAL/You Keep Running Away

94-Q Atlanta

PD: Jim Morrison
MD: Jeff McCartney

H 1 1 JOHN COUGAR/Hurts So Good
2 SURVIVOR/Eye Of The Tiger
3 CSN/Wasted On The Way
4 MELISSA MANCHESTE/You Should Hear How...
5 STEVE MILLER BAND/Abracadabra
6 ELTON JOHN/Blue Eyes
7 ASIA/Only Time Will Tell
8 JOHN COUGAR/Hurts So Good
9 ALAN PARSONS/Eye In The Sky
10 SURVIVOR/Eye Of The Tiger
11 MICHAEL MCDONALD/Keep Forgettin'
12 DONNA SUMMER/Love Is In Control (F)
13 FLEETWOOD MAC/Hold Me
14 CHICAGO/Hard To Say I'm Sorry
15 PAUL McCARTNEY/Take It Easy
16 JACKSON BROWNE/Somebody's Baby
17 JOHN COUGAR/Hurts So Good
18 AIR SUPPLY/Even The Nights Are...
19 MOTE/Only The Lonely
20 TOTO/Make Believe
21 MELISSA MANCHESTE/You Should Hear How...
22 JOHN COUGAR/Hurts So Good
23 RAY PARKER JR./Let Me Go
24 FLEETWOOD MAC/Hold Me
25 GO GO'S/Vacation
26 HALL & OATES/Your Imagination
27 A FLOCK OF SEAGULS/Rain So Far Away
28 SANTANA/Hold On
29 KIM CARNES/Voyeur
30 FLEETWOOD MAC/Gypsy

ADDS 27, 29

ON STEVE WINWOOD/Still In The Game
STEEL BREEZE/You Don't Want Me Any
38 SPECIAL/You Keep Running Away

ROCK 102 WBEN-FM Buffalo

PD: Bob Wood
MD: Roger Christian

H 1 1 SURVIVOR/Eye Of The Tiger
2 CHICAGO/Hard To Say I'm Sorry
3 STEVE MILLER BAND/Abracadabra
4 MELISSA MANCHESTE/You Should Hear How...
5 JOHN COUGAR/Hurts So Good
6 DONNA SUMMER/Love Is In Control (F)
7 MEN AT WORK/Who Can It Be Now?
8 PAUL McCARTNEY/Take It Easy
9 MICHAEL MCDONALD/Keep Forgettin'
10 GO GO'S/Vacation
11 ELTON JOHN/Blue Eyes
12 LAURA BRANIGAN/Gloria
13 ASIA/Only Time Will Tell
14 EDDIE MONEY/Think I'm In Love
15 POINTER SISTERS/American Music
16 CSN/Wasted On The Way
17 MARSHALL CRENSHAW/Someday, Someday
18 JACKSON BROWNE/Somebody's Baby
19 JOAN JETT/Do You Wanna Touch Me
20 A FLOCK OF SEAGULS/Rain So Far Away
21 RANDY MEISNER/Never Been In Love
22 KENNY ROGERS/Love Will Turn You Ar
23 STEVE WINWOOD/Still In The Game
24 ARETHA FRANKLIN/You Don't Want Me Any
25 ALAN PARSONS/Eye In The Sky
26 BILLY IDOL/Hot In The City
27 JERMAINE JACKSON/Let Me Tickle Your Fa
28 TOTO/Make Believe
29 PAUL DAVIS/Love Or Let Me Be Lon
30 AMERICA/You Can Do Magic
31 KID & THE GANG/Big Fun
32 ROBERTA FLACK/If I'm The One
33 MUEY LEWIS & NEWS/Morlin' For A Livin'
34 TANE CAIN/Holdin' On
35 38 SPECIAL/You Keep Running Away
36 JUICE NEWTON/Break It To Me Gently
37 KIM CARNES/Voyeur
38 LOGGINS & PERRY/Don't Fight It
39 GLENN FREY/The One You Love

ADDS 21, 25, 32
ON/Heart Attack
STEEL BREEZE/You Don't Want Me Any
RED SPEEDWAGON/Sweet Time
ROBERT PLANT/Burning Down One Side

WDCB Washington, D.C.

PD: Jerry Steele
MD: Bruce Kelly

H 1 1 CHICAGO/Hard To Say I'm Sorry
2 FLEETWOOD MAC/Hold Me
3 KENNY ROGERS/Love Will Turn You Ar
4 MELISSA MANCHESTE/You Should Hear How...
5 SURVIVOR/Eye Of The Tiger
6 CSN/Wasted On The Way
7 ALAN PARSONS/Eye In The Sky
8 PAUL McCARTNEY/Take It Easy
9 ELTON JOHN/Blue Eyes
10 AIR SUPPLY/Even The Nights Are...
11 JACKSON BROWNE/Somebody's Baby
12 POINTER SISTERS/American Music
13 MOTE/Only The Lonely
14 WILLIE NELSON/On The Border
15 AMERICA/You Can Do Magic
16 MICHAEL MURPHY/What's Forever For
17 KARLA BONOFF/Personality
18 S.V.I.V.O./Nobody
19 FLEETWOOD MAC/Gypsy

ADDS 19

ON BARRY MANLOW/On Julie

96 KX Pittsburgh

OM: Bobby Christian
MD: Craig Jackson

H 2 1 FLEETWOOD MAC/Hold Me
2 ASIA/Here Comes The Feelin'
3 ASIA/Only Time Will Tell
4 CHICAGO/Hard To Say I'm Sorry
5 38 SPECIAL/Caught Up In You
6 ALAN PARSONS/Eye In The Sky
7 CSN/Wasted On The Way
8 QUARTERFLASH/Right Kind Of Love
9 GLENN FREY/I Found Somebody
10 KANSAS/Play The Game Tonight
11 APRIL WINE/Enough Is Enough
12 RED SPEEDWAGON/Keep The Fire Burnin'
13 JACKSON BROWNE/Somebody's Baby
14 RED SPEEDWAGON/Every Now And Then
15 RICK SPRINGFIELD/Don't Stop Believin'
16 RICK SPRINGFIELD/Don't Stop Believin'
17 HALL & OATES/Your Imagination
18 JOURNE/Still They Ride
19 SURVIVOR/Eye Of The Tiger
20 JOHN COUGAR/Hurts So Good
21 RED SPEEDWAGON/Keep The Fire Burnin'
22 STEVE WINWOOD/Still In The Game
23 LOGGINS & PERRY/Don't Fight It
24 MELISSA MANCHESTE/You Should Hear How...
25 JOHN COUGAR/Hurts So Good
26 MARSHALL CRENSHAW/Someday, Someday
27 KANSAS/Play The Game
28 RED SPEEDWAGON/Stillness Of The High
29 JOAN JETT/Do You Wanna Touch Me
30 CSN/Wasted On The Way
31 FOREIGN/Lunatic
32 38 SPECIAL/You Keep Running Away
33 MICHAEL MCDONALD/Keep Forgettin'

ADDS 23
APRIL WINE/If You Keep Kays
NSB/When I'm Holding You
CSN/Southern Cross
TOTO/Make Believe
RED SPEEDWAGON/Sweet Time
WH/Atlanta

ON FLEETWOOD MAC/Love In Store
CHICAGO/Hard To Say I'm Sorry
JOURNE/Still They Ride
ARE/ROCK 'N Roll Party In
DON HELETT/Johnny Can't Read
RANDY MEISNER/Never Been In Love

CFTR 680 Toronto

PD: Bob Saint
Music Director: Rick Hunter

H 2 1 CHICAGO/Hard To Say I'm Sorry
2 SURVIVOR/Eye Of The Tiger
3 DONNA SUMMER/Love Is In Control (F)
4 TORONTO/You Daddy Don't Know
5 AIR SUPPLY/Even The Nights Are...
6 STEVE MILLER BAND/Abracadabra
7 EDDIE MONEY/Think I'm In Love
8 MELISSA MANCHESTE/You Should Hear How...
9 APRIL WINE/Enough Is Enough
10 ALAN PARSONS/Eye In The Sky
11 JOHN COUGAR/Hurts So Good
12 JERMAINE JACKSON/Let Me Tickle Your Fat
13 DAVID ROBERTS/Boys Of Autumn
14 GENESIS/Paperlate
15 RED SPEEDWAGON/Keep The Fire Burnin'
16 HALL & OATES/Your Imagination
17 ASIA/Only Time Will Tell
18 WALTER MURPHY/Themed From E.T.
19 POINTER SISTERS/American Music
20 JOURNE/Still They Ride
21 RICK SPRINGFIELD/Always Love To
22 AIR SUPPLY/Even The Nights Are...
23 JOHN COUGAR/Hurts So Good
24 38 SPECIAL/Caught Up In You
25 HEADLINS/Don't It Make Ya Feel
26 WILLIE NELSON/Always On My Mind
27 JUICE NEWTON/Love's Been A Little
28 GLENN FREY/I Found Somebody
29 BILLY IDOL/Hot In The City
30 RICK SPRINGFIELD/Don't Stop Believin'
31 GARY U.S. BONDS/Out of Control
32 JACKSON BROWNE/Somebody's Baby
33 A FLOCK OF SEAGULS/Rain So Far Away
34 WILLIE NELSON/Always On My Mind
35 SHERIFF/You Rained Me
36 BILLY SQUIER/Emotions In Motion
37 HAIROUT 100/Love Plus One
38 MICHAEL MURPHY/What's Forever For
39 QUEEN/Body Language

ADDS GO GO'S/Vacation
RED SPEEDWAGON/Sweet Time
MEN AT WORK/Who Can It Be Now?
MOTEL/Only The Lonely

ON MUEY LEWIS & NEWS/Morlin' For A Livin'
KIM CARNES/Voyeur
STEEL BREEZE/You Don't Want Me Any
MOTEL/Only The Lonely

Z-93 Atlanta

PD: John Young
MD: Chris Thomas

H 5 1 JOHN COUGAR/Hurts So Good
2 SURVIVOR/Eye Of The Tiger
3 MELISSA MANCHESTE/You Should Hear How...
4 CSN/Wasted On The Way
5 FLEETWOOD MAC/Hold Me
6 STEVE MILLER BAND/Abracadabra
7 GO GO'S/Vacation
8 KENNY ROGERS/Love Will Turn You Ar
9 AIR SUPPLY/Even The Nights Are...
10 MICHAEL MCDONALD/Keep Forgettin'
11 JACKSON BROWNE/Somebody's Baby
12 ALAN PARSONS/Eye In The Sky
13 RED SPEEDWAGON/Keep The Fire Burnin'
14 STEVE MILLER BAND/Abracadabra
15 PAUL McCARTNEY/Take It Easy
16 HALL & OATES/Your Imagination
17 ASIA/Only Time Will Tell
18 WALTER MURPHY/Themed From E.T.
19 POINTER SISTERS/American Music
20 JOURNE/Still They Ride
21 RICK SPRINGFIELD/Always Love To
22 AIR SUPPLY/Even The Nights Are...
23 JOHN COUGAR/Hurts So Good
24 38 SPECIAL/Caught Up In You
25 HEADLINS/Don't It Make Ya Feel
26 WILLIE NELSON/Always On My Mind
27 JUICE NEWTON/Love's Been A Little
28 GLENN FREY/I Found Somebody
29 BILLY IDOL/Hot In The City
30 RICK SPRINGFIELD/Don't Stop Believin'
31 GARY U.S. BONDS/Out of Control
32 JACKSON BROWNE/Somebody's Baby
33 A FLOCK OF SEAGULS/Rain So Far Away
34 WILLIE NELSON/Always On My Mind
35 SHERIFF/You Rained Me
36 BILLY SQUIER/Emotions In Motion
37 HAIROUT 100/Love Plus One
38 MICHAEL MURPHY/What's Forever For
39 QUEEN/Body Language

ADDS 27
FLEETWOOD MAC/Gypsy
LAURA BRANIGAN/Gloria
GAP BAND/You Dropped A Bomb On

ON ROD & THE GANG/Big Fun
STEEL BREEZE/You Don't Want Me Any
QUARTERFLASH/Night Shift

WJZZ Miami

PD: Keith Isley
MD: Johnny Dolan

H 1 1 SURVIVOR/Eye Of The Tiger
2 STEVE MILLER BAND/Abracadabra
3 CHICAGO/Hard To Say I'm Sorry
4 JOHN COUGAR/Hurts So Good
5 MELISSA MANCHESTE/You Should Hear How...
6 FLEETWOOD MAC/Hold Me
7 GO GO'S/Vacation
8 JOHN COUGAR/Hurts So Good
9 MOTE/Only The Lonely
10 DONNA SUMMER/Love Is In Control (F)
11 TOTO/Rosanna
12 HUMAN LEAGUE/Don't You Want Me
13 MEN AT WORK/Who Can It Be Now?
14 LAURA BRANIGAN/Gloria
15 A FLOCK OF SEAGULS/Rain So Far Away
16 ASIA/Only Time Will Tell
17 JENNIFER HOLLAND/And I Am Telling You
18 ZAPP/Dance Floor
19 MISSING PERSONS/Words
20 JERMAINE JACKSON/Let Me Tickle Your Fa
21 GAP BAND/You Dropped A Bomb On
22 JOAN JETT/Do You Wanna Touch Me

ADDS TONI BASIL/Hickey
STEEL BREEZE/You Don't Want Me Any
ARETHA FRANKLIN/You Don't Want Me Any

ON CHEAP TRICK/She's Tight
MOTEL/Only The Lonely
KID & THE GANG/Big Fun
SANTANA/Hold On
KIM CARNES/Voyeur

(H) indicates one of the five "hottest" records on each Parallel One playlist.

EAST
Most Added **Hottest**
O. Newton-John **J. Cougar**
Fleetwood Mac **Chicago**
REO Speedwagon **Asia**

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added **Hottest**
Fleetwood Mac **J. Cougar**
O. Newton-John **Chicago**
REO **Alan Parsons Proj.**

EAST

PARALLEL TWO

WKEE/Huntington, WV
Gary Miller

QUARTERFLASH
 REO SPEEDWAGON
 SHEENA EASTON
 ONJ
 FLEETWOOD MAC
 MOTELS
 LAURA BRANIGAN
 JOSIE COTTON
 Hottest:
 MELISSA MANCHESTE 1-1
 JOHN COUGAR 4-2
 ALAN PARSONS 5-4
 ASIA 12-5
 ELTON JOHN 10-6

WPST/Trenton, NJ
Tom Taylor

SHEENA EASTON
 FLEETWOOD MAC
 JOE JACKSON
 ONJ
 STEEL BREEZE
 WHO
 Hottest:
 JOHN COUGAR 7-5
 GO GO'S 9-7
 MEN AT WORK 18-13
 A FLOCK OF SEAGUL 20-17

WTRY/Aibany, NY
Bill Cahill

KIM CARNES
 ONJ
 Hottest:
 SURVIVOR 1-1
 JACKSON BROWNE 16-13
 ASIA 17-14
 JUICE NEWTON 24-20
 DICKIE GOODMAN 22-18

WAEB/Allentown, PA
Jefferson Ward

SHEENA EASTON
 FLEETWOOD MAC
 COCKER & WARNES
 Hottest:
 ELTON JOHN 1-1
 JACKSON BROWNE 18-10
 AMERICA 19-13
 MICHAEL MCDONALD 21-17
 STEVE MILLER BAND 22-18

KC101/New Haven, CT
Danny Lyons

KOOL & THE GANG
 WILLIE NELSON
 PAUL CARRACK
 FLEETWOOD MAC
 SYLVIA
 Hottest:
 CS&N 1-1
 ELTON JOHN 10-5
 AMERICA 13-10
 JACKSON BROWNE 18-13
 WALTER MURPHY 21-18

WBLI/Long Island, NY
Bill Terry

MICHAEL MCDONALD
 Hottest:
 SURVIVOR 1-1
 CS&N 7-6
 PAUL MCCARTNEY 17-11
 MELISSA MANCHESTE 13-12
 KENNY ROGERS 14-13

WTIC-FM/Hartford, CT
Rick Donahue

JOHN COUGAR
 SANTANA
 KOOL & THE GANG
 Hottest:
 CHICAGO 1-1
 CS&N 5-2
 GO GO'S 7-6
 MEN AT WORK 24-16

WHFM/Rochester, NY
Kelly McCann

REO SPEEDWAGON
 MOTELS
 SHEENA EASTON
 MICHAEL MURPHEY
 KOOL & THE GANG
 GLENN FREY
 WALTER MURPHY
 Hottest:
 CS&N 1-1
 JACKSON BROWNE 14-9
 JOHN COUGAR 20-13
 MEN AT WORK 27-21
 RANDY MEISNER 32-22

K104/Erie, PA
Bill Shannon

URIAH HEPP
 TOTO
 KIM CARNES
 TANE CAIN
 Hottest:
 CHICAGO 2-1
 JOHN COUGAR 3-2
 STEVE MILLER BAND 4-3
 JOURNEY 12-5
 ASIA 15-8

V100/Charleston, WV
Jay Jarvis

GLENN FREY
 Hottest:
 CHICAGO 1-1
 KENNY ROGERS 2-2
 PAUL MCCARTNEY 3-3
 ELTON JOHN 5-4
 ALAN PARSONS 9-7

WKAZ/Wilkes-Barre, PA
Jim Rising

HAIRCUT 100
 ABC
 SANTANA
 ONJ
 WHO
 SHEENA EASTON
 Hottest:
 MARSHALL CRENSHAW 2-1
 JOHN COUGAR 12-2
 ALAN PARSONS 11-8
 JERMAINE JACKSON 15-12
 JACKSON BROWNE 26-15

92FL/Aibany, NY
 Jack Lawrence

KIM CARNES
 FLEETWOOD MAC
 SANTANA
 JUICE NEWTON
 38 SPECIAL
 ROBERTA FLACK
 Hottest:
 SURVIVOR 1-1
 MELISSA MANCHESTE 7-4
 JOHN COUGAR 18-10
 ASIA 16-13
 DONNA SUMMER 22-18

WRCK/Utica, NY
Jim Reitz

WHO
 REO SPEEDWAGON
 STEEL BREEZE
 URIAH HEPP
 Hottest:
 JOHN COUGAR 1-1
 GO GO'S 3-3
 JOAN JETT 8-4
 ASIA 12-8
 MISSING PERSONS 22-15

3WT/Binghamton, NY
STEEL Breezels

SHEENA EASTON
 TANE CAIN
 KOOL & THE GANG
 JOE JACKSON
 ONJ
 STEVE WINWOOD
 Hottest:
 JOHN COUGAR 1-1
 CHICAGO 1-1
 JOHN COUGAR 10-6
 PAUL MCCARTNEY 9-7
 DONNA SUMMER 12-9
 AMERICA 32-21

WPHD/Buffalo, NY
Moore/Picillo

WHO
 FLEETWOOD MAC
 BOW WOW WOW
 ELVIS COSTELLO
 APRIL WINE
 Hottest:
 PAUL MCCARTNEY 1-1
 ROBERT PLANT 9-5
 ASIA 8-7
 JACKSON BROWNE 10-8
 JOAN JETT 25-20

WLAN-FM/Lancaster, PA
Dave Russell

ONJ
 LOGGINS & PERRY
 REO SPEEDWAGON
 WHO
 MOTELS
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 8-5
 ALAN PARSONS 10-6
 ASIA 20-10
 JOAN JETT 23-20

WYCR/Hanover-York, PA
J.J. Randolph

FLEETWOOD MAC
 WHO
 ONJ
 JUICE NEWTON
 REO SPEEDWAGON
 STEEL BREEZE
 Hottest:
 CHICAGO 1-1
 PAUL MCCARTNEY 5-2
 JOHN COUGAR 9-3
 MELISSA MANCHESTE 8-5
 ALAN PARSONS 16-10

WIFI/Philadelphia, PA
Don Cannon

TOTO (RA)
 KARLA BONOFF (RA)
 A FLOCK OF SEAGUL
 STEVE WINWOOD
 KIM CARNES
 GLENN FREY
 Hottest:
 STEVE MILLER BAND 1-1
 MELISSA MANCHESTE 12-7
 JOHN COUGAR 18-11
 JERMAINE JACKSON 29-18
 ASIA 23-19

WSPK/Poughkeepsie, NY
Jim Simonetti

SHEENA EASTON
 LOGGINS & PERRY
 REO SPEEDWAGON
 KANSAS
 MOTELS
 PAUL CARRACK
 WHO
 STEEL BREEZE
 Hottest:
 GO GO'S 2-1
 SURVIVOR 1-2
 CHICAGO 4-3
 CS&N 7-7
 ASIA 11-10

WFKM/Syracuse, NY
John Carucci

A FLOCK OF SEAGUL
 KOOL & THE GANG
 MICHAEL MURPHEY
 STEEL BREEZE
 TANE CAIN
 JOE JACKSON
 JERMAINE JACKSON
 Hottest:
 SURVIVOR 1-1
 STEVE MILLER BAND 2-2
 JOHN COUGAR 9-4
 ALAN PARSONS 25-13
 ASIA 20-15

PARALLEL THREE

WCR/Beckley, WV
Jim Martin

SYLVIA
 TANE CAIN
 WHO
 SHEENA EASTON
 Hottest:
 MARSHALL CRENSHAW 2-1
 JOHN COUGAR 12-2
 ALAN PARSONS 11-8
 JERMAINE JACKSON 15-12
 JACKSON BROWNE 26-15

WFBG/Altoona, PA
 Tony Booth

SHEENA EASTON
 ALABAMA
 FLEETWOOD MAC
 SANTANA
 MICHAEL MURPHEY
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 7-3
 MEN AT WORK 11-8
 ALAN PARSONS 16-11
 ASIA 23-12

WGUY/Bangor, ME
Randall/Wright

ABC
 STEEL BREEZE
 ONJ
 Hottest:
 STEVE MILLER BAND 2-1
 CHICAGO 11-8
 JOE JACKSON 20-15
 KOOL & THE GANG 25-20
 SANTANA 19-24

WJBO/Portland, ME
Paul Connors

STEEL BREEZE
 FOUR TOPS
 JOE JACKSON
 ABC
 COCKER & WARNES
 APRIL WINE (dp)
 MSB
 Hottest:
 DONNA SUMMER 1-1
 BILLY IDOL 5-2
 POINTER SISTERS 6-4
 JOHN COUGAR 12-10
 ELTON JOHN 16-13

WTSN/Dover, NH
Jim Sebastian

SANTANA
 TOTO
 ROBERTA FLACK
 JOE JACKSON
 STEVIE WONDER
 REO SPEEDWAGON
 STEEL BREEZE
 GLENN FREY
 SHEENA EASTON
 PAUL CARRACK
 Hottest:
 FLEETWOOD MAC 1-1
 CHICAGO 3-3
 PAUL MCCARTNEY 5-4
 MELISSA MANCHESTE 8-5
 ELTON JOHN 10-7

WIGY/Bath, ME
Willie Mitchell

FLEETWOOD MAC
 LAURA BRANIGAN
 ORLEANS
 APRIL WINE
 Hottest:
 CHICAGO 3-1
 JOHN COUGAR 6-6
 DONNA SUMMER 14-9
 MELISSA MANCHESTE 21-11
 A FLOCK OF SEAGUL 20-14

96XIL/Parkersburg, WV
Paul DeMille

TANE CAIN
 TOTO
 JACKSON BROWNE
 Hottest:
 RICK SPRINGFIELD 1-1
 LOVERBOY 9-4
 JOHN COUGAR 8-5
 ASIA 11-7
 ALAN PARSONS 31-23

WACZ/Bangor, ME
Michael O'Hara

ONJ
 TONI BASIL
 GLENN FREY
 KOOL & THE GANG
 JOE JACKSON
 APRIL WINE
 FLEETWOOD MAC
 KIM CARNES
 Hottest:
 CHICAGO 3-1
 ASIA 10-6
 MEN AT WORK 14-7
 HUEY LEWIS & NEWS 20-10
 JOHN COUGAR 23-13

WZYQ/Frederick, ND
Kemosabi Joe

ONJ
 WHO
 ORLEANS
 FLEETWOOD MAC
 PHIL GARLAND
 JOHNNY VAN ZANT
 D.C. STAR
 MIKE RUTHERFORD (dp)
 SYLVIA
 Hottest:
 JOHN COUGAR 1-1
 MELISSA MANCHESTE 5-2
 ALAN PARSONS 12-7
 MICHAEL MCDONALD 19-12
 LOVERBOY 27-24

WOMP-FM/Bellevue, OH
Jolene Baller

STEEL BREEZE
 LOGGINS & PERRY
 COCKER & WARNES
 PAUL CARRACK
 GLENN FREY
 Hottest:
 JOHN COUGAR 6-1
 ALAN PARSONS 7-6
 JOAN JETT 14-9
 MEN AT WORK 12-10
 ASIA 13-11

WHEB/Portsmouth, NH
Rick Bean

KIM CARNES
 JUICE NEWTON
 ONJ
 Hottest:
 STEVE MILLER BAND 3-1
 CHICAGO 4-3
 ALAN PARSONS 9-7
 ELTON JOHN 10-8
 JACKSON BROWNE 15-11

WFEA/Manchester, NH
 Johnny Rogers

COCKER & WARNES
 GAP BAND
 MICHAEL MURPHEY
 JUICE NEWTON
 Hottest:
 FLEETWOOD MAC 3-1
 RICK SPRINGFIELD 4-2
 ALAN PARSONS 10-6
 JOHN COUGAR 12-7
 MARSHALL CRENSHAW 14-8

FM100/Memphis, TN
Gary Wall

COCKER & WARNES
 GAP BAND
 MICHAEL MURPHEY
 JUICE NEWTON
 Hottest:
 FLEETWOOD MAC 3-1
 RICK SPRINGFIELD 4-2
 ALAN PARSONS 10-6
 JOHN COUGAR 12-7
 MARSHALL CRENSHAW 14-8

WSKZ/Chattanooga, TN
David Carroll

ABC
 STEEL BREEZE
 REO SPEEDWAGON
 LOGGINS & PERRY
 Hottest:
 CHICAGO 1-1
 GO GO'S 12-8
 ALAN PARSONS 25-11
 DONNA SUMMER 18-13
 BILLY IDOL 20-16

KTSA/San Antonio, TX
Frank Walsh

JOHN COUGAR
 MICHAEL MCDONALD
 KOOL & THE GANG
 COCKER & WARNES
 JERRY REED
 Hottest:
 SURVIVOR 1-1
 SYLVIA 6-4
 WILLIE NELSON 10-7
 JOAN JETT 14-11
 GO GO'S 26-14

KXX108/Birmingham, AL
Kevin McCarthy

SANTANA
 JUICE NEWTON
 SYLVIA
 Hottest:
 CHICAGO 1-1
 CS&N 5-4
 JOHN COUGAR 10-9
 MELISSA MANCHESTE 12-10
 JACKSON BROWNE 16-11

WAXY/Ft. Lauderdale, FL
Rick Shaw

ONJ
 JOHN COUGAR
 GLENN FREY
 Hottest:
 CHICAGO 2-1
 MELISSA MANCHESTE 3-2
 CS&N 6-4
 ALAN PARSONS 8-7
 PAUL MCCARTNEY 10-9

WFMF/Baton Rouge, LA
Rice/Watkins

FLEETWOOD MAC
 KOOL & THE GANG
 REO SPEEDWAGON
 GLENN FREY
 Hottest:
 CHICAGO 1-1
 ASIA 9-6
 ALAN PARSONS 10-7
 MICHAEL MCDONALD 14-10
 AMERICA 28-21

WGH/Norfolk, VA
Bob Canada

ONJ
 LOGGINS & PERRY
 TONI BASIL
 SHEENA EASTON
 FOUR TOPS
 KOOL & THE GANG
 Hottest:
 PAUL MCCARTNEY 2-1
 ALAN PARSONS 7-2
 MICHAEL MCDONALD 10-3
 MICHAEL MURPHEY 8-4
 JUICE NEWTON 17-9

WJDX/Jackson, MS
Dave Kimbro

STEEL BREEZE
 COCKER & WARNES
 GLENN FREY
 Hottest:
 MELISSA MANCHESTE 5-1
 DONNA SUMMER 4-2
 PAUL MCCARTNEY 6-4
 KENNY ROGERS 7-5
 ALAN PARSONS 8-6

WTIX/New Orleans, LA
Gary Franklin

SANTANA
 TANE CAIN
 ARETHA FRANKLIN
 JUICE NEWTON
 MOTELS
 LOGGINS & PERRY
 KANSAS
 REO SPEEDWAGON
 Hottest:
 CS&N 1-1
 MEN AT WORK 13-10
 MICHAEL MCDONALD 22-17
 JOHN COUGAR 25-20
 JACKSON BROWNE 26-21

Y103/Jacksonville, FL
Robert John

GLENN FREY
 BOBBY CALDWELL
 WILLIE NELSON
 Hottest:
 FLEETWOOD MAC 2-1
 MELISSA MANCHESTE 13-10
 PAUL DAVIS 15-12
 MICHAEL MURPHEY 19-13
 BILL CHAMPLIN 24-18

WRVQ/Richmond, VA
 Bill Thomas

JOE JACKSON
 REO SPEEDWAGON
 LOGGINS & PERRY
 Hottest:
 SURVIVOR 1-1
 JOHN COUGAR 18-10
 MEN AT WORK 20-14
 JOHN JETT 22-15
 TOTO 23-16

WOKI/Knoxville, TN
Gary Adkins

WHO
 FLEETWOOD MAC
 ABC
 SHEENA EASTON
 ONJ
 JOE JACKSON
 JOE JACKSON
 REO SPEEDWAGON
 Hottest:
 JOHN COUGAR 3-1
 MELISSA MANCHESTE 5-3
 ELTON JOHN 16-12
 MICHAEL MCDONALD 21-17
 HUEY LEWIS & NEWS 25-18

WANS-FM/Greenville, SC
Rod Metts

LOGGINS & PERRY
 URIAH HEPP
 WHO
 DON HENLEY
 Hottest:
 CHICAGO 1-1
 CS&N 4-4
 MELISSA MANCHESTE 7-7
 JOHN COUGAR 8-8
 AMERICA 15-15

KINT/EI Paso, TX
Jim Zippo

GAP BAND
 ELVIS COSTELLO
 KOOL & THE GANG
 MOTELS
 FOUR TOPS
 SHEENA EASTON
 ONJ
 MSB
 Hottest:
 WALTER MURPHY 1-1
 JOHN COUGAR 2-2
 DONNA SUMMER 5-3
 QUARTERFLASH 11-10
 JUICE NEWTON 22-16

KX104/Nashville, TN
Bryan Sargent

FLEETWOOD MAC
 ONJ
 TONI BASIL
 GAP BAND
 Hottest:
 JOHN COUGAR 1-1
 GO GO'S 4-2
 ELTON JOHN 10-6
 ALAN PARSONS 13-9
 ASIA 16-11

KHFI/Austin, TX
Ed Volkman

BILLY IDOL
 ROBERTA FLACK
 SYLVIA
 MOTELS
 A FLOCK OF SEAGUL
 KENNY ROGERS
 REO SPEEDWAGON
 HUEY LEWIS & NEWS
 TOTO
 Hottest:
 CHICAGO 1-1
 ALAN PARSONS 3-2
 JOHN COUGAR 11-3
 MEN AT WORK 9-5
 MICHAEL MCDONALD 18-9

G100/Mobile, AL
Scott Griffith

GLENN FREY
 REO SPEEDWAGON
 STEEL BREEZE
 WHO
 ROBERT PLANT
 Hottest:
 PAUL MCCARTNEY 2-1
 JOHN COUGAR 6-2
 ELTON JOHN 8-3
 DONNA SUMMER 5-4
 ALAN PARSONS 11-7

CK101/Cocoa Beach, FL
Chris Bailey

STEVE WINWOOD
 WHO
 ABC
 STEEL BREEZE
 TANE CAIN
 GLENN FREY
 Hottest:
 CS&N 3-1
 JOHN COUGAR 8-5
 ALAN PARSONS 16-13
 RAY PARKER JR. 32-28
 SANTANA 37-33

WSEZ/Winston-Salem, NC:
Bob Mahoney

TANE CAIN
 ARETHA FRANKLIN
 JUICE NEWTON
 MOTELS
 LOGGINS & PERRY
 KANSAS
 REO SPEEDWAGON
 Hottest:
 CHICAGO 1-1
 ALAN PARSONS 9-7
 MICHAEL MCDONALD 20-14
 JACKSON BROWNE 23-17
 KIM CARNES 33-23

KSET-FM/EI Paso, TX
Kris Van Dyke

MOTELS
 CLOCKS
 HAIRCUT 100
 URIAH HEPP
 SHEENA EASTON
 WHO
 LOGGINS & PERRY
 Hottest:
 MISSING PERSONS 4-1
 JOHN COUGAR 8-4
 MEN AT WORK 9-6
 JACKSON BROWNE 13-8
 FLEETWOOD MAC A-14

B97/New Orleans, LA
 John Volpe

FLEETWOOD MAC
 GAP BAND
 ONJ
 Hottest:
 CHICAGO 2-1
 MELISSA MANCHESTE 10-4
 JOHN COUGAR 14-11
 MICHAEL MCDONALD 23-15
 ALAN PARSONS 27-21

WQWK/Knoxville, TN
Gary Adkins

WHO
 FLEETWOOD MAC
 ABC
 SHEENA EASTON
 ONJ
 JOE JACKSON
 JOE JACKSON
 REO SPEEDWAGON
 Hottest:
 JOHN COUGAR 3-1
 MELISSA MANCHESTE 5-3
 ELTON JOHN 16-12
 MICHAEL MCDONALD 21-17
 HUEY LEWIS & NEWS 25-18

WCSG/Charleston, SC
Chris Bailey

Hottest:
 LOGGINS & PERRY
 CHICAGO 1-1
 CS&N 4-4
 MELISSA MANCHESTE 7-7
 JOHN COUGAR 8-8
 AMERICA 15-15

WANS-FM/Greenville, SC
Rod Metts

LOGGINS & PERRY
 URIAH HEPP
 WHO
 DON HENLEY
 Hottest:
 CHICAGO 1-1
 ASIA 2-2
 JOHN COUGAR 5-4
 CHEAP TRICK 8-7
 ALAN PARSONS 11-10

WHNY-FM/Montgomery, AL
Neil Harrison

WHO
 GLENN FREY
 LOGGINS & PERRY
 TANE CAIN
 SYLVIA
 FLEETWOOD MAC
 Hottest:
 CS&N 1-3
 PAUL MCCARTNEY 4-2
 DONNA SUMMER 5-3
 ALAN PARSONS 9-6
 MELISSA MANCHESTE 10-8

CHR ADDS & HOTS

MIDWEST
Most Added® Hottest
 Glenn Frey J. Cougar
 K. Loggins & S. Perry Chicago
 Fleetwood Mac C., S. & N.
 Melissa Manchester

WEST
Most Added® Hottest
 Loggins & Perry Chicago
 Fleetwood Mac J. Cougar
 O. Newton-John A. P. Project
 Asia

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

MIDWEST

PARALLEL TWO

KIOA/Des Moines, IA

A.W. Pantoja

SANTANA
 RONNIE MILSAP
 GLENN FREY
 FOUR TOPS
 KARLA BONOFF
 Hottest:
 CHICAGO 1-1
 MELISSA MANCHESTE 12-7
 ELTON JOHN 16-10
 JOHN COUGAR 18-12
 MICHAEL MCDONALD 28-18

KOFM/Oklahoma City, OK

Chuck Morgan

GLENN FREY
 Hottest:
 MELISSA MANCHESTE 5-1
 ELTON JOHN 9-7
 ALAN PARSONS 10-8
 PAUL DAVIS 13-11
 JACKSON BROWNE 20-18

KRAV/Tulsa, OK

Gary Reynolds

GLENN FREY
 FLEETWOOD MAC
 ONJ
 Hottest:
 CHICAGO 1-1
 MELISSA MANCHESTE 6-3
 CS&N 4-4
 ELTON JOHN 8-7
 STEVE MILLER BAND 11-8

KZ93/Peoria, IL

Keith Edwards

LOGGINS & PERRY
 STEEL BREEZE
 Hottest:
 CS&N 1-1
 PAUL MCCARTNEY 2-2
 JOHN COUGAR 3-3
 A FLOCK OF SEAGUL 6-4
 MEN AT WORK 8-6

WGRD/Grand Rapids, MI

J.J. Dullig

MICHAEL MCDONALD
 Hottest:
 JOHN COUGAR 1-1
 ASIA 10-5
 SOFT CELL 9-7
 CS&N 19-9
 LOVERBOY 11-10

WHOT/Youngstown, OH

Dick Thompson

KIM CARNES
 STEEL BREEZE
 GLENN FREY
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 14-6
 JACKSON BROWNE 20-18
 MEN AT WORK 28-19
 MICHAEL MCDONALD 26-21

WMEE/Fort Wayne, IN

Tony Richards

DON HENLEY (dp)
 GENESIS (dp)
 Hottest:
 CHICAGO 1-1
 CS&N 8-3
 ALAN PARSONS 14-9
 DONNA SUMMER 17-11
 MICHAEL MCDONALD 27-21

WNAP/Indianapolis, IN

Larry Mago

AMERICA
 DONNA SUMMER
 Hottest:
 FLEETWOOD MAC 1-1
 CHICAGO 2-2
 STEVE MILLER BAND 3-3
 SURVIVOR 4-4
 CS&N 5-5

WVIC/East Lansing, MI

Tom Gilligan

A FLOCK OF SEAGUL
 Hottest:
 SURVIVOR 1-1
 MOTELS 3-2
 KANSAS 4-4
 REO SPEEDWAGON 8-7
 STEVE MILLER BAND D-13

KSTT/Davenport, IA

Bill Young

STEVE WINWOOD
 GLENN FREY
 REO SPEEDWAGON
 Hottest:
 ALAN PARSONS 2-1
 BARRY MANILOW 10-7
 MICHAEL MCDONALD 12-9
 AMERICA 17-12
 WALTER MURPHY 20-13

KEYN-FM/Wichita, KN

Taylor/Pearman

FLEETWOOD MAC
 LOGGINS & PERRY
 GLENN FREY
 SHEENA EASTON
 STEEL BREEZE
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 3-3
 MELISSA MANCHESTE 8-5
 ELTON JOHN 15-11
 AMERICA 22-17

WYFM/Youngstown, OH

Jeff Tobin

PAUL MCCARTNEY
 Hottest:
 JOHN COUGAR 1-1
 GO GO'S 8-6
 DONNA SUMMER 15-8
 EDDIE MONEY 17-11
 MELISSA MANCHESTE 18-15

WNAM/Appleton/Oshkosh

Chris Calne

LOGGINS & PERRY
 STEEL BREEZE
 A FLOCK OF SEAGUL
 ONJ
 FLEETWOOD MAC
 DON HENLEY
 Hottest:
 CHICAGO 1-1
 CS&N 2-2
 JOHN COUGAR 9-5
 38 SPECIAL 22-16
 JOE JACKSON D-21

WZOK/Rockford, IL

Tim Fox

LOGGINS & PERRY (dp)
 AMERICA
 Hottest:
 CHICAGO 1-1
 CS&N 3-2
 FLEETWOOD MAC 2-3
 PAUL MCCARTNEY 6-5
 MELISSA MANCHESTE 7-6

Z104/Madison, WI

Jonathan Little

ONJ
 STEEL BREEZE
 ABC
 FLEETWOOD MAC
 GLENN FREY
 Hottest:
 SURVIVOR 1-1
 MELISSA MANCHESTE 3-3
 STEVE MILLER BAND 4-4
 JOHN COUGAR 10-6
 ASIA 11-7

WIKS/Indianapolis, IN

Jay Stevens

STEVE WINWOOD
 GLENN FREY
 JOHNNY VAN ZANT
 Hottest:
 CHICAGO 2-1
 ASIA 3-2
 JOHN COUGAR 5-3
 FLEETWOOD MAC 8-5
 MELISSA MANCHESTE 9-6

U33/South Bend, IN

J.K. Dearing

Hottest:
 SURVIVOR 2-1
 CHICAGO 3-3
 CHICAGO 3-3
 GO GO'S 10-4
 JOHN COUGAR 13-5
 JOHN COUGAR 8-6

WKDQ/Evansville, IN

Hobbs/Payne

HUEY LEWIS & NEWS
 38 SPECIAL
 REO SPEEDWAGON
 Hottest:
 JOHN COUGAR 4-1
 CS&N 2-2
 MELISSA MANCHESTE 5-4
 MICHAEL MCDONALD 8-5
 JACKSON BROWNE 12-8

WJXQ/Jackson, MI

Ryan/Cheeks

FLEETWOOD MAC
 LOGGINS & PERRY
 WHO
 JOHNNY VAN ZANT
 KANSAS (dp)
 Hottest:
 TONI BASIL (dp)
 CHICAGO 2-2
 STEVE MILLER BAND 3-3
 SURVIVOR 4-4
 CS&N 5-5

WVVC/Omaha, NB

Mark Evans

38 SPECIAL
 TANE CAIN
 LOGGINS & PERRY
 ONJ
 Hottest:
 JOHN COUGAR 2-1
 CS&N 3-2
 GO GO'S 7-5
 JOAN JETT 9-6
 ALAN PARSONS 15-9

KIHK/Davenport, IA

Chuck King

Hottest:
 SURVIVOR 1-1
 DONNA SUMMER 12-12
 MEN AT WORK 19-19
 JOHN COUGAR 21-21
 ASIA 27-27

WZZR/Grand Rapids, MI

Don Schueller

ABC
 LISA BLADE
 TONI BASIL
 FLEETWOOD MAC
 LOGGINS & PERRY
 Hottest:
 FLEETWOOD MAC 2-1
 ALAN PARSONS 5-3
 GENESIS 9-5
 JACKSON BROWNE 18-11
 ASIA 27-22

WKFR/Kalamazoo, MI

Swart/Chapman

SANTANA
 WILLIE NELSON
 STEEL BREEZE
 ONJ
 FLEETWOOD MAC
 Hottest:
 PAUL MCCARTNEY 6-1
 JOHN COUGAR 9-2
 ALAN PARSONS 13-7
 JACKSON BROWNE 18-12
 ASIA 20-16

KMGK/Des Moines, IA

Michael Stone

WHO
 FLEETWOOD MAC
 CS&N
 TONI BASIL
 SHEENA EASTON
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 2-2
 ALAN PARSONS 8-6
 JOE JACKSON 18-13
 MICHAEL MCDONALD 24-22

WKDD/Akron, OH

Nick Anthony

FLEETWOOD MAC
 DON HENLEY
 GLENN FREY
 AMERICA
 KIM CARNES
 MSB
 QUARTERFLASH
 Hottest:
 EDDIE MONEY 2-1
 JOHN COUGAR 4-3
 LOVERBOY 6-4
 MICHAEL MCDONALD 22-15

WKAU/Appleton-Oshkosh

Ron Ross

GLENN FREY
 STEEL BREEZE
 JOE JACKSON
 A FLOCK OF SEAGUL (dp)
 DON HENLEY
 Hottest:
 CHICAGO 1-1
 GO GO'S 7-3
 JOHN COUGAR 11-5
 MEN AT WORK 17-13
 JOAN JETT 19-14

WEBC/Duluth, MN

Pat Puchella

AMERICA
 HUEY LEWIS & NEWS
 LOGGINS & PERRY
 KIM CARNES
 Hottest:
 CHICAGO 3-1
 CS&N 4-2
 JOHN COUGAR 13-7
 ELTON JOHN 10-9
 KENNY ROGERS 11-10

WCIL-FM/Carbondale, IL

Tony Waltekus

38 SPECIAL
 STEVE WINWOOD
 Hottest:
 JOHN COUGAR 1-1
 CHICAGO 3-2
 SURVIVOR 2-3
 JERMAINE JACKSON 17-10
 ELTON JOHN D-20

KFYR/Bismarck, ND

Dan Brannan

SANTANA
 AMERICA
 LOGGINS & PERRY
 STEEL BREEZE
 Hottest:
 MELISSA MANCHESTE 6-2
 CS&N 5-3
 JOHN COUGAR 12-8
 EDDIE MONEY 15-13
 BILLY IDOL 19-14

KKLS/Rapid City

Sherwin/Piper

TANE CAIN
 FLEETWOOD MAC
 REO SPEEDWAGON
 LOGGINS & PERRY
 HUEY LEWIS & NEWS
 Hottest:
 CHICAGO 1-1
 CS&N 5-2
 ASIA 9-7
 RANDY MEISNER 16-10
 ELTON JOHN 19-13

WRKR/Racine, WI

Steve Warren

AXE
 JUICE NEWTON
 Hottest:
 SURVIVOR 1-1
 CHICAGO 4-2
 JOHN COUGAR 16-12
 REO SPEEDWAGON 21-19
 TANE CAIN 33-29

WSPT/Stevens Point, WI

Brad Fuhr

GLENN FREY
 A FLOCK OF SEAGUL
 WHO
 ONJ
 Hottest:
 JOHN COUGAR 8-1
 MELISSA MANCHESTE 4-4
 ASIA 14-6
 MEN AT WORK 15-8
 MICHAEL MCDONALD 19-12

KDVV/Topeka, KS

Tony Stewart

GLENN FREY
 REO SPEEDWAGON
 DON HENLEY
 WHO
 Hottest:
 CHICAGO 1-1
 ALAN PARSONS 2-2
 JOHN COUGAR 3-3
 ASIA 10-5
 MICHAEL MCDONALD 14-10

KELO/Sioux Falls, SD

Marc Elliott

TANE CAIN
 JACKSON BROWNE
 JUICE NEWTON
 Hottest:
 CHICAGO 1-1
 GO GO'S 6-5
 JOE JACKSON 12-10
 MEN AT WORK 19-11
 ASIA 18-12

KWLO/Waterloo, IA

Drew Bentley

GLENN FREY
 Hottest:
 CHICAGO 1-1
 SURVIVOR 2-2
 JOHN COUGAR 8-3
 JOHNNY ROGERS 9-8
 MICHAEL MCDONALD 16-12

WAZY-FM/Lafayette, IN

Bob Leonard

REO SPEEDWAGON
 LAURA BRANIGAN
 KOOL & THE GANG
 WHO
 GLENN FREY
 DON HENLEY
 BILLY PRESTON
 JOE JACKSON
 Hottest:
 CHICAGO 1-1
 JACKSON BROWNE 18-13
 RANDY MEISNER 19-15
 TOTO 25-19
 AMERICA 29-23

KRNA/Iowa City, IA

Jeff Harmon

REO SPEEDWAGON
 TANE CAIN
 TONI BASIL
 WHO
 MOTELS (dp)
 CLOCKS (dp)
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 6-2
 ASIA 4-3
 PAUL MCCARTNEY 7-5
 MELISSA MANCHESTE 10-7

KQWB/Fargo, ND

Wayne Hillier

TOTO
 HUEY LEWIS & NEWS
 Hottest:
 CHICAGO 1-1
 CS&N 3-2
 MELISSA MANCHESTE 5-3
 PAUL MCCARTNEY 4-4
 ALAN PARSONS 7-6

WCIL-FM/Carbondale, IL

Tony Waltekus

38 SPECIAL
 STEVE WINWOOD
 Hottest:
 JOHN COUGAR 1-1
 CHICAGO 3-2
 SURVIVOR 2-3
 JERMAINE JACKSON 17-10
 ELTON JOHN D-20

KFMZ/Columbia, MO

Steve Graziano

FLEETWOOD MAC
 WHO
 URIAH HEPP
 Hottest:
 JOHN COUGAR 4-1
 ALAN PARSONS 8-4
 JACKSON BROWNE 13-7
 MISSING PERSONS 16-11
 KIM CARNES 23-14

99KG/Salina, KS

Denny Collier

SANTANA
 TOTO
 38 SPECIAL
 REO SPEEDWAGON
 CLOCKS
 STEEL BREEZE
 LOGGINS & PERRY
 JOSIE COTTON
 ONJ
 Hottest:
 CHICAGO 1-1
 PAUL MCCARTNEY 4-2
 MELISSA MANCHESTE 3-3
 JOHN COUGAR 8-6
 ELTON JOHN 13-12

KKRC-FM/Sioux Falls, SD

Dan Kiley

DONNA SUMMER
 Hottest:
 PAUL MCCARTNEY 1-1
 BILLY IDOL 5-2
 GO GO'S 6-3
 MELISSA MANCHESTE 8-4
 JOHN COUGAR 15-11

KKXL-FM/Grand Forks, ND

Garry Leigh

KIM CARNES
 SANTANA
 38 SPECIAL
 STEVE WINWOOD
 Hottest:
 CHICAGO 1-1
 FLEETWOOD MAC 4-2
 CS&N 5-3
 SURVIVOR 3-4
 JOHN COUGAR 10-5

WEST

PARALLEL TWO

KJRB/Spokane, WA

Suds Coleman

FLEETWOOD MAC
 GLENN FREY
 KIM CARNES
 LOGGINS & PERRY
 STEEL BREEZE
 Hottest:
 CHICAGO 1-1
 JOHN COUGAR 2-2
 ASIA 9-7
 ALAN PARSONS 11-8
 MICHAEL MCDONALD 18-12

KRQ/Tucson, AZ

Guy Zapoleon

FLEETWOOD MAC
 SANTANA
 KARLA BONOFF
 ROBERTA FLACK
 38 SPECIAL
 STEEL BREEZE
 Hottest:
 SURVIVOR 1-1
 JOHN COUGAR 13-4
 PAUL MCCARTNEY 8-5
 ELTON JOHN 17-11
 JACKSON BROWNE 29-21

Y04/Fresno, CA

John McCorkle

MICHAEL MCDONALD
 JUICE NEWTON
 SANTANA
 38 SPECIAL
 Hottest:
 SURVIVOR 1-1
 CHICAGO 3-2
 JOHN COUGAR 6-6
 ELTON JOHN 13-9
 DOLLY PARTON 22-17

KLUC/Las Vegas, NV

Randy Lunquist

STEVE WINWOOD
 JUICE NEWTON
 STEEL BREEZE
 Hottest:
 CHICAGO 1-1
 FLEETWOOD MAC 2-2
 EDDIE MONEY 7-5
 GO GO'S 8-7
 MEN AT WORK 11-9

KYNO-FM/Fresno, CA

John Lee Walker

LOGGINS & PERRY
 JOE JACKSON
 JOSIE COTTON (dp)
 Hottest:
 CHICAGO 1-1
 SURVIVOR 2-2
 GO GO'S 10-3
 LIPPS, INC. 7-5
 TONI BASIL 30-20

FM102/Sacramento, CA

Manders-Preston

MEN AT WORK
 KIM CARNES
 FLEETWOOD MAC
 SYLVIA
 SANTANA
 Hottest:
 CHICAGO 1-1
 SURVIVOR 2-2
 KENNY ROGERS 9-7
 ELTON JOHN 17-13
 GLENN FREY 29-22

KSPZ/Colorado Springs, CO

Mark Murray

MELISSA MANCHESTE
 AMERICA
 ALAN PARSONS
 Hottest:
 CHICAGO 2-1
 CS&N 3-2
 KENNY ROGERS 4-4
 PAUL DAVIS 7-5
 MICHAEL MURPHY 10-7

KIDD/Monterey, CA

Barry Browne

LOGGINS & PERRY
 EVELYN KING
 KOOL & THE GANG
 Hottest:
 CHICAGO 2-1
 GAP BAND 4-3
 KIM WILDE 20-10
 ELTON JOHN 24-18
 HUEY LEWIS & NEWS 27-21

KGGL/Riverside-S. Bernardino

Steve O'Neil

LOGGINS & PERRY
 ONJ
 STEEL BREEZE
 JOSIE COTTON
 FLEETWOOD MAC
 JUICE NEWTON
 Hottest:
 CHICAGO 1-1
 DONNA SUMMER 3-2
 SURVIVOR 8-11
 JACKSON BROWNE 16-14
 JENNIFER HOLLIDAY 26-22

KHOP/Modesto-Stockton

David Kraham

MOTELS
 TANE CAIN
 KOOL & THE GANG
 FLEETWOOD MAC
 Hottest:
 ALAN PARSONS 1-1
 GO GO'S 4-2
 JOHN COUGAR 7-3
 ASIA 10-9
 DONNA SUMMER 13-10

KKXX/Bakersfield, CA</

PARALLELS

Parallel I: Selected stations in major markets that are format dominant* and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

Note: (*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

**202 REPORTS
202 LAST WEEK**

**JOHN DOE
"Hit Song" (Anylabel)**
LP: Hit Song

Regional Reach	100/25	44%	National Summary
Up	51		Debuts 20
E 33%			Same 4
M 21%			Down 0
S 56%			Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 31 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 4 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

**A FLOCK OF SEAGULLS
I Ran (So Far Away) (Arista)**
LP: A Flock of Seagulls

Regional Reach	107/17	53%	National Summary
Up	43		Debuts 30
E 53%			Same 30
M 35%			Down 5
S 68%			Adds 17

**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

**AIR SUPPLY
Even The Nights... (Arista)**
LP: Now And Forever

Regional Reach	108/0	53%	National Summary
Up	11		Debuts 0
E 60%			Same 15
M 46%			Down 82
S 50%			Adds 0

**JOHN DOE
"Hit Song" (Anylabel)**
LP: Hit Song

Regional Reach	100/25	44%	National Summary
Up	51		Debuts 20
E 33%			Same 4
M 21%			Down 0
S 56%			Adds 25

(Air Supply continued)

Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**AMERICA
You Can Do Magic (Capitol)**
LP: View From The Ground

Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

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Up	11		Debuts 6
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M 8%			Down 82
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Even The Nights... (Arista)**
LP: Now And Forever

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Up	11		Debuts 0
E 60%			Same 15
M 46%			Down 82
S 50%			Adds 0

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S 50%			Adds 0

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M 46%			Down 82
S 50%			Adds 0

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Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

(Asia continued)

Regional Reach	144/21	71%	National Summary
Up	50		Debuts 36
E 82%			Same 37
M 54%			Down 0
S 81%			Adds 21

**JACKSON BROWNE
Somebody's Baby (Asylum)**
LP: Soundtrack Fast Times At Ridgemont High

Regional Reach	177/3	88%	National Summary
Up	153		Debuts 10
E 87%			Same 10
M 80%			Down 0
S 91%			Adds 3

(Air Supply continued)

Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**AMERICA
You Can Do Magic (Capitol)**
LP: View From The Ground

Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

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Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

**AIR SUPPLY
Even The Nights... (Arista)**
LP: Now And Forever

Regional Reach	108/0	53%	National Summary
Up	11		Debuts 0
E 60%			Same 15
M 46%			Down 82
S 50%			Adds 0

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Only Time Will Tell (Geffen)**
LP: Asia

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Even The Nights... (Arista)**
LP: Now And Forever

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M 46%			Down 82
S 50%			Adds 0

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Only Time Will Tell (Geffen)**
LP: Asia

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Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

**AIR SUPPLY
Even The Nights... (Arista)**
LP: Now And Forever

Regional Reach	108/0	53%	National Summary
Up	11		Debuts 0
E 60%			Same 15
M 46%			Down 82
S 50%			Adds 0

**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

**KIM CARNES
Voyeur (EMI America)**
LP: Voyeur

Regional Reach	144/21	71%	National Summary
Up	50		Debuts 36
E 82%			Same 37
M 54%			Down 0
S 81%			Adds 21

**JACKSON BROWNE
Somebody's Baby (Asylum)**
LP: Soundtrack Fast Times At Ridgemont High

Regional Reach	177/3	88%	National Summary
Up	153		Debuts 10
E 87%			Same 10
M 80%			Down 0
S 91%			Adds 3

(Air Supply continued)

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Up	17		Debuts 15
E 84%			Same 11
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S 88%			Adds 10

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You Can Do Magic (Capitol)**
LP: View From The Ground

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Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

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Only Time Will Tell (Geffen)**
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E 98%			Same 15
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Even The Nights... (Arista)**
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Up	11		Debuts 0
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S 50%			Adds 0

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Only Time Will Tell (Geffen)**
LP: Asia

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Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

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Even The Nights... (Arista)**
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Up	11		Debuts 0
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M 46%			Down 82
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**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

**AIR SUPPLY
Even The Nights... (Arista)**
LP: Now And Forever

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Up	11		Debuts 0
E 60%			Same 15
M 46%			Down 82
S 50%			Adds 0

**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

(Chicago continued)

Regional Reach	144/21	71%	National Summary
Up	50		Debuts 36
E 82%			Same 37
M 54%			Down 0
S 81%			Adds 21

**JACKSON BROWNE
Somebody's Baby (Asylum)**
LP: Soundtrack Fast Times At Ridgemont High

Regional Reach	177/3	88%	National Summary
Up	153		Debuts 10
E 87%			Same 10
M 80%			Down 0
S 91%			Adds 3

(Air Supply continued)

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Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**AMERICA
You Can Do Magic (Capitol)**
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Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

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Even The Nights... (Arista)**
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Up	11		Debuts 0
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Only Time Will Tell (Geffen)**
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Up	11		Debuts 6
E 98%			Same 15
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Up	11		Debuts 0
E 60%			Same 15
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Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
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Up	11		Debuts 0
E 60%			Same 15
M 46%			Down 82
S 50%			Adds 0

**ASIA
Only Time Will Tell (Geffen)**
LP: Asia

Regional Reach	170/3	4%	National Summary
Up	11		Debuts 6
E 98%			Same 15
M 8%			Down 82
S 94%			Adds 0

**PAUL DAVIS
Love Or Let Me... (Arista)**
LP: Cool Night

Regional Reach	67/0	28%	National Summary
Up	29		Debuts 3
E 29%			Same 19
M 27%			Down 6
S 21%			Adds 0

**JACKSON BROWNE
Somebody's Baby (Asylum)**
LP: Soundtrack Fast Times At Ridgemont High

Regional Reach	177/3	88%	National Summary
Up	153		Debuts 10
E 87%			Same 10
M 80%			Down 0
S 91%			Adds 3

(Air Supply continued)

Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**AMERICA
You Can Do Magic (Capitol)**
LP: View From The Ground

Regional Reach	164/10	81%	National Summary
Up	17		Debuts 15
E 84%			Same 11
M 79%			Down 0
S 88%			Adds 10

**ASIA
Only Time Will Tell (Geff**

FLEETWOOD MAC
Gypsy (WB)
LP: Mirage

Regional 64/59 32% National Summary
Reach UP 12
S 433
M 338
W 488

N&A

PAUL McCARTNEY
Take It Away (Columbia)
LP: Tug Of War

Regional 183/1 91% National Summary
Reach UP 10
S 858
M 924
W 588

N&A

GLENN FREY
The One You Love (Asylum)
LP: No Fun At All

Regional 110/52 54% National Summary
Reach UP 12
S 678
M 488
W 624

N&A

BILLY IDOL
Hot In The City (Chrysalis)
LP: Billy Idol

Regional 120/2 58% National Summary
Reach UP 12
S 678
M 488
W 624

N&A

GAP BAND
You Dropped A Bomb... (Total Experience/PGM)
LP: Gap Band IV

Regional 65/12 27% National Summary
Reach UP 17
S 554
M 338
W 488

N&A

GO-GO'S
Vacation (IRS/A&M)
LP: Vacation

Regional 149/1 74% National Summary
Reach UP 6
S 714
M 738
W 794

N&A

JOAN JETT &...
Do You Wanna... (Boardwalk)
LP: Bad Reputation

Regional 114/0 56% National Summary
Reach UP 8
S 644
M 468
W 524

N&A

ELTON JOHN
Blue Eyes (Geffen)
LP: Jump Up!

Regional 150/0 74% National Summary
Reach UP 12
S 848
M 758
W 718

N&A

K. LOGGINS & S. PERRY
Don't Fight It (Columbia)

Regional 102/52 50% National Summary
Reach UP 5
S 604
M 638
W 714

N&A

MELISSA MANCHESTER
You Should Hear... (Arista)
LP: Hey Ricky

Regional 184/2 81% National Summary
Reach UP 8
S 894
M 108
W 748

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

JOAN JETT &...
Do You Wanna... (Boardwalk)
LP: Bad Reputation

Regional 114/0 56% National Summary
Reach UP 8
S 644
M 468
W 524

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

ELTON JOHN
Blue Eyes (Geffen)
LP: Jump Up!

Regional 150/0 74% National Summary
Reach UP 12
S 848
M 758
W 718

N&A

K. LOGGINS & S. PERRY
Don't Fight It (Columbia)

Regional 102/52 50% National Summary
Reach UP 5
S 604
M 638
W 714

N&A

MELISSA MANCHESTER
You Should Hear... (Arista)
LP: Hey Ricky

Regional 184/2 81% National Summary
Reach UP 8
S 894
M 108
W 748

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

JOAN JETT &...
Do You Wanna... (Boardwalk)
LP: Bad Reputation

Regional 114/0 56% National Summary
Reach UP 8
S 644
M 468
W 524

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

HUEY LEWIS & THE NEWS
Workin' For A... (Chrysalis)
LP: Picture This

Regional 104/12 51% National Summary
Reach UP 12
S 478
M 558
W 458

N&A

K. LOGGINS & S. PERRY
Don't Fight It (Columbia)

Regional 102/52 50% National Summary
Reach UP 5
S 604
M 638
W 714

N&A

MELISSA MANCHESTER
You Should Hear... (Arista)
LP: Hey Ricky

Regional 184/2 81% National Summary
Reach UP 8
S 894
M 108
W 748

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

JOAN JETT &...
Do You Wanna... (Boardwalk)
LP: Bad Reputation

Regional 114/0 56% National Summary
Reach UP 8
S 644
M 468
W 524

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

PAUL McCARTNEY
Take It Away (Columbia)
LP: Tug Of War

Regional 183/1 91% National Summary
Reach UP 10
S 858
M 924
W 588

N&A

K. LOGGINS & S. PERRY
Don't Fight It (Columbia)

Regional 102/52 50% National Summary
Reach UP 5
S 604
M 638
W 714

N&A

MELISSA MANCHESTER
You Should Hear... (Arista)
LP: Hey Ricky

Regional 184/2 81% National Summary
Reach UP 8
S 894
M 108
W 748

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

JOAN JETT &...
Do You Wanna... (Boardwalk)
LP: Bad Reputation

Regional 114/0 56% National Summary
Reach UP 8
S 644
M 468
W 524

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

RANDY MEISNER
Never Been In Love (Epic)
LP: Randy Meisner

Regional 137/1 68% National Summary
Reach UP 10
S 738
M 568
W 698

N&A

K. LOGGINS & S. PERRY
Don't Fight It (Columbia)

Regional 102/52 50% National Summary
Reach UP 5
S 604
M 638
W 714

N&A

MELISSA MANCHESTER
You Should Hear... (Arista)
LP: Hey Ricky

Regional 184/2 81% National Summary
Reach UP 8
S 894
M 108
W 748

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

JOAN JETT &...
Do You Wanna... (Boardwalk)
LP: Bad Reputation

Regional 114/0 56% National Summary
Reach UP 8
S 644
M 468
W 524

N&A

STEVE MILLER BAND
Abracadabra (Capitol)
LP: Abracadabra

Regional 141/0 70% National Summary
Reach UP 18
S 678
M 774
W 624

N&A

OLIVIA NEWTON-JOHN "Heart Attack" (MCA) 58/58

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 58 including WBEN-FM, B94, WXKS-FM, JB105, Z93, CKLW, KBEO, KEARTH, KRLA, KFI, Q103, KOPA, WLAN-FM, 79Q, KQKQ.

MICHAEL MURPHEY "What's Forever For" (Liberty) 58/12

Moves: Up 26, Debuts 11, Same 9, Down 0, Adds 12, B100, WKFM, WHFM, KITY, KZZB, WTX, FM100, WDCG, WFBG, WFOX, WGLF, WYKS, 94Q 24-21, KSTT 15-11, Y94 21-18.

PAUL DAVIS "Love Or Let Me Be Lonely" (Arista) 57/0

Moves: Up 29, Debuts 3, Same 19, Down 6, Adds 0, KCNR 19-15, KOPA 28-22, WFI 28-24, WAEB 5-4, WKEE 14-8, WTYX 17-13, G100 26-21, Y103 15-12, WSEZ 24-21, KOFM 13-11, KO93 11-9, KSPZ 7-5, WFEA 19-14, 95SGF 24-20, KCBN 40-33.

GAP BAND "You Dropped A Bomb On Me" (Total Experience/PGM) 55/12

Moves: Up 17, Debuts 6, Same 19, Down 1, Adds 12, Z93, KFI, XTRA, KZFM, KINT, B97, WQID, FM100, KX104, WFOX, KENI, KSLY, Y100 20-16, KFRC 10-6, WTYX 2-1.

SIGNIFICANT ACTION

DON HENLEY "Johnny Can't Read" (Asylum) 49/11

Moves: Up 7, Debuts 11, Same 20, Down 0, Adds 11, KYST, WANS-FM, WNOK-FM, WNAM, WKAU, WMEE, WKDD, WCGQ, KVOL, WAZY-FM, KDVV, KEARTH 26-21, KZZP 22-20, KINT 37-24, Z102 32-26.

MOTELS "Take The L" (Capitol) 48/21

Moves: Up 2, Debuts 10, Same 14, Down 1, Adds 21 including CFTR, WLOR-FM, KFI, WSPK, WLAN-FM, WKEE, WQID, WSEZ, KHOP, KNBQ, KSKD, KQMQ, KSEL-FM, KRNA, KKLTV.

JOE JACKSON "Steppin' Out" (A&M) 48/15

Moves: Up 14, Debuts 5, Same 14, Down 0, Adds 15, KEARTH, WKFM, 3WT, WPST, WOKI, WNOK-FM, WRVQ, WKAU, KYNO-FM, WJBO, WACZ, WTSN, WFEA, WFLB, WAZY-FM.

LAURA BRANIGAN "Gloria" (Atlantic) 47/9

Moves: Up 21, Debuts 3, Same 14, Down 0, Adds 9, B94, JB105, Z93, KIIS-FM, WKEE, KTFM, WDCG, WIGY, WAZY-FM, WBEN-FM 25-12, WXKS-FM 5-1, Y100 8-5, KEARTH 19-15, KIQQ 28-21, FM100 28-21.

QUARTERFLASH "Night Shift" (WB) 43/4

Moves: Up 12, Debuts 7, Same 20, Down 0, Adds 4, WCAU-FM, WKEE, WKDD, KKLTV, WXKS-FM 23-18, Z93 on, KCBN d-25, 3WT 40-38, KSET-FM 23-13, KSKD 27-21, WJBO 38-33, Q104 d-32, KFMZ 22-20, KCBN 33-27, KOZE 22-19.

WHO "Athena" (WB) 42/41

Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 41 including WBEN-FM, 96KX, B104, WLS-FM, KIMN, WSPK, WRCK, WKRZ-FM, WHHY-FM, WSSX, WJXQ, KNBQ, KSEL-FM, WAZY-FM, KCBN.

JOSIE COTTON "He Could Be The One" (Elektra) 41/9

Moves: Up 6, Debuts 4, Same 22, Down 0, Adds 9, WCAU-FM, WKEE, KTFM, WOKI, KYNO-FM, KGGI, WISE, 99KG, WXKS-FM d-26, WLOR-FM on, KIQQ 40-27, WPST 33-30, KINT 33-23, KENI 27-24.

NICOLETTE LARSON "I Only Want To Be With You" (WB) 41/1

Moves: Up 25, Debuts 5, Same 10, Down 0, Adds 1, WXLK, KIQQ 30-28, KCNR 24-21, WSPK 22-18, WPST 35-25, V100 23-23, WTYX 29-25, WOKI 35-32, WSFL 22-19, KOFM 23-20, KO93 21-12, KSPZ 12-9, WJBO 27-22, Q104 30-24, KILE 38-31, KATI 27-24.

BILLY SQUIER "Emotions In Motion" (Capitol) 38/0

Moves: Up 19, Debuts 2, Same 17, Down 0, Adds 0, CHUM 10-6, CKGM 40-32, WHFM 35-33, WPST 23-20, WKRZ-FM 29-27, WSSX 13-9, WJXQ 1-1, KXX 22-16, FM103 18-14, WGUY 26-23, WACZ 26-23, WIGY 9-8, KSEL-FM 15-12, 99KG 36-30, KENI 33-28.

KANSAS "Right Away" (Kirshner/CBS) 35/3

Moves: Up 7, Debuts 2, Same 23, Down 0, Adds 3, WSPK, WSEZ, WJXQ, KEGL on, WRCK on, K104 32-27, KYST 40-34, KROK 25-22, WSKZ on, WSSX 22-18, WANS-FM on, KMGK on, KSKD on, WOMP-FM 35-30, KENI 32-29.

JOE COCKER & JENNIFER WARNES "Up Where We Belong" (Island/Atco) 33/12

Moves: Up 10, Debuts 5, Same 6, Down 0, Adds 12, CKLW, WAEB, KFTA, WJDX, FM100, WNOK-FM, KO93, WJBO, WFEA, WOMP-FM, WFLB, KATI, KC101 22-19, KHFI 30-26, Y103 25-20.

RONNIE MILSAP "He Got You" (RCA) 30/3

Moves: Up 10, Debuts 6, Same 11, Down 0, Adds 3, KIOA, WFEA, WAEV, WAEB 27-25, V100 29-24, KFTA 21-19, KINT 25-20, WOKI 37-34, WCSO on, WNOK-FM on, WGH d-20, KSTT d-22, WNAM on, KILE 37-34, KCBN 32-24.

CLOCKS "She Looks A Lot Like You" (Boulevard/CBS) 30/3

Moves: Up 6, Debuts 3, Same 18, Down 0, Adds 3, KSET-FM, KRNA, 99KG, KEGL on, WLOR-FM on, KBEO 34-30, KIQQ on, WKEE on, KEYN-FM on, KIDD on, KRQ on, KFMZ 19-16, KENI 26-23, KSLY 30-25, KCBN 39-34.

SYLVIA "Nobody" (RCA) 29/15

Moves: Up 9, Debuts 2, Same 3, Down 0, Adds 15, Z93, 94Q, Q105, KEARTH, KC101, 79Q, KHFI, KXX106, WHHY-FM, FM102, WCIR, WZYQ, Z102, KENI, KSLY.

DOLLY PARTON "I Will Always Love You" (RCA) 29/2

Moves: Up 16, Debuts 2, Same 9, Down 0, Adds 2, KITY, WDOQ, CFTR 35-22, KFI on, KIQQ 35-26, KTFM 16-13, WJDX 24-21, WTYX d-26, WSFL 26-21, WSEZ 31-27, KOFM 24-22, Y94 22-17, WCIR 7-3, WFLB 28-25, KELO 23-18.

RAY PARKER JR. "Let Me Go" (Arista) 28/0

Moves: Up 11, Debuts 2, Same 10, Down 5, Adds 0, WCAU-FM 39-37, B94 24-21, Y100 13-12, KIQQ d-22, KTFM 24-21, KITY 39-34, WTX 21-19, B97 19-14, KROK 22-18, CK101 32-28, WSEZ on, KYNO-FM 28-25, Q104 5-3, WYKS d-36, KKLTV on.

SHEENA EASTON "Machinery" (EMI America) 27/26

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 26 including WXKS-FM, KIQQ, WSPK, WHFM, 3WT, WKRZ-FM, WKEE, KSET-FM, WZYP, KMGK, KEYN-FM, KSKD, WTSN, WFBG, WISE, KVOL, KSLY.

ARETHA FRANKLIN "Jump To It" (Arista) 27/10

Moves: Up 4, Debuts 7, Same 6, Down 0, Adds 10, WBEN-FM, Y100, 95, KITY, KZFM, WTX, KROK, WQID, BJ105, WSEZ, WXKS-FM 9-6, PRO-FM 21-18, KIQQ d-33, KFRC 19-15, WTIC-FM 18-11.

WILLIE NELSON "Let It Be Me" (Columbia) 27/3

Moves: Up 12, Debuts 0, Same 12, Down 0, Adds 3, KC101, Y103, WKFR, WPGC 17-14, KFI on, KIQQ 37-35, KOPA on, KFTA 10-7, KZFM 19-16, WTX 30-24, KSTT 23-17, KOFM 26-24, WTSN 25-22, Q104 23-18, KSLY 29-24.

PAUL CARRACK "I Need You" (Epic) 25/11

Moves: Up 2, Debuts 1, Same 11, Down 0, Adds 11, CHUM, WSPK, KC101, WQID, WSFL, KXX, KIKI, WTSN, WOMP-FM, KSEL-FM, KKLTV, KEGL on, KIQQ on, WPST 40-36, WCIL-FM on.

ROBERT PLANT "Burning Down One Side" (Swan Song/Atco) 22/4

Moves: Up 4, Debuts 4, Same 10, Down 0, Adds 4, WBEN-FM, WABB-FM, G100, WISE, CHUM 19-10, WPHD 9-5, WYCR on, WSSX d-30, KXX on, FM103 d-25, WOMP-FM on, Q104 d-29, KVOL on, KXXL-FM 31-26, KFMZ d-24.

TONI BASIL "Mickey" (Chrysalis) 19/15

Moves: Up 2, Debuts 1, Same 1, Down 0, Adds 15, 95, WLOR-FM, KRLA, KFI, BJ105, KX104, WGH, WZZR, WJXQ, KMGK, KNBQ, WACZ, Z102, WISE, KRNA.

FOUR TOPS "Sad Hearts" (Casablanca/PolyGram) 19/4

Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 4, KINT, WGH, KIOA, WJBO, WXKS-FM d-28, KRLA on, KIQQ on, KROK on, FM100 on, WOKI on, KXX on, WGUY on, WCGQ on, KENI on, KSLY on.

SPYS "Don't Run My Life" (EMI America) 19/1

Moves: Up 5, Debuts 0, Same 13, Down 0, Adds 1, KVOL, WXKS-FM 27-23, WLOR-FM on, KSET-FM 26-23, WOKI on, WSEZ on, WSSX on, WRVQ 24-19, WZZR on, KZ93 on, KBBK on, WGUY on, WCIL-FM on, KRNA on, KFMZ 21-19.

JENNIFER HOLLIDAY "And I Am Telling You I'm Not Going" (Geffen) 19/0

Moves: Up 8, Debuts 0, Same 7, Down 4, Adds 0, WCAU-FM on, WBLI 24-23, KITY 24-21, KZFM 12-5, WTX 10-9, BJ105 23-19, WDOQ 15-12, WSFL 15-11, KIDD on, KGGI 26-22, WGUY 3-3, WFBG on.

ABC "Look Of Love" (Mercury/PolyGram) 17/15

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 15, WKRZ-FM, 79Q, WZYP, WDOQ, CK101, WSKZ, WOKI, WZZR, Z104, WJBO, WGUY, 95SGF, WISE, WYKS, KYA.

URIAH HEPP "That's The Way That It Is" (Mercury/PolyGram) 15/5

Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 5, WRCK, K104, KSET-FM, WANS-FM, KFMZ, CHUM 27-23, WPHD on, WJXQ 31-25, FM103 on, WIGY on, WOMP-FM on, WZYQ on, WISE on, KKRC-FM 28-25, KRNA on.

EVELYN KING "Love Come Down" (RCA) 14/8

Moves: Up 4, Debuts 2, Same 0, Down 0, Adds 8, KEARTH, KRLA, KIDD, KQMQ, 95SGF, WFLB, KILE, KVOL, WXKS-FM 17-16, CKLW d-19, KFRC 36-30, WTIC-FM 27-22, KYNO-FM 22-21, WGUY d-28.

LOVERBOY "Lucky Ones" (Columbia) 12/0

Moves: Up 10, Debuts 1, Same 0, Down 1, Adds 0, CKGM 32-37, KYST 34-27, BJ105 35-31, WSSX d-26, WRD 11-10, WJXQ 9-8, WKDD 6-4, WOMP-FM 30-27, WZYQ 27-24, Q104 13-9, KKRC-FM 19-18, KFMZ 18-17.

CHRISTOPHER ATKINS "How Can I Live Without Her" (Polydor/PolyGram) 12/0

Moves: Up 3, Debuts 0, Same 9, Down 0, Adds 0, WCAU-FM on, KIQQ on, WQUT on, WZZR on, WIGY on, WTSN on, WCIR 14-9, WCGQ on, KILE 32-25, KYA 14-11.

SIGNIFICANT ACTION

KARLA BONOFF "Please Be The One" (Columbia) 28/17

Rotations: Heavy 0/0, Medium 9/4, Light 19/13, Extra Adds 0, Total Adds 17, KPPL, WSRZ, WHBY, KRNT, WTRX, KMBZ, KKRD, KKUA, KCEE, WEIM, Q96, WORG, KFQD, KQDI, KRCL, KRKK, KVSF. Medium: WARM98, KBOI, WKZE-FM, WJON, KBOZ.

BOBBY CALDWELL "All Of My Love" (Polydor/PolyGram) 28/7

Rotations: Heavy 0/0, Medium 13/3, Light 15/4, Extra Adds 0, Total Adds 7, WKAZ, KEY103, WSLI, KUGN, Q96, KBOZ, KRNO. Medium: WLTA, 97A1A, WCCO, WQUA, KBOI, WVNFR, WKZE-FM, WEIM, WJON, KRCL.

SANTANA "Hold On" (Columbia) 26/7

Rotations: Heavy 2/0, Medium 12/3, Light 12/4, Extra Adds 0, Total Adds 7, WAFB, WOWO, WKZE-FM, WLVA, WSLI, KCRG, KCMQ. Heavy: WSGN, WSGN, WSRZ. Medium: WHEN, WHHY, Y106, WFMK, KWAV, KYUU, WEIM, WTN, WCHV.

JOE JACKSON "Steppin' Out" (A&M) 22/2

Rotations: Heavy 3/0, Medium 13/1, Light 6/1, Extra Adds 0, Total Adds 2, KING, WHHY. Heavy: SM95, KKUA, WVNFR. Medium: KPLZ, WSRZ, WHBC, WFMK, WMHE, KWAV, WSKY, KSEL, WBOW, KRCL, KRKK, KVSF.

STEVIE WONDER "Ribbon In The Sky" (Tamla/Motown) 20/12

Rotations: Heavy 0/0, Medium 8/5, Light 12/7, Extra Adds 0, Total Adds 12, WBEN, WRIE, WSLI, KRNT, KRKD, KUGN, KKUA, KSL, WKZE-FM, WEIM, WORG, KQDI. Medium: WCCO, WHBY, KWAV.

STEPHEN BISHOP "If Love Takes You Away" (WB) 18/13

Rotations: Heavy 0/0, Medium 10/4, Light 9/7, Extra Adds 1, Total Adds 13, WBEN, SM95, WHBY, KKUA, KSL, WKZE-FM, WLVA, WORG, WJON, KFQD, KBOZ, KQDI, KSRO. Medium: WLTA, KBOI, KRCL.

RANDY MEISNER "Never Been In Love" (Epic) 18/6

Rotations: Heavy 0/0, Medium 5/2, Light 10/4, Extra Adds 2, Total Adds 6, KOY, WSRZ, KSLQ, WVNFR, WSKY, KPAT. Medium: WHEN, WAFB, Y106, WFMK, KCMQ, WBOW.

PAUL CARRACK "I Need You" (Epic) 17/8

Rotations: Heavy 0/0, Medium 8/5, Light 9/7, Extra Adds 2, Total Adds 8, 97A1A, WCCO, WQUA, WEIM, WKBR, WCHV, WJON, KRCL. Medium: SM95, KKUA, WKZE-FM.

RAY PARKER JR. "Let Me Go" (Arista) 15/1

Rotations: Heavy 1/0, Medium 4/0, Light 10/1, Extra Adds 0, Total Adds 1, KBAI. Heavy: KRCL. Medium: 97A1A, WHHY, KKUA, KFQD.

MARSHALL CRENSHAW "Someday, Someway" (WB) 15/0

Rotations: Heavy 1/0, Medium 6/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WTN. Medium: KOY, WHEN, KEY103, WSRZ, KUDO, KCMQ.

FLEETWOOD MAC "Gypsy" (WB) 14/14

Rotations: Heavy 0/0, Medium 6/6, Light 8/8, Extra Adds 0, Total Adds 14, KGW, KING, KEY103, WSGN, WHHY, WSRZ, WFMK, KRKD, KBOI, K108, WCHV, WORG, KRCL, KRKK.

ASIA "Only Time Will Tell" (Geffen) 14/3

Rotations: Heavy 0/0, Medium 9/2, Light 5/1, Extra Adds 0, Total Adds 3, WROR, WSRZ, WQUA. Medium: WHEN, Y106, KSLQ, KBOI, KYUU, KCMQ, KRKK.

KIM CARNES "Voyeur" (EMI America) 14/3

Rotations: Heavy 0/0, Medium 6/1, Light 8/2, Extra Adds 0, Total Adds 3, WROR, WORG, KCMQ. Medium: KHOW, WQUA, WEIM, WSKY, KRNO.

JOHN COUGAR "Jack & Diane" (Riva/PolyGram) 13/3

Rotations: Heavy 3/0, Medium 6/1, Light 6/2, Extra Adds 0, Total Adds 3, WGAR, WROV, KCRG. Heavy: WSRZ, WVNFR, KCMQ. Medium: WHHY, WSKY, KRKK.

TOTO "Make Believe" (Columbia) 13/3

Rotations: Heavy 0/0, Medium 9/1, Light 4/2, Extra Adds 0, Total Adds 3, WHHY, WTN, WSKY. Medium: WHEN, WSRZ, WQUA, KSLQ, WVNFR, WEIM, WCHV, KCMQ.

BARON LONGFELLOW "Amour" (Ice) 11/5

Rotations: Heavy 0/0, Medium 2/1, Light 9/4, Extra Adds 0, Total Adds 5, WHBY, WHBC, KRNT, WEIM, WSKY. Medium: KSL.

ALABAMA "Close Enough To Perfect" (RCA) 10/9

Rotations: Heavy 0/0, Medium 2/1, Light 8/8, Extra Adds 0, Total Adds 9, WSB, KJR, WSGN, WHHY, KMBZ, WCHV, WORG, KFQD, KRCL. Medium: KING.

RH FACTOR "Glued To The Tube" (Boardwalk) 9/9

Rotations: Heavy 0/0, Medium 0/0, Light 8/8, Extra Adds 1, Total Adds 9, KFMK, WHBC, WHIO, KMBZ, KKUA, WVNFR, WKZE-FM, WJON, KRCL.

PATRICE RUSHEN "Forget Me Nots" (Elektra) 9/1

Rotations: Heavy 0/0, Medium 4/1, Light 8/1, Extra Adds 0, Total Adds 1, KEX. Medium: KPAT.

SHEENA EASTON "Machinery" (EMI America) 7/7

Rotations: Heavy 0/0, Medium 3/3, Light 4/4, Extra Adds 0, Total Adds 7, WSB, KHOW, WSLI, WHBC, WQUA, WTN, KBAI.

FOUR TOPS "Sad Hearts" (Casablanca/PolyGram) 7/1

Rotations: Heavy 0/0, Medium 2/0, Light 5/1, Extra Adds 0, Total Adds 1, WHBC. Medium: WSLI, KRCL.

DONNA SUMMER "Love Is In Control (Finger On The Trigger)" (Geffen) 7/1

Rotations: Heavy 2/0, Medium 4/0, Light 1/1, Extra Adds 0, Total Adds 1, WOWO. Heavy: WTN, WSKY. Medium: WROR, WHHY, WKZE-FM, WCHV.

LANI HALL "I'll Fall In Love Again" (A&M) 7/0

Rotations: Heavy 0/0, Medium 1/0, Light 6/0, Extra Adds 0, Total Adds 0. Medium: WVNFR.

MEN AT WORK "Who Can It Be Now?" (Columbia) 6/0

Rotations: Heavy 2/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: Y106, WSRZ. Medium: WMHE, WTN.

QUARTERFLASH "Night Shift" (WB) 6/0

Rotations: Heavy 0/0, Medium 1/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: Y106.

MOTELS "Take The L" (Capitol) 5/3

Rotations: Heavy 0/0, Medium 0/0, Light 5/3, Extra Adds 0, Total Adds 3, WSGN, WEIM, WCHV.

DUKES "Mystery Girl" (Atlantic) 5/1

Rotations: Heavy 0/0, Medium 2/0, Light 3/1, Extra Adds 0, Total Adds 1, WFSM. Medium: SM95, KRNT.

BILLY IDOL "Hot In The City" (Chrysalis) 5/1

Rotations: Heavy 1/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, KPAT. Heavy: WSGN. Medium: KCMQ.

REO SPEEDWAGON "Sweet Time" (Epic) 5/1

Rotations: Heavy 0/0, Medium 0/0, Light 5/1, Extra Adds 0, Total Adds 1, WBOW.

JOHN SCHNEIDER "In The Driver's Seat" (Scotti Bros./CBS) 5/1

Rotations: Heavy 0/0, Medium 0/0, Light 5/1, Extra Adds 0, Total Adds 1, KBAI.

HAIRCUT 100 "Favourite Shirts (Boy Meets Girl)" (Arista) 11/3

Moves: Up 1, Debuts 2, Same 5, Down 0, Adds 3, KSET-FM, KQMQ, KVOL, KRLA on, KIQQ 22-15, WJXQ on-dp, Z104 on, WACZ on, KENI on, KSLY d-27, KCBN d-39.</

COLUMBIA RECORDS:

Quality Music That You Can Depend On!



KENNY LOGGINS *with* **STEVE PERRY**

"DON'T FIGHT IT"

96KX add 23	KZZB add	WGH add	KKXX add	WISE add	WLS on
B94 add	KROK add	WRVO add	KYNO-FM add 28	KPUR add	WLS-FM on
CKGM add	WQID add	WZZR add	KIDD add	Q101 add	KIQQ deb 38
WLOL-FM add	WHHY-FM add	WJXQ add 14	KGGI add	KFYR add	KZZP deb 29
KBEQ add 39	BJ 105 add 40	WEBC add 30	KJRB add	KKLS add	
WKTJ add	WDOQ add	KEYN-FM add 29	KBBK add	99KG add	
KFI add	WSKZ add	KZ93 add	FM103 add	KKLV add	
XTRA add	WQUT add	WZOK add	KSKD add	KYYA add	
WSPK add	WSEZ add	WNAM add	KOMQ add	WBEN-FM deb 39	
WLAN-FM add	WANS-FM add	KOKO add	WOMP-FM add	Y100 on	
KSET-FM add 25	WNOK-FM add	KO93 add 24	WCIR add	Q105 24	



WILLIE NELSON

"LET IT BE ME"

JB105 26	KC101 add 28	WKFR add	WSEZ	WFOX
WPGC 17-14	KTSA 10-7	WTSN 25-22	WGH	WXLK
KFI on	KZFM 19-16	Q104 23-18	KSTT	KFYR
KIQQ 35	KINT 19	KSLY 29-24	KIOA	
KOPA on	WTIX 30-24	WHFM	KOFM	
KZZP 25	Y103 add	KTFM	KBBK	



ELVIS COSTELLO

"MAN OUT OF TIME"

KFI	WJXQ
WPHD	KNBQ
KINT	KBBK
BJ105	KSLY

!!!Elvis Dares To Be Different!!!
!!!We Want This Record!!!



NEIL DIAMOND

"HEARTLIGHT"

Brand New:
On Your Desk Today!



Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	
3	1	1	1 CHICAGO/Hard To Say I'm Sorry (Full Moon/WB)
7	5	4	2 PAUL McCARTNEY/Take It Away (Columbia)
5	4	2	3 CROSBY, STILLS & NASH/Wasted On The Way (Atlantic)
17	12	7	4 JOHN COUGAR/Jack & Diane (Riva/PolyGram)
8	7	6	5 MELISSA MANCHESTER/You Should Hear How She... (Arista)
12	11	9	6 ALAN PARSONS PROJECT/Eye In The Sky (Arista)
10	9	8	7 GO-GO'S/Vacation (IRS/A&M)
1	2	5	8 SURVIVOR/Eye Of The Tiger (Scotti Bros./CBS)
2	3	3	9 FLEETWOOD MAC/Hold Me (WB)
22	16	13	10 ASIA/Only Time Will Tell (Geffen)
27	19	14	11 JACKSON BROWNE/Somebody's Baby (Asylum)
4	6	11	12 STEVE MILLER BAND/Abracadabra (Capitol)
24	20	17	13 MEN AT WORK/Who Can It Be Now? (Columbia)
21	17	15	14 ELTON JOHN/Blue Eyes (Geffen)
11	10	10	15 KENNY ROGERS/Love Will Turn You Around (Liberty)
29	23	20	16 MICHAEL McDONALD/I Keep Forgettin' (WB)
20	18	18	17 DONNA SUMMER/Love Is In Control... (Geffen)
6	8	12	18 AIR SUPPLY/Even The Nights Are Better (Arista)
-	28	25	19 AMERICA/You Can Do Magic (Capitol)
19	15	19	20 EDDIE MONEY/Think I'm In Love (Columbia)
-	30	26	21 TOTO/Make Believe (Columbia)
30	26	24	22 JOAN JETT.../Do You Wanna Touch Me (Oh Yeah) (Boardwalk)
16	13	16	23 POINTER SISTERS/American Music (Planet/RCA)
-	29	27	24 RANDY MEISNER/Never Been In Love (Epic)
23	22	21	25 BILLY IDOL/Hot In The City (Chrysalis)
28	25	23	26 MARSHALL CRENSHAW/Someday, Someway (WB)
-	-	29	27 KIM CARNES/Voyeur (EMI America)
-	-	30	28 SANTANA/Hold On (Columbia)
15	21	28	29 MOTELS/Only The Lonely (Capitol)
-	-	-	30 38 SPECIAL/You Keep Running Away (A&M)

Three Weeks	Two Weeks	Last Week	
3	2	1	1 KENNY ROGERS/Love Will Turn You Around (Liberty)
5	4	3	2 PAUL McCARTNEY/Take It Away (Columbia)
1	1	2	3 CROSBY, STILLS & NASH/Wasted On The Way (Atlantic)
9	6	5	4 ELTON JOHN/Blue Eyes (Geffen)
2	3	4	5 CHICAGO/Hard To Say I'm Sorry (Full Moon/WB)
13	11	8	6 ALAN PARSONS PROJECT/Eye In The Sky (Arista)
10	9	7	7 MICHAEL MURPHEY/What's Forever For (Liberty)
18	16	14	8 AMERICA/You Can Do Magic (Capitol)
4	5	6	9 HERB ALPERT/Route 101 (A&M)
14	12	11	10 PAUL DAVIS/Love Or Let Me Be Lonely (Arista)
16	13	12	11 ROBERTA FLACK/I'm The One (Atlantic)
6	8	9	12 FLEETWOOD MAC/Hold Me (WB)
20	17	15	13 NICOLETTE LARSON/I Only Want To Be With You (WB)
7	7	10	14 AIR SUPPLY/Even The Nights Are Better (Arista)
-	20	16	15 JACKSON BROWNE/Somebody's Baby (Asylum)
8	10	13	16 POINTER SISTERS/American Music (Planet/RCA)
-	23	19	17 MICHAEL McDONALD/I Keep Forgettin' (WB)
-	24	20	18 DIONNE WARWICK/For You (Arista)
-	-	28	19 JUICE NEWTON/Break It To Me Gently (Capitol)
19	18	17	20 CHRIS CHRISTIAN/Ain't Nothing Like The Real Thing (Boardwalk)
12	15	18	21 MELISSA MANCHESTER/You Should Hear How She... (Arista)
-	-	25	22 WILLIE NELSON/Let It Be Me (Columbia)
26	22	22	23 BARRY MANILOW/Oh Julie (Arista)
22	21	21	24 JOHN DENVER/Seasons Of The Heart (RCA)
-	-	26	25 DOLLY PARTON/I Will Always Love You (RCA)
-	-	27	26 RONNIE MILSAP/He Got You (RCA)
-	-	-	27 GLENN FREY/The One You Love (Asylum)
-	-	29	28 J. COCKER & J. WARNES/Up Where We Belong (Island/Atco)
15	14	23	29 BILL CHAMPLIN/Sara (Elektra)
-	-	-	30 WALTER MURPHY/Themes From "E.T." (MCA)

FLEETWOOD MAC (59)
OLIVIA NEWTON-JOHN (58)
GLENN FREY (52)

K. LOGGINS & S. PERRY (52)
REO SPEEDWAGON (47)
STEEL BREEZE (47)

MOST ADDED

GLENN FREY (36)
JUICE NEWTON (30)
KARLA BONOFF (17)

WALTER MURPHY (17)
J. COCKER & J. WARNES (15)
WILLIE NELSON (15)

JOHN COUGAR (129)
CHICAGO (116)
ALAN PARSONS PROJECT (63)

ASIA (55)
MELISSA MANCHESTER (55)

HOTTEST

KENNY ROGERS (70)
ELTON JOHN (61)
CROSBY, STILLS & NASH (56)

PAUL McCARTNEY (52)
CHICAGO (50)
ALAN PARSONS PROJECT (39)

BREAKERS

38 SPECIAL

You Keep Running Away (A&M)

59% of our reporters on it. Moves: Up 48, Debuts 27, Same 29, Down 0, Adds 15, JB105, 92FLY, KYST, KZZB, KROK, WSFL, WKDQ, KQKQ, KO93, Y94, KRQ, WYKS, KKXL-FM, WCIL-FM, 99KG. See Parallels, debuts at number 30 on the CHR chart.

12-34

NEW & ACTIVE

- ✓ **GLENN FREY "The One You Love" (Asylum) 110/52**
Moves: Up 12, Debuts 28, Same 18, Down 0, Adds 52 including B104, JB105, Q105, WLLOL-FM, KIQQ, KUBE, KIMN, Q103, V100, WFMF, WKAU, KKXX, WACZ, WSPT, KCBN.
- TANE CAIN "Holdin' On" (RCA) 110/21**
Moves: Up 19, Debuts 17, Same 53, Down 0, Adds 21 including WXKS-FM, KIMN, WKFM, 3WT, K104, KYST, WHHY-FM, CK101, WSEZ, KQKQ, KHOP, WCIR, WFOX, KKLS, KRNA.
- A FLOCK OF SEAGULLS "I Ran (So Far Away)" (Jive/Arista) 107/17**
Moves: Up 43, Debuts 12, Same 30, Down 5, Adds 17 including WBEN-FM, KFRC, XTRA, KUBE, WKFM, WIFL, KTFM, KHFI, KZZB, WVIC, WNAM, KO93, KIKI, KYA.
- HUEY LEWIS & THE NEWS "Workin' For A Livin'" (Chrysalis) 104/12**
Moves: Up 42, Debuts 9, Same 40, Down 1, Adds 12, KFRC, KUBE, KZZP, KYST, KR0D, KHFI, KZZB, WEBC, WKDQ, WYKS, KQWB, KKLS, WPST 26-22, WOKI 25-18, KZ93 14-11.
- ✓ **KENNY LOGGINS & STEVE PERRY "Don't Fight It" (Columbia) 102/52**
Moves: Up 5, Debuts 27, Same 18, Down 0, Adds 52 including 96KX, B94, CKGM, WLLOL-FM, KBEQ, WKTI, KFI, XTRA, WLAN-FM, WQID, WZOK, KQMQ, WOMP-FM, KKLS, KYA.
- ✓ **STEEL BREEZE "You Don't Want Me Anymore" (RCA) 101/47**
Moves: Up 1, Debuts 16, Same 37, Down 0, Adds 47 including WBEN-FM, WCAU-FM, Q107, I95, KBEQ, KIQQ, XTRA, WSPK, WYCR, WABB-FM, WSFL, WKFR, KGGI, WJBO, 99KG.
- JERMAINE JACKSON "Let Me Tickle Your Fancy" (Motown) 101/3**
Moves: Up 65, Debuts 7, Same 22, Down 4, Adds 3, WKFM, WQID, KENI, WCAU-FM 40-29, WXKS-FM 13-11, Z93 22-18, KRLA 22-19, KFI 17-8, WIFL 29-18, KZFM 16-11, WSFL 13-8, KSTT 18-14, KYNO-FM 19-16, KQMQ 12-9, Q104 29-19.
- JUICE NEWTON "Break It To Me Gently" (Capitol) 98/21**
Moves: Up 28, Debuts 26, Same 23, Down 0, Adds 21 including WXKS-FM, PRO-FM, Q103, 92FLY, WYCR, KROK, KXK106, FM100, WSEZ, KO93, Y94, KGGI, KBBK, 95SGF, WRKR.
- STEVE WINWOOD "Still In The Game" (Island/WB) 96/14**
Moves: Up 41, Debuts 11, Same 30, Down 0, Adds 14, WKTI, KCBN, KIMN, 3WT, WIFL, WTX, WABB-FM, CK101, KSTT, WIKS, KLUJ, KKXL-FM, WCIL-FM, KYA, CHUM 24-17.
- ✓ **REO SPEEDWAGON "Sweet Time" (Epic) 79/47**
Moves: Up 2, Debuts 19, Same 11, Down 0, Adds 47 including WBEN-FM, WCAU-FM, 96KX, JB105, CFTR, CKGM, KFI, KIQQ, WRCK, WDOQ, WKDQ, KSKD, WTSN, WGLF, KKLS.
- KOOL & THE GANG "Big Fun" (De-Lite/PolyGram) 76/29**
Moves: Up 5, Debuts 16, Same 26, Down 0, Adds 29 including WBEN-FM, WCAU-FM, WLLOL-FM, KRLA, WHFM, WTIC-FM, KZFM, WFMF, WSFL, WRQK, KHOP, KIDD, WACZ, KILE, WAZY-FM.
- WALTER MURPHY "Themes From 'E.T.'" (MCA) 71/3**
Moves: Up 28, Debuts 7, Same 33, Down 0, Adds 3, WHFM, KBBK, WCGQ, JB105 16-6, KEARTH 21-17, KOPA 29-26, KC101 21-18, KINT 1-1, CK101 21-16, WSFL 38-35, KSTT 20-13, K96 23-20, WJBO 40-36, WAZY-FM 28-24, KYA 24-18.
- ROBERTA FLACK "I'm The One" (Atlantic) 69/5**
Moves: Up 39, Debuts 7, Same 18, Down 0, Adds 5, KOPA, 92FLY, KHFI, KRQ, WTSN, KIQQ 32-29, KZZP 27-24, WIFL 26-22, WAEB 14-11, FM100 23-18, WRQK 30-25, KSTT 7-4, WFEA 25-19, WFLB 11-8, KDZA 38-35.
- ✓ **FLEETWOOD MAC "Gypsy" (WB) 64/59**
Moves: Up 1, Debuts 2, Same 2, Down 0, Adds 59 including WPGC, Z93, 94Q, WLLOL-FM, KIQQ, B100, WPHD, WYCR, WABB-FM, WNOK-FM, KMGK, WKDQ, KNBQ, KFMZ.

GLENN FREY

The One You Love (Asylum)

61% of our reporters on it. Rotations: Heavy 3/0, Medium 42/16, Light 32/18, Extra Adds 2, Total Adds 36 including WBEN, WLTT, WSB, 97AIA, WCZY, WHB, WISN, KHOW, KJR, WSBA, WAFB, WAAY, KRNT, KUDO, K108, and 21 more. Debuts at number 27 on the A/C chart.

WALTER MURPHY

Themes From "E.T." (MCA)

48% of our reporters on it. Rotations: Heavy 5/1, Medium 34/4, Light 23/11, Extra Adds 1, Total Adds 17, WLTA, KING, WKAZ, WSFM, WTIC, KMGC, WAIV, WHBC, WHIO, WTRX, KMBZ, KLTE, WQUA, WTNV, WCHV, KCRG, KFQD. Debuts at number 30 on the A/C chart.

NEW & ACTIVE

25-49

- BILLY PRESTON "I'm Never Gonna Say Goodbye" (Motown) 41/4**
Rotations: Heavy 0/0, Medium 18/1, Light 23/3, Extra Adds 4, WSB, WARM98, KFMB, WJBC, Medium: WLTA, KEY103, WAIV, WGAR, KBOI, KUGN, KKUA, KSL, WNNR, WEIM, WSKY, WORG, WJON, KFQD, KBOZ, KRNO, KVSF.
- ANNE MURRAY "Hey! Baby!" (Capitol) 41/1**
Rotations: Heavy 4/0, Medium 23/0, Light 14/1, Extra Adds 0, Total Adds 1, KLTE. Heavy: WCCO, WHIO, KUGN, WLVA. Medium: WROR, WLTT, 97AIA, WARM98, WZZP, WZUU, WHEN, WAFB, WAIV, WRVR, WQUE, WDEF, KSEL, WORG, KCRG, KFOR, WJON, KBOZ, KRLC, KRKK, KSRO.
- STEVE FORBERT "When You Walk In The Room" (Nemperor/CBS) 39/1**
Rotations: Heavy 1/0, Medium 21/1, Light 17/0, Extra Adds 0, Total Adds 1, Y106. Heavy: WLVA. Medium: WLTA, 97AIA, WARM98, WCCO, KING, WWYZ, KEY103, WSRZ, WHBC, WNNR, WKZE-FM, WEIM, WTNV, WORG, WJON, KFQD, KBOZ, KRLC, KRNO, KRKK.
- MOTELS "Only The Lonely" (Capitol) 39/1**
Rotations: Heavy 3/0, Medium 26/0, Light 10/1, Extra Adds 0, Total Adds 1, WCZY. Heavy: WYNY, WWYZ, KEY103. Medium: WROR, WLTT, 97AIA, WARM98, WZZP, WZUU, WHEN, WAFB, WAIV, WRVR, WQUE, YES95, WGAR, KRNT, WOMC, WENS, KRKD, KBOI, KUDO, WNNR, WCTC, WCHV, KCRG, KTWO, KBAI, KVSF.
- ✓ **MATTHEW WILDER "Work So Hard" (Arista) 35/14**
Rotations: Heavy 0/0, Medium 12/2, Light 22/11, Extra Adds 1, Total Adds 14, WKAZ, WSFM, KEY103, KMBZ, KUGN, KKUA, WKBR, WCHV, O96, WJBC, WBOW, KRNO, KISN, KVSF. Medium: WHBY, WHBC, KRNT, KBOI, KUDO, WEIM, WORG, WJON, KBOZ.
- SURVIVOR "Eye Of The Tiger" (Scotti Bros./CBS) 34/0**
Rotations: Heavy 4/0, Medium 16/0, Light 14/0, Extra Adds 0, Total Adds 0. Heavy: WTAE, WHEN, WOWO, KCMQ. Medium: WROR, 3WS, KHOW, KOY, WAFB, WSGN, WAAY, WGAR, WTRX, WMHE, WSKY, WCHV, KSEL, WROV, KRKK, KVSF.
- ✓ **SYLVIA "Nobody" (RCA) 33/14**
Rotations: Heavy 3/0, Medium 12/2, Light 18/12, Extra Adds 0, Total Adds 14, WCCO, KS94, WICC, SM95, WHBC, WFMK, WIBA, WKZE-FM, WEIM, WSKY, WCHV, WLVA, WBOW, KISN. Heavy: KEY103, WJON, KVSF. Medium: WSB, KFMK, WZUU, WHHY, KRNT, KMBZ, KBOI, WORG, KBOZ, KRLC.
- STEVE MILLER BAND "Abracadabra" (Capitol) 31/2**
Rotations: Heavy 6/0, Medium 19/2, Light 6/0, Extra Adds 0, Total Adds 2, 3WS, WAIV. Heavy: WSGN, Y106, WOWO, WFMK, KBOI, KSEL. Medium: WROR, WYNY, 97AIA, KHOW, KOY, WHEN, WAFB, WGAR, WMHE, KUDO, KYUU, WSKY, WCHV, KCRG, KCMQ, KPAT, WBOW.